



ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

MBA PROGRAM

**THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES ON
BRAND EQUITY: A CASE STUDY OF DASHEN BREWERIES S.C**

BY

MAHDER LAKEW

AUGUST, 2020

ADDIS ABABA, ETHIOPIA

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**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY, SCHOOL OF
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ST. MARY’S UNIVERSITY
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ECONOMICS DEPARTMENT OF GENERAL MANAGEMENT

THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY
PRACTICES ON BRAND EQUITY: A CASE STUDY OF DASHEN
BREWRIES S.C

BY

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DECLARATION

I, Mahder Lakew, certify that this research paper entitled “**The Effect of Corporate Social Responsibility Practices on Brand Equity: A case of Dashen Breweries s.c**” under the guidance of **Berhanu Endeshaw (PhD)** has not previously been submitted either in part or in full to any other higher learning institution for the purpose of earning any type of degree. I also certify that the thesis has been written by me and that any help that I have received in doing my research work and in the preparation of the thesis itself has been duly acknowledged.

MAHDER LAKEW

Name

Signature and Date

ENDORSEMENT

This is to certify that Mahder Lakew has carried out her research work on the topic “**The Effect of Corporate Social Responsibility Practices on Brand Equity: A case of Dashen Breweries s.c**” and that this is her original work and is suitable for submission for the award of Master’s Degree in General Management.

Advisor

Signature

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LIST OF ACRONYMS

CSR Corporate Social Responsibility

SPSSStatistical Package for the Social Sciences

ANOVA Analysis of variance

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ABSTRACT

The aim of this study is to investigate the effect of corporate social responsibility practices on brand equity in order to increase the understanding of CSR as a marketing tool. The dimensions used in the study are Social, Economic, Environmental, Legal, and Ethical Responsibilities on Brand Equity of Dashen Breweries S.C. The study has employed quantitative descriptive explanatory approach. A sample of 373 customers (Wholesalers and Retailers) of Dashen Breweries S.C. in Addis Ababa. A stratified random sampling method and structured questionnaire is used. Data was analysed by using SPSS software 20 version. The finding of the correlation analysis indicates that there is direct significant positive relationship between the CSR dimensions and brand equity. The simple regression analysis shows that all dimensions positively influence the brand equity and it is also statistically significant. The findings of this study also indicated that economical CSR is the most important factor to have a positive and significant effect on brand equity followed by Legal, Ethical, Environmental and Societal CSR. The finding implies that survey participants have a positive perception about CSR practices. Hence, the company should concentrate on its CSR commitments and resources allocation to CSR initiatives in ways that can return optimal benefit to society.

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

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Corporate social responsibility is the set of standards which is used by organizations to make a positive contribution to society. In the recent decades' managers are trying to find out the ways in which they can help the business to work for the development of the society and economy (Rashid Zaman, 2014).

Corporate social responsibility has been getting much attention from many organizations. Defined as “the continuing commitment by business to behave ethically and contribute to the economic development while improving the quality of life of the workforce and their families as well as of the local communities and societies at large” (Holme and Watts, 2000).

There is a growing competition in the domestic and international markets. Companies in Ethiopia are not only competing in price, advertisement and product quality but also with contribution for social responsibilities. The contribution for social causes is mainly driven by government policies, corporate image buildings and community pressures. However, there is a growing consensus that Corporate Social Responsibility (CSR) has crossed the line from supporting social causes to becoming a critical business function (Asamoah, 2011).

The Beer industry in Ethiopia has gone through tremendous growth in the last two decades. It transformed into one of the most competitive industries in Ethiopia with millions of birr spent. The competitiveness of the industry has led to more investment the farming sector such as in malt production. The first brewery in Ethiopia was established in 1922 by St. George Beer (named after the patron saint of Ethiopia). Brands like Meta and Bedele are also older brands in Ethiopia but have since been acquired by foreign companies and re-branded.

Initially, Dashen Brewery S.C is a major player in the rapidly developing Ethiopian brewery market. Dashen is renowned for its great taste and quality. In addition to the brewery in Gondar it built a new leading edge brewery at Debre Berhan (DBSC), the first of its kind in Africa.

Ethiopia beer industry has continued to expand and forecasts indicate that the industry will expand by an estimated value of 5%. The main brewery companies in Ethiopia is St. George brewery S.C, Dashen brewery S.C, Meta abo brewery S.C, Heineken brewery S.C, Habesha brewery S.C, and Anbesa brewery S.C.

In the beer industry in particular, corporate social responsibilities gain importance and many breweries have integrated their contribution to market activities. Dashen breweries in particular has spent over 500 million birr in the last years. The contribution varies from infrastructure development, football sponsorship and community enrichment. In addition to support the communities, the contributions are expected to drive brand building and boost sales.

In the beer industry, CSR gains importance and many breweries have integrated ethical aspects into their business approach. However, in order to benefit from CSR and to gain competitive advantage, companies have to consider the consumers' point of view their attitude towards CSR and the impact of CSR on the brand value. There is a growing consensus that corporate social responsibility (CSR) has crossed the line from being business jargon to becoming a critical business function. This is demonstrated both in academic circles, empirically based studies and analyses published, and also in managerial practice by the growing importance and publicity given to social responsibility issues (Melo, T. and Galan, J. J Brand Manage 2011).

Despite this general recognition, the main characteristic of the CSR concept is still the lack of agreement on what it really means (Brammer and Millington, 2008; Valor, 2005; Lantos, 2001; O'Dwyer,2003). This may be due to the vagueness and intangibility of the term Frankental, (2001), its ambiguity Valor, (2005) or simply to the fact that compared to other business functions, CSR's appearance as a legitimate area of inquiry in the mainstream management literature is very recent Harrison and Freeman, (1999), even "embryonic" Lantos, (2001).

The fact is that social responsibility has become an “inescapable priority” Porter and Kramer, (2006) for business leaders. CSR’s emergence as a legitimate, even critical endeavour Gelb and Strawser, (2001) is corroborated by Schnietz and Epstein (2005), McWilliams et al. (2006), Lockett et al. (2006), Hull and Rothenberg (2008), Quazi and O’Brien (2000) and practically all the authors cited from the year 2000 on Researchers are using brand value as a measure of firm performance. Brand value gathers in one single variable a range of components and characteristics that are highly sensitive to CSR.

The corporate business strategy of a company concentrates on the overall purpose and scope of the business to meet stakeholder expectations and is seen as fundamental because it is profoundly affected by business investors and helps guide strategic decision-making throughout a company (Johnson, Scholes, & Whittington, 2008). CSR efforts should be consistent with a company’s corporate strategy to support a successful implementation and to gain consumers trust (Becker-Olsen, Cudmore, & Hill 2006; Deigendesch 2009; Levy 1999; Piercy & Lane 2009; Porter & Kramer 2006; Vlachos et al. 2009). Although management is under heightened pressure to respond to excelsior demands for improved social and environmental responsibility Kanter, (2010), the overall impact of CSR efforts on a company remains inconclusive (Vogel, 2006).

This study was carried out to investigate the effect of five core corporate social responsibility practices: social, economic, environment, legal, as well as ethical practices on brand equity in Dashen breweries s.c. It is hope that the study’s finding may help top management during strategic design.

1.2. Background of the Organization

Dashen Brewery S.C as one of the largest Ethiopian brewery companies. It is co-owned by Tired Corporate and Duet Vasari beverages African limited. The Company first entered to Ethiopian market after planting its first plant at a historical city of Gondar, 738 kilometres from Addis Ababa, at a place called Aba Samuel. Its first factory was built at a total cost of 325,000,000.12 birr. The total cost of the construction was obtained from Endowment Fund and Ethiopian Development Bank. The plant which was laid at 8.5 hectare of land was built with an annual production capacity

of 300,000 hl. But by the time this production capacity of the factory could not match with the demand of beer. Subsequently, plans to carry out this expansion of the factory as soon as possible and went into action.

Accordingly, the production capacity has increased. As of now the plant in Gondar has reached to 950,000 hectolitres a year. Dashen has released its first product in June 2000. Its product was largely limited in Northern part of Ethiopia such as Amhara and Tigray regional states. So to fill this gap, the company has begun to work on how to expand its production.

The company has decided to expand its production in order to meet the demand. The company has then decided to search for a partner to work with. The effort has finally brought Dashen to work with Duet Vasari beverages African limited. The two signed a partnership agreement in May 2012. The agreement resulted in the creation of a second plant, in Debr Berhan, North Shoa. 15 years after the opening of the plant in Gondar, the share company launched its second plant. The plant which has 3,000,000 hectolitres annual production capacity was officially inaugurated by Prime Minister Hailemariam Desalegn.

The factory was considering as a milestone for its role of creating a back and forth linkage between the agriculture and industry, at the region. Dashen brewery currently has a total capital of 5,000,000,000 birr and will work to raise its capital. As a result, this will benefit different part of the society. In terms of job creation, the company has currently 549 permanents and 219 casual employee in Gondor plant and 267 permanent and 345 casual employees in Debre Birhan plant and Addis Ababa. The figure doesn't include those involved in beer distribution, loading and off-loading. The factory, for the past 17 years has only one brand. However, after looking into the market, before three years it introduced a new brand called-Balageru beer to the market.

1.3. Statement of the Problem

Developing countries' firms are still in the initial level of development in their awareness and integration of CSR activities within their corporate policies and strategies, which is reflect on the country's early stage of private sector development (Mandurah, Khat-ib and Al-Sabaan, 2012).

While those managers are aware of the CSR concept and exhibit a positive attitude toward it, there is a gap between employee and top management attitude and perception of the concept. Tends to lean toward being classical and viewed as philanthropic responsibility rather than strategic orientation.

A company's performance and business in general could not be measured solely by gaining economic profit to the organizations. Rather its shareholders and managers should be responsible for all others who directly or indirectly affect or are affected by a firm's business activities (Visser, 2008).

The leading most authoritative outcomes from the fact that investment in mineral-rich countries of sub-Saharan Africa has not contributed to the community and financial development and the conservation of the environment of the nations worried over the last decades. It is not for business to supernumerary itself for government initiatives and follows development objectives. If corporations are to donate to these objectives, it is through exchanging reasonable and transparent contracts, paying adequate incomes according to directives set out in country wide controlling frameworks, and obeying the laws of the country (Giannarakis,2009).

Dashen breweries are one of the biggest brewing companies in Ethiopia that invests heavily on social corporate responsibility spending over 500 million birr over the years. Despite all indicators pointing to the need for a clear understanding of the impact of the company's corporate social responsibility investment on brand equity, it was found out that there is not much research on the relationship between CSR and Brand Equity on the brewery industry in Ethiopia. This has also remained a problem for the company's marketing strategy as marketers are unsure of how CSR works and how it affects brand equity.

Based on the above background, the researcher attempts to examine the effect of corporate social responsibility practices on brand equity in Dashen breweries S.C.

1.4. Research Questions

The research questions for the study were:

1. To what extent a social practice in corporate social responsibility affect the Brand equity?
2. How does an economic practice of corporate social responsibility affect the Brand equity?
3. What is the effect of environment in corporate social responsibility on the Brand equity?
4. In what way a legal corporate social responsibility contributes to the Brand equity?
5. What is the effect of ethics in corporate social responsibility contribution to the Brand equity?

1.5. Objectives of the Study

1.5.1. General Objective

The general objective of the study is to examine the effect of corporate social responsibility practices on brand equity: a case study of Dashen breweries S.C.

1.5.2. Specific Objectives

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

- To identify the effect of a Social practice of corporate social responsibility on brand equity.
- To evaluate the effect of Economic practice of corporate social responsibility on brand equity.
- To examine the effect of Environment practice in corporate social responsibility on brand equity.
- To determine the effect of Legal practice in corporate social responsibility on brand equity.
- To measure the effect of Ethical practice in corporate social responsibility on brand equity.

1.6. Significance of the Study

The research is important for different stakeholders as input for the purpose they intended to use it. The findings of this study help to identify which type of corporate social responsibility activities are highly relevant for the industry in general for the company in particular. It will also help Dashen to reallocate resources in areas that have greater influence on Brand Equity. Furthermore, to identify in which area for the corporate social responsibility elements that the company need to invest so that to build a positive brand image.

Moreover, it will be used by academicians, researchers and scholars the findings of this research provides empirical evidence and add new knowledge about the practice of CSR effect on Brand Equity. The study also helps to understand the complex relationship between CSR and Brand Equity.

1.7. Scope of the Study

The study was delimited geographically, methodologically as well as conceptually.

Geographically; Dashen Breweries S.C. implements its operation in north region and distributes its product throughout all regions in Ethiopia, but this study focused on 82 wholesalers and 291 retailers located in Addis Ababa only.

Methodologically; The study only uses a quantitative research method and also the main source of the data were questionnaire and secondary data.

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

1.8. Limitation of the Study

The study would have been comprehensive to include other brewery companies as part of the study, however due to time and resource constraints the study only focused on one brewery company which is hard to conclude the practice of the overall brewery industry. Theoretically, there are many factors which affect employee commit brand equity, but to cope up with the available time and resource constraints the study scope has been limited to the effect of corporate social responsibility practices on brand equity on Dashen breweries S.C.

The target population of the study comprised 5,503 external customers who purchase Dashen beer products (wholesalers and retailers) operating within Addis Ababa. The sample size for the study had comprise of 373 respondents. The study was limited to only Addis Ababa caused by resource and time constraints.

1.9. Definition of Basic Terms

Corporate Social Responsibility: is the most frequently used term among scholars to describe business engagement in social activities. (Lohman and Steinholtz, 2003)

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

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

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

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

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

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

Brand Equity: is the ability of brand associations to predispose people to choose it over others or pay more for it, both now and in the future (Alagon and Samuel, 2011). According to Aaker, (1991) brand equity as it is the difference between a brand's assets and brand's liabilities linked to a brand.

1.10. Organization of the Study

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

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. The Concept of Corporate social responsibility and Brand Equity

2.1.1. Corporate Social Responsibility

Social responsibility has been defined by different writers in so many diverse ways, but researchers don't share fundamental principles of what being socially responsible consists of (Gudjonsdottir and Jusubova, 2015).

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 (Gudjonsdottir and Jusubova, 2015). Carroll (1979) was one of the first researchers who debated and had a big influence on the CSR concept. The author developed the most known and a leading paradigm of CSR in the management field:

The Pyramid of Corporate Social Responsibility, to this day, Carroll's paradigm remains the most known within business. From the perspective of Carroll, Barjoei (2016) points out, economic responsibilities include duty to satisfy consumers through high-value products as well as to create enough profits to investors. This sector includes the main goal of business and entrepreneurship which is to produce goods and services and have profitability.

Barjoei (2016) also describes legal or statutory responsibility requires that companies while acting in their economic obligations observe laws and regulations. This includes government regulations that businesses are required to obey them. Companies should follow these legal requirements to increase profitability. Corporate social responsibility is concerned with the connection between corporations, governments of nations and individual citizens. More locally the definition is concerned with the relation between a corporation and the local society in which it resides or

operates (Sharif 2012). According to Dawkins (2004) and Usman Sharif (2012) CSR is basically consistency of a firm to act ethically, increasing economic development, improvement in the lives of their workforce and their families and playing a role in the development of the society.

For the business leader's social responsibility has become an "inescapable priority" Porter and Kramer, (2006). Corporate social responsibility emergence as an authentic and critical Endeavour Gelb and Strawser, (2001) is corroborated by Schnietz and Epstein (2005), McWilliams et al. (2006), Lockett et al. (2006), Hull and Rothenberg (2008), Quazi and O'Brien (2000), practically all the authors cited from the year 2000 on Researchers are using brand value as a measure of firm performance. Brand value characteristics are highly sensitive to corporate social responsibility and collects in one single variable a variety of components.

Corporate social responsibility - voluntary social and environmental efforts of a company is one of the most discussed and influential strategic business tools in the 21st century (Holstein 2008; Kanter 2010; Karnani 2010; The Economist 2009). Although many 20th century managers regarded CSR efforts as charitable activities dedicated to a company's external environment, the fashionable perception of CSR efforts has evolved into recognizing CSR efforts as a value-creating tool fixed within the overall strategy of a corporation (e.g., Carroll 2008; Lee 2008).

Within the past decade, corporate social responsible become very popular, which led it to augmented use of CSR as a strategic marketing Journal of Strategic Innovation and Sustainability (Golob, Lah, & Jančič 2008; Piercy and Lane 2009) and management (Porter and Kramer 2006; Maon, Lindgreen, & Swaen 2008) tool. More and more successful and well-known companies use CSR as a strategic tool for purposes of differentiation and value creation (Nexxar 2010), but even small- and medium-sized enterprises have adopted CSR to position themselves (Jenkins 2009; Retolaza, Ruiz, & San-Jose 2009).

An upscale body of research exists investigating the influence of CSR on firms' financial metrics giving the fact that CSR's increasing importance from a strategic point of view, (e.g., Economists Intelligence Unit 2008; Godfrey, Merrill, & Hansen 2009; Mackey, Mackey, & Barney 2007; Menz 2010). For example, the Economists Intelligence Unit (2008) found that, on the average,

firms having a robust CSR commitment practiced profit enhancement of 16% as well as share price increases of 45% within a three-year period, compared with 7% and 12%, respectively, for companies without strong commitment to CSR. Withal, skeptics question the worth of investing in CSR efforts Sternberg (1994); The Economist (2005), as some tend to embrace Milton Friedman's (1970, p. 122) belief that "the social responsibility of business is to extend its profits." Actually, Menz (2010) concluded that the non- social responsible firms are less risk premium than the social responsible firms.

The general purpose and scope of the business is to satisfy stakeholder expectations which, the corporate business strategy of a corporation highly concentrates and it is fundamental because it's profoundly affected by business investors and helps guide strategic decision-making throughout a corporation (Johnson, Scholes, & Whittington 2008). CSR efforts should be according to a company's corporate strategy to realize consumers trust and to support a successful implementation (Becker-Olsen, Cudmore, & Hill 2006; Deigendesch 2009; Levy 1999; Piercy & Lane 2009; Porter & Kramer 2006; Vlachos et al.2009). The general impact of CSR efforts on a corporation remains inconclusive Vogel (2006), even though management is under heightened pressure to reply to excelsior demands for improved social and environmental responsibility Kanter, (2010), In addition, there's a scarcity of inquiry that examines the effect of CSR efforts on key marketing dimensions. Understanding basic factors underlying and supporting CSR is potential to make value for both customers and corporations simultaneously is critical for managers.

There is a vast interest and high awareness of societal issue and how to contribute for a sustainable planet both, from the consumers and companies' point of view. During the last few years, the concept of Corporate Social Responsibility (CSR) has become an inevitable part of businesses and a growing number of companies are committed to ethical behaviour and engage in sustainable issues that go beyond their commercial activities. Consumers increasingly expect companies to engage in responsible behaviour and to contribute to a sustainable environment.

CSR is of interest to the Ethiopian beer industry and breweries tend to implement the CSR concept. Most businesses are committed to environmental protection and engage in social welfare,

especially in promoting responsible drinking. While the term social responsibility may semantically indicate an obligation for accountability of some sort, a review of past and present literature does not suggest a consensus of agreement on the matter. Quite on the contrary, both the literature and empirical findings offer arguments and evidence to support contrasting views. An essential perspective coined as the orthodox (Quazi and O'Brien, 2000; Zairi and Peters, 2000 or new-classical approach Gardiner et al., 2003; Moir, 2003) was developed by the Nobel Laureate in Economics Milton Friedman. He asserted that companies are accountable exclusively to shareholders. Any initiative administered or cost incurred to deal with other stakeholders would be unfavourable to business performance (Cannon, 1994; Friedman, 1996; McWilliams and Siegel, 2001; Moneva and Ortas, 2008; Quazi, 2003).

Moreover, Companies that experience additional and avoidable costs by investing in CSR would be at an obstacle with regard to their competitors (Waddock and Graves, 1997). Thus, resources earmarked for CSR initiatives would be more productive or profitable if invested in initiatives to increase the firm's efficiency (McWilliams and Siegel, 2001). From positional perspectives, McGuire et al. (1988) also pointed to the less responsible companies affected not as much as compared to the companies engaging with CSR. Most previous researches have used corporate social responsibility in comparison to conventional financial indicators.

By using brand value as a measure of corporate performance with its integrative combination of economic earnings, driving consumer demand and brand strength (reputation, loyalty, market position), we are appraising a new focus on the crucial question of whether CSR pays off or not.

2.1.2. Why Companies Engaged in CSR

Companies engage in CSR activities for different reasons in the contemporary business environment. The core contributor to the cause is that society's awareness on the subject and their demanding expectation enforces the business to incorporate the CSR into their daily practices. The following points shows highpoints that weigh the reason of CSR in contemporary business entities.

1. Moral obligation– The companies engage in CSR since they believe it is their duty to be a good citizen and “do the right thing”.

2. Sustainability - The Company focuses on environmental and community steward-ship with the belief that it is best for the company in the long run. The World Business Council describe sustainability as: “Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”
3. License to operate- Many companies only engage in CSR because they are forced to follow regulations and permissions from governments, communities and other stake-holders to be able to conduct business.
4. Reputation - Most organizations engage in CSR to have good will, to create strong image, to sustain the reputation and increase the stock value.

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

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

2.1.3. CSR Practices in Ethiopia

Like many other developing countries, CSR practices in Ethiopia are guided by five recognized domains: economical, legal, ethical, philanthropic, and environmental.

Here, philanthropy gets the main attention from the corporate bodies. Nevertheless, CSR practices in Ethiopia are still in infancy. There has been an increasing pressure on the national and multinational corporations in Ethiopia to consider the rigorous incorporation of CSR in their actions. A number of corporations are now following an increased commitment to CSR beyond just profit making and compliance with regulation.

Some larger international companies have introduced corporate social responsibility (CSR) programs; however, most Ethiopian companies do not practice CSR. There are efforts to develop CSR programs by the Ministry of Industry in collaboration with the World Bank, U.S. Agency for International Development, and others. Source: export. Gove

In early 2015, the Ethiopian Chamber of Commerce & Sectorial Associations published a 'Model Code of Ethics for Ethiopian Businesses' that was endorsed by Ethiopia's President Mulatu Teshomme as the model for the business community. Source: export. Gove

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. Gudjonsdottir and Jusubova (2015). Carroll (1979) was one of the first researchers who debated and had a big influence on the CSR concept.

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 as cited in Gudjonsdottir and Jusubova, 2015). To this day, Carroll's paradigm remains the most known within business.

From the perspective of Carroll, Barjoei (2016) points out, economic responsibilities include duty to satisfy consumers through high-value products as well as to create enough profits to

investors. This sector includes the main goal of business and entrepreneurship which is to produce goods and services and have profitability.

Barjoei (2016) also describes legal or statutory responsibility requires that companies while acting in their economic obligations observe laws and regulations. This includes government regulations that businesses are required to obey them. Companies should follow these legal requirements to increase profitability.

Moral responsibility refers to a variety of business practices and ethical norms that are expected to be followed even if they are not codified in law.

And finally Barjoei (2016) notes, philanthropic responsibilities include financial and non-financial assistance to improve the community. It covers the activities of the company that shows the company is like a good citizen. Among cases where companies can have a share in include participation in supporting the arts, education and other sectors that can enhance the quality of life in society.

2.1.4 Business Benefits of Corporate Social Responsibility

These benefits are positive effects on company image, reputation, employee motivation, retention and recruitment, cost savings, revenue increase from higher sales and market share, and CSR related risk reduction or management. The easy way to begin CSR activities are cost savings. Cost savings can arise from material substitution, lower energy consumption, reduced material storage and handling costs or reduced waste disposal. Some investors give attention to social and environmental performance for a company that handle CSR aspects well and give an access to the capital.

The financial services companies have a big role in offering financing. They can have an impact on the businesses applying finance by requiring better CSR behavior. Business case refers to involve an investment during a project or initiative that promises to yield a sufficient return to

justify the spending. In the case of CSR this suggests that the organization are going to be happier financially by attending not only its core business but CSR also. Four general sorts of the business case for CSR are cost and risk reduction, profit maximization and competitive advantage over industry rivals, reputation and legitimacy, and synergetic value creation meaning finding win-win situations between the corporate and its stakeholders.

2.1.5. The Corporate Social Responsibility Pyramid

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

A. Economic Responsibility

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

B. Legal Responsibilities

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

C. Ethical Responsibilities

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

D. Social Responsibilities

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

E. Environmental Responsibilities

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

2.2. Review of Empirical Studies

From the perspective of studying the impact of CSR researchers like Esmailpour and Barjoei (2016) conduct a study on the Impact of Corporate Social Responsibility and Image on Brand Equity. The aim of this study is to investigate the influence of social responsibility and corporate image on their brand equity. The study population consists of all consumers of Morghab food industry (Yekoyek) in Bushehr. The sample size is estimated to be 384. The available sampling method is used. The researchers found that corporate social responsibility has a significant positive impact on corporate image and brand equity. In addition, corporate image positively influences brand equity. The research variables like (Moral responsibility, Legal Responsibility, Economic Responsibility, Corporate Image, perceived quality, Brand Awareness, Brand Association and Brand Loyalty) are clearly described. The main gap was observed from the sampling method which most like might not in according to Asamoah (2014), the performance of the companies CSR practices was high in the areas of community support, environmental issues, and ethics. The companies engaged in CSR for various reason including enhancing the reputation of the companies for positive image and branding of the company, to gain some competitive advantages, and to improve business performance etc. The researcher conducted a study on the effect of Corporate Social Responsibility on the competitiveness of firms in lude all the target population.

Arslan and Zaman (2014) studied Impact of Corporate Social Responsibility on Brand Image: A Study on Telecom Brands and found that the results of the study strongly support the main hypothesis which is “There is a positive relationship between Corporate Social Responsibility and Brand Image”. The correlation value of Corporate Social Responsibility and brand image is 80.4% which indicates that the relationship between Corporate Social Responsibility and brand image is very strong. Study also proves that all the four dimensions of Corporate Social Responsibility; Economic, Legal, Ethical, and Philanthropic has more effect on the types of brand associations, which means Corporate Social Responsibility activities just not only improve the image and associations of product related attribute but it also effects the non-product related attributes; Brand personality, user imagery etc.

Further the results have confirmed that the large numbers of people are not aware of Corporate Social Responsibility. Among the 400 respondents only 180 were aware of Corporate Social Responsibility which is the 45% of total sample. But it is also clear from research results that Corporate Social Responsibility awareness depends on the education level. The more educated the people are, the more aware they are of Corporate Social Responsibility. So one reason of low rate of Corporate Social Responsibility awareness in Pakistan is low literacy rate. One of the major thing which is not cover in this research is the finding the level of development of Corporate Social Responsibility in Pakistan. Pakistan is the developing country so, it is possible that the Carroll’s Corporate Social Responsibility Pyramid might have different priority in its levels as compared to other developed and developing countries.

According to Asamoah (2014) the performance of the companies CSR practices was high in the areas of community support, environmental issues, and ethics. The companies engaged in CSR for various reason including enhancing the reputation of the company’s, for positive image and branding of the company, to gain some competitive advantages, to improve business performance etc. The researcher conducted a study on the effect of Corporate Social Responsibility on the competitiveness of firms in the Mobile Telecommunication industry in Ghana and the author reaches to the mentioned conclusion which shows that CSR has an impact on enforcing a positive brand image. The study used quantitative methodology to achieve its purpose. A survey

questionnaire was used to gather data for the study. Overall 360 employees were selected from all the 6 Mobile Telecommunication companies operating in Ghana. Only senior managers of the various firms were sampled for the study. Both descriptive and inferential statistical tools were used in the data analysis. As the author points out the variables which are: Corporate reputation, Branding positioning, Profit maximization, Reduction in operational cost, Ability to retain employees, Market performance, Investors' confidence, Public interest in the activities of the company, the public goodwill towards the company and overall performance of the company were tried to be analysed. As a gap the research was highly focused on each company's profit maximization and neglect the other factors which may show the impact of CSR. Moreover, large companies are selected as a sample but the population of the sample is too much narrowed.

Daubaraitė and Virvilaitė (2011), did a study focusing on the impact corporate social responsibility has on corporate image, basing the findings theoretically and empirically. Quantitative research was carried out in Lithuania using virtual questionnaire. 181 correctly filled out questionnaires were collected. The results of the empirical research reveals that corporate social responsibility has positive impact on corporate image though it is not the most important factor.

Sen, Sankar & Bhattacharya (2001) examined when, how, and for whom specific Corporate Social Responsibility (CSR) initiatives work. These researchers studied consumers' CSR responses and therefore the means underlying these responses. There have been two studies during this research. The primary focuses on an evaluation of the connection between CSR and therefore the company. Meanwhile the second study focuses on CSR's direct influence on consumers' product evaluations which depends on CSR domain, CSR and company ability, beliefs and CSR support. The results showed that reactions from customers to CSR initiative for every company was positive when there was a similarity between the company's character and their own CSR activities administered. The discovery of this research are often divided into two, primary finding is that the effect of CSR on company evaluations and therefore the secondary finding is that the effect of CSR on product purchase intentions. Using real CSR and merchandise information a few company, the researchers found that the positive effect of CSR initiatives on a consumer's company evaluations were mediated by their perceptions of self-company congruence and moderated by their support of the

CSR domain.

Furthermore, the researchers found that customers were more sensitive to negative CSR information than positive CSR information when evaluating the corporate. More specifically, all consumers reacted negatively to negative CSR information, whereas only those most supportive of the CSR issues reacted positively to positive CSR information. For the effect of CSR on product purchase intentions, the researchers found that CSR influenced consumer's product purchase intentions during a more complex manner than its straightforward positive effect on their company evaluations. Specifically, this suggested that a company's CSR effort can affect consumers' intentions to get its product both directly and indirectly. The researchers stated that folks often identify with a corporation they belong to for his or her self-consistency and self-enhancement. They also suggest that customers did believe about the trade-offs. A corporation in such a situation would enjoy informing customers that CSR actions don't detract from its ability to supply quality products or improving its product offering. It can also help the corporate to dodge the incorrect perception from the purchasers about the CSR.

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

2.2.1. Study Gap

As to the researcher knowledge, the literatures reviewed have indicated that quite some studies are administered on corporate social responsibilities publicly, private and non-government organization. However, coming to Ethiopia context studies carried out in this area are scant in number to show the direct effect of CSR dimensions on Brand Equity. Therefore, this study has tried to fill the study gap by investigate the effect of corporate social responsibilities practices on brand equity on Dashen Breweries S.C.

2.3. Conceptual Framework

Jabareen, (2009) explain Conceptual framework as a network or a plane of interlinked concepts that together provide a comprehensive understanding of a phenomenon or phenomena. Conceptual framework provides the link between the research title, the objectives, the study methodology and the literature review. The major variables of this study were corporate social responsibility elements (independent variable) and brand equity (dependent variable). Thus, the research includes all major corporate social responsibility elements in terms of Social responsibility, Economic responsibility, Environmental responsibility, Legal responsibility and Ethical responsibility. As a result, a conceptual framework was developed to illustrate the key variables and their relationship with brand equity.

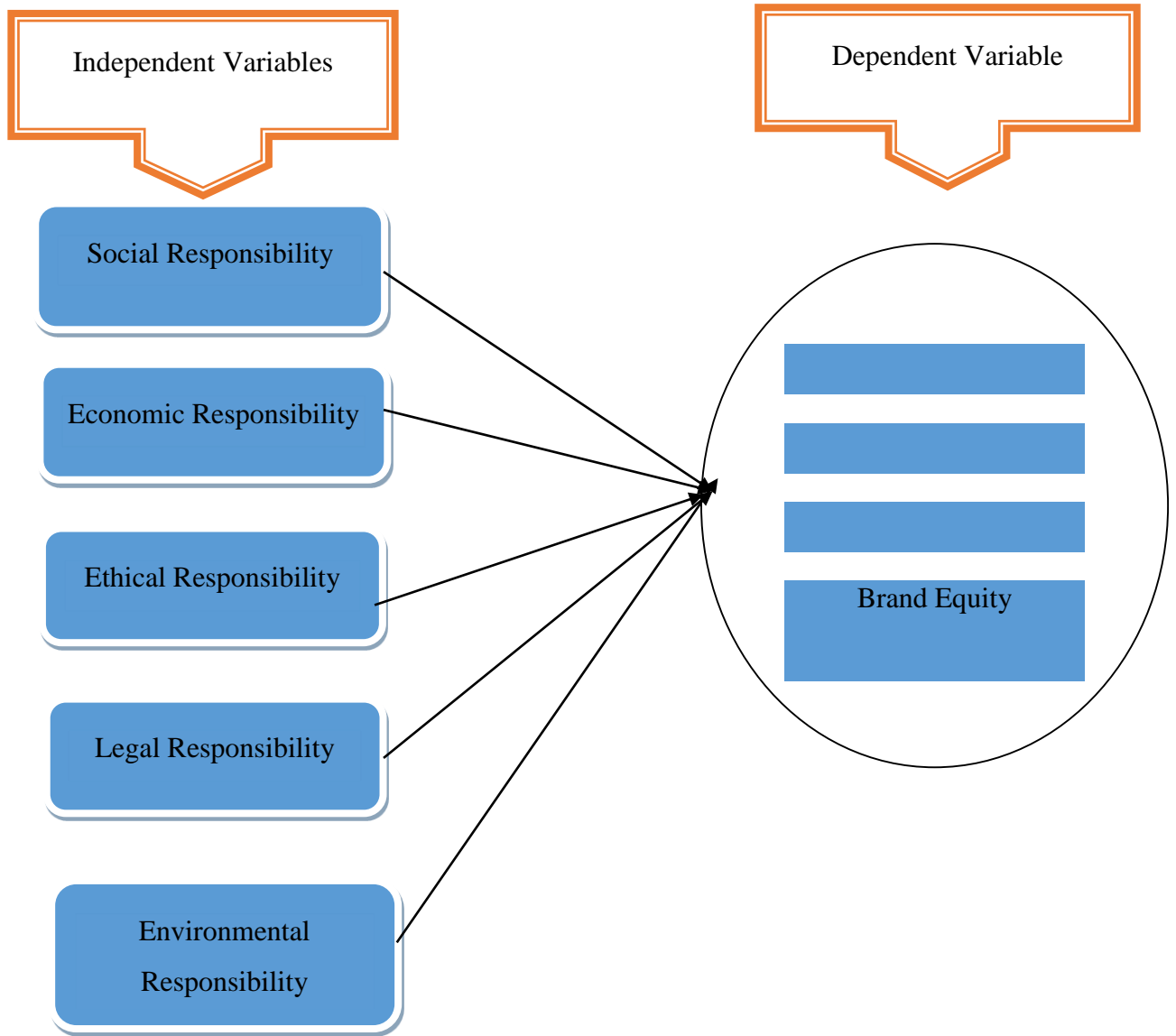


Figure 2.3: Conceptual Framework

(Source: Adopted and modified by the researcher (Kiage, 2013))

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research Approach

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

3.2. Research Design

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

3.3. Target Population

Hair et al. (2010), target population is said to be a specified group of people or object for which questions can be asked or observation made to develop required data structures and information. Target population refers to the larger population to which the researcher ultimately would like to

generalize the results of the study (Mugenda 2003). The target population of the study were 5,503 customers of Dashen breweries s.c. comprised of wholesalers and Retailers in Addis Ababa. The list of wholesalers and retailers were obtained from Dashen brewery S.C. Commercial Department.

3.4. Sample Size

According to Israel (2013), there are different strategies to calculate sample size. These include using census for small population, using a sample size of a similar study, using a formula to calculate sample size and using published tables that help determine sample size based on the number of the population without doing any calculation.

The sample size for this particular study was computed based on a formula suggested by Yamane Taro (1967) provides a simplified formula to calculate sample sizes. In addition to this, the sampling technique should be used with the population of interest is not homogenous. The total population of this research were wholesalers and retailers of Dashen brewery S.C located in Addis Ababa. As to the sample size determination, among different methods, the one which was developed by Yamane Taro (1967) provides a simplified formula to calculate a precise sample sizes with 95% confidence level and $p = 0.5$ is assumed for equation:

$$n = \frac{N}{1 + N(e)^2}$$

Where: n designates the sample size of the research.

e: Designates maximum variability or margin of error 5%.

1: The probability of the event occurring.

N: Target population of the study.

When this formula is applied to the target population the sample size obtained as:

$$n = \frac{N}{1 + N(e)^2} \quad n = \frac{5503}{1 + 5503(.05)^2} = \underline{373}$$

Using above formula out of 5503 target population only 373 customers were selected. The total population of this research were both wholesalers and retailers of Dashen brewery S.C in Addis

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

Table 3.4: Sample Size Distribution

Type of Population	Population (P)	Sample Size (n)
Wholesaler	1203	82
Retailer	4,300	291
Total	5503	373

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

Sample from wholesaler = (no of respondent from wholesaler /total population) *sample size

$$N1 = n1/N \times 373 = 1,203/5503 \times 373 = 82$$

Sample from retailer = (no of respondent from retailer /total population) *sample size

$$N1 = n1/N \times 373 = 4300/5503 \times 373 = 291$$

3.5. Sampling techniques

The study employed stratified random sampling technique. Stratified random sampling according to, (Fienberg, 2003), is a technique which attempts to restrict the possible samples to those which are less extreme by ensuring that all parts of the population are represented in the sample in order to increase the efficiency (that is, to decrease the error in the estimation). According to population

Denscombe (2010) the sample size in stratified sampling is selected in proportion to its size in the population. Where population can be or is divided into several strata, then stratified sampling technique is the most ideal for the study. According to Mugenda and Mugenda (2008) this method gives an equal opportunity to all respondents in the population, to participate in the study therefore reducing biasness and making it the most appropriate for this study. The strata consisted of the 2 customer category (Wholesaler and Retailer) obtained from Dashen breweries s.c

3.6. Data Source and Types

To conduct this research, information obtained from both primary and secondary data sources were used. Primary data was collected through structured close-ended questionnaire from selected customers of the Dashen brewery S.C. While Secondary data was collected from academic books, journals, magazines, research papers, as well as from Dashen Breweries s.c manuals and reports.

3.7. Data Collection Instruments

A Structured close-ended questionnaires was used to collect the primary data. The questionnaire was carefully developed in a way that will measure the impact of the proposed independent variables on the dependent variable. The type of questions, form wording and sequences were also considered carefully. It was translated into Amharic to help ease comprehension and in order to extract accurate response of respondents. The questionnaire has been measured by five-point likert scale anchored by 1=Strongly Disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree. A likert scale is an ordered scale from which respondents choose one option that best aligns with their view. It is often used to measure respondents' attitudes by asking the extent to which they agree or disagree with a particular question or statement. The Likert scale has scales that assist in converting the qualitative response in to quantitative values (Mugenda & Mugenda, 2003). The study is required to use these instruments because it is easier to analyse since they are in an immediate usable form. This is also economical to use in terms of cost and time.

3.8. Methods of Data Analysis

The data collected from questionnaire was analysed by using data analysis tools. Verification were conducted and completed questionnaires identified. Then the data coded in to SPSS (Statistical package for social science), according to the selected variables and the questions has been asked. The data analyses performed using descriptive and inferential statistics for independent and dependent variables. SPSS Version 20 was practiced by the study to analyse the data.

3.8.1. Descriptive Statistical Analysis

The final reports of the relevant characteristics of the respondents were produced through central tendency measurements (frequency and percentage). In addition, tabular explanation used to present the results.

3.8.2. Inferential Statistical Analysis

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

A. Correlation

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

relationship between corporate social responsibility practices and brand equity.

B. Multiple Linear Regression Analysis

Multiple regression was applied to learn more about the relationship between corporate social responsibility practices, which are independent variables and brand equity which is a dependent variable.

The regression equation or model specification for assessing the effect of corporate social responsibility practices on brand equity in Dashen brewery S.C in Addis Ababa.

The multiple linear regression equation is in the form of:

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

Where Y=Brand equity

β_i are coefficients to be estimated,

(x₁) = Social responsibility

(x₂) = Economic responsibility

(x₃) = Environmental responsibility

(x₄) = Legal responsibility.

(x₅) = Ethical responsibility.

ε =error term normally distributed with zero mean and variance.

Y is the dependent variable, X_i are the independent variables and 'ε' is the error term.

3.9. Validity and Reliability

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

3.9.1. Validity

Validity refers to the extent to which an instrument measures what is supposed to measure. Data need not only to be reliable but also true and accurate. If a measurement is valid, it is also reliable (Joppe 2000). The content of validity of the data collection instrument was improved through

discussing the study instrument with the experts in the field of study and the researcher supervisor. The valuable comments, corrections, suggestions, given by the study experts assisted the validation of the instrument. Before issuing the questionnaire to respondent's comments and suggestions given by advisor has been adjusted accordingly.

3.9.2. Reliability

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

Therefore, the overall reliability of the scale was found to be 0.741 (table 3.9.2) which indicates the acceptability of the items.

Table 3.9.2: Reliability statistics of the instrument

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.741	.727	6

Reliability Statistics

3.10. Ethical Consideration

Each discipline should have its own ethical guidelines regarding the treatment of human participants on the study (Vanderstoep and Johnston 2009). Study ethics deal with how we treat those who participated in our studies and how we handled the data after we collect them. The researcher has kept privacy (that left any personal questions), anonymity (protecting the identity of specific individuals from being known) and confidentiality or keeps the information confidential.

Accordingly, the questionnaire has been distributed to voluntary participants and had a clear introduction and instruction parts regarding the purpose of the study.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

Introduction

In this chapter, analysis of data and research findings have been interpreted in relation to the objectives of the study and with respect to the research questions developed to guide the study. The data analysis was made with the help of Statistical Package for Social Science (SPSS v. 20). The demographic profile of the study sample, their attitude towards Dashen Breweries CSR practice and analysis of its effect on its brand equity through its dimensions have been described using descriptive and inferential statistics. To test hypothesis and achieve the study objectives, different inferential statistics were employed. Pearson's correlation was used to see the strength of association between the dependent and independent variables. Linear regression model was also employed to test hypothesis and achieve the study objective that focuses on examining the impact of Dashen Breweries CSR practice on its brand equity.

4.1. Rates of Response

Respondents response rate refers to the proportion of questionnaires that were returned and filled during the study in relation to total number of questionnaires expected to be filled. In this study, a total of 373 questionnaires were distributed to target respondent, out of the total 373 questionnaires, 350 useable questionnaires were obtained (93.8%) response rate.

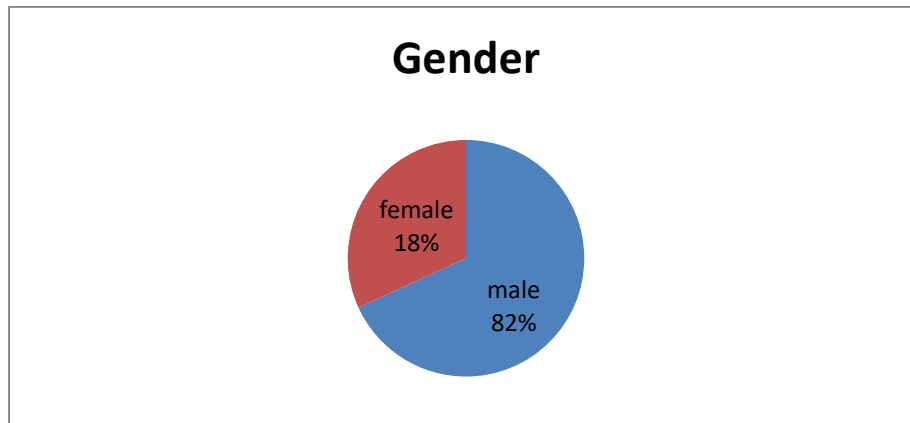
Table 4.1: Rate of Respondents

Sample Size	373
Completed and Returned Questionnaires	350
Response Rate	93.8%

4.2. General Information about the Respondents

The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents, proportion of males and females in the sample, range of age, education level of respondents and how long they have used the breweries service, so that the analysis could be more meaningful for readers. This part of the questionnaire requested a limited amount of information related to personal characteristics of respondents. Accordingly, the following variables about the respondents were summarized and described in the subsequent tables. These variables include: gender, age, educational level, and respondents experience.

Figure 4.2: Classification of Gender



From the data presented in Figure 4.2, the majorities 288 (82%) of the respondents were male and the remaining 62 (18%) of the respondents were female. Majority of the participants in the research were male, this implies that number of male customers are higher than female customers in this area.

Table 4.2: Background of the Respondent

Product Dimension	Measurement scale	N=350	100 %
Educational Level	Below high school	39	11
	Diploma	194	55
	First degree	114	32
	Masters or PhD	3	1
Category of the respondents	Wholesaler	78	22
	retailor	272	78
Respondents Experience	Less than a year	21	6
	1 - 5 years	68	19
	6 – 10 years	145	41
	Over 10 years	116	33

According to the above table, 39 (11%) of the respondents were below high school, 194 (55%) of the respondents were Diploma holders, and 114 (32%) of the respondents were first degree holders while the rest 3 (1%) of the respondents were graduate of Masters. The result indicated that most of the respondents are academically qualified.

Category of the respondents indicated that a total of Wholesalers 78 (22%) and Retailors 272 (78%) were the respondents. The data concerning the length of service of the respondents indicates

that 21 (6%), 68 (19%), 145 (41%), and 116 (33%) have served for below 1 year, 1-5 years, 6-10 years, and for more than 10 years respectively. This may reveal that all of them are familiar with the system in place and are able to give reliable information about the current situation.

4.3. Descriptive Statistics

Hoeffler and Keller, (2002) suggest that corporate societal marketing programs can affect brand equity by building consumer awareness, enhancing brand image, establishing brand credibility, evoking brand feelings, creating a sense of brand community, and eliciting brand engagement.

One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk, Dematteo and Festinger, 2005). The mean indicates to what extent the sample group averagely agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement. On the other hand, standard deviation shows the variability of an observed response from a single sample.

The data collected are tabulated in which it shows the frequency/percentage of respondents and the mean and standard deviation from the total 350 respondents. The measurement instrument used to calculate social, economic, environmental, legal, ethical CSR and brand equity are scaled from 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4=Agree and 5= strongly Agree.

4.3.1. Customer Perception related to ethical CSR

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

Table 4.3.1: Customer Perception related to Ethical CSR

S.	Ethical CSR	SD	D	N	A	SA	MS	SDV	
1	Dashen Breweries different activities adhere ethical or moral standards or principles of the society.	N=350	-	-	8	137	205	4.5	0.5
		100	-	-	2	39	58		
2	Dashen Breweries ensures honesty and quality in all its services.	N=350	-	-	72	140	139	4.1	0.7
		100	-	-	20	40	39		
3	In its business relationship, Dashen Breweries is working with only other companies which keep ethical or moral principles of the society.	N=350	-	-	10 6	139	105	4.0	0.7
		100	-	-	30	39	31		
4	Dashen Breweries support works that promote wellbeing of the society in ethical manner. In its sponsorship program.	N=350	-	9	2	135	204	4.5	0.6
		100	-	3	0.3	39	58		
5	Dashen Breweries prioritize a program that keeps ethical or moral practice of the society.	N=350	-	10	-	136	204	4.5	0.6
		100	-	3	-	39	58		
		Valid N						4.32	0.62

The first question under Ethical domain of CSR is “Dashen Breweries different activities adhere ethical or moral standards or principles of the society.” From a participants of the survey, the vast majority are agreed on the issue and they accounted 13 (39%) agree and 205 (58%) strongly agree. Basing the finding, we can say that; Dashen Breweries is doing ethical business.

The second question is “Dashen Breweries ensures honesty and quality in all its services.” Response of respondents showed that, 140 (40%) research participants agree and 139 (39%) are strongly agree that, Dashen Breweries ensures honesty and quality in all its services. But the next high number of respondents 72 (20%) not decided to answer the question in either of the way, agree or disagree.

The third presented question is “In its business relationship, Dashen Breweries is working with only other companies which keep ethical or moral principles of the society.” For this question 139 (39%) of respondents answer “Agree” and 105 (31%) “Strongly agree”. This implies that, majority of respondents believed that Dashen Breweries is working with only other companies which keep ethical or moral principles of the society.

As can be inferred from the table 4.3.1 there is a fairly high agreement for items “Dashen Breweries support works that promote wellbeing of the society in ethical manner, in its sponsorship program.” A total of 350 respondents out of 204 which are (58%) agreed that; Dashen Breweries prioritize a program that keeps ethical or moral practice of the society while sponsoring.

Respondents above 340 (90%) perceived that Dashen Breweries prioritize a program that keeps ethical or moral practice of the society. It is an implication of Dashen Breweries effort to keep the ethical or moral standards of the society by its own capacity and also enforcing others. Ethical CSR dimension in this study comprises five items that intended to measure the degree of brand equity. Of those items, Dashen Breweries different activities adhere ethical or moral standards, support works that promote wellbeing of the society in ethical manner and prioritize a program that keeps ethical or moral practice of the society scored the mean value of 4.5. All the five items have scored 4.32 grand mean which fall in the range of Above 3.2, it is considered as agreed. Therefore, it is possible to conclude that, customers of the Dashen Breweries are satisfied with

Ethical CSR dimension.

4.3.2. Customer Perception related to Economic CSR

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

Table 4.3.2: Customer Perception related to Economic CSR

S.	economic CSR		SD	D	N	A	SA	MS	SDV
1	Dashen Breweries is working its business in a manner consistent with maximizing earning for its owner.	N=350	-	14	70	134	132	4.1	0.8
		100	-	4	20	38	37		
2	Dashen Breweries is working to be as profitable as possible.	N=350	-	15	35	105	197	4.3	0.8
		100	-	4	10	29	56		
3	In all its business doing Dashen Breweries maintain high level of efficiency.	N=350	-	-	35	70	245	4.6	0.6
		100	-	-	10	20	70		
		N=350	-	15	-	101	234	4.5	0.7

<p>4 In its business activity Dashen Breweries is maintaining a strong competitive position.</p>	<p>100 - 4 - 29 67</p>	
<p>5 All of Dashen Breweries business activities have direct or indirect economic impact on the company.</p>	<p>N=350 - 17 34 97 202</p> <p>100 - 5 10 27 58</p>	<p>4.3 0.8</p>
<p>Valid N</p>		<p>4.36 0.74</p>

The first part under economic domain of CSR presented as “Dashen Breweries is working its business in a manner consistent with maximizing earning for its owner.” From all attendants the research respondents 134 (38%) agree and 132 (37%) strongly agree on the statement. This implies majority of respondents believed that Dashen Breweries is working its business in a manner consistent with maximizing earning for its owner.

The second question under economic domain of CSR is “Dashen Breweries is working to be as profitable as possible.” The vast majority of respondents whose account a total of 302 (85%) are fallen under the category of “Agree” and “Strongly agree”. This indicates majority of respondents believed that Dashen Breweries is doing its business to be as profitable as possible. Based on the survey, in all its business doing Dashen Breweries maintain high level of efficiency. 315 (90%) of the respondent customers agree about Dashen Breweries maintain high level of efficiency.

With regard to “In its business activity Dashen Breweries is maintaining a strong competitive position” The feelings of respondents indicate that 234 (67%) and 101 (29%) of customers strongly agree and agree respectively. Thus, it indicates that Dashen Breweries is maintaining a strong

competitive position in the market. The respondents were asked “All of Dashen Breweries business activities have direct or indirect economic impact on the company.” About 17 (5%) and 34 (10%) of the respondents selected disagree and neutral respectively. The rest 299 (85%) agreed that Dashen Breweries business activities have direct or indirect economic impact on the company. The overall mean rating and the standard deviation of the respondents for economic CSR was 0.74 and 4.36 respectively. It indicates that customers’ attitude towards economic CSR is good.

4.3.3. Customer Perception related to Social CSR

CSR with respect to society refers to activity that contributes to society’s well-being. Singh et al., (2007) demonstrated that CSR behaviours intended to enhance social interests are positively related to brand image in a study involving several famous brands and a diversified group of citizens.

Table 4.3.3: Customer Perception related to Social CSR

S.	Social CSR		SD	D	N	A	SA	MS	SDV
1	Dashen Breweries contributes resources to the community.	N=350	64	96	-	143	47	3.0	1.3
		100	18	27	-	40	13		
2	Dashen Breweries strives to provide for community betterment.	N=350	96	96	67	44	47	2.5	1.3
		100	27	27	19	12	13		
3	Dashen Breweries actively promotes volunteerism.	N=350	64	128	-	76	82	2.9	1.5
		100	18	36	-	21	23		
	Dashen Breweries allocates a	N=350	117	160	-	41	32	2.5	1.5

4	percentage of profits towards charitable activities.	100	33	45	-	11	9		
5	Dashen Breweries sponsoring the arts/sports/community events.	N=350	321	128	-	44	46	2.7	1.5
		100	41	36	-	12	9		
	Valid N							2.72	1.42

According to item number 1, customers were inquired to suggest if Dashen Breweries contributes resources to the community. As can be seen from the above table, about 160 (45%) of the respondents disagreed. From the response given above, we can infer that many customers are unsatisfied with regard to resources contributes to the community.

The second question stated that: Dashen Breweries strives to provide for community betterment and the customers respond that, 192 (54%) disagree on the idea that Dashen Breweries strives to provide for community betterment, in the contrary 67 (19%) and 91 (25%) of the respondent's customers were neutral and agree respectively. Generally, most of the customers decide that Dashen Breweries doesn't strive to provide for community betterment.

Based on the survey, "Dashen Breweries allocates a percentage of profits towards charitable activities" the customer answered that: 277 (78%) of the respondent customers disagree about Dashen Breweries allocates a percentage of profits towards charitable activities. The respondents were asked "Dashen Breweries sponsoring the arts/sports/community events." About 321 (41%) and 128 (36%) of the respondents selected strongly disagree and disagree respectively. They responded having a scored mean value of 2.72 this shows that the respondents were "disagreed". It is found that social CSR is one of the major factors impacting brand equity.

4.3.4. Customer Perception related to Legal CSR

Carroll (1991) explains that it is essential for a corporation to perform in a consistent way with expectations of government and law and also comply with different states, federal, and local principles. The respondents were asked to indicate their levels of agreement. The findings were presented below in the table 4.3.4.

Table 4.3.4: Customer Perception related to Legal CSR

S.	Legal CSR		SD	D	N	A	SA	MS	SDV
1	Dashen Breweries is governed by the country's' and also international laws of business.	N=350	-	4	41	67	238	4.5	0.7
		100	-	1	11	19	68		
2	Dashen Breweries different activities obey or comply with the law.	N=350	-	8	36	69	237	4.5	0.7
		100	-	2.3	10	19	67		
3	Dashen Breweries advocate its employee to act lawfully.	N=350	-	12	-	203	135	4.3	0.6
		100	-	3	-	58	38		
4	Dashen Breweries is doing business with other companies that are operating lawfully.	N=350	-	12	-	101	237	4.6	0.6
		100	-	3	-	29	67		
5	Dashen Breweries ensures working conditions meet health and safety standards.	N=350	-	15	-	135	200	4.4	0.7
		100	-	4	-	38	57		
	Valid N							4.46	0.66

The first question under legal domain of CSR presented to respondents was, “Dashen Breweries is governed by the country and also international laws of business”. From all respondents, the majority whose account 67 (19%) agree and 238 (68%) strongly agree on the above statement. This implies, Dashen Breweries is doing business by keeping the country as well as international laws. The second presented question under legal domain of CSR is “Dashen Breweries different activities obey or comply with the law”. The vast majority of customer who are participated in the survey agreed on it. 69 (19%) of respondents forward their opinion by selecting “Agree” alternative and next high number of respondents or 237 (67%) gave their opinion as “Strongly Agree”. 36 (10%) respondents not decided to give their opinion.

The above table shows that Dashen Breweries advocate its employee to act lawfully. Above 338 (90%) agree on the idea that Dashen Breweries advocate its employee to act lawfully. On the other hand, close to 12 (3%) disagree to the above idea. With regard to “Dashen Breweries ensures working conditions meet health and safety standards”, the feeling of respondents indicates that 200 (57%) and 135 (38%) of customers strongly agree and agrees respectively. Thus, it indicates that Dashen Breweries ensures working conditions that meet health and safety standards.

As it is depicted in table 4.3.4 above, all mean values for the indicators of legal CSR are above, 4.00 suggesting the respondents agree on the existence of the legal CSR in the Dashen Breweries. From this the researcher infers that the Dashen Breweries respects the norms defined in the law, and abides by good moral principle in conducting business.

4.3.5. Customer Perception related to Environmental CSR

Environmental sustainability includes safeguarding of species on the earth. Environmental variables associated with natural resources consumption and degradation, gives potential influences to its viability. The impact of its products or operations on the environment, plus the nature of its emissions and waste and how it is dealing with them were asked to the respondents to indicate their levels of agreement. The findings are presented below in the table 4.3.5.

Table 4.3.5 Customer Perception related to Environmental CSR

S.	Environmental CSR	SD	D	N	A	SA	MS	SDV	
1	Dashen Breweries S.C Participates in activities which aim to protect and improve the quality of the natural environment.	N=350	-	34	16	68	232	4.4	0.9
		100	-	10	4.6	19	66		
2	Dashen Breweries S.C adopts proper waste management techniques to help conserve nature and natural resources.	N=350	-	-	21	163	166	4.4	0.6
		100	-	-	6	46	47		
3	Dashen Breweries S.C develops new products or services that are environmentally friendly.	N=350	-	-	13	99	238	4.6	0.5
		100	-	-	4	28	68		
4	Dashen Breweries S.C complies with all environmental laws and regulations.	N=350	-	-	13	134	203	4.5	0.5
		100	-	-	3.7	38	58		
5	Dashen Breweries S.C ensures a good working environment for its employees.	N=350	-	-	27	135	188	4.4	0.6
		100	-	-	7	38	53		
	Valid N							4.4	0.62

Regarding the first question which was Dashen Breweries S.C Participates in activities which aim to protect and improve the quality of the natural environment depicted that, 68 (19%) and 232 (66%) of the respondent customers agree and strongly agree respectively. Overall the survey result showed that company Participates in activities which aim to protect and improve the quality of the natural environment.

The above table shows Dashen Breweries S.C adopts proper waste management techniques to help conserve nature and natural resources. About 163 (46%) and 166 (47%) of the respondents selected agree and strongly agree respectively and about 21 (6%) of the respondents selected neutral. This shows that company adopts proper waste management techniques to help conserve nature and natural resources. The third question stated that: Dashen Breweries S.C develops new products or services that are environmentally friendly and the customers respond that, 99 (28%) and 238 (68%) of the respondent's customers were agree and strongly agree respectively. Generally, most of the customers decide that Dashen Breweries S.C develops new products or services that are environmentally friendly.

Regarding to Dashen Breweries S.C complies with all environmental laws and regulations; the majority of respondents 337 (96%) customers agreed that Dashen Breweries S.C complies with all environmental laws and regulations. The respondents were asked Dashen Breweries S.C ensures a good working environment for its employees. About 188 (53%) and 135 (38%) of the respondents selected strongly agree and agree respectively. However, 27 (7%) respondents were neutral regarding this issue. Therefore, the majority of the respondents agreed that Dashen Breweries S.C ensures a good working environment for its employees.

All mean scores of indicators of the environmental CSR of the Dashen Breweries are at the range of agree, above 4.0. This indicates that Dashen Breweries S.C participates in activities which aim to protect and improve the quality of the natural environment.

4.3.6. Customer Perception related to Brand Equity

Brand equity is the added value endowed on products and services. It may be reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands (Aaker's, 1996). Brand equity is the dependent variable of the study. Customer's response on brand equity is presented in table 4.3.6 below.

Table 4.3.6: Customer Perception related to Brand Equity

S.	Brand Equity		SD	D	N	A	SA	MS	SDV
1	I can identify brands with strong CSR activities.	N=350	-	4	7	169	170	4.4	0.5
		100	-	1	2	48	49		
2	CSR activities raise the profile of a brand in consumer's mind.	N=350	-	7	11	198	134	4.3	0.6
		100	-	2	3	56	38		
3	I can quickly recall the symbol or logo of brands that practice CSR.	N=350	-	8	9	165	168	4.4	0.6
		100	-	2	3	47	48		
4	I can recognize Dashen Breweries brand among other competing brands.	N=350	-	10	14	194	132	4.2	0.5
		100	-	3	4	55	37		
5	I consider myself to be loyal to Dashen Breweries.	N=350	-	10	11	133	196	4.5	0.7
		100	-	3	3	38	56		
Valid N								4.32	0.58

Table 4.3.6 in the above presents the results of customer's opinion about Brand Equity. About 170 (50%) and 169 (48%) of the respondent strongly agree and agree respectively that they can identify brands with strong CSR activities.

"CSR activities raise the profile of a brand in consumer's mind." The mean value is 4.3 being explained high. This indicates that the result of CSR activities raises the profile of a brand in consumer's mind. Regarding to "I can quickly recall the symbol or logo of brands that practice CSR"; the majority of respondents (95%) customers agreed that the symbol or logo of brands that practice CSR can easily recall.

From the above table, a total of 326 (92%) says we can recognize Dashen Breweries brand from other competing brand. The implication of the finding is that; majority of the respondents recognize Dashen Breweries. The fifth question is about "I consider myself to be loyal to Dashen Breweries." for this saying, a total of 329 (94%) respondents consider them self as loyal to Dashen Breweries. The implication of the finding is that; majority of respondents consider themselves loyal to Dashen Breweries. As it can be observed from the above table, respondents have generally developed positive perception regarding brand equity dimension. It indicating that grand mean value is 4.32 which is above the cut-off point 3.2.

4.4. Inferential Analysis

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

4.4.1. Correlation Analysis

Pearson correlation test was conducted to know the degree of relationship between the independent variable i.e. CSR practice of Dashen Breweries and the dependent variable i.e. customer based brand equity. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 to +1.0). Correlations are perhaps basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005). The correlation between dependent and independent variables

along with the causal effect was analysed using Statistical Package for Social Science (SPSS).

Table 4.4.1: Relationship between corporate social responsibility and brand equity

Correlations						
		ETHICAL	ECONOMICAL	SOCIAL	ENVI	LEGAL
ETHICAL	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	350				
ECONOMICAL	Pearson Correlation	.545**	1			
	Sig. (2-tailed)	.000				
	N	350	350			
SOCIAL	Pearson Correlation	-.388**	.209**	1		
	Sig. (2-tailed)	.000	.000			
	N	350	350	350		
ENVI	Pearson Correlation	.222**	.254**	.256**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	350	350	350	350	
LEGAL	Pearson Correlation	.809**	.495**	-.124*	-.101	1
	Sig. (2-tailed)	.000	.000	.020	.060	
	N	350	350	350	350	350

BRANDEQU	Pearson Correlation	.454**	.917**	.314**	.301**	.495**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	350	350	350	350	350

Source: SPSS Correlation output

Correlation is significant at the 0.01 level (1-tailed).

As per table 4.4.1 the coefficients show that the five dimensions that measure CSR were all positively related with brand equity within the range of 0.301 to 0.917, all were significant at $p < 0.01$ level. The independent variable i.e. corporate social responsibility practice of the Dashen Breweries shows a moderate and high level of positive relation with the dependent variable dimensions i.e. brand equity.

As shown in the above table, the relationship between the independent and the dependent variables, clearly shows that figures with the symbol "***" indicate that CSR with individual dimensions of brand equity are significantly correlated at a significance level of $p < 0.01$. The results indicate brand equity practice significantly correlated with economic domain at highest rate ($r = 0.917$). Similarly, brand equity with the rest of the CSR dimensions ethical, social, environmental, and legal domains are also significantly related with the value ($r = 0.454$, $r = 0.314$, $r = 0.301$, $r = 0.495$) respectively.

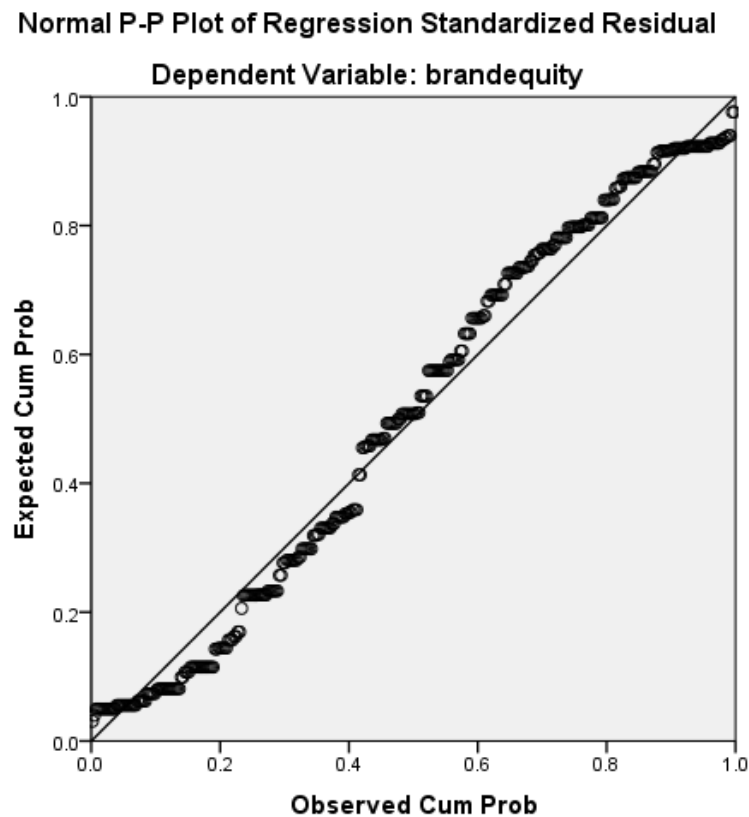
There is a low, negative and significant correlation between social CSR with ethical CSR ($r = -0.388$ ** $P \leq 0.01$), social CSR with legal SCR ($r = -0.124$ ** $P \leq 0.01$) and legal CSR with environmental CSR ($r = -0.101$ ** $P \leq 0.01$).

4.4.2. Linearity Test

Since general linear model assume linearity, it is necessary testing for non-linearity. In this regard as Garson (2012) pointed out, simple inspection of scatter plots is a common method for

determining if nonlinearity exists in a relationship. Consequently, the researcher run simple scatter plot to see if there is a linear relationship exists between the variables.

Figure 4.4.2: Normally distributed errors



Source: Spss output (2020)

As it is shown in the figure 4.4.2, the P-P plot of residuals reveals no large deviation in the spread of the residuals that almost all residuals lay on the linear straight line. Therefore, this indicates that the relationship between the independent variables and the dependent variable is linear.

4.4.3. Multicollinearity Test

This refers to the relationship among the independent variables. Multicollinearity exist when the independent variables are highly correlated (Pallant, 2007). We have perfect Multicollinearity if

the correlation between two independent variables is equal to 1 or -1 . In practice, we rarely face perfect multicollinearity in a data set. More commonly, the issue of multicollinearity arises when there is an approximate linear relationship among two or more independent variables. Tolerance is the percentage of the variance in a given predictor that cannot be explained by the other predictors. When the tolerances are close to 0, there is high multicollinearity and the standard error of the regression coefficients will be inflated.

The Multicollinearity problem arises because there is insufficient information to get an accurate estimation of model parameters (Meyers, Gamst & Guarino, 2006). To avoid this, it is important that the results from collinearity diagnostics should have tolerance value above 0.10 and variance inflation factor (VIF) value less than 10, which indicates less correlation of the variables (Pallant, 2010). Small degree of multicollinearity is Tolerance value and VIF value are above 0.10 and below 10 respectively. In our model the maximum VIF value was 7.150. So multicollinearity does not exist for the independent variables.

Table 4.4.3: Multicollinearity Test

Model		Coefficients'	
		Collinearity Statistics	
		Tolerance	VIF
1	ETHICAL	.084	1.915
	ECONOMICAL	.471	2.121
	SOCIAL	.293	3.409
	ENVI	.379	2.638
	LEGAL	.140	7.150

a. Dependent Variable: BRANDEQU

Source: SPSS output (2020)

4.5. Regression Analysis

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

Table 4.5.1: Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.934 ^a	.873	.871	.3944

The model summary table 4.5.1 states that the five independent variables that constitute the brand equity of coefficient of determination R square is 0.873, which implies that there is quite significant explanatory power and also 87% variation on dependent variable is caused by independent variables and the remaining 13% is because of other unknown variables.

Table 4.5.2: Analysis of Variance

ANOVA ^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.665	5	.733	471.081	.000 ^b
Residual	.535	344	.002		
Total	4.200	349			

a. Dependent Variable: BRANDEQU

b. Predictors: (Constant), LEGAL, ENVI, SOCIAL, ECONOMICAL, ETHICAL

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

Table 4.5.3: Regression Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.292	.173		1.685	.000
	ETHICAL	.365	.072	.335	5.036	.000
	ECONOMICAL	.899	.028	.899	32.062	.000
	SOCIAL	.105	.045	.104	.108	.000
	ENVI	.135	.032	.133	4.244	.000
	LEGAL	.398	.061	.335	6.505	.000

Source: SPSS Version 20 output (2020)

The coefficient table for CSR dimensions indicates the beta values of the independent variables. From this the regression equation is derived as:

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

$$BE = 0.292 + 0.335ETH + 0.899ECO + 0.104SOC + 0.133ENV + 0.335LEG$$

Where, BE = Brand equity

ETH = ethical

ECO = economical

SOC = social

ENV = environmental

LEG= legal

From this the regression equation is derived as:

The result of this study indicates that, five of the CSR dimension has a positive and significant effect on brand equity. The findings of his study also indicated that economical CSR is the most important factor to have a positive and significant effect on brand equity. The findings confirm the five hypotheses formulated for this study show that there is a significant relationship between ethical, economic, social, environmental, and legal domains with brand equity at Dashen Breweries and as a result we reject the null hypothesis for five of them.

Hypotheses # 1

HO: Ethical corporate social responsibility doesn't affect Brand equity in Dashen Breweries S.C;

HA: Ethical corporate social responsibility does affect Brand equity in Dashen Breweries S.C;

As indicated on table 4.4.1, the correlation (r) of ethical CSR is 0.454** and the p-value is .000 which is less than .01. From this one can understand that there is medium positive relationship between ethical CSR and Brand equity. Therefore, the null hypostasis is rejected.

Hypotheses # 2

HO: Economic corporate social responsibility doesn't affect Brand equity in Dashen Breweries S.C;

HA: Economic corporate social responsibility does affect Brand equity in Dashen Breweries S.C;

As indicated on table 4.4.1 the correlation (r) for economic CSR is .917 and the p-value is .000 which is less than the significant level .01. This positive correlation coefficient (.917) indicates

that there is a strong positive correlation between economic CSR and brand equity. Thus the null hypothesis is rejected.

Hypotheses # 3

HO: Social responsibility of corporate social responsibility doesn't affect Brand equity in Dashen Breweries S.C;

HA: Social responsibility of corporate social responsibility does affect Brand equity in Dashen Breweries S.C;

As stated on above table the correlation (r) of social CSR is .314** and p-value is .000, which is less than .01. This implies that there is a medium positive relationship between social CSR and brand equity. Thus the null hypothesis is rejected.

Hypotheses # 4

HO: A legal responsibility of corporate social responsibility doesn't affect Brand equity in Dashen Breweries S.C;

HA: A Legal responsibility of corporate social responsibility does affect Brand equity in Dashen Breweries S.C;

The above table shows that the correlation (r) of legal CSR is .495** at .01 significant level. The result indicated that the p-value is .000, which is less than the significant level. This indicted that there is medium positive relationship between legal CSR and brand equity. As a result, we reject the null hypothesis.

Hypotheses # 5

HO: Environmental corporate social responsibility doesn't affect Brand equity in Dashen Breweries S.C;

HA: Environmental corporate social responsibility does affect Brand equity in Dashen Breweries

The above table shows that the correlation (r) of environmental CSR is .301** at .01 significant level. The result indicated that the p -value is .000, which is less than the significant level. This indicated that there is medium positive relationship between environmental CSR and brand equity. As a result, we reject the null hypothesis.

4.6. Discussion of Results

This section discusses the findings of the statistical analysis: -

Ethical Responsibility

With respect to the first objective, the result of the analysis indicates the relationship between ethical responsibility and brand equity by taking its weighted average mean and accordingly the outcome shows that there is a positive effect of ethical responsibility on brand equity at ($\beta = .335$, $p = .000$). Thus a unit increase in ethical responsibility leads to .335 increases in brand equity other things being constant. Therefore, the more Dashen Breweries dedicates on its ethical responsibility the more it increases brand equity. The Dashen Breweries ensures honesty and quality in all its services, and behaves ethically and honestly with its customers that positively affect the brand equity.

Economical Responsibility

From the regression analysis we can see that there is a positive statistical relationship between economical responsibility (the independent variable) and brand equity (the dependent variable). Thus a unit increase economical responsibility leads to .899 increases in brand equity other things being constant. Therefore, the more Dashen Breweries invests on its economical responsibility the more it increases brand equity. This suggests that complying the economic responsibility that include creating maximum long term success with customers, providing quality products, delivering what it promises, success organization and responsiveness to the complaints of its customers, resulted on brand equity.

Social Responsibility

Concerning to the third objective of the study, the result of the survey indicates that there is a positive effects of societal responsibility on brand equity at ($\beta = .104$, with the p- value of .000). Furthermore, this result is maintained by the empirical evidence of (Singh et al., 2007) that CSR behaviours which intended to enhance social interests are positively related to brand image in a study involving several famous brands and a diversified group of citizens. Therefore, it is possible to conclude and accept the proposed hypothesis that societal responsibility is positively and significantly determining the level of brand equity.

Legal Responsibility

From the regression analysis we can see that there is a positive statistical relationship between legal responsibility (the independent variable) and brand equity (the dependent variable). Thus a unit increase in legal responsibility leads to .133 increases in brand equity other things being constant. So, the more Dashen Breweries finances on its legal responsibility the more it increases brand equity.

Environmental Responsibility

From the regression analysis we can see that there is a positive statistical relationship between environmental responsibility (the independent variable) and brand equity (the dependent variable). Thus a unit increase in environmental responsibility leads to .335 increases in brand equity other things being constant. This result is supported by the empirical evidence of (Clarkson, 1995) “environmentally oriented CSR, such as the assisting of environmental activities and the incorporation of environmental sustainability into the business operations will strengthen brand image in consumers’ minds.” Hence, the more Dashen Breweries capitalizes on its environmental responsibility the more it increases brand equity.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSSIONS AND RECOMENADTIONS

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

5.1. Summary of Findings

This study was conducted with an objective of identifying the contribution of corporate social responsibility on brand equity of Dashen Breweries S.C. The survey population comprises of Wholesalers and Retailers of Dashen Breweries S.C. Since it is challenging to cover all population through survey, this study has used sampling techniques to arrive at representative sample. Thus, sample of 373 respondents were randomly sampled for the survey. From that 350 of the self-administered questionnaire were filled and returned to the researcher. Data for this study was gathered through self-administered questionnaires.

From data analysis the Cronbach's Alpha for this study is 0.741 which shows that there is internal consistency among the variables. As the findings of this study indicated in table 4.4 the descriptive statistics of the respondents disagreed with one dimension, social CSR (Mean = 2.72) and agreed with four dimensions ethical CSR (Mean = 4.32), economic CSR (Mean = 4.36), Legal CSR (Mean = 4.46), environmental CSR (Mean = 4.4), and Brand equity (Mean = 4.32) that influencing brand equity of Dashen Breweries S.C.

With regard to the Pearson correlation analysis, it can be clearly seen as that the five dimensions of CSR; Economic, Ethical, Social, Environmental and Legal are positively related to Brand Equity.

The relationship looks like the following: -

- Economic CSR and brand equity have high relationship ($r = 0.917^{**}$ $P \leq 0.01$)
- Ethical CSR and brand equity have medium relationship ($r = 0.454^{**}$ $P \leq 0.01$)
- Social CSR and brand equity have medium relationship ($r = 0.314^{**}$ $P \leq 0.01$)
- Environmental CSR and brand equity have medium relationship ($r = 0.301^{**}$ $P \leq 0.01$)
- Legal CSR and brand equity have medium relationship ($r = 0.495^{**}$ $P \leq 0.01$)

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

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

$$BE = 0.292 + 0.335ETH + 0.899ECO + 0.104SOC + 0.133ENV + 0.335LEG$$

The R square value of 0.873, demonstrates that 87.3% of variation in brand equity can be accounted by the five independent variables. The coefficient results show that, Legal ($\beta = 0.335$), economical ($\beta = 0.899$), social ($\beta = 0.104$), environmental ($\beta = 0.133$), and ethical ($\beta = 0.335$) have positive and statistical significant effect on brand equity.

5.2. Conclusion

The overall objective of the study was to examine the effect of corporate social responsibility practices on brand equity: a case study of Dashen breweries S.C. Primary data was gathered by using structured questionnaire. Quantitative descriptions were applied on the data gathered to analyze the information obtained. By undertaking a detailed analysis of the situation, the following findings were obtained.

The Ethical dimension including all the five items has scored grand mean of 4.32 which fall in the range of Above 3.2, it is considered as agreed. Therefore, it is possible to conclude that, customers of Dashen breweries S.C agreed with ethical CSR, which include honesty and quality in all its services, working with other companies which keep ethical or moral principles of the society and

other attributes the respondent customers comprehended as follow considering those survey parameters.

- Dashen Breweries different activities adhere ethical or moral standards or principles of the society.
- Dashen Breweries ensures honesty and quality in all its services.
- In its sponsorship program Dashen Breweries prioritize a program that keeps ethical or moral practice of the society.
- In its business relationship, Dashen Breweries is working with only other companies which keep ethical or moral principles of the society.
- Dashen Breweries support works that promote wellbeing of the society in ethical manner.

As it can be observed from the table 4.3.2, respondents have generally developed positive perception regarding the economic CSR dimension. It indicating that grand mean value is 4.36 which include working to be as profitable as possible, maintaining a strong competitive position, maintains high level of efficiency and others the respondent customers comprehended as follow considering those survey parameters.

- Dashen Breweries is working its business in a manner consistent with maximizing earning for its owner.
- Dashen Breweries is working to be as profitable as possible.
- In its business activity Dashen Breweries is maintaining a strong competitive position.
- In all its business doing Dashen Breweries maintain high level of efficiency.

The result of the study showed (Table 4.3.3) that customer attitude about social CSR. They responded having a scored mean value of 2.72 this shows that the respondents were “disagreed”. It is found that:

- Many customers are unsatisfied with regard to resources contributes to the community.
- Generally, most of the customers decide that Dashen Breweries doesn’t strive to provide for community betterment.

- The respondent customers disagree about Dashen Breweries allocates a percentage of profits towards charitable activities.

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

- Dashen Breweries is governed by the country's' and also international laws of business.
- Dashen Breweries different activities obey or comply with the law.
- Dashen Breweries is doing business with other companies that are operating lawfully.
- Dashen Breweries S.C Participates in activities which aim to protect and improve the quality of the natural environment.
- Dashen Breweries S.C adopts proper waste management techniques to help conserve nature and natural resources.

5.3. Recommendations

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

- The output of findings of this research indicates that Dashen Breweries S.C significantly discharge its ethical responsibility as expected standard. Hence the management should give much emphasis and upgrading of those statistically significant results in order to enhance the brand equity.
- The discovery of this study also proved that economical responsibility has had significant p-value which implies those elements are properly undertaken in Dashen Breweries S.C. Consequently, its possibility forwarded a recommendation that in order to gain wider

reputation and goodwill among the general public Dashen Breweries s.c., management should focus and improve its corporate social responsibility policy specially in connection those statistically significant result of economical responsibility.

- Although not majority, significant number of responses falls within ‘Disagree’ category along some items in the questionnaire. Dashen Breweries S.C has an obligation to promote its social CSR activities in a proper manner and implement a mechanism of resources contribution to the community that come through its CSR commitments and resources allocation to CSR initiatives in ways that yield optimum benefits to society.

5.4. Suggestions for Further Research

This study had included only five factors and future researches therefore may consider more factors to add. Gathering the data by using different qualitative methods such as interview or focus group discussion is recommended to uncover other variables that might have an impact.

Furthermore, this study only covered Dashen Breweries S.C in Addis Ababa. Future researchers should include the same case in other breweries as well as major cities of the country to make it more representative and it is better to include the perspective of management and the organization.

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Appendix

QUESTIONNAIRE

ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF GENERAL MANAGEMENT

Questionnaire for the effect of corporate social responsibility practices on brand equity: A Case Study of Dashen Breweries S.C.

Dear respondent,

This questionnaire is designed by a graduate student from St. Mary University to conduct a study in partial fulfillment of a master's degree program in General Management. As part of the requirement for the award of the master degree, I am undertaking a research on the effect of corporate social responsibility practices on brand equity. Please take a few minutes of your time to answer this questionnaire about your view and experience with regards to the Dashen Breweries S.C.

The outcome of this study enhances knowledge on the effect of corporate social responsibility practices on brand equity. Participation in this study is voluntary based. Your name is not required. All information offered will be treated confidentially, and the data will be used only for academic purpose.

Thank you in advance for the available information you will be sharing and the precious time you are going to spend for this purpose.

If you have any enquiry, please don't hesitate to contact the researcher on:

Email- Mahderwolde@gmail.com

Cell phone: +251 913 613 958 (Mahder Lakew).

PART ONE: - GENERAL INFORMATION /DEMOGRAPHIC QUESTIONS

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

1. Gender

A. Male B. Female

2. Educational level

A. Below high school C. college diploma

B. First degree D. Masters or PhD

3. To what category do you belong?

A. Agent

B. Wholesalers

E. Retailers

4. Kindly, indicate your experience the Breweries sector.

A Less than a year B. 1 - 5 years

C. 6–10 years. D. over 10 years

PART TWO: - Questionnaires regarding corporate social responsibility and brand equity dimensions

Please, indicate your opinion by marking the appropriate box on the five points scale where:

1=Strongly Disagree 2= Disagree 3=neutral 4=Agree 5=Strongly Agree

1	Ethical Responsibility	1	2	3	4	5
1.1	Dashen Breweries different activities adhere ethical or moral standards or principles of the society.					
1.2	Dashen Breweries ensures honesty and quality in all its services.					
1.3	In its business relationship, Dashen Breweries is working with only other companies which keep ethical or moral principles of the society.					
1.4	Dashen Breweries support works that promote wellbeing of the society in ethical manner.					
1.5	In its sponsorship program Dashen Breweries prioritize a program that keeps ethical or moral practice of the society.					
2	Economic Responsibility					
2.1	Dashen Breweries is working its business in a manner consistent with maximizing earning for its owner.					
2.2	Dashen Breweries is working to be as profitable as possible.					
2.3	In its business activity Dashen Breweries is maintaining a strong competitive position.					
2.4	In all its business doing Dashen Breweries maintain high level of efficiency.					
2.5	All of Dashen Breweries business activities have direct or indirect economic impact on the company.					
3	Social Responsibility					
3.1	Dashen Breweries contributes resources to the community.					
3.2	Dashen Breweries strives to provide for community betterment.					

3.3	Dashen Breweries actively promotes volunteerism.					
3.4	Dashen Breweries allocates a percentage of profits towards charitable activities.					
3.5	Dashen Breweries sponsoring the arts/sports/community events.					
4	Legal Responsibility					
4.1	Dashen Breweries is governed by the country's' and also international laws of business.					
4.2	Dashen Breweries different activities obey or comply with the law.					
4.3	Dashen Breweries advocate its employee to act lawfully.					
4.4	Dashen Breweries is doing business with other companies that are operating lawfully.					
4.5	Dashen Breweries ensures working conditions meet health and safety standards.					
5	Environmental Responsibility					
5.1	Dashen Breweries S.C Participates in activities which aim to protect and improve the quality of the natural environment.					
5.2	Dashen Breweries S.C adopts proper waste management techniques to help conserve nature and natural resources.					
5.3	Dashen Breweries S.C develops new products or services that are environmentally friendly.					
5.4	Dashen Breweries S.C complies with all environmental laws and regulations.					
5.5	Dashen Breweries S.C ensures a good working environment for its employees.					

6	Brand Equity					
6.1	I can identify brands with strong CSR activities.					
6.2	CSR activities raise the profile of a brand in consumer's mind.					
6.3	I can quickly recall the symbol or logo of brands that practice CSR.					
6.4	I can recognize Dashen Breweries brand among other competing brands.					
6.5	I consider myself to be loyal to Dashen Breweries.					

Thank you for your cooperation!!!