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CORPORATE PHILANTHROPY AND BUSINESS REPUTATION: A COMPARATIVE STUDY OF COOPERATIVE SOCIETIES IN THE FEDERAL POLYTECHNIC, IDAH.

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Abstract
This study examined the nature of the relationship that exists between Corporate Philanthropy and Business Reputation of the Comparative Study of IMCS and AMCS, in The Federal Polytechnic, Idah. The study specific objectives were to: investigate the relationship between Strategic Alignment and Trustworthiness in the two Cooperative Societies, and determine the relationship between Stakeholder Engagement and member satisfaction in the two Cooperative Societies. This study was anchored on Stakeholder Theory propounded by Edward Freeman R. (1984). A survey research design was adopted for the study. The population of the study comprised 1840 members-customers of the two cooperative societies. A sample size of 556 was statistically drawn from the population using the Taro Yamani's sample size determination formula. Primary data were used for the study and collected through self-administered copies of the questionnaire. The data collected were analysed with the aid of descriptive and inferential statistical tools. The inferential statistical instrument used to test the study hypotheses were Paired samples correlation and Paired samples t-test. The study found a significant positive relationship between Strategic Alignment and Trustworthiness (r= 0.713, P-value < 0.05). Also, there is a significant positive relationship between the Stakeholder Engagement and member satisfaction (r= 0.883, P-value < 0.05). Hence, the study concluded that the Niche Strategy improved the performance of the Cooperative Society. Sequel to the findings, the study recommended that the two cooperative societies, most especially AMCS, should engage more in partnerships with other organizations to amplify the impact of philanthropic efforts, This will help ensuring that resources are used efficiently and effectively.

Keywords: Corporate Philanthropy, Cooperative Reputation, Trustworthiness, Member Satisfaction.

INTRODUCTION

Corporate philanthropy is gradually taking up a more prominent position in business strategy. For companies, it offers a way to demonstrate social responsiveness, which may eventually lead to enhanced reputation (Ibrahim, Nzewi, & Chiekezie, 2024). Consumers' growing expectations of the role of business in society have further intensified the importance of Corporate Philanthropy. Related marketing research indicates that socially responsible activities often have a positive effect on consumers (Schlegelmilch & Szocs, (2017).

In this context, Brammer & Millington, (2009) stress the need for understanding consumer expectations in relation to corporate responsibility and the impact of CP on reputation. Both are important, since companies' citizenship activities account for some 13% of their overall reputation as rated by consumers (Mainardes & Dos-Santos, (2023)). While the general link between Corporate philanthropy and corporate reputation has been empirically verified and is taken for granted by managers, there is a dearth of knowledge on how exactly consumers perceive particular dimensions of CP (i.e. cause specificity, geographical scope, and activities in different country environments), and which of these dimensions contribute most to the strength of customer-based corporate reputation (CBR). CBR is defined as "the customer's overall evaluation of a firm based on his or her reactions to the firm's goods, services, communication activities, interactions with the firm and/or its representatives or constituencies (such as employees, management, or other customers) and/or known corporate activities" (Hogarth, Hutchinson & Scaife, (2018). It is a unique concept that, unlike other CR measures, explicitly considers customers' personal experiences and perceptions about a firm, (Ibrahim, 2024).

Statement of Problem.

Corporate philanthropy, while intended to foster positive social impact and community development, often faces challenges in effectively enhancing the reputation of cooperatives. Despite significant investments in charitable activities, cooperatives may struggle with alignment of Core Values. It was seemingly difficult to ensure that philanthropic efforts are perceived as genuine and aligned with the cooperative's core values and mission, rather than as mere public relations tactics.

Member Engagement: Actively involving cooperative members in philanthropic initiatives to reflect their collective interests and enhance the sense of ownership and commitment. They was ineffectiveness in developing robust mechanisms to measure and communicate the social and economic impact of philanthropic activities, thereby demonstrating tangible benefits to the community and cooperative members. But there was need to maintaining high levels of transparency and accountability in the allocation and utilization of resources for philanthropic purposes to build trust among members and the broader community. This will be improved by balancing short-term philanthropic activities with long-term sustainable development goals to ensure lasting positive effects on the community.

Addressing these challenges is crucial for cooperatives to leverage corporate philanthropy effectively, thereby enhancing their reputation and fostering stronger community relationships. It was on the basis of this that this study was conducted to ascertain the relationship between corporate philanthropy and cooperative reputation among the two major cooperatives in the Federal Polytechnic, Idah.

Objective of the Study

The major objective of the study was the comparative determination of the relationship between corporate philanthropy and cooperative reputation among IMCS and AMCS.

The specific objectives are to:

i. examine the relationship between Strategic Alignment and trustworthiness among the selected cooperatives in the Federal Polytechnic, Idah, kogi state.

ii. ascertain the relationship between stakeholders engagement and members satisfaction among the selected cooperatives in the Federal Polytechnic, Idah, Kogi State.

Research Questions

I. What is the degree of the relationship that exists between Strategic Alignment and trustworthiness among the selected cooperatives in the Federal Polytechnic, Idah, Kogi State**?**

II. To what extent do stakeholders' engagement and members satisfaction correlate among the selected cooperatives in the Federal Polytechnic, Idah, Kogi State**?**

Research Hypotheses

i. There is no significant relationship between Strategic Alignment and trustworthiness among the selected cooperatives in the Federal Polytechnic, Idah, Kogi State.

ii. There is no significant relationship between stakeholders engagement and members satisfaction **correlate** among the selected cooperatives in the Federal Polytechnic**,** Idah, Kogi State.

Conceptual Review

Corporate Philanthropy

Corporate philanthropy in cooperatives involves businesses within the cooperative sector engaging in charitable activities and social initiatives to benefit their communities, Schlegelmilch & Szocs (2017). This can include donations, volunteer efforts, and partnerships with non-profits to address social, economic, and environmental issues.

Here are some key aspects of corporate philanthropy, Schlegelmilch & Szocs, (2017):

Community Focus: Cooperatives often prioritize local community needs, ensuring that their philanthropic efforts directly benefit the areas where their members live and work. Member Involvement: Cooperative members typically have a say in how philanthropic funds are allocated, fostering a sense of ownership and engagement. Sustainable Impact: Many cooperatives aim for long-term, sustainable impact through their philanthropic activities, aligning with their broader mission of social responsibility and community development. Collaborative Efforts: Cooperatives may partner with other organizations, including non-profits and government agencies, to amplify their impact and address larger systemic issues. Corporate philanthropy involves several key variables that can influence its effectiveness and impact. Brammer & Millington, (2005) opined some of the main variable for corporate alignments:

i. **Strategic Alignment**: Ensuring that philanthropic activities align with the company's core business strategy and values.

ii. **Stakeholder Engagement**: Involving employees, customers, and community members in philanthropic initiatives.

iii. **Resource Allocation**: Determining the amount of financial, human, and material resources dedicated to philanthropic efforts.

iv. **Impact Measurement**: Assessing the social and business outcomes of philanthropic activities.

v. **Partnerships**: Collaborating with non-profits, government agencies, and other organizations to enhance the reach and effectiveness of philanthropic efforts.

vi. **Geographic Focus**: Deciding whether to focus on local, national, or global initiatives.

vii. **Cause Selection**: Choosing specific causes or issues to support, such as education, health, environment, or social justice.

viii. **Communication and Reporting**: Transparently communicating the goals, activities, and outcomes of philanthropic efforts to stakeholders.

These variables help companies design and implement effective corporate philanthropy programs that can generate both social and business benefits.

Cooperative Reputation

Hogarth, Hutchinson & Scaife (2018) stressed the fact that Cooperative Reputation refers to the collective perception of a cooperative's trustworthiness, reliability, and overall standing within its community and among its stakeholders. This reputation is built over time through consistent actions, behaviours, and communication that reflect the cooperative's values and commitments.

Here are the key variables that influence cooperative reputation, as suggested by Brammer & Millington, (2005) are: Trustworthiness: The degree to which the cooperative is perceived as honest, reliable, and ethical in its dealings, Member Satisfaction: The level of satisfaction and engagement among cooperative members, reflecting their trust and confidence in the cooperative, Community Engagement: The extent of the cooperative's involvement in and contribution to the local community, including philanthropic activities and support for local initiatives, Transparency: The clarity and openness with which the cooperative communicates its operations, decisions, and financial status to its members and the public, Financial Performance: The cooperative's financial health and stability, which can influence perceptions of its reliability and sustainability, Quality of Products/Services: The perceived quality and value of the products or services offered by the cooperative, Governance and Leadership: The effectiveness and integrity of the cooperative's leadership and governance structures, Innovation and Adaptability: The cooperative's ability to innovate and adapt to changing market conditions and member needs, Social Responsibility: The cooperative's commitment to social and environmental responsibility, including sustainable practices and ethical behaviour, Communication: The effectiveness of the cooperative's communication strategies in building and maintaining a positive

image. These variables collectively shape the reputation of a cooperative, influencing how it is perceived by members, the community, and other stakeholders.

Strategic alignment

Strategic alignment in the context of cooperative society philanthropy can be viewed as the process of ensuring that the cooperative's philanthropic activities are in harmony with its overall mission, vision, and strategic goals, (Hogarth, Hutchinson & Scaife, 2018). This alignment helps maximize the impact of the cooperative's philanthropic efforts and ensures that they contribute to the long-term success and sustainability of the cooperative.

Here are some ways strategic alignment can manifest in cooperative society philanthropy: Mission-Driven Giving: Philanthropic activities are designed to support the cooperative's core mission and values, ensuring that donations and community projects reflect the cooperative's purpose. Philanthropic initiatives are aligned with the cooperative's strategic goals, such as enhancing member welfare, promoting community development, or supporting sustainable practices. Engaging in partnerships with other organizations to amplify the impact of philanthropic efforts, ensuring that resources are used efficiently and effectively. Involving cooperative members in philanthropic decision-making processes to ensure that their needs and perspectives are considered, fostering a sense of ownership and commitment.

Regularly assessing the outcomes of philanthropic activities to ensure they are contributing to the cooperative's strategic objectives and making a meaningful difference in the community. By strategically aligning philanthropic efforts with the cooperative's broader goals, cooperatives can enhance their social impact, strengthen member relationships, and build a positive reputation within the community.

Strategic alignment in a cooperative society involves ensuring that all aspects of the cooperative-its mission, vision, goals, and operations- are coordinated and working

together towards common objectives. This alignment helps cooperatives effectively meet the needs of their members and achieve long-term success. Here are some key elements of strategic alignment in a cooperative society: Mission and Vision Alignment: Ensuring that the cooperative's mission and vision reflect the values and needs of its members. Goal Setting: Establishing clear, achievable goals that support the cooperative's mission and vision. Operational Alignment: Aligning daily operations and activities with the cooperative's strategic goals. Member Engagement: Involving members in decision-making processes to ensure their needs and perspectives are considered. Performance Measurement: Regularly assessing performance to ensure the cooperative is on track to meet its strategic goals. By aligning these elements, cooperatives can enhance their efficiency, member satisfaction, and overall effectiveness.

Trustworthiness

The degree to which the cooperative is perceived as honest, reliable, and ethical in its dealings. The relationship between strategic alliances and trustworthiness in cooperatives is crucial for the success and sustainability of these partnerships. Trust is a fundamental element in forming and maintaining strategic alliances. For cooperatives, trustworthiness is essential to ensure that all parties believe in the cooperative's commitment to shared goals and mutual benefits. Trustworthiness fosters open communication and collaboration between partners. When cooperatives are seen as trustworthy, it encourages more transparent sharing of information, resources, and strategies, leading to more effective and efficient partnerships. Trust reduces perceived risks in strategic alliances. When partners trust each other, they are more likely to engage in cooperative behavior, reducing the likelihood of conflicts and misunderstandings.

Trustworthiness helps in building long-term relationships. Strategic alliances that are based on trust are more likely to endure over time, as partners feel secure in their mutual commitments and are willing to invest in the relationship. For cooperatives, being trustworthy enhances their reputation not only with their strategic partners but also within

the broader community. A strong reputation for trustworthiness can attract more partners and opportunities for future alliances. Trust in strategic alliances often leads to better performance outcomes. When partners trust each other, they can focus more on achieving their shared objectives rather than on monitoring and controlling each other's actions.

In summary, trustworthiness is a critical factor that underpins the success of strategic alliances in cooperatives. It facilitates better collaboration, reduces risks, builds long-term relationships, enhances reputation, and ultimately improves performance.

Members Satisfaction

The level of satisfaction and engagement among cooperative members, reflecting their trust and confidence in the cooperative. Stakeholder engagement and member satisfaction are crucial elements for the success and sustainability of cooperative societies. Engaging stakeholders, including members, employees, and the community, in decision-making processes ensures that diverse perspectives are considered, leading to more balanced and effective outcomes. Regular and transparent communication with stakeholders builds trust and fosters a sense of ownership and accountability within the cooperative.

Active involvement in community initiatives and addressing local needs strengthens the cooperative's relationship with the community, enhancing its reputation and support base, (Ibrahim, 2024). Establishing channels for stakeholders to provide feedback helps cooperatives identify areas for improvement and adapt to changing needs and expectations. Encouraging active participation in cooperative activities and governance helps members feel valued and connected to the cooperative's mission. Providing high-quality products, services, and benefits that meet members' needs and expectations is essential for maintaining satisfaction and loyalty. Offering education and training opportunities empowers members with the knowledge and skills needed to contribute effectively to the cooperative.

Recognizing and rewarding members' contributions fosters a positive and motivating environment, enhancing overall satisfaction. Effective stakeholder engagement leads to

higher member satisfaction, as members feel heard and valued (Ibrahim, *et al*, 2024). In turn, satisfied members are more likely to participate actively and support the cooperative's initiatives. Engaging stakeholders transparently and inclusively builds trust, which is fundamental for member loyalty and long-term commitment to the cooperative. By addressing the needs and expectations of both members and the broader community, cooperatives can achieve sustainable growth and resilience.

Stakeholder engagement and member satisfaction are deeply interconnected, with each reinforcing the other to create a thriving and resilient cooperative society.

Figure 1: Conceptual Framework

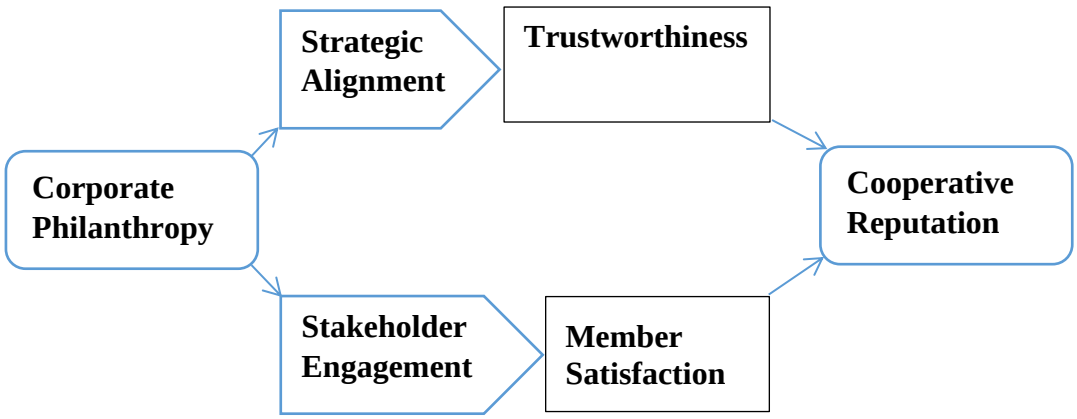


Figure 1: Conceptual Model showing the relationship between the research variables

Source: Researcher Model, 2024.

Figure 1 shows the relationship between the research main variables through their respective constructs. Corporate Philanthropy, as the independent variable, is measured with Strategic Alignment and Stakeholder Engagement. While Cooperative Reputation is the dependent variable, captured by Trustworthiness and Member Satisfaction.

Theoretical Foundations

Stakeholder Theory

This study was anchored on Stakeholder Theory propounded by Edward Freeman R. (1984). This theory posits that businesses should consider the interests of all stakeholders, including employees, customers, suppliers, and the community. Philanthropic activities can help address stakeholder needs and improve relationships. This theory is, for this note relevant to this study. There are several ways to consider who and what are stakeholders in both an organization and an organization's projects. The "shareholder theory," posited in the early 20th century by economist Milton Friedman, says that a company is beholden only to shareholders - that is, the company must make a profit for its shareholders.

Empirical Review

In their quest for knowledge, Hogarth, Hutchinson, & Scaife, (2018), worked on 'Corporate Philanthropy, Reputation Risk Management and Shareholder Value: A Study of Australian Corporate giving' in Australia. This study examines the role of corporate philanthropy (CP) in the management of reputation risk and shareholder value of the top 100 ASX listed Australian firms for the 3 years 2011–2013. The results of this study demonstrate the business case for corporate philanthropy and hence encourage corporate philanthropy by showing increasing firms' investment in corporate giving as a percentage of profit before tax, increases the likelihood of an increase in shareholder value. However, the proviso is that firms must also manage their reputation risk at the same time. There is a negative association between corporate giving and shareholder value (Tobin's Q) which is mitigated by firms' management of reputation. The economic significance of this result is that for every cent in the dollar the firm spends on corporate giving, Tobin's Q will decrease by 0.413 %. In contrast, if the firm increase their reputation by 1 point then Tobin's Q will increase by 0.267 %. Consequently, the interaction of corporate giving and reputation risk management is positively associated with shareholder value.

Furthermore, Mainardes, & Dos-Santos, (2023), researched on 'The Effects on Corporate Reputation of Corporate Social Irresponsibility, Philanthropy, and Customer Value Orientation', in USA. This study aimed to investigate whether philanthropy and customer-related corporate social irresponsibility influence the development of compliance, policies and rules, corporate image, and, indirectly, corporate reputation. They also aimed to verify whether the strategic orientation toward customer value influences compliance, image, and reputation. Their proposed a structural model based on the literature, and a survey was carried out with 344 employees of large private companies using a questionnaire. Data was analysed through structural equation modelling, with estimation by partial least squares. The results demonstrated that if a company invests in philanthropy and avoids cases of customer-related corporate social irresponsibility, it can stimulate the development of compliance. The adoption of compliance, combined with philanthropy, has the potential to impact the company's image directly and reputation indirectly. He also observed that customer value orientation tends to be reflected in compliance, image, and reputation. In this way, we concluded that investing in philanthropy, avoiding irresponsible acts, and guiding the company to propose value to customers can increase the reputation of a large company.

More of related research was done by Brammer, and Millington, (2005), on 'Corporate Reputation and Philanthropy: An Empirical Analysis'. This paper analyzes the determinants of corporate reputation within a sample of large UK companies drawn from a diverse range of industries. They paid particular attention to the role that philanthropic expenditures and policies may play in shaping the perceptions of companies among their stakeholders. Their findings highlight that companies which make higher levels of philanthropic expenditures have better reputations and that this effect varies significantly across industries. Given that reputational indices tend to reflect the financial performance

of organizations above other factors (Fryxell, G. E. and J. Wang: 1994, Journal of Management 20, 1–14) and that elements of the literature emphasise that discretionary aspects of social responsibility, including corporate donations, may not be in the financial interests of organizations (e.g. Friedman, M.: 1970, "The Social Responsibility of Business is to Increase its Profits", New York Times Magazine, September 13), this is a significant finding. It suggests that philanthropic expenditures may play a significant role in stakeholder management and may, in particular, lead to stakeholders holding more positive impressions of philanthropic corporations.

Another indept study was carried out by Schlegelmilch, Szőcs, (2017). on 'Disaggregating Corporate Philanthropy: The Impact of Individual Dimensions on Customer-Based Corporate Reputation'. The objective of the present study is a better understanding and measurement of the effects of CP on CBR. While CP activities have an influence on different stakeholder groups, this paper focuses exclusively on one key stakeholder group for companies, namely consumers. Specifically, we attempt to analyze consumers' perception of different dimensions of firms' philanthropic activities. 1 Corporate Philanthropy (CP) is not uniformly defined in the academic literature. For the purpose of this research, CP will be regarded as part of Corporate Social Responsibility (CSR), i.e "a direct contribution by a corporation to a charity or cause, most often in the form of cash grants, donations and/ or in- kind services" (Kotler and Lee, 2005, p.144). Furthermore, following Porter & Kramer's (2002) rationale, Cause-Related Marketing will not be considered a type of CP. 2 There is little agreement in the academic literature as to whether CR is a unidimensional or multidimensional construct. This paper follows the argument that an organization has multiple reputations (e.g. Walsh & Beatty 2007; Davies et al. 2003), i.e. reputations embody the contradictory interests of selfinterested constituents (such as investors, employees or customers). Moreover, CBR has to be distinguished from brand associations as the paper focuses on consumers' overall evaluations of a company

rather than a brand. CBR is thus a broader construct embracing also other factors besides products or services.

Additionally, Hogarth, Hutchinson, & Scaife, (2018), worked on 'Corporate Philanthropy, Reputation Risk Management and Shareholder Value: A Study of Australian Corporate giving' in Australia. This study examines the role of corporate philanthropy (CP) in the management of reputation risk and shareholder value of the top 100 ASX listed Australian firms for the 3 years 2011–2013. The results of this study demonstrate the business case for corporate philanthropy and hence encourage corporate philanthropy by showing increasing firms' investment in corporate giving as a percentage of profit before tax, increases the likelihood of an increase in shareholder value. However, the proviso is that firms must also manage their reputation risk at the same time. There is a negative association between corporate giving and shareholder value (Tobin's Q) which is mitigated by firms' management of reputation. The economic significance of this result is that for every cent in the dollar the firm spends on corporate giving, Tobin's Q will decrease by 0.413 %. In contrast, if the firm increase their reputation by 1 point then Tobin's Q will increase by 0.267 %. Consequently, the interaction of corporate giving and reputation risk management is positively associated with shareholder value.

Methodology

Research Design

A descriptive survey research design was used in the study because it provided an accurate portrayal or accounts of the characteristics, for example, behaviour, opinions, abilities, beliefs, and knowledge of a particular individual, situation or group (Best and Kahn, 2007). Quantitative research methods were used on the basis that quantitative research has the potential to generate research data that can be analysed using numerical techniques

(Babbie, 2013) while qualitative research methods, as opined by Bryman (2015), were also used to get an in-depth understanding of social practice of the participants.

Target Population

The target population of the study is 1030 and 830 for Idah-poly Multi-purpose cooperative Society and ASUP Multi-purpose cooperative Society, respectively. This comprised of shareholders/customers of the two Multi-purpose Cooperative Societies in The Federal Polytechnic, Idah, Kogi state. A simple random sampling was adopted for the sampling process. The study employed a correlation survey research design so as to collect information from sampled respondents through a structured copies of questionnaire. Since a Correlation research design is adopted for the study, it was to determine the extent of the relationship that exist between the constructs of the independent variable (Strategic Alignment and stakeholders engagement) and dependent variables (Trustworthiness and member's satisfaction). The hypotheses were tested with Paired samples t-test Paired samples t-test is appropriate since it involves a comparative study of two entities involving in similar activities.

Sample Size and Sampling Procedure

An up to-date list of the two multi-purpose cooperatives members/customers was obtained from the Cooperative Administrative Offices. The target population was all shareholders/customers of the two Cooperative Societies, Idah, Kogi State, who were involved transacting business with the cooperative. A two-stage stratified random sampling procedure (Babbie, 2013) was used for the selection of the sample for cooperative stakeholders. The first stage was to purposively choose all members. This included 1030+810=1840 members. Whilst the second stage involved a stratified random sampling of 288 + 268= 556 cooperative members from a population of 1840, using a Taro Yamani's

sample size formular (Simamora, 2004). Given the available resources and time constraints, 5% margin of error was considered sufficient as desired for the sample.

Table 3: Determination of the comparative sample sizes of IMCS and AMCS

Sample size determination for IMCS	**Sample size determination for AMCS**
$n = \frac{N}{1 + N(e)2}$	$n = \frac{N}{1 + N(e)2}$
Where: n = Sample size	Where: n = Sample size
N = Population = 1030	N = Population = 810
e = Margin of error desired = 5%	e = Margin of error desired = 5%
$n = \frac{1030}{1 + 1030(0.05)(0.05)}$	$n = \frac{810}{1 + 810(0.05)(0.05)}$
$= \frac{1030}{1 + 1030(0.0025)}$	$= \frac{810}{1 + 810(0.0025)}$
$= \frac{1030}{3.575}$	$= \frac{810}{3.025}$
= 288 Respondents	= 268 Respondents

Test of Hypothesis I

H_o: There is no significant relationship between **Strategic Alignment and trustworthiness among the selected cooperatives in the Federal Polytechnic, Idah, Kogi State.**

H_A: There is significant relationship between **Strategic Alignment and trustworthiness among the selected cooperatives in the Federal Polytechnic, Idah, Kogi State**

Table 5: Descriptive Statistics on Strategic Alignment and trustworthiness.

S/N	Keys	Structured Questions	IMCS		AMCS		
		Strategic alignment	Mean	SD	Mean	SD	
1	SA1	Ensuring that philanthropic activities align with the company's core business strategy and values	3.17	2.52	3.84	2.53	Ai: Both
2	SA2	Strategic alliances that are based on trust are more likely to endure over time, as partners feel secure in their mutual commitments and are willing to invest in the relationship	3.52	2.49	3.22	2.83	Ai: Both
3	SA3	Ensuring that the cooperative's mission and vision reflect the values and needs of its members	3.98	2.79	3.50	2.69	Ai: Both
4	SA4	Philanthropic initiatives are aligned with the cooperative's strategic goals, such as enhancing member welfare, promoting community development, or supporting sustainable practices	4.03	3.11	3.57	2.76	Ai: Both
5	SA5	Engaging in partnerships with other organizations to amplify the impact of philanthropic efforts, ensuring that resources are used efficiently and effectively	3.70	2.65	2.74	2.62	Ai: IMCSRi: AMCS
S/N	Key	**Trustworthiness**	IMCS		AMCS		

6	T1	When partners trust each other, they are more likely to engage in cooperative behavior, reducing the likelihood of conflicts and misunderstandings	3.87	3.54	3.87	3.54	Ai: IMC SRi: AMC S
7	T2	Trustworthiness fosters open communication and collaboration between partners	3.82	3.49	3.02	2.89	Ai: IMC SRi: AMC S
8	T3	Trustworthiness helps in building long-term relationships.	3.89	3.59	4.01	3.66	Ai: IMC SRi: AMC S
9	T4	Trust reduces perceived risks in strategic alliances	3.63	3.44	3.44	3.36	Ai: IMC SRi: AMC S
10	T5	A strong reputation for trustworthiness attracts more partners and opportunities for future alliances	2.70	2.61	2.74	2.67	Ai: IMC SRi: AMC S

Source: Research Data analysis, 2024.

Table 5: Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Strategic Alignment & Trustworthiness	414	.713	.000
Pair 2	Stakeholders engagement & Members Satisfaction	414	.883	.000

Source: Research Data analysis, 2024

The paired samples correlations summary output table 5 reports the strength of relationship between the independent and dependent variables. The result is 0.713, indicating a strong positive relationship between the dependent variable, Trustworthiness and the explanatory variable, Strategic Alignment. The analysis of the result revealed that it is significant at 0.00 < 0.05, as shown in table 5. Since the P-value, 0.00 < 0.05 (critical value), the alternate hypothesis that says 'There is significant relationship between **Strategic Alignment and trustworthiness among the selected cooperatives in the Federal Polytechnic, Idah, kogi state'** is accepted.

Table 6: Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1	Strategic Alignment-Trustworthiness	-.24167	.50858	.07341	-.38934	-.09399	-3.292	413	.002
Pair 2	Stakeholders engagement-Members Satisfaction	-.05417	.22874	.03302	-.12059	.01225	-1.641	413	.108

Source: Research Data analysis, 2024

From table 6, the paired samples test shows a two-tailed level of significant of .002 which is less than .005 p-value. This corresponds with the variables of Strategic alignment and Trustworthiness in the two cooperative societies in the Federal Polytechnic, Idah. The level of significant suggests that the alternate hypothesis be accepted.

Test of Hypothesis II

H_A: There is no significant relationship between **stakeholders engagement and members satisfaction among the selected cooperatives in the Federal Polytechnic, Idah, kogi state**.

H_A: There is significant relationship between **Strategic stakeholders engagement and members satisfaction among the selected cooperatives in the Federal Polytechnic, Idah, kogi state.**

Table 7: Descriptive Statistics on stakeholders engagement and members satisfaction

S/N	Keys	Structured Questions	IMCS		AMCS		Decision
		Stakeholders Engagement	Mean	SD	Mean	SD	
1	SE1	Involving employees, customer and community members in philanthropic initiatives	3.77	3.24	3.27	3.02	Ai: IMCS
2	SE2	Involving members in decision-making processes to ensure their needs and perspectives are considered	3.82	3.49	3.02	2.89	Ai: IMCS
3	SE3	Regularly assessing performance to ensure the cooperative is on track to meet its strategic goals	3.89	3.59	4.01	3.66	Ai: Both
4	SE4	Active involvement in community initiatives and addressing local needs	3.63	3.12	3.44	3.36	Ai: Both
5	SE5	Encouraging active participation in cooperative activities and governance	3.70	2.61	3.74	2.67	Ai: Both
S/N	Key	**Member Satisfaction**	IMCS		AMCS		
6	MS1	Recognizing and rewarding members' contributions fosters a positive and motivating environment, enhancing overall satisfaction	3.71	2.24	3.17	2.02	Ai: Both

7	MS2	Effective stakeholder engagement leads to higher member satisfaction, as members feel heard and valued	3.63	2.51	3.13	2.82	Ai: Both
8	MS3	The cooperative enhances her social impact, strengthens member relationships, and builds a positive reputation within the community	3.55	2.62	2.41	2.66	Ai: IMCS Ri: AMCS
9	MS4	Stakeholder engagement and member satisfaction are crucial elements for the success and sustainability of cooperative societies	3.83	2.62	3.84	2.36	Ai: Both
10	MS5	Active involvement in community initiatives and addressing local needs strengthens the cooperative's relationship with the community, enhancing its reputation and support base	3.79	2.66	2.73	2.67	Ai: IMCS Ri: AMCS

Source: Research Data analysis, 2024.

The level of significant that corresponds with Stakeholders engagement and Members Satisfaction has a value of .108 which is higher than the .005 level of significant. Consequently, the paired samples test failed to reject the null hypothesis that says 'There is significant relationship between Stakeholders engagement and Members Satisfaction **among the selected cooperatives in the Federal Polytechnic, Idah, Kogi state.**

Discussion of findings

The outcome of hypothesis one revealed a two-tailed level of significant of .002 which is less than .005 p-value. This corresponds with the variables of Strategic alignment and Trustworthiness in the two cooperative societies in the Federal Polytechnic, Idah. The level of significant suggests that the alternate hypothesis be accepted. This hypothesis premised that 'There is significant relationship between **Strategic Alignment and trustworthiness among the selected cooperatives in the Federal Polytechnic, Idah, kogi state'.** This finding is consistent with the finding of Hogarth, Hutchinson, & Scaife, (2018), Brammer, Millington, (2005), when they found that **Strategic Alignment** has a significant relationship with **trustworthiness.**

Furthermore, the outcome of hypothesis II revealed the P–value of .108 which is higher than the .005 level of significant. Consequently, the paired samples test failed to reject the null hypothesis that says 'There is no significant relationship between Stakeholders engagement and Members Satisfaction **among the selected cooperatives in the Federal Polytechnic, Idah, Kogi state. We therefore accept the assertion that '**There is no significant relationship between Stakeholders engagement and Members Satisfaction **among the selected cooperatives in the Federal Polytechnic, Idah, Kogi state'.**

Summarily, the findings are:

1. There is significant relationship between **Strategic Alignment and trustworthiness among the selected cooperatives in the Federal Polytechnic, Idah, kogi state**.
2. There is no significant relationship between Stakeholders engagement and Members Satisfaction **among the selected cooperatives in the Federal Polytechnic, Idah, Kogi state.**

Conclusion

It is concluded from hypotheses tested and the findings obtained that corporate philanthropy enhanced cooperative reputation more in Idah-poly Multi-purpose Cooperative Society, Idah, Kogi State (IMCS) Than it happened in ASUP Multi-purpose Cooperative Society, Idah, Kogi State.(AMCS).

Recommendations

Relaying on the findings of this study, the following recommendations were made:

i. The two cooperative societies, most especially AMCS, should engage more in partnerships with other organizations to amplify the impact of philanthropic efforts, This will help, ensuring that resources are used efficiently and effectively.
ii. The cooperatives enhance Their social impact, strengthens member-management relationships, and builds a positive reputation within the community, to increase stakeholders experience with the cooperatives

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