

Marketing strategy: The Influence of Corporate Social Responsibility on Brand Awareness

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Received: 01 Oct 2022; Received in revised form: 19 Oct 2022; Accepted: 25 Oct 2022; Available online: 30 Oct 2022

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Abstract— The concept of corporate social responsibility (CSR) has gained extensive consideration in recent years. Nowadays firms are using CSR to gain competitive advantage and to establish long lasting relations with its stakeholders. Although CSR is much popular in the developed world but the potential benefits of CSR are less highlighted in the developing markets like Kurdistan. A quantitative approach was applied for data analysis in this study. Researcher employed a random sampling technique to obtain data from participants so that their study would be representative of the entire population of interest. The researchers gathered data from a wide range of shops in the Sulaimaniah area. Only 268 of the city of Sulaimaniah's 300 questionnaires were returned with all the required fields filled out. The findings of this research aim to shed light on the correlation between CSR and brand awareness. In the study, brand awareness was measured by looking at the environment, the community, and the workplace, which are all dimensions of corporate social responsibility.

Keywords— Corporate Social Responsibility, Workplace, Marketing Strategy, Brand Awareness

I. INTRODUCTION

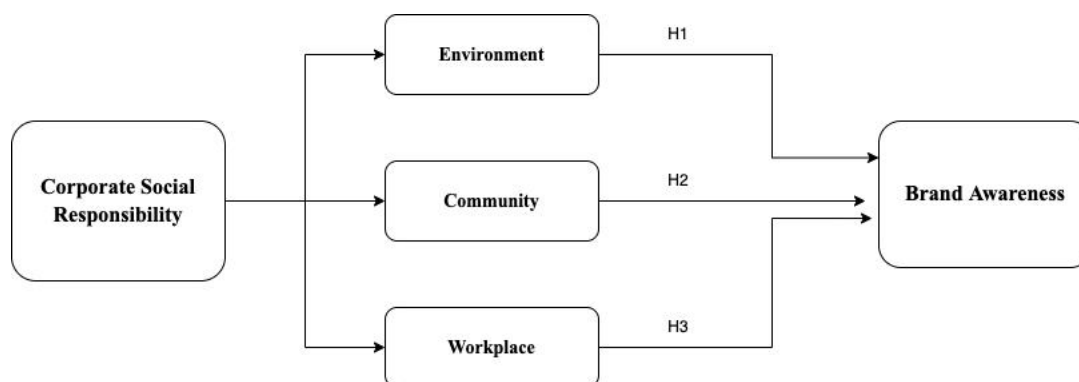
The phrase "corporate social responsibility" has entered the vernacular in recent years, and it continues to be a contentious topic of discussion among researchers and academics. Studies are being conducted to seek and investigate the potential benefits of CSR around the world and across disciplines. These searches and explorations are now underway. More and more businesses are making an effort to devote substantial financial resources to cultivating a positive public image in order to fortify their connections with all relevant stakeholders, primarily customers, employees, financiers, the government, and the general public (Abbas et al., 2019). Earlier on, the primary criterion that was used to determine the value of a company was its financial performance, and firms that provided better margins monetarily were awarded higher positions (Anwar and Shukur, 2015). But now consumers have a greater awareness of the corporate social responsibility that businesses have (Kim et al., 2018). According to the findings of a variety of studies, an increasing number of customers are making their purchasing decisions based on an organization's social

responsibility (Anwar, 2016). It ensures a good and safe working environment for employees; fairness among employees; harmless and high-quality products and services for customers; the following of government rules and regulations; not engaging in unethical business practices; not putting an end to environmental forearnings; and effort for the improvement of society CSR has many different angles to consider. It also ensures that employees have a good and safe working environment to work in (Faeq, 2022). The vast majority of research on corporate social responsibility has been concentrated on the more established economies of the world, while relatively less effort has been put into developing markets like Kurdistan (Hameed and Anwar, 2018). It is possible to view corporate social responsibility, also known as CSR, as a marketing tool. CSR, which refers to the degree to which companies assume economic, legal, ethical, and social responsibilities in relation to their stakeholders, can be understood as the extent to which businesses assume economic, legal, ethical, and social and discretionary responsibilities in relation to their stakeholders. When CSR is well managed and communicated, it contributes to

the search for differential positioning to stimulate consumer reactions (Anwar, 2017). Although the terms are frequently used interchangeably, corporate social responsibility (CSR) and greenwashing are not the same thing. CSR refers to the practice of proactively incorporating into a company's social, environmental, or cultural initiatives those activities which, when translated into monetary terms, are capable of generating beneficial outcomes for both the company and its various stakeholders (Faeq et al., 2020). As a result, it is much more than a communication reaction (a "facelift" in the social or environmental sense), as a response to bad brand positioning or an image crisis (Ali and Sohail, 2018). According to the literature on CSR (Anwar and Shukur, 2015), pro-social marketing activities can shape a differentiated market strategy for the brand and build brand value (Anwar and Shukur, 2015), which, in turn, might keep consumers loyal. This idea is supported by the fact that the literature on CSR (Faeq et al., 2021). Therefore, corporate social responsibility (CSR) is not just a moral and intellectual necessity (Dhar et al., 2022), but it is also an economic necessity. To put it another way, companies are becoming more and more aware that social and business realities invite them to design CSR actions. When a company adopts CSR practices, it not only reinforces doing the right thing well, but also doing it better in order to have a positive effect on key stakeholders, specifically consumers. Different perspectives have been brought to bear on the question of how corporate social responsibility affects consumer behavior (Anwar and Qadir, 2017). For instance, there is a body of research that is specifically devoted to investigating and assessing the manner in which customers view socially responsible brands (Faeq et al., 2021). Other works have focused on knowing the antecedents of CSR image formation, such as the attribution of consumer motivations (Anwar and Shukur, 2015), cause-brand fit (Abdullah et al., 2017), or brand reputation. For example, the attribution of consumer motivations has been the subject of research by Han et al. (2019). Finally, other studies, with which this article is aligned, have analyzed the consequences of CSR perception in the company-consumer relationship. These studies have looked at the ways in which CSR perception can improve customer satisfaction (Anwar and Abd Zebari, 2015), perceived value (Faeq et al., 2022), or the identification of the consumer with the company (Hernández et al., 2020), amongst other things. Along these same lines, the

marketing literature and business practices call for a greater understanding of the antecedents of consumer loyalty based on CSR associations (Anwar, 2017). The research gap that involves identifying the antecedents of CSR and how they affect consumer loyalty has been approached through a variety of constructs, such as brand awareness, brand attitude, and brand satisfaction, but there has been a lack of an integrative approach. These structures include This research fills in the gap by embracing brand loyalty as a reflective second-order construct that is formed from the perspective of the consumer and is shaped by attitudinal loyalty, purchase intention, expenditure level, and the intention to refer. As a result, the objective of our research is twofold (Faeq et al., 2022). First, the goal is to conduct an analysis of the influence that key constructs, such as brand awareness, brand attitude, and consumer satisfaction with CSR have on multiple effects of brand loyalty. These effects include attitudinal loyalty, purchase intention, expenditure level, and word of mouth. Secondly, the goal is to determine whether or not there is a correlation between these key constructs and brand loyalty. Second, one of our goals is to include these notions into a causal model that would help us understand the factors that are responsible for consumer loyalty (Singh and Misra, 2021). This study makes a contribution to the current body of research by analyzing the means by which CSR associations are able to cultivate customer loyalty by means of enhancing the outcomes of brand equity (i.e., brand awareness, brand attitude, and satisfaction). To be more specific, our findings reveal two noteworthy insights that can be beneficial to academics as well as practitioners. First, our research reveals that there is more than one path that CSR associations take to lead to brand loyalty. In point of fact, previous research has shown that CSR associations have a direct, positive influence on customer loyalty (Anwar, 2017). However, there is also another, possibly more interesting, indirect influence that stems from the positive effect that these associations have on brand awareness and customer satisfaction. Second, the effect of CSR on customer loyalty is not significantly impacted by the brand's attitude toward the company. This contentious result will be discussed in greater depth in the following paragraphs. It is possible that it can be explained by either of the following two ideas: At the same time, some customers are skeptical of businesses' genuine motivations for implementing CSR initiatives, or they are aware of businesses' lack of social responsibility (Grover et al., 2019).

II. RESEARCH MODEL



Hypotheses:

Research Hypothesis (1): Environment as a dimension of Corporate social responsibility has a significant and positive influence on brand awareness.

Research Hypothesis (2): Community as a dimension of Corporate social responsibility has a significant and positive influence on brand awareness.

Research Hypothesis (3): Workplace as a dimension of Corporate social responsibility has a significant and positive influence on brand awareness.

III. LITERATURE REVIEW

Corporate Social Responsibility

After the release of Bowen's book in 1953 titled "Social Responsibilities of Businessmen," the idea of corporate social responsibility was born (Anwar, 2017). According to Faeq et al. (2022), it is a challenging notion to pin down because it intersects with other concepts such as ethical business, sustainable business, and corporate citizenship (Anwar, 2016). According to Ruwanti et al. (2019), corporate social responsibility (CSR) is the effort and obligation of a company to minimize or prevent having negative consequences and enhance the good and beneficial influence it has over the long term on society. In essence, corporate social responsibility (CSR) refers to the response of a corporation to social plans (Faeq and Ismael, 2022). Earlier Only from the perspective of how much profit they could make were organizations evaluated. Despite this, the function of organizations has undergone significant shifts as a consequence of shifts in the structure of the business environment. In today's society, membership in an organization is an absolutely necessary component of social life (Anwar and Surarchith, 2015). CSR, or corporate social responsibility (Faeq, 2022), is essentially a tool that businesses can use to carry out a wide variety of actions in order to fund and fix societal issues and to fulfill their commitment towards society. In addition to this, it enables businesses to generate and assign resources in a manner that is both effective and efficient (Faeq, 2022). Therefore, it is one of the most

effective means of gaining a competitive advantage (Li et al., 2019). Because of this factor, CSR is swiftly gaining prominence as an increasing number of businesses see the benefit it offers. Initiatives and actions related to corporate social responsibility (CSR) are not just about doing good deeds for the community but also about

transforming these ideals into helpful business strategies. CSR-driven efforts do not only relate to making a contribution by donating money (KM et al., 2021); rather, they speak of incorporating societal and moral practices into business strategies that help consumers build positive brand awareness. CSR-driven efforts are not limited to making a contribution by donating money. According to studies, businesses that engage in socially responsible activities improve not only the overall image of their company but also the brand awareness of the products that they sell (Sadq et al., 2020).

Brand Awareness

Since the early 1950s, research on consumer behavior has placed a significant emphasis on the concept of brand awareness (Faeq et al., 2020). Sadq et al. (2021) was the one who first established the idea of brand awareness. He also stated that goods have sociological and emotional aspects, and that consumers build emotional relationships with brands. Because it includes all of the linkages in the minds of customers that are tied to that brand, brand awareness is the most important component of brand equity. Consequently, if there is anything that has an

influence on a firm from the perspective of the consumer, it is brand awareness (Anwar and Louis, 2017). Consumers are able to more quickly identify items and services by their respective brands (Faraj et al., 2021). Hence, consumers' awareness of popular brands is an asset that is extremely useful to businesses. These views, which are founded on linkages between attributes and the brand name, are typically referred to as the image of the brand (Anwar and Ghafoor, 2017). So, brand awareness is basically what a customer remembers about a brand, and it shows what a customer thinks about a brand in general (Faeq, 2022). These days, a brand is not merely regarded as its associated logo; rather, it is more likely to be regarded as an experience that has been thoroughly assessed and is backed by enormous marketing budgets, activity, and a cultural mindset (Sadq et al., 2020). A company's capacity to maintain its market position can be inferred from whether or not it has positive brand awareness (Anwar, 2017). A positive brand awareness serves to boost a variety of outcomes, including a customer's contentment, the quality of the service they receive, their loyalty, and their intention to make additional purchases (Faeq et al., 2021). As a consequence of this, a significant portion of the effort that goes into marketing is concentrated on enhancing the consumer's mental representations of the brand. As a result, CSR has the potential to be beneficial for developing positive brand awareness as well as building favorable attitudes among consumers (Anwar and Climis, 2017). As a result, it is a crucial source of competitive advantage. Because a company is open about both its internal and external communications and practices, increasing brand awareness through CSR activities guarantees good feedback and, in the long run, is good for the brand (Gangi et al., 2018).

IV. METHODOLOGY

A quantitative approach was applied for data analysis in this study. The findings of this research aim to shed light on the correlation between CSR and brand awareness. In the study, brand awareness was measured by looking at the natural environment, the local community, and the workplace, which are all parts of corporate social responsibility. Researchers employed a random sampling technique to obtain data from participants so that their study would be representative of the entire population of interest. The researchers gathered data from a wide range of shops in the Sulaimaniah area. Only 268 of the city of Sulaimaniah's 300 questionnaires were returned with all the required fields filled out. The purpose of the survey was to obtain data on how various CSR tactics affected consumer recall of specific brands. The first section of the poll asked basic demographic questions such as the respondent's gender and age. Brand awareness was employed as the dependent variable, while the second half of the survey asked questions about the environment, the community, and the workplace as independent factors. To determine how each independent variable is related to brand awareness, specific questions were formulated. There were a total of 40 questions on the survey, including 3 demographic questions, 5 environmental questions, 5 community questions, 5 workplace questions, and 9 brand awareness questions. This study investigated the association between different CSR brand awareness kinds in order to evaluate brand awareness in Sulaimaniah's retail stores. Respondents were asked to use a five-point Likert scale to show how much they agreed or disagreed with each statement. A 1 meant that they strongly disagreed, and a 5 meant that they strongly agreed.

V. DATA ANALYSIS

Table 1- Demographic Analysis

Information	Items	Frequency	Percentage
Gender	Male	159	59.3
	Female	109	40.7
	20-25	29	10.8
Age	26-30	43	16.0
	31-35	78	29.1
	36-40	68	25.4
	41-45	21	7.8
	46-50	18	6.7
	50 +	11	4.1

Table 1 presents the demographic breakdown of the study's participants. The research revealed that 159 males and 109 females took part in the investigation. Additionally, the participants' ages ranged from 20 to 40 years old, with 29 participants falling in the age range of 20 to 25, 43 participants falling in the age range of 26 to 30, 78 participants falling in the age range of 31 to 35 years old, and 68 participants falling in the age range of 36 to 40 years old.

Table 2- Reliability Analysis

Variables	Cronbach's Alpha
Environment	.797
Community	.801
Workplace	.798
Brand awareness	.821

The reliability analysis is illustrated in table 2, It was found the alpha for environment = .797 this value is higher than .6, this indicates that all items utilized to measure environment were considered to be reliable in this study, the alpha for community = .801 this value is higher than .6, this indicates that all items utilized to measure community were considered to be reliable in this study, the alpha for workplace = .798 this value is higher than .6, this indicates that all items utilized to measure workplace were considered to be reliable in this study, and lastly it was found that the Cronbach alpha for brand awareness as dependent factor is .821 which indicated that all questions were reliable to measure the brand awareness.

Table 3-Correlation Analysis

Correlations					
		Environment	Community	Workplace	CSR
Environment	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	268			
Community	Pearson Correlation	.816**	1		
	Sig. (2- tailed)	.000			
	N	268	268		
Workplace	Pearson Correlation	.585**	.377**	1	
	Sig. (2-tailed)	.000	.006		
	N	268	268	268	
Brand awareness	Pearson Correlation	.683**	.527**	.873**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	268	268	268	268

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

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

The above table 3 demonstrates the correlation between dependent variable and each independent variables; the results of correlation analysis revealed that the Pearson correlation between environment and brand awareness = .683**, this indicates that the value of correlation is significant at the 0.01 level (2-tailed), the Pearson

correlation between community and brand awareness = .527**, this indicates that the value of correlation is significant at the 0.01 level (2-tailed), the Pearson correlation between workplace and brand awareness = .873**, this indicates that the value of correlation is significant at the 0.01 level (2-tailed).

Table 4-Multiple Regression Analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.117	.145		.805	.425
	Environment	.578	.004	.581	6.652	.000
	Community	.599	.106	.611	2.848	.000
	Workplace	.399	.123	.411	1.285	.035
	R Square	.813				
	F	39.184				

Dependent Variable: Brand awarenss

The researcher utilized multiple regression analysis, generally to find the relationship between each dimension of CSR and brand awarenss, particularly to find which CSR dimension has stronger relationship than another type. However, the results of multiple regression analysis revealed that the Beta value = .581 with significant level of .000, this indicates that environment has positively and significantly predict brand awarenss as result first research hypothesis supported. As for community, it was found that the value of Beta = .611 with significant level of .000 this indicates that community has positively and significantly predict brand awarenss as result second research hypothesis supported. Concerning workplace, the value of Beta= .411 with significant level of .035 which is higher than .000 this indicates that workplace has positively and significantly predict brand awarenss as result third research hypothesis supported.

VI. CONCLUSION

This study evaluated how corporate social responsibility (CSR) efforts toward products, the environment, employment, and community affect many aspects of brand awareness, including perceived quality, brand awareness, brand image, and brand loyalty. In addition to this, it investigated the roles that brand size, market sector, and identity have in determining the linkages between CSR and brand awareness in a company's operations. The findings of the analysis suggest that CSR actions have a beneficial effect on brand awareness. [Citation needed] In addition, growth in a given brand awareness dimension is contingent on whether or not a company engages in a particular form of CSR, taking into account the size, segment, and identity of the brand in question. The

influence of CSR efforts on the value of the brand This study investigated how all of the important operation-related CSR activities in the company influence a multidimensional customer-based brand awareness, in contrast to CSR studies in the hospitality industry, which are confined to investigating only a few CSR activities or one component of brand awareness. According to the findings, implementing CSR activities that are related to products, jobs, communities, and the environment can improve a brand's image and the quality with which consumers view the company. CSR can add value to a company by sending a message about the quality of its products. As a result of the halo effect, such signals of product excellence have the potential to spread to other areas of the company. Therefore, businesses that engage in socially responsible practices can be perceived as brands that provide high-quality goods and services, and CSR activities have the potential to improve the overall image of a company's brand. When compared to businesses that did not utilize any CSR program, companies that participated in community-related CSR programs achieved the biggest gain in perceived quality and brand image. This was one of the consequences of the four different types of corporate social responsibility (CSR). Donations to charitable organizations and volunteer work in the local community are two examples of community-related CSR actions that can help reduce the psychological barrier between a company and its clientele. This is an effective means through which a brand can differentiate itself from those of its competitors (Brunk, 2010; Wu and Wang, 2014). These kinds of activities can lead people to believe that a particular company makes a contribution to the areas in which it operates, which would be beneficial to the brand's reputation among both its current and potential

customers. So, CSR practices that have to do with the community have the potential to have a big effect on how people think of a business's brand.

According to the findings of this study, the benefits of CSR can be somewhat variable depending on the size, identity, and market of a company. According to the findings of this study, a company's brand image can be improved by engaging in CSR practices that are relevant to either the product or the community, and the size of the improvement is greater for smaller companies. When compared to organizations of a lesser size, larger businesses receive a greater amount of attention from outside stakeholders (Burke et al., 1986), and as a result, they frequently make plans to build brand awareness through the use of advertisements and promotions. Therefore, regardless of their level of corporate social responsibility, large businesses in our study had a high level of brand image. As a result, the potential for small businesses to improve their brand image through CSR was significantly greater. Additionally, communities and products are extremely important to small enterprises, and small firms frequently rely on the communities and products in their immediate vicinity. According to the findings of this study, consumers prefer to place greater importance on practices of corporate social responsibility (CSR) that may be easily viewed by the public, such as those related to products or communities. Customers may have a difficult time seeing CSR initiatives that are related to the environment or employment because those actions typically take place internally. This suggests that it may be difficult for customers to correlate those practices to their own lives and interests. On the other hand, they have firsthand knowledge of both the product and the community services. Therefore, combining brand size and CSR to evaluate brand image is likely to occur in the case of product-and community-related CSR practices due to the fact that CSR practices are becoming increasingly intertwined with business operations. Finally, the findings suggest that small brand size Businesses should focus more of their attention on CSR activities that are relevant to both their products and the communities in which they operate in order to improve their brand image. When a company expands its brand, it may no longer be able to provide the same level of attention to its local community as it did when it was smaller. As a result, large businesses ought to center their efforts on preserving a high level of product quality and advocating for an eating style that is both healthy and well-balanced. In addition to this, they should prioritize the development of community services, the donation of funds to regional charitable organizations, and the procurement of goods and services from regional vendors. On the other hand, product-and community-

related CSR initiatives might provide a chance for small businesses to effectively improve their image.

VII. THEORETICAL CONTRIBUTIONS

In previous studies, CSR practices have either been viewed as a unidimensional variable (e.g., He and Lai, 2014; Pai et al., 2015) or as predominantly being limited to green practices (e.g., Namkung and Jang, 2013). This study focuses on four essential aspects of corporate social responsibility (CSR) in businesses. The company is a significant user of a variety of resources, including electricity, water, and others. In addition to this, it prevents the wastage of products, requires a lot of labor, and plays a significant part in away-from-home items. Therefore, the contribution of the sector to sustainability and the associated benefits ought to be understood by making use of a CSR classification that is appropriate to the industry. Furthermore, this research showed that different influences on brand value dimensions have an effect, and the data suggests that the effect of CSR cannot be reduced to a single variable due to the complexity of the relationships involved. This study makes another contribution by identifying brand attributes that amplify the benefits of CSR on brand awareness. This is an important aspect of the study. It's possible that the effect that CSR has on brand awareness will be skewed if we don't take into account the moderating role that brand attributes play. For instance, in this research, the scale of the brand and the identity of the brand were introduced as significant elements in the attempt to explain the relationship between various CSR actions and brand awareness. The size of a company's brand can frequently affect the quantity of resources that it possesses and puts to use, and it also provides additional options for commercial growth. "Brand identity" is an analysis of the ways in which consumers interact with and recognize a particular brand. It has the potential to boost clients' purchasing behavior as well as give them a sense of belonging in the business. A deeper understanding of the connection between various CSR practices and brand awareness was the goal of this study, which made use of these characteristics. It is essential to keep in mind that these outcomes may be exceptional for the company on account of the large proportion of business franchises relative to the overall number of businesses as well as the requirement to market the brand. For instance, the moderating influence of brand features may not be as evident in other industries that are less sensitive to the brand, such as those serving essentials like health care or agricultural products. This is because these industries tend to place less importance on the brand. In order to differentiate themselves from one another and

stand out among their rivals, business brands differentiate themselves. Keller, 1993). Equity in a brand is a fantastic indicator of how successful a brand is (Keller, 1993).

VIII. MANAGERIAL IMPLICATIONS

The findings of this study ought to get the attention of business managers and owners who are concerned about the influence of CSR initiatives on brand awareness. When it comes to improving a company's image and consumer perception of its products and services, it is important to invest in all four categories of corporate social responsibility (CSR) initiatives. According to the findings of this study, engaging in a specific form of social responsibility can help emphasize a variety of positive features of brand value. For instance, product-related corporate social responsibility activities, such as a nutritional menu, fresh and nutrient-dense products, and organic replacements, can improve customer loyalty to a company. Owners and operators have the ability to allot limited corporate resources to particular CSR initiatives in accordance with the features of their brands, such as the size and segmentation of their brands. While limited-service businesses should concentrate on product-related CSR practices, large businesses with well-known brands should select CSR practices that are relevant to both their products and their communities. In addition, business managers should cultivate a relationship with their consumers in order to strengthen brand identification. This can result in a rise in customers' perceptions of the quality of the brand as well as increased customer loyalty to the brand.

IX. LIMITATIONS

Despite the fact that it made a number of significant theoretical discoveries and had a number of managerial consequences, this study did have several drawbacks. In this study, the subsequences of the constructions of brand awareness were not taken into consideration, and instead, these constructs were considered as parallel variables. In subsequent research, it might be possible to investigate the connection between CSR activities and the factors that influence brand awareness in a particular subsequence. In this particular instance, it was possible to see how CSR efforts steadily improve brand awareness.

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