



**Wolkite University**  
*We Strive for Wisdom!*

**College of Business and Economics**

**Department of Management**

**Masters of Business Administration Program**

**Effect of Corporate Social Responsibility Practices on Brand Equity:  
Case Study of Eden Bottling Water Share Companies, in Gurage zone**

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of Business and Economics, Wolkite University, in Partial Fulfillment of the  
Requirements for the Master Degree of Business Administration**

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## Declaration

I, Edget Wolde, certify that this research paper entitled “The Effect of Corporate Social Responsibility Practices on Brand Equity: A case of Eden Bottling Water S.C” under the guidance of Tasew Shedga (PhD) has not previously been submitted either in part or in full to any other higher learning institution for the purpose of earning any type of degree. I also certify that the thesis has been written by me and that any help that I have received in doing my research work and in the preparation of the thesis itself has been duly acknowledge

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This thesis has been submitted for examination with my approval as thesis supervisor

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## Certificate of Approval

This is to certify that the thesis prepared by Edget Wolde, entitled **Effect of Corporate Social Responsibility Practices on Brand Equity: The Case Study of Eden Bottling Water S.C, in Gurage zone.** and submitted in partial fulfillment of the requirements for the Degree of Masters of Business Administration complies with the regulations of the College and meets the accepted standards with respect to originality and quality.

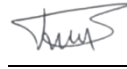
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## Endorsement

This is to certify that Edget Wolde has carried out his research work on the topic “The Effect of Corporate Social Responsibility Practices on Brand Equity: A case of Eden bottling water S.C” at gurage zone and that this is her original work and is suitable for submission for the award of Master’s Degree in Business Administration.

**Tasew Shedga (PhD)**



**08/09/2014**

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## **Abstract**

*The aim of this study is to investigate the effect of corporate social responsibility practices on brand equity in order to increase the understanding of CSR as a marketing tool. The dimensions used in the study are Social, Economic, Environmental, Legal, and Ethical Responsibilities on Brand Equity of Eden bottling water S.C. The study has employed quantitative descriptive explanatory approach. A sample of 376 customers ( Agents Wholesalers and Retailers) of Eden bottling water S.C. in Gurage zone. A stratified random sampling method and structured questionnaire is used. Data was analyzed by using SPSS software 22version. According to correlation result all independent variables (Social Responsibility, Economic Responsibility, Environment Responsibility, Legal Responsibility, and Ethical Responsibility) are a significant relation with dependent variable (Brand equity). The finding of the correlation analysis indicates that there is direct significant positive relationship between the CSR dimensions and brand equity. The findings of this study also indicated that economical CSR is the most important factor to have a positive and significant effect on brand equity followed by social, legal, Environmental and ethical CSR. Hence, the researcher recommended that the company should concentrate on its CSR commitments and resources allocation to CSR initiatives in ways that can return optimal benefit to society..*

**Keywords:** *CSR, Social Responsibility, Economic Responsibility, Environment Responsibility, Legal Responsibility, Ethical Responsibility, and Brand Equity*

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## Acronyms

AMA.....	American Marketing Association
ANOVA .....	Analysis Of Variance
BE.....	Brand Equity
BPH.....	Bottle Per Hour
CBBE.....	Customer Based Brand Equity
CK.....	Consumer Knowledge
CSA.....	Central Statistical Agency
CSR.....	Corporate Social Responsibility
EBWSC.....	Eden Bottling Water Share Company
ECAE.....	Ethiopia Confirmatory Assessments Enterprise
FBBE.....	Firm Based Brand Equity
SPSS .....	Statistical Package for the Social Sciences

# CHAPTER ONE

## 1. INTRODUCTION

### 1.1. Background of the Study

Corporate social responsibility is the set of standards which is used by organizations to make a positive involvement to society. In the recent decades' managers are trying to find out the ways in which they can help the business to work for the development of the society and economy (Rashid Zaman, 2018). Corporate social responsibility (CSR) is receiving increasing attention, especially in recent decades. The implementation of a CSR policy may generate a trusting relation-ship between the company and stakeholders that causes stakeholders to become committed to the organization through actions such as customer loyalty, stockholder capital investments, and supplier investments (Garbarino, E., & Johnson, M. S.1999). The underlying interest and concern for CSR application is the fact that firms do not operate in a separate vacuum. Rather they can be viewed as open systems dependent on some actors and influential to others, through exchanging output with the environment. The growing importance of CSR is due to the fact that there is a social contract between the firm and the society for the collective good and survival. As long as this interdependence between the firm and society exist, the interest in CSR will remain important among marketing scholars and practitioners (Keith, R. J. , 1960). With the current rising awareness of consumer regarding corporate responsibility (CSR), it is important for the company to begin profiling their efforts at social responsibility as part of their overall corporate and business strategies (Judy L. and Fevzi O., 2017)

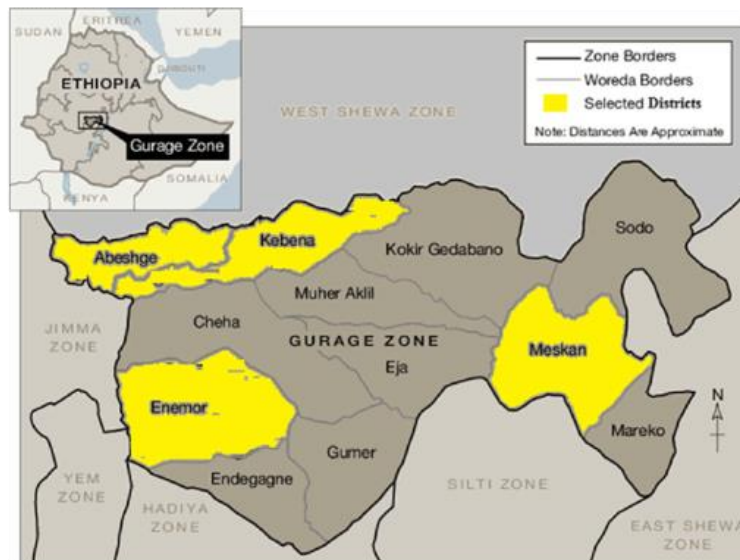
In today's competitive service market environments CSR actions offer firms inimitable upper hand in enhancing their brand equity (Bhattacharya et al., 2019). The higher value of the brand in consumers' minds results in more benefit for companies from consumers (Karbasivar&Yardel, 2017). According to the American Marketing Association (AMA) defines a brand as a "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, 2016). Also Keller (2008) defined Brand as creating and delivering a promise to target consumers. This promise can be about functional at is faction, experiential enrichment, or aspiration fulfillment. Brand is a heart of a company which creates a perception about the company's product or service in the mind of a consumer. One of the significant and important

issues is to obtaining an appropriate position in consumers' minds so as to gain the consumer loyalty. Among factors which are effective in this process are company's brand and brand equity (Aaker, 1991). Brand equity refers to "the marketing outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name. In other words, consumer's knowledge about a brand makes manufacturers/advertisers respond differently or adopt appropriately proficient measures for the marketing of the brand" (Ramachandran, 2019) Brand equity (BE) is a key marketing asset for companies because it can create a unique and needed tool for investigating the relationship between the firm and its stakeholders (Christodoulides & de Chernatony 2018). Another argument put forward by Trudel and Cotte (2019) is that consumers are more likely to pay higher prices for products and services from companies perceived as socially responsible. Brand equity is an added value that is created due to the brand name and knowing its dimensions can make a better understanding of the strengths and weaknesses of the brands in markets and it can make the comparison of a brand and its rivals easier. Brands which have higher equity can get the customer's preferences and tendencies and result in higher level of sale. Therefore, in order to have a strong brand, it is wise that the factors affecting the brand performance be evaluated more precisely (Ho & Merrilees, 2018). This is to say a firm's CSR engagements have the potential of creating customer-based brand equity for the firm. According to Keller (1993; 2003) customer-based brand equity include the dimensions of brand awareness, perceived quality, brand image or association and brand loyalty. Moreover, CSR is often proposed as a means to build positive attitudes towards companies among their consumers, and thus, firms could benefit more from spending on CSR activities if they understood the effect CSR can have on consumer behavior (Poolthong and Mandhachitara, 2009). Lam, 2018 also confirmed the relationships between perceived service quality, trust and attitudinal loyalty with corporate social responsibility. CSR in bottling water business sector also, increasing the need for trust, as well as accountability and transparency that lead to it. Gurage zone bottling water companies as part of the community have to focus on the advantages of their customers, employees, shareholders and the society regarding their services and thereby contribute to the sustainable and stable economy in the country. Bottling Water Company's operates like any business institution and takes the leading business role in the country in terms of service quality, trust and attitudinal loyalty with corporate social responsibility for the imported and exported products. Therefore, the purpose of this study would

be to investigate the effect of corporate social responsibility on brand equity in the context of Eden bottling Water Company's. The results of this analysis help to provide a better understanding of the interaction effects of multi-dimensional CSR activities.

## 1.2. Background of the Organization

Eden Natural Spring Water is produced by Eden business Share Company and it is a pure hill and spring water originated from Moria hills at above 2,700m in the Gurage zone. Gurage zone is a zone in the Southern Nations, Nationalities, and peoples Region of Ethiopia. It is found 153km south of Addis Ababa. This zone is named for the Gurage people, whose homeland lies in this zone. Gurage zone is bordered on the southeast by Hadiya and Yem sepical woreda, on the west, north and east by the Oromia region and on the southeast by Silti. Its highest point is Mount Gurage. Wolkite is the administrative center of the Zone; Butajera is the largest city in this zone and the former administrative centre. Other towns in Gurage include Emdibir Gubre Gunchere Agena Areket Bue and Ensino. Based on the 2007 census conducted by the central Statistical Agency of Ethiopia (CSA), Gurage has a total population of 1,280,483.



**Figure 1:** Maps of Gurage Zone

Source: Gurage zone administration

In Gurage Zone currently there are four functional bottled water share company Tseday, Fiker, Eden and Wow and one is nonfunctional company which is Gerare bottling water company and five companies are in progress these are Daki bottling water company, Nebur private limited company, Mountain agro processing private limited company Mekesude Reshide water packaging business group and Venues manufacturing share company. Eden Business Share Company was established in 2006 by a group of likeminded and visionary people. This water is among one of the 75 products that are listed under those that have meet compulsory standards, with the bottlers having to pass through an inspection by ECAE. Currently with a callable capital of Birr 280 million is engaged into business activity of potable water bottling and packaging facility, under the brand name of —Eden Organic Spring Water®, at a factory located at Agenna town about 205 KM South of Addis Ababa. The second activity is the agricultural project located at Cheha woreda, South – West of Addis Ababa at a distance of about 185KM. On the other hand, every bottle of water sold by Eden group means that two bills will be spent on afforestation project. Eden Group deals well with the social and environmental issues in the development process, making it the “green” business of many bottled water plants, attracting the attention and appreciation of consumers. Currently Eden Group has 34000 BPH bottled water production line. It has 300 permanent workers

### **1.2.1 Vision, mission and core values of EBWSC**

The vision, mission and core values of EBSC have been identified on the basis extensive discussions held with company management team and key stakeholders. Accordingly the vision, mission and core values of EBSC are the following.

**Vision:** - To see the products and services of Eden Business in every house, market and work places worldwide.

**Mission:** - Supply the national and international markets with quality products and services that are produced under strict ethical and environmental friendly production process

#### **Core values:-**

- Innovation:- Innovative business that promotes efficient production process and quality product
- Global presence;- Engage in multiple business activities with global presence
- Integrity;- serve customers and stockholders with integrity and professionalism

- Ethical values and excellence:- promote ethical business culture in Ethiopia
- Environmental friendly:- Dedicated to promote green economy through afforestation and sustainable use of natural resources.
- Promote a culture of sustained joint investment initiatives
- Contribute to the human resource development of the country
- Encourage citizens to be involved in business activities
- Philanthropic activity to be involved in the community

### **1.3. Statement of the Problem**

Its globally accepted that brand is one of the most valuable assets of any business (Bharadwaj et al.1993). There is also a mounting agreement that corporate social responsibility (CSR) has crossed the line from being a business redundancy to becoming a critical business function that have strategic importance as a brand building tool (McDonald and Lai, 2017; Bhattacharya et al., 2018) and increasingly becoming a common knowledge among marketing practitioners and scholars (Maon et al., 2019). One of the planned tools that cause obligation and frequency of consumption, increasing economic value for shareholders and expanding economic activities somewhere else from the geographic boundaries is brand equity. Marketing management and CSR activities are arguably about building brand equity to satisfy the interest of customers and other key stakeholders (Kotler and Lee, 2015). Building brand equity (BE) presents firms with a host of benefits including sales growth, profitability and market share. Most scholarships on BE generally consider “branding effects” in relation to consumer knowledge (CK) about a given brand and how this acquired knowledge affects consumer behavior (Aaker 1991) Keller (1993).The key objective of the organizations is to sustain it to achieve the competitive advantage in the economic market (Aguilera et al., 2017). The mechanism of corporate social responsibility is necessary for the company’s survival and productivity, as well as the essential competitive success (Porter and Kramer, 2016). Willingness to invest in corporate social responsibility is not a cost or constraint, but a source of competitive advantage (Yoo, 2015). Effective use of corporate social responsibility and brand management can distinguish a company from its competitors and create competitive advantage (Craig,2013). Corporate social responsibility can reflect corporate social features for distinguishing its product (RajanVaradarajan and Menon, 1998). With increasing competition and the emergence

of phenomena such as global markets, domestic industries of each country need to increase their competitive advantages in order to survive in this competition. Given the importance of brand equity and social responsibility for companies, to investigate how and to what extent the corporate social responsibility creates value for the brand, is essential (Iranzadeh,Ranjbar and Poursadegh, 2018). The review of literature on CSR & Brand Equity suggests Carroll's CSR model (Economic responsibility, Legal responsibility, Ethical responsibility, environmental responsibility and social responsibility) to the financial sector and the framework developed by Akar, (1996) offers a comprehensive theoretical framework to examine the impact of CSR on Brand Equity. Brand Equity is perceived from the customers because the factors which lead to brand equity are all measured from customer's perception like brand loyalty, brand awareness, brand association, trust and the perceived quality. While scholars in the field highlighted Brand Equity happens when the customer knows about the brand and holds some great, solid and unique brand associations in memory (Boga, et.,al., 2018). Brand Equity is primarily achieved through the creative arrangement of the elements of the marketing mix (Kotler, 2003). Nevertheless, scholars have also highlighted the potential of CSR activities in eliciting favorable responses from target customers (Kodua, 2015). The bottling water companies in Ethiopia have engaged in many CSR activities to increase its brand equity (Gezahagne Asefaw 2020). Eden bottling water share company management believes that community activities can be seen as a way to assist others and to help an organization maintain a positive reputation and acquire some positive exposure in the local community. Improvements to a company's reputation through practicing social responsibility can also lead to increased brand equity (Kevin Keller, 1993). As companies should measure their brand equity through corporate social responsibility (Kevin Keller, 1993). The key question in these concerns is to what level these CSR practices were useful in building of brand equity. The achievement of Brand Equity within the customers is thus considered a critical marketing decision as it borders on firm competitiveness, survival and profitability. In the concrete reasoning in Ethiopia, the researcher believes that application of corporate social responsibility practices in sustaining of brand equity is not well developed as well as no study is conducted specifically in the bottling water company in Ethiopia. Among the researches which were made in Ethiopia, Assessing Application of Corporate Social Responsibility in Meta Abo Brewery Share Company was done by Ezana Meles (2014) with the aim of assessing the perception and attitude of the Meta Abo about CSR. The study examined

only the understanding and benefit of CSR in Meta Abo Brewery. The other research was made on Tariku Amare (2020) done studies the effect of corporate social responsibility practice on building brand equity in Hilton Addisababa This study determines the role of CSR initiatives in building brand equity dimensions and it was take only 133 sample and this research paper were not reflect economic, legal, ethical, and mandatory variable. However, it merely intended to investigate how the frame work of three variables of CSR such as environmental, societal and stakeholder affect brand equity of Helton Addis Ababa. Gezahagne Asefaw (2020) had done studies corporate social responsibility (CSR) perception and practice in bottled mineral water companies in Ethiopia specifically yes, arki, top and aqua addis ,the study specifically focused to address basic study areas such as, companies' practice of CSR, rule and regulations of CSR. Mohana and Fentay (2014) had done studies on Environmental corporate social responsibility of brewery firms in Ethiopia by focusing only on the environmental CSR perspective of brewery firms of Ethiopia. Therefore, this research would have a contribution to fill the knowledge gap regarding the effect of corporate social responsibility on brand equity of the bottling water company in Ethiopia in consideration the five elements of CSR such as Economic responsibility, Legal responsibility, Ethical responsibility, environmental responsibility and social responsibility of Eden bottling water share company and would explore the most influential elements that are behind corporate social responsibility of bottling water company and it would be done in such a way that it can give an insight to the major elements that have an impact on the brand equity of the bottling water company operating in Ethiopia and employing the concept of CBBE to address their customers' needs would in turn increase their sales volume and market share in this very competitive market. This study would measures the different variables which determine the CBBE of Eden bottling water Share Company; which would be give a clear understanding of the market. The motivation behind this study is the fact that the bottling water share companies are currently a strong brand supply and Eden bottling water share companies which are in stiff competition with other suppliers.

The fact that none of the studies looked at the relationship between corporate social responsibilities and brand equity in the business industry specifically on bottling water Share Company which is dominates the business sector, this also shows a research gap. Therefore, this study would be aim at investigating the effect of corporate social responsibility activities on

brands equity in the business industry of bottling water Share Company in the case of Eden bottling water Share Company. .

#### **1.4 Research Questions**

The research questions for the study would be:

1. To what extent of social corporate responsibility affect Brand equity?
2. To what extent of economical corporate responsibility affect Brand equity?
3. To what extent of environmental corporate responsibility affect Brand equity?
4. To what degree of legal corporate responsibility contributes for the Brand equity?
5. To what degree of ethical corporate responsibility contribution to the Brand equity of Eden bottling water Share Company?

#### **1.5 Objectives of the Study corporate**

##### **1.5.1 General Objective**

The general objective of the study would be to assess the effect of corporate social responsibility practices on brand equity: a case study of Eden bottling water Share Company

##### **1.5.2. Specific Objectives**

In consistent with the preceding general objective, the researcher would conduct the following specific objectives.

- To determine the effect of social corporate responsibility on the brand equity of Eden bottling water share company
- To evaluate the effect of Economical corporate responsibility on the brand equity of Eden bottling water share company.
- To determine the effect of Environmental corporate responsibility on the brand equity of Eden bottling water share company. .
- To determine the effect of Legal corporate responsibility on the brand equity of Eden bottling water share company.
- To determine the effect of Ethical corporate responsibility on the brand equity of Eden bottling water share company.

## 1.6. Significance of the Study

This study would be intended to explore the effect of CSR on brand equity, and examine if CSR is worth the enormous investment by a profit-making organization like bottling Water Company. Even if the issue of Corporate Social Responsibility has been addressed during the last decades by various scholars from all over the world, a specific research has scanty which relates to business sectors like bottling Water Company.

Therefore, this study would pay attention to Eden bottling water Share Company in relation with influence of CSR on brand equity. The idea of corporate social responsibility is relatively new to the business world. From a practical perspective, consumers are becoming more expectant of companies conducting their business in a socially acceptable way. Therefore, the study is importance to the company because at present, competition in the business sector involves non-monetary factors as many business organizations offer similar services in the same markets and the study of CSR as tools of socially responsible business is very essential. It contributes the development of brand of the company by creating positive image if it is properly implemented; In addition, it helps for the business managers to identified CSR as a strategic tool to create competitive advantage for their business. It also add the knowledge for conducting research on the field; and it fills some part of the information gap of the issue to top management and other external end users. Moreover, it can be used by academicians, researchers and scholars the findings of this research as empirical evidence and add new knowledge about the practice of CSR effect on Brand Equity. The study also helps to understand the complex relationship between CSR and Brand Equity

## 1.7. Scope of the Study

The study would be delaminated geographically, methodologically as well as conceptually. **Geographically;** Eden bottling water Share Company implements its operation in south region in Gurage zone and distributes its product throughout all regions in Ethiopia,

But this study focused on 18 agent 26 wholesalers and 332 retailers located in Gurage zone. **Methodologically;** the study would only uses a quantitative research method and also the main source of the data were questionnaire and secondary data.

**Conceptually;** There are a number of factors which affect brand equity of the organization, but this study would be only focused on selected dimension of corporate social responsibility practices (social, economic, environment, legal, as well as ethical responsibilities) because of logistics and resource constraints.

### **1.8. Limitation of the Study**

At the study time, the researcher faced the following limitation. The purpose of this study is to get accurate and reliable information about the effect of corporate social responsibility practices on brand equity. To assess this the researcher gathered the data only based on the opinion of the customer and secondary data of Eden bottling water S.C. So it had faced with reluctance with some respondents to provide the required data due to limitation of knowledge about the subject of the study and its importance. The sample respondents, especially the wholesalers were too busy to provide the response. To avoid this limitation, the researcher was given description through telephone and being face-to-face for the respondents who, faced with ambiguity about the subject of the study.

### **1.9. Definition of Basic Terms**

**Corporate Social Responsibility:** is the most frequently used term among scholars to describe business engagement in social activities. (Lohman and Steinholtz, 2003). It is the set of standards which is used by organizations to make a positive involvement to society. In the recent decades' managers are trying to find out the ways in which they can help the business to work for the development of the society and economy (Rashid Zaman, 2014).

**Economic and Legal Responsibility:** Economic responsibility refers to profitability of the organization, while legal responsibility is basically complying with laws and regulation (Gudjonsdottir and Jusubova, 2015).

**Social Responsibility:** are obligations of companies for their customers and the communities towards different social welfare activities, sponsorship, donation, giving trainings and equal job opportunities, and so on. It is type of CSR where a corporation voluntarily donates a portion of its resources to a societal cause (Ricks and Williams, 2005).

**Environmental Responsibility:** - company's obligations towards environmental protections through their production, engaging in different environmental protection activities, using

ecofriendly raw materials and technologies. It relates to contribution of the well-being of the biotic community, the coherence of land and ecosystems and the risk of letting threats damaging the biodiversity. It concerns the existing living and non-living creatures within earth's biodiversity (Safit, 2013).

**Ethical Responsibility:** As for the ethical perspective, the organizations operation should go beyond the laws where they are expected to do the right thing in a fair and just ways (Gudjonsdottir and Jusubova, p.25).

**Brand:** can be defined as "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler 1991).

**Brand Equity:** is the ability of brand associations to predispose people to choose it over others or pay more for it, both now and in the future (Alagonand Samuel, 2011).

**Customer Based Brand Equity:** It is the differential effect that brand knowledge has on consumer response to the marketing of that brand.

#### **1.10. Organization of the Study**

The study is organized into five chapters. The first chapter starts with an introduction followed by the background of the study, Background of the organization, statement of the problem, basic research questions, and objectives of the study, Research hypothesis, and significance of the study and scope of the study, limitation of the study and definition of basic terms. The second chapter deals with the literature review which covers concepts, theoretical and empirical literatures that are believed to aid in the attainment of the objectives of the study. The third chapter covered methods use for the study, design and approach of the study, target population of the study, sampling techniques, source of data, data collection instruments or tools, the procedure of data collection and the methodology of data analysis. The fourth chapter covered Data presentation, analysis and interpretation. The last chapter covered the summary of the finding, conclusion and recommendations.

## CHAPTER TWO

### 2. LITERATURE REVIEW

In this chapter different concepts focusing on theoretical and empirical evidences about CSR are reviewed in light of the objectives of the study. The subjects include the role of business in CSR that business companies exercise and conceptual definitions by different authors are included.

#### 2.1. Theoretical and conceptual review

##### 2.1.1. Definitions and concepts of corporate social responsibility (CSR)

The concept of Corporate Social responsibility has develop through time and defined by different scholars at different times because of its wider scope and the growing attention of the concept by practitioners. The following are among the various definitions proposed by these scholars and summarized as follows; CSR was first used and defined as a concept by Bowen (1953): CSR refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society. Holme & Watts (2018), also stated the view of Corporate Social Responsibility as the commitment of businesses to meaningfully contribute to the society by being ethical and through the development of the economy. A lot of the ambiguity behind CSR seems to derive from the lack of universal definition to the subject because CSR is a social construction it cannot be universally defined; rather it is something best understood in its specific context (Bimir, 2016, p. 4-5). De Schutter (2008, p. 204) further suggested that the confusion is about the subjects many perspectives; hence, from what side of the relationship is CSR viewed.

*(1) “CSR may refer to an understanding of the role of business in society. Business in this sense means socially responsible by owing duties not only so its shareholders but also the stakeholders in its environment”. (2) “CSR may refer to a way of regulating business activities. It manifests a shift from the imposition of top-down obligations under the threat of legal sanctions, to the reliance on incentives and voluntary initiatives as a way of orienting the activities of the corporation”. (3) “CSR may refer as an alternative to regulating business itself. Here it appears as a code word for abandoning certain questions that might be target to regulatory approaches to market mechanisms” (De Schutter, 2008, p.204).*

European Commission defines CSR as a concept whereby companies observe social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis (Lai, 2015). The concept is for those organizations that have decided to pass the minimum legal requirements and risks of collective agreements to consider social needs (Filizöz&Fisne, 2018). In a more general definition, corporate social responsibility is defined as the ways in which a business seeks to align its values and behavior along with the values and behavior of its various stakeholders (Chatterji et al, 2019). Different groups affected by the actions of an organization, are called "stakeholders". Stakeholders of a business include employees, customers, suppliers, governments, interest groups (e.g. environmental groups), competitors, partners, communities, owners, investors and the wider social groups that business operations can have an impact on them (Chatterji et al, 2019). Carroll (1991) has identified a pyramid model that includes four categories of social obligations which all responsible companies demand it. These include the responsibilities of economic, legal, ethical and philanthropic. From the perspective of Carroll (1991), economic responsibilities include duty to satisfy consumers through high-value products as well as to create enough profits to investors. This sector includes the main goal of business and entrepreneurship which is to produce goods and services and have profitability. For more profitability, firms should have strong competitive position in the market and increase the share value. Legal or statutory responsibility requires that companies while acting in their economic obligations observe laws and regulations. This includes government regulations that businesses are required to obey them. Companies should follow these legal requirements to increase profitability. Moral responsibility refers to a variety of business practices and ethical norms that are expected to be followed, even if they are not codified in law. This section of the pyramid shall determine the expectations of the stakeholders.

### **2.1.2. The evolution of corporate social responsibility (CSR)**

Corporate social responsibility (CSR) has become one of the most talked about subjects in business today. The CSR debate has assumed national, international and global dimensions. Business organizations intending to maintain and increase their market share must therefore take a critical look at the subject.

Bowen (1953) who is considered as the "Father of Corporate Social Responsibility" defines CSR as the obligations of businessmen to pursue those policies, to make those decisions or to

follow those lines of action which are desirable in terms of the objectives and values of our society. He therefore conceptualized CSR as a social obligation with a broader perspective rather than mere business responsibilities. In his view, CSR includes corporate citizenship, stewardship, social audit, responsiveness and rudimentary stakeholder theory. Frederick (1960) explained CSR as the use of society's resources, economic and human, in such a way that the whole society gets maximum benefits beyond the corporate entities and their owners. His explanation clearly indicates that the responsibility of management is not just creating wealth for the business, but for the society as well.

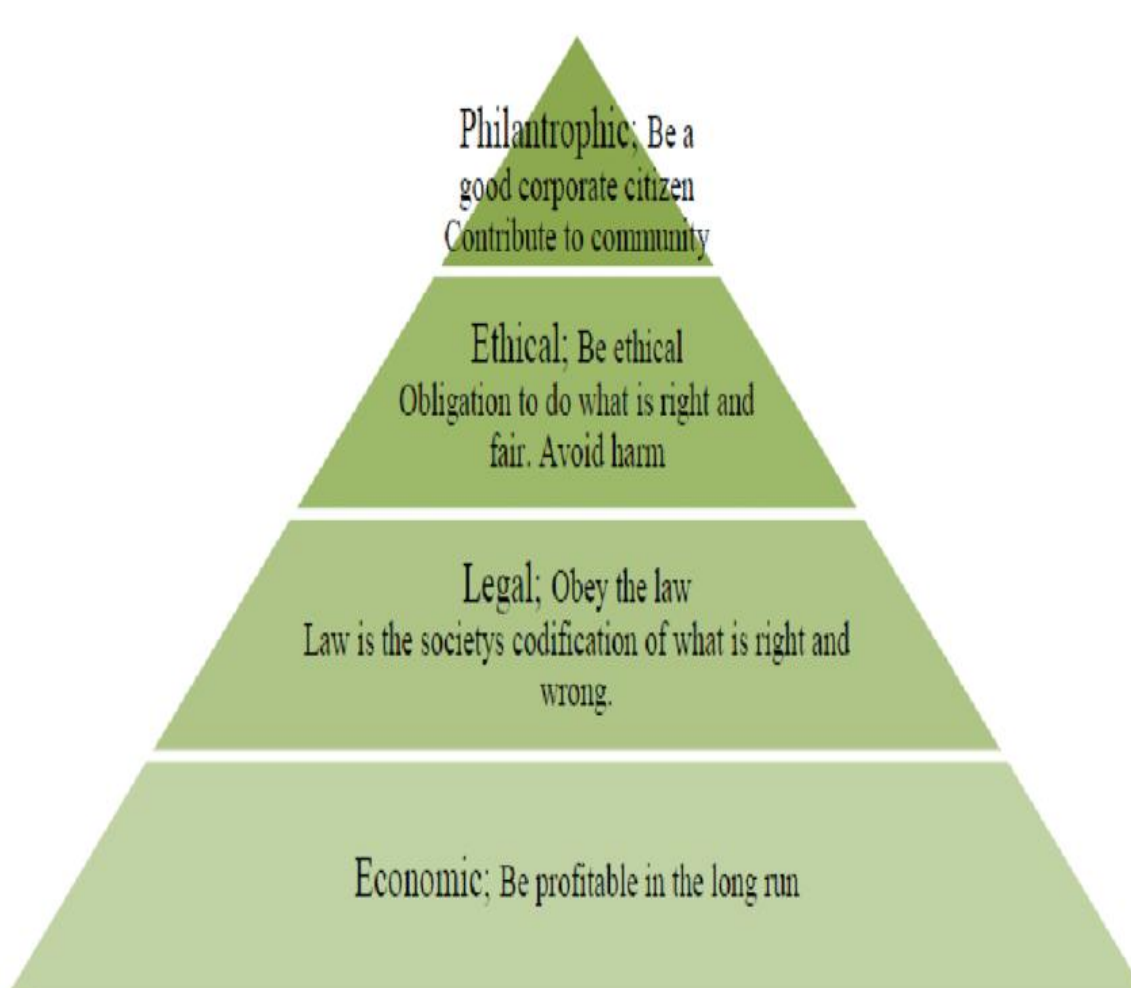
Davis (1973) suggests that social responsibility refers to the businessmen's decision and action taken for reasons, at least, partially beyond the firm's direct economic and technical interest. Eells and Walton (1974) expressed their views about corporate power by explaining CSR in terms of problems that arise when a corporate enterprise meddles in the social scene and the ethical principles that ought to govern the relationships between the corporation and society. Each of these prominent writers of the decade had their own interpretations of CSR, although all of them unanimously agree on the fact that business responsibility should go beyond the economic interests of the organization. Such theories can be considered as the basis of the modern CSR concepts, which were refined in later years. Walton (1967) in his book introduces the element of voluntarism on the part of firms and posits that firms do not get economic return for engaging in CSR activities. Walton further explains that external stakeholders have a different set of priorities; enterprises have options, and voluntary actions to meet the expectations of external stakeholders. This demonstrated that Walton saw a link between a firm's social responsibility and its financial performance in contrast to Davis's (1960) view that saw a negative correlation because of the intangible benefits of CSR activities. In the 1970s, the number of authors writing and making reference to CSR increased rapidly.

### **2.1.3. Corporate social responsibility theories**

In the literature on corporate social responsibility, there are different theories developed by different writers. This encompasses the, Carroll's Pyramid, stakeholders' approach and Shareholder Management Theory.

### 2.1.3.1. Carroll's pyramid

A four-part conceptualization of CSR included the thought that the corporation has not only economic and legal obligations, but ethical and discretionary (philanthropic) responsibilities as also (Carroll, 1979). CSR can be described by identifying four different kinds of responsibilities that companies have toward their stakeholders: economic, legal, ethical and philanthropic. These four responsibilities create the CSR pyramid which describes how companies take responsibility and contribute to society by taking different actions (Carroll, 1991). According to Carroll and Shabana (2010), the components of CSR can be described as required economic and legal responsibilities, expected ethical responsibilities and desired philanthropic responsibilities



**Figure 2. 1: Carroll's Pyramid, 1991**

#### **2.1.3.1.1. Economic responsibility**

in the beginning, businesses were created as economic objects intended to provide goods and services to social customers. Before it was anything else, business organization was the basic economic unit in our society (Carroll 1991). The primary motive was to establish as the primary motivation for entrepreneurship. It is important for corporations to perform in a reliable way in order to maximize earnings per share and to earn as much profits as possible. Furthermore, the author stated its importance that CSR lies in keeping a durable and competitive position on the market, to reach a high level of operation efficiency and to have a successful organization by being defined as one corporation that is consistently profitable (Carroll, 1991).

#### **2.1.3.1.2. Legal responsibilities**

Carroll (1991) explains that it is essential for a corporation to perform in a consistent way with expectations of government and law and also comply with different states, federal, and local principles. He further list that it is essential to be an honest corporation and successful organization that is being defined as one and that also achieves its legal responsibilities. Carroll (1991) also explains that it is essential for a corporation to provide goods and services that at Least researches up to the minimal law of regulations.

#### **2.1.3.1.3. Ethical responsibilities**

Carroll (1991) defined five different components regarding the ethical responsibilities and the first one treats the importance, like the other responsibilities, in a manner consistent with expectations of social morals and ethical norms. He explained that it is essential to both recognize and respect new ethical or moral norms generally assumed by society. Further on, he explains that it is essential for a corporation to prevent ethical norms from being compromised in order to achieve corporate goals. Good Corporation is being defined as doing what is expected morally or ethically, and that is very essential. According to Carroll (1991), the last component in the ethical responsibility is the importance that corporate integrity and ethical behavior go beyond simple agreement with laws and regulations.

#### **2.1.3.1.4. Social responsibilities**

Philanthropic responsibility deals with corporate humanitarians' contribution that are not required or expected by society. Instead have a company choose to engage in philanthropic projects like aiding poor in developing countries, build houses for people in need, sponsoring local communities or events, donations to charitable etc. However, CSR philanthropy can be seen as help to create a better world by actively engaging in programs to promote human welfare and goodwill (Carroll, 1991).

#### **2.1.3.1.5. Environmental responsibilities**

It relates to contribution of the well-being of the biotic community, the coherence of land and ecosystems and the risk of letting threats damaging the biodiversity. It concerns the existing living and non-living creatures within earth's biodiversity (Safit, 2013). The revealing of positive environmental CSR both gives an increase in stock value for shareholders and a positive image for the company in the long term. The investments in environmental CSR have to be coherent with the shareholders of the company (Flammer, 2013).

#### **2.1.3.2 Stakeholders theory**

The core of the stakeholder theory steps away from the shareholder capitalism orientations that see business as an instrument for profit maximization (Freeman et al, 2010. p.2). It presents an alternative that has been very suitable in regard to the parallel development of corporate responsibility and sustainability in the business community. The stakeholder theory concerns how to manage a business effectively while creating shared value between a company and its surroundings. According to Lee (2008) in Emil and Dennis (2013), the development of CSR has been inspired and propelled by the notion of stakeholder theory. The rational connection between CSR and stakeholder theory is that if CSR explains what responsibilities business ought to fulfill, the stakeholder concept addresses the question of to whom business should be accountable to.

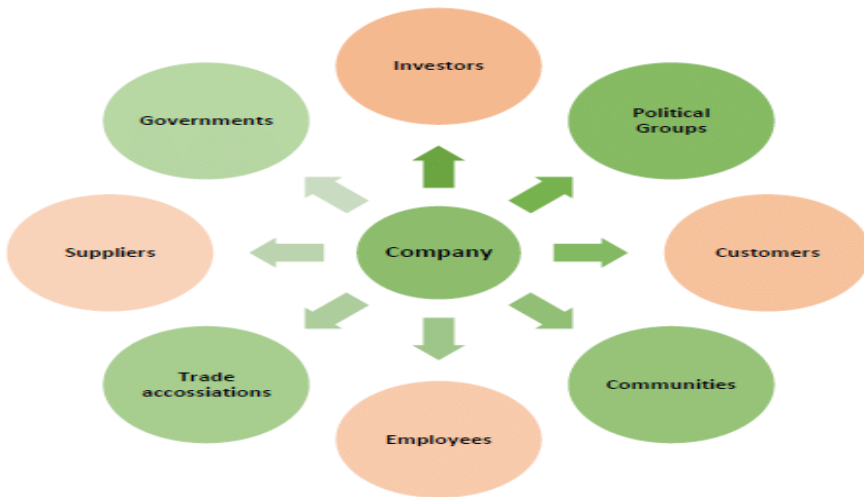


Figure 2. 2: Company Stakeholders, inspired by Donaldson & Preston, (1995)

### 2.1.3.3 Shareholder management theory

In contrast to the stakeholder theory, this theory focuses on profit as the major objective of the firm in conducting CSR activities and business firms have main responsibility for the maximization of profit but without ignoring human rights. This theory does not consider moral actions and companies are motivated to engage in corporate social programmed only as long as they gain profit from these program and it is based on give and take kind of one of the company's action. Companies may contribute to social activities but with the main motive of securing their maximum profit from their businesses processes (Freeman & Harrison, 1999. p.480). Here government actions and regulations are important in order to minimize irresponsible social actions

### 2.1.4. CSR practices in Ethiopia

Like many other developing countries, CSR practices in Ethiopia are guided by five recognized domains: economical, legal, ethical, philanthropic, and environmental. Here, philanthropy gets the main attention from the corporate bodies. Nevertheless, CSR practices in Ethiopia are still in infancy. There has been an increasing pressure on the national and multinational corporations in Ethiopia to consider the rigorous incorporation of CSR in their actions. A number of corporations are now following an increased commitment to CSR beyond just profit making and compliance with regulation. Some larger international companies have introduced corporate social responsibility (CSR) programs; however, most Ethiopian companies do not practice CSR.

There are efforts to develop CSR programs by the Ministry of Industry in collaboration with the World Bank, U.S. Agency for International Development, and others. Source: export. In early 2015, the Ethiopian Chamber of Commerce & Sectorial Associations published a 'Model Code of Ethics for Ethiopian Businesses' that was endorsed by Ethiopia's President Mulatu Teshomme as the model for the business community. Source: export. The CSR concept has encompassed a wide range of economic, legal, ethical and philanthropic (discretionary) activities of business performance at a given point in time, without any hierarchic order.

#### **2.1.5. Why companies engaged in CSR**

Kotler et al. cited in Carlson, Akerstom (2008) has view that describes companies participate in CSR in order to gain several benefits; they explain the following as the main ones:

1. Increased sales and market share - There is strong evidence that when customers make decisions of which product to buy they consider factors such as the company's participation in CSR activities.
2. Improved brand positioning- When a company or a brand is associated with CSR it affect the brand image and customers are likely to have a positive feeling towards it.
3. Improved image - The Company can gain positive publications about their CSR activities in different reports and business magazines.
4. Increased ability to attract, motivate and retain employees - Employees working for companies that participate in CSR-activities describes that they are proud of their company's values and that it motivates them.

#### **2.1.6. CSR in the business industry**

Ethical sales behaviors were proven to help in building strong trust and customer relationships (HansenandRiggle, 2019).Business activity affects the whole society and thus entrepreneurs should carry out such activities that would be consistent with the social objectives and values (Bowen 1953) and it is a view not only to the personal interest of the company, but also to the willingness to take the responsibility for social matters(Rabiański 2018).CSR is a great tool to strengthen the company's position in the market (Handelman, Arnold 1999) by presenting a positive and ethical corporate image in the local community (Sen, Bhattacharya 2011).Ethics of the company comes directly from the idea of corporate social responsibility and sustainable

development. Responsible and sustainable company targets to include ethical standards into strategy and to use them in a conscious way (Paliwoda-Matiolańska 2019).

### **2.1.7. Definitions and concepts of brand equity**

The most important and valuable definition of brand equity have been proposed by Aaker (1991) and Keller (1993) that is more commonly used definition in the literature. Aaker (1991) has defined brand equity as a set of five groups of assets and responsibilities of company that are attached to the name or symbol of the brand, and raise or reduce the value of a product or service for a company or for consumers. Aaker (1991) defines brand equity as a set of elements which create value for products, businesses and consumers. These elements include brand names, logos and etc. From the perspective of Keller (1993), brand equity is different reactions of consumers to the brand. Branding has been in marketing literature for centuries as a means to distinguish the company's goods from competitors' goods (Keller 2008).

### **2.1.8. Elements of brand equity**

Five key dimensions of brand equity have been developed that include brand loyalty, brand awareness, perceived quality and brand association. Brand equity refers to the most valuable business operation of the researcher, as it results as a brand can enable business to thrive by gaining competitive advantage including the ability to develop and encourage procurement.

**Brand loyalty:** Brand loyalty is a measure of the attachment that a customer has to a brand (Aaker, David. A,1996). It means the prospect of a consumer moving to another brand, especially when that brand changes, either in price or product features. Brand loyalty refers to the attitudes and behaviors of consumers towards the brand; otherwise, it is a mixture of distinct attitudes or behaviors. This is also the main component of a brand's equity because if consumers are indifferent to the brand and simply buy with little brand name concern in terms of functionality, quality, and convenience, there is probably no equity there. As brand loyalty improves, the customer base's vulnerability to competitive action is reduced. The strongest impact on brand equity was found in research done on the Brand Loyalty Construct (Tong, X., Hawley, J.M. , 2009). With another study of brand equity and trust, both behavioral and attitudinal forms of customer loyalty were consistently the most important antecedents (Taylor, SA, Celuch, K & Goodwin, S.2014).

**Brand awareness:** Brand awareness is the ability of a potential customer to identify or remember that a brand is a part of a specific product category. There is a relation between class of product and label. Brand perception involves a spectrum ranging from an uncertain sense of brand identification to the assumption that it is only relevant in the product class (Aaker, David. A.,1996). Even at recognition level, brand awareness can offer the commitment. Brand with a sense of familiarity and a material signal and Recognition at the recall stage further influence choices Influencing what brands are considered and chosen as the mark First enter the consideration set before being placed on the list of purchases. Brand awareness is linked to the strength of the brand node or locates in memory, as demonstrated by the ability of consumers to recognize the brand under variable circumstances. Brand name awareness especially refers to the notion of a brand name coming to mind and the ease in which it does so. Brand awareness is label identification and success brand recall (Keller, K. L., 1993). Keller (2013) noted that brand awareness entails of brand recognition and brand recall performance. Brand recognition is the ability of consumers to confirm previous exposure to the brand when given the brand as a cue, while brand recall is the ability of consumers to recover the brand from memory when given the product category, the needs met by the category, or the circumstance of purchase or use as a cue (Keller K. L., 2013).

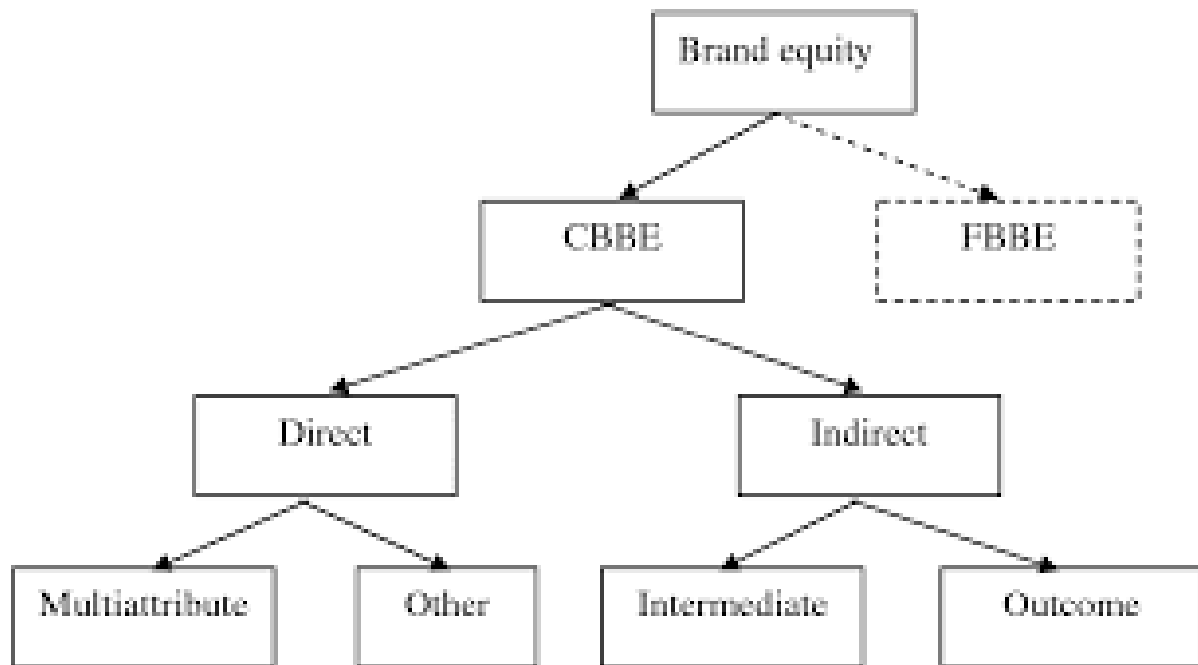
**Perceived quality:** Perceived quality offers a justification for buying. According to Zeithaml (1988), the perceived quality refers to the consumer's judgment of the excellence or the global superiority of a product or of a service (Zeithaml, V. , 1988). Anderson *et al.* ( 1994) emphasize that the perceived quality can be regarded from the consumer's point of view as an assessment of the company's current performance and that such action tends to positively influence its attitudes and behavioral intentions towards the supplier (Anderson, E.W., Fornell, C. and Lehmann, D.R. , 1994). On the other hand, the perceived quality is more related to an abstract judgment of the consumer than to the concrete attributes of the product or of the service (Zeithaml, V. , 1988). The quality associated with a brand can also be a powerful differentiating and positioning factor. Nevertheless, creating a strong durable brand suggests an above-average quality positioning or at least a basic perceived quality when considering products which are positioned as low-market competitors (Aaker, David. A.,1996).

**Brand association:** A brand association is linked to a brand in memory. A connection to a brand would be stronger if it is focused on a lot of marketing interactions or exposures, rather than a

few. It'll also be better when a network of other connections supports it (Aaker, David. A.,1996).

### 2.1.9. Perspectives of brand equity

There are two different approaches to the concept of brand equity represented in figure 2.1: a firm based brand equity (FBBE) and customer-based brand equity (CBBE). The distinction between these perspectives is depending on the actors, measures and the final aim of using brand equity (Atilgan,Akinci, Aksoy&Kaynak 2009). FBBE measures the total value of a brand as a separate asset (Christodoulides & de Chernatony 2010). Atilgan et al. (2009) point out that FBBE uses product-market outcomes, such as price premiums, market share and relative price, as well as financial-market outcomes, such as brand's purchase price and discounted cash flow of licenses and royalties. CBBE perspective focuses on customer's mind set of a brand. It is considered as a driver of increased market share and profitability of the brand and it is based on market's perceptions, that is, consumers 'associations and beliefs (Christodoulides& de chernatony2010)



**Figure 2. 3: Perspectives of Brand Equity**

**Source: Christodoulides, G. & de Charnatony, L. (2010)**

This study would be focused on customer perspective of brand equity. According to Gronroos (2007), customer-based brand equity is used to describe the value that brands create to customers. Conceptualizing brand equity from the consumer's perspective is useful because it suggests both specific guidelines for marketing strategies and tactics and areas where research can be useful in assisting managerial decision making. Companies will also enable managers to consider specifically how their marketing program improves the value of their brands (Tuominen 1999). Customer-based brand equity refers to the tremendous value inherent in a well-known brand name. It actually represents a product's positioning in the minds of consumers in the marketplace. (Yasin, Noor&Mohamad 2007) It also gives important insights for companies of why and how the brand is creating more value to consumers than the competitor's brand and why their brand is chosen over the competitor's brand.

## **2.2. Review of Empirical Studies on Corporate Social Responsibility and Brand Equity**

From the perspective of studying the effect of CSR researchers like A. R. Zahari, Elinda Esa, Jegatheesan Rajadurai, N. A. Azizan, Puteri Fadzline Muhamad Tamyez (2020) conduct study on The Effect of Corporate Social Responsibility Practices on Brand Equity: An Examination of Malaysia's Top 100 Brands.

The study aims to provide some evidence of the effects of CSR practices on financial-based brand equity in Malaysia. Nowadays, many companies have embraced corporate social responsibility (CSR) practices because CSR is a vital component of the current competitive and complex business arena. It contributes greatly to social, environmental, and economic condition. With CSR practices, companies are able to achieve many benefits and there is evidence that CSR practices predict higher brand equity. However, little evidence has been produced concerning the effects of CSR practices on financial aspects of brand equity in developing countries such as Malaysia. Therefore, this paper aims to investigate the effects of CSR practices on financial based brand equity among Malaysia Top 100 brand. A CSR checklist instrument was used in the current study to examine the extent of CSR practiced. The results indicated that PLCs that were actively involved in CSR practices such as environmental, community, workplace and marketplace, found that this involvement enhanced their brand equity. The findings provide useful support and evidence for the management of PLCs in Malaysia, as well as companies in other developing countries, to engage more in CSR practices as a core element of their strategic

and brand management. The researcher were not assess economic, social, legal and ethical elements of CSR .the research results only indicated that PLCs that were actively involved in CSR practices such as environmental, community, workplace and marketplace

A. R. Zahari(2020) conduct study on A longitudinal study of corporate social responsibility activities and brand equity in Malaysia Purpose: This paper investigates the trend of corporate social responsibility (CSR) activities and brand equity over three years (2016-2018). Design/methodology/approach: A checklist was constructed to examine the CSR practices reported by Malaysian top 100 brands (public listed companies) annual reports. The extend of CSR was measured on a dichotomous basis (0,1), while the brand equity values of public listed companies (PLCs) were gathered from the Brand Finance Group. Findings: The results showed significant differences between the types of the business sector and CSR activities and brand equity. The results also revealed significant differences between the categories of CSR-related activities such as community, workplace, and marketplace accelerated CSR. Research limitations/implications: Future studies should extend the time span and checklists for studying the differences of CSR-related activities and brand equity. Concentrate more on the quality of CSR-related activities rather than CSR disclosure could be an added value in the future. Practical implications: The managers of PLCs need to consistently or improve their investments on CSR-related activities and better formulate CSR-related activities to address these key stakeholders' needs. Originality/value: This paper is one of the few investigating the differences between the groups of year and business sector with CSR activities and brand equity

Jing Yang and Kelly Basile (2018) conduct study on The impact of corporate social responsibility on brand equity Purpose Despite the significant investment in research on corporate social responsibility (CSR), there still exists a lack of clarity in terms of how different types of CSR activities lead to the outcomes a firm desires with their investment in CSR. The purpose of this paper is to provide greater insight on the relationship between types of CSR activities and brand equity (BE). The authors develop and test a conceptual framework, which examines the unique relationship between each CSR dimension and BE, as well as the interaction of product-related CSR activities and employee-related CSR activities with CSR activities across the other dimensions. Design/methodology/approach The authors collected data from multiple secondary sources, including Kinder, Lydenberg and Domini (KLD) Research and Analytics Inc., Interbrand, Compustat and CMR. The authors used random-effect estimations to

estimate panel regressions of BE as a function of the different dimensions of a firm's CSR, interaction terms between CSR dimensions and product quality and interaction terms between employee relations and other CSR dimensions, as well as a set of control variables and Year dummy variables. Findings Based upon a large-scale panel data set including 78 firms for the period of 2000–2014, the results show that diversity- and governance-related CSR have a positive effect on BE, employee-related CSR has a negative effect on BE and both product and employee dimensions play important roles in the relationships between other CSR dimensions and BE. These results have important implications for both theory and practice. Originality/value This study makes several contributions to extant literature on CSR and brand strength. First, this study examines the impact of CSR on BE vs alternative measures of brand-related outcomes. This study uses the KLD database to determine scores for firm CSR activity. It is the first to use the extensive KLD database to examine the relationship between types of CSR activities and BE. Last, this study seeks to better understand some of the organizational factors which influence the success of CSR outcomes. Specifically, the research will examine the interaction of product-related and employee-related CSR activities with CSR activities across the other.

David Servera-Francés & Lidia Piqueras-Tomás (2018) conduct study on The effects of corporate social responsibility on consumer loyalty through consumer perceived value This study analyses how consumers perceive the corporate social responsibility (CSR) actions carried out by retailing firms. Specifically, our study empirically demonstrates that investment in CSR policies increases consumer value, satisfaction and loyalty to the company. To achieve this, we propose and test a model of causal relationships. The model was tested with a sample of 408 Spanish supermarket and hypermarket consumers. Methodologically, a variance-based method to estimate the structural model – PLS path modelling – has been chosen. The results show that CSR policies increase consumers' perceived value towards the company as well as trust, commitment, satisfaction and loyalty. The originality and value of this paper is the study of consumer-oriented CSR as a variable that allows competitive differentiation of the company, by improving the relationship with the consumers and the generation of perceived value. Although CSR and consumer value have become attractive research topics in the business literature, their interrelationships are not well understood. In this study, we analyse a real sample of consumers, which allows us a more accurate approximation of the real consumer perception of CSR

Jee-Won Kang, Young Namkung(2017) conduct study on the Effect of Corporate Social Responsibility on Brand Equity and the Moderating Role of Ethical Consumerism: The Case of Starbucks This study investigates the effects of customers' perceptions of multidimensional corporate social responsibility (philanthropic, ethical, legal, and economic) on brand equity in the restaurant industry, specifically by examining the case of Starbucks in Korea. Furthermore, this study examines whether consumers with a high degree of ethical consumerism form more positive brand equity perceptions of restaurants than other consumers do. The results showed that ethical, legal, and economic aspects of corporate social responsibility had a significant influence on consumers' perceptions of brand equity, while philanthropic corporate social responsibility did not. The analysis of moderating effects showed that consumers with high levels of ethical consumerism exhibit stronger relationships between economic corporate social responsibility and restaurants' positive brand equity. Theoretical and managerial implications are discussed. The main gap this research were the result mainly focusing philanthropic and ethical elements of CSR.

M. Fatma, Z. Rahman, Imran Khan(2015) conduct study on Building company reputation and brand equity through CSR: the mediating role of trust The purpose of this paper is to investigate the effect of corporate social responsibility (CSR) initiatives on the two marketing outcomes - corporate reputation (CR) and brand equity (BE), based on the perception of consumers regarding banks in India. Design/methodology/approach – A survey of banking consumers was carried out, resulting in 303 valid responses. In order to address research objectives and test the hypothesis, structural equations modeling has been employed. Findings – Results reveals that CSR activities influence CR and BE directly as well as indirectly. In addition, the mediating role of trust is found to be significant between CSR and CR and CSR and BE. The study shows that CSR activities build consumer trust in a company which in turn positively impacts CR and BE. Research limitations/implications – The findings have important implications for retail banks in India and suggest that CSR activities can help banks in building CR and BE. The main gap of this research was the researcher did not show the significance level of CSR elements on brand equity of the organization.

From the perspective of studying the impact of CSR researchers like Esmailpour and Barjoei(2016) conduct a study on the Impact of Corporate Social Responsibility on Brand Equity. The aim of this study is to investigate the influence of social responsibility and corporate

image on their brand equity. The study population consists of all consumers of Morghab food industry (Yekoyek) in Blusher. The sample size is estimated to be 384. The available sampling method is used. The researchers found that corporate social responsibility has a significant positive impact on corporate image and brand equity. In addition, corporate image positively influences brand equity. The research variables like (Moral responsibility, Legal Responsibility, Economic Responsibility, Corporate Image, perceived quality, Brand Awareness, Brand Association and Brand Loyalty) are clearly described. The main gap was observed from the sampling method which most like might not in according to Asamoah (2014), the performance of the companies CSR practices was high in the areas of community support, environmental issues, and ethics. The companies engaged in CSR for various reasons including enhancing the reputation of the companies for positive image and branding of the company, to gain some competitive advantages, and to improve business performance etc. The researcher conducted a study on the effect of Corporate Social Responsibility on the competitiveness of firms include all the target population.

In Africa conducts research in this area the researcher like Nafisa Aminu Yusuf, Che Su binti Mustaffa, Bahtiar Mohamad(2017) conduct study on Corporate Social Responsibility and Customer Based Corporate Reputation in the Nigerian Insurance Sector: The role of Transparent Communication Firms that are able to take advantage of good reputation are likely to increase their profitability by having large customer base. While studies have established a direct relationship between corporate social responsibility and corporate reputation, scholars have argued that the main stream of research in corporate social responsibility (CSR) focused on examining the relationship between CSR disclosure and corporate reputation is still scanty. Similarly, studies have not examined how CSR influence (causal link) customer based corporate reputation (CBCR). Hence, this present study intends to provide additional insight by examining the mediating role of transparent communication (TC) on the relationships between CSR practices and CBCR. The data for this study was collected from 321 customers of insurance companies in Nigeria. The study utilized PLS-SEM path modelling with the aid of SmartPLS 2.0 software to test the research hypotheses. The findings revealed a positive relationships between CSR practices and CBCR. Similarly, the study indicated a significant positive relationship between CSR and CBCR in the Nigerian insurance industry. The study also established a partial mediation (complementary mediation) of TC on the relationship between CSR and CBCR. The

study recommended the need for insurance companies to engage in aggressive communication strategy by focusing of transparent communication to foster better insurance awareness and by extension positive formation of reputation in the eyes of their clients and the public.

In Ethiopia Tekletsion, Selam(2018) conduct study on The Effect of Corporate Social Responsibility on Brand Equity: The case of Awash Bank S.C The researcher analysis Corporate Social Responsibility features and brand Equity. The purpose of the study was to find out the effect of Corporate Social Responsibility on brand Equity: the case of Awash Bank S.C. Accordingly, the research models were composed of three independent variables such as environmental responsibility, societal responsibility and stakeholder responsibility while there is one dependent variable which is brand equity. Furthermore hypotheses were developed to shown the effect of all the independent variables of corporate social responsibility on the dependent variable of brand equity. To this end, a structured 5-point Likert scale close ended questionnaire based survey was employed to collect data. For the customers of sixteen selected Awash bank branches regions found in Addis Ababa. More specifically 400 questionnaires were distributed and 376 (94 %) were returned back for analysis. The correlation analysis was illustrated to examine the relationship between those variables and effects of the factors was reported and analyzed by using multiples liner regression. Descriptive statistics also conducted in the research through the aid of Statistical Package for Social Science version 24 (SPSS). The findings of the study revealed that among the independent variables of environmental responsibility significantly affect brand equity of Awash bank. Concerning to societal responsibility the beta value as well as the p-value told that those factors positively and significantly affect brand equity of Awash bank. Another promising finding was also told that stakeholders responsibility are considered as a factor and which positively and significantly affect brand equity. Based on the finding, the researcher tried to forward a recommendation that management of Awash bank should focus and working on the above statistically significant factor in order to enhance and improve the bank image in the near future

Tariku Amare(2020) conduct study on the effect of corporate social responsibility practice on building brand equity: the case study of Hilton Addis Corporate social responsibility (CSR) is becoming a tool for competitive positioning. It is the basis for brand choice among other advantages and therefore described as a strategic tool in marketing. In-spite of these observations, there appears to be a rarity of studies, linking CSR to brand equity. This study

therefore ascertains the role of CSR initiatives in building brand equity dimensions. Both quantitative and qualitative research approaches and explanatory research design were used. The main gap of the research was the researcher only seen CSR only in three dimension such as stakeholder's environmental and societal. It is only take 133 sample.

Researchers like Deyassa (2016) assess CSR from Ethiopian Perspective. The goal is also to examine how companies and organizations in Ethiopia view their role and part in reaching sustainable growth and development, and to find out what the learning experiences are. The data for the study has been collected through a field study, including personal interviews and dialogues with a number of companies and organizations. As the researcher concludes in regard to Ethiopia and the empirical findings in the field study there is no understandable connection between CSR activities and cultural situations. This is evidenced in the study by the fact that companies and organizations in Ethiopia understand CSR practices mainly as corporate charity primarily aimed at addressing socio-economic development challenges. In addition, what can be learnt from Ethiopia is that, it is important to be aware of differences in sympathetic and usage of CSR definitions and concepts among stakeholders. The main limitation of this research was the samples which were taken are not representative, the main sample areas were NGO's and the author also lacks to identify the variables. Moreover, the author tries to connect CSR with culture which is not clear.

### **2.3. Research Gap**

As to the researcher knowledge, the literatures reviewed have indicated that quite some studies are administered on corporate social responsibilities publicly, private and non-government organization. However, coming to Ethiopia context studies carried out in this area are scant in number to show the direct effect of CSR dimensions on Brand Equity. Therefore, this study would be try to fill the study gap by investigate the effect of corporate social responsibilities practices on brand equity on the bottling water company in Ethiopia in consideration of economical, ethical, social, environmental and legal corporate responsibility at Gurage zone bottling water company.

## 2.4. Conceptual Framework

The focus of CSR research has shifted from “why” to “what” to “how”, i.e., to adopt CSR practices that are most compatible to business strategy to bring about maximum outcomes for both the firm and the society (Lai, Chiu, Yang & Pai 2010 cited on Tadess, (2017)). Strategically, integrated CSR activities may have a strong impact on brand equity, but only if companies realize the potential of their responsible actions and know how to utilize it (Hoeffler & Kell 2002). Jabareen, (2009) explain Conceptual framework as a network or a plane of interlinked concepts that together provide a comprehensive understanding of a phenomenon or phenomena. Conceptual framework provides the link between the research title, the objectives, the study methodology and the literature review. The major variables of this study will incorporate social responsibility elements (independent variable) and brand equity (dependent variable). Thus, the research includes all major corporate social responsibility elements in terms of Social responsibility, Economic responsibility, Environmental responsibility, Legal responsibility and Ethical responsibility. As a result, a conceptual framework will developed to illustrate the key variables and their relationship with brand equity.

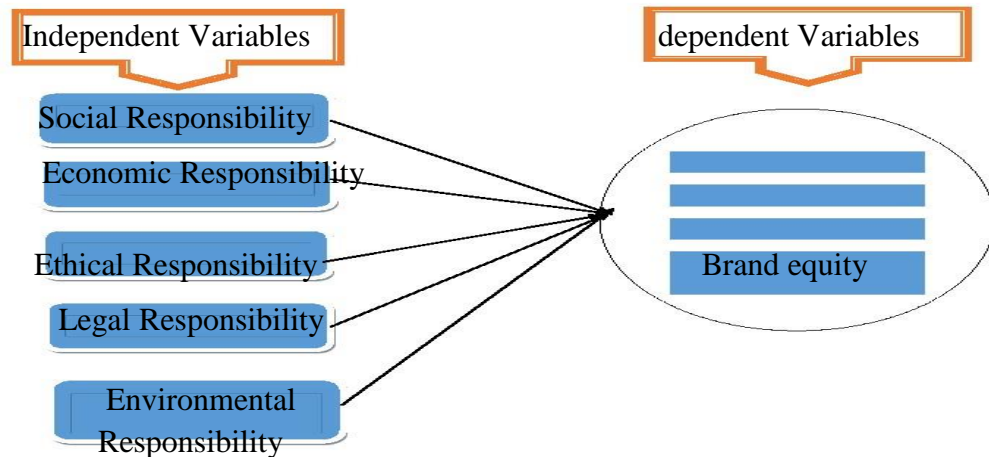


Figure 2. 4: Conceptual Framework

Source: Adopted and modified by the researcher,( 2021)

## **CHAPTER THREE**

### **3. RESEARCH METHODOLOGY**

#### **3.1. Research Approach**

According to Creswell (2009), there are three research designs namely; quantitative, qualitative and mixed. (Leedy&Ormrod 2001; Williams, 2011) describe the research methodology as the holistic steps a researcher employs in embarking on a research work. Therefore, a quantitative research method deals with quantifying and analysis variables in order to get results. It involves the utilization and analysis of numerical data using specific statistical techniques to answer questions like who, how much, what, where, when, how many, and how. Qualitative study approach is concerned with subjective assessment of attitudes, opinions and behavior. Based on the research problem and questions developed in chapter one in line with the underlying philosophy of the research approaches would be quantitative research method.

#### **3.2. Research Design**

Saunders et al. (2009) stated that there are three different research designs, namely exploratory, descriptive and explanatory designs. Explanatory studies are used when exploring relationships between different factors and variables and how they affect each other (Saunders et al., 2009). A descriptive research design can use a wide variety of research methods to investigate one or more variables. In this study the researcher will be use descriptive and explanatory research design to enable and accomplished the objectives of the study.

#### **3.3. Target Population**

Hair et al. (2010), target population is said to be a specified group of people or object for which questions can be asked or observation made to develop required data structures and information. Target population refers to the larger population to which the researcher ultimately would like to generalize the results of the study (Mugenda 2003). The target population of the study would be 3400 customers of Eden bottling water Share Company. Include of wholesalers agent and Retailers in Gurage zone. List of agents and wholesalers and estimated number retailers had obtained from Eden bottling water share company Commercial Department.

### 3.4. Sample Size

According to Israel (2013), there are different strategies to calculate sample size. These include using census for small population, using a sample size of a similar study, using a formula to calculate sample size and using published tables that help determine sample size based on the number of the population without doing any calculation. The sample size for this particular study would be compute based on a formula suggested by Yamane Taro (1967) provides a simplified formula to calculate sample sizes. In addition to this, the sampling technique would be used with the population of interest is not homogenous. The total population of this research would be agents wholesalers and retailers of Eden bottling water Share Company located in Gurage zone. As to the sample size determination, among different methods, the one which was developed by Yamane Taro (1967) provides a simplified formula to calculate a precise sample sizes with 95% confidence level and  $e = 0.05$  is assumed for equation:  $n = N / (1 + N(e)^2)$

The researcher would take the sample size of the agents as the all because the target population is very small which 18. Where is: n designates the sample size of the research. e: Designates maximum variability or margin of error 5%. 1: The probability of the event occurring. N: Target population of the study (wholesaler and retailer) . When this formula is applied to the target population the sample size of wholesaler and retailer obtained as:  $n1 = N / (1 + N(e)^2) = 3382 / (1 + 3382(.05)^2) = 358$ . Using above formula out of 3382 target population only 358 customers of wholesaler and retailer would be select. The total population of this research would be both wholesaler's agents and retailers of Eden bottling water Share Company in Gurage zone due to this the sample size the study would be the sample size of wholesaler's agents and retailers which is  $n1 + \text{the sample size of agents} = 358 + 18 = 376$

In addition to this, the proportionate stratified sampling technique would be used if the population of interest is heterogeneous.

**Table 3. 1: Sample Size Distribution**

Type of Population	Population (P)	Sample Size (n)
Agent	18	18
Wholesaler	250	26
Retailer	3132	332
<b>Total</b>	<b>3400</b>	<b>376</b>

In order to calculate the number of sample to take from agent, wholesaler and retailer, the proportionate stratified sampling formula would be used:

Sample from agent taken as the whole because they are very small.

Sample from wholesaler = (number of wholesaler /total population) \*sample size.

$$= (250/3382) 358= 26 \text{ Sample}$$

From retailer = (number of retailer /total population) \*sample size.

$$= (3132/3382) 358 = 332$$

### **3.5. Sampling techniques**

The study would be employ stratified random sampling technique. Stratified random sampling according to, (Fienberg, 2003), is a technique which attempts to restrict the possible samples to those which are less extreme by ensuring that all parts of the population are represented in the sample in order to increase the efficiency (that is, to decrease the error in the estimation). According to population Denscombe (2010) the sample size in stratified sampling is selected in proportion to its size in the population. Where population can be or is divided into several strata, then stratified sampling technique is the most ideal for the study. According to Mugenda and Mugenda (2008) this method gives an equal opportunity to all respondents in the population, to participate in the study therefore reducing biasness and making it the most appropriate for this study. The strata consisted of the three customer category (Agent Wholesaler and Retailer) obtained from Eden bottling water share company

### **3.6. Data Source and Types**

To conduct this research, information obtained from both primary and secondary data sources would be used. Primary data would be collected through structured close-ended questionnaire from selected customers of the Eden bottling water Share Company. While Secondary date was collected from academic books, journals, magazines, research papers, as well as from Eden bottling water share company website, manuals and reports.

### **3.7. Data Collection Instruments**

The study used self-administered standard survey questionnaire that was used by different authors such as Helmig , Spraul & Ingenhof, 2016; Jaakson, Vadi & Tamm , 2009 ; &

Haleem,Boer & Farooq, 2014 to collect the primary data. A Structured close-ended questionnaires would be use to collect the primary data. The questionnaire would be carefully developed in a way that would measure the impact of the proposed independent variables on the dependent variable. The type of questions, form wording and sequences would also consider carefully. The questionnaire would be translated into Amharic to help ease comprehension and in order to extract accurate response of respondents. There are five independent variable elements under corporate social responsibility which are ethical, economic, social, legal and environmental and one dependent variable which is brand equity and each variable would be measure by five-point likert scale anchored by 1=Strongly Disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree (Schindler & Cooper, 2014). The questionnaires administered randomly to the selected bodies. A likert scale is an ordered scale from which respondents choose one option that best aligns with their view. It is often would be used to measure respondents' attitudes by asking the extent to which they agree or disagree with a particular question or statement. The Likertscale has scales that assist in converting the qualitative response in to quantitative values (Mugenda&Mugenda, 2003). The study would be requiring using these instruments because it is easier to analyses since they were in an immediate usable form. This is also economical to use in terms of cost and time.

### **3.8. Methods of Data Analysis**

The data collected from questionnaire would be analyses by using data analysis tools. Verification would be conducted and completed questionnaires identified. Then the data coded in to SPSS (Statistical package for social science), according to the selected variables and the questions had been asked. The data analyses would be perform by using descriptive and inferential statistics for independent and dependent variables. SPSS Version 22 would be practiced by the study to analyses the data.

#### **3.8.1. Descriptive statistical analysis**

The final reports of the relevant characteristics of the respondents would be produce through central tendency measurements (frequency and percentage). In addition, tabular explanation would be use present the results.

### **3.8.2. Inferential statistical analysis**

In inferential statistical analysis, correlation and multiple linear regression tools would be utilized to investigate the most important questions and objectives of this study and to arrive at the core findings of the study with regards to the hypotheses forwarded. The correlation analysis reports on the magnitude and direction of relationships between variables in the study. These variables are the independent variables (CSR Practices) and the dependent variable (Brand Equity). The use of these statistical tools and methods are described below:

#### **3.8.2.1. Correlation**

Correlation ( $r$ ) would be used to describe the strength and direction of relationship between two variables of dependent and independent. All variables will be measured as an interval level; Pearson correlation will be used. Correlation “ $r$ ” output always lies between -1.0 and +1.0 that indicates the extent to which two variables are linearly related and if  $r$  is positive, there exists a positive relationship between the variables. If it is negative, the relationship between the variables is negative. While computing a correlation, the significance level shall be set at 95% confidence level with error term ‘ $\epsilon$ ’ value of 0.05. The purpose of using Pearson correlation is to find out the relationship between corporate social responsibility practices and brand equity.

#### **3.8.2.2. Multiple linear regression analysis**

Multiple regressions would be applied to learn more about the relationship between corporate social responsibility practices, which are independent variables and brand equity which is a dependent variable. The regression equation or model specification for assessing the effect of corporate social responsibility practices on brand equity in Eden bottling water Share Company at Gurage zone. The multiple linear regression equation is in the form of:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon$$

Where  $Y$  = Brand equity  $\beta_i$  are coefficients to be estimated,

( $x_1$ ) = Social responsibility

( $x_2$ ) = Economic responsibility

( $x_3$ ) = Environmental responsibility

( $x_4$ ) = Legal responsibility.

(x5) = Ethical responsibility.

$\varepsilon$ =error term normally distributed with zero mean and variance.

Y is the dependent variable,  $X_i$  are the independent variables and ' $\varepsilon$ ' is the error term.

### **3.9. Validity and reliability**

Reliability and validity addressed issues about the quality of the data and appropriation of the methods would be use while carrying out the study.

#### **3.9.1. Validity**

Validity refers to the extent to which an instrument measures what is supposed to measure. Data need not only to be reliable but also true and accurate. If a measurement is valid, it is also reliable (Joppe 2000). The content of validity of the data collection instrument would be improved through discussing the study instrument with the experts in the field of study and the researcher supervisor. The valuable comments, corrections, suggestions, given by the study experts assisted the validation of the instrument. Before issuing the questionnaire to respondent's comments and suggestions given by advisor has been adjusted accordingly.

#### **3.9.2. Reliability**

Reliability refers to the consistence, stability, or dependability of the data. A reliable measurement is one that is repeated a second time gives the same results as it did the first time. If the results are different, then the measurement is unreliable (Mugenda and Mugenda 2008). To measure the reliability of the data collection instruments, internal consistency techniques using Cronbach's alpha is used. Cronbach's alpha is a coefficient of reliability that gives an unbiased estimate of data generalization. An alpha coefficient of 0.7 or higher indicated that the gathered data are reliable as they have relatively high internal consistency and can be generalized to reflect opinions of all respondents in the target population (Zinbarg 2005). Before running all the respondents' data analysis 5% of the sample would be taken as a pilot test to check the reliability of the data.

**Table 3. 2: Reliability test instrument**

<b>Questionnaire Scale</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>	<b>N of respondents</b>
Ethical responsibilities of CSR	0.872	5	367
Economical responsibilities of CSR	0.949	5	367
Social responsibilities of CSR	0.812	5	367
legal responsibility of CSR	0.929	5	367
Environmental responsibility of CSR	0.824	5	367
Brand equity	0.923	5	367

Source: Owen survey (2022)

As indicated from the reliability scale measurement of the above table the scale of reliability test is acceptable and shows good internal consistency.

### **3.10. Ethical Considerations**

As suggested by Trochim, (2000); and Sekaran, (2006), the researcher would warranted the strict devotion of the following ethical conducts: Respondents take part in the research voluntarily and data would be collected based on the purpose of the research that would clearly explained to respondents, Information provided by respondents would be treated with strict confidentiality and the researcher ensured that participants would remain unknown throughout the study and there would no misrepresentations or distortion of the actual data collected from respondents.

## CHAPTER FOUR

### 4. RESULTS AND DISCUSSIONS

#### 4.1. Introduction

In this chapter, analysis of data and research findings have been interpreted in relation to the objectives of the study and with respect to the research questions developed to guide the study. The data analysis was made with the help of Statistical Package for Social Science (SPSS v. 22). The demographic profile of the study sample, their attitude towards Eden bottling water Share Company CSR practice and analysis of its effect on its brand equity through its dimensions have been described using descriptive and inferential statistics. To test hypothesis and achieve the study objectives, different inferential statistics were employed. Pearson's correlation was used to see the strength of association between the dependent and independent variables. Linear regression model was also employed to test hypothesis and achieve the study objective that focuses on examining the impact of Eden bottling water share company CSR practice on its brand equity.

Respondents response rate refers to the proportion of questionnaires that were returned and filled during the study in relation to total number of questionnaires expected to be filled. In this study, a total of 376 questionnaires were distributed to target respondent, out of the total 376 questionnaires, 367 useable questionnaires were obtained (96.7%) response rate.

**Table 4. 1: Rates of Response**

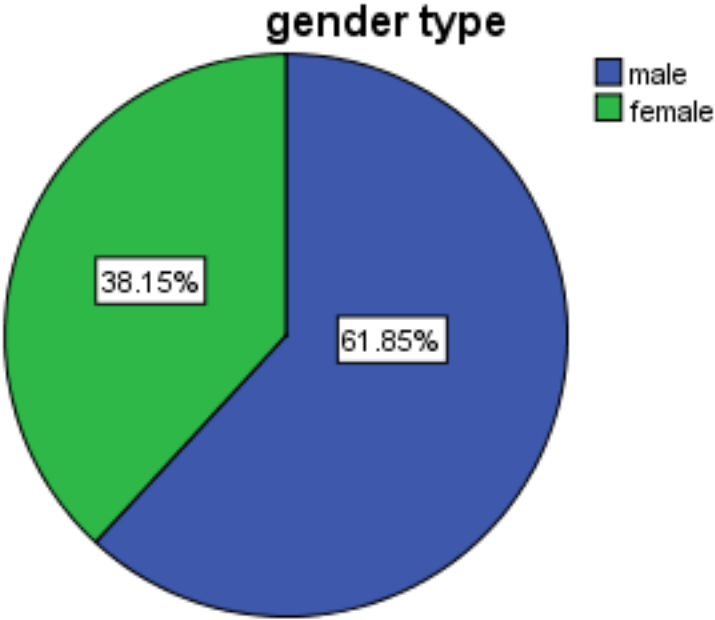
<b>Sample Size</b>	<b>376</b>
<b>Completed and Returned Questionnaires</b>	<b>367</b>
<b>Response Rate</b>	<b>97.6%</b>

Source: Computed from the Field Survey,2022

#### 4.2. General Information about the Respondents

The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents, proportion of males and females in the sample, range

of age, education level of respondents and how long they have used the breweries service, so that the analysis could be more meaningful for readers. This part of the questionnaire requested a limited amount of information related to personal characteristics of respondents. Accordingly, the following variables about the respondents were summarized and described in the subsequent tables. These variables include: gender, age, educational level, and respondents experience.



**Figure 4. 1: Classification of Gender**

Source: Computed from the Field Servy,2022

From the data presented in Figure 4.1, the majorities 227 (62%) of the respondents were male and the remaining 140 (38%) of the respondents were female. Majority of the participants in the research were male, this implies that number of male customers are higher than female customers in this area.

**Table 4. 2: Background of the Respondent**

<b>Product Dimension</b>	<b>Measurement scale</b>	<b>N=367</b>	<b>100 %</b>
<b>Educational Level</b>	Below high school	235	64
	Diploma	131	35.7
	First degree	1	0.3
	Masters or PhD	0	0
<b>Category of the respondents</b>	agent	18	4.9
	Wholesaler	26	7.1
	retailor	323	88
<b>Respondents Experience</b>	Less than a year	1	0.3
	1 - 5 years	339	92.4
	6 – 10 years	27	7.4

Source: Computed from the Field Servy,2022

According to the above table, 235 (64%) of the respondents were below high school, 131 (35.7%) of the respondents were Diploma holders, and 1 (0.3%) of the respondents were first degree holders while there were no respondents of Masters Graduate. The result indicated that most of the respondents are academically qualified. Category of the respondents indicated that a total of agents 18(4.9), Wholesalers 26 (7.1%) and Retailors 323(88%) were the respondents. The data concerning the length of service of the respondents indicates that 1 (0.3%),339 (92.4%), 27 (7.4%) have served for below 1 year, 1-5 years and 6-10 years respectively. This may reveal that all of them are familiar with the system in place and are able to give reliable information about the current situation.

### **4.3. Descriptive Statistics**

Hoeffler and Keller, (2002) suggest that corporate societal marketing programs can affect brand equity by building consumer awareness, enhancing brand image, establishing brand credibility, evoking brand feelings, creating a sense of brand community, and eliciting brand engagement. One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk, Dematteo and Festinger, 2005). The mean indicates to what extent the sample group averagely agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement. On the other hand, standard deviation shows the variability of an observed response from a single sample. The data collected are tabulated in which it shows the frequency/percentage of respondents and the mean and standard deviation from the total 367 respondents. The measurement instrument used to calculate social, economic, environmental, legal, ethical CSR and brand equity are scaled from 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4=Agree and 5= strongly Agree.

#### **4.3.1. Customer Perception related to ethical CSR**

Business firms are usually encouraged to operate their business according to the law by the ethical responsibility. The major concern of this section is to investigate the ethical domain of CSR. To investigate the ethical domain of CSR, 5 questions were presented and the mean has been calculated. The responses are presented as follows.

**Table 4. 3: Customer Perception related to Ethical CSR**

S.	Ethical CSR		SD	D	N	A	SA	MS	SDV
1	Eden bottling Water company different activities like waste management adhere ethical or moral standards or principles of the community	N=367	- -	-	-	172	195	4.53	0.5
		100	-	-	-	46.9	53.1		
2	Eden bottling water company ensures honesty and quality in all its services	N=367	-	-	-	171	196	4.53	0.5
		100	-	-	-	46.6	53.4		
3	In its business relationship, Eden water is working with only other companies which keep ethical or moral principles of the society.	N=367	-	-	1	180	186	4.5	0.506
		100	-	-	0.3	49	50.7		
4	Eden bottling water company support works that promote wellbeing of the society in ethical manner.	N=367	-	-	-	182	185	4.5	0.501
		100	-	-	-	49.6	50.4		
5	In Its sponsorship program Eden bottling water company prioritize a program that keeps ethical or moral practice of the society.	N=367	-	-	3	176	188	4.5	0.517
		100	-	-	0.8	48	51.2		
		Valid N						4.52	0.464

Source: Computed from the Field Servy,2022

The first question under Ethical domain of CSR is “Eden bottling water Share Company different activities like waste management adhere ethical or moral standards or principles of the society.” From a participants of the survey, the vast majority are agreed on the issue and they accounted 172 (46.9%) agree and 195 (53.1%) strongly agree. Based on the finding, we can say that; Eden bottling water Share Company is doing ethical business. The second question is “Eden bottling water Share Company ensures honesty and quality in all its services.” Response of respondents showed that, 171 (46.6%) research participants agree and 196 (53.4%) are strongly agree that, Eden bottling water share company ensures honesty and quality in all its services. The third presented question is “In its business relationship, Eden bottling water Share Company is working with only other companies which keep ethical or moral principles of the society.” For this question 180 (49%) of respondents answer “Agree” and 186 (50.7%) “Strongly agree” but 1 (0,3%) the respondent not decided to answer the question in either of the way, agree or disagree. This implies that, majority of respondents believed that Eden bottling water share company is working with only other companies which keep ethical or moral principles of the society. As can be inferred from the table 4.3 there is a fairly high agreement for items “Eden bottling water share company support works that promote wellbeing of the society in ethical manner, in its sponsorship program.” A total of 367 respondents out of 182 which are (49.6%) agreed and 185(50.4%) strongly agree that; for the fifth question Eden bottling water share company prioritize a program that keeps ethical or moral practice of the society while sponsoring.176(48%) of the Respondents are “Agree” and 188 (51.2%) “Strongly agree” but 3(0.8%) of the respondent not decided to answer the question in either of the way, agree or disagree. This means majority of the respondents perceived that Eden bottling water share company prioritize a program that keeps ethical or moral practice of the society with its mean value of 4.5. In Ethical CSR dimension in this study comprises five items that intended to measure the degree of brand equity of those items, “All the five items have scored 4.52 grand mean which fall in the range of Above 3.2, it is considered as agreed. Therefore, it is possible to conclude that, customers of the “Eden bottling water share company customers are satisfied with ethical CSR dimension. In support of this study results researches conducted by (Bereket Assefa,2021) when he assessments the effect of corporate social responsibility practice on brand equity of total Ethiopia share company regarding companies activities of ethical CSR the grand mean and the standard deviation value of his study were 4.51 and . 507 which are the

highest mean value like to this study result. This implies that ethical CSR practice of the company is a very essential element to build brand equity of the company

#### **4.3.2. Customer Perception related to Economic CSR**

Businesses were created as economic objects intended to provide goods and services to social customers. Before it was anything else, business organization was the basic economic unit in our society. CSR lies in keeping a durable and competitive position on the market, to reach a high level of operation efficiency and to have a successful organization by being defined as one corporation that is consistently profitable (Carroll 1991).

**Table 4. 4 : Customer Perception related to Economical CSR**

S.	Economical CSR		SD	D	N	A	SA	MS	SDV
1	Eden bottling water company is working in a manner consistent with maximizing earning for your business	N=367	-	-	-	175	192	4.52	0.5
		100	-	-	-	47.7	52.3		
2	Eden bottling water company is working with you to be as profitable as possible your business.	N=367	-	-	-	178	189	4.51	0.5
		100	-	-	-	48.5	51.5		
3	in your business activity Eden bottling water company is maintaining a strong competitive position	N=367	-	-	1	191	175	4.47	0.505
		100	-	-	0.3	52.0	47.7		
4	In your business Eden bottling water maintain high level of efficiency.	N=367	-	-	2	182	183	4.49	0.511
		100	-	-	0.5	49.6	49.9		
5	Eden bottling water company CSR activity has direct or indirect economic effect on your business.	N=367	-	-	1	183	183	4.5	0.506
		100	-	-	0.3	49.9	49.9		
		ValidN						4.503	0.451

Source: Computed from the Field Servy,2022

The first part under economic domain of CSR presented as “Eden bottling water Share Company is working its business in a manner consistent with maximizing earning for your business.” From all attendants of the research respondents 175 (47.7%) agree and 192 (52.3%) strongly agree on the statement. This implies majority of respondents believed that Eden bottling water Share

Company is working its business in a manner consistent with maximizing earning for its customer. The second question under economic domain of CSR is “Eden bottling water Share Company is working to be profitable as possible as your business.” 178 (48.5%) of respondents are fallen under the category of “Agree” and 189 (51.5%) fallen under “Strongly agree”. This indicates majority of respondents believed that Eden bottling water Share Company is doing its business to be profitable as possible as their business. With regard to the third question “In your business activity Eden bottling water share company is maintaining a strong competitive position” The feelings of respondents indicate that 191 (52%) and 175 (47.7%) of customers strongly agree and agree respectively but 1 (0,3%) the respondent not decided to answer the question in either of the way, agree or disagree. Thus, it indicates that Eden bottling water Share Company is maintaining a strong competitive position in the market. In the fourth question “in your business doing Eden bottling water share company maintain high level of efficiency” 182 (49.6%) of the respondent customers agree about Eden bottling water share company maintain high level of efficiency and 183 (49.9%) are “strongly agree” but 2 (0,5%) the respondent not decided to answer the question in either of the way, agree or disagree. The respondents were also asked the fifth question “All Eden bottling water share company business activities have direct or indirect economic impact on your business.” For this question About 183 (49.9%) and 183 (49.9%) which is the same number of the respondents selected agree and strongly agree respectively. The rest 1 (0.3%) respondent is neither agree nor disagree it is neutral that Eden bottling water share company business activities have direct or indirect economic impact on the company. From the table 4.4 the overall mean rating and the standard deviation of the respondents for economic CSR were 4.503 and .451 respectively. It indicates that customers’ attitude towards economic CSR is good. In support of the above results, researches conducted by (Tekletsion, Selam,2018) when he studied the Effect of Corporate Social Responsibility on Brand Equity of Awash Bank S.C regarding companies activities of economical CSR the grand mean and the standard deviation value of his study were 4.41 and .507 which is the highest mean value like to this study result. This implies that economical CSR practice of the company is a very essential element to build brand equity of the company.

#### **4.3.3. Customer Perception related to Social CSR**

CSR with respect to society refers to activity that contributes to society’s well-being. Singh et al., (2007) demonstrated that CSR behaviors intended to enhance social interests are positively

related to brand image in a study involving several famous brands and a diversified group of citizens.

**Table 4. 5: Customer Perception related to Social CSR**

S.	Social CSR		SD	D	N	A	SA	MS	SDV
1	Eden bottling water company contributes resources to the community.	N=367	9	353	2	2	1	2.00	0.277
		100	2.5	96.2	0.5	0.5	0.3		
2	Eden bottling water company strives to provide for community betterment.	N=367	4	353	-	4	6	2.06	0.446
		100	1.1	96.2	-	1.1	1.6		
3	Eden bottling water company actively promotes volunteerism	N=367	4	351	1	4	7	2.07	0.474
		100	1.1	95.6	0.3	1.1		1.9	
4	Eden bottling water company allocates a percentage of profits towards charitable activities.	N=367	12	344	1	3		7 2.04	0.488
		100	3.3	93.7	0.3	0.8		1.9	
5	Eden bottling water company sponsoring the arts/sports/community events.	N=367	2	343	-	13		9 2.14	0.591
		100	0.5	93.5	-	3.5		2.5	
		Valid N						2.063	0.373

Source: Computed from the Field Servy,2022

According to item number 1, customers were inquired to suggest if Eden bottling water Share Company contributes resources to the community. As can be seen from the above table, about

353 (96.2%) of the respondents disagreed. From the response given above, we can infer that many customers are unsatisfied with regard to resources contributes to the community. The second question stated that: “Eden bottling water share company strives to provide for community betterment“ the customers respond that, 353 (96.2%) disagree on the idea that Eden bottling water share company strives to provide for community betterment. Generally, most of the customers decide that Eden bottling water Share Company doesn’t strive to provide for community betterment. Based on the survey the third question “Eden bottling water share company allocates a percentage of profits towards charitable activities” the customer answered that: 344 (93.7%) of the respondent customers disagree about Eden bottling water share company allocates a percentage of profits towards charitable activities. The respondents were asked the fourth question “Eden bottling water company actively promotes volunteerism“ 351(95.6%) of the respondent customers disagree about Eden bottling water share company actively promotes volunteerism. They were also asked the fifth question “Eden bottling water Share Company sponsoring the arts/sports/community events.” About 343 (93.5%) of the respondents selected disagree. They were responded having a scored mean value of 2.06 this shows that the respondents were “disagreed”. In support of the results of this study researches conducted by (Gezahagne Asefaw,2020) in his comparative study on Corporate Social Responsibility (CSR) Perception and Practice in Bottled Mineral Water Companies of Yes, Arki, Top and Aqua Addis the grand mean of each company had lowest mean value 2.51 (in Top) , 2.67 (Arki) and 2.04(Aqua). This implies that the companies received increased criticism for their less societal contribution.

#### **4.3.4. Customer Perception related to Legal CSR**

Carroll (1991) explains that it is essential for a corporation to perform in a consistent way with expectations of government and law and also comply with different states, federal, and local principles. The respondents were asked to indicate their levels of agreement. The findings were presented below in the table 4.6.

**Table 4. 6: Customer Perception related to legal CSR**

S.	Legal CSR		SD	D	N	A	SA	MS	SDV
1	Eden bottling water company is governed by the country's' and also international laws of business.	N=367	-	-	-	183	184	4.5	0.501
		100	-	-	-	49.9	50.1		
2	Eden bottling water company different activities obey or comply with the law.	N=367	-	-	3	178	186	4.5	0.517
		100	-	-	0.8	48.5	50.7		
3	Eden bottling water company advocates its employee to act lawfully.	N=367	-	-	-	189	178	4.49	0.5
		100	-	-	-	51.5	48.5		
4	Eden bottling water company is doing business with other companies that are operating lawfully.	N=367	-	-	1	177	189	4.51	0.506
		100	-	-	0.3	48.2	51.5		
5	Eden bottling water company ensures working conditions meet health and safety standards.	N=367	-	-	3	188	176	4.47	0.516
		100	-	-	0.8	51.2	48		
		ValidN						4.49	0.45

Source: Computed from the Field Servy,2022

The first questions under legal domain of CSR presented to respondents were, “Eden bottling water Share Company is governed by the country and also international laws of business”. From all respondents, the majority whose account 183 (49.9%) agree and 184 (50.1%) strongly agree on the above statement. This implies, Eden bottling water Share Company is doing business by

keeping the country as well as international laws. The second presented question under legal domain of CSR was “Eden bottling water Share Company different activities obey or comply with the law”. The vast majority of customer who were participated in the survey 178 (48.5%) agreed and 186(50.7%) of respondents were strongly agreed . The respondents were asked the third question that Eden bottling water Share Company advocate its employee to act lawfully. 189 (51.5%) agree on the idea that Eden bottling water Share Company advocate its employee to act lawfully. On the other hand,178(48.5%) of respondents were strongly agreed .the respondents were also asked the fourth questions “ Eden bottling water company is doing business with other companies that are operating lawfully” 177(48.2%) and 189(51.5%) of the respondents were agree and strongly agreed respectively With regard to the fifth question “Eden bottling water Share Company ensures working conditions meet health and safety standards”, the feeling of respondents indicates that 188 (51.2%) and 176 (48%) of customers agree and strongly agrees respectively. Thus, it indicates that Eden bottling water Share Company ensures working conditions that meet health and safety standards. As it is depicted in table 4.6 above, the grand mean value legal CSR is 4.49. In support of this study results, researches conducted by (Tariku Amare,2020) when he assessment the effect of corporate social responsibility practice on building brand equity’s of Hilton Addis Ababa regarding companies activities of legal CSR the grand mean value of his study was 4.38 which is the highest mean value like to this study result. This suggests that the respondents are agree on the existence of the legal CSR in the Eden bottling water Share Company From this the researcher infers that the Eden bottling water Share Company respects the norms defined in the law, and abides by good moral principle in conducting business.

#### **4.3.5. Customer Perception related to Environmental CSR**

Environmental sustainability includes safeguarding of species on the earth. Environmental variables associated with natural resources consumption and degradation, gives potential influences to its viability. The impact of its products or operations on the environment, plus the nature of its emissions and waste and how it is dealing with them were asked to the respondents to indicate their levels of agreement. The findings are presented below in the table 4.7.

**Table 4. 7: Customer Perception related to Environmental CSR**

S.	Environmental CSR		SD	D	N	A	SA	MS	SDV
1	Eden bottling water company Participates in activities which aim to protect and improve the quality of the natural environment.	N=367	-	-	-	175	192	4.52	0.5
		100	-	-	-	47.7	52.3		
2	Eden bottling water company adopts proper waste management techniques to help conserve nature and natural resources.	N=367	-	-	4	174	189	4.5	0.522
		100	-	-	1.1	47.4	51.7		
3	Eden bottling water company develops new products or services that are environmentally friendly	N=367	-	-	6	173	188	4.5	0.532
		100	-	-	1.6	47.1	51.2		
4	Eden bottling water company complies with all environmental laws and regulations.	N=367	-	-	2	176	189	4.51	0.511
		100	-	-	0.5	48	51.2		
5	Eden bottling water company ensures a good working environment for its customer.	N=367	-	-	2	173	192	4.52	0.511
		100	-	-	0.5	47.1	52.3		
		Valid N						4.51	0.456

Source: Computed from the Field Servy,2022

Regarding the first question “Eden bottling water Share Company Participates in activities which aim to protect and improve the quality of the natural environment” the feeling of the respondents were 175 (47.7%) and 192(52.3%) agree and strongly agree respectively. Overall

the survey result showed that company Participates in activities which aim to protect and improve the quality of the natural environment. the second question that were asked the respondents “Eden bottling water Share Company adopts proper waste management techniques to help conserve nature and natural resources” about 174 (47.4%) and 189 (51.5%) of the respondents selected agree and strongly agree respectively and about 4 (1.1%) of the respondents selected neutral. This shows that company adopts proper waste management techniques to help conserve nature and natural resources. The third question stated that: Eden bottling water Share Company develops new products or services that are environmentally friendly and the customers respond that, 173 (47.1%) and 188 (51.2%) of the respondent’s customers were agree and strongly agree respectively. Generally, most of the customers decide that Eden bottling water Share Company develops new products or services that are environmentally friendly. Regarding to the fourth question “Eden bottling water Share Company complies with all environmental laws and regulations” the feeling of the respondents were 176 (48%) and 189(51.5%) agree and strongly agree respectively. This implies that Eden bottling water Share Company complies with all environmental laws and regulations. The respondents were also asked the fifth question “Eden bottling water Share Company ensures a good working environment for its customer”. About 173 (47.1%) and 192 (52.3%) of the respondents were selected agree and strongly agree respectively. However, 2 (0.5%) respondents were neutral regarding this issue. Therefore, the majority of the respondents agreed that Eden bottling water Share Company ensures a good working environment for its customer. The grand mean value of environmental CSR of the Eden bottling water Share Company was 4.5. In support of this study results, researches conducted by (Tesfaye Mehare,2021) when he assess the corporate social responsibility impact on brand image of national alcohol and liquor industry regarding companies activities of environmental CSR the grand mean value of his study was 4.48 which is almost the same result to this study result. This implies that Eden bottling water Share Company participates in activities which aim to protect and improve the quality of the natural environment.

#### **4.3.6. Customer Perception related to Brand Equity**

Brand equity is the added value endowed on products and services. It may be reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands (Aaker's, 1996). Brand equity is the dependent variable of the study. Customer’s response on brand equity is presented in table 4.8 below.

**Table 4. 8: Customer Perception related to Brand equity CSR**

S.	Brand equity CSR		SD	D	N	A	SA	MS	SDV
1	Eden bottling water company I can identify brands with strong Corporate Social responsibility activities.	N=367	-	-	2	176	189	4.51	0.51
		100	-	-	0.5	48	51.5		
2	Eden bottling water company Corporate Social responsibility activities increase the profile of Eden bottling water company brand in consumer's mind.	N=367	-	-	-	161	206	4.56	0.497
		100		-	-	43.9	56.1		
3	Eden bottling water company I can quickly recall the symbol or logo of brands that practice Corporate Social responsibility.	N=367		-	-	164	203	4.55	0.498
		100	-	-	-	44.7	55.3		
4	Eden bottling water company I can recognize Eden bottling water brand among other competing brands.	N=367	-	-	-	159	208	4.57	0.496
		100	-	-	-	43.3	56.7		
5	I consider myself to be loyal to Eden bottling water.	N=367	-	-	-	156	211	4.57	0.495
		100	-	-	-	42.5	57.5		
		ValidN						4.55	0.463

Source: Computed from the Field Servy,2022

According the table 4.8 the results of customer's opinion about Brand Equity. About 176 (48%) and 189 (51.5%) of the respondent agree and strongly agree respectively that they can identify brands with strong CSR activities only 2 (0.5%) of the respondent were neutral. The respondents were asked the second question "Eden bottling water s.c CSR activities raise the profile of a brand in consumer's mind." The feeling of the respondents were 161(43.9%) and 206(56.1%) agree and strongly agree respectively and the mean value was 4.56 being explained high. This indicates that Eden bottling water s.c CSR activities raises the profile of a brand in consumer's mind. Regarding to the third question "I can quickly recall the symbol or logo of brands that practice CSR"; the feeling of respondents were 164 (44.7%) and 203(55.3%) agree and strongly agree respectively. This implies that customers of Eden bottling Water Company can quickly recall the symbol or logo of brands that practice Corporate Social

responsibility. From the above table, 159 (43.3%) and 208(56.7%) of the respondent agree and strongly agree respectively. The implication of the finding is that; majority of the respondents strongly recognize Eden bottling Water Company symbol or logo of brands due to its Corporate Social responsibility practice. The fifth question that the respondents were asked “I consider myself to be loyal to Eden bottling water company.” for this, 156 (42.5%) and 211(57.5%) of the respondent agree and strongly agree respectively this means the customer of Eden bottling water company strongly consider them self as loyal for Eden bottling water company . As it can be observed from the above table, respondents have generally developed strong positive perception regarding brand equity dimension with grand mean value 4.55 which is above the cut-off point 3.67. In support of this study results researches conducted by (Tariku Amare,2020) when he assessment the effect of corporate social responsibility practice on building brand equity’s of Hilton Addis Ababa regarding companies activities of brand equity CSR the grand mean value of his study was 4.51 which is the highest mean value like to this study result. This implies that Eden bottling water Share Company CSR practice is very essential to build its brand equity.

#### **4.4. Inferential Analysis**

The inferential analysis section includes correlation and regression analysis to assess the relationship between the corporate social responsibility dimensions and brand equity.

##### **4.4.1. Correlation Analysis**

Pearson correlation test was conducted to know the degree of relationship between the independent variable i.e. CSR practice of Eden bottling water S.C and the dependent variable i.e. customer based brand equity. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (–1.0 to +1.0). Correlations are perhaps basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005). The correlation between dependent and independent variables along with the causal effect was analyzed using Statistical Package for Social Science (SPSS).

**Table 4. 9: Relationship between corporate social responsibility and brand equity Correlations**

		ethical	economical	social	environmental	legal	brand equity
ethical	Pearson Correlation	1	.541**	.619**	.812**	-.771**	.566**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	367	367	367	367	367	367
economical	Pearson Correlation	-.541**	1	.792**	-.570**	.665**	.835**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	367	367	367	367	367	367
Social	Pearson Correlation	.619**	.792**	1	.645**	-.628**	.794**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	367	367	367	367	367	367
Environmental	Pearson Correlation	.812**	.570**	-.645**	1	.801**	.579**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	367	367	367	367	367	367
legal responsibility	Pearson Correlation	-.771**	.665**	.628**	.801**	1	.624**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	367	367	367	367	367	367
brand equity	Pearson Correlation	.566**	.835**	.794**	.579**	.624**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	367	367	367	367	367	367

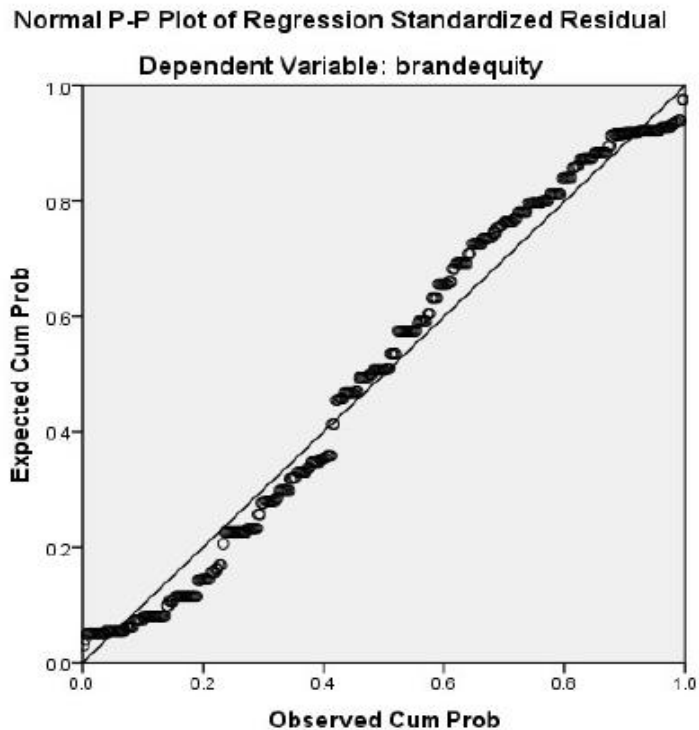
\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source : Source : Owen survey (2022)

As per table 4.9 the coefficients show that the five dimensions that measure CSR were all positively related with brand equity within the range of 0.566 to 0.835, all were significant at  $p < 0.01$  level. The independent variable i.e. corporate social responsibility practice of the Eden bottling water Share Company shows a moderate and high level of positive and significant relation with the dependent variable dimensions i.e. brand equity. As shown in the above table, the relationship between the independent and the dependent variables, clearly shows that figures with the symbol "\*\*\*" indicate that CSR with individual dimensions of brand equity are significantly correlated at a significance level of  $p < 0.01$ . The results indicate brand equity practice significantly correlated with economic domain at highest rate ( $r = 0.835$ ). Similarly, brand equity with the rest of the CSR dimensions ethical, social, environmental, and legal domains are also significantly related with the value ( $r = 0.566$ ,  $r = 0.794$ ,  $r = 0.579$ ,  $r = 0.624$ ) respectively.

#### **4.4.2. Linearity Test**

Since general linear model assume linearity, it is necessary testing for non-linearity. In this regard as Garson (2012) pointed out, simple inspection of scatter plots is a common method for determining if nonlinearity exists in a relationship. Consequently, the researcher run simple scatter plot to see if there is a linear relationship exists between the variables.



**Figure 4. 2: Normally distributed errors**

Source : Owen survey (2022)

As it is shown in the figure 4.2, the P-P plot of residuals reveals no large deviation in the spread of the residuals that almost all residuals lay on the linear straight line. Therefore, this indicates that the relationship between the independent variables and the dependent variable is linear.

#### **4.4.3. Multicollinearity test**

This refers to the relationship among the independent variables. Multicollinearity exist when the independent variables are highly correlated (Pallant, 2007). We have perfect Multicollinearity if the correlation between two independent variables is equal to 1 or -1. In practice, we rarely face perfect multicollinearity in a data set. More commonly, the issue of multicollinearity arises when there is an approximate linear relationship among two or more independent variables. Tolerance is the percentage of the variance in a given predictor that cannot be explained by the other predictors. When the tolerances are close to 0, there is high multicollinearity and the standard

error of the regression coefficients will be inflated. The Multicollinearity problem arises because there is insufficient information to get an accurate estimation of model parameters (Meyers, Gamst & Guarino, 2006). To avoid this, it is important that the results from collinearity diagnostics should have tolerance value above 0.10 and variance inflation factor (VIF) value less than 10, which indicates less correlation of the variables (Pallant,2010). Small degree of multicollinearity is Tolerance value and VIF value are above 0.10 and below 10 respectively. In our model the maximum VIF value was 3.969 and minimum Tolerance value 0.252 . So multicollinearity does not exist for the independent variables.

**Table 4. 10: Multicollinearity Test Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.292	.173		7.600	.000		
ethical	.652	.059	.626	1.339	.000	.292	3.429
economical	.550	.048	.536	11.384	.000	.316	3.169
social	.359	.049	.336	6.614	.000	.306	3.264
legal	.376	.053	.357	.301	.000	.262	3.810
environmental	.445	.042	.432	.071	.000	.252	3.969

a. Dependent Variable: based on brand equity

Source: Owen survey (2022)

#### 4.5. Regression Analysis

Multiple regression is a flexible method of data analysis that may be appropriate whenever a quantitative variable (the dependent or criterion variable) is to be examined in relationship to any other factors (expressed as independent or predictor variables). In order to see contribution of CSR on brand equity, linear regression analysis was employed. CSR was used as the independent variable while the brand equity dimensions were used as the dependent variables.

**Table 4. 11::Model Summary**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.934 <sup>a</sup>	.873	.871	.3944	2.094

Source: Owen survey (2022)

The model summary table 4.11 states that the five independent variables that constitute the brand equity of coefficient of determination R square is 0.873, which implies that there is quite significant explanatory power and also 87% variation on dependent variable is caused by independent variables and the remaining 13% is because of other unknown variables. The model summary table 4.11 also shows the Durbin Watson statistic to taste the assumption that our residuals are independent or uncorrelated. Durbin Waston range is from 0 to 4 .the value close to 2 is very appropriate, value <1 and >3 are cause for concern and may render our analysis invalid. In our model Durbin Watson value 2.094 which is best value based on Durbin Watson criteria

**Table 4. 12: Analysis of Variance**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3.665	5	.733	471.081	.000 <sup>b</sup>
Residual	.535	344	.002		
Total	4.2	349			

a. Dependent Variable: brand equity

b. Predictors: (Constant), environmental, economical, ethical, social, legal

Source: Owen survey (2022)

The analysis is used to identify appropriateness of the model in estimating effect of CSR on brand equity. The researcher used multivariate linear regression method to run regression analysis. F statistic is significant at 0.01 indicating that the model used is appropriate to estimate the effect of independent variables in the model on the dependent variable. In addition, the significance of the model indicates that CSR significantly affects brand equity.

**Table 4. 13: Regression Coefficients**  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.292	.173		7.600	.000
ethical	.652	.059	.626	1.339	.000
economical	.550	.048	.536	11.384	.000
social	.359	.049	.336	6.614	.000
legal	.376	.053	.357	.301	.000
environmental	.445	.042	.432	.071	.000

a. Dependent Variable: based on brand equity

Source: Owen survey (2022)

The coefficient table for CSR dimensions indicates the beta values of the independent variables.

From this the regression equation is derived as:

$$Y = a + bX1 + bX2 + bX3 + bX4...$$

$$BE = 0.292 + 0.626ETH + 0.536ECO + 0.336SOC + 0.432ENV + 0.357LEG$$

Where, BE = Brand equity

ETH = ethical

ECO = economical

SOC = social

ENV = environmental

LEG= legal

From this the regression equation is derived as: five of the CSR dimension has a positive and significant effect on brand equity. The findings of this study also indicated that economical CSR is the most important factor to have a positive and significant effect on brand equity. The findings confirm the five hypotheses formulated for this study show that there is a significant relationship between ethical, economic, social, environmental, and legal domains with brand equity at Eden bottling water Share Company and as a result we reject the null hypothesis for five of them.

**Hypotheses # 1** HO: Ethical corporate social responsibility doesn't affect Brand equity in Eden bottling water Share Company;

HA: Ethical corporate social responsibility does affect Brand equity in Eden bottling water share company; As indicated on table 4.9, the correlation (r) of ethical CSR is 0.566 \*\* and the p-value is .000 which is less than 0.01. From this one can understand that there is medium positive relationship between ethical CSR and Brand equity. Therefore, the null hypothesis is rejected.

**Hypotheses # 2** HO: Economic corporate social responsibility doesn't affect Brand equity in Eden bottling water Share Company;

HA: Economic corporate social responsibility does affect Brand equity in Eden bottling water share company; As indicated on table 4.9 the correlation (r) for economic CSR is .835 and the p-value is .000 which is less than the significant level .01. This positive correlation coefficient .835 indicates that there is a strong positive correlation between economic CSR and brand equity. Thus the null hypothesis is rejected.

**Hypotheses # 3** HO: Social responsibility of corporate social responsibility doesn't affect Brand equity in Eden bottling water Share Company;

HA: Social responsibility of corporate social responsibility does affect Brand equity in Eden bottling water share company; As stated on above table the correlation (r) of social CSR is .794 \*\* and p-value is .000, which is less than .01. This implies that there is a strong positive relationship between social CSR and brand equity. Thus the null hypothesis is rejected.

**Hypotheses # 4** HO: A legal responsibility of corporate social responsibility doesn't affect Brand equity in Eden bottling water Share Company;

HA: A Legal responsibility of corporate social responsibility does affect Brand equity in Eden bottling water share company;

The above table 4.9 shows that the correlation (r) of legal CSR is .624 \*\*.The result indicated that the p-value is .000, which is less than the significant level. This indicated that there is medium positive relationship between legal CSR and brand equity. As a result, we reject the null hypothesis.

**Hypotheses # 5** HO: Environmental corporate social responsibility doesn't affect Brand equity in Eden bottling water Share Company;

HA: Environmental corporate social responsibility does affect Brand equity in Eden bottling water share company The above table shows that the correlation (r) of environmental CSR is

.579 \*\* at .01 significant level. The result indicated that the p-value is .000, which is less than the significant level. This indicated that there is medium positive relationship between environmental CSR and brand equity. As a result, we reject the null hypothesis.

#### **4.6. Discussion of Results**

This section discusses the findings of the statistical analysis: -

##### **Ethical Responsibility**

With respect to the first objective, the result of the analysis indicates the relationship between ethical responsibility and brand equity by taking its weighted average mean and accordingly the outcome shows that there is a positive effect of ethical responsibility on brand equity at ( $\beta = .626, p = .000$ ). This result is supported by the empirical evidence of (Jee-Won Kang, Young Namkung, 2017) at ( $\beta = .621$ , with the p-value of .000) and It also supported by the empirical evidence of (Tefaye Mehare, 2021) at ( $\beta = .615$ , with the p-value of .000) . Thus a unit increase in ethical responsibility leads to .626 increases in brand equity other things being constant. Therefore, the more Eden bottling water S.C dedicates on its ethical responsibility the more it increases brand equity. The Eden bottling water S.C ensures honesty and quality in all its services, and behaves ethically and honestly with its customers that positively affect the brand equity.

##### **Economical Responsibility**

From the regression analysis we can see that there is a positive statistical relationship between economical responsibility (the independent variable) and brand equity (the dependent variable) at ( $\beta = .536$ , with the p-value of .000) This result is supported by the empirical evidence of (Jee-Won Kang, Young Namkung, 2017) at ( $\beta = .533$ , with the p-value of .000) and It also supported by the empirical evidence of (Tefaye Mehare, 2021) at ( $\beta = .521$ , with the p-value of .000) and (David Servera-Francés & Lidia Piqueras-Tomás, 2018) at ( $\beta = .541$ , with the p-value of .000) Thus a unit increase economical responsibility leads to .536 increases in brand equity other things being constant. Therefore, the more Eden bottling water S.C invests on its economical responsibility the more it increases brand equity. This suggests that complying the economic responsibility that include creating maximum long term success with customers, providing quality products, delivering what it promises, success organization and responsiveness to the complaints of its customers, resulted on brand equity.

## **Social Responsibility**

Concerning to the third objective of the study, the result of the survey indicates that there is a positive effects of societal responsibility on brand equity at ( $\beta = .336$ , with the p- value of .000). Furthermore, this result is maintained by the empirical evidence of (A. R.Zahari, Elinda Esa, Jegatheesan Rajadurai, N. A. Azizan, Puteri Fadzline Muhamad Tamyez,2020) at ( $\beta = .336$ , with the p- value of .000) and (Tariku Amare,2020) at ( $\beta = .329$ , with the p- value of .000).This implies CSR behaviors which intended to enhance social interests are positively related to brand image in a study involving several famous brands and a diversified group of citizens. This study confirms a unit increase in social responsibility leads to .336 increases in brand equity other things being constant. Therefore, it is possible to conclude and accept the proposed hypothesis that societal responsibility is positively and significantly determining the level of brand equity.

## **Legal Responsibility**

From the regression analysis we can see that there is a positive statistical relationship between legal responsibility and brand equity at( $\beta = .357$ , with the p- value of .000). this result is maintained by the empirical evidence of (Tekletsion, Selam ,2018) conduct study on The Effect of Corporate Social Responsibility on Brand Equity of Awash Bank S.C at ( $\beta = .359$ , with the p- value of .000).It also supported by the empirical evidence of (Jee-Won Kang, Young Namkung,2017) when they conduct study on the Effect of Corporate Social Responsibility on Brand Equity and the Moderating Role of Ethical Consumerism of the Starbucks at ( $\beta = .346$ , with the p- value of .000).According to this study result a unit increase in legal responsibility leads to .357 increases in brand equity other things being constant. So, Eden bottling water S.C the more finances on its legal responsibility the more it increases brand equity.

## **Environmental Responsibility**

From the regression analysis we can see that there is a positive statistical relationship between environmental responsibility (the independent variable) and brand equity (the dependent variable) at ( $\beta = .432$ , with the p- value of .000). This result is supported by the empirical evidence of (Clarkson, 1995) at ( $\beta = .426$ , with the p- value of .000) and(Esmailpour and Barjoei,2016) at ( $\beta = .421$ , with the p- value of .000) when they conduct a study on the Impact of Corporate Social Responsibility on Brand Equity of Morghab food industry. According to this

study a unit increase in environmental responsibility leads to .432 increases in brand equity other things being constant. Thus “environmentally oriented CSR, such as the assisting of environmental activities and the incorporation of environmental sustainability into the business operations will strengthen brand image in consumers’ minds.” Hence, the more Eden bottling water S.C capitalizes on its environmental responsibility the more it increases brand equity.

## CHAPTER FIVE

### 5. SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMENADCTIONS

This chapter consists of three sections which include summary of the findings, conclusion and recommendations

#### 5.1. Summary of Findings.

This study was conducted with an objective of identifying the contribution of corporate social responsibility on brand equity of Eden bottling water S.C. The survey population comprises of Agent Wholesalers and Retailers of Eden bottling water S.C. Since it is challenging to cover all population through survey, this study has used sampling techniques to arrive at representative sample. Thus, sample of 376 respondents were randomly sampled for the survey. From that 367 of the self-administered questionnaire were filled and returned to the researcher. Data for this study was gathered through self-administered questionnaires. From data analysis the Cronbach's Alpha for this study is 0.885 which shows that there is internal consistency among the variables. As the findings of this study indicated in the descriptive statistics tables of the respondents disagreed with one dimension, social CSR (Mean=2.0627) and agreed with four dimensions ethical CSR (Mean =4.5155), economic CSR (Mean =4.5003), Legal CSR (Mean=4.4937), environmental CSR (Mean =4.5101), and Brand equity (Mean =4.5531) that influencing brand equity of Eden bottling water S.C. With regard to the Pearson correlation analysis, it can be clearly seen as that the five dimensions of CSR; Economic, Ethical, Social, Environmental and Legal are positively related to Brand Equity.

The relationship shows in the table 4.9 looks like the following: -

- Economic CSR and brand equity have high relationship ( $r= 0.835$  \*\*  $P \leq 0.01$ )
- Ethical CSR and brand equity have medium relationship ( $r = 0.566$ \*\*  $P \leq 0.01$ )
- Social CSR and brand equity have high relationship ( $r = 0.794$  \*\*  $P \leq 0.01$ )
- Environmental CSR and brand equity have medium relationship ( $r = 0.579$  \*\*  $P \leq 0.01$ )
- Legal CSR and brand equity have medium relationship ( $r = 0.624$  \*\*  $P \leq 0.01$ )

Multiple linear regression analysis was applied to evaluate the extent of factors that influencing brand equity and came up with the following equation:

$$Y = a + bX1 + bX2 + bX3 + bX4...$$
$$BE = 0.292 + 0.626ETH + 0.536ECO + 0.336SOC + 0.432ENV + 0.357LEG$$

The R square value 0.873 which is show in the model summary table 4.11, demonstrates that 87.3% of variation in brand equity can be accounted by the five independent variables. The coefficient results that show in the table 4.13, Legal ( $\beta = 0.357$ ), economical ( $\beta = 0.536$ ), social ( $\beta = 0.336$ ), environmental ( $\beta = 0.432$ ), and ethical ( $\beta = 0.626$ ) have positive and statistical significant effect on brand equity.

## 5.2. Conclusion

The overall objective of the study was to examine the effect of corporate social responsibility practices on brand equity: a case study of Eden bottling water S.C. Primary data was gathered by using structured questionnaire. Quantitative descriptions were applied on the data gathered to analyze the information obtained. By undertaking a detailed analysis of the situation, the following findings were obtained. The Ethical dimension including all the five items has scored grand mean of 4.5 which fall in the range of Above 3.2, it is considered as agreed. Therefore, it is possible to conclude that, customers of Eden bottling water S.C agreed with ethical CSR, which include honesty and quality in all its services, working with other companies which keep ethical or moral principles of the society and other attributes the respondent customers comprehended as follow considering those survey parameters

- Eden bottling water S.C different activities adhere ethical or moral standards or principles of the society.
- Eden bottling water S.C ensures honesty and quality in all its services.
- In its sponsorship program Eden bottling water S.C prioritize a program that keeps ethical or moral practice of the society.
- In its business relationship, Eden bottling water S.C is working with only other companies which keep ethical or moral principles of the society.

➤ Eden bottling water S.C supports works that promote wellbeing of the society in ethical manner.

As it can be observed from the table 4.4, respondents have generally developed positive perception regarding the economic CSR dimension. It indicating that grand mean value is 4.5 which include working to be as profitable as possible, maintaining a strong competitive position, maintains high level of efficiency and others the respondent customers comprehended as follow considering those survey parameters.

➤ Eden bottling water S.C is working its business in a manner consistent with maximizing earning for its customer.

➤ Eden bottling water S.C is working to be profitable as possible as its customer.

➤ In its business activity Eden bottling water S.C is maintaining a strong competitive position.

➤ In all its business doing Eden bottling water S.C maintains high level of efficiency.

The result of the study showed (Table 4.5) that customer attitude about social CSR. They responded having a scored mean value of 2.06 this shows that the respondents were “disagreed”.

It is found that:

➤ Many customers are unsatisfied with regard to resources contributes to the community.

➤ Generally, most of the customers decide that Eden bottling water S.C doesn't strive to provide for community betterment.

➤ The respondent customers disagree about Eden bottling water S.C allocates a percentage of profits towards charitable activities.

As it can be observed from the descriptive analysis table 4.6 and 4.7, respondents have generally developed positive perception regarding the legal and environmental CSR dimension which were indicate the grand mean value 4.49 and 4.51 respectively which includes governed by the country's' and international laws of business, doing business with other companies that are operating lawfully, activities which aim to protect and improve the quality of the natural environment and other features the respondent customers comprehended as follow considering those survey parameters.

➤ Eden bottling water S.C is governed by the country's' and also international laws of business.

➤ Eden bottling water S.C different activities obey or comply with the law.

➤ Eden bottling water S.C is doing business with other companies that are operating lawfully.

➤ Eden bottling Water Company advocates its employee to act lawfully.

- Eden bottling Water Company ensures working conditions meet health and safety standards.
- Eden bottling water S.C Participates in activities which aim to protect and improve the quality of the natural environment.
- Eden bottling water S.C adopts proper waste management techniques to help conserve nature and natural resources.
- Eden bottling Water Company develops new products or services that are environmentally friendly
- Eden bottling Water Company complies with all environmental laws and regulations.
- Eden bottling Water Company ensures a good working environment for its customer

### **5.3. Recommendations**

From the findings of this study it was observed that there is a direct and positive relationship between corporate social responsibility practices and brand equity. Based on the finding and analysis of the study, the following recommendations were proposed:

- The output of findings of this research indicates that Eden bottling water S.C significantly discharges its ethical responsibility as expected standard. Hence the management should give much emphasis and upgrading of those statistically significant results in order to enhance the brand equity.
- Eden bottling water S.C in doing its business in accordance with ethical standards.
- Eden bottling water S.C must be aware of and abide by the new or changing code of conduct adopted by the community.
- Eden bottling water S.C must be a good citizen by doing what is expected of it, both morally and ethically.
- Eden bottling water S.C should recognize that the business ethics and ethics go beyond complying with laws and regulations.
- When it comes to ethical obligations, in addition to the requirements of Eden bottling water S.C, it is important to know that there are great principles of moral philosophy such as rights, justice and benefits.
- Make a profit by adding value (meet the needs of consumers by producing environmentally friendly products that meet the standards and requirements of the effort, ,Creating a technology –enabled factory, solution & problem solving, creating loyalty and confidentiality) in doing so Eden bottling water S.C will benefit all customer.

- Eden bottling water S.C must use a number of business concepts to achieve financial success of the customer, such as marketing and sales strategies operations, and long –term financial systems.
- The discovery of this study also proved that economical responsibility had significant p-value which implies those elements are properly undertaken in Eden bottling water S.C. Consequently, its possibility forwarded a recommendation that in order to gain wider reputation and goodwill among the general public Eden bottling water S.C management should focus and improve its corporate social responsibility policy specially in connection those statistically significant result of economical responsibility.
- In social CSR majority number of respondents falls within ‘Disagree’ category along some items in the questionnaire. Eden bottling water S.C has an obligation to promote its social CSR activities in a proper manner and implement a mechanism of resources contribution to the community that come through its CSR commitments and resources allocation to CSR initiatives in ways that yield optimum benefits to society.
- Eden bottling water S.C should make effort to increase their commitment to social responsibility and engage in activities such as community development projects and environmental protection in order to enhance peaceful and cordial relationship with the society.
- The management of Eden bottling water S.C should create a unit or department within their firm that will be responsible for their social responsibility programs which should ensure social responsibility policies are adequately implemented.
- Eden bottling water S.C CSR activity should be well-structured and strategically focused in a way the company can get a return for its good deeds. Therefore, the company should work more on publicizing those activities instead of concealing it. By doing so, the public will begin to show understanding and appreciation of the efforts and contribution of the organization.
- Eden bottling water S.C must be conducted in accordance with government and legal requirements.
- The management Eden bottling water S.C needs to be committed to continuously improving its customer-centric approach to producing quality product and safe waste management system that meet the needs of its customer relevant laws and regulations.

- Eden bottling water S.C should Lead themselves as law-abiding citizens and fulfill all legal obligations to the community stakeholder.
- Eden bottling water S.C management should encourage environmental friendly products through proper waste management system such as carry an ecofriendly reusable water bottle and recycle all plastic to prevent environmental pollution by doing so the company can build its brand equity.

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# Appendix 1

## Secondary Data

GENERAL INFORMATIONS ABOUT EDEN BOTTLING WATER SHARE COMPANY

1. Established in... *2004 E.C.*
2. Number of shareholder... *owners that 8300 people*
3. Initial capital in birr... *30,000,000*
4. Current capital in birr... *220,000,000*
5. Total number of worker... *300*
  - Permanent... *a.l are permanent*
  - Temporary... *—*
6. Production rate bottle per hour (BPH)... *300,000 bottles (D:6)*
7. Estimated number of customer... *3400*
8. Number of agents in garage zone... *12*
9. Number of wholesaler in garage zone... *250*
10. Number of retailer in garage zone... *Account in Laomire. Estimated 3132*
11. Amount of bill charging per bottle for any corporate social responsibility... *2 cents per bottle*
12. Activity performed for the benefit of the surrounding community or society
  - ① *offering a product low affordable price*
  - ② *road construction*
  - ③ *Drinking water plant at source points*
  - ④ *Others*
13. Activity performed to protect environment protection
  - ① *planting trees*
  - ② *strengthening a success activities*

*3*



③ Using tracking system for cost consolidation

14 Activity performed to develop economy of Eden bottling water Share Company

① Profitability

② Investment

③ Structure reform

④ Strategic plan

⑤ System implementation

15 Activity performed by Eden bottling water Share Company to maintain ethical consideration

① Induction training for employees

② Strengthen Gender Equality activities

③ Respectful cultures & customer of others

④ Discipline

16 Activity performed by Eden bottling water Share company to maintain government rule and regulation

① Business license certification



- ② paying income tax & pension of the employees
- ③ Initiating community based development activities

④ Hides use product certification and etc

17 Other activities performed by Eden bottling water Share Company to develop its brand equity

- ① Working on customer satisfaction activities
- ② Helping poor families at society level
- ③ Reducing waste disposal and pollution of air.

④ Giving fair and transparent service and we believe that community activities maintain a positive reputation

Prepared by Edget Wolde

## Appendix 2

Plate. 1. Logo and Brands of Eden bottling water S.C



Plate. 2. Role of Eden bottling water S.C on Environmental protection



## Appendix 3

### Observation check list

#### Part one: - General information about Eden bottling water Share Company

1. Established in.....
2. Number of shareholder.....
3. Initial capital in birr.....
4. Current capital in birr.....
5. Total number of worker.....
  - Permanent.....
  - Temporary.....
6. Production rate bottle per hour (BPH).....
7. Estimated number of customer.....
8. Number of agents in gurage zone.....
9. Number of wholesaler in gurage zone.....
10. Number of retailer in gurage zone.....
11. Amount of bill charging per bottle for any corporate social responsibility  
.....

**Part two:- Activities performed by Eden bottling water share company regarding to corporate social responsibilities**

1. Activity performed for the benefit of the surrounding community or society

.....  
.....  
.....

2. Activity performed to promote environment protection

.....  
.....  
.....

3. Activity performed to develop economy of Eden bottling water Share Company

.....  
.....  
.....

4. Activity performed by Eden bottling water Share Company to maintain ethical consideration

.....  
.....  
.....

5. Activity performed by Eden bottling water Share Company to maintain government rule and regulation

.....  
.....  
.....

6. Other activities performed by Eden bottling water Share Company to develop its brand equity

.....

.....

.....

## **Appendix 4**

### **Annex I**

**Wolkite University**

**College of business and Economics**

**Department of management**

**Master of Business Administration**

**For all respondents' code.....**

**Questionnaires for Eden bottling water S.C customers (agents, wholesalers and retailers)**

**Dear respondent,**

This questionnaire is designed by a graduate student from Wolkite University to conduct a study in partial fulfillment of a master`s degree program in Business Administration. As part of the requirement for the award of the master degree, I am undertaking a research **on the effect of corporate social responsibility practices on brand equity**. Please take a few minutes of your time to answer this questionnaire about your view and experience with regards to the Eden bottling water S.C. The outcome of this study enhances knowledge on the effect of corporate social responsibility practices on brand equity. Participation in this study is voluntary based. Your name is not required. All information offered will be treated confidentially, and the data will be used only for academic purpose.

Thank you in advance for the available information you will be sharing and the precious time you are going to spend for this purpose. If you have any enquiry, please don't hesitate to contact the researcher on:

**Edeget Wolde Mobile\_09-22-17-00-67**

Email\_et489woedget@gmail.com

**Part one: - Socio Demographic Characteristics of Respondents**

choose the suitable answer and tick in the box given for each question

1. Gender

A. Male

B. Female

2. Educational level

A. Below high school

C. college diploma

B. First degree D. Masters or PhD

3. To what category do you belong?

A. Agent

B. Wholesalers

C. Retailers

4. Kindly, indicate your experience the bottling water sector.

A Less than a year

B. 1 - 5 years

C. 6–10 years.

D. over 10 years

**Part two: - Questionnaires for regarding to corporate social responsibility and brand equity dimensions**

Please, indicate your opinion by marking the appropriate box on the five points scale where:  
1=Strongly Disagree 2= Disagree 3=neutral 4=Agree 5=Strongly Agree

<b>1</b>	<b>Ethical Responsibility</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.1	Eden bottling water different activities adhere ethical or moral standards or principles of the society.					
1.2	Eden bottling water ensures honesty and quality in all its services.					
1.3	In its business relationship, Eden bottling water is working with only other companies which keep ethical or moral principles of the society.					
1.4	Eden bottling water support works that promote wellbeing of the society in ethical manner.					
1.5	In its sponsorship					

	program Eden bottling water prioritize a program that keeps ethical or moral practice of the society.					
<b>2</b>	<b>Economic Responsibility</b>					
2.1	Eden bottling water is working its business in a manner consistent with maximizing earning for its owner.					
2.2	Eden bottling water is working to be as profitable as possible.					
2.3	In its business activity Eden bottling water is maintaining a strong competitive position.					
2.4	In all its business doing Eden bottling water maintain high level of efficiency.					
2.5	Eden bottling water CSR activities have direct or indirect economic impact on the company.					

<b>3</b>	<b>Social Responsibility</b>					
3.1	Eden bottling water contributes resources to the community.					
3.2	Eden bottling water strives to provide for community betterment.					
3.3	Eden bottling water actively promotes volunteerism.					
3.4	Eden bottling water allocates a percentage of profits towards charitable activities.					
3.5	Eden bottling water sponsoring the arts/sports/community events.					
<b>4</b>	<b>Legal Responsibility</b>					
4.1	Eden bottling water is governed by the country's' and also international laws of business.					
4.2	Eden bottling water different activities obey or comply with the law.					

4.3	Eden bottling water advocates its employee to act lawfully.					
4.4	Eden bottling water is doing business with other companies that are operating lawfully.					
4.5	Eden bottling water ensures working conditions meet health and safety standards.					
<b>5</b>	<b>Environmental Responsibility</b>					
5.1	Eden bottling water S.C Participates in activities which aim to protect and improve the quality of the natural environment.					
5.2	Eden bottling water S.C adopts proper waste management techniques to help conserve nature and natural resources.					

5.3	Eden bottling water S.C develops new products or services that are environmentally friendly.					
5.4	Eden bottling water S.C complies with all environmental laws and regulations.					
5.5	Eden bottling water S.C ensures a good working environment for its customer.					
<b>6</b>	<b>Brand Equity</b>					
6.1	I can identify brands with strong CSR activities.					
6.2	CSR activities raise the profile of a brand in consumer's mind.					
6.3	I can quickly recall the symbol or logo of brands that practice CSR Eden bottling water S.C .					
6.4	I can recognize Eden bottling water S.C brand among other competing					

	brands.					
6.5	I consider myself to be loyal to Eden bottling water.					

**Thank you for your cooperation!!!**

Annex II

**ወልቂጤ ዩኒቨርሲቲ**

**ቢዝነስ እና ኢኮኖሚክስ ኮሌጅ**

**አስተዳደር ትምህርት ክፍል**

**የመጠይቅን የሞላው ሰው ኮድ.....**

**መጠይቅ ለኤደን እውነተኛ የምንጭ ውሃ ወኪሎች; ጅምላ ሻጮች እና ቸርቻሪዎችይህ**

**ውድ የኤደን እውነተኛ የምንጭ ውሃ ወኪሎች ጅምላ ሻጮች እና ቸርቻሪዎች**

ይህ መጠይቅ በወልቂጤ ዩኒቨርሲቲ በንግድ አስተዳደር ውስጥ የማስተርስ ዲግሪ መርሃ ግብር ተመራቂ ተማሪ በሆነው በአቶ እድገት ወልዴ የተዘጋጀ ሲሆን የማስተርስ ዲግሪ ሽልማት ለማግኘት ጥናተዊ ጽሁፍ ማዘጋጀት እንደኛው መስፈርት ስለሆነና የጥናቱም ውጤት ለህብረተሰቡ ለውሀ አምራች ፋብሪካዎች ለትምህርት ተቋማት እንደግባት የሚያገለግል ነው። በዚህ መጠይቅ ላይ የሚመለሱ ምላሾች በሚስጥር የሚጠበቁ ሆነው ሙሉ ለሙሉ ለትምህርታዊ ግብዓት ብቻ የሚውሉ ይሆናል። አብዛኞቹ ጥያቄዎች በቀላሉ ምላሽ ለመስጠት ቀለል ብለው የተዘጋጁ ሲሆኑ ስም መፃፍ አስፈላጊ አይደለም። ስለትብብርዎ በቅድሚያ አመሰግናለሁ። ማንኛውም ጥያቄ ካለዎት እባክዎን ተመራማሪውን በዚህ አድራሻ ላይ ለማነጋገር አያመንቱ።

እድገት ወልዴ ስልክ ቁጥር\_ 09-22-17-00-67

ኢ.ሜል\_et489woedget@gmail.com

**ክፍል አንድ: - አጠቃላይ መረጃ**

**ተገቢውን መልስ ምረጥ እና ለእያንዳንዱ ጥያቄ በተሰጠው ሳጥን ውስጥ ምልክት አድርግ**

**1. ጾታ**

ሀ. ወንድ

ለ. ሴት

**2. የትምህርት ደረጃ**

ሀ. ከሁለተኛ ደረጃ ትምህርት ሴት በታች

ለ. የኮሌጅ ዲፕሎማ

ሐ. የመጀመሪያ ዲግሪ

መ. ማስተርስ ወይም ፒኤችዲ

**3. የየትኛው ምድብ አባል ነዎት?**

ሀ ወኪል

ለ. ጅምላ ሻጮች

ሐ. ቸርቻሪዎች

**4. በታማኝነት ፣ ስለ ታሸገ ውሃ ያለዎትን ልምድ ያመልክቱ።**

ሀ. ከአንድ አመት በታች

ለ. 1 - 5 ዓመታት

ሐ. ከ 5 ዓመት በላይ

መ. ከ 10 አመት በላይ

ክፍል ሁለት :- የድርጅት ማሕበራዊ ሃላፊነት ተግባራት በምርት ስም ላይ የሚያሳድሩት ተጽኖ በተመለከተ የኤደን እውነተኛ የምንጭ ውሃ አ.ማ. ተወካይ አከፋፋይ እና ቸርቻሪዎ የሚሞሏቸው መጠይቆች።

እባክዎን በአምስት ነጥቦች ሚዛን ሳጥን ላይ ተገቢውን ምልክት በማድረግ አስተያየትዎን ያመልክቱ፡-

1= በጣም አልስማማም 2= አልስማማም 3=ገለልተኛ 4=እስማማለሁ 5=በጣም እስማማለሁ

1	ሥነ ምግባራዊ ኃላፊነት	1	2	3	4	5
1.1	የኤደን የታሸገ ውሃ የተለያዩ ተግባራት የስነምግባር ፣ የሞራል ደረጃዎችን እና የህብረተሰቡ መርሆዎች ያከብራሉ					
1.2	የኤደን የታሸገ ውሃ በሁሉም አገልግሎቶቹ ውስጥ ታማኝነትን እና ጥራትን ያረጋግጣል።					
1.3	በንግድ ግንኙነቱ የኤደን የታሸገ ውሃ የሚሠራው የህብረተሰቡን የስነምግባር ወይም የሞራል መርሆዎችን ከሚጠብቁ ሌሎች ክብንያዎች ጋር ብቻ ነው ።					
1.4	ኤደን የታሸገ ውሃ አ.ማ ሚያደርገው ድጋፍ በሥነ ምግባር የህብረተሰቡን ደህንነት የሚያበረታታ ስራዎችን ነው።					
1.5	በስፖንሰርሺፕ ፕሮግራም					

	ኤደን የታሸገ ውሃ አ.ማ ለህብረተሰቡ ሥነ ምግባራዊ ፕሮግራሞች ቅድሚያ ሰጥቷል ወይም ሥነ ምግባራዊ ተግባር ይጠብቃል።					
<b>2</b>	<b>ኢኮኖሚያዊ ኃላፊነት</b>					
2.1	የኤደን የታሸገ ውሃ አ.ማ ለባለ ድርሻ አካላት ከፍተኛ ገቢ ከማስገኘት ጋር በተጣጣመ መልኩ ስራውን እየሰራ ነው።					
2.2	የኤደን የታሸገ ውሃ አ.ማ በተቻለ መጠን ትርፋማ ለመሆን እየሰራ ነው።.					
2.3	በንግድ እንቅስቃሴው የኤደን የታሸገ ውሃ ጠንካራ የውድድር ቦታን እያስመዘገበ ነው።					
2.4	በሁሉም ስራው የኤደን የታሸገ ውሃ አ.ማ ከፍተኛ የውጤታማነት ደረጃን ይይዛል።					
2.5	የኤደን የታሸገ ውሃ አ.ማ ድርጅታዊ ማህበራዊ ኃላፊነት እንቅስቃሴዎች በኩባንያው ላይ በቀጥታም ሆነ በተዘዋዋሪ ኢኮኖሚያዊ ተፅዕኖ አሏቸው ።					
<b>3</b>	<b>ማህበራዊ ሃላፊነት</b>					

3.1	ኤደን የታሸገ ውሃ አ.ማ ለህብረተሰቡ የገቢ ምንጭ አበርክቶዋል።					
3.2	ኤደን የታሸገ ውሃ አ.ማ ለህብረተሰቡ ኑሮ መሻሻል ይተጋል።					
3.3	የኤደን የታሸገ ውሃ አ.ማ ድርጅት በጎ ፈቃደኝነትን በንቃት ያበረታታል።					
3.4	የኤደን የታሸገ ውሃ አ.ማ ከሚያገኘው ትርፍ በመቶኛ ለበጎ አድራጎት ስራዎች ይመድባል።					
3.5	ኤደን የታሸገ ውሃ አ.ማ ድርጅት የኢንፎርሽን/ስፖርት/የማህበረሰብ ዝግጅቶችን ይደግፋል።					
<b>4</b>	<b>የህግ ሃላፊነት</b>					
4.1	የኤደን የታሸገ ውሃ የሚተዳደረው በሀገሪቱ እና በዓለም አቀፍ የንግድ ሕጎች መመሪያ መሰረት ነው።					
4.2	የኤደን የታሸገ ውሃ የተለያዩ ተግባራት ህግን ያከበሩ ናቸው					
4.3	የኤደን የታሸገ ውሃ አ.ማ ሰራተኞች ስራቸውን በህጋዊ መንገድ ይሰራሉ።					

4.4	ኤደን የታሸገ ውሃ አ.ማ ከሌሎች ኩባንያዎች ጋር የንግድ ሥራ የሚሰራው በህጋዊ መንገድ ከሚሰሩ ድርጅቶች ብቻ ነው።					
4.5	ኤደን የታሸገ ውሃ ድርጅት የስራ ሁኔታ የሰራተኞችን እና የማህበረሰቡ ጤንነትን እና ደህንነትን በሚያረጋግጥ ደረጃ ነው።					
<b>5</b>	<b>የአካባቢያዊ ኃላፊነት</b>					
5.1	የኤደን የታሸገ ውሃ አ.ማ የተፈጥሮ አካባቢን ደህንነት ለማሻሻል እና ለመከላከል በሚደረጉ ተግባራት ውስጥ ይሳተፋል					
5.2	የኤደን የታሸገ ውሃ አ.ማ ተገቢ የቆሻሻ አወጋገድ ዘዴዎችን ይጠቀማል					
5.3	የኤደን የታሸገ ውሃ አ.ማ ለአካባቢ ተስማሚ አዳዲስ ምርቶችን ወይም አገልግሎቶችን ያዘጋጃል።					
5.4	የኤደን የታሸገ ውሃ አ.ማ ሁሉንም የአካባቢ ህጎች እና መርሆች ያከብራል ።					
5.5	የኤደን የታሸገ ውሃ አ.ማ ለደበኞቹ ጥሩ የስራ አካባቢን					

	ያረጋግጣል።					
6	<b>የምርት ስም ፍትህዊነት</b>					
6.1	ጠንካራ ድርጅታዊ ማህበራዊ ሃላፊነት እንቅስቃሴ ያላቸውን ድርጅቶች የምርት ስምቻቸውን በቀላሉ መለየት እችላለሁ።					
6.2	የድርጅት ማህበራዊ ሃላፊነት እንቅስቃሴ የምርት ስምን በተጠቃሚዎች አእምሮ ውስጥ ያሳድጋሉ።					
6.3	ኤደን የታሸገ ውሀ አ.ማ ድርጅት በሚያደርጋቸው ድርጅታዊ ማህበራዊ ሃላፊነት እንቅስቃሴዎች የተነሳ የምርት ስምቹን ምልክት ወይም አርማ በፍጥነት አስታውሳለሁ።					
6.4	የኤደን የታሸገ ውሃ አ.ማ የምርት ስም ከሌሎች ተወዳዳሪዎች የምርት ስም መለየት እችላለሁ					
6.5	ራሴን ለኤደን የታሸገ ውሃ አ.ማ ታማኝ እንደሆንኩ እቆጥራለሁ።					

**ለትብብርዎ አመሰግናለን!!!**