

**EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON BUSINESS
PERFORMANCE: A CASE OF EQUITY BANK IN MERU COUNTY**

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Abstract

The objectives of this study were to find out effects of csr on business performance, effects of csr on business profit, whether business entity is a social institution and benefits of csr to a business entity. This study was conducted because social responsibility is becoming more and more important in the business world these days, both because socially responsibility actions are the right actions and because business people are finding that socially responsibility is profitable. The study was based on a population sample of 609 participants comprising of 9 bank managers, 400 bank customers and 200 bank staff. The study used quantitative approach as research design with some very limited qualitative aspects of research. A quantitative approach use numbers to describe phenomena. The quantitative was the best for this study, because the study used survey design that is descriptive for a large sample of population under scrutiny. One way frequency tables was calculated for each and every questioner item as an initial step in explanatory analysis. Combined two ways frequency tables was calculated for all multiple response questioner item in an attempt to reduce analysis output and thereby create compact results of manageable proportions.