

**The Impact of the Corporate Social Responsibility (CSR) On
the Brand Image in Egypt:
An Empirical Study**

Submitted for the Fulfillment of Doctorate Degree (DBA) in Business Administration at

Arab Academy for Science, Technology and Maritime
Transport

Submitted By:

Basma Mahmoud Ahmed Abdelwahed

Supervised by:

Prof. Dr. Adel Zayed

President at University of modern sciences

Professor of Management, Faculty of Commerce, Cairo University

Abstract:

The study aims to: Determining the strength of corporate social responsibility in soft drink companies, Determine the strength of the brand image in soft drink companies, and determine the extent to which corporate social responsibility affects the brand image in soft drink companies.

Noteworthy The study found that there is a great interest in corporate social responsibility among soft drink companies in Egypt. The study also found a strong positive relationship between corporate social responsibility and the brand image of soft drink companies in Egypt.

Design/methodology/approach:

Depending on the nature of the subject of the study and the information that must be obtained to reveal the effect of Social Responsibility (as an independent variable) on Brand Image (as a dependent variable), and through the questions that the study seeks to answer, this study relied on the descriptive analytical approach, data were collected in the field through the survey list in the field study to test the validity of the assumptions on which the study was based. By obtaining this data from Customers in soft drink companies in Egypt.

Study Problem:

It is found that there is a research gap represented in the failure to deal with the relationship between Corporate social responsibility and Brand Image in Soft drink companies in Egypt. From this perspective, this study revolves around demonstrating the impact of Corporate social responsibility on Brand Image through application to soft drink companies in Egypt.

Study Questions:

Therefore, this study seeks to answer them which can be summarized as follows:

- How strong is social responsibility in soft drink companies?
- How strong is the brand image in soft drink companies?
- Does corporate social responsibility affect the brand image in soft drink companies?

Objectives of Study:

The study aims to achieve the following objectives:

- Determining the strength of social responsibility in soft drink companies.
- Determine the strength of the brand image in soft drink companies.
- Determine the extent to which corporate social responsibility affects the brand image in soft drink companies.
- Presenting a number of recommendations and proposals to officials and leaders in Soft drink companies in Egypt based on the findings of the study, which can be generalized and used in practical application.

Study hypotheses:

Hypothesis One: There is a positive significant relationship between corporate social responsibility and the brand image of soft drink companies in Egypt

Hypothesis Two: There is a positive significant impact of corporate social responsibility on the brand image of soft drink companies in Egypt.

Several hypotheses emerge from this two main hypothesis.

Keywords: corporate social responsibility, brand image, soft drink companies.

ملخص عربي:

تواجه شركات المشروبات الغازية في مصر منافسة شرسة، وتسعى لتقديم منتجات عالية الجودة، وتسعى لكسب رضا وولاء عملائها في علاقة مربحة. وفقا لهذا التحدي ، تحتاج شركات المشروبات الغازية في مصر إلى الاهتمام بالوسائل والاستراتيجيات التي تحقق التميز. ومن أهم هذه الوسائل العمل على توفير مقومات المسؤولية الاجتماعية للشركات، حيث أثبتت العديد من الدراسات السابقة أن المسؤولية الاجتماعية للشركات لها نتائج إيجابية من حيث الأداء والتنافسية ومواجهة التحديات والتغيرات وتحقيق رضا العملاء وبناء صورة العلامة التجارية.

يهدف البحث إلى: تحديد قوة المسؤولية الاجتماعية للشركات في شركات المشروبات الغازية، وتحديد قوة صورة العلامة التجارية في شركات المشروبات الغازية، وتحديد مدى تأثير المسؤولية الاجتماعية للشركات على صورة العلامة التجارية في شركات المشروبات الغازية.

مشكلة البحث:

وجد أن هناك فجوة بحثية تتمثل في الفشل في التعامل مع العلاقة بين المسؤولية الاجتماعية للشركات وصورة العلامة التجارية في شركات المشروبات الغازية في مصر. من هذا المنظور ، تدور هذه الدراسة حول إظهار تأثير المسؤولية الاجتماعية للشركات على صورة العلامة التجارية من خلال التطبيق على شركات المشروبات الغازية في مصر.

أسئلة البحث:

- يقوم هذا البحث بالإجابة عليها والتي يمكن تلخيصها على النحو التالي:
- ما مدى قوة المسؤولية الاجتماعية في شركات المشروبات الغازية؟
 - ما مدى قوة صورة العلامة التجارية في شركات المشروبات الغازية؟
 - هل تؤثر المسؤولية الاجتماعية للشركات على صورة العلامة التجارية في شركات المشروبات الغازية؟

أهداف البحث:

يهدف البحث إلى تحقيق الأهداف التالية:

- تحديد قوة المسؤولية الاجتماعية في شركات المشروبات الغازية.
 - تحديد قوة صورة العلامة التجارية في شركات المشروبات الغازية.
 - تحديد مدى تأثير المسؤولية الاجتماعية للشركات على صورة العلامة التجارية في شركات المشروبات الغازية.
 - تقديم عدد من التوصيات والمقترحات للمسؤولين والقادة في شركات المشروبات الغازية في مصر بناء على نتائج الدراسة والتي يمكن تعميمها واستخدامها في المستقبل.
- الكلمات المفتاحية:** المسؤولية الاجتماعية للشركات ، صورة العلامة التجارية ، شركات المشروبات الغازية.

Introduction

The economic and social conditions in the last century led to the emergence of a new stage in the development of marketing thought known as the stage of orientation to social responsibility for marketing, which aims to achieve customer loyalty as well as his satisfaction. It is not considered limited to economic and financial performance only, but the social performance of the organization in its quest to balance its goals, objectives and desires of society has a fundamental role, as social responsibility is based on achieving a balance between consumer needs and desires, the organization's profits, and the welfare of society.

Corporate social responsibility has become an important component in contemporary organizations, interest in the goals of that responsibility has increased considering that the organization is an important and vital element in society that affects and is

affected by the surrounding environment at the same time, that the organization has become responsible for contributing to improving the quality of life and contributing to the treatment of social and economic problems facing Society, as corporate social responsibility expresses the organization's commitment to some social goals to take the necessary measures to protect and improve the well-being of society as a whole, to comply with the rules prevailing in society (Chang, & Yeh, 2017).

Corporate social responsibility has gain considerable importance, many organizations started CSR activities to ensure environmental, legal ethical and social practices that is not only complying with the related laws but also to provide sustainability in the area in which business organizations are operating (Ong, et al, 2018). Also, CSR is obtaining significant success by giving respect to the people, honoring ethical values and protecting natural environment. CSR is becoming more important not only in operating businesses but in feasibility studies for new projects to assess its impact on the environment and whiter it has positive or negative contribution on the society (Kunda, et al, 2019).

From the above it turns out that it helps corporate social responsibility to remain a renewable source of competitive advantage in the leading institutions. Social responsibility is also important in creating a good corporate brand image.

Brand is a means of guarantee for the producer and the consumer at the same time. They prevent the mixing of products

bearing a certain mark with similar products bearing another mark. It also works to build confidence in the product's goods. With the increase in the types of goods and products and the emergence of similar goods, producers tended to use Brands to introduce their products and seek perfection in manufacture. To maintain customers and product quality to ensure resilience against competitors (Ogba, & Tan, 2009).

It also includes values, programs, social and environmental responsibility, credibility of the organization and its expertise, reliability, and preference for what it offers, as well as customer orientation (Keller, 2018).

1\1 - Research Problem

Soft drink companies in Egypt face fierce competition, seek to provide high quality products, seek to gain the satisfaction and loyalty of their customers in a profitable relationship. In accordance with this challenge, soft drink companies in Egypt need to pay attention to the means and strategies that achieve excellence. One of the most important of these means is working to provide the elements of corporate social responsibility, as many previous studies have shown that corporate social responsibility has positive results in terms of performance, competitiveness, facing challenges and changes, achieving customer satisfaction, and building a brand image.

1\2 - Research Gab

There was a shortage and deficiency in dealing with the soft drink companies in Egypt. So, the research gap is as follows:

- Deficiency in the study the Corporate social responsibility in soft drink companies in Egypt.
- Deficiency in the study of Brand Image in Soft drink companies in Egypt.
- Deficiency in the study the Corporate social responsibility and its impact on Brand Image in Soft drink companies in Egypt.

Therefore, the current study will address this deficiency by addressing the issue of Corporate social responsibility and its relationship to Brand Image, specifically among soft drink companies in Egypt.

1\3 - Research Significance

The importance of the current study is due to its scientific and practical additions as follows:

1/3/1- Scientific Significance:

The importance of this study lies in an attempt to contribute to bridging the research gap in studies and research on the concept of Corporate social responsibility, specifically with regard to organizational practices that contribute to Brand Image. The study is also a response to what many previous studies have called for in conducting more studies and research on these topics, their great importance in enriching

the academic library and scientific research centers, especially those interested in administrative studies.

1/3/2- practical Significance:

- The importance of the study lies in drawing the attention of officials and leaders of soft drink companies to the importance of this topic and its effective role in developing and developing the performance of companies as one of the most important factors supporting the achievement of their goals and increasing their effectiveness towards society.

1/4 - Study Variables:

1/4/1- Independent variable: Corporate social responsibility.

Corporate social responsibility is Ethical commitment and responsible behavior towards stakeholders, among the most important parties benefiting from corporate social responsibility programs is society and the environment, this reflects that the concept of corporate social responsibility came to enhance the role and position of organizations in society not only as an economic entity but also as a social entity that contributes to a solution Community problems and preserving the environment in which it operates (Kim, et al, 2021).

1/4/2- Dependent Variable: Brand Image.

Brand is a term, symbol, sign, or design, or a combination of both, that aims to identify goods and services so that the merchant or manufacturer places them on the products he sells or manufactures to distinguish them from others sold by other

competitors. The Brand is the true identity of any company's products. In the market, that identity also plays an essential role for the consumer as it is the link between him and the commodity (Davis, & Dacin, 2022).

The following figure (1/1) shows the general framework for the study variables, as follows:

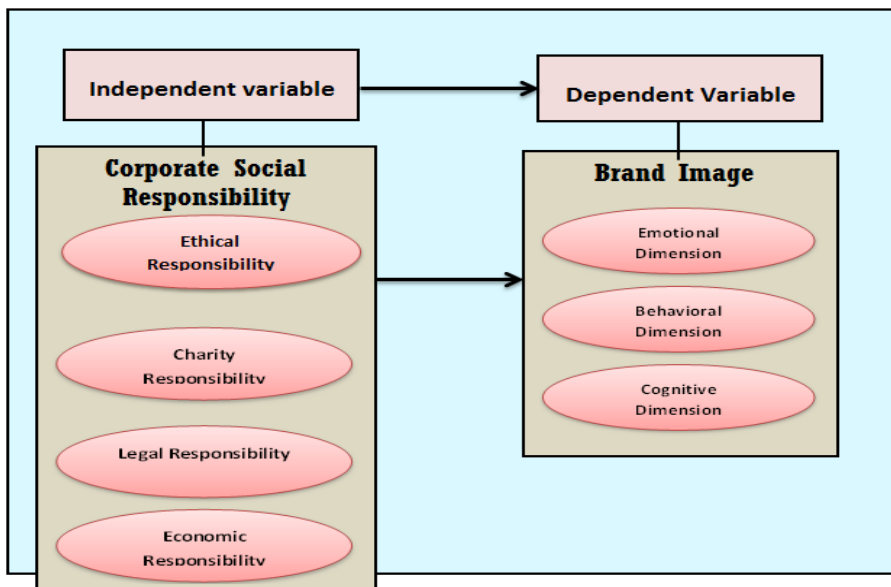


Figure No. (1/1): Conceptual framework of the study.

Source: Prepared by the researcher

2-Literature Review

2\1- Literature Review of Corporate Social Responsibility.

2\1\1-Corporate Social Responsibility Definitions

The World Bank has defined corporate social responsibility as the commitment of business owners to contribute to sustainable development, by working with their employees, their families, the community, and society, to improve people's standard of living in a way that serves trade and development at the same time (Bauman & Skitka, 2012).

(Wang, et al, 2014) is defined the corporate social responsibility of the organization is an ethical commitment between the community organization, through which the organization seeks to strengthen the ties between it and the society in general, which in turn is reflected in its success and improving its future performance.

2\1\2- Styles of Corporate social responsibility:

Views can be observed in the organization's management perception of the social role it must play, as follows:

Economic Styles, Social style, Socio-economic style, Ethical Style, Legal Responsibility and Corporate Environmental Responsibility.

2\1\3- Areas of Corporate social Responsibility:

In order to deepen the importance of corporate social responsibility, according to (ISO International, 2012) the international standard for corporate social responsibility ISO

26000 was presented, which is an international standard that provides general guidelines for the basic principles of corporate social responsibility and the topics and issues related to it.

Corporate Governance, Respect for Human Rights, Work Practices, Environmental protection, Fair Operating Practices, Focus on Consumer Issues, Society participation and development.

2\2 - Literature Review of Brand Image

2\2\1- Brand Image definition:

A Brand is defined as the distinctive names and/or symbols (such as logos, Brands, packaging designs, people represented) created by producers or merchants, through which they can present products and distinguish them from their competitors (Alwi, & Kitchen, 2014).

A Brand, as defined by WIPO, is a distinctive sign that identifies certain goods or services as those produced or provided by a specific person or enterprise (Ahuvia, et al, 2020).

The American Marketing Association defines a Brand as: a name, term, sign, symbol, or a combination thereof; Its goal is to differentiate the products offered by one seller from what other competitors offer (Lahap, et al, 2017).

The General Marketing Association defined (the brand) as any name, term, mark, design, symbol, or combination of the above that aims to define the products or services provided by the various companies or the services provided by the various

companies to distinguish the products and services from other products and services. Similar (Samadi, et al, 2010).

2\2\2- The Brand Importance:

- Providing protection for the product and excluding the use of it, using it on its products to indicate that this mark belongs to him in terms of production (Ahuvia, et al, 2020).
- Enhancing the spirit of entrepreneurship in the world through the efforts of producers to improve and develop their products to gain the confidence of consumers.
- The Brand and control system allows producers to produce and market goods in the most appropriate conditions.
- It facilitates the shopping process for the consumer and helps him to determine the source of the product and not to confuse the goods (Lahap, et al, 2017).
- Frustrate the efforts of unfair competition practitioners such as imitators and counterfeiters who seek to market inferior products and thus harm the reputation of the company.
- The brand represents the fuel of the commercial enterprise and all the advertising efforts to consolidate the position of the company in the minds of the customers (Samadi, et al, 2010).
- Attracting attention to new goods, building loyalty to the product, easy follow-up of orders, identifying problems on the part of the producing company.

2\2\3- Brand Items:

2\2\3\1- Brand name:

The choice of the name has a great importance to the personality of the organization and its products, the ability to remember the name increases, then leads to connotations of importance in many areas. The brand name awareness often attracts new customers who are willing to pay higher prices, thus helping the product to penetrate new markets and take on new competitors (Lahap, et al, 2017).

2\2\3\2- Logo as a Brand:

. The logo has been defined as the graphic or image that is associated with the brand's memory (Alwi, & Kitchen, 2014). A logo has also been defined as "an official representation or memory-enhancing image of the target brand.

2\2\4 - Brand Design and Development Steps:

It is not easy to create a brand in a random way, bet on its success, as it goes through procedures and tests before it reaches the completion of its components.

- **Establishing a diagnosis about the product and the organization.**
- **Suggesting brand names.**
- **Choosing a brand name:** The following conditions must be met to choose a name for the brand, which are (Magnusson, et al, 2022):

- It is easy and simple to pronounce for customers, locals and foreigners.
- It should be easy to remember and recognize.
- Be short and easy to write.
- It is distinct in some way from the rest of the other signs.
- It helps to link the benefits of the product and the mental image, thus helps to gain customer loyalty.

There are some basic steps for brand development through which the desired goals are achieved:

- Determining the general strategy of the business activity.
- Define the target customer categories.
- Conducting marketing research on target customers.
- Define brand development goals.
- Define brand messages.

2\2\5- The concept of Mental Image:

The mental image is the final product of the subjective impressions formed by individuals or groups about a particular person, system, people, gender, a local or international organization, particular profession, or anything else that can have an impact on human life.

The mental image also refers to the impressions formed by stakeholders about the organization.

The mental image is a reflection of the company's identity in the eyes of customers. It includes fame, reliability, preference,

quality, distinction from competitors, modernity, development and customer orientation.

2\2\6 - The importance of Mental Image:

The formation of the mental image of the organization helps it communicate with its masses, clarify its policy, and the goals it seeks to achieve at the internal and external levels.

2\2\7 - Dimensions of the mental Image:

Brand attachment relates to the cognitive and affective bond that connects the brand and the consumer – an attachment that develops and increases over time as the consumer's sense of self expands to encompass the brand (Park et al., 2010). There is almost agreement among most researchers that the mental image includes three main components or dimensions, which are as follows:

2\2\7\1- Cognitive dimension:

This dimension means the information through which the individual perceives a subject, issue or person. This information is the basis upon which the mental image that the individual forms.

2\2\7\2 - Emotional dimension:

The emotional dimension means the positive or negative tendency towards a subject, an issue, a person, a people, or a state within the framework of a set of mental images formed by individuals. The homogeneity of these characteristics contributes to building positive trends (Carvalho, et al., 2015).

2\2\7\3 - Behavioral dimension:

The behavior of the individual reflects the nature of the mental image that is problematic for him in various matters of life, as the importance of the mental image in one of its dimensions is that it enables to predict the behavior of individuals (Gorlier, & Michel. 2020).

3. Research Methodology

3\1- The Study Approach (Methodology)

Based on the nature of this study problem, its objectives, and its questions, four types of the descriptive approach were applied as follows:

- The survey descriptive approach: To find out: How strong is social responsibility and brand image in soft drink companies.
- Comparative descriptive approach: to find out the differences between the average responses of the study sample on the dimensions of the questionnaire according to the variables (Gender - Favorite Company – Age - Education Level (Qualification) - Duration of dealing with the company).
- Relational descriptive approach: to study the correlation between corporate social responsibility and the brand image of soft drink companies in Egypt.

- The descriptive predictive approach: to find out the impact - relative contribution of corporate social responsibility on the brand image of soft drink companies in Egypt.

3/2- Study Community (Population).

The study population consisted of all customers of soft drink companies in Egypt during the second semester of the academic year 2022/2023.

3/3- The Study Sample.

The application was first applied to an exploratory sample that consisted of (30) customers, and the purpose of the exploratory sample is to ascertain the psychometric properties of the study tool (validity and reliability). later (validity and reliability) will be discussed in detail.

After ensuring of validity and reliability in the study tool, it applying to the basic sample of the study, which amounted to (404) customers. The study sample was selected as an available sample. The following is a description of the study sample according to the variables (Gender - Favorite company – Age - Education Level (Qualification) - Duration of dealing with the company.

3/4 - Validity of the Study Tool.

The questionnaire was used in the current study. In light of the objectives of the study, databases, specialized scientific journals, research and previous studies related to the problem of the current study were searched, and a number of specialists in this field were contacted and interviewed to benefit from their experiences in

building the current study tool in its initial form, and the validity and reliability of the study were confirmed as follows:

The validity of the study tool was confirmed in two ways (Judge validity (Face validity) - Internal consistency validity) as follows:

Judge validity (Face validity).

Internal Consistency Validity.

Study Tool Reliability.

The reliability of the study tool was confirmed in two ways, namely (Alpha Cronbach – Split Half), through the same exploratory sample, which consisted of (30) customers.

3.5 - Statistical Methods.

To answer the study questions and verify the hypotheses, the following statistical methods were used:

1. Frequencies & percentage for description the study sample according to personal information.
2. The mean (average), in order to calculate the value given by the study sample to each item or group of items (dimension).
3. The standard deviation, in order to calculate the variance (dispersion) given by the study sample to each item or group of items (dimension).
4. Test (t) to compare the average responses of the study sample according to the variables (gender – favorite company).
5. One-way analysis of variance (F) test to compare the average responses of the study sample according to the variables (Age -

Education level (Qualification) - Duration of dealing with the company)

6. Scheffe test to determine trends of variances.

7. Pearson correlation coefficient to calculate the correlation and verify the hypotheses of the study

8. Multiple regression to calculate the impact -relative contribution- of corporate social responsibility (Economic responsibility - Environmental Responsibility - Ethical responsibility - Charity responsibility) on the brand image of soft drink companies in Egypt.

9. The internal consistency for the validity of the study tool.

10. Cronbach's alpha and split – half methods of the reliability of the study instrument.

4 - Field Study.

4\1- Descriptive statistics for the study variables.

4\1\1 - Descriptive statistics for corporate social responsibility.

Table No. (4/1): the mean and standard deviation of the responses to the corporate social responsibility.

no.	Dimension	Rank	Min	Max	Mean	Standard Deviation	Response
1	Economic responsibility	4	1.83	5.00	3.14	0.66	Neutral
2	Environmental Responsibility	2	1.50	4.75	3.22	0.72	Neutral
3	Ethical responsibility	1	1.75	5.00	3.41	0.80	Agree
4	Charity responsibility	3	1.71	4.71	3.15	0.55	Neutral
Total			2.42	4.62	3.21	0.41	Neutral

The results of the table indicate that, the responses of the study sample about the total corporate social responsibility, ranged between (2.42 – 4.62), with general average (3.21). These averages fall within the response categories (somewhat agree - strongly agree) with general average (agree).

4\1\1 - Economic Responsibility:

Table No. (4/2): the mean and standard deviation of the economic responsibility statements.

no.	Statements	Rank	Min.	Max.	Mean	Standard Deviation	Response
5	The company's management believes in the partnership with civil society institutions.	1	1	5	3.37	1.32	Neutral
4	Maximizing state revenues according to the company's management awareness of its role by contributing to bear social costs.	2	1	5	3.35	1.21	Neutral
6	Cooperating with the official authorities to solve the problem of eliminating unemployment and providing suitable employment opportunities for people with special needs.	3	1	5	3.16	1.23	Neutral
3	Taking advantage of participation in sustainable development programs to achieve economic benefits and returns for the state.	4	1	5	3.08	1.30	Neutral
1	The company contributes to holding economic conferences and seminars aimed to achieve sustainable development.	5	1	5	2.97	1.03	Neutral
2	Reducing the burden on the state, such as providing public services in the health, educational, social, and cultural fields.	6	1	5	2.92	1.20	Neutral
Total			1.83	5	3.14	0.66	Neutral

The results of Table No. (4/2) indicate that, the average of the economic responsibility statements, ranged between (2.92 – 3.37), with general average (3.14). All these values in the response (Neutral).

4\1\2 - Environmental Responsibility:

Table No. (4/3): the mean and standard deviation of the environmental responsibility statements.

no.	Statements	Rank	Min.	Max.	Mean	Standard Deviation	Response
9	The company is interested in providing environmentally friendly products.	1	1	5	3.29	1.27	Neutral
10	The company uses healthy products in the packaging of beverages.	2	1	5	3.26	1.26	Neutral
7	The company preserves the environment by planting trees.	3	1	5	3.19	1.29	Neutral
8	The company participates with the authorities responsible for decorating city parks and gardens.	4	1	5	3.14	1.32	Neutral
Total			1.5	4.75	3.22	0.72	Neutral

The results of Table No. (4/3) indicate that, the average of the environmental responsibility statements, ranged between (3.14 – 3.29), with general average (3.22). All these values in the response (Neutral)

4\1\3 - Ethical Responsibility:

Table No. (4/4): the mean and standard deviation of the ethical responsibility statements.

no.	Statements	Rank	Min.	Max.	Mean	Standard Deviation	Response
14	The company is committed to respecting the customs and traditions of the community.	1	1	5	3.59	1.20	agree
13	The company adheres to the accuracy of the weights and sizes of its products as stated on the covers of its products.	2	1	5	3.44	1.26	agree
11	The company avoids misleading advertisements to promote its products.	3	1	5	3.43	1.23	agree
12	The company adopts ethical standards of behavior in all its activities and dealings towards society.	4	1	5	3.18	1.27	Neutral
Total			1.75	5	3.41	0.80	agree

The results of Table No. (4/4) indicate that, the average of the ethical responsibility statements, ranged between (3.18 – 3.37), with total average (3.41). All these values in the response (agree), except the statement (12) "The company adopts ethical standards of behavior in all its activities and dealings towards society, with response (somewhat agree).

4\1\14 - Charity Responsibility:

Table No. (4/5): the mean and standard deviation of the charity responsibility statements.

no.	Statements	Rank	Min.	Max.	Mean	Standard Deviation	Response
16	The initiatives presented by the company to increase interdependence and social solidarity among members of the society.	1	1	5	3.30	1.25	Neutral
15	I know that the company is contributing to the development of education and schools.	2	1	5	3.25	1.21	Neutral
21	The company contributes to provide material and moral support to set up small projects for poor families and young graduates.	3	1	5	3.20	1.24	Neutral
17	The company establishes partnerships with civil society organizations to support charitable and volunteer work financially and morally.	4	1	5	3.19	1.30	Neutral
20	The company provides scholarships to needy students in the community.	5	1	5	3.18	1.27	Neutral
19	The company sponsors local activities and events and holds public parties and conferences on a regular basis.	6	1	5	3.13	1.33	Neutral
18	The management of the company works to understand and study the needs of the society to provide appropriate solutions to meet these needs and work to satisfy them.	7	1	5	2.81	1.17	Neutral
Total			1.71	4.71	3.15	0.55	Neutral

The results of Table No. (4/5) indicate that, the average of the charity responsibility statements, ranged between (2.81 – 3.30), with general average (3.15). All these values in the response (Neutral).

4/1/2- Descriptive statistics for brand image.

Table No. (4/6): the mean and standard deviation of the brand image in soft drink companies.

no	Dimension	Rank	Min	Max	Mean	Standard Deviation	Response
1	Cognitive Dimension	1	1.71	5	3.36	0.63	Neutral
2	Emotional Dimension	3	1.50	4.75	3.21	0.76	Neutral
3	Behavioral Dimension	2	1.60	4.80	3.31	0.64	Agree
Total			2.50	4.75	3.31	0.46	Neutral

The results of Table No. (4/6) indicate that, the responses of the study sample about the total brand image in soft drink companies, ranged between (2.50 – 4.75), with general average (3.31). These averages fall within the response categories (disagree - strongly agree) with general average (Neutral).

4/1/2\1 - Cognitive Dimension:

Table No. (4/7): the mean and standard deviation of the cognitive dimension statements.

no.	Statements	Rank	Min.	Max.	Mean	Standard Deviation	Response
3	The prices of the company's products are clearly known.	1	1	5	3.57	1.10	agree
4	Premium products are offered to suit customers' expectations and tastes.	2	1	5	3.56	1.26	agree
5	Customer complaints are followed up	3	1	5	3.44	1.22	agree

Table No. (4/7): the mean and standard deviation of the cognitive dimension statements.

no.	Statements	Rank	Min.	Max.	Mean	Standard Deviation	Response
	and promptly resolved.						
6	Soft drinks (Pepsi- Coca-Cola) have a good reputation as a brand.	4	1	5	3.43	1.34	agree
7	The information on the products is an important factor in choosing them.	5	1	5	3.29	1.31	Neutral
2	I have a good impression of the quality of the products provided by the company.	6	1	5	3.28	1.32	Neutral
1	I am fully aware that the name and brand of the company are distinguished in the soft drink market.	7	1	5	2.96	1.38	Neutral
Total			1.71	5	3.36	0.63	Neutral

The results of Table No. (4/7) indicate that, the average of the cognitive dimension statements, ranged between (2.96 – 3.57), with general average (3.36). These values in the response (agree and Neutral).

4\1\2\2 - Emotional Dimension

Table No. (4/8): the mean and standard deviation of the emotional dimension statements.

no.	Statements	Rank	Min.	Max.	Mean	Standard Deviation	Response
10	The ads with the company's name and logo draw my attention.	1	1	5	3.42	1.15	agree
11	I get excited when I try out any new products that the company introduces.	2	1	5	3.42	1.32	agree

Table No. (4/8): the mean and standard deviation of the emotional dimension statements.

no.	Statements	Rank	Min.	Max.	Mean	Standard Deviation	Response
8	I use this brand because it fits my 'self-image.	3	1	5	3.02	1.18	Neutral
9	I would say that I feel deep affection, like 'love,' for this brand and would be really upset if I couldn't have it.	4	1	5	2.97	1.25	Neutral
Total			1.5	4.75	3.21	0.76	Neutral

The results of Table No. (4/8) indicate that, the average of the emotional dimension statements, ranged between (2.97 – 3.42), with general average (3.21). These values in the response (agree and Neutral).

4\1\2\3 - Behavioral Dimension:

Table No. (4/9): the mean and standard deviation of the behavioral dimension statements.

no.	Statements	Rank	Min.	Max.	Mean	Standard Deviation	Response
12	The company's products are good standing and image on my mind.	1	1	5	3.57	1.22	agree
13	I would like to continue buying the company's products.	2	1	5	3.49	1.36	agree
15	Watching the company's advertisements made me want to try their products.	3	1	5	3.48	1.23	Agree
14	I advise others to buy the company's products.	4	1	5	3.05	1.20	Neutral
16	Soft drink ingredients influence my purchasing decision.	5	1	5	2.97	1.12	Neutral
Total			1.60	4.80	3.31	0.64	Neutral

The results of Table No. (4/9) indicate that, the average of the ethical responsibility statements, ranged between (2.97 – 3.57), with total average (3.31). These values in the response (agree and Neutral).

4\2 - Research Theoretical Model and Hypotheses
Hypothesis One: There is a positive significant relationship at ($\alpha=0.05$) between corporate social responsibility and the brand image of soft drink companies in Egypt. Table No. (4/10): Pearson Correlation Analysis (n=404).

Variables	Cognitive Dimension	Emotional Dimension	Behavioral Dimension	Total
Economic responsibility	0.693**	0.487**	0.551**	0.678**
Environmental Responsibility	0.489**	0.454**	0.591**	0.557**
Ethical responsibility	0.695**	0.553**	0.695**	0.730**
Charity responsibility	0.474**	0.582**	0.540**	0.582**
Total	0.708**	0.598**	0.708**	0.720**

Based on Pearson correlation coefficient between the variables in this hypothesis (corporate social responsibility and the brand image of soft drink companies in Egypt) ranged from (0.598) to (0.720). So, there is a significant at ($\alpha \leq 0.05$), positive, strong. relationship between the two variables.

Hypothesis 1(a): There is a positive significant relationship at ($\alpha=0.05$) between economic responsibility and the brand image of soft drink companies in Egypt.

Based on Pearson correlation coefficient between economic responsibility and the brand image of soft drink companies in Egypt, ranged from (0.487) to (0.693). So, there is a relationship between the two variables. The relationship is significant at ($\alpha \leq 0.05$), positive, strong.

Hypothesis 1(b): There is a positive significant relationship at ($\alpha=0.05$) between environmental responsibility and the brand image of soft drink companies in Egypt.

Based on Pearson correlation coefficient between environmental responsibility and the brand image of soft drink companies in Egypt, ranged from (0.454) to (0.591). So, there is ($\alpha \leq 0.05$), positive, strong.

Hypothesis 1(c): There is a positive significant relationship at ($\alpha=0.05$) between ethical responsibility and the brand image of soft drink companies in Egypt.

The result of the Pearson correlation coefficients between ethical responsibility and the brand image of soft drink companies in Egypt, ranged from (0.553) to (0.730). So, there is a relationship between the two variables. The relationship is significant at ($\alpha \leq 0.05$), positive, strong.

Hypothesis 1(d): There is a positive significant relationship at ($\alpha=0.05$) between charity responsibility and the brand image of soft drink companies in Egypt.

Based on Pearson correlation coefficient between charity responsibility and the brand image of soft drink companies in Egypt, ranged from (0.474) to (0.582). So, there is a relationship between the two variables. The relationship is significant at ($\alpha \leq 0.05$), positive, strong.

from all previous results, the null hypothesis "There is no significant relationship at ($\alpha=0.05$) between corporate social responsibility and the brand image of soft drink companies in Egypt" is rejected and the alternative hypothesis "There is a significant relationship at ($\alpha=0.05$) between corporate social responsibility and the brand image of soft drink companies in Egypt" is accepted.

Hypothesis Two: There is a positive significant impact at ($\alpha=0.05$) of corporate social responsibility on the brand image of soft drink companies in Egypt.

To test the above hypothesis, the multiple regression model was applied, by using (economic responsibility, environmental responsibility, ethical responsibility, and charity responsibility) as independent variables and the (brand image of soft drink companies in Egypt) as depended variable.

Before beginning, the regression analysis, no multicollinearity, normality, linearity, and no autocorrelation assumptions, were conducted to find out the validity of the data for the regression model.

Multicollinearity: multicollinearity was checked with tolerance and variance inflation factor (VIF) statistics, the results was as follows:

A tolerance value less than 0.1 almost certainly indicates a serious collinearity problem and a VIF value greater than 10 is a concern. In this study, multicollinearity analysis was found to have a tolerance of more than 0.1 and a VIF value is less than 10. Accordingly, corporate social responsibility has (0.543) tolerance and (1.12) VIF, ***indicates that the multicollinearity is not an issue.***

Normality: Normality was checked with Kolmogorov-Smirnov and Shapiro-Wilk statistics, and it found that all the values of the Kolmogorov-Smirnov and Shapiro-Wilk are not statistically significant.

Also, in normal P-P plot All points lie close to the normal line, so the normality was achieved.

Linearity: Linearity was checked with P-P Plot of regression Standardized Residual. Since the points were symmetrically distributed around the diagonal line, a linearity pattern was observed. Therefore, the straight-line relationship between the residuals and the predicted dependent variable scores drawn that linearity was achieved.

Autocorrelation: Autocorrelation was checked with Durbin Waston test, seen in table No. (5/12).

Table No. (4/11): Autocorrelation Analysis.

Model	R	R ²	Adj. R ²	Durbin Waston
1	0.507	0.257	0.255	2.03

The value of Durbin Waston tests equal (2.03), mean there is no autocorrelation detected.

All previous results indicate that all assumptions of multiple regression are available in the data, and therefore the multiple regression model can be applied as follows:

Table No. (4/12): Regression model for the effect of the independent variables on the dependent variable.

S.V	SS	DF	MS	F	Sig	R ²
Regression	21.751	4	5.438	35.542	0.00	0.257
Residual	62.765	399	0.153			
Total	84.516	403				

The value of the F test reached (35.542), which is statistically significant value at a significant level less than (0.05). So, the regression model illustrated significant impact for the independent variables (economic responsibility, environmental responsibility, ethical responsibility, and charity responsibility) on the dependent variable (brand image of soft drink companies in Egypt).

Therefore, the null hypothesis "There is no significant impact at ($\alpha=0.05$) of corporate social responsibility on the brand image of soft drink companies in Egypt" is rejected and the alternative hypothesis "There is a significant impact at ($\alpha=0.05$) of corporate social responsibility on the brand image of soft drink companies in Egypt" is accepted.

The value of (R^2), measures the size effect or the relative contribution of the independent variables (economic responsibility, environmental responsibility, ethical responsibility, and charity responsibility) on the dependent variable (brand image of soft drink companies in Egypt).

The R^2 value is (0.257) tells us that the model accounts for 25.7% of the overall corporate social responsibility in the brand image of soft drink companies in Egypt. This means that the independent variable contributes to 25.7% of the dependent variable and the remaining percent is predicted by other factors other than the (economic responsibility, environmental responsibility, ethical responsibility, and charity responsibility) which used in this study.

To find out the effect of each corporate social responsibility dimension "factor" on her brand image of soft drink companies in Egypt, partial regression coefficients (β) were calculated, and the results were as follows:

Table No. (4/13): Partial regression coefficients for the effect of corporate social responsibility dimension on the brand image of soft drink companies in Egypt.

Independent Variables	dependent Variables	Regression Model	β	t	Sig.
corporate social responsibility	brand image of soft drink companies	Constant	1.854	11.398	0.000
		Economic responsibility	0.240	5.167	0.000
		Environmental Responsibility	0.133	2.845	0.005
		Ethical responsibility	0.326	7.125	0.000
		Charity responsibility	0.107	2.151	0.005

The results of Table No. (4/13) indicate that, the partial regression coefficients for the impact of each dimension of social responsibility dimension on the brand image of soft drink companies in Egypt, ranged from (0.107) to (0.326), all of them, are statistically significant at a level less than (0.05). According to β values, the variables that have the highest impact on the brand image of soft drink companies in Egypt, are as follows: Ethical responsibility with ($\beta=0.326$), followed by economic responsibility with ($\beta=0.240$), followed by environmental responsibility with ($\beta = 0.133$), and finally charity responsibility with ($\beta = 0.107$).

Based on all the previous results and indicators, it can be said that there is a possibility to predict the degree of the brand image of soft drink companies in Egypt, according to the following prediction equation:

$$\hat{Y} = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \zeta_i$$

brand image = 1.854 + 0.240 (Economic responsibility) + 0.133 (Environment responsibility) + 0.326 (Ethical responsibility) + 0.107 (Charity responsibility)

Several hypotheses emerge from this main hypothesis as follows:

Hypothesis 2(a): There is a positive significant impact at ($\alpha=0.05$) of economic responsibility on the brand image of soft drink companies in Egypt.

To test the above hypothesis, the simple regression model was applied, by using (economic responsibility) as independent variables and the (brand image of soft drink companies in Egypt) as depended variable, the results was as follows.

Table No. (4/14): Simple regression analysis for the effect of economic responsibility on the brand image of soft drink companies in Egypt.

Independent Variables	dependent Variables	Regression Model	β	T	Sig.	R2
Economic responsibility	Brand image of soft drink companies	Constant	2.983	25.213	28.811	7.8%
		Economic responsibility	0.194	0.101	0.002	

Table No. (4/14) indicated, there is a positive significant impact at ($\alpha=0.05$) of economic responsibility on the brand image of soft drink companies in Egypt, with ($\beta=0.194$) and ($r^2=7.8\%$).

Hypothesis 2(b): There is a positive significant impact at ($\alpha=0.05$) of environmental responsibility on the brand image of soft drink companies in Egypt.

To test the above hypothesis, the simple regression model was applied, by using (environmental responsibility) as independent variables and the (brand image of soft drink companies in Egypt) as depended variable, the results was as follows.

Table No. (4/15): Simple regression analysis for the effect of environmental responsibility on the brand image of soft drink companies in Egypt.

Independent Variables	dependent Variables	Regression Model	β	t	Sig.	R2
Environmental responsibility	Brand image of soft drink companies	Constant	2.697	25.213	0.000	7.8%
		Environmental responsibility	0.101	5.014	0.000	

Table No. (4/15) indicated, there is a positive significant impact at ($\alpha=0.05$) of environmental responsibility on the brand image of soft drink companies in Egypt, with ($\beta=0.101$) and ($r^2=2.5\%$)

Hypothesis 2(c): There is a positive significant impact at ($\alpha=0.05$) of ethical responsibility on the brand image of soft drink companies in Egypt.

To test the above hypothesis, the simple regression model was applied, by using (ethical responsibility) as independent variables and the (brand image of soft drink companies in Egypt) as depended variable, the results was as follows.

Table No. (4/16): Simple regression analysis for the effect of ethical responsibility on the brand image of soft drink companies in Egypt.

Independent Variables	dependent Variables	Regression Model	β	t	Sig.	R2
Ethical responsibility	Brand image of soft drink companies	Constant	2.587	27.951	0.000	13.7%
		Ethical responsibility	0.211	7.988	0.000	

Table No. (4/16) indicated, there is a positive significant impact at ($\alpha=0.05$) of ethical responsibility on the brand image of soft drink companies in Egypt, with ($\beta=0.211$) and ($r^2=13.7\%$)

Hypothesis 2(c): There is a positive significant impact at ($\alpha=0.05$) of charity responsibility on the brand image of soft drink companies in Egypt.

To test the above hypothesis, the simple regression model was applied, by using (charity responsibility) as independent variables and the (brand image of soft drink companies in Egypt) as depended variable, the results was as follows.

Table No. (4/17): Simple regression analysis for the effect of charity responsibility on the brand image of soft drink companies in Egypt.

Independent Variables	dependent Variables	Regression Model	β	t	Sig.	R2
Charity responsibility	Brand image of soft drink companies	Constant	2.833	21.833	0.000	3.3%
		Charity responsibility	0.150	3.703	0.000	

Table No. (4/17) indicated, there is a positive significant impact at ($\alpha=0.05$) of ethical responsibility on the brand image of soft drink companies in Egypt, with ($\beta=0.150$) and ($r^2=3.3\%$).

5 - Conclusion:

The Conclusions are summarized in four parts as follows:

5\1 - Part One: *How strong is corporate social responsibility in soft drink companies.*

the responses of the study sample about the corporate social responsibility ranged between (2.42 – 4.62), with general average (3.21). These averages fall within the response categories (somewhat agree - strongly agree) with general average (agree). Ethical responsibility came in the first rank, with an average ranged between (1.75 – 5), with general average (3.41). Environmental responsibility came in the second rank, with averages ranged between (1.50 – 4.75), with general average (3.22). Charity responsibility came in the third rank, with averages ranged between (1.71 – 4.71), Economic responsibility came in the fourth rank, with averages ranged between (1.83 – 5.00), with general average (3.14).

5\2 -Part Two: *How strong is the brand image in soft drink companies.*

responses of the study sample about the brand image in soft drink companies ranged between (2.50 – 4.75), with general average (3.31). These averages fall within the response categories (disagree - strongly agree) with general average (agree). the cognitive dimension came in the first rank, with averages ranged between (1.71 – 5), with general average (3.36). the behavioral dimension came in the second rank, with averages ranged between (1.60 – 4.80), with general average (3.31). the emotional dimension came in the third rank, with averages ranged between (1.50 – 4.75), with general average (3.21).

5\3 - Part three: *The relationship between corporate social responsibility and the brand image of soft drink companies in Egypt.*

the Pearson correlation coefficient for the variables, corporate social responsibility, and the brand image of soft drink companies in Egypt, ranged from (0.454) to (0.720). So, there is a relationship between the two variables. The relationship is significant at ($\alpha \leq 0.05$), positive, strong.

5\4 - Part four: *Impact of corporate social responsibility on the brand image of soft drink companies in Egypt.*

The value of the F test reached (35.542), so the regression model illustrated significant impact for the independent variables (economic responsibility, environmental responsibility, ethical responsibility, and charity responsibility) on the dependent variable (brand image of soft drink companies in Egypt). The model accounts for 25.7% of the overall corporate social responsibility in the brand image of soft drink companies in Egypt, and the remaining percent is predicted by other factors other than the (economic responsibility, environmental responsibility, ethical responsibility, and charity responsibility) which used in this study. According to β values, the variables that have the highest impact on the brand image of soft drink companies in Egypt, are as follows: Ethical responsibility with ($\beta = 0.326$), followed by Economic responsibility with ($\beta = 0.240$), followed by environmental responsibility with ($\beta = 0.133$), and finally charity responsibility with ($\beta = 0.107$). The prediction equation is:

$$\hat{Y} = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \zeta_i,$$

$$\text{brand image} = 1.854 + 0.240 (\text{Economic responsibility}) + 0.133 (\text{Environment responsibility}) + 0.326 (\text{Ethical responsibility}) + 0.107 (\text{Charity responsibility})$$

6. Recommendation:

Since the recommendations emerges from the results, so the researcher recommends the following:

- Awareness the soft drink companies in Egypt about the importance of applying social responsibility.
- Social responsibility plays a major role in brand image of soft drink companies in Egypt.
- The possibility of using the regression model in the current study to predict the brand image of soft drink companies in Egypt, by social responsibility.

7- Suggestions.

- Conducting a study on sectors other than the soft drink companies
- Conducting a study and introducing other variables to find out their effect on the brand image of soft drink companies in Egypt.

8. List of References:

1. Ahuvia, A., Rauschnabel, P.A. & Rindfleisch, A. (2020), "Is brand love materialistic?", **Journal of Product & Brand Management**, Vol. 30 No. 3, pp. 467-480.
2. Alwi, Sharifah Faridah Syed, & Kitchen, Philip J., (2014), "Projecting corporate brand image and behavioral response in business schools: Cognitive or affective brand attributes?", **Journal of Business Research**, Vol. 67, No. 11, pp. 2324-2336.
3. Bauman, C.W. & Skitka, L.J. (2012), "Corporate social responsibility as a source of Employees Satisfaction", **Research in Organizational Behavior**, Vol. 32, P. 63-86.
4. Carvalho, S.W., Muralidharan, E. & Bapuji, H. (2015), "Corporate social 'irresponsibility': are consumers' biases in attribution of blame helping companies in product-harm crises involving hybrid products?", **Journal of Business Ethics**, Vol. 130 No. 3, pp. 651-663.

5. Chang, Yu-Hern, & Yeh, Chung-Hsing, (2017), " Corporate social responsibility and customer
6. Davis, S.V. & Dacin, P.A. (2022), "This brand is who I am... or is it? Examining changes in motivation to maintain brand attachment", **Journal of Product & Brand Management**, Vol. 31 No. 7, pp. 1125-1139.
7. Gorlier, T. & Michel, G. (2020), "How special rewards in loyalty programs enrich consumer–Brand relationships: the role of self-expansion", **Psychology & Marketing**, Vol. 37 No. 4, pp. 588-603.
8. International ISO, (2012): "**International Standard ISO 26000: A guide on corporate social responsibility**", Administrative Executive Office, Central Secretariat, Geneva, Switzerland.
9. Keller, K., (2018), "**Strategic Brand Management: Building, Measuring and Managing Brand Equity**", Prentice-Hall, Upper Saddle River, NJ.
10. Kim, Jungsun, Milliman, John F., & Lucas, Anthony F., (2021), "Effects of CSR on affective organizational commitment via organizational justice and organization-based self-esteem", **International Journal of Hospitality Management**, Vol. 92, Article 102691.
11. Kunda, Mohammed, Ataman, Göksel, Behram. Nihal Kartaltepe, (2019), "Corporate social responsibility and Organizational citizenship behavior: The mediating role of job satisfaction", **Journal of Global Responsibility**, Vol. 10, No. (1), P. 47-69.
12. Lahap, Johanudin, Ramli, Nur Safiah, Noraslinda, Mohd Said, & Salleh, Mohd Radzi, (2017), " A Study of Brand Image towards Customer's Satisfaction in the Malaysian Hotel Industry", **Procedia- Social and Behavioral Sciences**, Vol. 224, P. 149-157.
13. Magnusson, P., Zdravkovic, S. and Westjohn, S.A. (2022), "A longitudinal analysis of country image and brand origin effects",

- International Marketing Review**, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IMR-07-2021-0228>.
14. Ogba, Ike-Elechi, & Tan, Zhenzhen, (2009) "Exploring the Impact of brand image on customer loyalty and commitment on China", *Journal of Technology management in China*, Vol. 4, No. 3, P. 109-121.
 15. Ong, Madeline, Mayer, David M., & Wellman, Ned. (2018), "When Corporate social responsibility motivates employee citizenship behavior: The sensitizing role of task significance", **Organizational Behavior and Human Decision Processes**, Vol. 144, P. 44-59.
 16. Park, C.W., Macinnis, D.J., Priester, J., Eisingerich, A.B. and Iacobucci, D. (2010), "Brand attachment and brand attitude strength: conceptual and empirical differentiation of two critical Brand equity drivers", **Journal of Marketing**, Vol. 74 No. 6, pp. 1-17.
 17. Samadi ,M. Bagheri, M., & Ghanavati, M., (2010), "The Impact of Socio-Cultural Innovation and Brand Management on Financial Performance and Brand Performance of the Companies Listed in Tehran Stock Exchange", *Research Journal of International Studies*, No. 15, pp. 55-68.
 18. Wang, Wei-Kang, Lu, Wen-Min, Qian, Long Kweh, & Lai, Hsiao-Wen, (2014), "Does corporate social responsibility influence the corporate performance of the U.S. telecommunications industry?", **Telecommunications Policy**, Vol. 38, No. (7), P. 580-591.