



INFLUENCE OF SOCIAL CORPORATE SOCIAL RESPONSIBILITY ON BRAND EQUITY

Muhammad Umer

M.Phil Scholar, Superior University Lahore Email: mumer6082@gmail.com

Muhammad Ali

Professor, Superior University Lahore

Abstract

The main aim of this study is to find out the influence of Corporate Social Responsibility on the Brand Equity. As in this project I use BE as a dependent variable in this Thesis and CSR as the independent. In past, CSR activities was used in the other world countries but in Pakistan CSR activities at the developing stage. Now in Pakistan many companies are using the CSR activities to sustain themselves in that particular competitive world. I have conducted study on the Influence of CSR on BE with the help of Quantitative technique. I have applied the entire SPSS test on the collected data as descriptive statistics, Reliability cronbach's Alpha, Correlation and regression to check the significant relation between the variable and influence on CSR. Through this study I have found there is a significant and positive relationship between CSR on BE.

Key words: Corporate Social Responsibility, Brand Equity, Brand Loyalty, Brand Associations, Brand Awareness and Perceived Quality.

Introduction

The purpose of our study is about what Corporate Social Responsibility (CSR) is and what is Brand Equity (BE)? And how influence of CSR on BE. When we start talk on the influence of CSR on BE so firstly this comes in mind that what are the CSR and why it is important for the organizations to get competitive advantage over competitors. When we start our working on CSR we come to know that most of the companies are now trying to use CSR activities with their marketing strategies and the main aim of them to accelerate the profit of the organization but they forget the real meaning of CSR and also the value of the society.

Now in Pakistan many brands of same products nationally or internationally available in the market and people prefer to international brands because of the good quality and demand. If we see the marketing strategies of the international brands they are more concerned about the brand and also to sustain in the market whether it is their domestic market or international market. They are using the CSR with their business strategies. They are more successful than Pakistani brands because they spend their more than half marketing budget on the marketing activities and development of the society so they are more successful. They pay back to the society for the community development purpose and also took steps to change the living standard of their people.

Corporate Social Responsibility

Different organizations have the different approaches for the corporate social Responsibilities concept but they are working on it continuously for the improvement and get benefits to attach it with their business strategies. CSR is not only the name of the charity to the poor people but it also means that to develop the poor communities of the society. Development of the community is not only the development of roads homes etc it means to improve the living standard

of the people as best education system, hospitals, clean water, improvement of the environment and other basic necessities of life.

Becker-Olsen et al. (2006). States that CSR activities are a way to sustain the organization in a long run with the reliability by indicating proactive approach and social cause. The main reasons behind this to actively participate in this social cause is to make a good relation with the customers by helping the poor people of the society rather than to earn a huge rate of profit from the customers states by the (Ellen et al. 2006)

Brand

According to the American Marketing Association (AMA) defines as brand is the “Name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.” (Fries, 2006) brand is the promise made by the company to its customers to satisfy their need as they have.

Brand Equity

After branding the next most important step for the brand owners to make their brand to the customer’s first choice and get the BE. As BE is well known from its name as it refers to the values of the any brand in the minds of the customer. It refers to the customer's first choice at the time of purchase of the product and the time when it has a wide range of manufacturer of the same products in the markets so at that time customer shows the BE what is the customer’s first choice. David Asker define BE (1991) as “A set of assets and liabilities associated with a brand, its name and symbol, which adds to or subtracts from the value of the product that is provided by a product or service to a firm or to that firm’s customers.”

- Brand awareness
- Brand recognition
- Perceived Quality
- Brand preference
- Brand loyalty:

Problem Statement

“Introduce new ways to get the BE through CSR according to the Pakistani market.” The main aim of this study to identifies the direct and significant positive association between BE and CSR as per the Pakistani Market.

Research Objectives

Every study needs the objective of the work which anyone wants to elaborate without objectives there is no importance of the work. These are the objectives of my study as:

- To critically analysis of the perceptions of customers about the CSR.
- To investigate the customer loyalty, brand awareness, brand association, customer loyalty and BE in favor of CSR.
- To help the policy makers to develop the policy for the brand loyalty and community development as well to get the trust of the customers.
- To help the brands owners for considered it as the marketing tool for and competitive edge.

Hypothesis

Hypothesis is a projected explanation statement which is made on the basis of some incomplete proof with on that point the further research will be done. It is a point which gave some evidence on that point further investigations will be made. These are 6 Hypothesis of our study:

H1: There is a significant influence of CSR on Brand Equity

H2: There is significant influence of CSR on Brand Association.

H3: There is a significant influence of CSR on Brand Awareness.

H4: There is significant influence of CSR on Perceived Quality.

H5: There is a significant influence of CSR on Overall BE.

H6: There is a significant influence of CSR on Brand Loyalty.

Literature Review

In Literature Review first of all we have studied the old researches made by the other researchers on the similar topic we come to know about their point of view about any topic. Their finding, limitations research methodologies used by the researchers in their research and also look a review about the limitation of the studies. By reviewing the past study about any topic we can easily find out the gap on any topic so we can able work effectively and efficiently on selected topic to fill the gap of past studies..No through proper definition and the Concept defined by the authors:

Corporate Social Responsibility

The European Commission advocate defines CSR as “Being socially responsible means not only fulfilling legal expectations of the business and also invest more into human capital, the environment and relations with stakeholders.” (Zero, 2006) According to the (Ritz, 2010) CSR is not only about the charity, it is about the giving back to the society.

Brand Equity

It is the most popular issue in the today business sector because the BE is an overall asset of the company that can builds a strong mantel image of brand among their stakeholders and can increase a financial value of a brand.

“BE refers to the marketing outcomes that accrue to a product with its brand name Compare with that same product that did not have the brand name. In Other words, consumers” knowledge about a brand makes manufacturers to respond Differently or adopt suitable measures for the marketing of the brand.” (Ramachandran, 2010)

If we want to measure the BE you have to evaluate through different ways like

- Loyalty measures
- Perceived quality
- Association measures
- Awareness measures
- Market behavior

According to different authors (Naïf Al-shrubbery et al., 2012, Single, 2010, Mohr and Nazi, 2007, Mohr and Nazi, 2007, Imam, 2000) CSR policies and Activities are differently influence on the firms according to the size of the company , profitability, corporate structure, nature of company and the rules and the regulations of the firm. Many claim that CSR officially originate in the 1950’s, but CSR ideas can be traced back to the mid-1800’s, during the Industrial Revolution as argued by (Crane & Mitten, 2009). According to the Moon (2002) the CRS concepts overlapping with the other concepts as sustainability of business, corporate citizenship and business ethics so it is very difficult to properly write down it. Now a days it is the most significant and important issue is that to obtain the most appropriate position in the mind of the customer’s mind to get consumer loyalty in the current competitive business environment(Asker 1991). Smith (2003) highlighted that the mangers are now concern about the importance of CSR activities for how to create the value establishment. Dunn (2004; Knowles (2008) argued that the BE is the first and far most interest of any firm as marketing prospective BE is a key factor that influence on the interest and the buying behavior of the customers so it is a key indicator to increase the performance of the company.

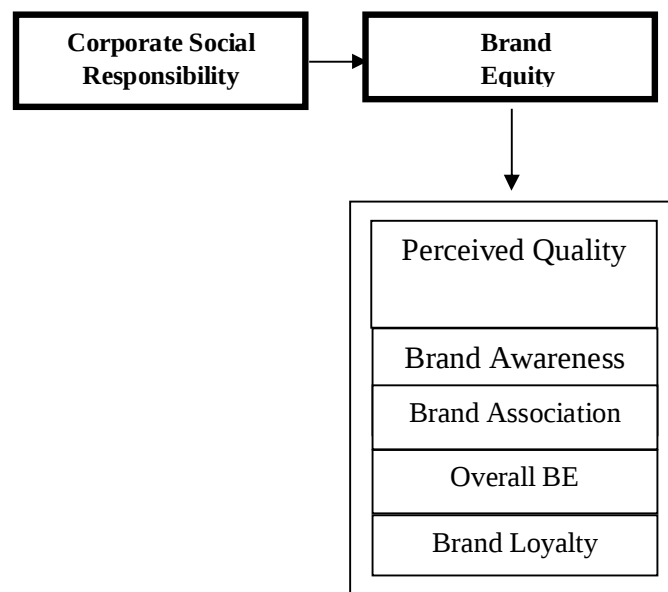
According to the Chatter et al, (2009) Different groups affected on organization activities, are called "stakeholders", employees, customers, suppliers, governments, interest groups, competitors, partners, communities, owners, investors and the wider social groups are the stakeholders of any business that influence on the operational activities. Responsibility of

economic, legal, ethical and philanthropic is elements of the pyramid model of the social obligations stats by the (Carroll 1991). According to the Carroll (1991), economic responsibility refers to the satisfaction consumers with the quality product as well as to create enough profits for organization. Legal responsibility refers to the company's acting in their economic obligations observe laws and regulations. Ethical responsibility refers to a variety of business practices and ethical norms that are expected to be followed by the business according to law. Finally, philanthropic responsibilities refer to financial and non-financial assistance to improve the community and it shows the activities of the company that shows the company is like a good citizen.

A study by Lai et al. (2015) shows the influence of the CSR on the performance of the brand which is exposed that the company's activities and reputation effectively influence on the industrial BE and performance. A study by Tuan (2014) intended to analyze the relationship between CSR and BE in a hospital in Vietnam, showed that interactive CSR is in relationship with company's legal and economic responsibility

Malignant and Ferrell (2004) and Malignant et al. (2005) argue that from the past two decades CSR having the importance and visibility. Now firms have focused on the CSR activities to enhance the performance of brand (Varadarajan et al. 1988; Bhattacharya and seen 2004). Whereas BE helps to the ultimate consumers to get knowledge about the products and help out them to make decision when they are doing purchase decisions to get maximum satisfaction (Asker, 1991; Lin and Kao, 2004). According to Kilter and Lee, (2005) there are the main six initiatives that can a firm took for the fulfillment the CSR are cause promotions, corporate social marketing, corporate charity, community volunteering, social responsible business practices and cause related marketing. There are many definitions of BE but one of the most influencing on brand is defined by the Asker (1991) which elaborates the five dimensions of the BE as Brand Awareness, Brand associations, perceived quality brand loyalty and other proprietary assets. CSR practices change all the ways of marketing operations and communications.

Theoretical framework



Research Methodology

In this study quantitative approach will be use through structured questionnaire to check the CSR Influence on the BE. Quantitative approach is the best method to analyze the correct influence of CSR on BE. We have three major reasons for selecting this method as first of all it is a comprehensive coverage of all the elements of CSR and BE. Second one is all the data collected from this approach will be measureable. And at last if we see all the past researches done by different researchers they use this method so we can understand the importance of this method to check the influence of CSR on the BE and it was given right answer about the relation between BE and CSR. These are some Pakistani companies Which

involves in CRS Activities are: Total Parco Pakistan; Fuji Fertilizer Bin Passim; Fuji Fertilizer Company; Karachi Electric Supply Company; Pepsi Cola International; National Bank of Pakistan; Pakistan Petroleum; Pakistan Tobacco Company; Fatima Fertilizer Company etc

We are going to collect Primary Data from 300 consumers through proper questionnaire. For secondary we collect information from the current involving companies in CSR in Pakistan. We are going to use a structured questionnaire consist of 25 scaled questions. We have distributed the entire questionnaire to maximum people from the superior university, Punjab university, university of central Punjab, Jazz, hyper Market, Neon chemicals, special education center and other stores and malls. Participants in my study are youngsters as the citizen on Lahore Punjab Pakistan. Our total study is based on Lahore so participants are the people of Lahore including teachers, students, doctors, lawyer, and general public. The sample size is 300 but we have distributed 350 questionnaires to get the maximum accurate answers of the questions. For the Purpose of the collected data analyze we are going to use SPSS.20 and Microsoft Excel to interpret and present findings. The entire test should run through the SPSS for getting the actual result and after getting the result it will interpret through MS excel and word as well. All the participants of this survey do not directly or indirectly harm. All the participants are voluntary participate in it and all the information of the participants confidentially for me. We will use exploratory method analysis for the reliability and validity by the linear regression to the CSR elements and BE factors.

Background of Analysis

The chapter 4 is including all the research and test analysis on all the data collection through SPSS. All the data collected from the respondents analyze through SPSS.20. All the Five necessary test runs to check the reliability and relationship. For this purpose I use these major tests as

- Frequency distribution
- Reliability cronbach's alpha
- Factor loading
- Correlation
- Regression

Now let see all the test one by one and findings as below:

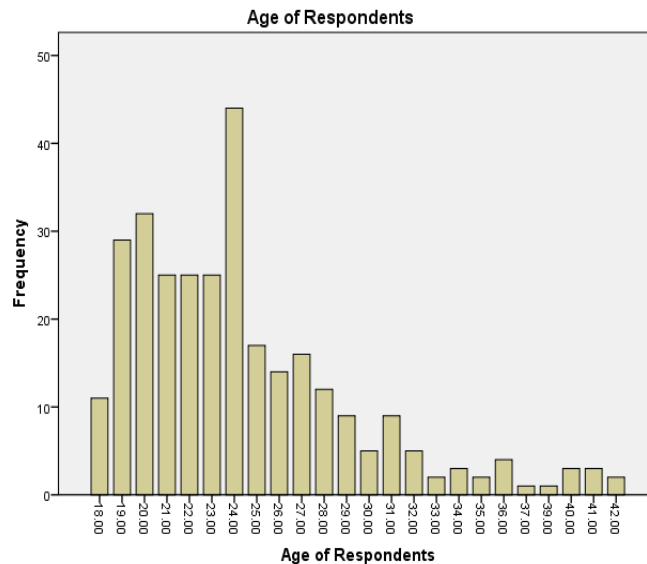
Table 4.1 Demographics Distribution/ Frequency Distribution

Respondents Demographics		Frequency	Percentage
Age (N=299)	Under 20	72	24%
	21-30	192	64%
	31-40	30	10%
	41-50	5	2%
	Above 51	0	
Gender (N=303)	Male	198	65%
	Female	105	35%
Occupations (N=305)	Students	147	48%
	Business	14	5%
	Employees	144	47%
Education (N=300)	Matric	9	3%
	Inter	54	18%
	Graduation	104	35%
	Masters	130	43%

The first test applied in this chapter is Frequency Distribution for the purpose of checking the demographic of the respondents and the equally distribution of the Questionnaires. The purpose of this test is to check that that our respondents are their age, gender, occupation and the education

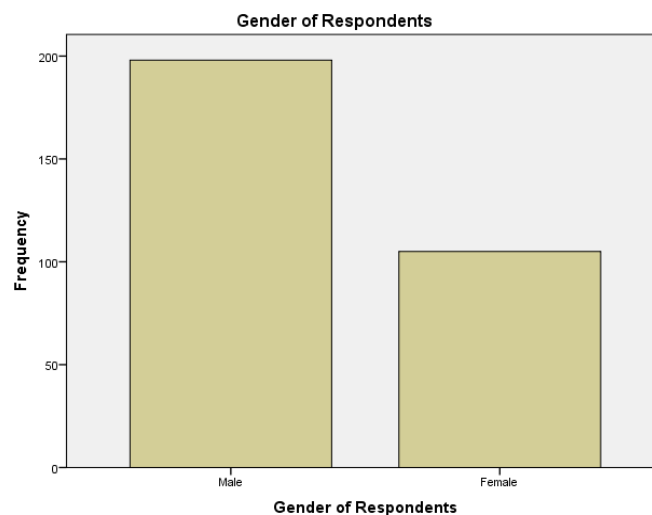
Age of respondents

In the table4.1 we distribute frequency among the age of the respondents. As we have N=299 that mean our respondents number who gave their participation in this survey. According to this table we can see that the youngsters are actively part in our survey to give us their opinion about this study. Now we take a look on all the respondents age as under 20years are 72 which is 24% of whole sample, 192people are belongs from 21 to 30years which is a large part of sample 64%, 30 people are belong from 31 to 40 years which is 10 % and a very low participants belongs to the age above 40 just 2 %.



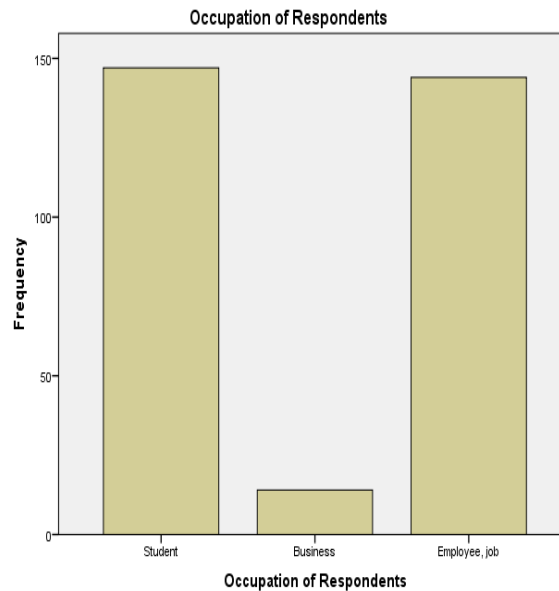
Gender of Respondents

The descriptive statistics presents in this table where we show the total participants are N=303 and now distributed category wise male and female. This table show participate in this survey first is Male and second is Female. According to the frequency distribution we come to know that there are 198 males which is 65% of the whole class of sample are participate. The rest of these303 number of people 105 females is using their opinion about questionnaires that is just 35% of the whole sample.



Occupation of respondents

The Third section in this table 4.1 shows the occupations of the respondents which we have categorized in three ways students, Business owners and Employees (pvt. / Govt.). There are total no of respondents are 305 out of which a large portion belongs to student as 147 which is 48% of whole sample and 144 are employees which is 47% and rest of 5% are business owners as 14 people.



Education of respondents

The fourth and the last section in table 4.1 in the frequency distribution is Education which we categorized as matric, intermediate, graduation and masters and above. There are a large portion of respondents are well educated as masters 130 people which is 43% of whole sample and 104 which is 35% of the whole respondents. A Very small no of people 9 which is 3% of whole sample belongs to Matric and the rest of 18% which is 54 people belong to Graduation.

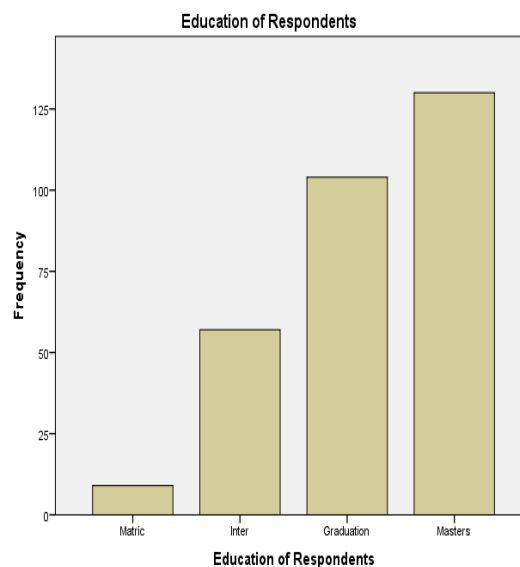


Table 4.2 Reliability (Cronbach's Alpha)

Constructs	Valid N	Number of Items	Cronbach's Alpha
CSR	306	07	0.929
Brand Loyalty	310	06	0.920
Brand Association	310	04	0.947
Perceived Quality	309	03	0.962
Brand Awareness	309	04	0.843
Overall BE	302	17	0.980

In the table 4.2 we want to show the reliability through cronbach's Alpha. Bagozzi and yi, (1988) state that the minimum value of cronbach's alpha should not be less than 0.6 the value near 1 is more appropriate and useful. Now we take a look on the results from the table 4.2 are the first variable is CSR which have 7 items and the Chronbach's Value is 0.929 from 306 valid respondents which show the strength of the data. The Second variable is BE which have 6 items and Chronbach's Value is 0.920 which is near one and mean it is reliable. Brand Association has 0.947 value of Chronbach's Alpha with 4 items. Our 4th variable of questionnaire is Perceived Quality that customers are expect from any brand it also have 03 items with 0.962 cronbach's Alpha value. The last variable of our Questionnaire is Brand Awareness with 04 on reliability value 0.843. in the end of the table we can see that we conclude the overall BE of any brand it include 17 items with the Cronbach alpha's value 0.980 which shows that the overall questionnaire have positively correlate with each other and we can rely on our questionnaire to conduct further study on it. All the value of chronbach's Alpha is close to 1 so it is excellent.

Table 4.3 Kaiser -Meyer-Olkin (KMO)

Constructs	No. of Items	KMO Value	Bartlett's Test of Sphericity Chi-square	Bartlett's test of Sphericity Sig.
CSR	07	.903	1815.321	.000
Brand Loyalty	06	.841	1603.603	.000
Brand Association	04	.853	1246.207	.000
Perceived Quality	03	.769	1092.164	.000
Brand Awareness	04	.727	623.652	.000

The table 4.3 shows the value of KMO. The (KMO) stands for Kaiser -Meyer-Olkin is a test which indicates the variance between the variable and shows the common variance between the variables. It should be from 0 to 1 but not less than 0.5 for appropriate ans. The KMO values should be varies from 0 to 1. If the value of KMO is down to 0 its mean the factors on analysis is not properly manage. In spite of this if the value of KMO is near or on 1 than it is more suitable for work and its mean the factor of analysis is manage properly and appropriate. According to the (Hinton et al 2004) the Geneon phenomenal is that if the value of KMO is near or below 0.5 than it is considered as very poor the value near 0.6 or 6 than it is considered as acceptable and if the value is .07 or .08 than it is considered as moderate and if the value is near 1 it is excellent.

According to my result there are five variables that have the excellent values according to the (Hutheson and Sofronion, 1999). Now we will discuss every variable value separately. The first independent variable of our study is CSR (CSR) and the KMO value of CSR is 0.903 which is excellent value and we have use 7 items in this variable. The second variable of this study is Brand Loyalty it includes 6 items and the value of KMO is 0.841 which indicates it is acceptable. The third variable is Brand Association with 4 items itself and concluded the KMO value is 0.858 which indicates that it is suitable and having great value. The next variable no 4 is Perceived Quality having KMO value as 0.769 with 3 items that indicates it is acceptable and rely on it for further working. It the last variable we have Brand Awareness which have the KMO value of this variable as .727 which means it have great value and acceptable. So that all the results show that our KMO value falling between ranges of 0.7 to 1 which mean it is mediocre or acceptable and good value. It shows that the data we conducted is reliable and acceptable so that we can conduct further study by using this data for more test analysis.

If we see in the table 4.3 the next test is conducted to check the significance relationship all the constructed items by the help of Bartlett's test of Sphericity. If the p value of constructs <0.05 presents relationship between variables are significance. So there is the p-value of Bartlett's test of all the constructs less than 0.001.

Table 4.5 Correlations

	CSR	Brand Loyalty	Brand Association	Perceived Quality	Brand Awareness
CSR	1				
BL	.971**	1			
B. Ass	.965**	.944**	1		
PQ	.946**	.966**	.956**	1	
B. Aw	.964**	.979**	.927**	.941**	1

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

* . Correlation is significant at the 0.05 level (2-tailed).

The Table 4.5 shows the Correlation among all the constructs. This test applies to check the mutual correlation between the all constructs. All the results found through the correlation shows that there is a positive correlation between all the constructs variables. I have collected the results as follow by analyzing this test CSR and Brand Loyalty from 0.971. Brand loyalty and Brand Association with CSR from .965 to .944 and if we check the correlation between CSR, Brand Loyalty, Brand Association and Perceived Quality is .946 to .956, and in the last variable the correlation between all the variables as .941. This test shows there is a positive relation between all the construct variable which is the indication to use this data for next test and it is a significant relationship between all the variables constructs with the factor analysis.

Table 4.5 Regression Analyses

Variable Name	R ²	Adj. R ²	F- Statistic	Prob. (F- Statistic)
Brand Loyalty	.971 ^a	.942	4962.236	.000 ^b
Brand Association	.965 ^a	.931	4108.546	.000 ^b
Perceived Quality	.946 ^a	.895	2563.264	.000 ^b
Brand Awareness	.964 ^a	.929	3972.805	.000 ^b

1st Dependent Variable is Brand Loyalty:

2nd Dependent Variable is Brand Association

3rd Dependent Variable is Perceived Quality

4th Dependent Variable is Brand Awareness

In the Table 4.5 there are multiple regressions which use to check the significant relationship between the Dependent and independent variables. In the table my first depended variable is Brand Loyalty and the Adj. R² value is .942 which means the change in the independent variable can almost 94% change in our dependent variable. There is a significant relationship between CSR and Brand loyalty because F-statistics value is more than prob. (F-Statistics) value as 4962.236 is bigger than .000^b. So there is a positive relationship between CSR and BL. $\beta = .971$, $\text{sig} < 0.01$ which means there is the significance relationship.

Brand Association and table shows that the Adj. R² is .931 (93%) its mean if there is a change in our independent variable so 93% change will be occurred in our dependent variable. The F-statistics value is 4108.546 which is more than P=value .000^b so its mean there is a significance and positive relations between the CSR and the Brand Association. The $\beta = .965$, $\text{sig} < 0.01$ it shows that there is a relationship.

Perceived Quality have the Adj. R² is .895 (90%) which mean there is a change in one unit in our Independent variable can make a change in our dependent variable with 90%. the F-statistics value 2563.264 is also larger than the P=value .000^b which shows the positive and more significant relationship between CSR and Perceived Quality. Beta value is positive $\beta = .946$, $\text{sig} < 0.01$ its mean there is a relationship is positive.

Brand Awareness which indicate the Adj. R² Value is .929 (93%) it shows the small influence on dependent variable if the change in independent variable it will change with 93%. The significant relationship show through F-statistics value

3972.805 which is larger than $P = \text{value } 000^b$. It is also positive impact because the Beta value is also positive $\beta = .964$, $\text{sig} < 0.0$. So there is a Positive significant influence of CSR on Brand Awareness.

My all the variables are accepted because they have the positive significant relationship between all the dependents and independents variables because the Beta value is in positive so it's have the positive influence and as F-Statistics value is more than $P = \text{value}$ its mean there is a significance relationship. Our all the hypothesis are accepted so we can say that:

- There is a significant influence of CSR on Brand Equity
- There is significant influence of CSR on Brand Association.
- There is a significant influence of CSR on Brand Awareness.
- There is significant influence of CSR on Perceived Quality.
- There is a significant influence of CSR on Brand Loyalty.

Discussion

In this chapter I going to discuss about all the findings by applying the tests in the chapters 4 and found all the results from all these tests. We analyze the how Influence of CSR on different dimensions of the BE. This is the new concept in the market and just only 100 big companies use it in Pakistan and rest of other companies are not actually know that what is CSR and it is the very effective marketing tools. In our study we have chose five companies to conduct the survey from them to know the effects and conducted survey on this topic from different colleges, universities, employees of the Lahore and also conducted it from the general public at the big shopping Malls of Lahore where a wide range of brands are available and people come to purchase. Many of the researchers conducted this study as different dimensions of CSR on BE, Brand Performance and Brand Image but in our study we have conducted this research on influence of CSR on the different dimensions of BE including Brand Loyalty, Brand Association, Perceived Quality and Brand Awareness. All these are the different dimensions of the BE which can influence by CSR positively.

We understand the concepts of some terms that we are using in this study. For the findings of the result I can analysis through different tests to show the CSR influence on BE. We applied all those tests on my study to get the accurate result is given below:

- Descriptive Statistics / Frequency Distribution
- Reliability (Cronbach's Alpha)
- Kaiser -Meyer-Olkin (KMO)
- Factor Loading
- Correlation
- Regression

First, I applied the Descriptive Statistics or frequency Distribution under which I want to check the distribution of the questionnaire the second test applied in this study is the Reliability of the Questionnaire with the help of Cronbach's Alph. According to the many researchers the value of the Cronbach's Alpha test should be between 0.6 to one. So the value of my all the variable test is above 0.6 its mean the data is reliable and I can rely on it and start further analysis on it. Factor loading is a part of Reliability test under which we can convert many variables item into one big variable.

The fourth and second last test that I have applied in this study is Correlation between the constructs. Correlation test is show the relationship between the variables and if they have positive correlated with each other than it is easy to rely on the data and work future to get more appropriate results to strength the topic. The last test we applied is most important for every research which shows the relationship between the hypotheses that we create. Regression test give prove that our hypotheses are valid and show that there is an influence of CSR on BE. Through this test we come to know that there is a relationship between all the hypotheses with CSR.

Conclusion

My main aim is to identify the influence of CSR on BE whether it is positive or negative. Many researches is conducted by many researchers in the past but they are not properly relate or create the direct and positive relationship

between the CSR and BE. All have used the dimensions of CSR on the different aspects of the study. But in our study we have use all the dimensions of the BE which can influences bay CSR.

- Brand Loyalty
- Brands Associations
- Perceived Quality
- Brand Awareness

In these findings we have concluded that there is a positive and significant relationship between the CSR with BE. We have use the quantity approach for the data collection from the respondents on the study with the help of Structured Questionnaire having five options as 1, 2, 3, 4, 5, options as Strongly agree, agree, Neutral, disagree and strongly disagree accordingly. We strongly refer to the companies to go for the CSR initiatives if they want to get the competitive advantage over their competitors and stakeholders. CSR can change the identity of the brand in the mind of the customers and increase the customer's loyalty.

The result shows the data reliability with the test analysis by Cronbach's Alpha which shows the value is more than 0.6 which means the data is reliable. If we see the correlation sectors the results shows that every variable is correlate with each other. At the regression test is applied to check the impact of the independent variable on dependent variables. As the test applied in this study shows that there is a positive and significant relationship between my dependent and independent variables. So this study shows that there is a positive and significant influence on CSR on BE. So we accepted the entire Hypothesis that we have produced in 1st chapter.

Ho: There is no significant influence of CSR on BE

We are rejected Ho as there is a Relationship between CSR on overall BE.

H1: There is a significant influence of CSR on BE

H2: There is significant influence of CSR on Brand Association.

H3: There is a significant influence of CSR on Brand Awareness.

H4: There is significant influence of CSR on Perceived Quality.

H5: There is a significant influence of CSR on Overall BE.

H6: There is a significant influence of CSR on Brand Loyalty.

Limitations of the Study

Our study also conducted in a general scenario not specifically on one dimension of BE and CSR. There is also time shortage is also influence on my study. We have little time to conduct this study with more effectively. Money is also a hurdle our study so we are unable to increased my demographics of the study. The Behavior of the participants also a main hurdle in my study they thing that this questionnaire is time consuming. The next limitation of my study is the lack of interview of the people of that companies who are already using this concept as marketing tools because time is too short to complete this research.

Future Research

There is a need to more work on this topic because this is a new concept in Pakistan and only 100 companies use this as their marketing strategy. BE and CSR both are complex and wide concepts so every researcher can conduct Qualitative approach for first understanding than use Quantitative approach so it will batter result generated. As our study is based on MNCs and Big organizations where the result is more appropriate and accurate but if we saw in small companies they have the shortage of funds so how they can apply this activities to get the competitive advantage. There is a need to work on both MNCs and Small organization so they have got the more appropriate result. During this study never forget the competitor theory because competitor's activities also influence on the strategies of any company. We have chose only they can expand the area as Lahore, Karachi, Islamabad and other big cities of the Pakistan to get the more appropriate and effective results.

Recommendations

Use CSR activities are the very important factor that will helpful for the organization in the competitive environment. It is not mandatory for just private sector companies to take the CSR initiatives in their business it is also mandatory for public and government sector organizations to use it. Use CSR as the Business marketing tools to properly structured way. The language of the company should be positive about the stakeholders' you need to get more benefits to collaborate with the renowned NGOs with social purpose and serve the communities. Share their mission with all the vendors of the business for giving support financially or NON-financially. Actively participate in the CSR activities to develop the communities.

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