



**ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES  
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**CORPORATE SOCIAL RESPONSIBILITY IMPACT ON BRAND  
IMAGE: THE CASE OF NATIONAL ALCOHOL AND LIQUOR  
INDUSTRY**

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**CORPORATE SOCIAL RESPONSIBILITY IMPACT ON BRAND  
IMAGE IN ETHIOPIA; THE CASE OF NATIONAL ALCOHOLAND  
LIQUOR FACTORY**

**BY**

**Tesfaye Mehari Shiferaw**

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## DECLARATION

I, *Tesfaye Mehari Shiferaw*, this thesis is my First, led by Dr. Asfaw Yilma. The source of all the materials used for the narrative is properly accepted. I certify that the study has not been partially or completely submitted to another higher education institution.

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June, 2021

## Endorsement

This thesis has been approved by the University advisor for approval and sent to St. Mary's University, Graduate Schools.

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ST' MARY UNIVERSITY, ADDIS ABABA

JUNE, 2021

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## ABBREVIATIONS

- **ANOVA:** Analysis of Variance
- **CSR:** Corporate Social Responsibility
- **ENA** - Extra Neutral Alcohol
- **ISO:** International Organization for Standardization
- **NALF:** National Alcohol and Liquor Factory
- **SPSS:** Statistical Package for the Social sciences
- **TBL:** Triple Bottom Line

## ABSTRACT

*The main objective of this study is to provide a thorough understanding of the corporate social responsibility impact on brand image in national alcohol and liquor factory. An explanatory study was used to examine the relationship between different causes and variables and how they affect each other. The study was conducted by a sample of 385 data from national alcohol and liquor workers, local community, stakeholder and customers. Probability sampling is a more representative and more useful sampling method, this particular sample was selected for this study. Primary and secondary data sources were used for the study. In this study a questionnaire survey instrument was employed as structured questioners are suited for quantitative research design. The collected data was analyzed using SPSS version20. Percentage, mean, standard deviation & relevant statistical methods were employed. These results show that there is a strong link between philanthropic balance and brand image and economic & legal balance and product image, the relationship between economic and brand image is weak & a positive correlation between all corporate social responsibility metrics and brand image. As both corporate social responsibility and product image are complex concepts, qualitative research can be conducted for research.*

**Key Words:** - *Corporate Social Responsibility, Brand Image, National Alcohol And Liquor Factory*

# CHAPTER ONE

## 1. INTRODUCTION

### 1.1. Background of the Study

Corporate social responsibility is a form of self-regulation in which the nature of charity, activist, or charitable nature contributes to social goals by voluntarily or morally participating in or supporting it. By fulfilling corporate social responsibility, called corporate citizenship, companies can be aware of the impact they are having on all segments of society, including economic, social and environmental. Participating in CSR means that in a normal business, a company is working in ways that grow the community and the environment, rather than negatively contributing to them. CSR is equally important to the company as it is important to the community's activities can help build strong bonds between employees and organizations, raise moral, and make employers feel more connected to the world around them.

For a company to feel socially responsible, it must first be accountable to itself. In many cases, companies that accept CSR programs are able to return to work. Therefore, CSR is primary a strategy for large corporations. Also, when a corporation is more visible and successful, it has a greater responsibility to set ethical standards for its peers, competition, and industry. Many companies view CSR as parts of their brand, believing that customers are more likely to do business with brands they know are more ethical.

Corporate social responsibility can benefit the company in two ways. The first is by improving its brand image. Customers or customers respond positively when they see evidence of social responsibility. The second benefit is related to employee ethics. It is morally sustainable for companies that invest in transparent and resourceful behavior. In today's competitive market, merchants are growing their businesses in crisis and unique environmental and social issues, reducing environmental and health –related risks (Ottman,2011).The concept of CSR, without any hierarchy, encompasses a wide range of economic, legal, ethical ,and philanthropic practices at the time (Carroll,1979;Carroll,1991).

National Alcohol and Liquor Factory, a new alcohol company that manufacturers pure alcohol, spirits and liquor using new technology, has branch called Mekanisa, Mikisico, Akaki & Sebeta



(Addis Ababa ). The factory is engaged in the production and distribution of high quality neutral alcoholic beverages for both domestic and foreign markets. National alcohol & Liquor Factory rich experience in sole production of alcoholic beverages together with professional skilled man power made it easier to deliver quality products continuously satisfying customers (Website; [www.nalf.com.et](http://www.nalf.com.et)).

The mission is to implement the latest management system and hire experienced and competent professionals to use the latest technology to fully meet the needs and expectations of our customers and to create value and improve the health of other stakeholders.

Vision: - for the world market by 2025, with excellent neutral alcohol and beverage production and dominance in the local market.

Values: - customer-led quality and improvement, team-based, accountable, transparent and socially responsible.

The National Alcohol and Beverage Industry is a mature Industry that sells alcohol and alcohol related products. Compared to the current business, there are few growth opportunities, so members of the National Alcohol and Liquor Factory strive to diversify their offering to better compete and contribute. The alcohol industry is dominated by a small number of players and the competition between them is often intense. Consumer taste changes increase operational risk. Pricing and margins are under constant pressure. Flexible beverage costs also challenge governments to maintain profitability. Good practice and price control practices are often essential on an ongoing basis. We find that alcoholics with the most established brand produce the widest operating and net income margins. National alcohol & liquor industry sales are considerable, and regulators on both the federal level see taxes as a good source of revenue. Therefore, the purpose of this research is to determine the impact of corporate social responsibility on the national alcohol and beverage industry.

There have been previous studies on whether corporate social responsibility affects national alcohol and liquor production.

## 1.2. Statement of the Problem

Corporate Social Responsibility initiatives, of diverse kinds, address the impact between current practice and what is seen as more appropriate conduct by industry (Werther, 2006). The social responsibility of businesses of the business includes the economic, moral, legal and personal decisions that the community expects of organizations in due course (Archie B. Carroll, 1979). The company's purpose is to recoup the profits made by the government, so corporations are seen as incapable of creating economic value for the government, and corporate social responsibility is seen as a tool for creating economic value for those who risk capital (Greenwood M.2001). Carroll A. and Buchholtz A. (2000) argue that many corporate social responsibility critics view it as too narrow and consider ethical and charitable categories. Chief Economist David Henderson looks at corporate social responsibility in a very narrow way and considers the categories of ethics and charity (Tyrrell A.2006). Social responsibility can affect the performance of the community and the organization and resolve issues related to community participation, employee relations and fair wages (Goel,2010).

According to Lance Moir (2001)/(Ayle B. and Mitchell R.2008;Vaaland T.2008;Sweeney L.2008) organizational social activities, the area covers a number of issues, such as environment, customers, employee relations, human rights, corporate ethics and community relations. Environment, the most common activities include waste reduction and reuse. Energy conservation is also very common. To the end, water consumption reduction, air pollution and packaging will be done by companies. The most common activity for customers is a commitment to value customers. Respond to customer complaints together in a timely manner. Know what they want. Communicate and provide the most popular and, to a lesser extent, clear and accurate information to customers and increase customer access and consideration. The most common practice in relation to workers is to ensure that adequate action is taken on the on health and safety of workers and that discrimination is addressed. Less popular activities include encouraging employees to develop skills and long-term careers and work or life balance. Another common practice in the community is to donate to charity. Employment policies that support the local community are also popular.

There was a clear correlation between the size and strength of many corporate social responsibility activities and industry. They are the main components of corporate social

responsibility such as integration of social and environmental issues, volunteerism, and ethics', economic development, improving the quality of life of citizens, human rights, labor rights, environmental protection, combating corruption, transparency and accountability.

It is important to study this gap, as studies affecting the product image of corporate social accountability are limited in the growing national alcohol and liquor factory. It can develop better corporate social responsibility strategies by increasing customer responses and attitudes and knowledge for companies involved in corporate social responsibility.

In this regard, the national alcohol and liquor industry has problems in improving the quality of citizens in the social, economic process, human rights, labor rights, environmental protection, anti- corruption, transparency, accountability, legal , ethical , social support, and brand image. The topic of this study is that finished beverages will reduce production and distribution in domestic and foreign markets, reduce the image of the product and avoid the impact on individuals and communities around the world. Assigning and releasing funds for such studies, as well as material support, will make the study effective.

Therefore, based on information gathered from the staff of the national alcohol and liquor factory, stakeholder, supplier, customers and local community workers and leaders, it is a research paper designed to enhance the reputation of the organization, they are finished products, control the production and distribution process in the domestic and foreign markets, increase their social responsibility, build the image , enhance its brand image and control and grow the brand by eliminating the impact on individuals and to make it more profitable, communities around the world and to close the gap .

### **1.3. Objective of the Study**

#### **1.3.1. General Objectives**

The general object of this study seeks to provide a thorough understanding of the corporate social responsibility impact on brand image in national alcohol and liquor factory.

### **1.3.2. Specific objectives**

- To examine the effect of philanthropic social responsibility on brand image in the company
- To analyze ethical social responsibility on brand image in the company
- To investigate the effect of economic social responsibility on brand image in the company
- To evaluate the impact of legal social responsibility on the product image within the company

### **1.4. Research Questions**

- What is the effect of philanthropic social responsibility on brand image in the company?
- How is ethical social responsibility defined in the brand image within the company?
- How will economic social responsibility affect the brand image within the company?
- How will legal social responsibility affect the brand image within the company?

### **1.5. Significance of the Study**

This study will be important to different individuals and organizations. The significance of the study is listed below:

For the researcher, the paper is important and requirement for the partial fulfillment of Master of Art in Marketing Management.

The finding of the study is useful for national alcohol and liquor factories on their formulation of corporate social strategies to protect and increase brand images.

The study will contribute more in awareness creation concerning the issue and it will be a base for future researches.

## **1.6. Scope and Limitation of the Study**

The scope of the research study in National alcohol and liquor factory Addis Ababa/mekanisa, mekisico, A kaki and Sebeta areas/,Ethiopia is a state owned business organization and pioneer factory in manufacturing and distributing extra neutral alcohol (ENA) ,denatured alcohol and different brands of liquor in our country. The factory comprises four branch factories which were once established and owned by individuals in different periods.

## **1.7. Organization of the Study**

This study will be organized into five chapters. . The first chapter will provide a general introduction of the study including background of the study, statement of the problem, basic research questions, and objectives of the study, significance of the study and scope of the study.

Chapter two, Literature Review, attempts to touch on previous scholarly articles, books and other sources with a view to developing the conceptual framework regarding the relevant concepts. The literature will present two concepts,

Chapter three will elaborate the type and design of the study. It will include research method, sampling technique, data collection method and method of data analysis that will be used in the study. Chapter four will summarize the findings of the study and discuss the findings.

Finally, chapter five will comprise of four sections which include summary findings, conclusions, recommendations& suggestion for further study.

## CHAPTER TWO

### 2. REVIEW OF LITERATURE

#### 2.1. Theoretical Reviews

##### 2.1.1. Term Definition

Social Responsibility has long been interpreted and conceptually supported by many authors, but the reformation does not share a common deformation or principle of social significance. During the 50s, the CSR pioneered the concept of “the obligation to follow these policies, to make those decisions, or to follow the desired procedures in terms of the purpose and values of our society as traders (Kashyap,Mir,&Mir,2011,pp.53).Discussions about CSR started being beneficial and several researchers (such as Davis, Johnson, and Mane) argued that CSR strategies should increase profits and be questioned by society. In the early’80s, the concept began to gain support as a possible businesses opportunity to create wealth through Durker(Kashyap,Mir&Mir,2011).

The main reason for the difference is that the definition of CSR varies depending on the industry in which the factory operates. This makes CSR a customized process that allows each company to align their goals, objectives, and strategies with their friends (Martinez, Perez&Rodriguez del Bosque,2014).Beverage industry companies find it focused on specific CSR functions such as environment, responsible labor relations or good corporate governance. Product companies get it by focusing on certain CSR functions such as environment, responsible labor relations or good corporate governance (Casadoet.al. (2014)).

According to Carroll’s (1983),”the social responsibility of an organization includes leading the business to be economically viable, law- abiding, ethical and socially supportive.”Research shows that CSR activities have a greater positive impact on the manufacturing industry than on service-based companies. This strong result demonstrates the important role of CSR performance with the manufacturing industry in improving the reputation of production companies. Although most CSR services are costly in the short term, the strategies seem to offer long- term profitability. The implementation of CSR activities can be managed by actively controlling social responsibilities in liquor company’s (Casado et al.,2014).

### 2.1.2. Concept Briefing

The modern concept of corporate social responsibility covers a variety of social issues, such as how to hold employees accountable and how to respect the needs of customers, communities, stakeholder's, supplier's, competitors and governments. Environmental issues are appropriate to reduce the impact of trade on the environment through efficiency improvements. It also eliminates business impacts such as fraud, bribery, and corruption.

The CSR concept has encompassed a wide range of economic, legal, ethical and philanthropic (discretionary) activities of business performance at a given point in time, without any hierarchic order (Carroll, 1979; Carroll, 1991). Carroll (1979) was one of the first researchers who debated and had a big influence on the CSR concept. He claimed that the economic category was the most important within social responsibility, and the other three were ranked in the following decreasing order of importance: legal, ethical and philanthropic. Carroll (1991) developed the most known and a leading paradigm of CSR in the management field: The Pyramid of Corporate Social Responsibility (Carroll & Schwartz 2003). To this day, Carroll's paradigm remains the most known within business.

The fundamental responsibility of all businesses is the economic responsibility where a business must produce and sell what the society requires to fulfill the economic mission. This economic issue must operate under a legal responsibility of laws and regulations. Both the economic and the legal responsibilities must embrace the ethical norms, but there are also other ethical activities that are not well defined and are above the legal requirements. However, the CSR activities requested by the society are expected to be followed.

The stakeholder's image of the company encourages ethical standards. The ethical responsibilities imply that organizations should produce goods and services that are demanded and desired by customers at, for example, a reasonable price and in an efficient way (Valentzas&Broni, 2010). The philanthropic responsibility consists of individual business discretion, where societal expectations must be taken into consideration. The implemented activities within this dimension are voluntary (Carroll, 1979), e.g. avoiding hazardous waste within the product industry or being involved in community issues. These four types of social responsibilities form what is called CSR (Iamandi, 2007). By designing a good CSR strategy

companies create an exclusive and an explicit position in the market by establishing a definite company image that is recognizable by their customers (Valentzas&Broni, 2010).Another famous model by Wartick and Cochran (1985) traced the evolution of the corporate social performance model by focusing on three challenges of the CSR concept, instead of four as in The Pyramid of Corporate Social Responsibility. These three are: economic responsibility, public responsibility, and social responsiveness (Wartick& Cochran, 1985).

Friedman (1970) is known for claiming that social responsibility of a business is a strategy for increasing its profit, where someone has to pay for it (usually consumers or employees). Since the CSR concept intends to increase profits, the priority, according to Friedman, is to increase the shareholder value. On the other hand, refer to Friedman's definition of CSR and mean that: as the strategy increases profit, CSR is not a threat to achievement of economic goals of a corporation, the CSR concept is rather an opportunity. Nowadays, social responsibility is an important factor to customers and shareholders. Since businesses only make profit when products are being consumed by the society, a business must run its activities in a socially acceptable way to maintain a long term relationship and long-run sustainability of the business (Uddin, Hassan &Tarique, 2008).Industries are learning that good governance and CSR is no longer a choice that can be made by companies, nor is it an added cost to the industry's (Jhunjhunwala, 2014).Similarly, Jhunjhunwala (2014) argues that firms need to develop and integrate CSR into their business strategy for a long-term success, due to the social request by customers and shareholders.

### **2.1.3. Corporate Social Responsibility**

According to our modern understanding of corporate social responsibility, it has a profound effect on the work of Archie Carroll's work and his creation of the CSR pyramid. Carroll's four part definition of CSR was originally stated as follows: CSR encompasses the economic, legal, ethical and discretionary (philanthropic) expectations that society has of organizations at a given point in time.

#### **2.1.3.1. Economic Responsibilities**

Businesses have an economic responsibility to society that allows them to be created and sustained as a basic condition or standard of living. At first, it may seem strange to think of



economic hope as a social responsibility, but this is because society expects, and indeed requires, businesses to be independent and the only way to do this is to be profitable. The community initially sees businesses as institutions that produce and sell the goods and services that society needs and needs. As an incentive society, it allows businesses to make a profit. Businesses add value when they add value, and when they do, they benefit all business stakeholders. When profit return to businesses, they are important for investors/business owners as well as for business growth. Managers and entrepreneurs affirm the fundamental importance of profitability and return it as an investment initiative for business success. Almost all of the world's economic systems recognize the importance of trade unions. When thinking about "economic responsibilities", businesses use a number of business concepts that lead to financial success- a number of professional concepts focused on revenue, cost savings, investment, marketing, strategies, operations, and long-term financing. Economic performance and sustainability are urgent issues in today's highly competitive global business environment. Those economically or financially disadvantaged organizations will be out of businesses, and any other responsibilities that may be placed on them will be of great concern. Therefore, economic responsibility is an essential requirement in a competitive business world, so economic responsibility is an essential part of an organization's social responsibility.

#### **2.1.3.2. Legal Responsibilities**

Society not prohibits businesses as economic entities but also enacts minor laws that require businesses to operate and operate. These basic laws include rules and regulations that truly reflect the "integrated ethics" of society. They clearly state the basic principles of fair trade practices established by the legislature at the federal, state, and local levels. Businesses are required to comply with these rules and conditions. It is not uncommon for submissive officers to now hold important and high positions in company organization charts.

#### **2.1.3.3. Ethical Responsibilities**

Many people believe that the rules of normal life are important but not enough. In addition to what is required by laws and regulations, the community expects businesses to operate and operate ethically. Taking moral responsibility means that organizations accept those practices, laws, standards, and practices, even though they are not required by law. One aspect of ethics is that businesses respond not only to the letter of the law but also to the "spirit" of the law.

Another aspect of ethics is that businesses conduct their affairs fairly and objectively, even when they are not guided by the laws of those matters. Another is that ethics businesses deal with issues fairly and objectively, even when the rules in those cases are not known or decided by a gang. The goal of these goals is for businesses to be fully responsible and responsive to the general rules, standards, values, principles, and promises that reflect and respect the consensus of consumers, employees, owners, and the community. Differences between legal and ethical assumptions can often be difficult. Promises of law are certainly based on ethics. But, ethical expectations carry these further. In essence, then, both contain a strong ethical dimension or character and the difference hinges upon the mandate society have given business through legal codification.

#### **2.1.3.4. Philanthropic Responsibilities**

Organizational philanthropic involves giving away all business. Corporate philanthropy activities voluntarily or recklessly, Philanthropy work or business may not be a literal responsibility, but it is usually expected in business today and is part of the public view. Certainly, the frequency and nature of these activities are voluntary or careless. They are unruly, unconstitutional and generally driven by a desire to engage in social activities in terms of business ethics. That is, they want to do what is right for the community. The public feels that businesses are “giving back”, and this is part of the “hope” of responsibility. When one looks at the social contract between business and society today, one finds that just as individuals expect businesses to be good corporate citizens. Companies engage in variety of philanthropic contributions to fulfill their perceived philanthropic responsibilities-financial resources, alcohol production by staff and management volunteers, community development, and any community or stakeholder that includes the community. Although there is sometimes a voluntary initiative for business, most companies engage in philanthropic activities to demonstrate their good citizenship. This is done to enhance or augment the company’s reputation and is not necessarily for honor or selfish reasons. The main difference between the four categories of ethics and philanthropic is that business is not necessarily ethical or moral. Society expects such gifts, but it does not label companies as unethical in the way they do or in the way they do. As a result, philanthropic responsibility is more business-oriented or voluntary. Therefore, this category is often considered a good “corporate citizenship”. Having said that, philanthropic is historically one of the most important aspects of CSR interpretations, and it continues to this day.

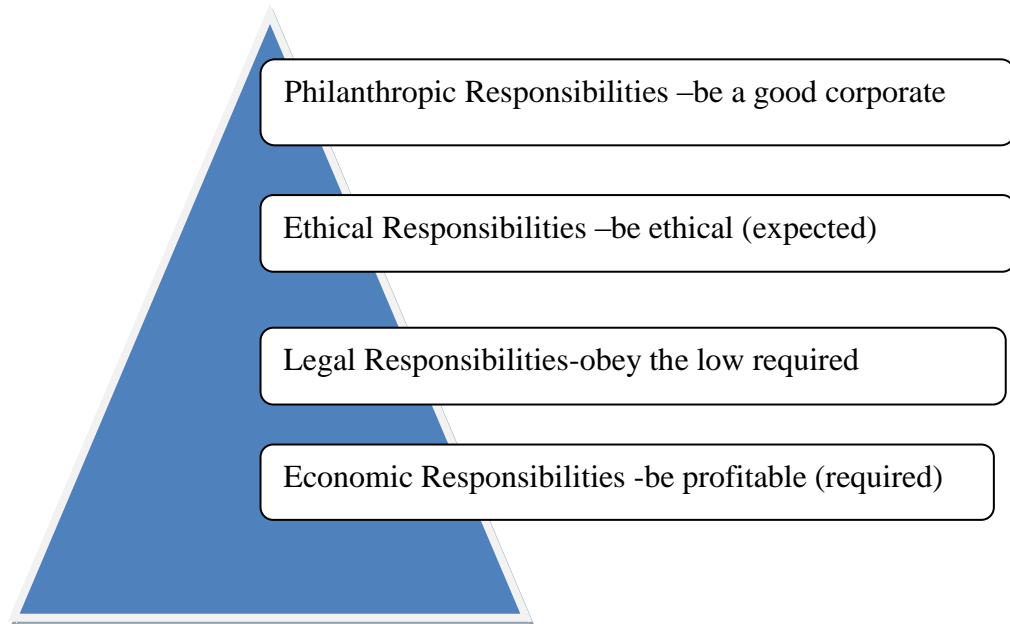
In conclusion, the four sections of the CSR definition establishes a conceptual framework that encompasses the economic, legal, ethical and philanthropic or differentiated assumptions that society makes in business over time. Thus, in terms of understanding each type of responsibility is “required” by society. Ethical responsibility is “expected” by society. The meaning of each of the four categories may change or improve over time.

#### **2.1.4. Theoretical Model**

The theoretical framework encompasses two main concepts: CSR and product image. The following model was developed and based on the concepts from previous research. CSR is defined by this concept in two different concepts: This theoretical model consists of a select body from the Carroll’s Pyramid (economic, legal, ethical, & philanthropic). The four-part definition of CSR was originally published in 1979. In 1991, Carroll extracted the four-part definition and recast it in the form of a CSR pyramid. The purpose of the pyramid was to single out the definitional aspect of CSR and to illustrate the building block nature of the four part framework. The pyramid was selected as a geometric design because it is simple, intuitive, and built to withstand the test of time. Consequently, the economic responsibility was placed as the base of pyramid because it is a foundational requirement in business. Just as the foundation of the building must be strong enough to support the whole building, Sustained profitability must be strong to support society’s other expectations of enterprises. The point here is that the infrastructure of CSR is built upon the premise of an economically sound and sustainable business.

At the same time, society is conveying the message to business that it is expected to obey the law and comply with regulations are society’s codification of the basic ground rules upon which business is to operate in a civil society. If one looks at CSR in developing countries, for example, whether a legal and regulatory framework exists or not significantly affects whether multinational invest there or not. A legal infrastructure is imperative to provide a foundation for legitimate business growth. In addition, business is expected to operate in an ethical fashion. This means that business has the expectation, and obligation, that it will do what is right, just, and fair and to avoid or minimize harm to all the stakeholders with whom it interacts. Finally, business is expected to be a good corporate citizen, that is, to give back and to contribute financial, physical, and human resources to the communities of which it is a part. In short, the

pyramid is built in a fashion that reflects the foundational roles played and expected by business in society. Below is a graphical depiction of Carroll's Pyramid of CSR.



*Source: Survey data (2021)*

**Figure 1: The Pyramid of Corporate Social Responsibility Model by Carroll, 1991**

The pyramid is fully integrated. The CSR pyramid is intended from the perspective of stakeholders and does not generally focus on different segments. CSR pyramid states that organizations must simultaneously participate in decisions, actions, policies, and practices that meet the four components. A pyramid should not interpret to mean that a business is expected to fulfill its social responsibilities in the order in which it takes place. Instead, it is expected that business will meet all of the responsibilities at once. The layout or sequence of the four categories of responsibilities seeks to show the basic or fundamental nature of these four categories for business existence in society. As mentioned earlier, economic and legal responsibilities are required; ethical and philanthropic responsibilities are expected and desired. As a result, the overall social responsibility of the business will result in the simultaneous fulfillment of the economic, legal, ethical and philanthropic responsibilities.

Stated in the form of equation, it would read as follows: Economic Responsibilities +Legal Responsibilities +Ethical Responsibilities +Philanthropic Responsibilities =Total Corporate Social Responsibility. Described in more practical and administrative terms, the CSR-led

organization must strive to make a profit, abide by the law, participate in ethical activities, and become a good citizen.

Relevant components from the established models have been selected to fit the research question in this thesis. The economic and legal dimensions have been included in from this model due to the highest relevance of the research question. Since these factors are considered to be required by the society and by the legal framework within businesses, organizations have to follow the framework of these responsibilities.

Likewise, Perez and Rodriguez Del Bosque (2013) imply that customer CSR perception can be measured through ethical and philanthropic responsibilities, as economic and legal responsibilities are considered to be necessarily performed by corporations. Ethical and philanthropic dimensions are also expected by the society, but are considered to be voluntary activities; the actions vary depending on the industry sector and are selectable, since they are not directly requested. In this study, the ethical measure is related to the behavioral measures that the customer expects from the product (Carroll, 1979; Carroll, 1991). Activities in the philanthropic scale are voluntary (Carroll, 1979), for example, engaging in hazardous waste disposal or community involvement in the manufacturing industry.

Today, environmental and social activities are regarded as an active action of the CSR and as a defense or mandatory compliance with laws and regulations (Popoli, 2011). Based on the literature review, it is important to examine which of these four factors affect the brand in the manufacturing industry. As mentioned earlier, brand image is a widely used marketing tool across different industries. Nevertheless, there is no consensus in the literature regarding the measurement of brand image since the concept is multidimensional (Malik, Naeem&Nasir, 2011). Wu and Wang (2014) examined CSR's effect on brand image and concluded that CSR and brand image are strongly linked to each other.

The researchers measured brand image through functional, symbolic and experiential image and attitude which are closely related to two of Keller's (1993) dimensions of brand image, namely benefits and attitude. Since this study is conducted on a manufacture industry context, the brand image in this theoretical model is operational zed through one more dimensions, namely attribute. The accuracy of this additional measurement is that a product is to some extent product

–related and includes features (Grönroos, 2007) and, therefore, Keller’s definition of brand image is more suitable. This includes not only the benefits and attitudes but also the features, which allows the brand to be evaluated more closely. There are several studies that show the positive effect of CSR on brand image, but few studies that are conducted within the product industry. It is therefore relevant to examine how the different dimensions of CSR affect brand image in order to optimize the CSR strategy as a marketing strategy.

To summarize, there are two main theories underlying this study: CSR and brand image. By operationalizing these concepts they have become empirically testable. For this reason, this model is used as a framework when examining the impact of CSR metrics on brand image.

### **2.1.5. Corporate social responsibility in liquor Business**

Corporate Social Responsibility has become an integral part of how the alcohol industry promotes itself. However, there is little research on how the alcohol industry CSR can improve and the impact of sustainable industrial CSR on public health in an effort to meet basic business needs. This paper aims to examine the recent CSR involvement of the alcohol industry, whether product image is under CSR influence, and to explain how CSR can be part of the industry’s broader political and organizational strategies. An increasing number of alcohol corporations are competing with each other to adopt CSR strategies to establish themselves as good corporate citizens due to the negative impact of the repercussions of alcoholism. Major cross-border alcohol manufacturers have websites dedicated to CSR featuring various CSR related programs. These always include certain types of sponsorship programs, public awareness talks or discussions, educational programs, networking events and partnerships with the government, as well as voluntary marketing rules. They clearly show that they are socially responsible actors who are willing to accept the public’s concerns about alcohol-related harm. The term CSR is literally translated as moral and stakeholder obligations and comes from the idea that business as a whole is responsible for society, so corporations must respond directly or indirectly to those who are harmed or concerned. While the overall value of CSR in the alcohol industry is questionable, public health advocates note fundamental differences between the claims of the alcohol industry and the ongoing improvement in alcohol products. For example, see the alcohol industry CSR as a public relations strategy that can be used to expand the global marketing of alcohol rather than addressing the health problems and risks of alcohol products.

They argue that the role of industrialized society is not to promote public health but to influence decision-makers and government policy when promoting effective decisions.

The alcohol industry is so marked by a conflict of interest that a growing body of literature is now suggesting that the alcohol industry uses the term CSR to meet corporate needs. Such literature suggests that the alcohol industry is not only a means of protecting corporate interests, but also a platform for industry members to reject a broader public health perspective on alcohol-related issues and to influence the public and its policies. In the words of Peter Anderson, the alcohol industry CSR activities are “communication tools to delay policy and they work. Although there are widespread publications on the CSR claims and the way in which they operate, there is a general lack of critical scrutiny of the CSR activities. The current CSR initiative analysis focuses on the differences’ between words and real experiences of alcohol corporations. However, while studies have shifted their focus to expose the industry’s hidden agendas behind it, such studies tend to “recognize” the initiative to develop the industry, rather than examining the details of how the industry has developed CSR. In addition, although many publications on the alcohol industry recognize that CSR activities are part of the industry’s public relations strategy, little has been done to investigate the political nature of the CSR movement.

This paper aims to examine the recent CSR involvement of the alcohol industry and explain how CSR can be part of the industry broader political and corporate strategies, based on the global analysis of the alcohol industry documents and other relevant materials and focuses on what the alcohol industry wants to gain from CSR, how they can grow their CSR to achieve this basic goal, and how the ongoing industry CSR show will be a major challenge to public health.

#### **2.1.6. CSR and Brand Image**

Customers now have CSR estimates that have a significant impact on companies, and this impact is growing as the importance of CSR increases. As mentioned earlier, the customer has expectations for the value system / including emotional and social values/ (Popoli, 2011). Emotion-based products are safer than competitive erosion (Martinez, Perez & Rodríguez del Bosque , 2014). CSR can be seen as an emotional aspect of brand image that enhances the competitive advantage of liquor industry (Martinez, Pérez & Rodríguez del Bosque, 2014). If the

beverage industry positioning strategy is based on CSR activities, the core values are permeated by the core values of CSR (Du, Bhattacharya & Sen, 2010).

One result of integrating CSR with marketing into the marketing strategy is to protect the brand from attacks (Werther & Chandler, 2005). This means that CSR can act as a harm insurance to protect the brand. A company with a strong brand is less likely to cause problems (Casado Diaz et al., 2014). When CSR is communicated, it becomes a strategic branding tool to manage customer's expectations (Werther & Chandler, 2005). Du, Bhattacharya & Sen (2007) State that CSR initiatives form a positive customer's attitude and behavior. This in turn strengthens the company's brand image, which is one of the main reasons for the company to engage in CSR activities (Du, Bhattacharya & Sen, 2007; Swedish trade federation, 2014). CSR and brand image are strongly linked to each other. CSR is becoming a core component that affects brand image in a positive way and is therefore considered to be a strategic necessity, rather than something that only contributes to the customer's social value (Crespo, Salmons & Bosque 2005; Cretu & Brodie, 2007; Werther & Chandler, 2005; Idowu, 2009; Wu & Wang, 2014)

Casado Diaz ET.AL. (2014) State that customers favor companies that are involved in CSR. When customers perceive a company as socially responsible, they will be positively influenced when evaluating the product quality. Customers think that social responsibility is associated with high product quality and therefore can use CSR information to reduce product uncertainty (Casado Diaz et al., 2014). Martínez, Perez and Rodríguez del Bosque (2014) state that CSR has a positive influence on brand image which in turn engages the customer in brand loyalty. Furthermore, the authors show that a strong brand image increases the word of mouth and the purchase intentions in a positive way (Martínez, Perez & Rodríguez del Bosque, 2014). However, it is important to effectively communicate the company's CSR actions to increase the customers' awareness and attitude, in order for them to develop a strong brand image (Martínez, Perez & Rodríguez del Bosque, 2014).

The alcohol industry is the fastest - growing industry and, as mentioned earlier. Consumers today have an increased awareness of alcohol abuse, which means that CSR has been affected. Meanwhile, brand is being recognized as one of the most important marketing elements. Again,



it is to show that different CSR parameters have affected the brand image and to look at the number and scope of the retrieval that requires further investigation.

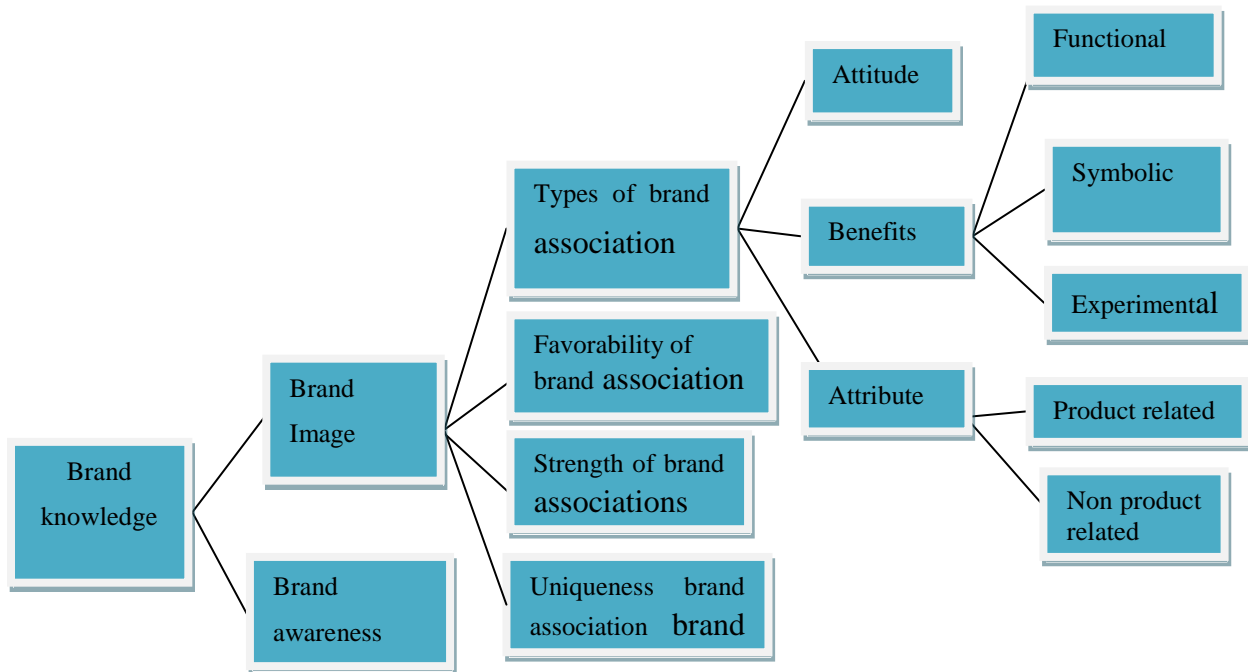
### 2.1.7. Brand Image

The first brands emerged in the beginning of the 20th century. However, the brand as a concept evolved first during the 50s and today, a strong brand is recognized as a vital part of a firm's competitiveness (Grönroos, 2007). A brand is defined by its name, term, sign, symbol or any other feature. However, within the product industry, the key characteristic of a brand is the product process. A strong brand has many advantages. For example, a company can charge higher prices for their product although it does not differ from other products in the same category (Apéria& Back, 2004). Aaker (1996, p. 69) defines brand image as "how customers and others perceive the brand". Keller's (1993) the complete model of brand knowledge is shown. In this study, however, the focus lies on brand image. Brand image is composed of associations that the customer links to the brand and these associations decide whether a brand is meaningful or not. Brand associations can be measured in strength, favorability and uniqueness. However, before those dimensions are considered, it is important to examine what different types of associations those are present in the mind of the customer. The different types of associations regarding brand image are divided into three components: attributes, benefits and attitudes.

Firstly, attributes are the descriptive characteristics of a service. Keller (1993) distinguishes between product- and non-product related attributes. Product-related attributes are described as relevant function ingredients expected by a customer in a service. Non-product related attributes on the other hand are price information and the customer's impression of what type of person that uses the service and in what situation it is used.

Secondly, benefits are the values that the customer links to the service attributes. These benefits can be categorized as functional, symbolic and experiential. The functional benefits correspond to the product-related attributes and meet the customer's basic need to solve a certain problem. Likewise, the experiential benefits correspond to product-related attributes but meet the customer's need for experience, pleasure, well-being, stimulation etc. These benefits represent the customer's feelings when consuming the service.

The symbolic benefits on the other hand correspond to non-product related attributes and meet the customer's underlying need for social approval or personal expression. The symbolic benefits meet the need to be seen, to play a social role, to belong to a group and to demonstrate one's ego to others etc. Finally, attitude is defined as the customers overall valuation of the brand (Apéria& Back, 2004). As mentioned earlier, a strong brand image contributes to the customer based brand equity in a positive way (Keller, 1993). Furthermore, a strong brand image contributes to a positive customer experience, and is therefore essential in product industry.



Source: Survey data (2021)

Figure 2: The brand knowledge model by Keller, 1993

A factory should manage communication so that a favorable brand image develops in the mind of the customer. The image that a marketer wants to form is called brand identity. To succeed with branding the company's brand identity has to correlate with the customer's brand image. This means that the value of the company has to correspond with the values of the customer.

The challenge that marketers face is to form and link the customer's thoughts, feelings, images, beliefs, perceptions and opinions to the brand in a favorable way (Keller, 2007). The development of a positive brand image is complex and created through received inputs of specific brand messages. When a consumer relates to the flow of brand messages, a brand

relationship will develop and give the service a meaning in the mind of the customer. However, whether a brand message adds positively to the brand image or not depends on if the customer finds the brand message favorable or not (Grönroos, 2007). Along with meeting expectations on visible components of a product, it is important to meet social values that the customer finds important (Popoli, 2011). These values are closely related to CSR, which have the potential to satisfy the customer's need which leads to a brand relationship and which in turn creates a positive brand image.

## 2.2. Empirical Reviews

The corporate structure (ISO26000) of the study is explained on the basis of seven basic corporate social responsibilities. This includes corporate social responsibility levels environment, labor, human rights, corporate governance, equity, consumer issues, and social development. Therefore, based on these criteria, the actual study of the course is compiled and includes the corporate social responsibilities listed below Table 1.

**Table 1: Empirical Reviews**

CSR standards	Author	Titles and its discussion
Environment	Hadi and Raveed(etal,2011)	Iranian corporations and corporate social responsibility
Labor practice	Anupams . and Ravik.(2012)	Corporate social responsibility initiatives of major companies of India
Human Rights	William and Jose(etal,2009)	CRS, standards many aspects of life such as human rights, treatment of labor, the environment, consumer protection, health, fighting corruptions and transparency in reporting.
Organizational governance	Matthias H.andludwip T.(2009)	Through their empirical findings in terms of CRS in agribusiness of Germany.
Fair Operating practice	Australian government (2010)	Social responsibility is premised on fair operating practices.
Consumer issues	Carroll A.andShabana M.(2011)	CSR initiatives can contribute to strength eng a firm competitive advantage.
Social development	Nirmala L.(2008)	The social and environmental impacts of leather production

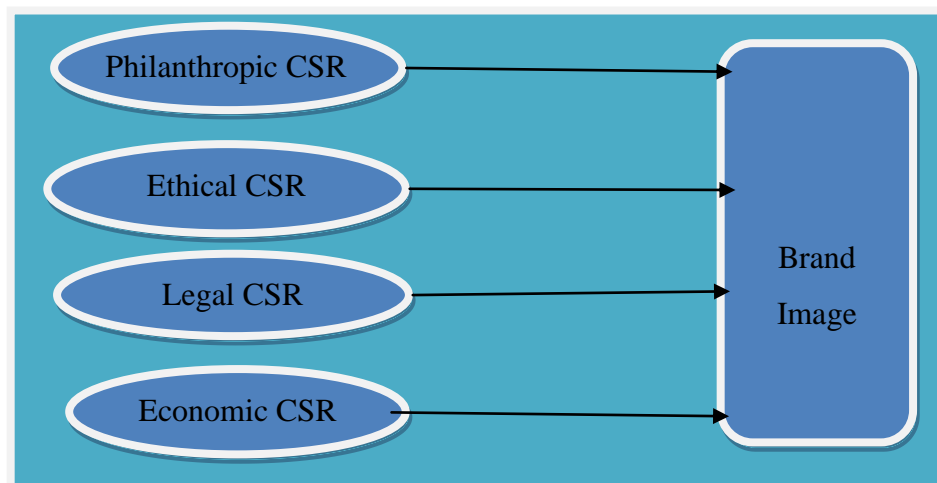
*Source* :-(Agle B. and Mitchell R. 2008; Vaaland T. 2008)

### 2.3. Conceptual Framework

The theoretical framework includes two main concepts: CRS and product image. The following model has been developed and is based on concepts from previous studies. In this article, CSR is explained in two different concepts. This theoretical model consists of a selection of elements from the Carroll's pyramid (economic, legal, ethical and philanthropic).

Relevant elements from the established models were selected in accordance with the research question in this thesis. The question of research is so important that the economy and the legal are excluded from this model. This factor is considered to be needed in the legal framework of society and businesses, and the organization must follow through on these responsibilities. Likewise, Perez and Rodriguez del Bosque(2013) Consumer CSR awareness can be measured by ethical and philanthropic responsibilities, as economic and legal obligations are considered to be performed by compulsory corporations.

Ethical and philanthropic standards are also expected by the community, but they are considered voluntary activities, and the actions are as diverse and selective as the industry because they are not directly required. Activities in philanthropic dimension are voluntary (Carroll, 1979) disposal of hazardous waste in the manufacturing or product industry or participation in community affairs. Today, environmental and social activities are regarded as a barrier to CSR active action and compliance with laws and regulations (popoli,2011).It is interesting to note which of these four dimensions affect the brand in the product industry.



*Source: Survey data (2021)*

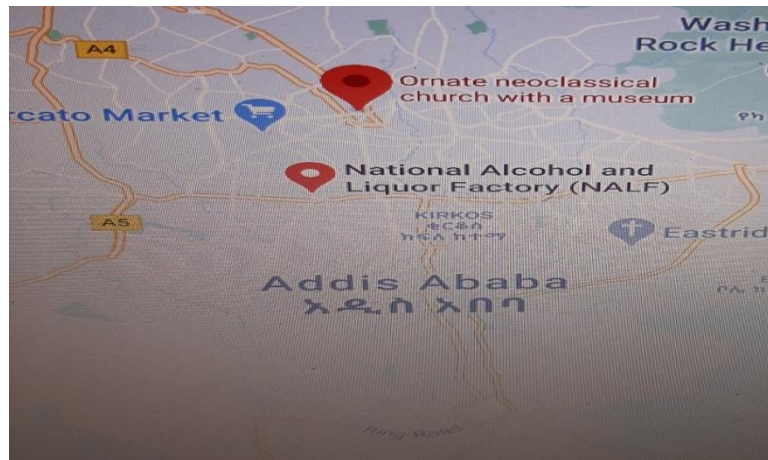
**Figure 3: CSR effect on brand image,**

## CHAPTER THREE

### 3. RESEARCH METHODOLOGY

#### 3.1. Research area

The research area is National Alcohol and Liquor Factory; it's a state owned business enterprise, which has been operating for more than a century is a pioneer in Ethiopia's liquor industry. The factory is engaged in the production and distribution of Extra Neutral Alcohol (ENA) and various alcoholic liquors of high quality both for domestic and export markets. The factory comprises four branch factories/two of them operational and two of them service giving/ which was once established and owned by individuals in different periods. It acquired its current name after being nationalized by the dreg regime in 1976.



Source :[www.nalf.comet](http://www.nalf.comet)

Figure 4: NALF map

#### 3.2. Research Approach

The Quantitative approach is used to gather accurate information that will answer the questions for review.

#### 3.3. Research Design

Explanatory studies are used when exploring relationships between different factors and variables and how they affect each other. Since the aim of this study is to explore how the CSR's dimensions affect the brand image, this research design is appropriate. The uncovered

relationships between these variables will be analyzed to find out how the independent variables affect the independent variable.

### **3.4. Target Population**

From National Alcohol and liquor Industry employees, stakeholder, supplier, local and foreign customer's

### **3.5. Sample Size Determination**

To determine the sample size formula, which is based on 95% confidence interval and 5% error term, is recommended by Cochran (1996).

Thus: Where: n- Sample size

z- Standard deviation given corresponding confidence level of 95%

p- Estimated proportion of incidence (success rate =0.5)

q- ( 1-p) or assumed failure rate (0.5)

e- Proportion of sampling error or error margin in a given situation (5%)

Thus, the sample size of the intended study with 95% confidence level, probability of 50% occurrence, probability of 50% failure and 5% marginal error, is obtained

As:  $n_0 = z^2 p (1-p) e^2$

$n_0 = 1.96^2 0.5 (1-0.5) 0.05^2$  Therefore, sample size of the study 385

### **3.6. Sampling Method**

Sampling is the selection of a fraction of the total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit (Parasurman, 2004). There are two main sampling methods, probability and non-probability sampling (Zikmund, 2000). In probability sample, every unit in the population has equal chances for being selected as a sample unit whereas, non-probability sampling, units in the population have unequal or zero chances for being selected as a sample unit. Therefore, probability sampling is

more representative and more useful sampling method, this particular sample was selected for this study. In order to select work unit, the study used stratified sampling to achieve equal representation from all departments. Once work units are selected, random sampling technique applied to select employees in the department. Specially, employees the 1<sup>st</sup>, 5<sup>th</sup>, 10<sup>th</sup> etc... Lists selected for the study based on information obtained from the human resource by using the systematic method, which is part of the random sampling technique.

### **3.7. Data Type and Source**

#### **3.7.1. Data Type**

Basically there are two types of sources of data: Primary and secondary sources of data.

#### **3.7.2. Data Source**

Basically there are two types of sources of data: Primary and secondary sources of data. According to Malhotra (2005), primary data are originated by the researcher for the specific purpose of addressing the problem at hand. Secondary data are data that are collected for some purpose other than the problem at hand. In this study, primary sources of data was collected using structured questionnaires and secondary source of data was collected from publications including journals, books, researches and various materials. This secondary data was also used to construct the basic framework of the study.

### **3.8. Data Collection Methods and Instruments**

This study was collected primary data to answer the research question. Since the aim of this study is to measure and analyze different elements of customer's experience of CSR and its effect on brand image, a questionnaire is the most suitable method. The most common type of questionnaires is surveys, which was used in this study.

### **3.9. Data Processing and Presentation**

Processed data helps in obtaining information from it, as the raw form is non-comprehensive in nature. Presenting the data includes the pictorial representation by using table. These methods help in adding the visual aspect which makes it much more comfortable and easy to understand.

### **3.10. Methods of Data Analysis**

The survey questionnaire was coded and analyzed by using Statistical Package for the Social Science (SPSS version 20) application program.

### **3.11. Reliability & Validity Test**

#### **3.11.1. Reliability Test**

Reliability measures how consistent the findings are if they are repeated on another occasion or by an experienced researcher. The text must be completely clear and concise so that readers can interpret it. It mentions three risks to reliability: participant error, participant bias, and browser error. Participant error refers to the outcome of the questionnaire. Respondents are more likely to respond in a discriminatory manner. The third concern is the student's mistake that factors such as negative emotions can influence the researcher's intervention. The last mistake is called bias, which is the result of the research's values and beliefs. Internal reliability refers to the unity between expressions in different bodies and can be tested using Cronbach alpha. The minimum acceptable level when testing the Cronbach alpha is 0.7. This study uses the Cronbach alpha experiment to increase the accuracy of this research. The test shows how similar the differences are between different friends, and the internal accuracy shows how they draw conclusions from the relationship between the two variables. The results show in table 3 that the values of ethics, economic, legal and philanthropy are above the recommended value of 0.7. The product descriptions result in a value of 0.886, indicating the consistency of the query as a measurement instrument. To summarize, the product image and CSR'S dimensions are the same, which means that the descriptions measure the same thing.

#### **3.11.2. Validity Test**

Validity concerns the accuracy and truthfulness of the findings. Strong accuracy increases the overall capacity of the study. Corporate Social Responsibility measurements that increase internal accuracy represent factual measurements.



### **3.12. Ethical Consideration**

To make sure the subject is ethical; the current survey proposal, proposal will be presented to my advisor for consideration .To ensure that all questions are relevant to the question, the researchers copied the questions and used the questions to determine if they were filling in the blanks correctly. The purpose of the study and the questionnaire are also clearly stated to the participant. It is designed to meet ethical preferences and choices regarding survey design, sample techniques, data collection tools, data collection techniques, data analysis methods and accuracy and reliability. The information will be collected from the respondents and they will not be asked to write their names. The results of the study should be used only for academic purposes. And the participants' responses will be completely confidential. The information provided by the respondents will be analyzed by the researcher with any changes.

## CHAPTER FOUR

### 4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.1. Introduction

The purpose of this study is the impact corporate social responsibility on brand image in the NALF Thus; this chapter encompasses analysis and interpretation of data acquired from the questionnaire and analysis of data that was obtained from the questionnaire. To analyses the data descriptive statistics was employed by using tables. In the first part, profiles of respondents and data related to the subject matter have been analyzed.

#### 4.2. Data presentation

##### 4.2.1. Response Rate

Three hundred and eighty – five questionnaires were prepared and all questionnaires were completed and returned. This will be 100%.For most respondents, the researcher used a self-administered method, so the response rate was high.

##### 4.2.2. Respondents Demography

Descriptive statistics provide information about the sample to be studied in this section. A total of 385 respondents participated in the study, 243 men and 142 women. Table 2 shows the percentage of men and women represented. Age is divided into four groups. Group number one represents less than 30=170,age is 30-45=133,age is46-60=74,and the last group is older than 60=8.The frequencies in these age groups are shown in table 2.Those who participated in the survey were academically as follows. Degree=377, Master =6, and PhD=2. An educational representative is shown in table2.

Table 2 shows the income representative, below 25,000=273, 25,000-50,000=110, 50,000-75,000 =1 and above 75,000 =1.

### 4.2.3. Results of demographic Profile

Table 2 General information Respondent

Item		Frequencies	Percent	Valid percent
Sex	Male	243	62.6	63.1
	Female	142	36.6	36.9
Age	Below 30	170	43.8	44.2
	30-45	133	34.3	34.5
	46-60	74	19.1	19.2
	>60	8	2.1	2.1
education	Degree	377	97.2	97.9
	Master	6	1.5	1.6
	PhD	2	0.5	0.5
Income	Below 25,000	273	70.4	70.9
	25,000-50,000	110	28.4	28.6
	50,000-75,000	1	0.3	0.3
	>75,000	1	0.3	0.3

Source: Survey result (2021)

Table 2 the sample shows the gender classification of the survey conducted by the national alcohol workers. In Table 2, 63.1% of the male respondents included 36.9% of the female respondents, and the majority of the older workers were under the age of 30, or 44.2%. 34.5% between the ages of 30 and 45, 19.2% between the ages of 46 to 60, 2.1% over the age of 60. Respondents' proficiency levels are divided into three groups: 97.9% undergraduate, Master 1.6% and 0.5% PHD. As can be seen from the data collected, here, all respondents are educated and above the first degree. This means that the company will take advantage of the opportunity to use its human resources for social responsibility and will benefit the company in the future where the competition will take place. The respondent's income is 25,000=70.9%, 25,000-

50,000=28.6%, 50,000-75,000=0.3 and over 75,000=0.3%.Overall, most of the respondents earn 25,000, which is 70.9%.The result shows that majority of the respondents have good knowledge to give relevant information regarding the topic under study.

### 4.3. Data Analysis and Interpretation

The tool or software program used to analyze the data collected was SPSS Statistics 20.This tool helps to translate and analyze information into important data for study. This analytical tool is also recognized in the fields of statistics and science, which increases the accuracy of the analysis. The special tools used in this study. Cronbach’s alpha is used to evaluate the reliability and importance of the components used in this study, descriptive Statistics and Cross Tabling are used to understand the relationship between two variables and to interact with them, spearman’s rho correlation , relationship is used to measure the relationship between variables, A regression analysis is performed to see how different CSR parameters affect the product image, more specifically, a multidisciplinary approach is used to learn more about CRS metrics, independent variables ,and brand image , which is a dependent variable .

#### 4.3.1. Scale Reliability Test

**Table 3: Reliability Test**

<b>Variable’s</b>	<b>Cronbach’s Alpha</b>	<b>Number of items</b>
Brand image	0.886	5
Economic	0.914	7
Legal	0.780	6
Ethical	0.901	6
Philanthropic	0.893	6
CSR Dimension	0.796	30

*Source: Survey data (2021)*

Internal reliability through the cronbach apha test, cronbach alpha measures the relationship and reliability of the statements in the survey. It is important to measure internal reliability when

using multiple indicators, such as an indicator scale. Many item dimensions contain multiple expressions that create a general result to capture a specific part of the concept. Internal reliability refers to the unity between expressions in different bodies and can be tested using cronbach alpha. The minimum acceptable level when testing the cronbach is alpha 0.7.

Table 3 shows the results of the Cronbach Alpha test. In this study, brand and economic, legal ethical & philanthropic measures were used to verify the consistency of the statement. The four dimensions measured in this subsection are derived from a theoretical model (figure 1) in chapter 2. Each measurement consisted of two descriptions of the overall results of the measurement. The results show in table 3 that the values of ethics, economic, legal and philanthropy are above the recommended value of 0.7. In addition; the unity between product descriptions was measured. The product descriptions result in a value of 0.886, indicating the consistency of the query as a measurement instrument. To summarize, the product image and CSR'S dimensions are the same, which means that the descriptions measure the same thing.

### 4.3.2. Economic Responsibilities

Table 4: The mean score and standards deviation for Economic

Descriptive Statistics									
Economic Responsibilities	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
The National Alcohol & liquor Factory is committed to being as profitable as possible	385	3	1	4	448	1.16	.035	.682	.465
The National Alcohol & Liquor Factory generates a steady income	385	3	1	4	877	2.28	.040	.792	.628
The main benefits that National Alcohol& Liquor Factory Derives from CSR functions are improvements in employee satisfaction	385	3	1	4	725	1.88	.033	.657	.432
The main benefits that National Alcohol& liquor Factory derives from CSR activities are cost reduction	385	3	1	4	792	2.06	.026	.517	.268
Corporate Social Responsibility has an effect on profitability of the National Alcohol and Liquor Factory	385	4	1	5	788	2.05	.027	.528	.279
The National alcohol &Liquor factory produces standardized liquor's products with lower cost	385	4	1	5	775	2.01	.026	.523	.258
All customers love the products of the National Alcohol &Liquor Factory	385	4	1	5	770	2.00	.025	.520	.240

Source: Survey data (2021)

As described above, descriptive statistics Table 4 shows each specific question used to measure economic performance. The national alcohol & liquor Factory is committed to being as profitable as possible  $X=1.16$ , the National Alcohol & Liquor Factory generates a steady income  $X=2.28$ , the main benefits that National Alcohol Liquor Factory Derives from CSR functions are improvements in employee satisfaction  $X=1.88$ , the main benefits that National Alcohol & Liquor Factory derives from CSR activities are cost reduction  $X = 2.06$ , Corporate Social Responsibility has an effect on profitability of the National Alcohol and Liquor Factory  $X=2.05$ , the factory produce standardized liquors products with lower cost  $X=2.01$ , All customers love the products of the National Alcohol & Liquor Factory  $X=2.0$ . Table 4, Economic balance is measured by a 7- point scale with a 5-point scale, so the respondent or their response value falls between 7 & 35. The overall result of this study is 13.44/38.4%/. 38.4% Economic Corporate Social Responsibilities' affects a company's brand.

### 4.3.3. Legal Responsibilities

Table 5: Mean Score and Standard Deviation of Legal

Descriptive Statistics									
Legal Responsibilities	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
The national alcohol & liquor factory operates continuously in line with government expectations	385	1	1	2	727	1.89	.016	.315	.099
The national alcohol & liquor factory is accountable for their actions	385	1	1	2	728	1.89	.016	.312	.097
The national alcohol & liquor factory treats equally people with disability	385	1	1	2	701	1.82	.020	.384	.147
The factory pays its annual tax to the government on time	385	1	1	2	726	1.89	.016	.315	.099
The national alcohol & liquor factory is loyal to all stakeholders equally	385	1	1	2	621	1.61	.025	.488	.238
The national alcohol & liquor factory marks fair profit margins on its products	385	1	1	2	709	1.84	.019	.366	.134
Valid N (list wise)	385								

Source: Survey data (2021)



As described above, descriptive statistics Table 5 shows each specific question used to measure legal performance. The national alcohol & liquor factory operates continuously in line with government expectations  $X=1.89$ , the national alcohol & liquor factory is accountable for their actions  $X =1.89$  , the national alcohol & liquor factory treats equally people with disability  $X=1.82$  , The factory pays its annual tax to the government on time  $X=1.89$  ,the national alcohol & liquor factory is loyal to all stakeholders equally  $X=1.61$  , the national alcohol & liquor factory marks fair profit margins on its products  $X=1.84$  .

This Table 5 Results shows that even the national alcohol and liquor factory is not equally loyal to all stakeholders. Legal balance is measured by a 5 - point scale with a 6-point scale, so the respondent or their response value falls between 6 & 30. The overall result of this study is 9.05 /36.46%/ near the maximum. 36.46% Legal Corporate Social Responsibilities affects a company's brand.

#### 4.3.4. Ethical Responsibilities

Table 6: The mean and standard deviation for Ethical

Descriptive Statistics									
Ethical Responsibilities	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
The national alcohol & liquor factory is known for fighting corruption	385	3	1	4	749	1.95	.031	.616	.380
The national alcohol & liquor factory promotes/respects human rights	385	3	1	4	740	1.92	.032	.633	.400
The national alcohol & liquor factory protects their surrounding from pollution	385	2	2	4	812	2.11	.023	.455	.207
The national alcohol & liquor factory complies with the legal frameworks of the country	385	3	1	4	712	1.85	.032	.676	.456
The National alcohol & Liquor Factory has health insurance for its employees	385	3	1	4	713	1.86	.032	.677	.457
The factory has a procedure to provide effective feedback and consultation with customer's	385	3	1	4	714	1.87	.033	.677	.458
Valid N (list wise)	385								

Source :Survey data (2021)

The following table 6 present's questions used to evaluate ethical results and ethics. Description of average, and average result for each question discussed. Consider the mean value of each variables questions (The national alcohol & liquor factory is known for fighting corruption X=1.95), (The national alcohol & liquor factory promotes/Respects human rights X=1.92) , (The national alcohol & liquor factory Protects their surrounding from pollution X=2.11), (The national alcohol & liquor factory complies with the legal frameworks of the country X=1.85) , (The National Alcohol &Liquor Factory has health insurance for its employees X=1.86)&(The factory has a procedure to provide effective feedback and consultation with customers' X=1.87).

Table 6, Ethical is measured by a 6- Questions scale with a 5-point scale, so the respondent or their response value falls between 6 & 30. According to the study, since the overall mean score of 11.56/38.53%/ is very small, therefore, the national alcohol and liquor industry is weak in preventing corruption, enforcing, protecting the environment, low, & protecting human rights.

### 4.3.5. Philanthropic Responsibilities

Table 7: The mean score and standard deviation of philanthropic

Descriptive Statistics									
Philanthropic Responsibilities	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
The factory protects its working environment for the wellbeing of the society	385	3	1	4	697	1.81	.035	.694	.482
The factory invests to support educational activities of the community	385	3	1	4	743	1.93	.034	.664	.440
The factory invests to support healthcare activities of the community	385	4	1	4	678	1.76	.036	.714	.510
The factory provides infrastructural facility to the society	385	3	1	4	790	2.65	.026	.508	.258
The factory raises funds when natural disasters occurred	385	3	1	4	767	1.99	.030	.508	.336
The factory provides goods that can be used for social purposes	385	3	1	4	698	1.82	.036	.695	.483
Valid N (list wise)	385								

Source: Survey data (2021)

As it presented in Table 7 philanthropic,( the factory protects its working environment for the wellbeing of the society X=1.81),( the factory invest to support educational activities of the community X=1.93), (The factory invests to support healthcare activities of the community X=1.76), (the factory provides infrastructural facility to the society X=2.65), (the factory raises funds when natural disasters occurred X=1.99) & (The factory provides goods that can be used for social purposes=1.82)

This study shows that the national alcohol and liquor factory is not enough to provide infrastructure to the community, is not sufficient to invest in supporting the community, is not enough to invest in supporting the community's educational activities, does not protect the environment and ultimately raises funds.

Table 7, Philanthropic was measured by a 6- Question, five scales on the same scale, so the minimum and maximum scores were 5 and 30, prospectively. It is 11.96/39.86%/. Thus, the National Alcohol and liquor Factory has less than half of its philanthropic results, but there is 39.86% a gap.

### 4.3.6. Brand Image

Table 8: Mean Score and Standard Deviation of Brand image

Descriptive Statistics									
Brand Image	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
The national alcohol & liquor factory suit my needs of liquors& alcohol requirement	385	4	1	5	1504	3.91	.055	1.076	1.158
I believe the brand of the national alcohol& liquor is unique in addressing my needs	385	4	1	5	1424	3.70	.049	.970	.940
Buying branded products from national alcohol &liquor remakes me feel self-esteemed	385	3	1	4	1094	2.84	.063	1.237	1.530
I have a positive attitude towards the national alcohol &liquor factory	385	3	1	4	1313	3.41	.060	1.183	1.399
I prefer this national alcohol& liquor factory brand to purchase liquors even if I have other options	385	3	1	4	1312	3.41	.061	1.196	1.430
Valid N (listwise)	385								

Source :Survey data (2021)

As described in the table 8, (the national alcohol & liquor factory suit my needs of liquor & alcohol requirement  $X=3.91$ ) , (I have a positive attitude towards the national alcohol and liquor factory  $X=3.41$ ), (I prefer this national alcohol and liquor factory brand to purchase liquors even if I have other options  $X=3.41$ ), (I believe the brand of the national alcohol & liquor is unique in addressing my needs  $X=3.70$ ), it's a great result. That brand indicates that it is committed to responding to national alcohol and liquor industry. The other thing, based on the findings of the study, is that I choose this national alcohol and liquor brand to buy alcoholic beverages, even if I have other options. I believe that the national alcohol and beverage brand is unique in meeting my needs, this national alcohol and beverage brand is preferred for alcoholic beverages. Item with average effect (Buying branded products from national alcohol & liquor remarks me feel self-esteemed  $X=2.84$ ).

Finally, as shown in table 8, the overall average result for the product image is  $X=17.27/69.08\%$ / 5- point analogies which is the nearest 5-items above the mid-point pet: product image size 25. Therefore, it can be concluded that the brand image is moderate.

#### 4.3.7. Spearman's rho Correlation Test

The spearman's rho interconnection experiment demonstrates the strength of the relationship between the various variables that represent different theories of the theoretical model. Spearman's rho relationship test is commonly used to describe relationships between different variables.

It occurs when the value of the communication vessel between the variable is close to 1 or -1, indicating the strength and direction of the communication vessel. If the value is 0, there is no connection. The value should be between 0.2 and 0.8 to determine a strong connection.

As presented in table 9 the result of the correlation test show that there is a relationship between the variables. Ethical scale and brand image have a matching value of 0.433; Legal scales and brand image value of 0.413; the philanthropic scale and brand image value of 0.116, Economic and brand image value of 0.018; it has a lower level of degree of connection than others.

**Table 9:Spearman's rho Correlation Test**

			<b>Correlations</b>				
			<b>BR</b>	<b>EC</b>	<b>LE</b>	<b>ET</b>	<b>PH</b>
Spearman's rho	BR	Correlation Coefficient	1.000	.018	.413**	.433**	.116*
		Sig. (2-tailed)	.	.723	.000	.000	.023
		N,	385	385	385	385	385
	EC	Correlation Coefficient	.018	1.000	.364**	.468**	.568**
		Sig. (2-tailed)	.723	.	.000	.000	.000
		N	385	385	385	385	385
	LE	Correlation Coefficient	.413**	.364**	1.000	.132**	.429**
		Sig. (2-tailed)	.000	.000	.	.009	.000
		N	385	385	385	385	385
	ET	Correlation Coefficient	.433**	.468**	.132**	1.000	.478**
		Sig. (2-tailed)	.000	.000	0.009		.000
		N	385	385	385	385	385
	PH	Correlation Coefficient	.116*	.568**	.429**	.478**	1.00
		Sig.(2-tailed)	.023	.000	.000	.000	
		N	385	385	385	385	385
**.			Correlation is significant at the 0.01 level (2-tailed).				
*.			Correlation is significant at the 0.05 level (2-tailed).				

*Source:Survey data (2021)*



#### 4.3.8. Multiple Regression Analysis

Lastly, much rehabilitation analysis is provided in this subsection. It also includes one dependent variable (brand image) and three independent variables (economic, legal, ethical and philanthropic scale). Dependent variable is a dependent variable on residents. Multiple regression analysis provides dynamic information that explores the correlations between multiple variables and better analyzes a specific output. This study followed by regular multi-frequency analysis. This means that a brand image and all the free variables are re-entered at the same time instead of step by step. Due to the sample size of 385 Reporter, which increases the reliability of the study, the results of this review are also general (repetitive).

#### 4.3.9. Normality Test

Shapiro – Wilk experiment was performed to determine the distribution of dependent. As shown in table 10 the p-value is 0.000, which means that the dependent variable distribution is normal.

**Table 10: Normality test**

<b>Tests of Normality</b>						
	<b>Kolmogorov-Smirnov<sup>a</sup></b>			<b>Shapiro-Wilk</b>		
	Statistic	df	Sig.	Statistic	df	Sig.
BR	.325	385	.000	.522	385	.000
a. Lilliefors Significance Correction						

Source :Survey data (2021)

#### 4.3.10. Model Summary

Table 11, provides a recovery model for the R square. The result shows a value of 0.784, which explains how independent variables affect the risk variable. This again explains the 78.4% difference in the data, in other words the 78.4% brand image difference is based on the four independent variables.

**Table 11: Regression model summary**

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.886 <sup>a</sup>	.784	.782	.43950	.784	345.727	4	380	.000

a. Predictors: (Constant),EC,LE,ET, PH

*Source:Survey data (2021)*

#### 4.3.11. Regression (ANOVA)

The ANOVA table 12 shows that the recovery model is critical. The value of this declining model is 0.000, which is equal to  $P < 0.0005$ , and F 408.470, which means that the model achieves statistical significance.

**Table 12: Regression ANOVA**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	184.190	3	61.397	408.470	.000 <sup>b</sup>
	Residual	57.267	381	.150		
	Total	241.457	384			

a. Dependent Variable: BR

b. Predictors: (Constant),EC,LE,ET,PH

*Source:Survey data (2021)*

Table 13: Regression Coefficients

		Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.438	.206		-5.310	.000	-1.501	-.690
	EC	-.343	.120	-.202	-2.859	.004	-.579	-.107
	LE	2.790	.087	.818	31.889	.000	2-.618	2.962
	ET	1.526	.123	.855	12.434	.000	1.285	1.767
	PH	-1.489	.124	-0.842	-11.988	.000	-1.733	-1.245

a. Dependent Variable: BR

Source: Survey data (2021)

#### 4.3.12. Coefficients

Un standardized coefficients indicate the degree of change in the direction and neutral variable. Table 13, shows that since all other variables in the model are fixed, the effect of the economic & philanthropic measure increases the direction of the value of the brand image by -.343 & -1.489 units. Economic and philanthropic metrics are not closely related to Legal metrics. This means that economic and philanthropic standards are less important to enhance the image.

In contrast, the standardized authority explains how each independent variable contributes to the redesign model. In this case, the legal & ethical scale has the largest equivalent of the .818 Beta & .855 Beta, which means that this variable contributes significantly to the model compared to other independent variables. Economic and philanthropic measures direction -.202 and -.842 have low-level co-workers, which mean that their unique contribution is less than the Legal & ethical measure.

#### **4.3.13. Statistical Significance**

Statistical significance in addition, table 13 represents the unique probability of the measurement of Economic, legal, philanthropic, & ethical by the value of 0.000, which means that the variable is highly significant. This can be interpreted by looking at the 95% confidence intervals for Beta associated with opportunity value table.

## CHAPTER FIVE

### 5. MAJOR FINDINGS, CONCLUSION & RECOMMENDATIONS

This last section provides a summary of the article and its findings.

#### 5.1. Major Findings

The purpose of this study was to raise awareness of corporate social responsibility as a marketing tool and to disseminate corporate social responsibility information in the manufacturing industry. Test questions were deployed to investigate the major findings. Thus, the following four major finding drawn across each of the research questions found under chapter one.

***Research question 1; - What is the effect of philanthropic social responsibility on brand image in the company?***

Table 7, Philanthropic was measured by a 5- Question, five scales on the same scale, so the minimum and maximum scores were 5 and 25, prospectively. It is 15.16/60.64%/ as shown in the table 7. Thus, the National Alcohol and liquor Factory has more than half of its philanthropic results, but there is 39.36% a gap. This study shows that the national alcohol and liquor factory is not enough to provide infrastructure to the community, is not sufficient to invest in supporting the community, is not enough to invest in supporting the community's educational activities, does not protect the environment and ultimately raises funds.

***Research question 2; - How is ethical social responsibility defined in the brand image within the company?***

Table 6, Ethical is measured by a 4- Questions scale with a 5-point scale, so the respondent or their response value falls between 5 & 20. According to the study, since the overall mean score of 7.78/38.9%/ is very small, the mean score is 20; therefore, the national alcohol and liquor industry is weak in preventing corruption, enforcing, and protecting the environment. The low, protecting human rights

***Research question 3; - How will economic social responsibility affect the brand image within the company?***

Table 4, economic balance is measured by a 7 - point scale with a 5-point scale, so the respondent or their response value falls between 7 & 35. The overall result of this study is 13.44/38.4%/. 38.4% economic corporate social responsibilities affect a company's brand.

***Research Question 4; - How will legal social responsibility affect the brand image within the company?***

Table 5, Legal balance is measured by a 5 - point scale with a 6-point scale, so the respondent or their response value falls between 6 & 30. The overall result of this study is 9.05 /36.46%/ near the maximum. 36.46% Legal corporate social responsibilities' affects a company's brand. This shows that even the national alcohol and liquor factory is not equally loyal to all stakeholders.

As presented in table 9, Spearman's rho experiment, the result of the correlation test show that there is a relationship between the variables. Ethical scale and brand image have a matching value of 0.433; Legal scales and brand image value of 0.413; the philanthropic scale and brand image value of 0.116, Economic and brand image value of 0.018; it has a lower level of degree of connection than others.

To find out if there were any significant connections between philanthropic, Ethics, economic & legal and the signal, spearman's rho connection test and regression analysis were performed. Spearman's rho experiment shows that there is a strong positive link between ethical, legal, philanthropic and product image. The experiment showed that the relationship between the philanthropic scale, ethical, legal, and the brand image was strong. This study shows that the relationship between economic and product image is weak. The regression model has shown that the effect of economic, legal, ethical & philanthropic measurement on product image is very strong. Statistics on economic, legal, ethical and philanthropic shows significantly.

## 5.2. Conclusion

Today, as consumers become increasingly concerned about economic & legal, corporate social responsibility is essential to meeting the needs of their clients. Customer has strengthened corporate social responsibility among companies and is therefore important. This is usually done by verifying that the customer has a corporate brand image. To enhance the brand, it is important to consider, implement, use, translate research articles into action, identify, create, and follow new procedures to identify the customer with the brand. Due to the limited number and scope of studies in this area, this particular research area has been selected. In this study, it contributes to CSR and product image research in the manufacturing industry, which has not been explored more than any other sector. Branding is an integral part of an extreme competitiveness. This study contributes to increasing the awareness and knowledge of clients' responses and attitudes in organizations' social responsibility. The result of this study will help organizations develop a better organizational social responsibility strategy. The result of this study can help them improve their business and brand by simply adjusting their effective measure of corporate social responsibility.

This study is not limited, in particular, it is detrimental to the data of the survey, and this fact may affect the findings of the paper. The questionnaire may be designed differently. Each corporate social responsibility used in the model is measured in the questionnaire by brand image=5, economic=7, legal =6 , ethics=6, philanthropic=6 effective measure of corporate social responsibility. Because some statements are heavier than others, additional statements in each dimensions increase the accuracy of the measurements. However, this can be confusing and time consuming and may reduce the interest of the participant.

### 5.3. Recommendations

Based on the main findings of the study and the above conclusions, the following recommendations are made.

**Major Recommendation 1:** As it has exhibited in the major finding above NALF has significant level of philanthropic. Then the following recommendations are forwarded to the factory, to the industry and to consumers.

- In order to fulfill the charitable responsibilities recognized by the National Alcohol and Liquor Factory, it must engage in a variety of charitable contributions, such as financial resources, product, & service donations, volunteer and staffing, community development, and any community or stakeholder of your choice.
- It is important to protect the environment where the national alcohol and liquor factory operate for the safety of the community is a must.
- It is expected to support the community's educational activities financially, educate a society that cannot afford to pay, materially and intellectually.
- It is expected to provide water, electricity, etc. to the local community.
- It needs to build infrastructure for the community, such as roads, so that it can be used for the benefit of the community.
- In both man-made and natural disasters, disaster prevention and preparedness are critical to reducing and eliminating the risk of death and injury.
- The National Alcohol and Liquor Factory should provide financial , material support to enhance the organizations image.



**Recommendation;** As it has exhibited in the major finding above NALF has significant level of Ethical. Then the following recommendations are forwarded to the factory, to the industry and to consumers.

- The National Alcohol and Liquor Factory must operate more than the community and in accordance with ethical standards.
- The National Alcohol and Liquor Factory must be aware of and abide by the new or changing code of conduct adopted by the community.
- Preventing the violation of ethical rules to achieve National Alcohol and Liquor business goals.
- The National Alcohol and Liquor Factory must be a good citizen by doing what is expected of it, both morally and ethically.
- The National Alcohol and Liquor Factory should recognize that the business ethics and ethics go beyond complying with laws and regulations.
- When it comes to ethical obligations, in addition to the requirements of the National Alcohol and Liquor Factory, it is important to know that there are great principles of moral philosophy such as rights, justice and benefits.

**Recommendation;** - As it has exhibited in the major finding above NALF has significant level of economic. Then the following recommendations are forwarded to the factory, to the industry and to consumers.

- Make a profit by adding value (meet the needs of consumers by producing environmentally friendly products that meet the standards and requirements of the effort, ,Creating a technology –enabled factory, solution & problem solving, creating loyalty and confidentiality , and that the management of the employee wants the organization to produce results and that the development is prepared to make any sacrifice) prioritize the organization , the people and the country, to the National Alcohol and Liquor Factory and in doing so will benefit all business stakeholders.

- National alcohol and liquor must use a number of business concepts to achieve financial success, such as income, cost –effective education, marketing and sales strategies operations, and long –term financial systems.

**Recommendation;** - As it has exhibited in the major finding above NALF has significant level of legal. Then the following recommendations are forwarded to the factory, to the industry and to

- The national alcohol and liquor industry must be conducted in accordance with government and legal requirements.
- The management of the National Alcohol and Liquor Factory needs to be committed to continuously improving its customer-centric approach to producing quality and local beverages and fire alcohol that meet the needs of its stakeholders, relevant laws and regulations.
- Comply with various federal, state and local regulations.
- Lead themselves as law-abiding citizens.
- Fulfill all legal obligations to the community stakeholder.
- Provide drinks that meet at least the minimum legal requirements.

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## APPENDIX A: questionnaire for respondent

### RESEARCH QUESTIONS

ST MARY UNIVERSITY,

FACULTY OF BUSINESS AND ECONOMICS,

THESIS ON THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND IMAGE: THE CASE OF NATIONAL ALCOHOL AND LIQUOR FACTORY IN ETHIOPIA

Dear Respondent

My name is Tesfaye Mehari, a postgraduate student at St Mary University. I am conducting a study in partial fulfillment for the requirement of Master of Art. The purpose of this questionnaire is to evaluate the effect of corporate social responsibility practices on brand image taking national alcohol & liquor factory in Ethiopia as a case study. The national alcohol & liquor developers in the country play significant role in the development of the nation economy on top of expediting their social responsibilities which in turn affects their corporate image substantially. Your valuable feedback would enhance the ability of the company's management in better understanding of the consumers' perception and preference in regards to improving the scope and quality of its social obligations. The study is purely for academic purpose and thus does not affect you in any case. Your genuine, frank, timely response is vital for the success of the study. Therefore, I kindly request you to oblige and respond to each question item carefully.

**Note:** - No needs of writing your name; where alternative answers are given and put "x" mark on your choice where necessary; and please return the completed questionnaire in time.

Tesfayemehari

Telephone – 251 913002388

Email – [Tefayameh@gmail.com](mailto:Tesfayameh@gmail.com)

Thank you, in advance for your cooperation and timely response.

Part I. Personal Information

Note: - Please mark [X] in the appropriate box to indicate your choice

- 1. Sex  Female  Male
  
- 2. Age (years) Below 30  30 –45  46 – 60  > 60
  
- 3. Education Degree  Masters  Ph.D.   
Other, please specify\_\_\_\_\_
  
- 4. Income  Below 25,000  25,000 – 50,000  50,001 – 75,000  > 75,000
  
- 5. Employment Employed  Unemployed  Self-employed   
Others, please specify.....
  
- 6. Origin  Ethiopian  Diaspora(Ethiopian)  
Other nationality, please specify.....

Part II. Study Variables – Corporate Social Responsibility and Brand Image

This survey deals with your opinion about national alcohol & liquor factory corporate social responsibility practices and their effect on brand image. Please rate the extent to which you perceive the services offered by the organization by ticking “√” the appropriate number against each statement. There is no right or wrong answers. What is expected from you is to select the best choice among given alternatives in order to show your perceptions about the aforementioned variables.

Score Level - Strongly Agreed (SA)=5, Agreed (A)=4, Neither agreed or disagreed (N)=3, Disagreed (DA)=2, and Strongly disagreed (SDA)=1

<b>Description</b>	<b>SDA</b>	<b>DA</b>	<b>N</b>	<b>A</b>	<b>SA</b>
<b>Economic Responsibilities</b>	1	2	3	4	5
The National alcohol & Liquor factory is committed to being as profitable as possible					
The National Alcohol & Liquor factory generates a steady income					
The main benefits That National Alcohol & Liquor Factory derives from CSR functions are improvements in employee satisfaction					
The main benefits that National Alcohol & Liquor Factory derives from CSR activities are cost reduction					
Corporate Social Responsibility has an effect on profitability of the National Alcohol and Liquor Factory					
The National alcohol & Liquor factory produces standardized liquor's products with lower cost					
All customers love the products of the National Alcohol & Liquor Factory					
<b>Legal Responsibilities</b>	1	2	3	4	5
National Alcohol & Liquor factory operates continuously in line with government expectations					
The national alcohol l& liquor factory is accountable for their actions					
The national alcohol & liquor factory treats equally people with disability					
The factory pays its annual tax to the government on time					

The national alcohol & liquor factory is loyal to all stakeholders equally					
The national alcohol l& liquor factory marks fair profit margins on its products					
<b>Ethical Responsibilities</b>	1	2	3	4	5
The national alcohol & liquor factory is known for fighting corruption					
The national alcohol& liquor factory promotes/ respects human rights					
The national alcohol& liquor factory protects their surroundings from pollution					
The national alcohol & liquor factory complies with the legal frameworks of the country					
The National Alcohol &Liquor Factory has health insurance for its employees					
The factory has a procedure to provide effective feedback and consultation with customers					
<b>Philanthropic Responsibilities</b>	1	2	3	4	5
The factory protects its working environment for the wellbeing of the society					
The factory invests to support educational activities of the community					
The factory invests to support healthcare activities of the community					
The factory provides infrastructural facility to the society					
The factory raises funds when natural disasters occurred					



The factory provides goods that can be used for social purposes					
<b>Brand image Responsibilities</b>	1	2	3	4	5
The national alcohol & liquor factory suit my needs of liquor's & alcohol requirement					
I believe the brand of the national alcohol & liquor is unique in addressing my needs					
Buying branded products from national alcohol & liquor remakes me feel self-esteemed					
I have a positive attitude towards the national alcohol & liquor factory					
I prefer this national alcohol & liquor factory brand to purchase liquors even if I have other options					

Many thanks for your valued time!!!