

# Analysis of the Effects of Corporate Social Responsibility on Product Extensions: A Survey of Listed Companies in Kenya

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## Abstract

Corporate Social Responsibility (CSR) is one of the strongest public relations' tool and a very common used marketing strategy by many companies to get in touch with their publics. Implementation of CSR dimensions and at the same time enhancing product extensions into the market is an essential component in any business prosperity. The study was conducted among listed companies in Kenya, because various sectors of businesses are represented. The study was based on the theory of Carroll's four-part model of CSR. Despite the fact that CSR is frequently employed in many organizations, how they capture the aspect of product penetration deep into the intended markets is not known; or whether CSR dimensions are just being carried out to the public to entice them and that is all. The findings revealed that there is a weak linear relationship between CSR dimensions and product extension with a 2% influence. This means that CSR activities can help product extension into the market but no single item can be depended upon, unless combined amongst CSR dimensions and/or mixed with the other strategies like, sales promotion, personal selling and direct marketing among others.

**Key words:** *Corporate Social Responsibility Dimensions; Product extensions and Listed Companies.*