

Impact of CSR on Brand Image

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Abstract

In today's world the curiosity towards corporate social responsibility (CSR) is growing day by day. In the light of the collected facts, this study signifies, how the corporate image, customer satisfaction, customer loyalty is influenced by the corporate social responsibility (CSR). The aim of this study is to determine the impact of corporate social responsibility on corporate image, customer satisfaction and customer loyalty in the Telecom sector of the Pakistan. The data has been collected primarily and for this 5-point Likert scale questionnaire was used. Data was collected from 220 respondents and it was found reliable for testing. The data was analyzed through SPSS software through the methods of descriptive statistics, regression and correlation analysis. The findings of this study showed that implementation of corporate social responsibility in the telecommunication industry has a significant and positive impact on the factors i.e., corporate image, customer satisfaction and customer loyalty. Thus, concluding that companies should actively take part in CSR activities to create a better the image of the firm, and customer satisfaction which may influence the buying intention of the consumers and it also help to motivate the consumers to become loyal with the brand.

Keywords: CSR, Brand Image, Customer Satisfaction.

Introduction

In early times, an organization's exhibition was measure by the addition it gives to it is partners. The organization, giving greatest addition to it is partners was thought to be fair among others, however with the progression of time this idea came by disposed of because of worldwide issues, for example, environment changes, expanded cultural issues, catastrophic events, infringement of common freedom, wellbeing concerns and others of such nature. In the perspective on such emergency organizations were not generally expected to pay greatest re-visitations of it are partners however the organizations were guaranteed to satisfy their obligations towards the social orders (Visser et al., 2010).

Organizations needed to work for the general public, for it is maintainability, common freedom, and work right, assist the general public with limiting the cultural issues to assemble their great image picture among it is representatives, clients and other partners. Presently, organizations work constantly to make a positive picture change in the public eye utilizing its logo is organization for the cultural advantage is as well as to their benefit will as well. This thought presently knows as Corporate Social Responsibility (CSR) (Humphreys & Brown, 2008).

Clients face an everyday reality that social commitment is an essential component which chooses to work and where purchasers decide to go through their money. Understanding the impact clients have on their overall environmental factors has never been more critical for immense corporate. Notwithstanding, more than that, to hang out in a positive light, firms need to execute and zero in on a program of social obligation works out (Littrell & Dickson, 1999).

Adenije et al. (2015) defines corporate picture as the general insight that people in general have for the organization. Corporate picture is a general view of the organization held by various portions of the general population. As indicated by Pakistan Telecommunication Authority (PTA) as of August 2020, Pakistan has 169 million cell endorsers for example around 79.65% populace of Pakistan utilizes media transmission framework, in this way telecom area is supposed to take part in CSR exercises to help the general public and it is partners as well as to fabricate it is great corporate picture too among the telecom clients. Corporate Social Responsibility in basic words can be characterized as a vow for the better society through unhindered corporate practices and it is assets (Kotler & Lee, 2008). In this day and age, it holds a tremendous significance for the organization to have a decent corporate picture among the clients, for consumer loyalties and their steadfastness towards brand or organization. Corporate social obligation (CSR) is comprehensively seen as a huge kind of an affiliation's self-rule, which fundamentally influences financial execution and corporate decisions on the sum to place into socially proficient tasks and activities Nevertheless, there has been a great conversation among grants about the effect of CSR on associations and their accomplices).

The principal inspiration driving this article is to perceive and discuss the impact of CSR on legitimate accomplices in the illumination of various hypotheses, including the accomplice speculation and financial backer speculation. The piece includes a show, a fundamental overview of the CSR thought, the impact of CSR on affiliations and their accomplices, and end (Visser, 2014).

A client commit is the organization to make rehash buy in the future regardless of the impacts made by the contenders which straightforwardly control the client to switch the brand (Gurlek et.al, 2017). In this cutting-edge time, it is important for the association to stay cutthroat in light of the fact that to make due in the market should be dynamic and serious, the fundamental reason for a business is to hold the clients and attempt to change over the possible clients into steadfast clients. Essentially CSR is considered as a showcasing device, and assists with building positive relations with the clients. There is elevated degree of contest on the lookout and by seeing this opposition the organizations attempt to draw in the faithful clients first since it is a way simpler to persuade them, as steadfast clients forward the positive data among others. It is undeniably challenging to draw in new clients as opposed to keep up with existing clients so client steadfastness is considered as a significant methodology to guarantee long haul clients and it is expressed that higher the dedicated client's proportion an organization has, higher will be their benefit. To get the manageability on the lookout and for long haul, client steadfastness is seen is a significant component here while in client dedication the client has solid relations with the organization which isn't probably impacted (Schiller, 1991).

CSR exercises are extremely helpful for the organizations since it is the focal point of fascination for the clients and the clients are giving these exercises as a record of thought. At the point when the association/organization work on something to improve the general public and climate then client will see that organization in a positive manner and fulfilment level of the client will increment and eventually this will urge them to become faithful to that association (Cornelius, 2011).

Chung et al. (2015) fulfilment of the client is exceptionally liked by the organization, it tells that the items and administrations that the organizations are giving is living up to the clients' assumptions or not. Consumer loyalty is that kind of estimation where the joy of the client with the organization's administration, item and not set in stone. It incorporated the study to look at, how to get improve or placed any sort of progress in the item or the administrations. It can discover that either administration or item can satisfy the clients' assumptions. The Customer Satisfaction assists with knowing the client dedication and their buy goal. The consumer loyalty is a fundamental to measure the level of satisfaction of the client with the item and administrations. Consumer loyalty shows that where your business is getting right point and at which stage a firm needs to battle more to live up to the assumptions of the clients. It basically shows that how much individuals are happy with the nature of item and administrations that organizations are giving them. It assists with pursuing the exact and savvy showcasing choices (Naveed, Irfan, Aslam, & Ayub, 2019)

Problem Statement

It has been seen from the past examinations that various investigations have been completed on the Corporate Social Responsibility and their effect on factors like Corporate Image, Customer Satisfaction and Customer Loyalty (Alam & Rubel, 2014; Al-Abdallah & Ahmed 2018, Kavaliauske & Stancikas, 2014).

These examinations have been directed in nations like Bangladesh (Alam & Rubel 2014), Qatar (Al-Abdallah and Ahmed 2018) and Lithuania (Kavaliauske & Stancikas, 2014) in the telecom area; in any case, in Pakistan this pattern was deficient. No such examinations were directed to break down the effect that Corporate Social Responsibility (CSR) has on different factors in the Telecommunication area of Pakistan. Hence, this study distinguishes the effect of CSR on the elements, for example, Corporate Image, Customer Satisfaction and Customer Loyalty in the Telecommunication Sector of Pakistan.

Scope of the Study

This study is directed to figure out the effect of CSR on the factors corporate picture; consumer loyalty and client dedication while the area in which this examination is investigated is media transmission area. The review is directed in Pakistan from the telecom clients to look at the impact of CSR on the specific 3 factors consumer loyalty, corporate picture and client devotion.

Significance of the Study

This study will be useful for the two organizations and the clients, for organization it is useful such that it will sort out that CSR is influencing the clients in a positive manner or not. It will give a benchmark to the future specialists and by and large this examination has an extraordinary importance in the media transmission industry on the grounds that in past many explores has been led in this space however in various enterprises.

Research Objectives

- To inspect the effect of Corporate Social Responsibility (CSR) on Corporate Image.
- To inspect the effect of Corporate Social Responsibility (CSR) on Customer Satisfaction.
- To analyse the effect of Corporate Social Responsibility (CSR) on Customer Loyalty.

Research Questions

- What is the effect of Corporate Social Responsibility (CSR) on Corporate Image?
- What is the effect of Corporate Social Responsibility (CSR) on Customer Satisfaction?
- What is the effect of Corporate Social Responsibility (CSR) on Customer Loyalty?

Literature Review

The Impact of CSR on Corporate Image

With the changing nature of business, companies are increasingly concerned about the tools and tactics that might help them keep and attract clients, leaving a lasting positive impression on their thoughts. Advertising and other methods are also effective, but the impacts of Corporate Social Responsibility are significantly greater than those of other methods. Among all other actions for developing a positive business image among clients, CSR is the most significant. The study finds that CSR efforts, together with a positive corporate image, increase consumer happiness and loyalty. It advises businesses to combine CSR activities with other marketing methods to create a positive image in the minds of customers (Irshad et al., 2017).

Hsu (2018) emphasizes the government elements to expect enterprises to perform Corporate Social Responsibility and present their reports to the state government. As per the creator, in today's world cost isn't the main variable that contributes a section in client loyalty and client buy intension, todays purchaser is more mindful and is socially dependable towards his surroundings so firms ought to guarantee to perform CSR exercises, as the CSR factor is ascending among the clients and a client favors those organizations who perform CSR exercises than the people who don't. this is a vital variable for association to construct serious areas of strength for a positive picture of themselves to the clients.

This doesn't just advance the positive corporate picture of the association yet is the reason for consumer loyalty and loyalty towards the association. The results of the review propose the equivalent for example the execution of Corporate Social Responsibilities has a positive effect on the corporate picture as well as the consumer loyalty and loyalty as well (R Sisodia, D Wolfe, & JN Sheth, 2003).

Organizations presently pick CSR as a piece of their business tasks and are occupied in making the general public a superior spot for all and are adding to the better environment. Goswami and Prajapati, (2019) has attempted to sort out the impacts that the CSR had on building the positive picture of the firm, the outcomes

recommended that CSR emphatically affects the picture working of the firm in the personalities of the clients, consequently demonstrating that the more an organization takes part in CSR exercises the more the clients are drawn in towards the firm as the clients find that organization more socially capable than others. Kim et.al, (2020) various examinations has been done to figure out the effect of Corporate Social Obligation on the corporate picture, one such review was completed by Minjung Kim, this study is meant to sort out the effect of complex CSR exercises on corporate picture, client conduct and long-haul relationship direction. As per it, CSR has been distinguished as a crucial variable to fabricate the corporate picture particularly in these seasons of expanded corporate social effect where clients see CSR exercises of the company as a significant device and it helps the enterprises not exclusively to construct their great picture among the clients yet to build their productivity as well. Consequently, this study gives an understanding to the effect of CSR exercises on client's discernment about the brand, bringing about long-haul connection working of the organization with the clients. Such clients won't just have a decent picture of the organization in their brains yet will spread a positive picture to other as well. Along these lines following speculation is created; *H1: Corporate Social Responsibility essentially affects Corporate Image.*

In this study corporate picture is portrayed based on apparent picture of an organization, the real position where an organization stands and the discernment that the client has towards the organization.

The Effect of CSR on Customer Satisfaction

Fan et al. (2018), the point of this examination paper is to figure out the impact of brand reliability, consumer loyalty along with CSR and for this the startup was taken public organizations and furthermore global one in the business of Pakistan that is animals' industry in making of the buying conduct or the aim of the purchasers that consumes. The information for research was gathered from 190 respondents and for the assortment of information the instrument that is utilized was poll review. For the investigation of information, the measurable bundle is utilized SPSS programming. The testing of speculation is finished by the relapse beta-coefficient and furthermore the connection coefficient is finished in this paper. The tracking down that comes out in this study is that the corporate social obligation CSR has the positive connection and furthermore critical connection with the brand dedication and consumer loyalty. The end that is raised from this study is that consumer loyalty having positive relationship with the buy goal and brand reliability. This concentrate likewise put light on the organizations which are working in the business of domesticated animals should remember the variable of corporate social obligation regarding the viewpoint of the buyers that assistance to make the more grounded security among the association shoppers. Al-Ghamdi and Badawi (2019), this exploration has been made to decide the impact of corporate social obligation (CSR) sort of the exercises on client faithfulness and consumer loyalty. This study happens in the Saudi Arabia. For this exploration quantitative methodology has been utilized, and the scientists led this review through the messages and other online entertainment stages. The example size of respondents was roughly 624 and each of the respondents had a place from the financial area in the Saudi Arabia. The Pearson's Relationship Coefficients was made, and for test the investigation of speculations (SPSS 20) was utilized for measurable break down. The discoveries of this examination inferred that there is the positive the solid effect of CSR on the client's unwaveringness and consumer loyalty. It likewise featured that there is the positive linkage of consumer loyalty to client dependability. The discoveries of this are especially significant for the administrators of banks and chiefs while starting any successful methodologies. It has been suggested that this examination has the a few constraints that is the reason there are numerous valuable open doors for more exploration. As per the aftereffect of this examination which is directed in Saudi Arabia banking area which is not quite the same as different areas and furthermore their financial policies are fluctuates from different nations banking framework. Because of this the forthcoming exploration ought to be venture into different businesses and different nations.

According to Shi (2020), the essential objective of exploration is CSR which is represents the corporate social obligation which is considered as a significant issue for the partners and the organizations. Usually, the vast majority of the organizations are put a ton in the corporate social obligation to draw in the more and the new client through the ID of the organization mission and it is values. In the return the client generally needs the brand that having the great standing and the picture to feature them. To approach that was utilized to gather the information is to disseminate and gather through the survey and SPSS was utilized to test the speculation about the corporate social obligation. The connection was utilized to gauge the connection

between the corporate social obligation, the consumer loyalty, the CSR execution of homegrown organizations and the worth that is seen by the clients. To test the meaning of the relationship the relapse was additionally utilized in this review. The overview was directed from 162 respondents. The reason to direct this study was to look at what corporate social obligation put the mean for on the consumer loyalty and how the client saw the qualities from that point onward, and with which organization the client of China feels more fulfilled either the organization which having extraordinary execution in CSR or the organization which don't act in CSR. The finish of the review was that the degree of fulfillment and the apparent worth of Chinese clients can be upgraded by those homegrown organizations that performed well in the corporate social obligation (CSR). In this manner following theory is created;

H2: Corporate Social Responsibility altogether affects Customer Satisfaction.

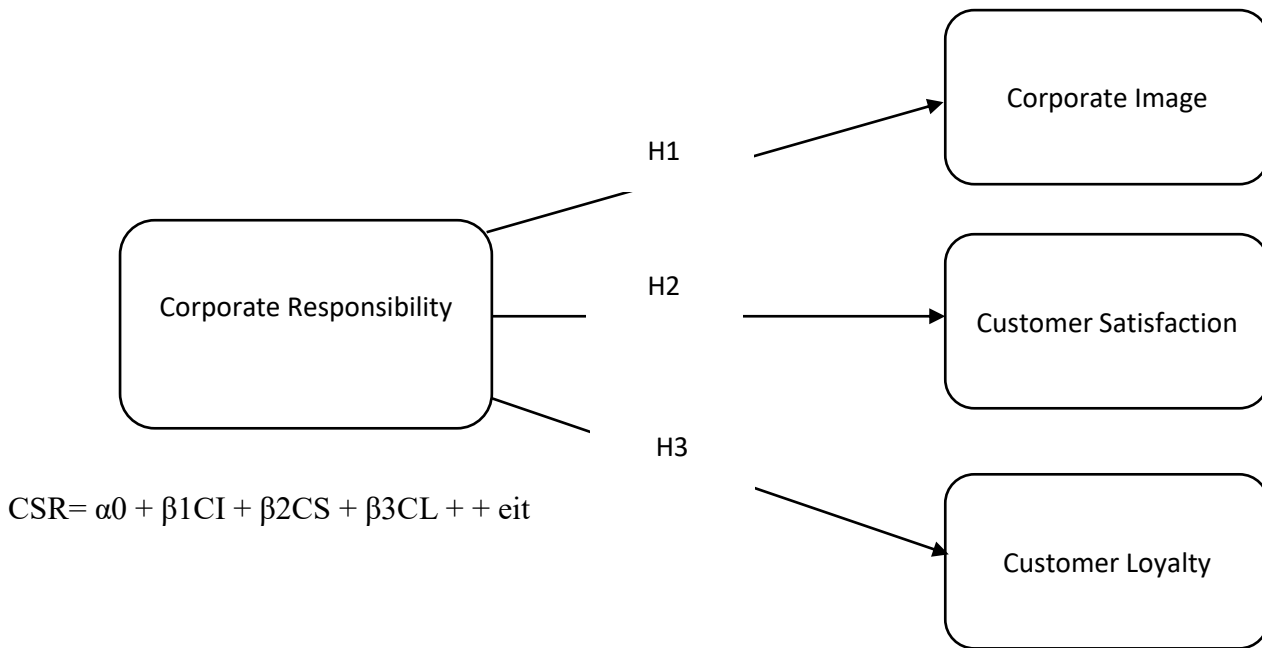
In this study consumer loyalty is portrayed based on generally speaking fulfillment, experience that client estimates connected with the assumption and it tells the degree of fulfillment that the client has towards the brand or administration

The Impact of CSR on Customer Loyalty

According to Shabbir et al., (2018), banks are assuming a fundamental part in the improvement of an association and are considered as a mainstay of economy. In light of the advanced innovation client can undoubtedly get to the data of the specific bank and this has at last expanded the opposition. It is extremely challenging for any association to hold the clients so banks can utilize the devices that are compelling to increment client dependability, while corporate social obligation is utilized as an instrument to expand the client dedication. The motivation behind this study is to figure out the effect of corporate social obligation on client steadfastness and furthermore to dissect the linkage of corporate picture with both CSR and client faithfulness in Islamic banks of Pakistan. To gather the reactions from the clients of Islamic banks survey was disseminated to them and 350 reactions were gathered, fundamentally the example size of the review was concluded through the examining method and the information was investigated through relapse examination. The outcomes show that there is a critical effect of CSR on client unwaveringness and corporate picture is utilized as a middle person between both. In this study it is suggested that corporate social obligation ought to be utilized as a device and banks ought to utilize corporate social obligation to construct positive picture among the clients.

Lee (2019) this examination expects to decide the effect of CSR on client devotion and furthermore to dissect the jobs of corporate picture and consumer loyalty. The review was attempted in the protection area of Taiwan, information was gathered through study essentially the survey was dispersed among the clients who have utilized extra security. A pilot, right off the bat, study was led and afterward a very much organized poll was disseminated and it was shared with the clients that answer as per experience clients have confronted. In the end 311 legitimate reactions were chosen from 410, and the information was examined through different relapses. The consequences of this exploration reason that there is a positive and huge effect of CSR on client steadfastness, while corporate picture and consumer loyalty are assuming a part of middle in the middle of between corporate social obligation and client unwaveringness. It has been said that this exploration is valuable to improve client dedication by set up as a regular occurrence long haul methodologies to meet the objectives of the association.

H3: Corporate Social Responsibility has a significant impact on Customer Loyalty.



Methodology

Research Approach

The exploration approach utilized in this study is quantitative. The information is gathered essentially utilizing an embraced overview survey to break down the effect of Corporate Social Responsibility on variables like corporate picture, consumer loyalty and client unwaveringness. For the most part organizations utilize different advertising procedures to construct corporate picture of the organization, fulfill clients and the increase their devotion. This study will be useful to see if CSR affects the (corporate picture, consumer loyalty and client dependability). For this, study has a reliant variable for example Corporate Social Responsibility and three autonomous variables for example corporate picture, consumer loyalty and client steadfastness. The speculation is additionally tried to check whether there is a huge or immaterial effect of these factors on CSR. (JI Chang, CY Lee, 2020)

Testing and Data Collection

The example of an exploration concentrate on alludes to the members or the respondents of the review that have comparative qualities or characteristic is (Weiss, 2012). This study test comprises of both the male and female as both are the clients of the telecom organizations. The designated test had the age going from 18 or more. For the information assortment, a took on, close finished poll was utilized. Survey was dispersed among the likely respondents through google docs, with the point-by-point clarification of the review. As per Manfreda, et al. (2008) online overview is an incredible wellspring of gathering data from a bigger example size. Through web-based studies, survey can arrive at a bigger populace which winds up in gathering gigantic information, hence more prominent measurable power and accessibility of confirmed models.

Altogether 246 reactions were gathered out of which 220 were utilized on the grounds that the example size of this study involved 220 respondents which has been found out by utilizing the thumb rule. The survey comprises of four factors embraced from past concentrate as displayed in the table 1;

Table 1

Data collection, variable, number of items and sources

<i>s. no.</i>	<i>Variables</i>	<i>No. of items</i>	<i>Sources</i>
01	Corporate Social Responsibility	06	(Hsu, 2018)
02	Corporate Image	04	(Hsu, 2018)
03	Customer Satisfaction	03	(Hsu, 2018)
04	Customer Loyalty	04	(Hsu, 2018)

Measures

Every one of the information has been gathered from respondents through the five-point Likert scale (1= "firmly deviate"; 5= "unequivocally concur"). The factors were concentrated on based on following things; Corporate Social Responsibility was examined utilizing 7 things, corporate picture depended on 5 things, 5 things were utilized for Customer fulfillment and 5 things were utilized for the Customer faithfulness. The concentrate in totally was completed utilizing 22 things of the four factors.

Research Variables

An exploration variable can be obvious as the idea that can have different quantitative qualities. A variable which is impacted by another variable means it is a result of the numerous different factors it is called subordinate variable. On the opposite side, the variable that causes an adjustment of the other variable is called free factor. The table beneath depicts the reliant and free factors of the review and factual procedures to quantify the connection between these factors. This study has one ward variable for example corporate social obligation and other three autonomous factors for example corporate picture, consumer loyalty and client dependability. The effect of corporate social obligation on other three factors was investigated utilizing the strategies for example dependability, relapse and relationship, as displayed in the table 2.

H1, H2 and H3 are tried utilizing dependability, connection and relapse examination as displayed in table 2.

Table 2

Research Variables

S. no	Hypothesis	Variables			Techniques
		Independent	Dependent	Social	
1	H1	Corporate image.	Corporate Responsibility. (CSR)	Social	Reliability analysis, correlation, regression analysis.
2	H2	Customer satisfaction.	Corporate Responsibility. (CSR)	Social	Reliability analysis, correlation, regression analysis.
3	H3	Customer loyalty.	Corporate Responsibility. (CSR)	Social	Reliability analysis, correlation, regression analysis.

Results and Discussions

Every one of the information has been investigated utilizing SPSS (Factual Bundle for Sociologies). At first the information was breaking down utilizing engaging measurements, trailed by relapse and relationship investigation to figure out the effect of the factors on Corporate Social Responsibility.

Descriptive Statistics

In this exploration concentrate on the classifications of the respondents were' age (18-25) years are 58.9%, (26-33) years are 18.3%, (34-41) years are 4.6% and (41 or more) are 1.9%. The rates of the respondents in this study were the 29.3% guys and 54.4% females. The reactions for the telecom organization utilized were, 14.8% utilized the Mobilink organization, the Telenor was utilized by 9.5% respondents, 39.9% were involved the Ufone as their organization, Warid utilized by the 2.3%, and 17.1% respondents were utilizing the Zong organization.

Reliability Analysis

In the information examination, Cronbach's alpha is utilized with the end goal of measure the interior consistency or unwavering quality. It characterized that how much the arrangement of the things is firmly related like collectively. At the point when the Cronbach's alpha is higher than satisfactory in a large portion of the circumstances is utilized in sociology research. In this review the complete things of Corporate social obligation (CSR) are 7 things yet subsequent to erasing one thing for the consistency of test the Cronbach's alpha worth of 6 things are 0.776. In Corporate Picture (CI) the quantity of things is 5 subsequent to

precluding one thing the worth of 4 things are .785 to make the consistency in the test. For making the consistency in the Consumer loyalty (CS) the 2 things are taken out from the absolute 5 things subsequently the Cronbach's worth of 3 things become .782 and in the Client Unwaveringness (CL) the all-out things are 5 yet in the wake of eliminating one thing it is Cronbach's worth comes .643. Hence, the things of this study have satisfactory inward consistency, as shown in table 3

Table 3
Variables- number of items, Cronbach alpha.

Name of Variable	No of Items Before Test	No of Items After Test	Cronbach's Alpha
Corporate Social Responsibility	7	6	.776
Corporate Image	5	4	.785
Customer Satisfaction	5	3	.782
Customer Loyalty	5	4	.643

Correlation Coefficient

- Precisely - 1 It intends that between two factors the relationship is totally negative.
- 0.70 It tells that the connection between the two factors is emphatically negative.
- 0.50 It demonstrates that the connection between factors is reasonably negative.
- 0.30 It implies that the two factors have week and negative relationship.
- 0. It implies that the factors no relationship neither positive nor negative.
- +0.30 It tells that the factors have week and positive relationship.
- +0.50 It demonstrates that between two factors the relationship is tolerably sure.
- +0.70 It implies that the connection between the factors is firmly certain.
- Precisely +1 It shows that between the two factors the relationship is entirely certain.

Table 4
Correlation Analysis

	CI	CS	CL	CSR
CI	Pearson Correlation	1	.781**	.690**
	Sig. (2-tailed)		.000	.000
	N	220	220	220
CS	Pearson Correlation	.781**	1	.715**
	Sig. (2-tailed)	.000		.000
	N	220	220	220
CL	Pearson Correlation	.690**	.715**	1
	Sig. (2-tailed)	.000	.000	
	N	220	220	220
CSR	Pearson Correlation	.650**	.656**	.612**
	Sig. (2-tailed)	.000	.000	.000
	N	220	220	220

** . Correlation is significant at the 0.01 level (2-tailed).

Connection examination shows the connection between the factors and it additionally tells that when one variable change then is there any change in the other variable or not. The reliant variable in this study is corporate social obligation and the free factor is corporate picture, consumer loyalty and client reliability. Connection coefficient between corporate social obligation and corporate picture is 0.650 or 65.0% which show that there is reasonably certain connection between corporate social obligation and corporate picture and the importance level is (0.00). Consequently, Hypothesis 1 is upheld that there is critical effect of CSR

on corporate picture. Connection coefficient between corporate social obligation and consumer loyalty is 0.656 or 65.6% which express that the connection between the two factors corporate social obligation and consumer loyalty is reasonably certain and the importance level is (0.00). Thus, speculation 2 is likewise upheld that there is critical effect of CSR on consumer loyalty. While the connection coefficient between corporate social obligation and client devotion is 0.612 or 61.2% which represent that there is modestly certain connection between corporate social obligation and client steadfastness and the importance level is (0.00). Thus, theory 3 is likewise upheld that there is huge effect of CSR on client faithfully.

Regression Analysis

Regression analysis technique is utilized to assess the connection between the given factors. It supports investigating the upsides of ward variable based on free factor for example it assists with learning about how much change happens in depend variable because of the unit change in a free factor. Additionally, the acknowledgment or the dismissal of the speculation is likewise founded on the aftereffect of the regression. The table 5 shows the variables entered and removed. All the variables were entered and none of them were removed.

Table 5
Models entered/removed.

<i>Models</i>	<i>Variables entered</i>	<i>No. of variables removed</i>	<i>Method</i>
1.	Corporate Image, Customer Satisfaction and Customer Loyalty.	None	Enter.

- Dependent variable: Corporate Social Responsibility.
- All requested variables ere entered.

Table 6
Model Summary

<i>Model</i>	<i>R</i>	<i>R square</i>	<i>Adjusted R square</i>	<i>Std. error of the estimate</i>	<i>R square change</i>	<i>F change</i>	<i>df1</i>	<i>df2</i>	<i>Sig. change</i>	<i>F</i>
1	.707	.500	.493	.45941	.500	72.079	3	216	.000	

- Predictors: (constant), CL, CI, CS

The model synopsis (table 6) shows the upsides of R, R square and changed R square. According to the outcomes displayed in the above table the .500 change in the Corporate Social Obligation is a result of the indicators for example Corporate Picture, Consumer loyalty and Client unwaveringness. The relationship among the factors Corporate Social Obligation is 0.707, it is a fit model to propose that the common difference.

Table 7
Coefficient

<i>Model</i>	<i>B</i>	<i>Std. error</i>	<i>Standardized coefficient</i> Beta	<i>Sig.</i>
1. (constant)	.591	.198		.003
CI	.284	.082	.279	.001
CS	.261	.077	.283	.001
CL	.217	.072	.217	.003

- Dependent variable CSR

The table 7 shows a normalized beta of corporate picture as .279, showing moderate contribution to portraying the fluctuation in a corporate social obligation. The t esteem is 3.458 and the importance worth of .001 (under .005), consequently demonstrating the H1 for example corporate social obligation

fundamentally affects corporate picture. The beta for another variable for example CS is 2.83 again showing a moderate relationship and has importance esteem 0.001, demonstrating the subsequent speculation (H2) for example corporate social obligation essentially affects consumer loyalty. The last factor, CL likewise shows a moderate relationship with CSR with beta worth of .217 and its importance esteem demonstrates the third speculation for example corporate social obligation fundamentally affects client steadfastness. Subsequently all the proposed speculation are acknowledged.

Conclusion

Corporate social responsibility has a direct positive impact on corporate image. The results show that the impact factor for these two variables is equal to 0.968. It can be concluded that the execution of corporate social responsibility brings a positive spiritual image to the consumer's mind, which reduces the risk of consumer attitude and enhances their belief in the brand. I can do it. This result is consistent with the result of Vazifehdoust et al. (2014) and Pomeroy & Johnson (2009). This means that companies that pay more attention to environmental issues and concerns are at the forefront, creating a positive image in the minds of consumers, which leads to customer satisfaction and loyalty to corporate products. In this regard, Morghab Food Industry (Yek & Yek) is encouraged to be more involved in social responsibility programs, as corporate image is the most important source of influence on customer perception of a company's products. The company can also form the center of sustainable development by addressing ethical, legal and environmental principles. This center can pay more attention to the environmental aspects in its advertising and promotion activities in order to create a better image of the product in the minds of consumers. The second hypothesis suggests that a good image of a company has a positive impact on brand equity. Statistical analysis performed confirmed the significance of this relationship. The results show that the impact factor for these two variables is equal to 0.242.

From this, we can conclude that a good corporate image has a positive effect on brand value and is statistically significant. The results of this study are Kim and Hyun (2011) and Rafie et al. It is consistent with the discoveries of researchers such as. Match. (2012). Keep in mind that the Morganb (Yek & Yek) food industry needs to create a good image for consumers in order to enhance brand equity from the consumer's point of view. In this regard, the company needs to increase its activity to promote its image in the minds of consumers. The results of this study are consistent with findings from researchers like Lai et al. (2010) and Tan (2014). Based on the results of this study, we can conclude that a company's social responsibility activities can have an impact and are a source of competitive advantage for the company. daring it could impact customers' belief of emblem equity. Therefore, it's far encouraged that the groups need to enhance their social obligations sports so that it will beef up their emblem equity. Morghab meals industry (Yek & Yek) can take part in moral, social and environmental sports consisting of fitness and protection withinside the workplace, truthful remedy with personnel withinside the workplace, growing surroundings far from the pressure for team of workers and generating and green merchandise with accurate exceptional to sell their emblem equity.

Limitations

This study is not without its limitations. Survey data in particular is distressing, and this fact may have influenced the findings of the paper. Surveys may have been designed differently. Each CSR dimension used in the model was measured by two statements in the survey. Some statements may be heavier than others, so the more statements in each dimension, the more accurate the dimension. However, the complexity and time of the survey can discourage participants from participating. In addition, the survey was cross-cutting, so extending the period allowed more data to be collected, improving the reliability of the survey. Finally, this study could have included more hotels and other types of service businesses to improve the generalizability of the results obtained. Further research on this topic is needed. Further research on this topic will improve the understanding of CSR as a marketing tool. In this survey, we investigated the impact of CSR and its various aspects on brand image. As CSR is constantly evolving and there is no common definition or basic principle for the meaning of CSR, it is important to further explore CSR as a marketing tool. Both CSR and brand image are very complex concepts, so you can take a qualitative research approach to gain a better understanding.

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