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Ahmad Waleed NASRAT

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MASTER'S THESIS ADVISOR

Prof. Dr. M. Mustafa ERDOĞDU

MASTER'S THESIS JURY MEMBERS

Assist. Prof. Özgür Burçak GÜRSOY YENILMEZ

Assist. Prof. Engin CAN

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ABSTRACT

EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND PERFORMANCE

In my thesis, I want to discuss the effect of corporate social responsibility (CSR) as an instrument that organizations may utilize to improve brand performance. The recent study shows that differences in Corporations have significant effect on the perceived act of brand performance and built on philanthropy, ethics, regulation, and business embrace the perception of CSR. So, this thesis on the CSR and brand performance with their effects on demographic which are (Male, Female) I obtained data from 313 employees following non-probabilistic convenience sampling through a survey compared of Likert scale question. The single and double regression and T-tests are applied on the SPSS software to analyze the proposed relationship models and to find how illustrate the CSR transforms brand performance across economic sectors.

Accordingly, this thesis is based on a study that attempts to fill in that knowledge gap. In order to regulate what type of CSR curriculums consumers consider appropriate to qualify as socially responsible, the study had three primary objectives: figuring out how customers react to certain CSR programs, figuring out how CSR influences brand performance and image, and figuring out what kinds of CSR programs people think are suitable.

Keywords: Corporate Social Responsibility. Brand performance.

Date: 03\08\2023

ÖZET

Kurumsal Sosyal Sorumluluğun Marka Performansına Etkisi

Tezimde, kuruluşların marka performansını artırmak için kullanabileceğleri bir araç olarak kurumsal sosyal sorumluluğun (KSS) etkisini tartışmak istiyorum. Son çalışma, şirketler arasındaki farklılıkların algılanan marka performansı üzerinde önemli bir etkiye sahip olduğunu ve hayırseverlik, etik, düzenleme ve iş dünyası üzerine kurulu KSS algısını benimsediğini göstermektedir. Dolayısıyla, bu tezde KSS ve marka performansı ile bunların demografi üzerindeki etkileri (Erkek, Kadın) Likert ölçeği sorusuyla karşılaştırılan bir anket yoluyla olasılıksal olmayan kolay ulaşılabilir örneklemeyi takiben 313 çalışandan veri elde ettim. Önerilen ilişki modellerini analiz etmek ve KSS'nin ekonomik sektörler genelinde marka performansını nasıl dönüştürdüğünü bulmak için SPSS yazılımında tek ve çift regresyon ve T testleri uygulandı.

Dolayısıyla bu tez, bu bilgi boşluğunu doldurmaya çalışan bir çalışmaya dayanmaktadır. Tüketicilerin sosyal sorumluluk sahibi olmak için ne tür KSS müfredatlarını uygun gördüklerini düzenlemek amacıyla çalışmanın üç temel amacı vardı: müşterilerin belirli KSS programlarına nasıl tepki verdiğini anlamak, KSS'nin marka performansını ve imajını nasıl etkilediğini anlamak ve insanların ne tür KSS programlarının uygun olduğunu düşündüğünü anlamak.

Anahtar Kelimeler: Kurumsal Sosyal Sorumluluk. Marka performansı.

Tarih: 03\08\2023

ABBREVIATIONS

CSR: Corporate Social Responsibility.

HBRR: Harvard Business Review Research.

KPIs: Key Performance Indicators.

PSQ: Perceived Stress Questioner.

NGOs: Non-Governmental Organizations.

ROCE: Return on Capital Employed.

MBV: Market Book Value.

B2B: Business-to-Business.

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1 INTRODUCTION

In order to expand and grow, businesses or well-known brands must take care of their surroundings. As a consequence, as part of their social obligation, businesses provide voluntarily rendered services to society. Kuokkanen and Sun 2020). As a result, the company's brand image will improve in society and its purchasing behavior will increase. A corporation may set itself apart from rivals that ignore corporate social responsibility by integrating environmental preservation, charity endeavors, and community ties. (Wang, 2021).

In addition to meeting its immediate financial demands, an organization's "corporate social responsibility" (CSR) mentions to the steps taken to have a favorable effect on the social order and the atmosphere. CSR initiatives can take many different forms, including employee volunteer programs, environmental sustainability initiatives, and philanthropic donations. (Chi-Shiun, Chih-Jen, Chin-Fang & Da-Chang, 2010).

There is proof to back up the claim that CSR programs may enhance brand performance. A company that is involved in CSR activities may benefit from increased brand awareness, improved brand standing, and enhanced customer loyalty. Additionally, CSR can help a company differentiate itself from its competitors and appeal to socially conscious consumers.

Studies show that customers are more possible for customers to purchase products from companies that are thought of as socially responsible. For example, According to Cone Communications research, 76% of customers would boycott a business that promotes a cause they disagree with, but 87% of consumers would buy something from one. (Lussier, Ferrell & Geoffrey, 2000).

Furthermore, CSR accomplishments can also lead to developed financial performance. According to Harvard Business Review research (HBRR), during a 25-year period, businesses that place a high priority on CSR beat their competitors in terms of financial success.

Overall, the evidence recommends that CSR initiatives can have a helpful effect on brand performance, including increased brand awareness, improved brand reputation, enhanced customer loyalty, and improved financial performance.

Corporate performance was quantified before the early 20th century. The management of various multinational firms believed that a variety of criteria, Reappearance on invested equity, return on capital, productivity, liquidity, and sales all have an impact on performance. However, in response to shareholder wealth, businesses have shifted away from measurable performance to qualitative performance because business and corporate levels of competitiveness are becoming more intense. Businesses have established strategies like low valuing plans, invention difference, and emphasis plans as a consequence of the introduction of components impacting corporate performance and the strategic decision of a firm to attain its goals. As a result, the company's market share ane growth rate increased. This is one of the simplest methods for a business to outperform its competitors. (Yusuf, Maryam, 2015).

Moreover, by introducing forces that affect the performance of initiatives and the strategic excellence of an enterprise to reach its goals, enterprises have adopted strategies such as low-price policy, product diversity, and attention to policy. This has the effect of increasing the company's market share and growth rate. (Yusuf, Maryam, 2015).

Along with the broader tendency of community and business care toward CSR concerns, the hotel sector has demonstrated a rising interest in CSR. The quantity of CSR and ecological news articles on Hotel Net, a website for the hotel sector, increased from 63 in 1999 to 139 in 2007, for a compound annual growth rate of 10.4%. This growth rate exceeds the 2.8% total news growth rate by a wide margin. This study looks into the relationship between 500 UK-based companies' performance and their commitment to CSR. We discovered a substantial correlation between liability, market value, and return on capital employed using two-way variables and multivariate analysis. However, there appears to be a strong link between CSR and firm scale. The results, therefore, provide a theoretical application for the corporate stakeholder theory. In order to exercise social responsibility, businesses must enhance shareholder wealth through effective business practices. This study expands the field of study to non-financial performance by using company size and also takes into account the influence of industry on corporate social responsibility, which is why many of the documents observed financial performance indicators as a business degree of performance. The study appears to support both the stakeholder theory and the most recent information that examines how CSR and financial performance are related. Additionally, it deepens our comprehension of the link between CSR and commercial success. (Claire, Georgina, Jane & Christina, 2018).

1.1 RESEARCH AIM

According to the systematic review, one potential research goal for looking at the connection between brand performance and CSR is as follows:

By performing a quantitative study and employing a survey or experiment to gather information from stakeholders or customers, this research goal might be accomplished. Measures of CSR activities, brand success, and possible mediating factors including perceived authenticity, trust, and ethical consumption may all be included in the study. The hypothesized correlations between CSR activities and brand success might be tested using statistical studies like regression analysis or modeling with structural equations.

The findings of this research might further knowledge of how CSR programs can help businesses by improving the performance of their brands and offer advice to businesses on how to create and carry out successful CSR programs that are consistent with their core strengths and values.

1.2 SELF-EFFICACY

It alludes to their faith in their capability to complete a certain chore or achieve a particular goal. So, while discussing CSR, my self-efficacy may be characterized as a company's confidence in its ability to carry out socially responsible undertakings effectively.

According to studies, a company's brand performance might benefit from its self-efficacy in CSR. When a company believes that it can effectively implement socially responsible initiatives, it is more likely to invest resources in those initiatives and communicate about them to stakeholders. This, in turn, can enhance the company's reputation and improve consumer trust and loyalty. (Maignan, Ferrell & Ferrell J, 2005).

Moreover, a company's self-efficacy in CSR can also influence employee motivation and commitment to social responsibility. When employees believe that their company is capable of implementing effective CSR initiatives, they're more inclined to act in a pro-social manner and take satisfaction in their accomplishments.

However, it is significant to note that self-efficacy alone is not enough to achieve positive brand performance through CSR. The achievement of CSR initiatives also depends on the quality of the creativity themselves, their alignment with the business's values & goals, and the ability of the business to communicate about them effectively to stakeholders. Therefore, companies should carefully consider their CSR strategies and ensure that they have the necessary resources, expertise, and commitment to implement them effectively.

1.3 RESEARCH OBJECTIVES

a. Presenting CSR, as an instrument that organizations may utilize to improve brand performance.
b. Figuring out how CSR influences brand performance and image.
c. To investigate how customer behavior is impacted.

To assess how CSR initiatives impact brand performance. This research objective may be achieved by conducting a quantitative study and using a survey or experiment to collect data from stakeholders or customers. The research may include measures of CSR efforts, brand performance, and potential mediating elements including perceived authenticity, trust, and ethical consumption. Statistical studies like regression analysis or modeling with structural equations which I will talk about in the 4^{th} chapter might be used to investigate the expected relationships between CSR efforts and brand performance.

1. Review of the literature.

2.1 CORPORATE SOCIAL RESPONSIBILITY

Examining relevant literature can help you completely comprehend the principle behind corporate social responsibility, we will examine key definitions, methods, viewpoints, and concepts in this chapter and establish a link between the "Brand Performance" to serve as a reference point for upcoming studies in the industry. By using structural equation modeling, this study can investigate how corporate social responsibility affects brand performance, and how corporate standing, resource obligation, and green originality arbitrate the outcome. By building a good reputation and strong public relations, it improves its brand image and overall performance.

2.2 CSR NOWADAYS

When it became clear that businesses benefitted from contributing to the well-being of the community, the idea of CSR was primarily proposed in 1926 (Schmeltz 2012). Howard R. Bowen later codified the terms and goals associated with CSR in 1953 by articulating his conviction that businesses have social, in addition to economic and legal, responsibility. CSR is defined by “Lussier, Ferrell, and Geoffrey (2000)” as a corporate activity in connection to upholding business ethics, which encompasses social commitments and corporate responsibilities. According to “Daft (2003) and Vogel (2004)”, CSR is a development of managerial morality and corporate ethics that should not only adhere to legal requirements but also take into account social pressure and public expectations. Therefore, CSR might address the fundamentals of business ethics to uphold the interests of all firm investors.

CSR reporting, as defined by “Gray, Owen, and Maunders (2004)”, is the method of revealing how company activities affect stakeholders and society on a social and environmental level.

Reporting on the consequences for the economy, environment, and society is referred to as sustainability reporting by the Global Reporting Initiative (2011). It also notes that reporting on sustainability is a broad term and that CSR and reporting on the triple bottom line are occasionally used interchangeably.

Reporting business CSR activity is appropriate. Stakeholders must be aware of businesses' CSR commitment in order to achieve this. The most popular tools used for this purpose are CSR reports. CSR reports are utilized by management as tools as well as communication tools. The following qualities a CSR report needs to include are recommended by Pavlik et al. (2010):

- Reliability,
- Completeness,
- Pragmatism,
- Suitable form.

Researchers are interested in how CSR implementation influences corporate performance because customers regard businesses that sustain their CSR as being socially responsible. Additionally, a number of studies have argued that CSR initiatives are comparable to socially responsible investments that enhance business performance. Preston & O'Bannon, (1997). According to Laczniak and Murphy (1991), a company would perform better if it committed to creating a culture of business ethics, as doing so would reduce costs to individuals, organizations, and society. Sims and Kroeck (1994) assert that an organization that upholds business ethics principles may improve corporate identity and employee happiness, two factors that are good for organizational success. Preston and O'Bannon (1997) claim that companies with a social conscience have a more thorough administrative framework, which could increase financial performance. Verschoor (1998) identified a causal link between CSR and commercial performance using financial data from S&P 500 companies.

Numerous research on CSR (Chu and Yang, 2009; Maignan & Ferrell, 2004; Maignan et al., 2005) have found that participating in CSR significantly strengthens a company's corporate image and boosts its performance. According to Maignan and Ferrell (2004) and Maignan et al. (2005), CSR Satisfaction would boost marketing benefits and reinforce the corporate identities of stakeholders. The study by Lai et al. looked at the influence of CSR on brand performance in business-to-business (B2B) marketplaces. CSR, according to the authors, has a positive influence on brand performance and industrial brand equity.

Torres et al. (2012) use panel data comprised of 57 multinational firms initially from 10 countries for the years 2002-2007 and discover that CSR toward all stakeholders positively boosts brand equity. Customers who interact with corporate brands that display social irresponsibility are more probable to criticize and less expected to applaud than customers under the other three situations of treatment, according to a study by Sweetin, Knowles, Summey, and McQueen (2013). Numerous studies have looked into the relationship between corporate social responsibility (CSR) and brand performance. According to a valuation of the research, most studies have discovered a beneficial link between CSR and brand success. For instance, research by Sen and Bhattacharya (2001) indicated demonstrated by enhancing the firm's image, the impact of CSR on brand loyalty is favorable. The writers came to the assumption that CSR programs may boost brand equity and increase brand performance.

Similarly, a study by Maignan and Ferrell (2004) found that CSR positively influences customer attitudes and behaviors, including purchase intentions and brand loyalty. The writers made the case that CSR activities may assist businesses in standing out from the crowd and cultivating closer ties with their clientele.

Other studies have focused on the specific CSR actions that are most possible to impact brand performance. For example, a study by (Mohr et al. 2001) originates that ecological CSR initiatives, such as recycling and energy conservation, are particularly effective at improving brand performance. The authors argued that these initiatives are highly visible and resonate with consumers who are increasingly concerned about environmental issues.

In conclusion, the literature evaluation demonstrates that CSR, brand equity, and company success are positively correlated. Using the literature review as a foundation, this study offers testable hypotheses that corporate social responsibility and brand performance are causally related.

2.3 THE MODERN ERA OF SOCIAL RESPONSIBILITY

Since the 1950s, a contemporary CSR idea has formed, being institutionalized in the 1960s and exploding in the 1970s. (Carrol, 1999). According to a number of lessons from the CSR literature (Carroll, 1999. Engardio et al., 2007. Hart, 1995. Holmes and Watts, 2000. McWilliams and Siegel, 2001. Nicholas, 2008. Tsoutsoura, 2004), CSR can be approximately defined as initiatives that help businesses become good citizens by making them contribute to society beyond their means and personal preferences. Numerous facets of CSR have been examined over the last several decades in theoretical and corporate literature. According to the framework developed by Schwartz and Carroll (2003), the following are the top three CSR components relative to the economic category:

2.3.1 Ethical Business Practices

The emphasis of this component is on acting ethically and responsibly in business. It entails abiding by the law, encouraging fair trade, and making sure that corporate activities are transparent and accountable. Respecting human rights, avoiding corruption, and fostering diversity and inclusion within the company are all examples of ethical business practices. Carroll (2003).

Carroll (1979) and Henderson (2005) both emphasize that generating a profit is a kind of social duty when they view commercial organizations as the social motor of society.

Profitability is a component among the four duties in Carroll's (1979) CSR model.

- the obligation to make money economically;
- the responsibility to uphold all relevant local, state, federal, and international laws;

- the moral duty to uphold additional social norms that are not enshrined in legislation, such as preventing damage or social injury, honoring people's moral rights, and acting in a morally just and equitable manner; and
- The independent decision to engage in additional behaviors and activities that society deems good (such as charitable endeavors like making financial contributions to different social or cultural businesses).

Carroll's "pyramid of corporate social responsibility" denoted a hierarchy of obligations, rising from financial and legal to higher moral and charitable obligations (Carroll, 1991). Identifying the pyramid's constraint as the implicit hierarchy In a Venn diagram of CSR dimensions, Schwarz and Carroll (2003) eliminated the discretionary dimension since it could not be justified as a "social responsibility" and included the remaining dimensions.

2.3.2 Stakeholder Engagement

This component stresses how different stakeholders may actively participate in and interact with decision-making processes. It entails taking into account and attending to the worries and interests of stakeholders including workers, clients, suppliers, neighborhood groups, and shareholders. Effective stakeholder engagement promotes long-lasting connections and trust, which promotes sustainable corporate practices and has a beneficial societal impact. Carroll (2003).

Stakeholder engagement, in general, may benefit organizations since it allows them to actively engage in the regulatory approvals process, strengthen stakeholder relationships, or resolve CSR challenges and potential crises (Miles et al., 2006; James and Philips, 2010). The danger of greenwashing can be decreased by including stakeholders early in the process and keeping them informed of decisions about which they would otherwise have little say or no knowledge. Bebbington et al. (2007) made the argument that even though it might seem like "greenwash," the development of a community of "socially responsible" investors could provide opportunities for people or groups (i.e., communities of interest) to have a stronger voice.

According to this viewpoint, stakeholder engagement has less to do with the 'quantity' of interactions between the parties (i.e., "the more an organization engages with its stakeholders, the more responsible it is" - Greenwood, 2007, p. 315) and more to do with the complexity of the relationship between the parties in order to implement CSR initiatives.

According to a critical dialogue approach, the tension towards stakeholder engagement could actually be described in terms of "multiple narratives" and various sustainability accounts, which are thought to hold promise for significant emancipatory changes (Thomson and Bebbington, 2005; Bebbington et al., 2007).

2.3.3 Philanthropy and Community Development

This component emphasizes giving back to society through assisting charitable endeavors and aiding in the growth of regional communities. It entails contributing funds and time to initiatives that benefit the community, including those that promote environmental preservation, healthcare, education, and healthcare. Financial contributions, volunteer work, skill-development initiatives, and collaborations with nonprofit groups are all examples of philanthropic and community development efforts. (Siegel, 2001; Nicholas, 2008; Tsoutsoura, 2004)

Each of these elements shows a commitment to moral corporate conduct, stakeholder involvement, and societal improvement. They are fundamental components of CSR within the economic category. It's crucial to keep in mind that CSR is a wide term and that different businesses may highlight and prioritize certain parts depending on their unique situations and beliefs.

Discusses the financial effects of CSR on profit-driven businesses. Three claims are made in the thesis on the link between CSR efforts and achievement, particularly economic results. (Carroll, 1999. Engardio et al., 2007. Hart, 1995).

So literally my thesis investigates the relationship between CSR programs and the monetary prosperity of profit-driven businesses. The debate is organized around three main claims:

- CSR improves brand reputation and consumer loyalty.
- CSR improves financial performance.
- CSR lowers operational costs and hazards.

This study examines these assertions in an effort to clarify the intricate connection between CSR and profitability and offer guidance to companies looking to incorporate ethical standards into their daily operations. (Carroll, 1999. Engardio et al., 2007. Hart, 1995).

2.4 THE FRAMEWORK

Numerous studies have examined the link between corporate social responsibility (CSR) and brand success, but little is known about how specific workers perceive this relationship. This study aims to investigate workers' perceptions of the link between CSR and Brand Performance with a focus on motivation as a mediator. By evaluating the opinions of employees, the study intends to gain a better understanding of how different CSR could influence employee and consumers motivation on brand performance, thereby enhancing organizational success.

The aim of this investigation attempts to fill the present research vacuum by examining the relationships between CSR and Brand success from the perspective of the workers. This is being done to increase organizational success by providing a more detailed understanding of how CSR styles directly impact brand performance and the role of motivation as a mediator.

The impact of taking up CSR on brand performance is intriguing because consumers view companies that uphold CSR as socially responsible. Many studies also contend that implementing CSR is equivalent to making a socially responsible investment, which improves firm performance. They also contend that a company that dedicates itself to fostering a culture of business ethics will avoid incurring costs related to individuals, organizations, and society, which improves firm performance. According to Sims and Kroeck (1994), a company adhering to business ethics principles may improve employee happiness and corporate identity, both of which are advantageous to organizational success. According to Preston and O'Bannon (1997), socially conscious businesses create a more comprehensive administrative structure, which could enhance business success.

Therefore, this thesis focuses on the following research questions.

1. How companies with strong CSR programs are more accountable and socially responsible due to brand performance.
2. How the companies have a corporate responsibility to social address and environmental issues and their brand performance.

Positively, using the following framework, you can see how corporate social responsibility (CSR), and brand performance:

2.4.1 CSR: Corporate Social Responsibility

- Define the organization's CSR goals and priority areas, such as community development, employee well-being, social activities, and environmental sustainability.
- Create CSR plans and initiatives that are in line with the organization's mission, values, and expectations of its stakeholders.
- To address societal and environmental problems, implement CSR efforts, including internal practices and external initiatives.
- Measure and keep an eye on how CSR initiatives affect different stakeholders and the larger society.

2.4.2 Brand Performance

- Identify key performance indicators (KPIs) that will allow you to gauge the success of your brand, such as market share, brand recognition, customer satisfaction, or brand perception.
- Analyze brand performance data over time to spot opportunities, flaws, and strengths.
- Evaluate brand activities and campaigns on a regular basis and change as needed to improve brand success.

The management of CSR, and brand performance are addressed holistically in this paradigm. Organizations may have a beneficial influence on society, establish a solid reputation, and develop a devoted client base by fusing these aspects, which will ultimately lead to brand success.

2.5 STUDY OBJECTIVES

1. To investigate the relationship between brand performance and corporate social responsibility.
2. To determine the impact of CSR on brand performance as mediated by gender (Male, Female), which I targeted in survey.

2.6 STUDY MODEL

Figure 1 shows the study model of direct relationship between Corporate Social Responsibility on Brand performance.

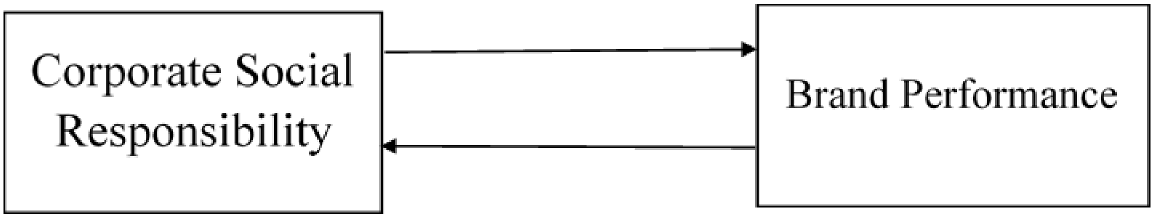

Figure 1 study model

The study model for the direct influence of corporate social responsibility on brand performance is depicted in the picture above.

In order to demonstrate the impact as we described in the literature study, we have two variables that we must measure and determine the connection between each of them. These elements are:

- Corporate Social Responsibility (Independent variable).
- Brand Performance (Dependent Variables).

2.7 HYPOTHESIS STUDY

The relationship between corporate social responsibility and brand performance was explained using two main hypotheses. These models include social argument theory (Cropanzano & Mitchell, 2005), instrumental stakeholder theory (Gherghina, Vintilă, and Dobrescu, 2015), stakeholder theory (Jamali, 2008), and stakeholder theory (Kumar & Tiwari, 2011). The maximizing of shareholder wealth is a key tenant of the stakeholder theory, which builds relationships between key stakeholders including consumers, employees, and shareholders.

The instrumental stakeholder theory, according to Gherghina et al. (2015), explains how corporate social responsibility and company principles have a positive relationship. According to Gherghina et al. (2015), the value of shareholders will increase if funds from shareholders are used wisely for CSR initiatives.

H1: Corporate Social Responsibility has a significant positive effect on Brand Performance.

According to several studies (Aaker, 1996. Bello and Holbrook 1995. Holbrook 1992. Park and Srinivasan 1994. Winters 1991), the number of payments and marketplace share is directly correlated with the progressively crucial perception of brand performance. These outcomes are dependent on a variety of brand loyalty factors, which in turn influence brand profitability. Brand-loyal clients could be ready to pay more for a brand if they feel it delivers unique advantages that no rival product does (Jacoby and Chestnut 1978, Pessemier 1959, Reichheld 1996).

Improved customer pleasure or improved consumer trust in a brand's reliability may be the causes of this uniqueness. Similarly, when customers repeatedly purchase the same product, independent of outside variables, brand loyalty boosts market share (Assael 1998). Various emotional aspects, include enjoying the brand or relating to its image, dedicated customers may also utilize the brand more frequently (Upshaw 1995). In conclusion, more customer loyalty may lead to better brand performance results like a bigger marketplace share and a higher value (compared to the top rival). This loyalty, in turn, may be decided by sentiments or effects evoked by the brand as well as by faith in the brand.

Since at least three decades ago (Howard and Sheth, 1969), brand loyalty and performance have been acknowledged as important factors in marketing literature. In this regard, Aaker (1991) looked at how loyalty affected brand equity and came to the particular conclusion that brand loyalty had a number of advantageous consequences on marketing, including lower marketing costs, a rise in new consumers, and an increase in trade power. Dick and Basu (1994) also propose other marketing advantages of client loyalty, such as favorable word-of-mouth and increased resistance among loyal consumers to competing strategies.

Despite the clear advantages of brand loyalty for management, there are still theoretical and empirical gaps. Our conceptualizations of brand loyalty, with a few notable exceptions (Oliver 1999; Zeithaml, Berry, and Parasuraman 1996), solely pay attention to the behavioral part of the notion, disregarding its attitudinal components and interplay with other elements at both the customer and market levels.

H2: Brand Performance has a positive significant impact on Corporate Social Responsibility.

The relationship between corporate social responsibility and brand performance was explained using two main hypotheses. These models include social argument theory (Cropanzano & Mitchell, 2005), instrumental stakeholder theory (Gherghina, Vintilă, and Dobrescu, 2015), stakeholder theory (Jamali, 2008), and stakeholder theory (Kumar & Tiwari, 2011). The maximizing of shareholder wealth is a key tenant of the stakeholder theory, which builds relationships between key stakeholders including consumers, employees, and shareholders.

The instrumental stakeholder theory, according to Gherghina et al. (2015), explains how corporate social responsibility and company principles have a positive relationship. According to Gherghina et al. (2015), the value of shareholders will increase if funds from shareholders are used wisely for CSR initiatives.

The phrase "corporate social responsibility" (CSR) refers to a corporation's selfless efforts and deeds that go above and outside legal obligations to solve ethical, social, and environmental issues and benefit society. As Gherghina et al. (2015), Researchers have been interested in the link between CSR and brand performance.

As defined by Oliver (1999), brand performance refers to a company's resolution to regularly use or purchase a chosen good or service in the future, resulting in repeat purchases of the same brand or a set of the same brand despite external influences and marketing initiatives that may encourage switching behavior.

In prior research on the subject, such as those by (Aaker 1991; Assael 1998; Day 1969, Jacoby and Chestnut 1978; Jacoby and Kyner 1973; Oliver 1999; and Tucker 1964). The behavioral and attitudinal components of brand performance were covered. In contrast to behavioral brand loyalty, or buy loyalty, which is shown by repeat purchases of the brand, attitude-based brand loyalty is a level of dispositional commitment in terms of a certain value associated with the brand.

H3: Both genders (Male and female) have a positive significant effect on CSR and Brand Performance.

On research by Arlow (1991) that examined the role of personal traits on college students' assessments of corporate social responsibility and brand performance, it was discovered that both (Male, Female) are more moral and socially conscious. So, probably in this thesis the results will show in further chapters that women are more inclined to use Brand resources to address societal issues than to use them to benefit investors.

Corporate responsibility is a crucial aspect of brand performance, and it is still connected to better CSR, customer support, and employee loyalty (Sen and Bhattacharya, 2001; Greening and Turban, 2000). Organizational structures and how they affect tactics that business executives have a lot of control over were studied by Marquis and Lee in 2013. Wherein I discovered that both senior executives (Male and Female) donated more money to charities on average. This result is in line with prior research, which reveals that businesses with more female leaders have greater levels of donation after adjusting for factors including Brand performance, firm size, and industry.

This has an important and favorable influence on CSR as a whole (Williams, 2003; Wang and Coffey, 1992). In other words, CEOs of any gender contribute to higher-caliber CSR. The convergence of investing and CSR is becoming increasingly important as interest in global CSR initiatives rises. Growing more alluring to market players. When determining whether or not to invest in a firm, many investors increasingly consider the CSR footprint of that company. Cohen, Holder-Webb, and Nath (2012) examined if there are gender-based disparities in the demand for this information as well as the interest that different investor classes have in using CSR information.

2.8 SERVICE QUALITY

The customer's assessment of the entire service level (superiority) is referred to as service quality. Given its significance, determining how to quantify the concept of service quality becomes of the highest importance. According to Zeithaml et al. (1990), service quality is determined by evaluating both service expectations and actual perception.

Reliability, empathy, responsiveness, assurance, and tangibility are the five main factors influencing service quality. Reliability is defined as the capacity of a service provider to deliver commitments reliably and correctly. Handling complaints, and maintaining delivery and price commitments, among other things, are some instances of reliability. Response time refers to a service provider's willingness and capacity to assist clients quickly. This aspect focuses on how responsive organizational staff members are to handling client complaints and requests. Assurance refers to the level of assurance with which services are rendered. By putting oneself in the consumers' position, one may demonstrate empathy. Last but not least, tangibility describes the physical aspect of service companies. Boulding et al. firmly supports customer service performance. "So, the results are inconsistent with both the one-dimensional view of expectations and the gap created for service quality," write Zeithaml et al. in 1990. Thus, we may conclude that the only factor directly affecting service quality is perception. (Zeithaml et al., 1990).

2.8.1 Perceived Quality

Perceived quality has been highlighted as one of the elements of brand equity (Aaker, 1996). The definition of consumer perception of a product's quality is their assessment of the invention's overall quality (Zeithaml, 1988. Aaker & Jacobson, 1994). According to “Sethuraman and Cole's (1997)” research, consumers' willingness to pay a price premium varies significantly depending on how they perceive quality. Perceived quality has the benefit of being applicable to a variety of product categories. This term alludes to the perceived stress questioner (PSQ), which is described as a "consumer's judgment about the quality of the product on an overall basis" (Zeithaml, 1988. Aaker & Jacobson, 1994).

2.8.2 Brand Association

According to Aaker (1991), brand association refers to the advantages and disadvantages of a brand that are associated with consumers' memories. Brand association, according to Keller (1998), is the term for informational nodes that are linked to consumer memories and include the meaning that consumers have assigned to the brand. Because it clarifies for customers the key aspects of a brand, brand association is seen as a crucial concept for marketers. According to Aaker (1991), brand associations are crucial because they aid customers in forming their purchasing decisions by processing, organizing, and retrieving data based on these connections. The capacity of customers to recognize a brand's distinctive qualities and identify the individuals it serves is referred to as brand association in this study title.

Brand equity is said to include brand awareness as a key component (Aaker, 1996). Brand awareness, according to Rossiter and Percy (1987), is a procedure that starts the communication between the client and the business. Without brand awareness, it is impossible to start any kind of communication process since before making a purchase, a consumer must be familiar with the brand. No attitude or purchasing attention can be created without brand knowledge, according to Rossiter and Percy (1987), who use this to support their position. Similar to Rossiter et al. (1991), they believe that brand awareness is a crucial element of consumer behavior.

According to Stokes (1985), brand awareness is the first stage in creating connections that are connected to memories, according to memory theory. This study report uses the term "brand awareness" to describe how well consumers can recall and remember a firm, as well as its name, logo, and products.

2.8.3 Brand Performance

Research studies by (Aaker, 1996; Keller, 2001) revealed the same opinion, and the need for efficient brand creation are increasingly acknowledged in marketing literature as being the main problem for businesses today. According to various academics (Ambler et al., 2002; Millward Brown, 2007), brands are significant assets. According to Peter Durker (1954), marketing and innovation have a significant role in generating excellent brand success.

There are several ideas that are connected to brand success. All constructions of brand equity and brand asset have a beneficial influence on company performance, according to prior research. According to “Aaker and Jacobsen (1994)”, brand equity has a favorable and significant relationship with stock market value and company financial success. According to this article, brand performance refers to a company's capacity to meet client wants, create distinctive products that set them apart from those of the competition, and deliver more for less money than it costs.

2.8.4 Purchase Intention

Morwitz et al.'s (2007) definition of purchase intention defined it as a case in which a buyer feels pressured to purchase a product under particular conditions. It has been studied in the past how purchasing intent and advertising effectiveness are related. Baker and Churchill (1977) created a scale to measure the efficiency of ads for this reason. According to Kwek et al., one feature associated with cognitive behavior is purchase intent. Customers' contemplation while making a purchase, according to some researchers, is a gauge of purchase intention. Attitudes and intentions are two different measurements. As opposed to intentions, which are "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior," attitudes might be thought of as summary appraisals. The customer's readiness to purchase the brand, expand, and maintain their consumption is referred to as purchase intention. The link between brand equity and buy intention has not yet been fully studied, according to research by Walgren et al. (1995) that studies brand equity, brand choice, and purchase intention.

2.9 CSR ACTIVITIES AND THEIR IMPACT ON BRAND PERFORMANCE

According to "Chi-Shiun Lai, Chih-Jen Chiu, Chin-Fang Yang, & Da-Chang Pai", CSR activities are the actions made by corporations to promote social, economic, and environmental well-being. In addition to being good for society, these actions may significantly affect how well a brand performs. CSR initiatives may have the following effects on brand performance:

2.9.1 Enhanced Brand Reputation

Participating in CSR initiatives enables companies to develop a favorable reputation in the eyes of stakeholders and customers. Brands may position themselves as responsible and reliable organizations by displaying a commitment to social and environmental concerns. This excellent reputation may boost brand loyalty and positively influence customer perception, which will eventually drive brand performance. (Rojanasak Chomvilailuk, Ken Butcher, 2010).

According to the resource-based view of the firm, researchers have viewed a firm's beneficial stakeholder relationships as priceless, uncommon, unique, and non-substitutable resources that contribute to the performance advantage of the company (Hillman and Keim, 2001; Choi and Wang, 2009; Melo and Garrido-Morgado, 2011). A corporate choice The Company will perform better if it bases how, it allocates its resources on stakeholder desires (Alniacick et al., 2011). For instance, a positive connection with employees, and a stakeholder group, may improve the company's capacity to recruit and retain staff as well as boost dedication and effort levels, which will raise productivity and efficiency. Similar to this, a strong relationship with customers, another stakeholder group, may result in a more loyal and consistent customer base and boost brand value (Brown and Dacin, 1997), and a strong relationship with the community may result in active community support for the company's expansion (Fombrun et al., 2000; Epstein and Widen, 2011).

2.9.2 Differentiation and Competitive Advantage

Consumers are becoming more aware of the social and environmental effects of the companies they support in today's fiercely competitive market. By demonstrating a brand's distinctive beliefs and dedication to ethical practices, CSR initiatives may help it stand out from the crowd. By attracting customers who share the company's values, this distinction may forge a competitive advantage and enhance brand performance. (Dirk, 2009).

Porter and Kramer (2006) stated that the firm's economic aims and the objectives of CSR initiatives don't necessarily need to be distinct from one another in response to critiques of and worries about CSR. Companies should recognize the interconnectedness between business and society and root their CSR initiatives in their company-specific strategy and operations rather than concentrating on the "tension between business and society." In doing so, businesses "discover that CSR can be much more than a cost, a constraint, or a charitable deed – it can be a source of opportunity, innovation, and competitive advantage" (Porter and Kramer, 2006).

Theoretically, adopting such a CSR strategy is likewise reasonable. Stakeholder-agency theory, which is based on the specific interactions between the company's senior executives, the board of directors, and the firm's stakeholders, is particularly pertinent in this context (Jensen and Meckling, 1976).

Although senior executives in general, and the CEO in particular, have direct authority over firm-level decisions, the board of directors, who speak for all stakeholders, also monitors and influences the activities of top executives (Coombs and Gilley, 2005; Lucas, 2010; Mallin and Michelon, 2011).

2.9.3 Increased Customer Loyalty

CSR programs can increase customers' loyalty. Customers are more likely to form an emotional bond with a brand and show loyalty in their purchase choices if they believe it to be socially responsible. Improved brand performance may be attained through repeat business and consumer advocacy. (Rujirutana and Yaowalak, 2009). Because of this the notion that CSR influences client loyalty at a time when hospitality organizations are faced with an intensely competitive business climate and ever-increasing customer demands is one of the primary drivers of this increased interest (Han et al., 2011). Due to increased global competition, slower growth rates, slower population growth, oversupplied and mature markets, and slower growth rates overall, many hospitality businesses are finding it challenging to grow their market share (So et al., 2013). Because the benefits appear evident, businesses in this area have grown increasingly concerned with serving and keeping their clients. Customers that are loyal make more purchases are more likely to spend more, and give more referrals (Harris and Goode, 2004).

Consequently, in an effort to increase the number of repeat customers, businesses make every effort to build enduring relationships with consumers by meeting all of their requirements and desires (Han and Back, 2008). It has become clearer that hospitality theory and practice must take customer loyalty into account as a core relationship construct and must also take its antecedents into account as a result of the rising interest in customer relationships. The literature that is currently available offers a variety of viewpoints on this subject (Harris and Goode, 2004; He et al., 2012).

2.9.4 Talented Employee Attraction and Retention

CSR initiatives may have an influence on a brand's success by luring and keeping talented people. The workforce of today, especially millennials and Generation Z, places a premium on working for organizations that show a dedication to social and environmental problems. Brands may appeal to these potential workers and draw in top talent by launching CSR programs. Additionally, CSR initiatives increase existing employees' feeling of purpose and job satisfaction, lowering attrition rates and improving overall performance as well as efficiency. (Karnica and Asha, 2016).

The global economic changes are revealing a rare chance to attract elite people and elevate retention initiatives to the forefront of forward-thinking management conversations. Internal marketing literature, in particular, contends that hiring and keeping the best staff results in increased profitability. Internal consumers want their requirements to be met, just like external clients do. Meeting these demands improves staff retention and motivation. Furthermore, hiring the right people is an effective branding strategy since it helps to advance the company's goal, vision, and culture. The capacity of businesses to draw in and retain outstanding personnel could be improved through corporate social responsibility (Bauman and Skitka, 2012).

Although the idea that CSR may improve workers' perceptions of their employer is not new, very little research has attempted to explain how CSR impacts employees and why CSR is likely to play a specific role in employees' interactions with the company. CSR initiatives that distinguish the company favorably and improve its reputation ought to aid in luring and keeping personnel. The term "internal marketing" is being used more frequently by practitioners and academics to describe how CSR may be utilized to recruit and keep personnel. According to this viewpoint, businesses should treat their staff as internal customers in order to manage them effectively and meet consumer requirements. Additionally, these internal consumers have requirements that should be met by enticing "job products." Salary, health benefits, and job duties are only a few of the characteristics of these job products that, when well-designed, may significantly increase job satisfaction, employee retention, and productivity (Bhattacharya, Sen, and Korschun, 2008).

In this regard, it is essential for managers to recognize and comprehend the requirements of the various employee segments, customizing job products, including CSR, to meet the demands of a varied workforce.

CSR has grown in significance as a factor in business performance, particularly with regard to attracting and keeping top people. If a company has a strong commitment to CSR, it will find it easier to attract and keep employees (Turban and Greening, 1997).

2.9.5 Relationships with Stakeholders

CSR initiatives aid in fostering relationships with stakeholders including financiers, governments, NGOs, and local communities. These parties have a big influence on a brand's performance and are essential to its success. Brands may gain consumers' confidence and goodwill by actively resolving their issues and promoting social well-being. This increases stakeholder support and collaboration. (Dima Jamali, 2008).

The maximizing of shareholder wealth is a key tenant of the stakeholder theory, which builds relationships between key stakeholders including consumers, employees, and shareholders.

According to Gherghina et al. (2015), the instrumental stakeholder theory explains how corporate social responsibility and business values have a constructive relationship.

According to Gherghina et al. (2015), the value of shareholders will increase if funds from shareholders are used wisely for CSR initiatives.

The willingness of the company to engage in corporate social responsibility may influence how well-respected and well-presented the company is in society, which may have an indirect impact on the return on capital. The theory also explains how corporations offer returns to shareholders as a result of good resource management in the company.

Thus, in order to achieve corporate success, the stakeholder theory unites society and the shareholders. According to the social exchange idea, while society is making purchases from the company, the company is also giving back to society by participating in CSR initiatives. The link between CSR, return on capital employed (ROCE), and market book value (MBV) is thus explained by the stakeholder theory. The connection between CSR and business size is explained by the social exchange theory in an indirect manner. (Yusuf and Maryam, 2015).

2.9.6 Risk Mitigation

Participating in CSR initiatives can help reduce some of the risks connected to unfavorable social and environmental effects. By proactively addressing these issues, brands lessen the risk of regulatory action, litigation, and reputational harm. The stabilization and sustainability of the company environment are enhanced by this risk minimization, which enhances brand performance. (Mohr, Webb, and Harris 2001; Sen and Bhattacharya 2001).

When CSR rules are put into place and followed, businesses are compelled to establish some standards and exert control over staff. Therefore, extensive risk reduction might be very advantageous for enterprises (Diviney and Lillywhite, 2007; Perry and Towers, 2013). International CSR rules state that all risk exposures must be recognized, evaluated, and urged to be reduced or eliminated (Mullerat, 2010). Additionally, reducing risk also reduces uncertainty, which is a big deal.

It's crucial to remember that the effect of CSR efforts on brand performance might change based on the sector, target market, and particular initiatives adopted. Overall, though, a well-implemented CSR strategy may boost brand performance by improving distinctiveness, reputation, customer loyalty, employee engagement, stakeholder relationships, and risk management.

3 Research Methodology

3.1 INTRODUCTION

This section explains the model construction, research hypothesis, and research methodology. This chapter covers the suggested model for the study, the objective, the research design, the questionnaire design, the sample and data collecting procedure, and the data analysis process. To support the study design, each decision is also justified in light of the aforementioned challenges.

The two primary parts of this chapter are the methodology and the hypothesis framework. The first portion will cover the theory that serves as the conceptual framework for this study, and the second segment will cover the explanation for the research's methodology.

The goal of this thesis is to determine how corporate social responsibility (CSR) actions impact brand performance. The study seeks to identify the fundamental processes over which CSR actions impact brand performance. The study will apply a quantitative research technique, with a survey-based approach to collect information from stakeholders and customers in Turkey.

In addition, a quantitative-based approach was used to analyze the data that was acquired through the use of a questionnaire. This data was then statistically tested using scientific statistical computational software (SPSS) in order to answer the research questions. This was accomplished by statistically presenting, analyzing, and interpreting the data.

3.2 RESEARCH DESIGN

The quantitative method had been used to inspect the “Effect of corporate social responsibility on brand performance”. Both exploratory and descriptive research was done for this research. The research is explanatory because it was undertaken to determine the type of possible correlations between the study's variables. It is descriptive because it provides facts and features about the population under study without using any kind of modification. To determine how well employees are functioning at work, this study employed two metrics: CSR, and the effect of CSR on brand performance.

In addition, a quantitative-based approach was used to analyze the data that was acquired through the use of a questionnaire. This data was then statistically tested through the use of scientific statistical computational software (SPSS) in order to answer the research questions. This was accomplished by statistically presenting, analyzing, and interpreting the data.

3.3 RESEARCH APPROACH

The research approach employed will be deductive, as the study aims to test specific hypotheses and inspect the dealings between CSR efforts and brand performance indicators. The survey-based data collection will allow for the quantification of these relationships and provide insights into the processes involved.

3.3.1 Questionnaire Development

The questionnaire contained substances designed to measure CSR efforts and brand performance. The items were developed based on existing validated scales and measures from literature. The questionnaire has been designed to ensure clarity and ease of response, and it will include appropriate response formats, such as Likert scales, to capture participants' perceptions accurately.

3.3.2 Population

Almost 313 consumers and stakeholders are the study's target demographic. Customers refer to individuals who have interacted with or purchased products/services from the focal company, while stakeholders include individuals or groups affected by or having an interest in the company's activities.

3.3.3 Sample Size and Sampling Technique

313 people made up the study's sample size. Non-probability convenience sampling was the approach used for sampling. Given the practical limitations of data collecting, this strategy will enable the selection of individuals who are readily available and eager to engage in the study.

Non-probabilistic convenience sampling is used in this study. Non-probabilistic convenience sampling, according to Podsakoff et al. (2012) and Bryman (2016), is a method for selecting participants based on accessibility and convenience. When it is commonly used when obtaining a representative sample is difficult or impossible.

Convenience sampling may be useful in your questionnaire-based study due to accessibility (participants are easily available), cost-effectiveness (fewer resources are needed), time constraints (quick data collecting), and preliminary exploration. The generalizability of convenience sampling is constrained, though.

Four demographic questions, 10 Likert-scale questions on perception of CSR, and 3 questions about how well a brand is performing are all included in a Google form. The survey begins with an informed consent form that indicates the study is being done with the approval of the Beykoz University Ethical Board. The researcher sent the poll to workers in several nations via social networking sites, chat tools like WhatsApp, and emails. The poll received responses from 313 people.

3.4 DATA COLLECTION METHOD

The link between corporate social responsibility and brand performance was explained using two main premises. This study employs non-probabilistic convenient sampling. Convenient sampling using non-probability, according to Podsakoff et al. (2012) and Bryman (2016), is a method for selecting participants based on accessibility and convenience. It is typically used when obtaining a representative sample is challenging or impossible. Convenience sampling may be useful in your questionnaire-based study due to accessibility (participants are easily available), cost-effectiveness (fewer resources are needed), time constraints (quick data collecting), and preliminary exploration. The generalizability of convenience sampling is constrained, though. The choice of data collection method will depend on practical considerations and the accessibility of the target population.

3.5 DATA ANALYSIS

After screening and cleaning the collected data, the analysis involved statistical techniques to examine the relationships between CSR efforts and brand performance indicators. Descriptive statistics, such as means and frequencies, provided an overview of the data. Inferential statistics, such as correlation analysis and regression analysis, have been used to assess the associations and predictive power between the variables of interest.

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The Statistical Package for Social Science (SPSS) computer program is used as a handy tool for doing statistical studies. The section that follows gives the findings of this study and examines them in relation to the literature.

3.6 STATISTICAL ANALYSIS

3.6.1 Reliability Analysis

The Cronbach's (Alpha) coefficient measure's reliability. It is widely used to determine the level of internal dependability of test outcomes for a sample of test takers.

3.6.2 Correlation Analysis

Correlation analysis is used to establish the connection between two items. The calculated number demonstrates that changing one element will also change the other, and vice versa.

3.6.3 Regression Analysis

The estimated goal is a regression function, which is a function of the independent variables. When doing a regression analysis, it is also crucial to consider how the dependent variable fluctuates around the regression function, which may be shown by a probability distribution (Armstrong, 2012).

3.6.4 Summary

The research approach used for the present investigation is discussed in this section. It was determined to use primary data for this study in accordance with the literature review and talks with the supervisor. To collect data, a standardized questionnaire was employed. The present report's requirements have led to the modification of the questionnaires.

As a result, the method yields a sample size of 384, which is the quantity used in this study. However, only 313 responses were received, yielding an 81.5 percent response rate, which is deemed appropriate for this research.

3.7 DATA COLLECTION

It will be done using a combination of techniques. Both quantitative and qualitative data will be used in the study.

Quantitative data will be gathered via CSR declarations and the references' Likert scale questionnaire survey, which I'll detail below. Brand performance indicators including market share to brand performance metrics are important measures to track. The number and kind of CSR efforts, CSR spending, and CSR communication tactics are all CSR-related characteristics.

3.7.1 Qualitative Data

Key executives and customers of CSR firms will be the subjects of an in-depth questionnaire survey as Likert scale design. Therefore, it will examine the driving forces behind CSR activities, the perceived effect of CSR on brand performance, and any difficulties or obstacles encountered in putting CSR practices into reality.

3.7.2 Data Analysis

To assess the relationship between CSR and brand performance indicators, the quantitative data will be studied using statistical methods like regression and correlation analysis. The qualitative data will be subjected to thematic analysis in order to identify recurrent themes and patterns pertaining to CSR activities and brand performance.

3.7.3 Results and Discussion

The results will be described in detail, illustrating the kind and scope of CSR activities throughout the sampled keywords. The quantitative findings will provide light on how CSR and brand performance metrics relate to one another. The qualitative findings will provide detailed contextual data and managerial viewpoints on how CSR affects brand performance.

A summary of the link between CSR and brand performance in the consumer products sector is what the descriptive study's implications are. The findings help educate businesses about the potential advantages of CSR programs and the tactics used by popular brands. The analysis may also point out problem areas and difficulties businesses have incorporating CSR into their business plans.

3.7.4 Limitations

This descriptive research study has certain limitations, such as its dependence on secondary data, the possibility of self-reporting bias in CSR disclosures, and the fact that it can only generalize findings to the consumer products sector. The causal linkages between CSR and brand performance might be further explored in future studies using longitudinal designs or experimental methods.

3.8 QUESTIONNAIRES DESIGN

In order to measure the variables in this study, survey questionnaires and Likert scales are used:

The effect of corporate social responsibility on brand performance.

The objective of this research was to assess and look into how consumers review their performance and how it affected the work outcomes. For these structured questionnaires have been used by researchers. Probably, the questionnaires were sent and filled out online by Google form as a Likert Scale from different countries through social media platforms, and chat groups application such as WhatsApp and emails.

The survey was broken up into three sections. Different labels were used in the first section to gather information on demographic factors. The ten closed-ended questions in the second portion were used to determine how respondents felt about performance reviews in terms of corporate social responsibility. The last component of the questionnaire, which had 3 closed-ended questions, was created to determine how brand performance was perceived, how well-known the CSR Company’s CSR activities were, and how well the brand image performed. Organizational commitment and turnover intention. (Podsakoff and MacKenzie, 2012).

I look at how CSR impacts the success of brands in business-to-business (B2B) marketplaces. I probably used a sample of customers and staff from manufacturing and service organizations in a questionnaire survey using the qualitative technique. According to the findings, CSR positively affects brand performance. The qualitative technique of the study might, however, be prone to subjective measurement mistakes and biases. (Chi-Shiun, Chih-Jen, Chin-Fang, and Da-Chang 2010).

3.8.1 Measures of CSR and Brand Performance

The measures of CSR and brand performance used in this study were selected from established scales and measures available in the literature. Some commonly employed scales include:

3.8.2 CSR Measures

(CSR (corporate social responsibility) is a self-policing business approach that helps a firm be socially accountable to its clients. Therefore, the general public and stockholders are my intended audience. By engaging in corporate social responsibility, also known as corporate citizenship, businesses may become conscious of their impact on the economic, social, and environmental facets of society. When a company engages in corporate social responsibility (CSR), it suggests that it conducts business in a way that enhances rather than harms society and the environment.

- Carroll's Pyramid of CSR (Carroll, 1991)

- Maignan and Ferrell's Corporate Citizenship Scale (Maignan & Ferrell, 2004)

3.8.3 Brand Performance Measures

Analysis of a number of factors connected to the brand's intangible worth, or what is commonly referred to as "brand image," I referred to as "brand performance." More significant than the monetary worth that a business may attain via its revenues is the perception that the consumer which I asked of the brand’s consumers. Even though there are many instruments for measuring finances or businesses, there are few or no tools for analyzing brand performance. This makes it difficult to analyze such an abstract and intangible component.

- Aaker's Brand Equity Scale (Aaker, 1991)
- Keller's Brand Image Scale (Keller, 1993)
- Fombrun's Brand Reputation Scale (Fombrun et al., 2000)
- Oliver's Brand Loyalty Scale (Oliver, 1999)

Based on the aforementioned, we created our questionnaire using the Likert scale as indicated.

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Perception of CSR					
Brand quality is influenced by a brand's Cooperate social responsibility (CSR) performance.					
I believe that companies with strong CSR programs are more accountable and socially responsible.					
Companies have a responsibility to address social and environmental issues.					
I usually considered the company's CSR activities when making a purchase decision.					
A company’s engagement in CSR promotes social responsibility and ethical behavior.					
I think that CSR will become more important for companies in the future.					

The company's CSR reputation influences my decision to invest in their stocks or support their business.					
I believe that CSR initiatives can lead to cost savings for companies.					
I think that CSR initiatives can improve employee morale and job satisfaction.					
I believe that CSR initiatives can enhance a company's reputation and increase customer loyalty.					
Perception of Brand Reputation:					
When choosing a product or service, the reputation of CSR companies is important.					
I usually purchase a product or service specifically because of the company's CSR initiatives.					
Companies that engage in CSR activities have a more positive brand image.					

4 RESULTS & DISCUSSION

Table 1 Frequency Distribution

Frequency Distribution with Respect to Age

	Frequency	Percent	Valid Percent	Cumulative Percent
25 - 30	157	50.2	50.2	50.5
25-30	1	.3	.3	50.8
30-35	1	.3	.3	51.1
31-40	97	31.0	31.0	82.1
41-50	24	7.7	7.7	89.8
above 50 years	8	2.6	2.6	92.3
less than 25	24	7.7	7.7	100.0
Total	312	100.0	100.0	

Table 2 Frequency Distribution with Respect to Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	149	47.6	47.6	47.9
Male	164	52.1	52.1	100.0
Total	313	100.0	100.0	

Table 3 Frequency Distribution with Respect to Educational Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Bachelor's Degree	129	41.2	41.2	41.5
Doctorate	8	2.6	2.6	44.1
High School degree	15	4.8	4.8	48.9
less Then High School Diploma	5	1.6	1.6	50.5
Master's Degree	155	49.5	49.5	100.0
Total	313	100.0	100.0	

Table 4 Frequency Distribution with Respect to Monthly Income Level?

	Frequency	Percent	Valid Percent	Cumulative Percent
$100 - $500	1	.3	.3	.6
$500- $1500	1	.3	.3	1.0
1000 - 5000 Lira	24	7.7	7.7	8.6
10000 - 20000 lira	103	32.9	32.9	41.5
20000 - 35000 lira	18	5.8	5.8	47.3
35000 - 50000 lira	6	1.9	1.9	49.2
5000 - 10000 lira	159	50.8	50.8	100.0
Total	313	100.0	100.0	

4.2 RELIABILITY ANALYSIS

When measuring the latent constructs, reliability assesses the internal reliability of the test items. Numerous frequently used measures of scale reliability are calculated as part of the reliability study technique, which also offers details on the correlations between the scale's individual components. Summated scales are frequently employed in research tools to delve into latent constructs that the person seeks to examine. They might be composed of indexed answers to dichotomous or multi-point questions, which are then added together to provide a score that is connected with a specific responder. In most cases, the creation of such scales serves as a tool for gathering predictor variables to be used in objective models rather than the conclusion of the research itself.

The purpose of scales is expanded to include the field of prediction, but dependability becomes a concern. Cranach's alpha is one of the most well-liked dependability statistics currently in use (Cranach, 1951). In order to assess the reliability of a survey instrument, Cranach's alpha calculates the internal consistency or average correlation of the items.

Table 5 Reliability analysis

4.5: Reliability

Variable(s)	**N of Items**	**Cronbach's Alpha**
Brand Performance	3	.812
CSR	10	.754
Overall	13	.783

Independent variable and its respective Cronbach values have been explained as follows:

Brand Performance Variable has 3 (items) in the questionnaire; included in this research. In order to assess the reliability of a survey instrument, Cranach's alpha calculates the internal consistency or average correlation of its items; as 0.6-0.9; so, 0.812 is highly reliable;

CSR has 10 (items) in the questionnaire; included in this research. As per Cranach's alpha internal consistency shows 0.754 is moderately reliable the; Collect Reliability of the questionnaire is 0.783

4.2 DESCRIPTIVE ANALYSIS

The concepts and procedures related to summarizing and elucidating the key features of statistical data are the focus of descriptive statistics. This section of the research involves the summarization of data, their visual presentation, and the computation of a few statistical numbers that reveal the data's mean and show the dispersion of the observed data, respectively (Lodico, 2010).

Table 6 Descriptive Analysis

	N	Range	Minimum	Maximum	Mean	Std. Deviation
CSR	313	1.00	1.00	5.00	3.8083	.64668
BP	313	2.67	1.00	5.00	2.9340	.58291
Valid N (listwise)	313					

Based on a dataset of 313 observations, this descriptive analysis describes two variables, "CSR" and "BP," in detail. The following are the summary statistics for the dataset:

CSR:

- Range: The values for CSR fall between 1.00 and 5.00.
- CSR is measured with a minimum value of 1.00.

- Maximum: The CSR measurement's top value is 5.00.
- Mean: The CSR value is around 3.8083 in the mean (average) category.
- Standard Deviation: The CSR standard deviation is roughly equal to 0.64668.

BP:

- Range the readings for blood pressure vary from 1.00 to 5.00.
- Minimum: The measured BP has a minimum value of 1.00.
- Maximum: The BP measurement's maximum value is 5.00.
- Mean: The BP value is around 2.9340 at the mean (average) level.
- The standard variation of blood pressure is around 0.58291.

Both the CSR and BP variables have a total of 313 valid observations. This indicates that neither variable in this dataset has any missing values (listwise). The "CSR" and "BP" variables' ranges, minimum and maximum values, means, and standard deviations are shown statistically in this study, along with their minimum and maximum values. With 313 valid observations for each variable, the dataset is complete and free of missing values for these particular variables.

4.3 TESTS OF NORMALITY

The Shapiro-Wilk Test can handle sample sizes up to 2000, however, it is most suitable for small sample sizes (50 samples). Because of this, we chose the Shapiro-Wilk test as our numerical method of determining normalcy. Here, two normality tests have been computed. Researchers often employ the Shapiro-Wilk test for data sets with fewer than 2000 items; in all other cases, they use the Kolmogorov-Smirnov test.

Table 7 Test of Normality

	Kolmogorov-Smimov			**Shapiro-Wilk**		
	Statistics	**df**	**Sig**	**Statistics**	**Df**	**Sig**
Data	.137	100	.	.946	100	.000

Results from the Shapiro-Wilk Test and the Kolmogorov-Smirnov Test, two well-known tests of normality, are shown in the accompanying table. Since there are 313 participants of this research, the Shapiro-Wilk test is applied. The p-value from A is 0.000. All competing theories are rejected, and it is determined that the data came from a normal distribution (Ghasemi, 2012).

4.4 CORRELATION ANALYSIS

"Pearson's correlation" is the most well-known index of a pair of variables' dependency on one another. It is calculated by multiplying the product of the standard deviations of the two variables by the covariance of the 2 factors.

Table 8 Correlation Statistics

		Brand Performance	CSR
	Pearson Correlation	1.000	.297
	Sig. (2-tailed)	.000	.000
	N	313	
	Pearson Correlation		1

As we have n=313; The Pearson correlation coefficient is a measure of the strength and direction of the linear relationship between two variables. The coefficient ranges from -1 to 1. A value of 1 indicates a perfect positive correlation while a value of -1 indicates a perfect negative correlation. A value of 0 indicates no correlation between the two variables1.

In your case, the Pearson correlation coefficient for CSR is 1.000 which means that there is a perfect positive correlation between CSR and brand performance. The Pearson correlation coefficient for brand performance is .297 which means that there is a moderate positive correlation between brand performance and CSR.

The sign (1-tailed) for CSR is .000 which means that the probability of getting this result by chance is less than .05. The sign (1-tailed) for brand performance is also .000 which means that the probability of getting this result by chance is less than 05.

4.5 REGRESSION ANALYSIS

Most typically, regression analysis finds the average value of the dependent variable while the independent factors are constant, or the conditional expectation of the dependent variable given the independent variables. In fewer instances, the focus is placed on the quintile or another location parameter of the conditional distribution of the dependent variable given the independent variables (Sauser, 2009).

In every situation, the regression function—also known as the estimated target—is a function of the independent variables. A probability distribution can be used to represent the fluctuation of the dependent variable around the regression function, which is of relevance in regression analysis (Armstrong, 2012).

4.5.1 Research Model

The following factors were incorporated into the research model after it was built based on earlier research investigations.

Here is a presentation of the regression model.

$Y=\alpha+\beta1\ (x1) + \varepsilon$

Brand Performance = α +β1 (CSR) ε

The hypothesis has been statistically proved as per their given status.

Table 9 Regression Analysis

Model Summary^{b}									
					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Df1	Df2	Sig. F Changes

1	.297[a]	.088	.085	.368	.088	30.144	1	313	.000
a. Predictors: (Constant), CSR									
b. Dependent Variable: BP									

Predictors: (Constant), Brand Performance

R (Variance) .9 which shows 8.8% of the overall highest impact of the model. Independent variable i.e., CSR showing the impact on Dependent variable i.e., Brand Performance. "R-squared (R2) is a goodness-of-fit measure for the linear regression model. This statistic indicates the percentage of the variance in the dependent variable that the independent variables explain collectively" i.e., 0.085 which shows 8.5% "R-squared measures the strength of the relationship between the model and the dependent variable on a convenient 0 – 100% scale"

Table 10 ANOVA Test

ANOVA [a]						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	4.077	1	4.077	30.144	.000[b]
	Residual	42.199	312	.135		
	Total	46.276	313			
a. Dependent Variable: Brand Performance						
b. Predictors: (Constant), CSR						

Brand Performance, the dependent variable, deviates by 42.199, as indicated by the residual sum of squares. The F-statistics are 30.144 at the. 000 sig level; which is below the 0.05 limit. This demonstrates a strong association between the independent factor and the dependent variable for all extracted data with a sample size of 313; as we know that df always (n-1)

Table 11 Coefficients

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.151	.126		9.111	.000
	CSR	.374	.068	.297	5.490	.000
a. Dependent Variable: BP						

This seems to be a linear regression model's executive summary. Based on an independent variable called "CSR" (perhaps Corporate Social Responsibility), the model is attempting to predict the dependent variable "BP" (which is most likely an acronym for Brand Performance). Here is a summary of the details offered:

Model Synopsis:

- The unstandardized coefficient for the constant term is 1.151, with a standard error of 0.126.
- The constant term's standardized beta coefficient is not provided.
- The constant term's t-statistic is 9.111.
- The constant term is statistically significant, as indicated by the p-value (Sig.) of 0.000 for the t-statistic.

(CSR) Independent Variable:

- The "CSR" variable's unstandardized coefficient is 0.374.
- The "CSR" variable's coefficient has a standard error of 0.068.
- The "CSR" variable's standardized beta coefficient (Beta) is 0.297. This normalized coefficient, taking into account the standard deviations of the variables, represents the change in the dependent variable for a change in the independent variable of one unit.

- The "CSR" variable's t-statistic is 5.490.
- The "CSR" variable's p-value (Sig.) for the t-statistic is 0.000, showing that it is statistically significant in predicting the dependent variable, "BP."

Dependent variable:

Brand Performance, abbreviated as "BP," is the dependent variable.

In conclusion, the data given describes a linear regression model's coefficients and statistical significance in which "CSR" is utilized to forecast "BP." According to the model, there are statistically significant correlations between the constant term and the "CSR" variable and the dependent variable "BP." The intensity and direction of these correlations are also shown by the standardized coefficients (Beta values).

4.6 EXPLANATION OF HYPOTHESES

Following are the hypotheses of this study, which are based on a conceptual Framework:

H1: CSR has a positive impact on Brand Performance.

H2: Brand performance positive effect on Corporate Social Responsibility.

H3: There is significant gender difference in CSR and BP scores.

T-test for Means Equality:

This test is used to determine whether the means of the two groups under comparison differ significantly. It can be performed with or without the assumption of equal variances. Here are the results:

Table 12 Independent Samples Test

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	
CSR	Equal variances assumed	2.405	.122	.980	313	.328	
	Equal variances			.986	311.431	.325	

	not assumed						
BP	Equal variances assumed	.536	.465	-.493	313	.622	
	Equal variances not assumed			-.494	311.404	.621	

For the variable "CSR":

Equal variances assumed: The t-statistic is 0.980, with a p-value of 0.328. There is no discernible difference between the means when the p-value is higher than the significance level.

Equal deviations are not assumed: The p-value is 0.325, once again higher than the significance level, indicating no significant difference in means. Equal variances assumed: Levene's F-statistic is 2.405, with a p-value of 0.122. Since the p-value is greater than the typical significance level (such as 0.05), we fail to reject the null hypothesis, suggesting that the variances are not significantly different.

Equal variances not assumed: The p-value associated with this condition is 0.986. Similarly, it's higher than the significance level, so we still fail to reject the null hypothesis, indicating no significant difference in variances.

"BP" variable:

Assuming equal variances, the t-statistic is -0.493, and the corresponding p-value is 0.622. There is no significant difference in the means because the p-value is higher than the significance level.

Equal deviations are not assumed: The same result—that there is no significant difference in means—is reached by comparing the p-value, which is 0.621 and higher than the significance level.

In conclusion, based on the supplied data, none of the tests performed for either variable ("CSR" and "BP") shows significant variances or means differences between the groups being compared.

Equal variances assumed: Levene's F-statistic is 0.536, with a p-value of 0.465. Once again, the p-value is greater than the significance level, leading to the conclusion that the variances are not significantly different.

Equal variances not assumed: The p-value here is 0.494, which is also higher than the significance level, maintaining the conclusion that there is no significant difference in variances.

Table 13 One-Sample Statistics

One-Sample Statistics						
		Statistic	Bootstrap[a]			
			Bias	Std. Error	95% Confidence Interval Lower	Upper
CSR	N	313				
	Mean	1.7570	.0002	.0140	1.7305	1.7862
	Std. Deviation	.24071	-.00099	.00966	.22085	.26026
	Std. Error Mean	.01361				
BP	N	313				
	Mean	1.9734	.0007	.0194	1.9349	2.0119
	Std. Deviation	.35355	-.00247	.01758	.31707	.38475
	Std. Error Mean	.01998				
a. Unless otherwise noted, bootstrap results are based on 313 bootstrap samples						

The bootstrap statistics for two variables, CSR and BP. The sample size for both variables is 313. The mean of CSR is 1.7570 with a bias of 0.0002 and a standard error of 0.0140. The 95% confidence interval for the means of CSR is between 1.7305 and 1.7862. The standard deviation of CSR is 0.24071 with a bias of -0.00099 and a standard error of 0.00966. The standard error of the mean for CSR is 0.01361.

The mean of BP is 1.9734 with a bias of 0.0007 and a standard error of 0.0194. The 95% confidence interval for the mean of BP is between 1.9349 and 2.0119. The standard deviation of BP is 0.35355 with a bias of -0.00247 and a standard error of 0.01758. The standard error of the mean for BP is 0.01998.

Table 14 One-Sample Test

One-Sample Test	
	Test Value = 0

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CSR	129.136	313	.000	1.75701	1.7302	1.7838
BP	98.747	313	.000	1.97338	1.9341	2.0127

Two-tailed t-test for the variables CSR and BP, with the test value being 0. The t-value for CSR is 129.136, with 313 degrees of freedom and a p-value of 0.000. The mean difference between CSR and the test value is 1.75701, with a 95% confidence interval for the difference between 1.7302 and 1.7838.

The t-value for BP is 98.747, with 313 degrees of freedom and a p-value of 0.000. The mean difference between BP and the test value is 1.97338, with a 95% confidence interval for the difference between 1.9341 and 2.0127.

Table 15 Bootstrap for One-Sample Test

Bootstrap for One-Sample Test						
	Mean Difference	Bootstrap[a]				
		Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval	
					Lower	Upper
CSR	1.75701	.00022	.01396	.003	1.73047	1.78619
BP	1.97338	.00069	.01938	.003	1.93488	2.01187
a. Unless otherwise noted, bootstrap results are based on 313 bootstrap samples						

The bootstrap statistics for the mean differences of two variables, CSR and BP. The mean difference for CSR is 1.75701 with a bias of 0.00022 and a standard error of 0.01396. The p-value for CSR is 0.003, and the 95% confidence interval for the mean difference is between 1.73047 and 1.78619.

The mean difference for BP is 1.97338 with a bias of 0.00069 and a standard error of 0.01938. The p-value for BP is 0.003, and the 95% confidence interval for the mean difference is between 1.93488 and 2.01187.

H3: Levene's Test for Equality of Variances:

This test assesses whether the variances of the two groups being compared are significantly different from each other. Before performing a t-test, which relies on equal variances for reliable results, it's frequently used as a preliminary step. Here are the results:

Table 16 Group Statistics

Group statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
CSR	Male	164	3.66	0.607	.048
	Female	149			
BP	Male	164	3.68	0.769	.062
	Female	149			

For the variable "CSR":

- The mean score for the 164 male and female 149 participants is 3.66.
- Their scores have a standard deviation of 0.607.
- For the male and female participants, the standard error of the mean is 0.048.

For the variable "BP":

- The mean score for the 164 male and female 149 participants is 3.68.
- Their scores have a standard deviation of 0.769.
- For the male and female participants, the standard error of the mean is 0.062.

So, probably we can say as a result there is a significant value there gender difference in CSR and BP scores. the data is gender-based in both situations (male and female), and for each gender group, the "CSR" and "BP" variables' mean score, standard deviation, and standard error of the mean have been presented. The distribution and fluctuation of the scores for each gender within the two variables are revealed by this data.

My hypothesis is that strategic integration of CSR and brand performance favorably improves an organization's total success based on the framework that has been given. Organizations may improve their image, which enhances brand performance, by executing CSR projects successfully. Increased brand performance among consumers, which results in recurring business and favorable word-of-mouth, is a result of great brand performance. Organizations are also able to make data-driven decisions and continuously enhance their branding efforts by measuring and analyzing brand success. Therefore, by coordinating these factors and actively controlling them, businesses may develop a strong brand that connects with consumers and boosts their bottom line.

5 CONCLUSION & RECOMMENDATIONS

5.1 DISCUSSION

5.1.1 Corporate Social Responsibility (CSR)

Carroll (1999) defined corporate social responsibility (CSR) as a company's commitment to conducting business in a moral manner that considers economic, social, and environmental factors as well as the interests of all stakeholders, including customers, employees, communities, and the environment. It comprises integrating social and environmental factors into business decision-making and operational procedures.

5.1.2 Brand Performance

Brand performance refers to the effectiveness and efficiency of a brand in achieving its marketing objectives and delivering value to customers (Keller, 2003). The discussion of the study focuses on the relationship between CSR activities and brand performance, using an adapted questionnaire with a sample size of 313 customers and stakeholders in Turkey. The findings of the study will be analyzed and interpreted in this section.

Previous research has established positive effects between CSR activities and brand performance (e.g., Bhattacharya & Sen, 2004; Maignan & Ferrell, 2004). In line with these findings, our study results indicate that in the Turkish environment, CSR efforts have a major influence on brand performance. The majority of respondents expressed a high level of awareness and recognition of CSR initiatives undertaken by companies, indicating that these activities play a role in shaping brand perceptions.

The adapted questionnaire allowed us to measure customers' and stakeholders' perceptions of various dimensions of CSR actions and their impact on brand performance. The questionnaire included items related to the company's environmental sustainability efforts, social responsibility initiatives, and ethical business practices. Statistical methods including regression analysis and correlation analysis were used to analyze the replies.

According to the findings, there is a significant positive association between CSR activities and brand performance, indicating that businesses that practice social responsibility are more likely to have a favorable brand performance and CSR clientele. This conclusion is consistent with the stakeholder theory, which contends that for businesses to succeed over the long term and experience sustainable growth, they must consider the interests of all stakeholders, including clients, staff members, and the community (Freeman, 1984).

Moreover, our study revealed that the perceived sincerity of CSR efforts significantly influences brand performance. Customers and stakeholders value authentic and genuine CSR activities, rather than mere tokenism or greenwashing. Therefore, companies should strive to implement CSR initiatives that align with their core values and are perceived as authentic by their stakeholders.

5.2 IMPLICATION OF THE STUDY

Due to their potential influence on brand performance, CSR initiatives have attracted a lot of interest in both academic and commercial circles. In the case of Turkey, several academic, practical, and theoretical implications can be identified in relation to CSR activities and brand performance.

5.2.1 Academic Implications

a. Research Gap Identification: Studying the connection between CSR activities and brand performance in the Turkish context can help fill the existing gap in the literature by providing specific insights into this relationship within the Turkish business environment (Özen, 2017).

b. Cultural Considerations: Turkey's unique cultural context offers an opportunity to explore how CSR activities and brand performance are influenced by cultural factors such as religion, social norms, and traditions (Aren et al., 2019).

5.3 PRACTICAL IMPLICATIONS

5.3.1 Enhanced Corporate Reputation

Appealing to CSR activities can contribute to building a positive corporate standing in Turkey, leading to increased trust and loyalty among consumers (Yıldız et al., 2019).

5.3.2 Differentiation Strategy

Adopting CSR initiatives can help Turkish companies differentiate themselves in a competitive marketplace by emphasizing their obligation to social and conservational issues (Demirer et al., 2017).

5.3.3 Stakeholder Engagement

CSR activities provide opportunities for Turkish companies to engage with various stakeholders, including customers, employees, and local communities, thereby fostering stronger relationships and social capital (Başalp et al., 2020).

5.4 CONCLUSION

In conclusion, this study's findings offer empirical support for the association between CSR efforts and successful brand performance in Turkey. The findings emphasize the value of participating in sincere and significant CSR activities to improve brand perception. Companies may improve their reputation, set themselves apart from rivals, and create enduring connections with their stakeholders by engaging in socially responsible operations.

While many factors and variables affect this eternal relationship, this thesis discusses CSR as the mediation variable, as well as the most important performance styles. According to several studies in the literature review, CSR has a direct influence on brand performance, whereas many other academics disagree. This thesis did an empirical analysis to investigate how employee motivation influences the relationship between CSR and brand performance.

This study found evidence in support of CSR's mediation effect on the influence of Brand employee performance. The survey results from 313 workers chosen at random are examined using descriptive and inferential statistical techniques such as frequency, correlation, regression, and mediation analysis. The findings show that CSR has a considerable beneficial influence on brand performance. Similarly, CSR has been shown to have a considerable beneficial influence on brand performance. The combined impacts of transformational and transactional leadership styles on brand performance were found to be considerable, demonstrating that CSR activity has a direct influence. Furthermore, these findings add to the body of research about the link between CSR and brand performance. It validates the strong positive impacts of transactional and transformational CSR on brand performance and engagement. The study emphasizes the importance of motivation in moderating this link. However, the outcomes of this thesis reveal that CSR has a stronger influence on brand performance through R (Variance).9, which represents 8.8% of the model's total maximum impact. The influence of the independent variable, CSR, on the dependent variable, Brand Performance. "R-squared (R2) is a measure of the linear regression model's goodness-of-fit. This statistic "indicates the percentage of the variance in the dependent variable that the independent variables collectively explain," i.e., 0.085, or 8.5%. "R-squared measures the strength of the relationship between the model and the dependent variable on a convenient 0 - 100% scale" That is also emphasized in the argument.

BP is the dependent variable.

This appears to be the executive summary of a linear regression model. The model attempts to predict the dependent variable "BP" (which is most likely an abbreviation for Brand Performance) based on an independent variable termed "CSR" (possibly Corporate Social Responsibility). This thesis promotes the notion that perceived performance, or how an employee thinks about their own job, is as essential as real performance since it influences motivation and engagement. However, it is critical to note the study's limitations. The findings' generalizability may be restricted due to the small sample size. Future study should aim for larger and more diverse sample sizes in order to increase the external validity of the results. Furthermore, non-probabilistic sample data might restrict the generalizability of the conclusions. Better-defined samples chosen using probabilistic approaches may yield more rich findings. Other elements that were not investigated in this study may have an impact on the relationship between CSR and brand performance, such as organizational culture, work environment, personal characteristics, employee engagement, task complexity, and communication. Additional factors might provide a more complete picture of this intricate interaction. Further research may be conducted on different Social Responsibility styles in conjunction with the other aspects and variables described above in order to improve CSR and Brand performance in order to achieve the organization's goals. Finally, by stressing the beneficial effects of Corporate Social Responsibility on Brand performance, this thesis contributes to our knowledge of successful workplace leadership methods. Businesses trying to boost employee performance through effective social and motivational strategies may find the data useful. The thesis adds to the literature by emphasizing the positive impact of both transactional and transformational CSR and Brand performance styles on consumers' performance through motivation, giving preference for transformational CSR style over transactional Brand performance style in terms of the impact on Brand performance through motivation.

5.5 RECOMMENDATIONS

The study's conclusions allow for the following suggestions to be made to Turkish businesses:

Align CSR initiatives with core values: Businesses should make sure that their CSR initiatives align with both their basic principles and long-term commercial goals. This alignment will help establish credibility and authenticity in the eyes of stakeholders.

Communicate CSR efforts effectively: Effective communication of CSR initiatives is crucial to maximizing their impact on brand performance. Companies should use various communication channels, such as social media, corporate websites, and annual reports, to transparently inform stakeholders about their CSR activities.

Engage stakeholders in CSR decision-making: Involving stakeholders in the decision-making process regarding CSR initiatives can enhance their perception of the company's sincerity and increase their support and loyalty.

Monitor and evaluate CSR performance: Regular monitoring and evaluation of CSR initiatives are essential to assess their effectiveness and make necessary improvements. Companies should establish metrics and indicators to degree the impression of CSR activities on brand performance.

5.6 LIMITATIONS OF THE STUDY

When interpreting the findings of a study, it is important to consider its limitations. Here are some limitations of a study with a sample size of 313, convenience sampling, focusing solely on CSR activities and brand performance in Turkey:

Limited generalizability: Convenience sampling involves selecting participants based on their accessibility, which may not represent the entire population of interest. Therefore, the findings of the study may not be generalizable to the broader population in Turkey. (Smith, 2010).

Sampling bias: Convenience sampling can introduce bias since participants are selected based on their availability or readiness to contribute. This may result in a non-random and unrepresentative sample, potentially influencing the validity of the findings (Babbie, 2016).

Lack of control over confounding variables: The study's focus solely on CSR activities and brand performance in Turkey mean that other factors that could influence brand performance, such as economic conditions, competitive landscape, or cultural factors, are not accounted for. This limits the ability to establish a causal relationship between CSR activities and brand performance (Barone et al., 2007).

The limited scope of variables: By focusing only on CSR activities and brand performance, the study may overlook other important factors that could impact brand performance, such as product quality, pricing, marketing strategies, or customer satisfaction. This narrow focus limits the comprehensive understanding of the relationship between CSR activities and brand performance (Du et al., 2010).

Potential response bias: As convenience sampling relies on voluntary participation, respondents who choose to participate may have a different attitude towards CSR activities compared to those who decline to participate. This could introduce response bias and affect the accuracy of the findings (Dill man et al., 2014).

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