

**THE PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA  
MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH**

**GHARDAIA UNIVERSITY –ALGERIA**



**Interdisciplinary  
Laboratory Tourism,  
Territories and Societies**



**Faculty of Economics, Management,  
and Commercial Sciences  
Department of Commercial Science**

**Dissertation submitted in partial fulfillment for the requirement of the Doctoral  
Degree (LMD) in Innovative Marketing**

**The Impact of Corporate Social Responsibility on  
Building Brand Equity  
Case Study on Ooredoo Telecommunication Company**

**Submitted by: Hadjer BOUAKKAZ**

**Discussed and approved on 03 rd of February 2019 with very honorable distinction**

**In front of the Jury Members composed of:**

<b>Mohamed Mouloud GHEZAIL</b>	<b>Chairman</b>	<b>Professor</b>	<b>Ghardaia University</b>
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**Academic Year 2018/2019**



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**Academic Year 2018/2019**

## *Dedication*

I dedicate this work to my beloved country Algeria;

To my mother, who taught me that even the largest task can be accomplished if it is done one step at a time;

To my father, who taught me that the best kind of knowledge to have is that which is learned for its own sake;

To my sisters, brothers, and the entire family, whose accompanied me and shared suffering with me during my learning journey;

To my friend Hadjer AOUISSI, who is not only a friend but a sister;

To all my friends, and classmates;

To all my teachers from primary school to university.

*To all of you, thank you very much!*

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Finally, I offer my regards and blessings to all of those who supported me in any respect during the completion of the dissertation.

## **Abstract**

This Study sought to determine the impact of corporate social responsibility on the brand equity of "Ooredoo" company. the study has been identified through its independent variable corporate social responsibility toward stockholders, environment, customer, and local community, and a dependent variable brand equity, and its dimensions Brand awareness, Brand Association, Perceived quality, and Brand loyalty, To achieve the above objectives, questionnaire was developed and distributed to a sample consists (338) subjects and then descriptive statistical technique such as (mean, standard deviation) and analytical statistical technique such as (multi-correlation) were used to analyze the data. The study found that there is an effect of corporate social responsibility with about (32, 2%) on the brand equity of Ooredoo company. The study recommends the companies to invest on CSR activities in order to provide sustainable brand and achieve the brand equity

**Keywords:** corporate social responsibility, brand, brand equity, and Ooredoo Company

## Résumé

Cette étude visait à déterminer l'impact de l'adoption de l'entreprise " Ooredoo" sur le concept de la responsabilité sociale et cela dans le but de construire son valeur de la marque. L'étude a été identifiée par une variable indépendante qui représente la responsabilité sociale et par une variable dépendante qui indique la valeur de la marque. Pour atteindre les objectifs de l'étude, nous avons développé un questionnaire dans le but de recueillir des données auprès des membres de l'échantillon représentant le nombre de (338) personnes. Ces données ont été analysées par l'utilisation du programme des paquets statistiques de sciences sociales (SPSS) afin d'analyser les données du questionnaire, en appliquant les moyennes, la régression et d'autres modèles statistiques. L'étude a indiqué un effet moyen de l'impact de l'adoption de l'entreprise ooredoo pour le concept de la responsabilité sociale, ainsi les résultats étaient de (32,2%). En conclusion, l'étude recommande la nécessité d'accorder plus d'attention à l'adoption du concept de la responsabilité sociale et de ses diversités en raison de leurs rôles dans la consolidation de l'image de l'entreprise dans l'esprit des membres de la collectivité.

**Mots-clés:** Responsabilité Sociale, la Marque, Valeur de la Marque, et Ooredoo Company.

هذه الدراسة إلى اثر تبني "اوريدو" مفهوم المسؤولية الاجتماعية بناء  
التجارية وقد تحددت الدراسة تغير في المسؤولية الاجتماعية ومختلف أبعادها مسؤولية اتجاه (اصحاب  
المصالح، البيئة، العملاء والمجتمع المحلي) أما متغير في العلامة التجارية أبعادها (الوعي  
، الارتباط ،الجودة المدركة والولاء ) ، و أهداف الدراسة استبانته لغرض جمع  
البيانات أفراد العينة وبلغ تعدادها (338) مفردة ، وتم استخدام الرزمة الإحصائية للعلوم الاجتماعية (spss)  
بيانات الاستبانة، اعتمادا المتوسطات الحسابية و أنموذج الانحدار وغيرها الأساليب الإحصائية الأخرى  
وقد الدراسة إلى ان هناك اثر لتبني اوريدو لمفهوم المسؤولية الاجتماعية ( 32.2% )  
بناء التجارية.

وتوصي الدراسة بضرورة تبني مفهوم المسؤولية الاجتماعية لها دور في بناء العلامة التجارية و  
أذهان أفراد المجتمع .

الكلمات المفتاحية: المسؤولية الاجتماعية لشركات ،العلامة التجارية، العلامة التجارية و اوريدو.

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## **LIST OF ABBREVIATIONS**

**CSR:** corporate social responsibility.

**BE:** brand equity.

**CA:** competitive advantage.

**PI:** purchase intention.

**SQ:** service quality.

**FBBE:** firm- based brand equity.

**CBBE:** customer - based brand equity.

## **1. Background of the study**

Corporate social responsibility (CSR) is an area that has become increasingly important over the last decades, both for companies and for the research community. Recently, scholars have begun to argue that the way in which corporations implement and practice CSR influences its outcomes. However, there is a lack of understanding on how different types of CSR activities affect corporate brands.

CSR basically means to behave ethically, play a role in the economic development, improve the life standard of the employees and their families, and do the development work, like to build a school, hospital and anything that helps a local society and the people where the company is running its operation. With the increasing competition, companies are taking the subject of being socially responsible seriously. These days, consumers have more awareness of most of the things as compared to before. Now, consumers associate with the brands that not only focus on their own benefits and profitability but also take into consideration other issues like environment pollution, community and employees' problems.

The growth interests of consumers in the service industry have a growing influence in the mobile operator market in Algeria. Competition is the most fundamental factor that directly affects the brand emergence and growth. Today, the competition is fierce in the market due to the threat of new entrants and rivals. The brand companies always try to outperform their competitors to grab a greater share of the market, thus, CSR can be a source of opportunities and competitive advantage. The companies must tackle CSR in a way that benefits both the corporate brand and society at large. Hence, the present research seeks to investigate the impact of corporate social responsibility on building brand equity in Ooredoo telecommunication company; therefore, this work undertakes to determine whether corporate social responsibility has a significant impact on building brand equity or not. And it seeks to find ultimately a model which studies the linkage between corporate social responsibility and brand equity.

## **2. Statement of Problem**

This study sought to determine the impact of corporate social responsibility on brand equity theoretically and empirically. CSR has been identified through its four dimensions

(responsibility toward shareholders, toward environment, toward customer, and toward local community) BE have been identified through its four dimensions (brand awareness, brand association, perceived quality, and brand loyalty)

The study has reached the following questions:

**. The main question**

**Is there significant impact of corporate social responsibility on the brand equity of Ooredoo telecommunication company**

**.Sub questions:**

- Is there effect of Responsibility toward shareholders on the brand equity of Ooredoo?
- Is there effect of Responsibility toward environment on the brand equity of Ooredoo?
- Is there effect of Responsibility toward customer on the brand equity of Ooredoo?
- Is there effect of corporate social responsibility toward local community on the brand equity of Ooredoo?
- Is there statistical significant difference on the impact of the corporate social responsibility on brand equity of Ooredoo according to the personal variables?
- Is there statistical significant difference on the impact of the corporate social responsibility on brand equity of Ooredoo according to the identification variables?

**3. Research Hypotheses**

The main research hypotheses that highlight the relationship between corporate social responsibility and the brand equity is:

**there is no significant impact of corporate social responsibility on brand equity of Ooredoo company**

The first main hypothesis is based on a set of sub-hypotheses, which are:

.The first hypothesis is: **There no significant impact of the CSR dimensions on BE of Ooredoo company**

- Responsibility toward shareholders has no significant effect on Brand Equity of Ooredoo Company.
- Responsibility toward environment has no significant effect on Brand Equity of Ooredoo Company.
- Responsibility toward customer has no significant effect on Brand Equity of Ooredoo Company.
- Responsibility toward local community has no significant effect on Brand Equity of Ooredoo Company.

.The second hypothesis: **There is no statistical significant difference on the impact of the CSR on BE of Ooredoo according the personal variables.**

The second hypothesis is based on a set of sub-hypotheses, which are:

- There is no statistical significant difference on the impact of the CSR on BE of Ooredoo according to Gender.
- There is no statistical significant difference on the impact of the CSR on BE of Ooredoo according to Age.
- There is no statistical significant difference on the impact of the CSR on BE of Ooredoo according to Educational Level.
- There is no statistical significant difference on the impact of the CSR on BE of Ooredoo according to Income.

The third hypothesis is: **There is no statistical significant difference on the impact of CSR on BE according to identification variables.**

The third hypothesis is based on a set of sub-hypotheses, which are:

- There is no statistical significant difference on the impact of the CSR on BE of Ooredoo according to subscription duration.
- There is no statistical significant difference on the impact of the CSR on BE of Ooredoo according to subscription kind.

### **Justification for research**

The topic was selected because of the following reasons:

- Since the topic corporate social responsibility is one of the most discussed topics in the modern day business, it has really become one of the most discussed and debated topic.

- Creating a memorable brand and keeping it in the customers' minds are the core elements of success in business and it requires a long time of commitment, and establishing sustainable competitive advantage.
- There is a lack of research on the relationship between corporate social responsibility and brand equity.
- In our research we want to explore the linkages between CSR and brand equity.
- We would like to present a case study of Ooredoo Telecommunication Company which uses corporate social activities as opportunity to succeed in business.

#### **4. Significance of the research**

- The growth interests of corporate social responsibility activities which provide sustainable social development benefits to the society.
- Strong brand equity can help an organization distinguish itself from its competitors and provide financial benefits.
- One necessity of economic development and prosperity is paying attention to the aspect of commercial life. Ethical conduct by government officials and corporate executives lead to the dynamism and stability of a healthy economy .
- The corporate social responsibility aims to provide a methods for organization to perform at their business places and meet community demands ,and commercial, legal social, and ethical expectation.
- Corporate Social Responsibility is understood as the obligation of decision-makers to take actions that protect and improve the welfare of society as a whole along with their own interests.
- Organization would engage in socially responsible behavior because of many reasons. The most prominent may be the importance of doing what is right toward your community, the environment, and social causes. Other reasons may include financial benefits (because of lower costs), earning a positive reputation as an organization, helping the environment, assisting local communities, improving employee job, satisfaction...

#### **5. Research objectives**

The objective of this research is to explore and measure the effects of corporate social responsibility on building brand equity theoretically and empirically. Therefore, the objectives of this study are:

- Deeply understanding of brand equity concept employ in marketing.
- To analyze the perception of customers regarding social responsibility.
- To find out the existing corporate social responsibility activities initiated by Ooredoo telecommunication company in Algeria.
- To determine the relationship between corporate social responsibility and brand equity

## **6. The limits of the study**

- Time: Beginning of September 2016 to the end of, August 2017
- Target group: customers of Ooredoo in laghouat town, Laghouat was chosen, considering the vast area of Algeria and the difficulty of carrying out in this study on all regions of Algeria, as well as near the researcher from the study area and easy access to the initial data.

## **7. Research method**

Research methodology means the method that is used for research on a specific topic. In this research methodology, the basic trends will be taken into account. The present research uses descriptive and analytic approach which is more subjective and contextual, through analysis of literatures. This method will be applied in order to be able to explain the effect of corporate social responsibility (CSR) on brand equity (BE).

## **8. Literature Review**

Chapter two reviews and evaluates the previous studies, by reviewing the relevant literature on corporate social responsibility. Subsequently, a discussion of brand equity is presented. This is followed by a review of the literature on the relationship between corporate social responsibility and. brand equity.

## **9. Organization of the thesis**

This research is divided into four chapters as the flowing

Chapter 1 provides theoretical frame work on the brand equity and corporate social responsibility

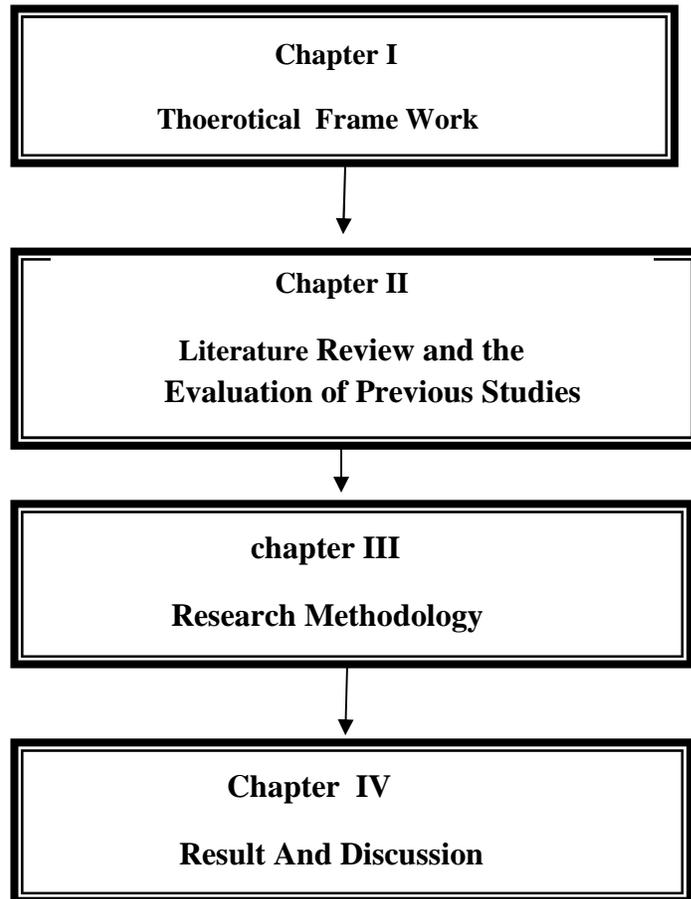
Chapter 2 is about the Literature review and the evaluation of previous studies

Chapter 3 describes the method used in this study, including the data collection, measurement scales and measurement model.

Chapter 4 presents the research results and the general discussion.

Figure (01) describes the structure of the thesis

**Figure (01): Structure of the thesis**



**Introduction**

Strategically, CSR remains an important part of any business success if adopted and can bring many gains to the company. Many segments of society want to be associated with morally and ethically accepted businesses that care for environment, human rights among others. The research aims to achieve two objectives on: CSR role towards the brand equity of the company, thus this chapter presents theoretical background starting with corporate social responsibility and followed by brand equity.

## **I.1. THE CONCEPT OF CORPORATE SOCIAL RESPONSIBILITY:**

The terms CSR can be understood from their three words: “Corporate” which covers the large spectrum of businesses, “Social” refers to the local community with which they interact and finally by incorporating “Responsibilities” that are intrinsic on both sides of these relationships. Hence, CSR is nothing but corporate in its widest sense and on many levels, to include all stakeholders and constituent groups that maintain an ongoing interest in the organization’s operations along with the society within which it operates. (Selarka, 2016)

### **I.1.1.THE EVOLUTION OF CSR:**

The origin of CSR can be traced back in the 1950s. On-going research work was carried out to shape theory, research, and practice of CSR construct. Bowen the father of corporate social responsibility had in year 1953 described CSR as a self- regulation means for business to informally monitor their behaviors without dependency on coercive authority of governments. Thereon, the attempts to define CSR grew significantly. (Hong, Ismail, & Yin, 2004)

Early in the 1960s, Davis defined CSR as actions that businesspersons take or decisions they make for reasons other than their economic or technical benefits. In 1963 McGuire distinguished social responsibility (SR) which was the early concept of CSR from ethical, economic, technical, and legal obligations. In 1973 Davis supported McGuire’s view of CSR 10 years later by defining CSR as the organizations’ responsibilities for issues beyond their economic, ethical, and legal obligations. These authors’ definitions of CSR had excluded the economic component. However, in 1979 Carroll was in the view that the economic component should not be excluded. He then defined CSR as “The social responsibility of business encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time”.(Archie B Carroll, 1999)

In 1970s, CSR was developed into a perceived strategy used by organization for long run profit maximization purposes. Corporations are using CSR as a competitive strategy. CSR was referred as its’ ability to assist corporations in promoting economic and social stability within the countries.(Low, 2015)

The development of CSR began to slow down in 1980s and 1990s, with fewer attempts to define CSR. In 1980s, instead of defining CSR,(Archie B Carroll & Shabana, 2010) started to emphasize that CSR is a driving force that encourages ethical culture to be built in

an organization. CSR continues to be viewed as a process of corporate social responsiveness, public policy, business ethics, and stakeholder management, which all play a large role in the meaning of CSR in the 1980s. The period of 1990s was the time when CSR was melted with other themes such as, corporate citizenship, corporate social performance, stakeholder theory, and business ethic theory.

After reviewing the evolution of CSR from 1950s to 1990s, it is concluded that CSR activities reflect the specific business needs of a particular time frame. In the early 1950s, efforts was put forth to understand and define CSR. During the 1960s and 1970s, consumer and environmental advocacy groups focused on product and consumer safety that influenced CSR activities. In the 1980s, organizational efforts were focused on establishing internal functions, such as public affairs and community relations in order to address public perceptions of unethical corporate behaviors. Since the mid 1990s, it was then accelerated by changes in the business landscape including the shift to service and knowledge intensive industries and new employment deal expectations. There has been renewed corporate interest in integrating CSR in business strategy (Porter & Kramer, 2002).

In 21st century: By considering some corporate financial and ethical infamies and damages in the early of 21 century, discussion about CSR situation in global economy especially international businesses is increased for improving social and environmental conditions. In new century a considerable international development has occurred in CSR movement and human, social and environmental rights are taken into consideration at global level. Subjects such as government and social responsibility relationship and the relationship of social responsibility with legal and political matters are taken into consideration and obtained increasing importance at international level. In recent years, academic business researchers have paid increasing attention and interest to CSR. Increasing of the pressure on managers for social responsibility is one of the most important challenges for business enterprises. Corporate especially those who act globally, while follow maximizing stockholders values need to balance social, economical and environmental elements of their businesses more than before. (Hanzaee & Rahpeima, 2013)

### I.1.2.THE DEFINITION OF CORPORATE SOCIAL RESPONSIBILITY:

A review of the literature states that CSR is a concept with multiple meanings generated by different ways of defining the term(Aguinis, 2012)

In Table 01 a displays of CSR definitions from the first generation of CSR scholars, starting from the 1950s and definitions from representatives of business and civil society. These definitions were gathered through a literature review and most of the definitions are also referred to in the works of (Archie B Carroll, 1999); (Dahlsrud, 2008)

**Table (01): A summary of definitions in the corporate social responsibility literature**

Year	Author(s)	Definition
1953	Bowen	Social Responsibility refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society.
1960	Davis	Iron Law of Responsibility, which held that social responsibilities of businessmen need to be commensurate with their social power
1960	Frederick	Social Responsibility mean that businessmen should oversee the operation of an economic system that fulfils the expectations of the public. And this means in turn that the economy's means of production should enhance total socio-economic welfare. Social Responsibility in the final analysis implies a public posture toward society's economic and human resources and a willingness to see that those resources are used for broad social ends and not simply for the narrowly circumscribed interests of private persons and firms
1963	McGuire	The idea of social responsibilities supposes that the corporation has not only economic and legal obligations but also certain responsibilities to society which extend beyond these obligations. The corporation must take an interest in politics, in the welfare of the community, in education, in the

		'happiness' of its employees, and, in fact, in the whole social world about it. Therefore, business must act 'justly' as a proper citizen should
1966	Davis and Blomstrom	Social responsibility, therefore, refers to a person's obligation to consider the effects of his decisions and actions on the whole social system. Businessmen apply social responsibility when they consider the needs and interests of others who may be affected by business actions. In so doing, they look beyond their firm's narrow economic and technical interest.
1967	Walton	The new concept of social responsibility recognizes the intimacy of the relationships between the corporation and society and realizes that such relationships must be kept in mind by top managers as the corporation and the related groups pursue their respective goals.
1970	Heald	The idea of social responsibility as businessmen themselves have defined and experienced it. The meaning of the concept of social responsibility for businessman must finally be sought in the actual policies which they were associated
1971	Johnson	A socially responsible firm is one whose managerial staff balances a multiplicity of interest. Instead of striving only for larger profits for its stockholders, a responsible enterprise also takes into account employees, suppliers, dealers, local communities, and the nation. Social responsibility states that business carry out social programs to add profits to their organization. The third approach of social responsibility assumes that the prime motivation of seeks multiple goals rather than only maximum profits. A socially responsible entrepreneur or manager is one who has a utility function of the second type, such that he is interested not only in his own well-being but also in that of the other members of the enterprise and that of his fellow citizens.
1971	Community for Economic Development (CDE)	The inner circle includes the clear-cut basic responsibilities for the efficient execution of the economic function-products, jobs and economic growth.

		<p>The intermediate circle encompasses responsibility to exercise this economic function with a sensitive awareness of changing social values and priorities: for example, with respect to environmental conservation; hiring and relations with employees; and more rigorous expectations of customers for information, fair treatment, and protection from injury.</p> <p>The outer circle outlines newly emerging and still amorphous responsibilities that business should assume to become more broadly involved in actively improving the social environment. (For example, poverty and urban blight).</p>
1971	Steiner	<p>Business is and must remain fundamentally an economic institution, but...it does have responsibilities to help society achieve its basic goals and does, therefore, have social responsibilities. The larger a company becomes, the greater are these responsibilities, but all companies can assume some share of them at no cost and often at a short-run as well as a long-run profit.</p> <p>The assumptions of social responsibilities is more of an attitude, of the way a manager approaches his decision-making task, than a great shift in the economics of decision making. It is a philosophy that looks at the social interest and the enlightened self-interest of business over the long run as compared with the old, narrow, unrestrained short-run self-interest.</p>
1972	Manne and Wallich	<p>I take responsibility to mean a condition in which the corporation is at least in some measure a free agent. To the extent that any of the foregoing social objectives are imposed on the corporation by law, the corporation exercises no responsibility when it implements them.</p>
1973	Davis	<p>CSR refers to the firm's consideration of, and response to, issues beyond the narrow economic, technical, and legal requirements of the firm.</p> <p>It is the firm's obligation to evaluate in its decision making process the effects of its decisions on the external social system in a manner that will accomplish social benefits along with the traditional economic gains which the firm seeks.</p> <p>It means that social responsibility begins where the law ends. A firm is not being.</p>

1973	Eilbert and parket	Proposed a better way to understand social responsibility is to think of it as good neighbourliness. The concept involves two phases. On one hand, it means not doing things that spoil the neighbourhood. On the other, it may be expressed as the voluntary assumption of the obligation to help solve neighbourhood problems. Those who find neighbourliness an awkward or copy concept may substitute the idea that social responsibility means the commitment of a business or Business, in general, to an active role in the solution of broad social problems, such as racial discrimination, pollution, transportation, or urban decay.
1973	Votaw	The term social responsibility is a brilliant one; it means something, but not always the same thing, to everybody. To some it conveys the idea of legal responsibility or liability; to others, it means socially responsible behaviour in an ethical sense; to still others, the meaning transmitted is that of responsiblefor, in a causal mode; many simplyequate it with a charitable contribution; some take it to mean socially conscious; many of those who embrace it most fervently see it as a mere synonym for 'legitimacy', in the context of 'belonging' or being proper or valid; a few see it as sort of fiduciary duty imposing higher standards of behaviour on businessmen than on citizens at large
1974	Elles and walton	In its broadest sense, corporate social responsibility represents a concern with the needs and goals of society which goes beyond the merely economic. Insofar as the business system as it exists today can only survive in an effectively functioning free society, the corporate social responsibility movement represents a broad concern with business' role in supporting and improving that social order.
1975	Backman	Social responsibility usually refers to the objectives or motives that should be given weight by business in addition to those dealing with economic performance (e.g. profits). Employment of minority groups, reduction in pollution, greater participation in programs to improve the community, improved medical care, improved industrial health and safety-these and other programs designed to improve the quality of life are covered by the broad umbrella of social responsibility.
1975	Sethi	Social responsibility implies bringing corporate

		behavior up to a level where it is congruent with the prevailing social norms, values, and expectation of performance.
1975	Preston and Post	Generally, there is a large number of differences, as it is not always consistent with its usages. We restrict our own use of the term social responsibility to refer only to a vague and highly generalized sense of social concern that appears to underlie a wide variety of ad hoc managerial policies and practices. Most of these attitudes and activities are well-intentioned and even beneficent; few are patently harmful. They lack, however, any coherent relation to the managerial unit's internal activities or to its fundamental linkage with its host environment.
1975	Bowman and Haire	Represented CSR as opposed to those that were strictly 'business'.
1976	Fitch	CSR is defined as the serious attempt to solve social problems caused wholly or in part by the corporation
1979	Carroll	The social responsibility of business encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time.
1980	Jones	CSR is defined as the notion that corporations have an obligation to constituent groups in society other than stockholders and beyond that prescribed by law or union contract, indicating that a stake may go beyond mere ownership.
1983	Carroll	CSR involves the conduct of a business so that it is economically profitable, law abiding, ethical and socially supportive. To be socially responsible... then means that profitability and obedience to the law are foremost conditions to discussing the firm's ethics and the extent to which it supports the society in which it exists with contributions of money, time and talent. Thus, CSR is composed of four parts: economic, legal, ethical and voluntary or philanthropic.
1986	Murry and Montanari	A socially responsible firm is one that accomplishes and is perceived to accomplish the desired ends of society in terms of moral, economic, legal, ethical, and discretionary expectations.
1987	Epstein	CSR relates primarily to achieving outcomes from organizational decisions concerning specific issues or problems which (by some normative standard) have beneficial rather than adverse effects on pertinent

		corporate stakeholders. The normative correctness of the products of corporate action has been the main focus of corporate social responsibility.
1991	Carroll	For CSR to be accepted by the conscientious business person, it should be framed in such a way that the entire range of business responsibilities is embraced. It is suggested here that four kinds of social responsibilities constitute total CSR: economic, legal, ethical and philanthropic. Furthermore, these four categories or components of CSR might be depicted as a pyramid. To be sure, all of these kinds of responsibilities have always existed to some extent, but it has only been in recent years that ethical and philanthropic functions have taken a significant place.
1994	Reder	An all-encompassing notion, (corporate) social responsibility refers to both the way a company conducts its internal operations, including the way it treats its work force, and its impact on the world around it.
1998	Hopkins	CSR is concerned with treating the stakeholders of the firm ethically or in a socially responsible manner. Stakeholders exist both within a firm and outside. Consequently, behaving socially responsibly will increase the human development of stakeholders both within and outside the corporation
1999	Kilcullen and Kooistra	CSR is the degree of moral obligation that may be ascribed to corporations beyond simple obedience to the laws of the state.
1999	World Business Council for Sustainable Development	The commitment of business to contribute to sustainable economic development, working with employees, their families, the local community and society at large to improve their quality of life.
1999	Khoury, Rostami, and Turnbull	CSR is the overall relationship of the corporation with all of its stakeholders. These include customers, employees, communities, owners/investors, government, suppliers and competitors. Elements of social responsibility include investment in community outreach, employee relations, creation and maintenance of employment, environmental stewardship and financial performance.
1999	Woodward-Clyde	CSR has been defined as a „contract“ between society and business wherein a community grants a company a license to operate and in return the matter meets certain obligations and behaves in an acceptable manner.

2000	World Business Council for Sustainable Development	CSR is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large.
2000	Business for Social Responsibility	Business decision making linked to ethical values, compliance with legal requirements and respects for people, communities and the environment. Operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business. Social responsibility is a guiding principle for every decision made and in every area of a business.
2001	UK Government	CSR recognizes that the private sector's wider commercial interests require it to manage its impact on society and the environment in the widest sense. This requires it to establish an appropriate dialogue or partnership with relevant stakeholders, be they employees, customers, investors, suppliers or communities. CSR goes beyond legal obligations, involving voluntary, private sector-led engagement, which reflects the priorities and characteristics of each business, as well as sectoral and local factors.
2001	Pinney	CSR or corporate citizenship can most simply be defined as a set of management practices that ensure the company minimizes the negative impacts of its operations on society while maximizing its positive impacts.
2001	Commission of the European Communities	A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. Corporate social responsibility is essentially a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment.
2001	Foran	CSR can be defined as the set of practices and behaviours that firms adopt towards their labour force, towards the environment in which their operations are embedded, towards authority and towards civil society.
2001	Jackson and Hawker	Corporate social responsibility is how you treat your employees and all your stakeholders and the environment.
2001	Van Marrewijk	Companies with a CSR strategy integrate social and environmental concerns in their business operations

		and in their interactions with their stakeholders and demonstrate openly their triple P performances.
2001	Marsden	CSR is about the core behaviour of companies and the responsibility for their total impact on the societies in which they operate. CSR is not an optional add-on nor is it an act of philanthropy. A socially responsible corporation is one that runs a profitable business that takes account of all the positive and negative environmental, social and economic effect it has on society.
2001	Me Williams and Siegel	Actions that appear to further some social good, beyond the interests of the firm and that which is required by law.
2001	Kok, Wiele, McKenna and Brown	The obligation of the firm to use its resources in ways to benefits society, through committed participation as a member of society, taking into account the society at large, and improving welfare of society at large independently of direct gains of the company.
2002	Commission of the European Communities	CSR is about companies having responsibilities and taking actions beyond their legal obligations and economic/business aims. These wider responsibilities cover a range of areas but are frequently summed up as social and environmental-where social means society broadly defined, rather than simply social policy issues. This can be summed up as the triple bottom line approach: i.e. economic, social and environmental
2002	Lea	CSR can be roughly defined as the integration of social and environmental concerns in business operations, including dealings with stakeholders. CSR is about business and other organizations going beyond the legal obligations to manage the impact they have on the environment and society. In particular, his could include how organizations interact with their employees, suppliers, customers and the communities in which they operate, as well as the extent they attempt to protect the environment.
2002	Amnesty International Business Group (UK)	Companies (have) to recognize that their ability to continue, to provide goods and services and to create financial wealth will depend on their acceptability to an international society which increasingly regards protection of human rights as a condition of the corporate license to operate.
2002	Lea	CSR can be roughly defined as the integration of

		social and environmental concerns in Business operations, including dealings with stakeholders. CSR is about business and other organizations going beyond the legal obligations to Manage the impact they have on the environment and society. In particular, this could include how organizations interact with their employees, suppliers, customers and the communities in which they operate, as well as the extent they attempt to protect the environment.
2003	Baker	CSR is about how companies manage the business processes to produce an overall positive impact on society.
2003	International Business Leader Forum (IBLF)	Open and transparent business practices based on ethical values and respect for employees, communities and the environment, which will contribute to sustainable business success.
2003	Commission of the European Communities	CSR is the concepts that an enterprise is accountable for its impact on all relevant stakeholders. It is the continuing commitment by business to behave fairly and responsibly and contribute to economic development while improving the quality of life of the work force and their families as well as of the local community and society at large.
2003	CSR Europe	CSR is the way in which a company manages and improves its social and environmental impact to generate value for both its shareholders and its stakeholders by innovating its strategy, organization and operations.
2003	CSRwire	CSR is defined as the integration of business operations and values, whereby the interest of all stakeholders including investors, customers, employees and the environment are reflected in the company's policies and actions.
2003a	Business for Social Responsibility	Socially responsible business practices strengthen corporate accountability, respecting ethical values and in the interests of all stakeholders. Responsible business practices respect and preserve the natural environment. Helping to improve the quality and opportunities of life, they empower people and invest in communities where a business operates.
2003b	Business for Social Responsibility	CSR is achieving commercial success in ways that honour ethical values and respect people, communities and the natural environment.

2003	Hopkins	CSR is concerned with treating the stakeholders of the firm ethically or in a responsible manner. 'Ethically or responsible' means treating stakeholders in a manner deemed acceptable in civilized societies. Social includes economic responsibility. Stakeholders exist both within a firm and outside. The wider aim of social responsibility is to create higher and higher standards of living, while preserving the profitability of the corporation, for peoples both within and outside the corporation
2003	Ethical Performance	At its best, CSR is defined as the responsibility of a company for the totality of its impact, with a need to embed society's values into its core operations as well as into its treatment of its social and physical environment. Responsibility is accepted as encompassing a spectrum from the running of a profitable business to the health and safety of staff and the impact on the societies in which a company operates.
2003	Global Corporate Social Responsibility Policies Project	Global corporate social responsibility can be defined as business practices based on ethical values and respect for workers, communities and the environment.
2003	Strategies	CSR is generally seen as the business contribution to sustainable development, which has been defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs, and is generally understood as focusing on how to achieve the integration of economic, environmental and social imperatives.
2003	World Business council for Sustainable Development (WBCSD)	CSR is business' commitment to contribute to sustainable economic development working with employees, their families, the local community, and society at large to improve their quality of life.
2003	Organization for Economic Co-operation and Development (OECD)	Corporate Responsibility involves the 'fit' business develop with the societies in which they operate. The function of business in society is to yield adequate returns to owners of capital by identifying and developing promising investment opportunities and, in the process, to provide jobs and to produce goods and services that consumers want to buy. However, corporate responsibility goes beyond this core function. Businesses are expected to obey the various laws which are applicable to them and often have to respond to societal expectations that are not written down as formal law.

2003	Corporate Responsibility Coalition (CORE)	As an 'organ of society', companies have a responsibility to safeguard human rights within their direct sphere of operations as well as within their wider spheres of influence.
2003	Novethic	Linked to the application by corporations of the sustainable development principle the concept of CSR integrates three dimensions: an economic dimension (efficiency, profitability), a social dimension (social responsibility) and an environmental dimension (environmental responsibility). To respect these principles, corporations must pay more attention to all the stakeholders which inform on the expectations of civil society and the business environment.
2003	Unilever	Social responsibility is the impact or interaction we have with society in three distinct areas: (i) voluntary contributions, (ii) impact of (businesses direct) operations, and (iii) impact through the value chain.
2003	Novo Nordisk	Social responsibility is about caring for people. This applies to our employees and the people whose healthcare needs we serve. It also considers the impact of our business on the global society and the local community. As such, social responsibility is more than a virtue-it is a business imperative.
2003	Van Marrewijk	In general, corporate sustainability and CSR refer to company activities-voluntary by definition demonstrating the inclusion of social and environmental concerns in business operations and in interactions with stakeholders.

2005	GAP	The first one is this whole idea of sustainable solutions in our supply chain. This consists of working on a four-part strategy to improve working conditions, monitor factories, integrate labor standards into our business practices, and the whole idea of collaborating with outside partners to drive industry-wide change. The second is with our employees and making Gap inc., a place where people can really flourish and build their careers in a positive work environment. The third is community involvement, including everything from our foundation to our volunteerism. And the fourth key area in corporate social responsibility for us is environment, health and safety. This is everything from the average store energy consumption to the safety of our stores for customers and employees to a high level environmental impact assessment for all of our business operations. So, we define it broadly, then Supply chain, employees, community involvement, and environment.
2007	Antal and Sobczak	CSR includes cultural and socioeconomic concepts
2008	Dahlsrud	CSR includes environmental, social, economic, stakeholder and voluntariness
2008	Matten and Moon	CSR reflects social imperatives and social consequences of business success. These consist of articulated and communicated policies and practices of corporations that reflect business responsibility for societal good deeds.
2009	Bernatonyté, Vilké, Keizeriené	CSR can be defined as a dynamic process where the company is constantly changing, improving and thus contributing to sustainable development.
2009	Lindgreen, Swaen, Maon	It is believed that the application of CSR strategy is a correctly chosen path - for the leading organizations properly managed strategy is the way to improve performance and to find more opportunities.
2010	Lindgreen, Swaen	CSR ideology has become a reality – many believe that by applying this strategy, the company determines (identifies) it's role in the society.

**Source:** : Elaborated by the researcher on the basis of(Archie B Carroll, 1999); (Dahlsrud, 2008);(Low, 2016).

The exhaustive list of CSR definition shows that although there are many similarities between these definitions, the definitions do not provide guidance on how the dimensions should be balanced against one another for decision-making.(Dahlsrud, 2008).

As a result, the dilemma facing businesses is less about what definition to follow, but finding a definition that can be universally applied. The International Standards Organization (ISO) has created an international standard for the social responsibility of private (corporate) and public sector organizations. ISO 26000 establishes seven core subjects of social responsibility, all of which are parts of most current CSR definitions:

- Organizational governance
- Community involvement and development
- Human rights
- Labor practices
- The environment
- Fair operating practices
- Consumer issues(Smith, 2011)

### **I.1.3.THE CORPORATE SOCIAL RESPONSIBILITY FROM ISLAMIC PERSPECTIVE:**

Although the term corporate social responsibility was coined in the West, CSR is not an exclusively Western notion. It is true that there is nothing in the Islamic faith or law that dictates that "corporations" should be "socially responsible" in those terms. But, what does it mean to be socially responsible? From the two previously mentioned definitions and other similar ones, CSR means conducting your business while preserving the environment, treating your workers well, being fair to your competitors, being honest and just in your dealings, caring about society and its less fortunate members, and looking after all stakeholders' interests without undermining those of the shareholders.(Taman, 2011)

If this is what CSR is, then the notion of CSR lies at the very heart of the Islamic faith and law. The concept of corporate social responsibility in Islam likewise emerges from this 'social contract' that necessarily has to do with the congruency of the value system of the organization to the larger value system of an Islamic society. The organizations are accountable to society as are individuals; accountability in this context means accountability to the community" to establish socio-economic justice within their own capacity..(Sayd Farook, 2010)

A number of commandments in the Qur'an and the sunna of the Prophet Muhammad stipulate what must be done in order to establish socio-economic justice and therefore be socially responsible. Some examples of these are the obligatory payment out of income and wealth (zakah), philanthropic trusts (waqf), alms, charity (sadaqa), interest free loans (qard-el-hassan). The forbiddance of (Riba) also stems out of principles of socio-economic justice in Islam in that the objective is to disallow any unjust distribution of wealth through forced or undeserved loss to one party or unearned gain to the other party (fixed interest). Against that background, it is reasonable to conclude that Islamic business values and norms are consistent in general with the definition of corporate social responsibility (Elasrag, 2015)

#### **I.1.4. CSR AND ITS CONCEPTUAL CONNECTIONS:**

Corporate Social Responsibility is an umbrella term overlapping with some, and being synonymous with other conceptions of business-society relations (Creane & Matten, 2005)

According to (Kotler and Lee, 2005) it is a difficult concept to pin down as it overlaps with other such concepts as sustainable business, corporate citizenship and business ethics.

Many other concepts in the same significance area as CSR are used in the literature, as corporate social responsiveness, corporate social performance, corporate governance, corporate philanthropy, corporate community involvement, corporate giving, community relations, community affairs, community development, global citizenship, and corporate societal marketing, etc. In the following, we make several clarifications on some concepts related to CSR. (Firuza S Madrakhimova, 2013)

##### **I.1.4.1. CORPORATE SOCIAL RESPONSIVENESS:**

The concept of Corporate Social Responsiveness is closely related to CSR and it is commonly called CSR<sup>2</sup>. While CSR raises issues concerning the nature and purpose of the responsibilities of a company, CSR<sup>2</sup> or Corporate Social Responsiveness does not propose a normative approach but a practical one. It is not concerned with the correctness of social expectations from an ethical point of view but searches for ways for their implementation. From the perspective of CSR<sup>2</sup> the dilemma whether or not a company should respond to external ethical pressures has been resolved.

*„CSR is indeed concerned with establishing the capacity of responding to external pressures through appropriate “responsive” mechanisms, procedures, arrangements, and behavioral patterns. Its targets are both concrete acts of responding to current demands, but also*

*setting up a “generally responsive posture” within the corporation.*(Habisch, A., Jonker J., 2005).

#### **I.1.4.2 .SUSTAINABLE DEVELOPMENT:**

The real meaning of sustainable development is a constant affiliation among human actions, including the desires to get better their way of life and the sentiment of well-being on one hand, and the natural world’s resources and ecosystem on the other. This concept aims not to reduce the prospects for future generations to enjoy a quality of life at least as good as our generations (Bahadur & Waqqas, 2013)

#### **I.1.4.3. CORPORATE SOCIAL PERFORMANCE:**

It is an indicator for measuring the performance of CSR and the success a failure of the Programs, policies and strategies. This indicator is important to reflect company’s performance in different fields such as social or environmental, despite the fact that it is less measurable than other traditional financial indicators. A particularity of this indicator is that it is more difficult to measure than performance or financial indicators since it is calculated by reference to ethical values, which are not universal but rather diverse and vary not only according to time or place but in relation to personal ideology as well. Moreover, Corporate Social Performance evaluation is purely subjective, decisions about whether the social or environmental performance is good or bad, are difficult to take. It is also difficult given the fact that the company’s performance in some areas can recommend it as being responsible while in other areas the company proves irresponsible.

#### **I.1.4.4. CORPORATE GOVERNANCE:**

Encompasses a wide range of principles, and mechanisms that can ensure the control of management of a company for protecting the shareholders and stakeholders interests.

*A broader definition of “good governance” is the “proper way” of doing business, while respecting “due diligence” in all aspects of business, to speak in legal, but also ethical terms. Basically, Corporate Governance is concerned with internal processes and decisions rather than external stakeholder groups. Corporate Governance implies, above all the insurance, the transparency in decision-making process. (Dalia Petcu1, Vasile Gherhes1, 2003)*

#### **I.1.4.5. CORPORATE CITIZENSHIP:**

Initially the concept was developed in political science field in the 70s of the last century. Undertaken in the economical vocabulary, the concept highlights the company’s ability to bear rights and assume responsibility within the community, to actively engage in the community where it operates. The last decades of the last century indicate a preference of business area to

refer to Corporate Citizenship rather than to CSR. This is because the Corporate Citizenship is related more with philanthropy and has thus more limited goals than CSR.

*“Corporations voluntarily assume responsibilities as a major actor within society by contributing to the enhancement of the quality of community life through “active, participative, and organized involvement”. This means corporations remain totally free in determining whether or where they want to proactively engage in. The positive consequences of Corporate Citizenship are not strategic by intention, but the firm may well experience substantial positive side-effects of its community involvement both in its financial performance, and also in improved relations with potential customers or employees in the community they’re operating in”* (Idowu & Louche, 2011)

## **I.2. REASONS FOR THE INVOLVEMENT OF BUSINESS INVOLVEMENT IN CSR ACTIVITIES:**

CSR has to consider a System of good arguments that support the scope of activities. In ail research conducted by the authors reasons most recognized specialists in the field are:

### **I.2.1 Pragmatic or rational reason:**

We found in the literature devoted to business ethics and selfishness as the "enlightened" corporate. This is the reason behind the most powerful social behavior: assume the responsibilities of organizations increasingly growing and is actively involved in social projects to win in terms of image and enhance long-term profits. Socially responsible actions originator induce a competitive advantage and reflects an advantage situation both for society as a whole.

### **I.2.2 Ethics reason:**

The organization feels compelled to engage in **CSR**). The Kantian origins literature assumes that businesses have a moral duty to society and to the community in which it operates; these obligations will not be as simple as maximizing profits, but concerns for the welfare of society as a voluntary whole. The reasoning behind this argument is as follows: the company is one that allows business to exist - as economy and trade activities arising from the existence of an ex-ante social needs that must be satisfied in a fair and rational - which is why businesses have a moral duty to society, ought embodied in ethical and socially responsible behavior.

### **I.2.3. The reason of social pressure:**

The organization is forced to engage in **CSR**). Another reason companies are taking social responsibility is the fact that we must answer the social needs of the increasingly pronounced

requirements. Society rejects the organizations that do not show responsible behavior and has certain expectations about their involvement in social issues. An empirical analysis of global environmental initiatives demonstrates that social organizations assume joint reasons, representing a combination of three above. Although, in general, the organizations said that their actions are responsible for social order dictated by reasons of ethics, in fact why not rational or social pressure is causing companies to continually rethink and update their social responsibility policy. (Dobrea & Burcă, 2010)

### **1.3. THE PRINCIPLE OF CSR:**

Because of the uncertainty surrounding the nature of CSR activity it is difficult to define CSR and to be certain about any such activity. It is therefore imperative to be able to identify such activity and we take the view that there are three basic principles which together comprise all CSR activity. These are: (Crowther & Martinez, 2004)

- Sustainability;
- Accountability;
- Transparency.

#### **1.3.1. SUSTAINABILITY:**

This is concerned with the effect which action taken in the present has upon the options available in the future. If resources are utilized in the present then they are no longer available for use in the future, and this is of particular concern if the resources are finite in quantity. Thus raw materials of an extractive nature, such as coal, iron or oil, are finite in quantity and once used are not available for future use. At some point in the future therefore alternatives will be needed to fulfill the functions currently provided by these resources. This may be at some point in the relatively distant future but of more immediate concern is the fact that as resources become depleted then the cost of acquiring the remaining resources tends to increase, and hence the operational costs of organizations tend to increase. Sustainability therefore implies that society must use no more of a resource than can be regenerated. Viewing an organization as part of a wider social and economic system implies that these effects must be taken into account, not just for the measurement of costs and value created in the present but also for the future of the business itself. Measures of sustainability would consider the rate at which resources are consumed by the organization in relation to the rate at which resources can be regenerated. Unsustainable operations can be accommodated for either by developing sustainable operations or by planning for a future lacking in resources currently required. In practice organizations mostly tend to aim towards less unsustainability by increasing efficiency in the way in which resources are utilized. An example would be an

energy efficiency program.

### **1.3.2. ACCOUNTABILITY:**

This is concerned with an organization recognizing that its actions affect the external environment, and therefore assuming responsibility for the effects of its actions. This concept therefore implies a quantification of the effects of actions taken, both internal to the organization and externally. More specifically the concept implies a reporting of those quantifications to all parties affected by those actions. This implies a reporting to external stakeholders of the effects of actions taken by the organization and how they are affecting those stakeholders.

This concept therefore implies recognition that the organization is part of a wider societal network and has responsibilities to that entire network rather than just to the owners of the organization. Alongside this acceptance of responsibility therefore must be a recognition that those external stakeholders have the power to affect the way in which those actions of the organization are taken and a role in deciding whether or not such actions can be justified, and if so at what cost to the organization and to other stakeholders.

Accountability therefore necessitates the development of appropriate measures of environmental performance and the reporting of the actions of the firm. This necessitates costs on the part of the organization in developing, recording and reporting such performance and to be of value the benefits must exceed the costs. Benefits must be determined by the usefulness of the measures selected to the decision-making process and by the way in which they facilitate resource allocation, both within the organization and between it and other stakeholders. Such reporting needs to be based upon the following characteristics

- Understandability to all parties concerned;
- Relevance to the users of the information provided;
- Reliability in terms of accuracy of measurement, representation of impact and freedom from bias;
- Comparability, which implies consistency, both over time and between different organizations.

**1.3.3. TRANSPARENCY:**

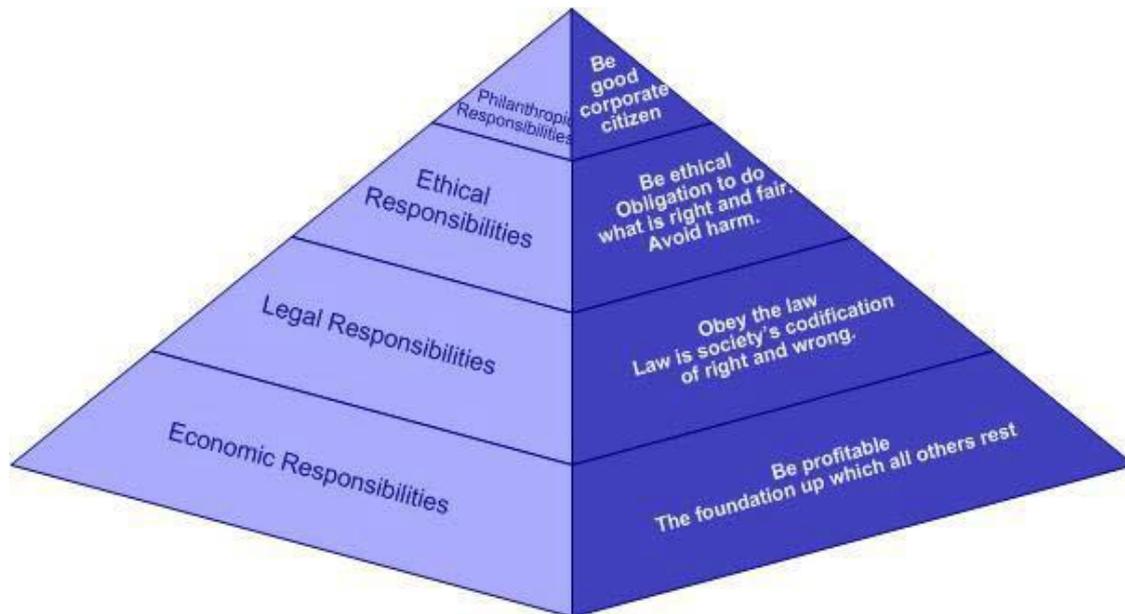
Transparency, as a principle, means that the external impact of the actions of the organization can be ascertained from that organization's reporting and pertinent facts are not disguised within that reporting. Thus all the effects of the actions of the organization, including external impacts, should be apparent to all from using the information provided by the organization's reporting mechanisms. Transparency is of particular importance to external users of such information as these users lack the background details and knowledge available to internal users of such information. Transparency therefore can be seen to follow from the other two principles and equally can be seen to be a part of the process of recognition of responsibility on the part of the organization for the external effects of its actions and equally part of the process of transferring power to external stakeholders.

**I.4. THE DIMENSIONS OF CORPORATE SOCIAL RESPONSIBILITY:**

There exist different dimensions of social responsibility. We will introduce the most important dimensions and then, choose those who serve the present study.

**I.4.1. THE PYRAMID OF CORPORATE SOCIAL RESPONSIBILITY:**

Carroll (1991) suggested four dimensions of social responsibility: economic, legal, ethical, and philanthropic. Furthermore. These four dimensions or components of CSR might be depicted as a pyramid.

**Figure (01): Pyramid of Corporate Social Responsibility**

Source: Carroll 1991

#### **I.4.1.1.ECONOMIC RESPONSIBILITIES:**

Historically, Business organizations were created as economic entities designed to provide goods and services to societal members. The profit motive was established as the primary incentive for entrepreneurship. Before it was anything else, business organization was the basic economic unit in our society. As such, its principal role was to produce goods and services that consumers needed and wanted and to make an acceptable profit in the process. At some point the idea of the profit motive got transformed into a notion of maximum profits, and this has been an enduring value ever since. All other business responsibilities are predicated upon the economic responsibility of the firm, because without it the others become moot considerations.(Joshi & Yadav, 2013)

#### **I.4.1.2.LEGAL RESPONSIBILITIES:**

Society has not only sanctioned business to operate according to the profit motive; at the same time business is expected to comply with the laws and regulations promulgated by federal, state, and local governments as the ground rules under which business must operate. As a

partial fulfillment of the "social contract" between business and society firms are expected to pursue their economic missions within the framework of the law. Legal responsibilities reflect a view of "codified ethics" in the sense that they embody basic notions of fair operations as established by our lawmakers. They are depicted as the next layer on the pyramid to portray their historical development, but they are appropriately seen as coexisting with economic responsibilities as fundamental precepts of the free enterprise system. Table (02) summarizes some important statements characterizing economic and legal responsibilities.

**Table (02): Economic and Legal Components of Corporate Social Responsibility**

Economic Components (Responsibilities)	Legal Components (Responsibilities)
1. It is important to perform in a manner consistent with maximizing earnings per share	1. It is important to perform in a manner consistent with expectations of government and law.
2. It is important to be committed to being as profitable as possible.	2. It is important to comply with various federal, state, and local regulations.
3. It is important to maintain a strong competitive position.	3. It is important to be a law-abiding corporate citizen.
4. It is important to maintain a high level of operating efficiency.	4. It is important that a successful firm be defined as one that fulfills its legal obligations.
5. It is important that a successful firm be defined as one that is consistently profitable.	5. It is important to provide goods and services that at least meet minimal legal requirements.

**Source:**(A. B. Carroll, 1991)

#### **I.4.1.3.ETHICAL RESPONSIBILITIES:**

Although economic and legal responsibilities embody ethical norms about fairness and justice, ethical responsibilities embrace those activities and practices that are expected or prohibited by societal members even though they are not codified into law. Ethical responsibilities embody those standards, norms, or expectations that reflect a concern for what's philanthropic consumers, employees, shareholders, and the community regard as fair, just, or in keeping with the respect or protection of stakeholders' moral rights.

In one sense, changing ethics or values pre- cede the establishment of law because they become the driving force behind the very creation of laws or regulations. For example, the

environmental, civil rights, and consumer movements reflected basic alterations in societal values and thus may be seen as ethical bellwethers foreshadowing and resulting in the later legislation. In another sense, ethical responsibilities may be seen as embracing newly emerging values and norms society expects business to meet, even though such values and norms may reflect a higher standard of performance than that currently required by law. Ethical responsibilities in this sense are often ill-defined or continually under public debate as to their legitimacy, and thus are frequently difficult for business to deal with. Superimposed on these ethical expectations emanating from societal groups are the implied levels of ethical performance suggested by a consideration of the great ethical principles of moral philosophy. This would include such principles as justice, rights, and utilitarianism.

The business ethics movement of the past decade has firmly established an ethical responsibility as a legitimate CSR component. Though it is depicted as the next layer of the CSR pyramid, it must be constantly recognized that it is in dynamic interplay with the legal responsibility category. That is, it is constantly pushing the legal responsibility category to broaden or expand while at the same time placing ever higher expectations on businesspersons to operate at levels above that required by law. (A. B. Carroll, 1979)

#### **I.4.1.4. PHILANTHROPIC RESPONSIBILITIES:**

Philanthropy encompasses those corporate actions that are in response to society's expectation that businesses be good corporate citizens. This includes actively engaging in acts or programs to promote human welfare or goodwill. Examples of philanthropy include business contributions to financial resources or executive time, such as contributions to the arts, education, or the community. A loaned-executive program that provides leadership for a community's United Way campaign is one illustration of philanthropy.

The distinguishing feature between philanthropy and ethical responsibilities is that the former are not expected in an ethical or moral sense. Communities desire firms to contribute their money, facilities, and employee time to humanitarian programs or purposes, but they do not regard the firms as unethical if they do not provide the desired level. Therefore, philanthropy is more discretionary or voluntary on the part of businesses even though there is always the societal expectation that businesses provide it. One notable reason for making the distinction between philanthropic and ethical responsibilities is that some firms feel they are being socially responsible if they are just good citizens in the community. This distinction brings home the

vital point that CSR includes philanthropic contributions but is not limited to them. In fact, it would be argued here that philanthropy is highly desired and prized but actually less important than the other three characteristics. (Porter & Kramer, 2002)

Table (03) depicts statements that help characterize ethical and philanthropic responsibilities.

**Table (03): Ethical and Philanthropic Components of Corporate Social Responsibility**

Ethical Components (Responsibilities)	Philanthropic Components (Responsibilities)
1. It is important to perform in a manner consistent with expectations of societal mores and ethical norms.	1. It is important to perform in a manner consistent with the philanthropic and charitable expectations of society.
2. It is important to recognize and respect new or evolving ethical moral norms adopted by society.	2. It is important to assist the fine and performing arts.
3. It is important to prevent ethical norms from being compromised in order to achieve corporate goals.	3. It is important that managers and employees participate in voluntary and charitable activities within their local communities.
4. It is important that good corporate citizenship be defined as doing what is expected morally or ethically.	4. It is important to provide assistance to private and public educational institutions.
5. It is important to recognize that corporate integrity and ethical behavior go beyond mere compliance with laws and regulations.	5. It is important to assist voluntarily those projects that enhance a community's "quality of life."

**Source:**(A. B. Carroll, 1991)

#### **I.4.2.THREE DIMENSIONAL ASPECTS OF CSR:**

The purpose of corporate social responsibility (CSR) is to make corporate business activity and corporate culture sustainable in three aspects:(Uddin, Hassan, & Tarique, 2008)

- Economical aspects.
- Social aspects.
- Environmental and Ecological aspects.

##### **I.4.2.1.ECONOMICAL ASPECTS OF CSR:**

The economical aspects of CSR is often mistakenly considered to be synonymous with financial issues, which is why it has been assumed easier to implement However, the

economical responsibility is not simply a matter of companies being financially accountable, recording employment figures and debts in their latest corporate responsibility report. The economical dimension of the sustainability agenda should rather consider the direct and indirect economic impacts that the organization's operations have on the surrounding community and on the company's stakeholders. That is what makes up corporate economic responsibility.

**a) THE MULTIPLIER EFFECT:**

The economic performance of a company has direct and indirect impacts on all of its stakeholders - including its employees, local governments, non-profit organizations, customers, suppliers, and the communities in which the companies operate. For example: a good economic performance makes it possible to develop operations for the long term and to invest in development and the well-being of employees. The employees of the company get good salaries, from which they purchase goods and services as well as pay taxes. These activities fuel the local service industry, government programs and the community activities. This multiplier effect becomes all the more important if the company is one of the largest employers in the communities.

**b) CONTRIBUTION THROUGH TAXES:**

Companies are major contributors to the well-being of the area surrounding their operations, for example through the local tax base. Therefore, the question arises: is it responsible for a business to see corporate taxes purely as a cost to be avoided, rather than part of their social contract with society? Taxes have a significant impact on the creation and distribution of wealth: tax avoidance, though perfectly legal, deprives the community in the area of the company's operation of well-being.

**c) AVOIDING ACTIONS THAT DAMAGE TRUST:**

A company's license to operate depends upon the trust and support of the local communities where it operates. The shift in power from the public to the private sector emphasizes the importance of this trust – and the obligations and responsibilities that come with it. Some company activities are potentially very destructive to the trust earned from the community or otherwise cannot be regarded as economically responsible. These should be avoided or at least carefully considered. Examples of such harmful company behavior include: bribery and corruption, tax avoidance: and concentration of rewards and incentives of the company's

performance to few individuals only instead of fairer distribution among the personnel. The company should also stop to consider the economic effects of changes in locations and/or operations to the community.

#### **I.4.2.2.SOCIAL ASPECTS OF CSR:**

Social responsibility is the newest of the three dimensions of corporate social responsibility and it is getting more attention than it has previously had. Many organizations are becoming increasingly active in addressing social concerns social responsibility means being accountable for the social effects the company has on people -even indirectly. This includes the people within the company, in the supply chain of the company, in the community the company is in and as customers of the company which means the whole lot of stakeholder. It refers to the management's obligation to make choices and take actions that will contribute to the well fare and interests of society as well as those of the organization. The following aspects have been found to be key the social aspects of CSR for an organization:

##### **a) RESPONSIBILITY TOWARDS CUSTOMERS:**

The idea of treating customers with respect and attention is not new to business: often being responsible to customers has a direct positive effect on the company's profits. There are, however, broader social responsibilities including providing good value for money. These responsibilities may include such issues as the safety and durability of products or services; standard or after sales service; prompt and courteous attention to queries and complaints; adequate supply of products or services; fair standards of advertising and trading; and full and unambiguous information to potential customers.

##### **b) RESPONSIBILITY TOWARDS EMPLOYEES:**

Businesses are major contributors to the employment generation of the community. However, social responsibility to employees extends beyond terms and conditions of the formal contract of employment. Companies need to come up with wider expectations that today's employees have for the quality of their working life. Such expectations include taking care of the personnel's welfare and safety at work and upholding their skills and motivation for the work. Beyond these expectations, a socially responsible company secures a just treatment and equal opportunities for all its employees, regardless of gender, age, race, or religion.

**c) RESPONSIBILITY TOWARDS THE COMMUNITY:**

Companies depend on the health, stability, and prosperity of the communities in which they operate. Often majority of the company's employees and customers come from the surroundings area especially so for SME's. The reputation of a company at its location, its image as an employer and producer, but also as an actor in the local scene, certainly influences its competitiveness. Many companies become involved in community causes, for example by providing additional vocational training places, recruiting socially excluded people, sponsoring local sports and cultural events, and through partnerships with communities or donations to charitable activities.

**1.4.2.3. ENVIRONMENTAL AND ECOLOGICAL ASPECTS OF CSR:**

Environmental concern and sustainable development is a key pillar of the corporate social responsibility.

Corporate activity may have many types of effects on the environment. Usually environmental impact refers to the negative effects occurring in the surrounding natural environment due to business operations. Such impacts may include: overuse of natural, non-renewable resources of energy, pollution wastage, degeneration of biodiversity, climate change, deforestation etc. Since many business related environmental problem transcend national boundaries, most companies are thus actors in global environment.

**1.5. THE CONCEPT OF BRAND EQUITY:**

Brand equity is composed of two terms: brand and equity? Let us understand what it means.

**1.5. 1.A SHORT HISTORY OF BRAND:**

The word brand comes from the Old Norse *brand* (Maurya & Mishra, 2012), meaning to burn, and from these origins made its way into Anglo-Saxon. It was of course by burning that early man stamped ownership on his livestock, and with the development of trade buyers would use brands as a means of distinguishing between the cattle of one farmer and another. A farmer with a particularly good reputation for the quality of his animals would find his brand much sought after, while the brands of farmers with a lesser reputation were to be avoided or treated with caution. Thus the utility of brands as a guide to choice was established, a role that has remained unchanged to the present day.

Some of the earliest manufactured goods in mass production were clay pots, the remains of which can be found in great abundance around the Mediterranean region, particularly in the ancient civilizations of Etruria, Greece and Rome. There is considerable evidence among these remains of the use of brands, which in their earliest form were the potter's mark. A potter would identify his pots by putting his thumbprint into the wet clay on the bottom of the pot or by making his mark: a fish, a star or cross, for example. From this we can safely say that symbols (rather than initials or names) were the earliest visual form of brands.

In Ancient Rome, principles of commercial law developed that acknowledged the origin and title of potters' marks, but this did not deter makers of inferior pots from imitating the marks of well-known makers in order to dupe the public. In the British Museum there are even examples of imitation Roman pottery bearing imitation Roman marks, which were made in Belgium and exported to Britain in the first century AD. Thus as trade followed the flag or Roman Eagle, so the practice of unlawful imitation lurked close behind, a practice that remains commonplace despite the strictures of our modern, highly developed legal system. With the fall of the Roman Empire, the elaborate and highly sophisticated system of trade that had bound together in mutual interdependence the Mediterranean and west European peoples gradually crumbled. Brands continued to be used but mainly on a local scale. The exceptions were the distinguishing marks used by kings, emperors and governments. The fleur-de-lis in France, the Hapsburg eagle in Austria-Hungary and the Imperial chrysanthemum in Japan indicated ownership or control.

In the 17th and 18th centuries, when the volume manufacture of fine porcelain, furniture and tapestries began in France and Belgium – largely because of royal patronage – factories increasingly used Brands to indicate quality and origin. At the same time, laws relating to the hallmarking of gold and silver objects were enforced more rigidly to give the purchaser confidence in the product.

However, the wide scale use of brands is essentially a phenomenon of the late 19th and early 20th centuries. The industrial revolution, with its improvements in manufacturing and communications, opened up the Western world and allowed the mass-marketing of consumer products. Many of today's best-known consumer brands date from this period: Singer sewing-machines, Coca-Cola soft drinks. Brands have come to symbolize the convergence of the world's economies on the demand-led rather than the command-led model. But brands have not escaped criticism. Recent anti-globalization protests have been significant events. They have provided a timely reminder to the big brand owners that in the conduct of their affairs they have a duty to society, as well as customers and shareholders. (Bates, 2009)

### 1.5.2. BRAND DEFINED

There are several definitions of what a brand is, such as “A brand is a set of mental associations, held by the consumer, which add to the perceived value of a product or service” (Keller, 1998).

Brand is “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (Kotler, 2006)

Thus, the function of the brand was twofold:

1. to identify the goods and services;
2. to differentiate from the competition

(Kapferer, 1997) Argues that the focus shift towards brands began when it was understood that there was something more than mere identifiers. Making an important distinction that the first case firms were buying production capacity while in the second were buying a place in the mind of the consumer. Brands functions as shown in Table 4:

**Table( 04): The Functions of the Brand for the Consumer:**

<b>Function</b>	<b>Consumer Benefit</b>
Identification	To be clearly seen, to make sense of the offer, to quickly identify the sought-after products.
Practicality	To allow savings of time and energy through identical repurchasing and loyalty.
Guarantee	To be sure of finding the same quality no matter where or when you buy the product or service.
Optimization	To be sure of buying the best product in its category, the best performer for a particular purpose
Characterization	To have confirmation of your self-image or the image that you present to others.
Continuity	Satisfaction brought about through familiarity and intimacy with the brand that you have been consuming for years
Hedonistic	Satisfaction linked to the attractiveness of the brand, to its logo, to its communication.
Ethical	Satisfaction linked to the responsible behavior of the brand in its relationship towards society.

**Source:**(Kapferer, 1997)

**1.5. 3.THE BENEFIT OF BRANDING:****1.5. 3.1. BENEFITS TO THE CONSUMER:**

Branding has the following benefits to the consumer:

- Facilitates product identification. As a result of the marketplace being complex with many products to choose from, brands assist in identifying one product from another. Brands encompass expectations that consumers have when purchasing the brand.
- Communicates features and benefits. When making a purchasing decision, the brand and packaging play a role in assisting the consumer to determine whether it is the appropriate product, delivering functional and psychological benefits sought.
- Helps produce evaluation. A buyer can recognize and recall if the product has proved satisfactory in the past.
- Reduces the risk in purchasing. Consumers protect themselves by identifying with the brand and the manufacturer with whom they associate a certain quality level with.
- Creates interest and character for the product's identity.

**1.5. 3.2. BENEFITS TO THE MANUFACTURER:**

Branding has the following benefits to the manufacturer:

- Provides legal protection. The brand can be registered and any competitor infringement prosecuted.
- Helps to create brand loyalty.
- Creates a differential advantage which can lead to a strong competitive advantage which in turn can lead to customer loyalty.
- Allows for premium pricing. When brand equity has been created, it can result in a pricing advantage.(Keller, 2008)

**I.6. FROM BRAND TO BRAND EQUITY:****I.6.1. THE DEFINITION OF BRAND EQUITY:**

Much attention has been devoted recently to the concept of brand equity. Brand equity has been viewed from a variety of perspectives(Krishnan & Hartline, 2001).In Table(05) a displays of some brand equity definitions

**Table(05): a displays of some brand equity definitions :**

Year	Author(s)	Definition
1990	Farquhar	added value for the organization, dealers or customers to whom the brand enriches the product
1991	Aaker	a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customer
1993	Barwise	a differentiated, clear image that goes beyond simple product preference
1993	Kamakura & Russell	Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in the memory.
1993	Swait et al	The consumer's implicit valuation of the brand in a market with differentiated brands relative to a market with no brand differentiation. Brands act as a signal or cue regarding the nature of product and service quality and reliability and image/status.
1993	Keller	The differential effect of brand knowledge on consumer response to the marketing of the brand. Brand knowledge is the full set of brand associations linked to the brand in long-term consumer memory
1993	Moore	the combination of brand awareness, liking and perceptions
1994	Broniarczyk – Alba	the value a brand name adds to a product
1994	Park – Srinivasan	the added value endowed by the brand to the product as perceived by a consumer
1995	Kee-gan – Moriarty – Duncan .	the value attached to a brand because of the powerful relationship that has been developed between the brand and customers and other stakeholders over time
1995	Lassar et al	The consumers' perception of the overall superiority of a product carrying that brand name when compared to other brands. Five perceptual dimension of brand equity includes performance, social image, value, trustworthiness and attachment
1996	Aaker	Brand equity is: (1) Loyalty (brand's real or potential price premium), (2) loyalty (customer satisfaction based), (3) perceived comparative quality, (4) perceived brand leadership, (5) perceived brand value (brand's functional benefits), (6) brand personality, (7) consumers perception of organization (trusted, admired or credible), (8) perceived

		differentiation to competing brands, (9) brand awareness (recognition & recall), (10) market position (market share), prices and distribution coverage.
1997	Duncan – Moriarty	the accumulated brand support by all stakeholders, not only by customers
1998	Kerin – Sethuraman	off-balance sheet intangible brand properties embedded in a company's brand
1998	The marketing science institute (leuthesser)	Set of associations and behaviours on the part of the brand's consumers, channel members, and parent corporation that permits the brand to earn greater volume or greater margins than it would without the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors.
2000	Aaker&Joachims haler	assets or liabilities connected to the brand name and brand symbol which are added to the product or service

**Source:** own elaboration on the basis of the gathered literature review

We can further conclude on the basis of the prior literature review that several authors provide definitions of brand equity that are broadly consistent with Farquhar's definition of equity as the value added by the brand to the product. According to the definitions of brand equity, no single number of concepts captures brand equity. Rather, brand equity should be thought of as a multidimensional concept that depends on which knowledge structures are present in the consumers' minds and which actions a company can take to capitalize on the potential offered by these knowledge structures. (Park – Srinivasan 1994)

The literature review reveals further that brand equity provides value for both the customer and the firm. Brand equity creates value to customers by enhancing efficient information processing and shopping, building confidence in decision making, reinforcing buying, and contributing to self-esteem. Brand equity creates value to firms by increasing marketing efficiency and effectiveness, building brand loyalty, improving profit margins, gaining leverage over re-trailers, and achieving distinctiveness over the competition. (Broniarczyk – Alba 1994,)

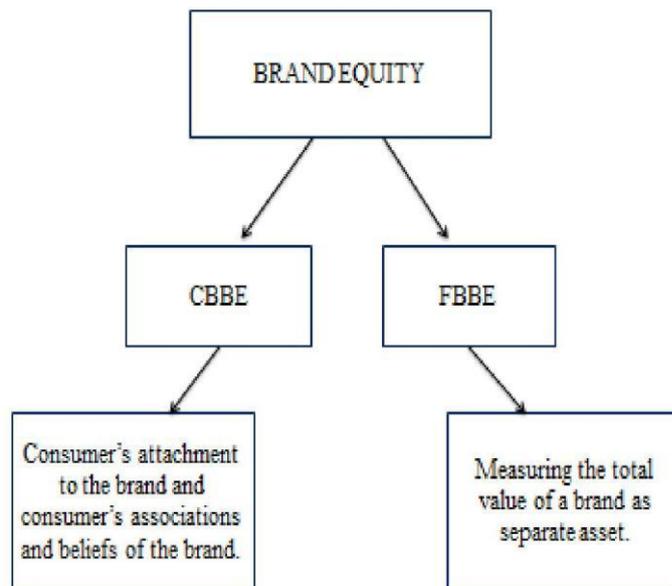
Brand equity offers certain strategic benefits to companies. It is important for adding line extension. When a product category has entered the decline stage of the product life cycle, strong brand equity can help a brand survive longer than its competitors. Likewise, in periods of economic downturn, brand equity provides a platform that keeps the brand afloat at a profit long

after competing products without strong brand identification begin to flounder. The power of brand equity is especially important in international marketing. Global brands have international presence and visibility, and this "equity" makes it easier for them to expand. Brand equity is also what enables branded products or services to charge premium prices. Many major brands are positioned as quality products, and many people are willing to pay more for a quality product they are familiar with, particularly if the brand has an image with which they would like to be associated. The challenge is to find the point where the premium price is still acceptable in exchange for the confidence embedded in the brand. (Keegan – Moriarty – Duncan 1995,)

We have found that brand equity helps to differentiate the product from competitors' offerings; serves as a proxy for quality and creates positive images in consumers' minds; prevents market share erosion during price and promotional wars; and prevents market share erosion by giving a firm time to respond to competitive threats. (TUOMINEN, 1990)

### **I.7. PERSPECTIVES OF BRAND EQUITY:**

There are two different approaches to the concept of brand equity represented in figure 2: a firm-based brand equity (FBBE) and customer-based brand equity (CBBE). The distinction between these perspectives is depending on the actors, measures and the final aim of using brand equity. FBBE measures the total value of a brand as a separate asset point out that FBBE uses product-market outcomes, such as price premiums, market share and relative price, as well as financial-market outcomes, such as brand's purchase price and discounted cash flow of licenses and royalties. CBBE perspective focuses on customer's mind set of a brand. It is considered as a driver of increased market share and profitability of the brand and it is based on market's perceptions, that is, consumers' associations and beliefs (Christodoulides & de Chernatony 2010, 44). we choose (CBBE) because it served the present study.

**Figure (0 2): Perspectives of brand equity**

Source: (Christodoulides & Chernatony, 2010)

### **I.8. MEASUREMENT OF BRAND EQUITY:**

The lack of an agreed definition of brand equity, has in turn spawned various methodologies for measuring the construct.(Christodoulides & Chernatony, 2010)

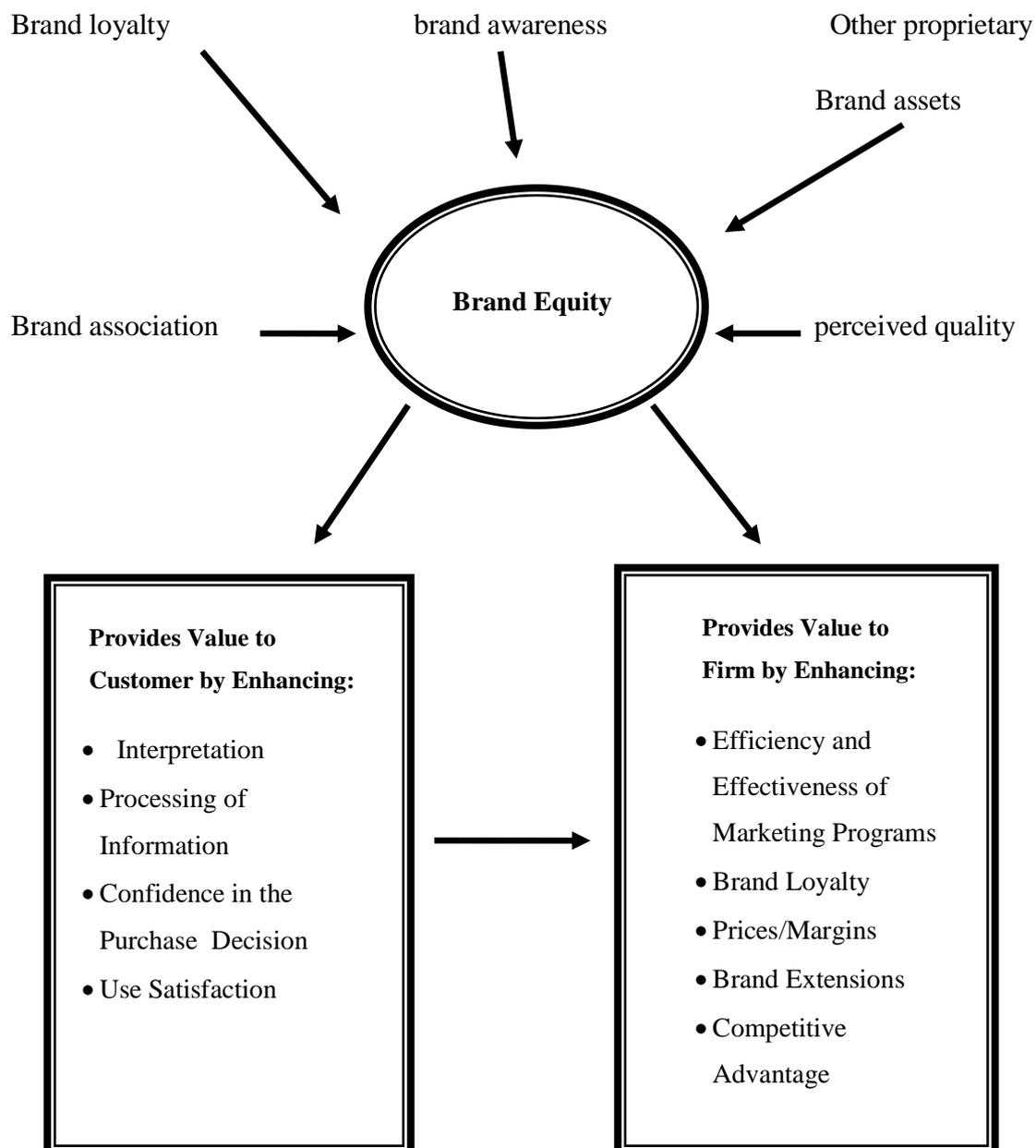
Clearly, various researches in brand equity through the years result in all different kinds of dimension of brand equity that can be linked to a brand. However, the common denominator in all models is the utilization of one or more dimension of the Aaker model Therefore, the consumer-based brand equity is an asset of four dimensions that are brand awareness, brand associations, perceived quality and brand loyalty.(L & Lee, 2011)

Aaker (1991) presents one of the most detailed and widely accepted definitions of brand equity as “A set of brand assets and liabilities linked to a brand, its name and symbol that add or subtract from the value provided to a firm and/or to that firm’s customers.” He developed the following model to illustrate his definition (See Figure 1):

The model demonstrates that brand equity is developed based on the five dimensions of brand loyalty, name awareness, perceived quality, brand associations, and other proprietary brands assets (ex. distribution system). How the brand performs on these dimensions is what

leads consumers to develop an overall, intangible rating of brand equity. This equity then provides value to the consumer and the firm in the outlined ways.

**Figure (03): Aaker's Brand Equity Model**



Source :(D. Aaker, 1991)

**1.8.1. BRAND AWARENESS:**

Brand awareness refers to the customers' ability to recall and recognize the brand. Brand awareness is more than just customers knowing the brand name and having previously seen the brand, perhaps even many times. Brand awareness also involves linking the brand, the brand name, logo, symbol, and so forth to certain associations in memory. Brand awareness can be distinguished in terms of two key dimensions: Depth of brand awareness refers to how easily customers can recall or recognize the brand; breadth of brand awareness refers to the range of purchase and consumption situations in which the brand comes to mind.

Brand awareness reflects the salience of the brand in the customers mind. There are levels of awareness, of course, which include:

- Recognition (Have you heard of the Buick Road master?)
- Recall (What brands of cars can you recall?)
- Top-of-Mind (the first-named brand in a recall task)
- Brand dominance (the only brand recalled)
- Brand knowledge( I know what the brand stand for )
- Brand opinion ( I have opinion about brand) .(Hoeffler & Keller, 2002)

**1.8.2. BRAND ASSOCIATION:**

Aaker (1996) conceptualizes brand awareness that must precede brand associations. That is where a consumer must first be aware of the brand in order to develop a set of associations . Brand association contains the meaning of the brand for consumers . It is anything linked in memory to a brand Brand associations are mostly grouped into a product-related attribute like brand performance and non-product related attributes like brand personality and organizational associations .Customers evaluate a product not merely by whether the product can perform the functions for which it is designed for but the reasons to buy this brand over the competitors such as brand's fault-free and long-lasting physical operation and flawlessness in the product's physical construction .(Fayrene Yew-Leh Chieng, 2011)

### **1.8.3. PERCEIVED QUALITY:**

Perceived quality is one of the key dimensions of brand equity—it is the core construct in the Total Research approach to measuring brand equity.<sup>2</sup> Using the Total Research data base, perceived quality has been shown to be associated with price premiums, price elastic ties, brand usage, and, remarkably, stock return. Further, it is highly associated with other key brand equity measures, including specific functional benefit variables. Thus, perceived quality provides a surrogate variable for other more specific elements of brand equity.

Perceived quality also has the important attribute of being applicable across product classes. Of course, high quality may mean something different for a bank than for a beer. But tracking the relative difference in the scores does have meaning.

Perceived quality can be measured with scales such as the following:

In comparison to alternative brands, this brand

- has: high quality vs. average quality vs. inferior quality
- has: consistent quality vs. inconsistent quality (D. A. Aaker, 1996)

### **1.8.4. BRAND LOYALTY:**

Loyalty is a core dimension of brand equity. Aaker defines brand loyalty as the attachment that a customer has to a brand. Behavioural loyalty is linked to consumer behaviour in the marketplace that can be indicated by number of repeated purchases or commitment to rebuy the brand as a primary choice. Cognitive loyalty which means that a brand comes up first in a consumers' mind, when the need to make a purchase decision arises, that is the consumers' first choice. The cognitive loyalty is closely linked to the highest level of awareness (top-of-mind), where the matter of interest also is the brand, in a given category, which the consumers recall first. Thus, a brand should be able to become the respondents' first choices (cognitive loyalty) and is therefore purchased repeatedly.

Brand loyalty is directly related to brand price. Aaker (1996) identify price premium as the basic indicator of loyalty. Price premium is defined as the amount a customer will pay for

the brand in comparison with another brand offering similar benefits and it may be high or low and positive or negative depending on the two brands involved in the comparison.

Loyalty measure can be found by asking intend-to-buy questions or by asking respondents to identify those brands that are acceptable.

- Would you buy the brand on the next opportunity?
- Is the brand the—only vs. one of two vs. one of three vs. one of more than three brands—that you buy and use?

A more intense level of loyalty would be represented by questions such as:

- would you recommend the product or service to others?(L & Lee, 2011)

**Conclusion**

Chapter one identified the theoretical background. Definitions of corporate social responsibility and the brand equity by various researchers .this chapter has concluded with finding the sources or dimensions of corporate social responsibility and the brand equity.

### **Introduction**

This chapter is divided into two main sections, i.e., literature review and the evaluation of previous studies. The first section starts by reviewing the relevant literature on corporate social responsibility. Subsequently, a discussion of brand equity is presented. This is followed by a review of the literature on the relationship between corporate social responsibility and brand equity. The second section evaluated the previous studies.

## **II.1. LITERATURE REVIEW**

### **II.1.1. CSR IN PREVIOUS STUDIES**

#### **1. CORPORATE SOCIAL RESPONSIBILITY IN ALGERIA: EMPIRICAL STUDY OF MANY CORPORATIONS**

In this article, the author wants to find out the reality of the practice of social responsibility in the Algerian economy corporations, and the extent of awareness of managers and directors of the concept of corporate social responsibility and the extent of its application and the degree of adoption in the Algerian corporations.

The study was conducted on a set of economy corporations that are active in Setif and Bordj Bou Arreridj. The findings of this study indicate that there is a lack of social responsibility as a concept in the enterprise strategy under study while we found variation in the exercise of these corporations of their social responsibility.(Bahlouli, 2015)

#### **2. IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BUYER BEHAVIOR WITHIN THE MOBILE TELECOMMUNICATION SECTOR: A CASE OF MTN AND VODAFONE GHANA LIMITED**

The purpose of the study was to examine the impact of Corporate Social Responsibility on buyer behavior within the mobile telecommunication sector with MTN & Vodafone Ghana limited as the case. The objectives of the study were to ascertain the motivation for undertaken CSR activities, to examine the impact of CSR activities so patronage of telecom products and to ascertain challenges in the adoption-implementation of CSR by the telecom firms. The research adopted a descriptive survey approach for which data was collected form 100 customer and 05 staff members of the selected telecommunication firms. It was revealed that the motives to retain employees and to ensure superior performance, also the need to maximize profit are reasons why these firms undertake CSR. In addition it was noted that CSR initiative were done to promote company brand; help company develop relationship with customers and attract patronage.(Otchere-ankrah, 2015)

### **3. THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY INITIATIVES AND CUSTOMER CENTRIC INITIATIVES ON CUSTOMERS. A CASE STUDY ON NORDEA BANK CUSTOMERS**

The aim of this study was to find out whether customers appreciate customer centric initiatives more highly than corporate social responsibility (CSR) initiatives or not. Furthermore, this study examined the impact of CSR initiatives on customers, the impact of customer centric initiatives on customer, and customer satisfaction. Theories relating to CSR, stakeholder and customer satisfaction was presented in the beginning of the theoretical study.

For the empirical part of the study data was collected by sending a questionnaire to students at Vaasa University of Applied Sciences. Snowball sampling method was also used to collect the data. A cover letter was written stating that only customers of Nordea bank are requested to fill the form. The total numbers of respondents was 41. The responses of the participants were analyzed using Excel.

The findings of this study indicate that customers appreciate customer centric initiatives more than benefits themselves in comparison to the CSR initiatives which benefit other stakeholder groups. In addition it was discovered that there is a significant relationship between customer centric initiatives and customer satisfaction. Finally, a bank should be more customers focused to get more customers and retain the existing ones. As a result, net profit could be increased and then importance can be given to other stakeholder groups.(BATRA, 2014)

### **4. CORPORATE SOCIAL RESPONSIBILITY: IS IT A POSITIONING STRATEGY?**

The study of CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. The aim of this research is to understand the customer perception regarding CSR activities also to analyze the firms which are using CSR as a positioning strategy & the extent to which they are successful. To achieve the above objectives, a descriptive research in which, the author has incorporated the views of various customers using the questionnaire as a statistical tool. A sample size of 40 customers is considered for the study and the sampling technique used is convenience sampling. The resulting data is

analyzed by SPSS 20 software for understanding the general customer perception regarding CSR activities and if they impact the image of a corporate in the eyes of customer.

The study found that still the correct understanding of CSR is not spread in most of the masses but any kind of philanthropic activity performed or persuaded by any corporate house does impact their credibility in the market and is somehow successful in positioning a brand .

.(Joshi & Yadav, 2013)

## **5. CORPORATE SOCIAL RESPONSIBILITY (CSR): A SCALE DEVELOPMENT STUDY IN IRAN**

In this article, the author explored a scale of Corporate Social Responsibility (CSR) in Iran. In this way, it reviewed the literature exist on corporate social responsibility, gathered data and analyzed the data to test the emerging trends. After confirmation of reliability, factor analysis and multi dimensional scaling were used to an established survey instrument. Finally CSR was achieved as a construct with five dimensions: obligation to employees, obligation to customers and markets, obligation to social programs and natural environment, obligation to laws and regulations and obligation to society. These five dimensions represent the corporate accountability to some different groups of its stakeholders. In this study the convenient samples of managers and employees used in collecting data and developing the scale, however in exploratory studies, this type of sampling can be acceptable. Nevertheless, some limitations should be taken into consideration, while interpreting the findings of the study and generalizing them to general business environment. Therefore enlarging the sample size and using a random sampling method of managers and employees in future studies has to make Corporate Social Responsibility (CSR) scale more useful and enhance the generalization. .(Hanzaee & Rahpeima, 2013)

## **6. MEASURING CORPORATE SOCIAL A SCALE DEVELOPMENT STUDY**

Corporate social responsibility (CSR) is one of the most prominent concepts in the literature and, in short, indicates the positive impacts of businesses on their stakeholders. Despite the growing body of literature on this concept, the measurement of CSR is still problematic. Although the literature provides several methods for measuring corporate social activities, almost all of them have some limitations. The purpose of this study is to provide an original, valid, and reliable measure of CSR reflecting the responsibilities of a business to various stakeholders. Based on a proposed conceptual framework of CSR, a scale was developed through a

systematic scale development process. In the study, exploratory factor analysis was conducted to determine the underlying factorial structure of the scale. Data was collected from 269 business professionals working in Turkey. The results of the analysis provided a four-dimensional structure of CSR, including CSR to social and nonsocial stakeholders, employees, customers, and government.(Turker, 2009)

## **7. THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN STRENGTHENING MULTIPLE STAKEHOLDER RELATIONSHIPS: A FIELD EXPERIMENT**

This research relied on a field experiment involving a real-world instance of corporate philanthropy to shed light on both the scope and limitations of the strategic returns to corporate social responsibility (CSR). In particular, the authors demonstrate that the impact of CSR in the real world is not only less pervasive than has been previously acknowledged but also more multifaceted than has been previously conceptualized. The findings indicated that contingent on CSR awareness, which was rather low; stakeholders did react positively to the focal company not only in the consumption domain but in the employment and investment domains as well. Stakeholder attributions regarding the genuineness of the company's motives moderated these effects.(Sen, Bhattacharya, & Korschun, 2006)

### **II.1.2. BRAND EQUITY IN PREVIOUS STUDIES**

#### **1. CONCEPTUALIZING, MEASURING; AND MANAGING CUSTOMER-BASED BRAND EQUITY**

The author presents a conceptual model of brand equity from the perspective of the individual consumer. Customer-based brand equity is defined as the differential effect of brand knowledge on consumer response to the marketing of the brand. A brand is said to have positive (negative) customer-based brand equity when consumers react more (less) favorably to an element of the marketing mix for the brand than they do to the same marketing mix element when it is attributed to a fictitiously named or unnamed version of the product or service. Brand knowledge is conceptualized according to an associative network memory model in terms of two components, brand awareness and brand image (i.e., a set of brand associations). Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in memory. Issues in building, measuring, and managing customer-based brand equity are discussed.(Keller, 1993)

## **2. A SURVEY BASED METHOD FOR MEASURING AND UNDERSTANDING BRAND EQUITY AND ITS EXTENDIBILITY**

The authors develop a new survey based method for measuring and understanding a brand's equity in a product category and evaluating the equity of the brand's extension into a different but related product category. It uses a consumer based definition of brand equity as the added value endowed by the brand of the product as perceived by a consumer. It measures brand equity as the difference between an individual consumer's overall brand preference and his/her brand preference on the basis of objectively measured product attribute levels. To understand the source of brand equity, the approach divides brand equity into attributes based and none attribute based components. The method provides the market share premium and the price premium attributable to brand equity. The survey based results from applying the method on different brands show that the proposed approach has good reliability, convergent validity and predictive validity.(park;Srinivasan, 1994)

## **3. CUSTOMER SATISFACTION AND BRAND EQUITY**

The study examined the interaction between shareholder value and customer satisfaction, as well as the impact on a firm's brand equity. Customer satisfaction may have a positive effect on brand equity, except when managers show excessive customer orientation, in which case the effect is negative because of reductions in shareholder value. The empirical analysis uses incomplete panel data pertaining to 69 firms from 11 nations during the period 2002–2005 and supports the theoretical contentions. This result warns of the perverse effect on brand equity of implementing policies focused exclusively on satisfying customers at the expense of shareholders' interests.(Torres & Tribó, 2011)

## **4. THE RELATIONSHIP OF BRAND EQUITY TO PURCHASE INTENTION**

This study empirically examines the relationship between the brand equity (BE) as independent variable and Purchase Intention (PI) as the dependent variable in relation to branded baby soaps selectively. While both the variables individually have high level attributes of the customers, the Pearson's correlation analysis explores a positively significant linear relationship between BE and PI. This implies that the PI of a customer for purchasing branded baby soap can be predicted with the customer's nature of BE. The correlation coefficient between the BE and PI indicates that the BE of a customer is useful to explain the variation in PI of a customer. Further analysis of regression model with intercept indicates that it needs additional suitable variables to predict unexplained variation of

68% of the PI. However, the model without intercept indicates that BE alone can predict the PI by explaining its more than 99% variation(Tharmi & Senthilnathan, 2011)

## **5. DIMENSIONS OF CUSTOMER-BASED BRAND EQUITY: A STUDY ON MALAYSIAN BRANDS**

Although Malaysian market is deluged with value-for-money Malaysian brands since decades ago, not all the Malaysian brand achieved national recognition. The objective of this research is to develop a valid and reliable model of Malaysian brand equity by assessing the dimensions of the brand equity and its constructs. Based on 30 constructs, which were compiled from literatures, four variables were included for brand awareness, seventeen variables for brand association, five for perceived quality and four for brand loyalty. Factor Analysis was conducted to identify dimensions of brand equity and its constructs. Principal Component Analysis with subsequent rotation (varimax) was conducted on 30 constructs of a questionnaire. According to the four dimensions proposed by Aaker (1991) in the brand equity literature, a four factor solution that reduced the 30 constructs to four factors was chosen in this study. The factors produce a Cronbach alpha of 0.96. The brand equity constructs with a loading below 0.6 were excluded from further analysis. 14 constructs remained in this study.(Lee & Leh, 2011)

## **6. CUSTOMER-BASED BRAND EQUITY: A STUDY ON INTERRELATIONSHIP AMONG THE BRAND EQUITY DIMENSION IN MALAYSIA**

Brand equity is a concept born in 1980s. It has aroused intense interest among business strategists from a wide variety of industries as brand equity is closely related with brand loyalty and brand extensions. Besides, successful brands provide competitive advantages that are critical to the success of companies. More recently, brand equity has increasingly been defined in customer-based contexts. The customer-based brand equity refers to the consumer response to a brand name. Customer-based brand equity measurement studies are constructed mainly on four dimensions of brand equity namely, brand awareness, brand associations, perceived quality and brand loyalty. This study aims to examine the interrelationships among the brand equity dimensions. The study concluded that all dimensions of brand equity are relatively important. All the dimensions are found to be positively correlated(Fayrene Yew-Leh Chieng, 2011).

## **II.1.3 LITERATURE OF THE STUDIES THAT DEAL WITH CSR AND BRAND EQUITY**

### **1. A STUDY OF THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND PERFORMANCE (CASE STUDY: KLEHDIARY PRODUCTS INDUSTRY, MAZANDARAN PROVINCE, IRAN)**

This article analyzed the impact of corporate social responsibility (CSR) on brand performance in Kaleh Dairy Products in Mazandaran. This study is a descriptive-analytical type and on a measurement and field basis and it is applied in terms of objective. The study statistical community includes all the customers of Kaleh Dairy Products in Mazandaran which the size of the sample includes 221 customers and they were selected by a simple random regular sampling method. The study also investigated the relationship between corporate social responsibility on the brand performance (including the relationship between social responsibility and reputation, social responsibility and brand equity, social responsibility and loyalty to brand and brand performance). To collect data, the questionnaire specially designed for dairy products customers who at least once consumed such products was administered. Data analysis and hypotheses test were conducted using confirmatory factor analysis and path analysis using software LIZREL. The findings indicated that social responsibility has a positive and significant impact on the brand performance, which to study the effectiveness of corporate social responsibility on brand performance, some variables such as intermediary firm reputation, brand equity and brand loyalty is necessary.(Province and all, 2013)

### **2. THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND PERFORMANCE: THE MEDIATING EFFECT OF INDUSTRIAL BRAND EQUITY AND CORPORATE REPUTATION**

In this article, the researchers explored the following question. Can corporate social responsibility (CSR) and the corporate reputation of a firm lead to its brand equity in business-to-business (B2B) markets? This study discussed CSR from customers' viewpoints by taking the sample of industrial purchasers from Taiwan small-medium enterprises. The aims of this study were to investigate: first, the effects of CSR and corporate reputation on industrial brand equity; second, the effects of CSR, corporate reputation, and brand equity on brand performance; and third, the mediating effects of corporate reputation and industrial brand equity on the relationship between CSR and brand performance. Empirical results supported the study's hypotheses and indicate that CSR and corporate reputation have positive effects on industrial brand equity and brand

performance. In addition, corporate reputation and industrial brand equity partially mediate the relationship between CSR and brand performance.(Lai, Chiu, Yang, & Pai, 2010)

### **3. GENERATING GLOBAL BRAND EQUITY THROUGH CORPORATE SOCIAL RESPONSIBILITY TO KEY STAKEHOLDERS**

In this article, the author argued that corporate social responsibility (CSR) to various stakeholders (customers, shareholders, employees, suppliers, and community) has a positive effect on global brand equity (BE). In addition, policies aimed at satisfying community interests help reinforce credibility to social responsible polices with other stakeholders. He tests these theoretical contentions using panel data comprised of 57 global brands originating from 10 countries (USA, Japan, South Korea, France, UK, Italy, Germany, Finland, Switzerland and the Netherlands) for the period 2002 to 2008. The findings show that CSR to each of the stakeholder groups has a positive impact on global BE. In addition, global brands that follow local social responsibility policies over communities obtain strong positive benefits in terms of the generation of BE, as it enhances the positive effects of CSR to other stakeholders, particularly to customers. Therefore, for managers of global brands it is particularly productive for generating brand value to combine global strategies with the satisfaction of the interests of local communities. (Torres, Bijmolt, Trib, & Verhoef, 2012)

### **4. THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND EQUITY**

Current academic research focused on firms' corporate social responsibility (CSR) activities with brand equity and mediating role of corporate reputation. CSR activities and brand equity of the firm which no other study has explored in Pakistan. The objectives of the study are to investigate; first the effects of corporate social responsibility on brand equity; second the effects of corporate social responsibility and corporate reputation on brand equity and in last the mediating effects of corporate reputation on relationship between CSR and BE. It demonstrates that corporate social responsibility and corporate reputation have significant and positive impact on brand equity. It also supports the partially mediating effects of corporate reputation on the relationship between CSR and brand equity. Convenience sampling was used. The instrument tool Correlation and Regression Analysis was used.(Rehman; S Niazi;Haider; M Imtiaz;Tahir Islam;Shams Ur, 2012)

### **5. AN EMPIRICAL INVESTIGATION ON THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND EQUITY WITH PERCEIVED SERVICE QUALITY FRAMEWORK**

This article investigates the impact of social activities of an organization on its brand equity regarding perceived service quality framework .the statistical population consists of Iran's household appliance companies. Random sampling method has been applied to select the appropriate sample. The examinations were done through 312 available questionnaires. In order to test the conceptual model structural equations' model (SEM) has been used. Results based on SEM outputs demonstrate acceptance and confirmation of ail studied factors. These findings indicate that Corporate Social Responsibility can influence brand equity. Perceived service quality also found to affect advertising effectiveness. And the impact of advertising effectiveness on brand equity was confirmed statically(Ghorbani, Abdollahi, & Chini, 2013)

### **6. THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND BUILDING**

In this article, the author explained the importance of CSR and its effects on the building of future brands in an organization. Some beneficiary communities were segmented into focus groups for discussions on the ramifications of CSR. The discussions brought forth three main ramifications (namely; stakeholder expectations, collaborations and research and Development) which eventually led to the discovery of fifteen variables. A questionnaire was then prepared with these variables in mind. A sample of 200 employees from ten organizations was selected as respondents before these questionnaires were administered. The data collected on these variables were then analyzed using factor analysis. The analysis revealed that, there exist strong correlations between some of the variables.(Alexander, Francis, Kyire, & Mohammed, 2014)

### **7. IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND IMAGE: A STUDY ON TELECOM BRANDS**

This study helped us to find out the relationship between Corporate Social Responsibility and brand image and the results prove that the Corporate Social Responsible activities have a positive effect on the brand image. Pakistan is currently facing the first wave of Corporate Social Responsibility which is society focused because of which Corporate Social Responsibility

awareness is not to a good extent in Pakistan. In Pakistan only MNCs are implementing the concept of Corporate Social Responsibility(Arslan & Zaman, 2014)

## **8. THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND EQUITY**

In this article, the author is trying to explain influence of Corporate Social Responsibility (CSR) on brand equity. The experiment pretest and posttest design was conducted on six groups of consumer in the Bangkok metropolitan area. Each group contains 60 samples. The multi-stages sampling and paired sample test were utilized. The study has shown that CSR initiatives influence brand equity which expressed in term of brand awareness, brand image, brand loyalty and perceived quality.(Klintong, 2015)

## **9. THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND AWARENESS: A CASE STUDY OF UNILEVER ZIMBABWE PRIVATE LTD.**

The study investigated the impact of Corporate Social Responsibility (CSR) on brand awareness with reference to Unilever Zimbabwe Private Ltd. Causal research design was employed in this study and a sample of 90 respondents was drawn from Harare CBD and company' Head Office through the use of a simple random sampling technique. The findings revealed that the organization is much involved in donating to charities, environmental awareness activities, training for employees and information dissemination. However some activities were not mostly used by the organization such as donating for education, sponsorship of sport activities, poverty alleviation and provision of equal employment opportunities. Product attributes were also examined from the implementation of CSR programs. The relationship between CSR and brand awareness was measured using regression coefficients and the relationship was tested on each product. The researcher found that there is a positive relationship between CSR and brand awareness.(Chirimubwe, 2015)

## **10. THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON CUSTOMER-BASED BRAND EQUITY: SPANISH HYPERMARKET CASE**

Hypermarkets have experienced substantial restructuring in the recent past because their situation has generated the necessity to develop new models that include different new aspects. The question under

consideration here is whether the adoption of measures of corporate social responsibility (C.S.R.) by hypermarkets in Spanish markets can solve their continuing problems by establishing a fair degree of consumer-based brand equity. The purpose of this study was twofold: (a) to investigate the effects of C.S.R. on hypermarket brand equity; and (b) to explore the dimensions of both these variables by using and testing property scales. As such, it is necessary to consider the possibility of integrating the management of C.S.R. into the global strategy of hypermarkets and to analyse its possible effects on the variables that influence consumer-based brand equity. It may be interesting to dedicate resources and efforts to strengthening hypermarkets' links with their consumers.(Pablo.Rodriguez. Gutierrez;Pedro .Cuesta Valirio;Jose .Luis. Vezquez Burguete, 2017)

### **11. IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND IMAGE IN DIFFERENT FMCGS OF PAKISTAN**

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 **us** stakeholders. Although CSR is much popular in the developed world but the potential benefits o/CSR is less highlighted in the developing markets like Pakistan. Data were collected from 180 students of 22 universities. Four hypotheses were developed and all of them were accepted. Results showed that socially responsible activities of a firm enhance the brand image of the firms' goods as well as the gênerai image of the firm(Arslan & Zaman, 2014)

### **12. CORPORATE SOCIAL RESPONSIBILITY, PERCEIVED CUSTOMER VALUE, AND CUSTOMER-BASED BRAND EQUITY: A CROSS-NATIONAL COMPARISON**

This research discussed the impact of CSR efforts on those two concepts (i.e., perceived customer value and customer-based brand equity), as well as the mediating relation between them based on an experimental questionnaire survey. In addition, the analysis includes a cross-national comparison of the results collected in the United States and Germany. The results of the analysis indicated a significant impact of CSR efforts on perceived customer value and customer-based brand equity, while customer-based brand equity mediates the relation between CSR and perceived customer value. An impact of nationality on the relationship could not be supported. Implications for research and management are included(Staudt, Shao, Dubinsky, & Wilson, 2014)

### **13. HOW CSR LEADS TO CORPORATE BRAND EQUITY: MEDIATING MECHANISMS OF CORPORATE BRAND CREDIBILITY AND REPUTATION**

This Study sought to investigate the relationships among corporate social responsibility (CSR), corporate brand credibility, corporate brand equity, and corporate reputation. Structural equation modeling analysis provided support for the hypotheses from a sample of 867 consumers in South Korea. The results showed that CSR has a direct positive effect on corporate brand credibility and corporate reputation. In addition, the results indicated that corporate brand credibility mediates the relationship between CSR and corporate reputation. Moreover, corporate brand credibility mediates the relationship between CSR and corporate reputation. Finally, the relationship between CSR and corporate brand equity was sequentially and fully mediated by corporate brand credibility and corporate reputation..(Hur, Kim, & Woo, 2014)

### **14. THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ON BRAND LOYALTY: THE MEDIATING ROLE OF BRAND IMAGE**

Corporate social responsibility (CSR) is regarded as a good strategic marketing tool and it has significant influence on consumers' behaviours. The purpose of this study is to explore the indirect effects of different dimensions of CSR on brand loyalty in a real business context. This study focuses on legal and ethical responsibilities as two dimensions of social responsibility. The empirical results indicate that consumers' perceived legal and ethical responsibilities of brands may improve brand loyalty through enhancing positive functional and symbolic images. Moreover, corporate legally responsible behaviour helps to enhance a more functional image perceived by consumers than a symbolic image, while ethically responsible action impacts a symbolic image more than a functional image. These results suggest firms should focus on key dimensions of social responsibility based on the expectations of consumers in their marketing programmes.(Y. He & Lai, 2014)

### **15. CSR AND SERVICE BRAND: THE MEDIATING EFFECT OF BRAND IDENTIFICATION AND MODERATING EFFECT OF SERVICE QUALITY**

This article examined the mediation effect of brand identification and the moderating effect of service quality (SQ) on the effects of corporate social responsibility (CSR) association on service brand performance. A survey of customers of mobile telecommunications services was conducted. The study finds, first, that both CSR and SQ have direct effects on brand identification and customer satisfaction and indirect effects on customer satisfaction (via brand identification) and on service brand loyalty (via customer satisfaction and via “brand identification/customer satisfaction”). Second, SQ enhances the effect of CSR on brand identification. This study contributed to the literature by incorporating three perspectives of service brand performance – CSR association, SQ, and brand identification – into one general framework that stresses (a) the mediating role of brand identification in predicting customer satisfaction and service brand loyalty; and (b) the interactive effect of CSR and SQ in predicting brand identification.(H. He & Li, 2011)

### **16. CORPORATE SOCIAL RESPONSIBILITY AND BRAND EQUITY IN INDUSTRIAL MARKETING**

The purpose of this research was to empirically test the relationship between corporate social responsibility in five dimensions and brand equity. for this purpose a structured questionnaire was developed to collect data and totaling 101 questionnaires of Industrial corporate managers were analyzed. The conceptual model was tested using structural equation modeling. The study found that the social performance has a positive effect on brand equity. So managers can increase brand equity

By using corporate social responsibility as a strategic tool for positioning differentiation. (Abdolvand & Charsetad, 2013)

### **17. CORPORATE SOCIAL RESPONSIBILITY, LEADERSHIP, AND BRAND EQUITY IN HEALTHCARE SERVICE**

This study aimed to analyze the linkages among corporate social responsibility (CSR), Leadership, and brand equity in hospitals in Vietnam. To achieve the above objectives, Analyses of variance and structural equation model are resorted to in this study.

The study found that transactional leadership is correlated with legal CSR and economic CSR. Transformational leadership, on the other hand, cultivates ethical CSR, which in turn positively influences brand equity. A direct bridge between transformational leadership and brand equity is also detected..(Tuan, 2012)

## **18. AN INVESTIGATION ON THE EFFECT OF ADVERTISING CORPORATE SOCIAL RESPONSIBILITY ON BUILDING CORPORATE REPUTATION AND BRAND EQUITY**

. In this research, the author presented an empirical survey to measure the impact of CSR on increasing reputation as well as creating brand equity through customer satisfaction. There were five hypotheses in the survey whether positive perception on bank's customers on CSR activities influences customer satisfaction, brand equity and firm's reputation. In addition, we examine whether customer satisfaction, as in intermediate variable, influences the relationship between CSR and bank's reputation as well as CSR and firm's brand equity. The proposed study of this paper designs a questionnaire and distributes it among 384 experts who work for an Iranian bank located in city of Tehran, Iran. According to our results, there is a positive impact of CSR on customer satisfaction ( $\beta=0.84$ ). In addition, there is a positive relationship between customer satisfaction and firm reputation ( $\beta=0.70$ ), and between customer satisfaction and brand equity ( $\beta=0.98$ ). However, the survey did not confirm that CSR had any positive impact on corporate reputation or brand equity.(Saeednia & Sohani, 2013)

## **II.2 THE DISCUSSION AND EVALUATION OF PREVIOUS STUDIES**

### **II.2.1 THE DISCUSSION OF THE PREVIOUS STUDIES THAT DEAL WITH CSR**

We reviewed seven previous studies from 2006 to 2015 that deals with the variable of CSR this Previous studies were used descriptive research in which, the authors has incorporated the views of various customers and firms and using the questionnaire as a statistical tool , The resulting data is analyzed by excel, and SPSS software for understanding

-The findings of these studies indicate that there are:

- A lack of social responsibility as a concept in the enterprise strategy;

- CSR initiative was done to promote company brand; help company develop relationship with customers and attract patronage;
- the correct understanding of CSR is not spread in most of the masses but any kind of philanthropic activity performed or persuaded by any corporate house does impact their credibility in the market and is somehow successful in positioning a brand ;
- The impact of CSR in the real world is not only less pervasive than has been previously acknowledged but also more multifaceted than has been previously conceptualized. The findings indicated that contingent on CSR awareness, which was rather low; stakeholders did react positively to the company not only in the consumption domain but in the employment and investment domains.

### **II.2.2 THE DISCUSSION OF THE PREVIOUS STUDIES THAT DEAL WITH BE**

We reviewed six previous studies from 1993 to 2011 that deals with the variable of BE

This studies and theoretically empirically examined in which, the authors has incorporated the views of various customers and firms and using the questionnaire as a statistical tool , The resulting data is analyzed by excel, and SPSS software for understanding.

The findings of these studies indicate that there are:

- Developed a scale that measuring, and managing customer-based brand equity;
- The study confirmed that all dimensions of brand equity are relatively important. All the dimensions are found to be positively correlated

### **II.2.3 THE DISCUSSION OF THE PREVIOUS STUDIES THAT DEAL WITH CSR AND BRAND EQUITY**

We reviewed eighteen previous studies from 2001 to 2017 that deals with the relationship of the two variables CSR, and BE , This studies contributes to literature by providing theoretical and empirical insights into the CSR-brand equity relationship by examining the effect of the sensitivity in changes in CSR perception on the changes of brand equity. The findings of these studies indicate that there are:

- Results did not confirm that CSR had any positive impact on corporate reputation or brand equity;
- . Some studies found that the social performance has a positive effect on brand equity. So managers can increase brand equity by using corporate social responsibility, as a strategic tool for positioning differentiation;
- These results suggest firms should focus on key dimensions of social responsibility based on the expectations of consumers in their marketing;
- The researcher found that there is a positive relationship between CSR and brand awareness;
- The studies concluded that all dimensions of brand equity are relatively important. All the dimensions are found to be positively correlated
- Several researchers consider CSR as a key strategic tool on building brand equity.

**II.3 THE DIFFERENCE BETWEEN PREVIOUS STUDIES AND THE PRESENT STUDY**

**THE DIFFERENCES SUMMARIZED IN THIS TABLE**

**Table (06): The difference between previous studies and the present study**

<b>Filed</b>	<b>The Previous studies</b>	<b>The present study</b>
<b>Studied Population</b>	Companies works in deferent international sectors	Ooredoo telecommunication company in Algeria
<b>Studied sample</b>	-Customers -Employee	Customers of Ooredoo company
<b>Statistical analysis</b>	-Structural equation modeling  - simple and multiple regression ...ect	-Variance Inflationary Factor  - ANOVA analysis  - Sample K-S ,Skewness , and Kurtosis test...ect
<b>Research methodology</b>	Descriptive , analytic , comparative method	Descriptive , analytic method
<b>Studied sectors</b>	Health, banks , supermarket, telecommunication...ect	Algerian telecommunication sector
<b>Research dimension</b>	Many CSR dimensions  Many BE dimonsions	Dimension of BE according to Aaker model

**Source:** Owen elaboration

**Conclusion**

This chapter discussed the contributes to literature by providing theoretical and empirical insights into the CSR-brand equity relationship ,Previous studies suggested that CSR had significant positive effects on brand equity .the data collection, measurement of the constructs and measurements model are presented in the next chapter

**Introduction:**

This chapter explains the research methods and materials that were used in the study. A theoretical perspective on the research process is provided. The manner, in which the theory was applied in order to conduct the research component of the study, we choose Ooredoo telecommunication Company as case study .the collected data will be used in the empirical analysis and discussion subsequently, by using SPSS as statistical method; the collected data will be analyzed. Based on the data analysis, it will be clear discussed the relationship between the corporate social responsibility and brand Equity.

### **III.1.Method**

We explain the research procedures and techniques that were used in this empirical study

#### **III.1.1.Statement of Problem**

The growth interests of consumer in service industry have a growing influence in the mobile operator market in Algeria. Competition is the most fundamental factor that directly affects the brand emergence and growth. Today, the competition is fiercely in market due to the threat of new entrances and rivals. The brand companies always try to outperform their competitors to grab a greater share of market, thus, an appropriate marketing strategy is necessary. Here, corporate social responsibility is strategic tool which plays an important role to create brand equity in order to increase develop their business growth and profit. Hence this study sought to determine the impact of corporate social responsibility on brand equity, CSR have been identified through its four dimensions (responsibility toward stockholders, toward environment, toward customer, and toward local community) BE have been identified through its four dimensions (brand awareness, brand association, perceived quality, and brand loyalty), in Ooredoo telecommunication company which is chosen as a case study.

The main research question that this study aimed to answer is:

**Is there significant impact of CSR on BE in Ooredoo telecommunication company?**

The study has reached the following questions:

1. Is there effect of Responsibility toward shareholders on Brand Equity?
2. Is there effect of Responsibility toward environment on Brand Equity?
3. Is there effect of Responsibility toward customer on Brand Equity?
4. Is there effect of Responsibility toward local community on Brand Equity?
5. Is there significant difference on the impact of CSR on BE according to personal variables?
6. Is there significant difference on the impact of CSR on BE according to identification variables?

**III.1.2.the Research Analytical Model**

$$y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \varepsilon_i$$

$i = 1, 2, \dots, 338.$

Where:

- $X_i = 1, 2, 3, 4$ : are the independent variables of regression:

$X_1$  responsibility toward shareholders,

$X_2$  responsibilities toward environment,

$X_3$  responsibilities toward customer,

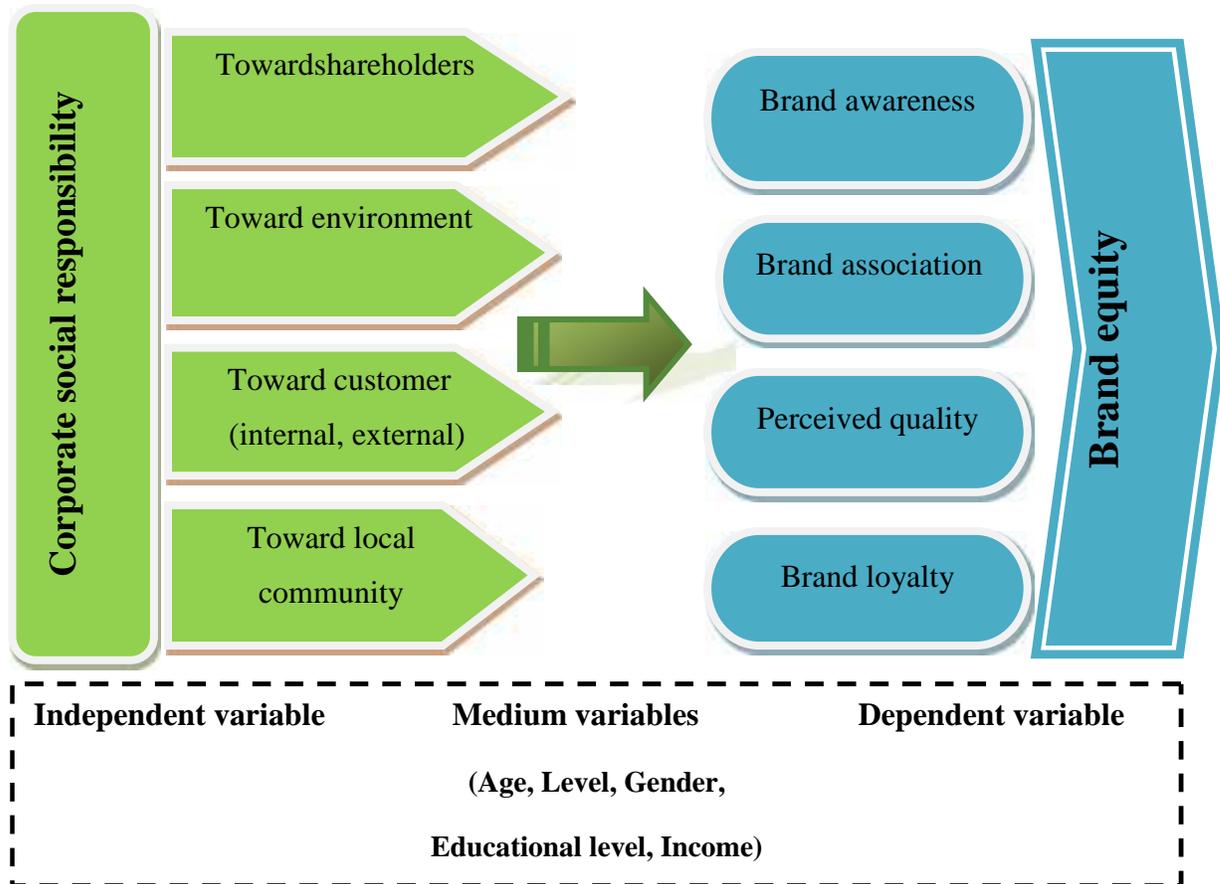
$X_4$  responsibilities toward local community.

- $y$ : The dependent variable are dimensions of brand equity
- $\varepsilon_i$ : error coefficient; which is a random vehicle that affects the regression model studied. It is expressed as the difference between the actual value and the estimated value; that is:

$$\hat{y} = s_0 + s_1x \quad e = y - (s_0 + s_1x)$$

- $\beta_0$ : represents the average level of brand equity when the variables of the regression are null.
- $\beta_1 \dots \beta_4$ : Regression coefficients of the independent variables of regression, which are the unit changes of an independent variable when the other independent variables are constant.

Figure( 04): The Research Analytical Model



Source: Owen elaboration on the basis of the gathered literature review

### III.1.3. Research Hypotheses:

The main research hypotheses that highlight the relationship between corporate social responsibility and the dimensions of the brand equity

#### The main hypotheses

**H.0: there is no significant impact of CSR on BE in Ooredoo company**

The first main hypothesis is based on a set of sub-hypotheses, which are:

#### Sub-hypotheses:

**H.1:** Responsibility towardshareholders has no significant effect on Brand Equity of Ooredoo Company.

**H.2:** Responsibility toward environment has no significant effect on Brand Equityof Ooredoo Company.

**H.3:** Responsibility toward customer has no significant effect on Brand Equity of Ooredoo Company.

**H.4:** Responsibility toward local community has no significant effect on Brand Equity of Ooredoo Company.

**H5: there is no significant difference on the impact of CSR on BE according to the personal variables**

**H5.1:** there is no significant difference on the impact of CSR on BE according to Sex

**H5.2:** there is no significant difference on the impact of CSR on BE according to Age

**H5.3:** there is no significant difference on the impact of CSR on BE according to Educational Level

**H5.4:** there is no significant difference on the impact of CSR on BE according to Income

**H6: there is no significant difference on the impact of CSR on BE according to identificational variables**

**H6.1:** there is no significant difference on the impact of CSR on BE according to subscription period

**H6.2:** there is no significant difference on the impact of CSR on BE according to subscription kind

### **III.1.4 The limits of the study**

**1. Time:** Beginning of September 2016 to the end of, August 2017

**2. target group:** customers of Ooredoo in Laghouat town, After sent total number of 354 questionnaires to the target group, 338 respondents of data have been returned (95% respondent rate). Laghouat was chosen, considering the vast area of Algeria and the difficulty of carrying out in this study on all regions of Algeria, as well as near the researcher from the study area and easy access to the initial data.

### **III.1.5. Population and Sample size**

The population of consumers (internal and external) of Ooredoo telecommunication company location in Laghouat town. We used the sample survey to collect the necessary primary data instead of the comprehensive survey method because of the time and budget considerations of the study, with the difficulty of tracking all the individual members of the population. According to (SEKARAN, 2003) the sample was used to obtain more accurate results.

A population that leads to more accurate and highly reliable results, especially in the case of relative homogeneity among members of a study population. Therefore, we selected a random

Sample representative of the study population to enable him to use the statistical tools necessary for analysis such as analysis of variance, regression test ... which requires randomization in the sample to be distributed naturally, in order to generalize the results that will be obtained

The questionnaire has been sent to total number of 354, and collection of data was conducted in nine months from October 2016 to June 2017.

After sent total number of 354 questionnaires to the target group, **338** respondents of data have been returned (95% respondent rate).

### **III.1.6.Data collection**

Overall, the questionnaire was designed a survey including all constructs of the conceptual model to test or investigate the hypotheses; the questions are based on previous theoretical discussion.

This survey questionnaire consists of 4 sections. The first section is designed to acquire the respondent's personal information. The second designed to acquire the respondent's identification information the third section is using 5 point likert-type scale to measure the four dimensions of corporate social responsibility effect on brand equity with a 40items. The dimensions of corporate social responsibility were structured 4parts as: responsibility toward shareholders, toward environment, toward customer, toward local community where as the last section is to measure the effect on brand equity dimensions with 4 items dimensions: brand awareness, brand association, perceived quality, and brand loyalty. Again, this section also used 5 likert-type scale form "strongly agree" to "strongly disagree. (See Appendix 04)

### **Translation:**

In order to make respondents to understand this questionnaire survey, in this research, an English version questionnaire was developed firstly, and then the questionnaire was sent to supervisor. After having correction, a new questionnaire was re-structured from English version into Arabic version.

### III.1.6.1.Type of Data

Primary and Secondary data was gathered and used for this research.

#### 1. Primary Data

Data was collected from 338 consumers through administration of scaled questionnaire.

#### 2. Secondary Data

Data collected on Ooredoo Telecommunication Company in Algeria. Which is currently involved in the CSR activities.

### III.1.7.Data analysis methods

The data was analyzed using Statistical Package for Social Science programs (SPSS) 19.0 to analyze, interpret and present the findings. We used the statistical methods in this study as the following:

**Sample K-S ,Skewness , and Kurtosis test:**To ensure that the data follow the natural distribution, and this is in preparation for statistical tests necessary to support or reject the hypotheses of the study.

**.Alpha Cronbach's test:**to know Reliability of the Research

**.Variance Inflationary Factor (VIF):** Which measures what is known as Multicollinearity and this to make sure there is no high correlation between independent variables.

**.Homogeneity variance and PP-Plot:**For extreme values, normality and linear, homogeneity of variability.

**.Frequency and percentages:** to identify the characteristics of the study sample, as well as to identify their responses to the direction of the terms of the questionnaires.

**.weighted arithmetic mean:** To find out the extent or decrease of the responses of the members of the study sample on each of the terms of the study variables.

**.Likely standard deviation:** To determine the extent to which the responses of the individuals of the study sample deviate, for each of the terms of the study variables, and for each of its axes, their mean arithmetic mean.

**.Freund equation:** to analyze the terms of the axes of the questionnaire by determining the average weight of the relative difference, to distinguish between the items of each axes of the study tool.

**.Simple Regression:** by introducing the dimensions of the independent variable each one separately with the dependent variable in the equation, each independent variable is evaluated based on its predictive power of the dependent variable.

**.Multiple Regression:** by introducing all dimensions of the independent variable with the dependent variable in the equation.

**.t-test:** To test the effect of each independent variable in a model on the dependent variable.

**.Test F-test:** To test the existence of a significant statistical relationship between all the independent variables included in the model and the dependent variable.

**.One-sample t-test:** to analyze the paragraphs of the questionnaire and calculate the percentage of alternatives for each paragraph, as well as the arithmetic mean, the relative weight, the t value and the level of significance of each paragraph.

**.Independent sample T Test:** To test for a difference as a result of some of the characteristics of two dependent samples.

**.ANOVA analysis:** To test the existence of a difference as a result of some definitional characteristics.

**. Univariate Analysis of Variance:** To test for differences in the effect of independent variables on the dependent variable, according to some personal characteristics.

**.The LSD test:** for distance comparisons and determining the validity of the statistical significance of any category of personal and cognitive variables around the study axes.

## III.2.Materials

### III.2.1.Validity and reliability of the research

#### III.2.1.1.validity of the research

##### III.2.1.1.1.validity of the questionnaire items

40 scale items were collected through literature review and the interviews in total. The items were presented to some experts for evaluating their content validity. They read the items carefully to find any ambiguity, triviality, extras and logical structure as well as to be sure that the items reflect the CSR and BE . After the modification and eliminating some items, the experts confirmed that the remaining items of CSR scale are sufficiently the representatives of the construct. By the revised scale consisted of 40 items the respondent indicates his/her opinion on a five-point Likert type questionnaire ranging from 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree(See Appendix 04)

##### III.2.1.1.2validity of the questionnaire constructs

###### III.2.1.1.2.1Construct validity of axe one (responsibility towardshareholders)

**Table(07): Construct validity of axe one (responsibility towardshareholders)**

num	Items	Correlation Coefficient	sig
01	Ooredoo company works to build a positive image..	,518**	.000
02	Ooredoo company seeks to increase its sales	,514**	.000
03	Ooredoo company tries to maximize the profit of its shareholders.	,564**	.000
04	Ooredoo company provides earnings reports with full transparency and clarity	,327**	.000
05	Ooredoo company and its shareholders believe in the importance of community participation.	,448**	.000

**Source:** Owenelaboration according to the output of SPSS.19

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

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

From the table (05) we note that there is a strong correlation between all the variables at the level of significance (0.01), at a confidence level of (99), and that this level is greater than the level of confidence adopted in this study (95). This indicates the internal consistency between the constituent items s of the questionnaire and is structurally correct, so that the measure used for the quality and validity of the application on the study sample.

### III.2.1.1.2.2. Construct validity of axe two (responsibility toward environment)

**Table (08): Construct validity of axe two (responsibility toward environment)**

num	Items	Correlation Coefficient	sig
06	Ooredoo company is involved in protecting the environment	,749 <sup>**</sup>	.000
07	Ooredoo company linking environmental performance with its objectives	,601 <sup>**</sup>	.000
08	Ooredoo company supports environmental protection programs (afforestation, ocean cleanup campaigns ...)	,788 <sup>**</sup>	.000
09	Ooredoo company, through the environment protection program, is trying to increasing the awareness of members of the community	,690 <sup>**</sup>	.000
10	Ooredoo company contributes to solving some of the environmental problems	,667 <sup>**</sup>	.000

**Source:** Owen elaboration according to the output of SPSS.19

From the table (06) we note that there is a strong correlation between all the variables at the level of significance (0.01), at a confidence level of (99), and that this level is greater than the level of confidence adopted in this study (95). This indicates the internal consistency between the constituent items s of the questionnaire and is structurally correct, so that the measure used for the quality and validity of the application on the study sample.

**III.2.1.1.2.1.3. Construct validity of axe three (responsibility toward customer)****Table(09): Construct validity of axe three (responsibility toward customer)**

num	Items	Correlation Coefficient	sig
11	Ooredocompany provides high quality services to its customers.	,579**	.000
12	Ooredoo company provides services to its customers with reasonable prices	,647**	.000
13	Ooredoo company interested in its customer's proposals.	,552**	.000
14	Ooredoo company interested to customer's complaints.	,581**	.000
15	Ooredoo company sells its services to the customer's credibility.	,560**	.000

**Source:** Owen elaboration according to the output of SPSS.19

From the table (07) we note that there is a strong correlation between all the variables at the level of significance (0.01), at a confidence level of (99), and that this level is greater than the level of confidence adopted in this study (95). This indicates the internal consistency between the constituent items s of the questionnaire and is structurally correct, so that the measure used for the quality and validity of the application on the study sample.

**III.2.1.1.2.4 Construct validity of axe four (responsibility toward local community)****Table (10): Construct validity of axe four (responsibility toward local community)**

num	Items	Correlation Coefficient	sig
16	Ooredoo company makes contributions for the benefit of the Algerian society	,689**	.000
17	Ooredoo company contributes to providing material support for the establishment of national and religious events of the community.	,510**	.000
18	Ooredoo company seeks to build a positive relationship within community members.	,636**	.000

<b>19</b>	Ooredoo company seeks to win the confidence of the Algerian individual through continuous interest in serving the members of the community	,764**	.000
<b>20</b>	Ooredoo company is trying to consolidate its image in the mind of individuals as a citizenship company.	,495**	.000

**Source:** Owen elaboration according to the output of SPSS.19

From the table (8) we note that there is a strong correlation between all the variables at the level of significance (0.01), at a confidence level of (99), and that this level is greater than the level of confidence adopted in this study (95). This indicates the internal consistency between the constituent items s of the questionnaire and is structurally correct, so that the measure used for the quality and validity of the application on the study sample.

#### III.2.1.1.2.5. Construct validity of axe five (brand awareness)

**Table (11): Construct validity of axe five (brand awareness)**

<b>num</b>	<b>Items</b>	<b>Correlation Coefficient</b>	<b>sig</b>
<b>21</b>	Ooredoo is my best choice despite the availability of other companies	,312**	.000
<b>22</b>	I choose Ooredoo from my perception of it.	,301**	.000
<b>23</b>	I have a high conviction when choosing Ooredoo.	,648**	.000
<b>24</b>	I possessed information on the Ooredoo services.	,398**	.000
<b>25</b>	I can distinguish ooredoo slogan quickly compared with other competitors	,370**	.000

**Source:** Owen elaboration according to the output of SPSS.19

From the table (9) we note that there is a strong correlation between all the variables at the level of significance (0.01), at a confidence level of (99), and that this level is greater than the level of confidence adopted in this study (95). This indicates the internal consistency between the constituent items s of the questionnaire and is structurally correct, so that the measure used for the quality and validity of the application on the study sample.

**III.2.1.1.2.6. Construct validity of axe six (brand association)****Table (12): Construct validity of axe six (brand association)**

num	Items	Correlation Coefficient	sig
26	I have a good relationship with ooredoo	,549**	.000
27	Ooredoo left a good impression about the services provided	,433**	.000
28	Ooredoo gives me special deals compared with the rest of the competitors	,650**	.000
29	Ooredoo gives great care of me.	,478**	.000
30	I will keep the relationship with the Ooredoo the maximum possible time.	,421**	.000

**Source:** Owen elaboration according to the output of SPSS.19

From the table (10) we note that there is a strong correlation between all the variables at the level of significance (0.01), at a confidence level of (99), and that this level is greater than the level of confidence adopted in this study (95). This indicates the internal consistency between the constituent items s of the questionnaire and is structurally correct, so that the measure used for the quality and validity of the application on the study sample.

**III.2.1.1.2.7. Construct validity of axe seven (perceive quality)****Table (13): Construct validity of axe seven (perceive quality)**

num	Items	Correlation Coefficient	sig
31	Slogan and image of ooredoo shows the quality of its services.	,650**	.000
32	Decorative agency of Ooredoo reflects the quality of its services.	,525**	.000
33	The agency staff, ofOoredoo, have a great ability to deal with my requeries.	,497**	.000
34	OoredooAgency staff has rapid response when dealing with me.	,564**	.000
35	Ooredoocommitted to secrecy about my private information.	,550**	.000

**Source:** Owen elaboration according to the output of SPSS.19

From the table (11) we note that there is a strong correlation between all the variables at the level of significance (0.01), at a confidence level of (99), and that this level is greater than the level of confidence adopted in this study (95). This indicates the internal consistency between the constituent items of the questionnaire and is structurally correct, so that the measure used for the quality and validity of the application on the study sample.

#### III.2.1.1.2.8. Construct validity of axe eight (brand loyalty)

**Table (14): Construct validity of axe eight (brand loyalty)**

num	Items	Correlation Coefficient	sig
36	I feel great satisfaction toward Ooredoo.	,551**	.000
37	I have great confidence on ooredoo services.	,500**	.000
38	Willing to pay a higher price in exchange for ooredoo services.	,450**	.000
39	Recommend the others (relatives, friends, and acquaintances) using ooredoo services.	,599**	.000
40	Ready to continue the subscription with ooredoo services in the future.	,500**	.000

**Source:** Owen elaboration according to the output of SPSS.19 (Annex 1)

From the table (12) we note that there is a strong correlation between all the variables at the level of significance (0.01), at a confidence level of (99), and that this level is greater than the level of confidence adopted in this study (95). This indicates the internal consistency between the constituent items of the questionnaire and is structurally correct, so that the measure used for the quality and validity of the application on the study sample.

### III.2.2.reliability of research

#### III.2. 2.1.Reliability test results (Alpha cronbach):

Table(15): Reliability test results (Alpha cronbach):

Variables	Number of questions	Alpha cronbach
Responsibility toward Shareholders	5	.853
Responsibility toward Environment	5	.696
Responsibility toward Customer	5	.872
Responsibility toward Local Community	5	.682
Brand Awareness	5	.759
Brand Association	5	.633
Perceived Quality	5	.642
Brand Loyalty	5	.683
	= 40	<b>0.777</b>

Source: Owen elaboration according to the output of SPSS.19

Cornbach's Alpha being a reliability coefficient and indicates how positively items are related

A value close to 1 indicates the strength of reliability in this test. Cronbach's Alpha .777 indicates that there is high reliability of corporate social responsibility and brand equity.

### III.2.3.Statistical analysis

The data was analyzed using Statistical Package for Social Science programs (SPSS) 19.0 to analyze, interpret and present the findings. We used the statistical methods in this study as the following:

#### III.2.3.1 Descriptive statistics:

##### III.2.3.1.1 Frequencies

##### III.2.3.1.1.1 Personal information

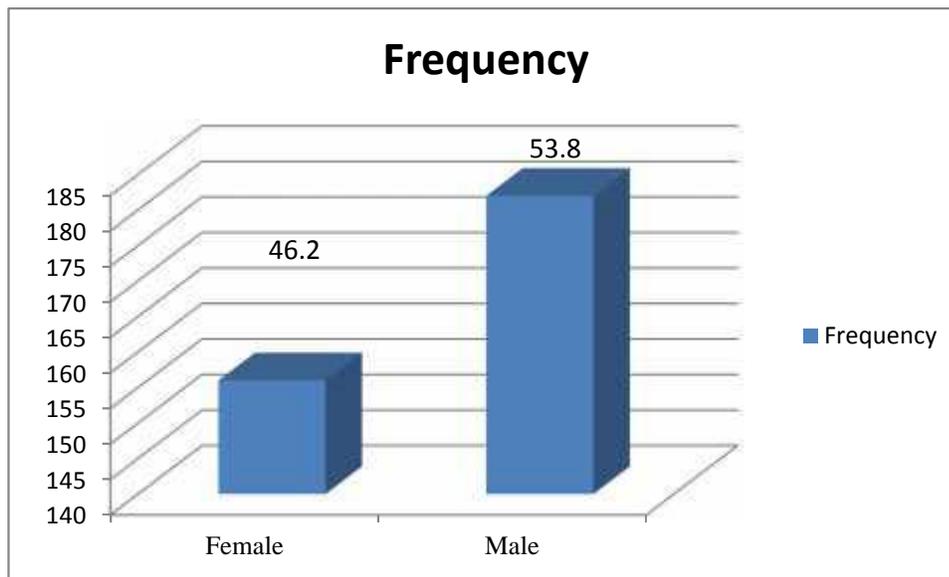
- Gender

Table shows the information of 338 responders in this research by dividing from gender; there are 58.8 % male and the remaining 46.2 % are female.

**Table(16): Demographic characteristics: Gender**

	<b>Frequency</b>	<b>Percent</b>
<b>Female</b>	156	46,2
<b>Male</b>	182	53,8
<b>Total</b>	338	100,0

**Source:** Owen elaboration according to the output of SPSS.19

**Figure (05): Demographic characteristics:( Gender)**

**Source:** Excel output according to the table (16)

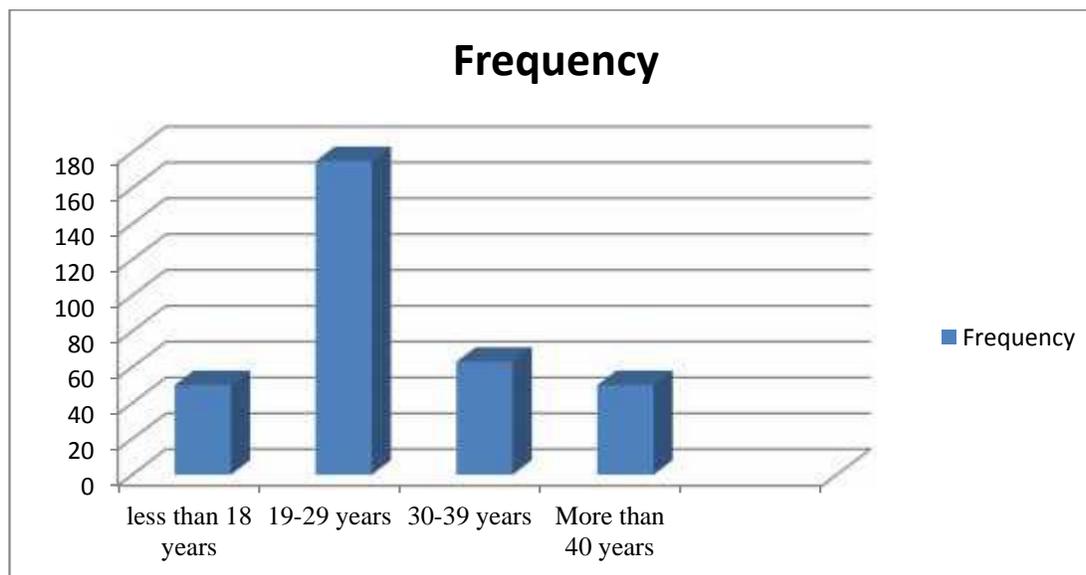
- **Age:**

As it could be seen from following table, the range of ages is from under 18 to more than 40 years old. The most respondents' ages were between 19 and 29 years old, which occupied 51.8%. The age between 30 and 39 years old were ranking the second place which took 18.6%. The respondents who were under 18 years old, and the age more than 40 years old, were account for the smallest percentage 50 %

**Table(17): Demographic characteristics: (Age)**

	<b>Frequency</b>	<b>Percent</b>
<b>less than 18 years</b>	50	14.5
<b>19-29 years</b>	175	51.8
<b>30-39 years</b>	63	18.6
<b>More than 40 years</b>	50	14.8

**Source:** Owen elaboration according to the output of SPSS.19

**Figure (06): Demographic characteristics: Age**

**Source:** Excel output according to the table (17)

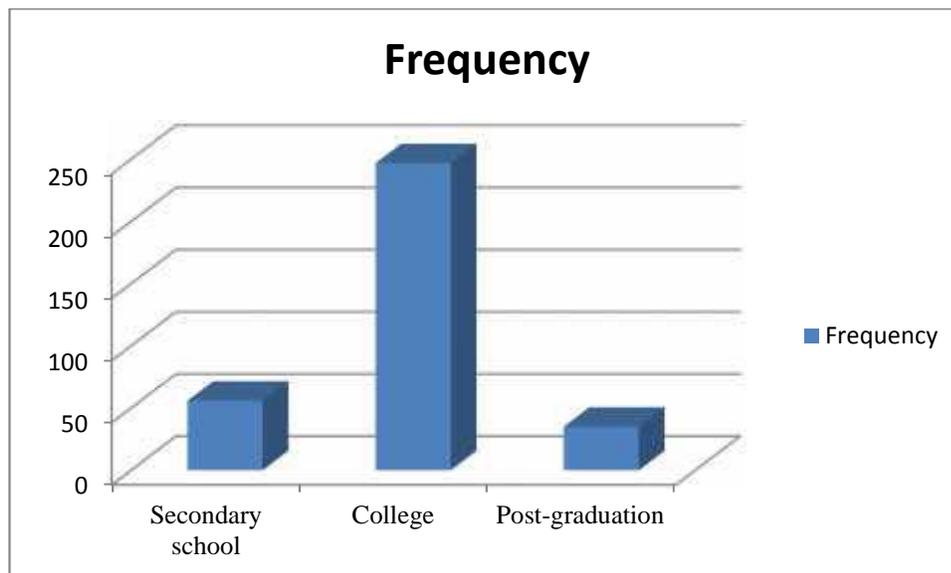
- **Educational level:**

From 338 respondents, a total of 73.1% respondents are graduated from college, and only 16.6 % respondents had a secondary school degree and 10.4% of respondents had a post graduation degree.

**Table( 18): Demographic character is : Educational level**

	<b>Frequency</b>	<b>Percent</b>
<b>Secondary school</b>	56	16.6
<b>College</b>	247	73.1
<b>Post-graduation</b>	35	10.4
<b>Total</b>	338	100.0

**Source:** Owen elaboration according to the output of SPSS.19

**Figure (07): Demographic characteristic :( Educational level)**

**Source:** Excel output according to the table (18)

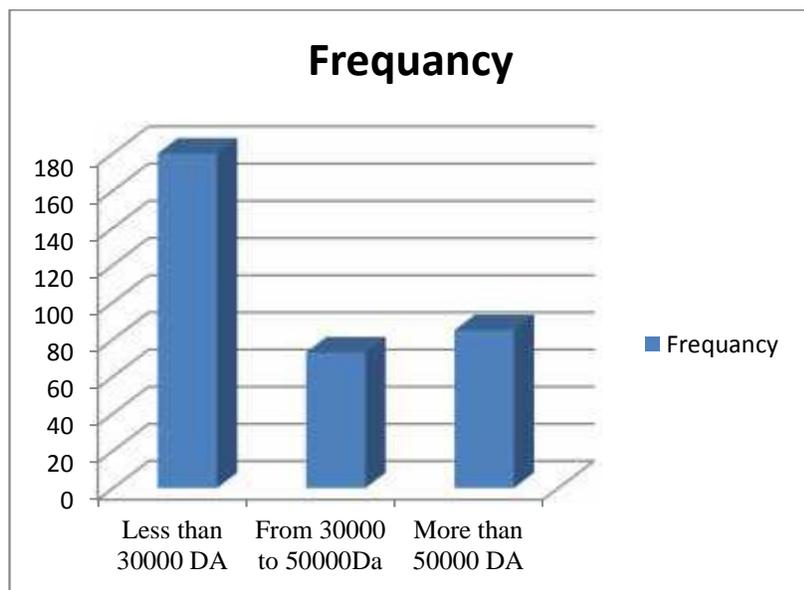
- **Income:**

As it could be seen from following table, The most respondents' incomes were less than 30000DA with 53.3%, The incomes more than 50000DA were ranking the second place which took 21.6%. The respondents who were between 30000-50000DA were account for the smallest percentage is 25.1%.

**Table (19): Demographic Characteristic: Income**

	<b>Frequency</b>	<b>Percent</b>
<b>Less than 30000DA</b>	<b>180</b>	<b>53.3</b>
<b>from30000DA to 50000 DA</b>	<b>73</b>	<b>21.6</b>
<b>More than 50000 DA</b>	<b>85</b>	<b>25.1</b>
<b>Total</b>	<b>338</b>	<b>100.0</b>

**Source:** Owen elaboration according to the output of SPSS.19

**Figure (08): Demographic characteristic: Income**

**Source:** Excel output according to the table(19)

### III.2.3.1.1. Identificational information

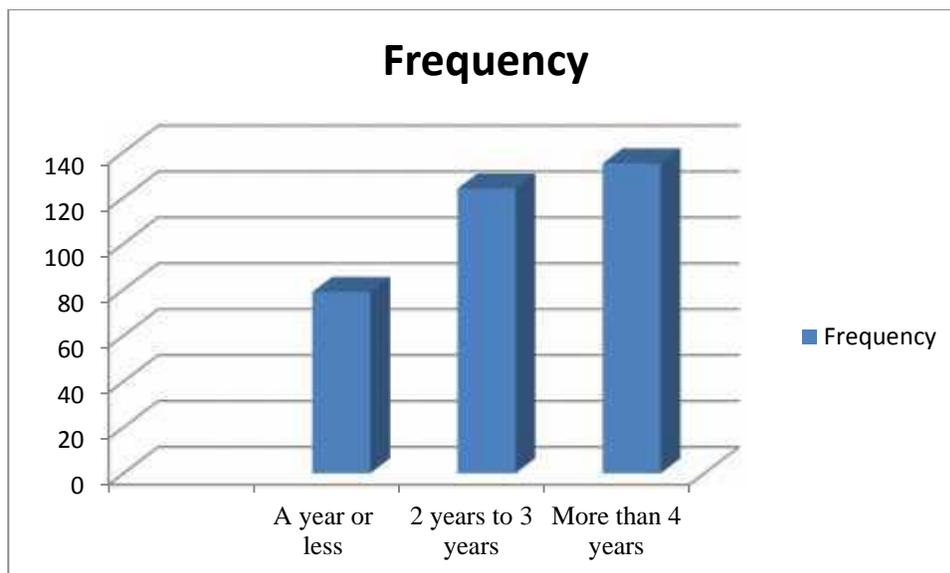
- **Subscription duration:**

As it could be seen from following table, the range of Subscription duration is between two years and three years old which occupied 36.7%. The most respondents' Subscription duration was more than four years old, which occupied 39.9%. The respondents who were between a years or less were account for the smallest percentage 23.4%.

**Table (20): Identification information is: Subscription duration**

	Frequency	Percent
<b>A year or less</b>	79	23.4
<b>2 years to 3 years</b>	124	36.7
<b>More than 4years</b>	135	39.9
<b>Total</b>	338	100.0

**Source:**Owen elaboration according to the output of SPSS.19

**Figure (09): Identification information is: Subscription duration**

**Source:** Excel output according to the table (20)

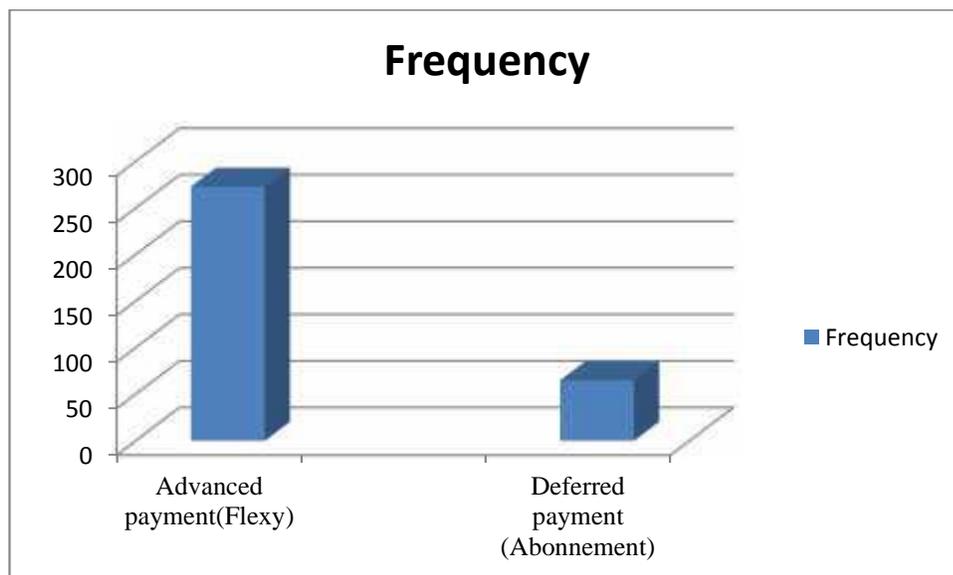
- **Subscription kind:**

From 338 respondents, a total of 80.8% respondents had advanced payment, and only 19.2% respondent's had a subscription Deferred payment.

**Table (21): Identification information is: Subscription kind**

	<b>Frequency</b>	<b>Percent</b>
<b>Advanced payment(Flexy)</b>	273	80.8
<b>Deferred payment (Abonnement)</b>	65	19.2
<b>Total</b>	338	100.0

**Source:**Owen elaboration according to the output of SPSS.19

**Figure (10): Identification information is: Subscription kind**

**Source:** Excel output according to the table (21)

- The Influential Factors

As it could be seen from following table, the Influential Factors that lead the customer to be Associate with the brand Ooredoo is sponsorship which occupied 24.8%. The second is call rates, which occupied 22.8%. Then quality of coverage, which occupied 15.7%. The way of dealing with customer occupied 15.1%. The factors of promotion and advertising were account for the smallest percentage 11.2%, and 10.9%

**Table (22): Identification information is: The Influential Factors**

	1		2		3		4		5	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
<b>The quality of coverage</b>	53	15,7	14	4,1	81	24.0	121	35.8	69	20.4
<b>Advertising</b>	37	10.9	101	29.9	43	12.7	96	28.4	61	18.0
<b>Call rates</b>	77	22.8	44	13.0	85	25.1	90	26.6	42	12.4
<b>Promotion</b>	38	11.2	84	24.9	49	14.5	76	22.5	91	26.9
<b>Way of deling/cust</b>	51	15.1	38	11.2	88	26.0	94	27.8	67	19.8

<b>sponsorship</b>	81	24.0	58	17.2	60	17.8	64	18.9	75	22.2
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**Source:**Owen elaboration according to the output of SPSS.19

- **Customer opinion about** description that fits Ooredoo

From 338 respondents, a total of 57% respondents described ooredoo as that is a company which interested in maximizing profit, and 42.9%respondents are described as company which involved in CSR activities

**Table (23): Identification information is: customer opinion about** description that fits Ooredoo

	<b>Frequency</b>	<b>Percent</b>
<b>Involve in CSR activities</b>	145	42.9
<b>Maximize profit</b>	193	57.1
<b>Total</b>	338	100.0

**Source:** Owen elaboration according to the output of SPSS.19

**Conclusion**

This chapter provides an overview of the research method. It describes the sample, data collection and measurement scales. Research instrument the questionnaire which has been sent to total number of 354 to the target group, 338 respondents of data have been returned 95% respondent rate. The results and discussion are presented in the next chapter.

**Introduction**

This chapter includes two major sections. The first section presents the results of the structural model and multi-group analysis, whereas the second one gives a general discussion of the findings. Finally, a conclusion will summarize the findings and discuss the implications for the future study.

## IV.1 Results

### IV.1 .1.The validity test of the research model

The researcher used multiple linear correlation test and Variance Inflationary Factor (VIF), Which measures what is known as Multicollinearity and this to make sure there is no high correlation between independent variables.

- **Multiple linear correlation test:** We diagnose the linear correlation of the variables as part of the multiple regression model. The results are the Tolerance value, , will be calculated by using equation  $(1 - r^2)$  For each variable, if this value is (less than 0.10), this indicates that the multiple correlation with the other variables is high, which may result in multiple linear correlation and a regression analysis problem.
- **The VIF Factor:** the VIF factor will be calculated by using the following equation: 
$$VIF = \frac{1}{1-r^2}$$

Where:  $r$  is the correlation coefficient for each of the independent variables

The statistical rule states that the test is acceptable if the VIF factor is less than five. This means that there is no correlation between the independent variables included in the research model. If the VIF value exceeds five, this indicates the existence of multiple linear correlations, which may lead to a problem in regression analysis. The following table illustrates the results of these tests:

**Table (24): Multiple linear correlation test**

Model	Tolerance	VIF
Axe 1	,880	1,136
Axe 2	,685	1,460
Axe 3	,610	1,639
Axe 4	,788	1,269

**Source:**Owen elaboration according to the output of SPSS.19

As shown in the previous table, which contains the variables and the value of the VIF and Tolerance for each variable, the VIF value for all the variables was less than five and ranged between 1.136-1.6392. This means that there is no correlation between the independent variables form. Tolerance value for all variables was more than 0.10 and ranged from 0.610 to 0.880. Thus indicate that there is no high correlation between independent variables.

#### IV.1 .2. Normality test of study sample.

The researcher used both the Kolmogorov-Smirnov (KS) one sample test.

The following table shows the results of these tests:

**Table (25): test of Normality**

	Statistic
Skewness	-,151
Kurtosis	-,028

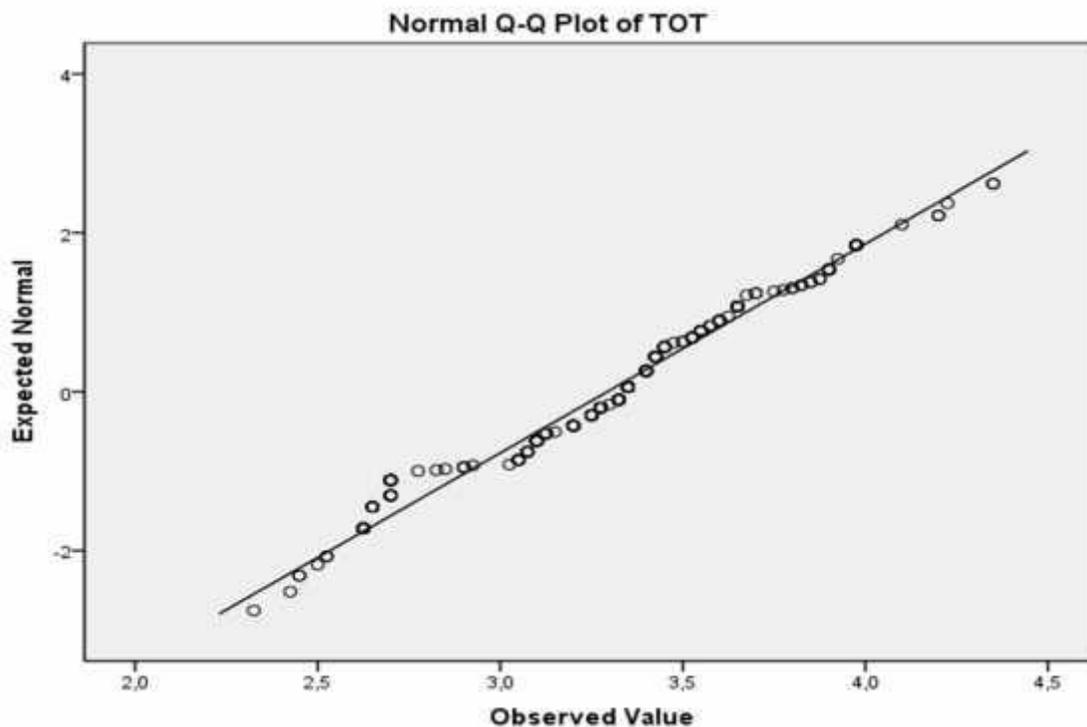
**Source:**Owen elaboration according to the output of SPSS.19

The Skewness coefficient that determine whether the data are same or not if the result is between  $[-2, 2]$  this result shown in the previous table

The kurtosis test to ascertain the extent to which the collected data were distributed in a natural way if the kurtosis coefficient is equal to zero or three and therefore the results of the study are shown in the previous table.

This is evident from the curve distribution of the study according to the of SPSS outputs

**Figure ( 11 ):The Normality distribution chart of the scale**



**Source:** the output of SPSS.19

### IV.1.3. Answer direction of the Independent variable (CSR)

#### IV.1.3.1 Answer direction of first axe (responsibility toward shareholders)

**Table (26): Answer direction of first axe (responsibility toward shareholders)**

Item	MEAN	STD DEVIATION	T	Sig	Answer direction
<b>N01</b>	3.72	0.761	17.500	.000	Agree
<b>No02</b>	4.11	0.953	21.343	.000	Agree
<b>N03</b>	3.019	1.170	2.929	.004	Neuter
<b>N04</b>	2.68	1.022	-5.802	.000	Neuter
<b>N05</b>	3.08	0.910	1.969	.007	Neuter
	<b>3.3550</b>	<b>0.56009</b>	<b>11.654</b>	<b>.000</b>	<b>Neuter</b>

**Source:** Owen elaboration according to the output of SPSS.19

From the table (26) we note that the respondents are neuter about the responsibility toward shareholders in Ooredoo Company, Despite they are agree with respect to the item (No.1) and (No.2).

#### IV.1.3.2. Answer direction of first axe (responsibility toward environment)

**Table (27): Answer direction of second axe (responsibility toward environment)**

Item	MEAN	STD DEVIATION	T	Sig	Answer direction
<b>N01</b>	3.03	1.257	.389	.697	Neuter
<b>No02</b>	2.65	1.151	-5.574	.000	Neuter
<b>N03</b>	2.83	1.159	-2.628	.009	Neuter
<b>N04</b>	2.88	1.043	-2.190	.029	Neuter
<b>N05</b>	2.73	1.170	-4.279	.000	Neuter
	<b>2.8231</b>	<b>0.94228</b>	<b>-3.452</b>	<b>.001</b>	<b>Neuter</b>

**Source:** Owen elaboration according to the output of SPSS.19

From the table (27) we note that the respondents are neuter about the responsibility toward environment in Ooredoo Company

#### IV.1.3.3. Answer direction of first axe (responsibility toward customer)

**Table (28): Answer direction of third axe (responsibility toward customer)**

Item	MEAN	STD DEVIATION	T	Sig	Answer direction
<b>N01</b>	3.93	0.800	20.856	.000	Agree
<b>No02</b>	3.48	1.148	7.674	.000	Agree
<b>N03</b>	2.96	0.811	-805	.421	Neuter
<b>N04</b>	3.09	1.049	1.659	.098	Neuter
<b>N05</b>	3.29	0.911	5.852	.000	Neuter
	<b>3.3521</b>	<b>0.63504</b>	<b>10.193</b>	<b>.000</b>	<b>Neuter</b>

**Source:** Owen elaboration according to the output of SPSS.19

From the table (28) we note that the respondents are neuter about the responsibility toward customer in Ooredoo Company, despite they are agree with respect to the item (No.1) and (No.2).

#### IV.1.3.4. Answer direction of first axe (responsibility toward local community)

**Table (29): Answer direction of fourth axe (responsibility toward local community)**

Item	MEAN	STD DEVIATION	T	Sig	Answer direction
<b>N01</b>	3.54	0.822	12.104	.000	Agree
<b>No02</b>	3.43	0.945	8.293	.000	Agree
<b>N03</b>	3.46	0.851	9.910	.000	Agree
<b>N04</b>	3.53	0.960	10.091	.000	Agree
<b>N05</b>	3.69	0.835	15.119	.000	Agree
	<b>3.5278</b>	<b>0.63114</b>	<b>15.375</b>	<b>.000</b>	<b>Agree</b>

**Source:** Owen elaboration according to the output of SPSS.19

From the table (29) we note that the respondent agree about ooredoo responsibility toward local community where we see through their consent heavily on all expressions of this axe

#### **IV.1.4. Answer direction of the Dependent variable (BE)**

##### **IV.1.4.1. Answer direction of first axe (Brand Awareness)**

**Table (30): Answer direction of first axe (Brand Awareness)**

<b>Item</b>	<b>MEAN</b>	<b>STD DEVIATION</b>	<b>T</b>	<b>Sig</b>	<b>Answer direction</b>
<b>N01</b>	3.61	0.790	14.179	.000	Agree
<b>No02</b>	3.40	0.873	8.348	.000	Agree
<b>N03</b>	3.33	1.037	5.821	.000	Neuter
<b>N04</b>	3.07	1.002	1.303	1.93	Neuter
<b>N05</b>	3.92	0.987	17.202	.000	Agree
	<b>3.4657</b>	<b>0.49214</b>	<b>17.396</b>	<b>.000</b>	<b>Agree</b>

**Source:** Owen elaboration according to the output of SPSS.19

From the table (30) we note that the respondent agree, and has a brand awareness to their brand ooredoo where we see through their consent heavily on all expressions of this axe despite their neutrality with respect to the item (No.3) and(No.4) .

**IV.1.4.2. Answer direction of second axe (Brand Association)****Table (31): Answer direction of second axe (Brand Association)**

Item	MEAN	STD DEVIATION	T	Sig	Answer direction
<b>N01</b>	3.24	0.987	4.520	.000	Neuter
<b>No02</b>	3.40	0.825	8.968	.000	Agree
<b>N03</b>	3.11	1.292	1.557	.120	Neuter
<b>N04</b>	2.99	1.154	-0.141	.888	Neuter
<b>N05</b>	3.49	0.963	9.265	.000	Agree
	<b>3.2462</b>	<b>0.67740</b>	<b>6.681</b>	<b>.000</b>	<b>Neuter</b>

**Source:** Owen elaboration according to the output of SPSS.19

From the table (31) we note that the respondents are neuter about the brand association of Ooredoo Company, Despite they are agree with respect to the item (No.1) and (No.5).

**IV.1.4.3. Answer direction of third axe (Perceived Quality)****Table (32): Answer direction of third axe (Perceived Quality)**

Item	MEAN	STD DEVIATION	T	Sig	Answer direction
<b>N01</b>	3.42	0.957	8.130	.000	Agree
<b>No02</b>	2.93	1.069	-1.170	0.243	Neuter
<b>N03</b>	3.18	0.913	3.696	.000	Neuter
<b>N04</b>	3.22	0.913	4.528	.000	Neuter
<b>N05</b>	3.49	1.060	8.571	.000	Agree
	<b>3.2515</b>	<b>0.65374</b>	<b>7.072</b>	<b>.000</b>	<b>Neuter</b>

**Source:** Owen elaboration according to the output of SPSS.19

From the table (32) we note that the respondents are neuter about the perceived quality of Ooredoo Company, Despite they are agree with respect to the item (No.1) and (No.5).

#### IV.1.4.4. Answer direction of fourth axe (Brand Loyalty)

**Table (33): Answer direction of fourth axe (Brand Loyalty)**

Item	MEAN	STD DEVIATION	T	Sig	Answer direction
<b>N01</b>	3.79	0.659	8.130	.000	Agree
<b>No02</b>	3.57	0.844	7.087	.000	Agree
<b>N03</b>	2.49	1.128	-8.297	.000	Disagree
<b>N04</b>	3.43	0.999	7.837	.000	Agree
<b>N05</b>	3.80	0.809	18.163	.000	Agree
	<b>3.4167</b>	<b>0.55592</b>	<b>10.704</b>	<b>.000</b>	<b>Agree</b>

**Source:** Owen elaboration according to the output of SPSS.19

From the table (33) we note that the respondent agree, and has loyalty to their brand ooredoo where we see through their consent heavily on all expressions of this axe despite they are disagree to the item (No.03).

## IV.2. Hypothesis Testing

Regression analysis in this study is used to determine whether the independent variables explain a will be significant variations in the dependent variable and whether a relationship exists If sig 0.05, that means the hypothesis is supported and can be used to make predictions, however, if sig>0.05, it means the hypothesis is rejected.

### IV.2.1. Examine the impact of corporate social responsibility dimensions on Ooerdoo' brand equity

The results of the multiple regression models can be analyzed to see the impact of corporate social responsibility in its four dimensions (responsibility toward shareholders, toward environment, toward customer, toward local community) on the brand equity of Ooerdoo.

The following table illustrates the results of the multiple regression analysis:

**Table (34): The results of the multiple regression model**

	B		t	Sig*	Confirm /Reject
	1,338	T=1.976	6,835	,000	
<b>Axe1</b>	,369		8,619	,000	<b>RejectH0.1</b>
<b>Axe2</b>	-,157		-5,457	,000	<b>RejectH0.2</b>
<b>Axe3</b>	,086		1,895	,059	<b>ConfirmH0.3</b>
<b>Axe4</b>	,256		6,373	,000	<b>RejectH0.4</b>

\*  $\alpha=0.05$  Source: Owen elaboration according to the output of SPSS.19

#### IV.2.2 Testing the sub hypothesis

##### **H.0.1: Responsibility toward shareholders has no significant effect on Brand Equity of Ooredoo Company.**

As shown in the previous table, there is a significant effect at the level of  $\alpha=0.05$  for the dimension of responsibility toward shareholders on brand equity of Ooredoo company .the calculated T(8,619)is more than its tabular value (1.976), also (sig=0.000) is less than the significance level (0.05), that means **the first null hypothesis is rejected.**

##### **H.0.2: Responsibility toward environment has no significant effect on Brand Equity of Ooredoo Company.**

As shown in the previous table, there is a significant effect at the level of  $\alpha=0.05$  for the dimension of responsibility toward environment on brand equity of Ooredoo company .theabsoute value of the calculated T(5,457)is more than its tabular value (1.976), also (sig=0.000) is less than the significance level (0.05), that means **the second null hypothesis is rejected.**

##### **H.0.3: Responsibility toward customer has no significant effect on Brand Equity of Ooredoo Company.**

As shown in the previous table, there is no significant effect at the level of  $\alpha=0.05$  for the dimension of responsibility toward customer on brand equity of Ooredoo company .the calculated T(1,895)is less than its tabular value (1.976), also (sig=0.059) is more than the significance level (0.05), that means **the third null hypothesis is confirmed.**

#### H.0.4: Responsibility toward local community has no significant effect on Brand Equity of Ooredoo Company.

As shown in the previous table, there is a significant effect at the level of (0.05) for the dimension of responsibility toward local community on brand equity of Ooredoo company .the calculated T(6,373)is more than its tabular value (1.976), also (sig=0.000) is less than the significance level (0.05), that means **the fourth null hypothesis is rejected.**

#### IV.2.1 .2.Testing the main hypothesis

##### IV.2. 1.2 .1ANOVA analysis

**Table (35): The results of the ANOVA analysis**

	Sum of Squares	Df	Mean Square	F	Tabular F	Sig.	Confirm / Reject	R	R <sup>2</sup>
regression	26,947	4	6,737	39,523	2.39	,000	Reject H0	,567	,322
residual	56,760	333	,170						
total	83,708	337							

\* =0.05

Source: Owen elaboration according to the output of SPSS.19

It is clear from the statistical results in the previous table that there is a significant effect at the level of (0.05) of the independent variable (corporate social responsibility)on the dependent variable (brand equity of Ooredoo company), based on the calculated F value of (39.523)is more than the tabular F(2.39), also (sig=0.000) is less than the significance level (0.05), that means **the null main hypothesis is rejected** and accepting the alternative hypothesis which confirms that there is a significant impact of CSR on BE of Ooredoo telecommunication company, and therefore The linear regression equation is significant effect at the level of (0.05) , represented by:

$$\hat{y} = 1.338 + 0.369x_1 - 0.157x_2 + 0.086x_3 + 0.256x_4$$

The previous table shows that there is a medium correlation between the independent variable corporate social responsibility and the dependent variable brand equity of Ooredoo Company . The total value of correlation between the two variables is 56.7%, which is a positive value that confirms the there is effective impact of corporate social responsibility on brand equity of Ooredoo company. The coefficient of determination is equal to (R<sup>2</sup>=, 322) indicating that

32.3% of the deviations in the values of the dependent variable are explained by the regression model. The rest of ratio is due to variables outside the research model

#### IV.2.1 .3. Testing the impact of variables according to the personal variables

- **Gender variable**

To test this hypothesis, the T test was used to test differences between respondents' responses according to the Gender variable, as shown in the following table:

**Table (36): the result of the T test**

	Gender	Mean	Std. Error Mean	Std. Deviation	t	df	Tabular T	SIG
CSR	Femal	3,1353	,03120	,38967	-4,827	336	332,394	,000
	Male	3,3753	,03747	,50554	-4,922	332,394		,000
BE	Femal	3,2904	,04768	,59547	-1,071	336	262,725	,285
	Male	3,3486	,02939	,39655	-1,040	262,725		,299
Total	Femal	3,2128	,03001	,37481	-3,662	336	1.976	,000
	Male	3,3620	,02757	,37194	-3,660	327,365		,000

**Source:** Owen elaboration according to the output of SPSS.19

As shown in the previous table, the sig=0.000 is less than the significance level (0.05), the calculated T (3.662) is more than its tabular value (1.976) as a result the **hypothesis is rejected**. That means that there is statistical significant impact on corporate social responsibility activities adopted by Ooredoo Company on building brand equity according to the gender variable.

- **Age variable**

The One Way ANOVA Analysis of Variance test was used to test for differences in the opinion of the study sample on the impact of corporate social responsibility on the brand equity of Ooredoo Company according to the age variable

**Table (37): Results of the One Way ANOVA analysis**

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Tabular F</b>	<b>Sig.</b>
<b>CSR</b>	Between Groups	1,924	3	,641	2,945	2.39	,033
	Within Groups	72,710	334	,218			
	Total	74,634	337				
<b>BE</b>	Between Groups	2,039	3	,680	2,780	2.39	,041
	Within Groups	81,668	334	,245			
	Total	83,708	337				
<b>Total</b>	Between Groups	,056	3	,019	,128	2.39	,943
	Within Groups	48,626	334	,146			
	Total	48,682	337				

**Source:** Owen elaboration according to the output of SPSS.19

As shown in the previous table, the sig=0.943 is more than the significance level (0.05), the calculated F(0.128) is less than its tabular value (2.39), as a result **the hypothesis is confirmed**. That means that there was no impact of corporate social responsibility on the brand equity of Ooredoo Company according to the age variable.

- Educational level variable

**Table (38): Results of the One Way ANOVA analysis**

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Tabular F</b>	<b>Sig.</b>
<b>CSR</b>	Between Groups	,858	2	,429	1,948	2.39	,144
	Within Groups	73,776	335	,220			
	Total	74,634	337				
<b>BE</b>	Between Groups	7,035	2	3,518	15,370	2.39	,000
	Within Groups	76,672	335	,229			
	Total	83,708	337				
<b>Total</b>	Between Groups	2,205	2	1,102	7,945	2.39	,000
	Within Groups	46,478	335	,139			
	Total	48,682	337				

**Source:** Owen elaboration according to the output of SPSS.19

As shown in the previous table, the sig=0.000 is less than the significance level (0.05), and the calculated F (7.945) is more than its tabular value (2.39) as a result the **hypothesis is rejected**. That means that there is a statistical significant difference in both corporate social responsibility and brand equity of Ooredoo Company according to the educational level.

- Income variable

**Table (39): Results of the One Way ANOVA analysis**

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Tabular F</b>	<b>Sig.</b>
<b>CSR</b>	Between Groups	1,768	2	,884	4,065	2.39	,018
	Within Groups	72,866	335	,218			
	Total	74,634	337				
<b>BE</b>	Between Groups	6,611	2	3,305	14,363	2.39	,000
	Within Groups	77,097	335	,230			
	Total	83,708	337				
<b>Total</b>	Between Groups	,416	2	,208	1,442	2.39	,238
	Within Groups	48,266	335	,144			
	Total	48,682	337				

**Source:** Owen elaboration according to the output of SPSS.19

As shown in the previous table, the sig=0.238 is more than the significance level (0.05), and the calculated F(1.442) is less than its tabular value (2.39), as a result the **hypothesis is confirmed**. That means that there are no differences between respondent responses to the impact of the adaptation of corporate social responsibility on the brand equity of Ooredoo Company according to the income variable.

## IV.2.1 .4. Testing the impact of variables according to the identification variables

- Subscription duration variable

Table (40): Results of the One Way ANOVA analysis

		Sum of Squares	df	Mean Square	F	Tabular F	Sig.
<b>CSR</b>	Between Groups	3,595	2	1,798	8,477	2.39	,000
	Within Groups	71,039	335	,212			
	Total	74,634	337				
<b>BE</b>	Between Groups	1,922	2	,961	3,936	2.39	,020
	Within Groups	81,786	335	,244			
	Total	83,708	337				
<b>Total</b>	Between Groups	1,508	2	,754	5,354	2.39	,005
	Within Groups	47,174	335	,141			
	Total	48,682	337				

**Source:** Owen elaboration according to the output of SPSS.19

As shown in the previous table, the sig=0.005 is less than the significance level (0.05), and the calculated F (5.354) is more than its tabular value (2.39) as a result the **hypothesis is rejected**. That means that there is a statistical significant difference in both corporate social responsibility and brand equity of Ooredoo Company according to the Subscription duration variable.

- **Subscription kind variable**

**Table (41): Results of the One Way ANOVA analysis**

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Tabular F</b>	<b>Sig.</b>
<b>CSR</b>	Between Groups	2,281	1	2,281	10,591	2.39	,001
	Within Groups	72,353	336	,215			
	Total	74,634	337				
<b>BE</b>	Between Groups	,563	1	,563	2,275	2.39	,132
	Within Groups	83,145	336	,247			
	Total	83,708	337				
<b>Total</b>	Between Groups	,144	1	,144	,999	2.39	,318
	Within Groups	48,538	336	,144			
	Total	48,682	337				

**Source:** Owen elaboration according to the output of SPSS.19

As shown in the previous table, the sig=0.318 is more than the significance level (0.05), and the calculated F(0.999) is less than its tabular value (2.39), as a result the **hypothesis is confirmed**. That means that there is no difference between respondent responses to the impact of the adaptation of corporate social responsibility on the brand equity of Ooredoo Company according to the Subscription kind variable.

## IV.2 Discussion of the Result

-The results note that Ooredoo Company doesn't give responsibility toward their shareholders and their environment and customer because the respondents are neutral about these three responsibilities,

-The results note that the respondent agrees about Ooredoo's responsibility toward the local community where we see through their consent heavily on all expressions of this axis that means that Ooredoo company implements in many CSR initiatives toward their local community like visits to hospitals: Ooredoo visited children in hospitals in partnership with the Algerian Red Crescent Society, with gifts. This helps to draw a smile on the faces of children.

- For caring about poor people, the needy and the passengers, Ooredoo company in each occasion of Ramadan presents its services to help them by giving 60 tons of food to Algerian Red Crescent
- Sponsorship of the Ihsan Association: Ooredoo has sponsored the Ihsan Association since 2005, by contributing to the implementation of charitable activities for this association.
- For fighting illiteracy, Ooredoo Company awarded the teaching and learning association at her twentieth birthday.
- Concerning its value; Ooredoo was the official responsible of the international conference book in Algeria.
- Support for young designers: Ooredoo organized a conference entitled "Start of Annaba Weekend" aimed at supporting young designers and accompanying them to reflect their innovative ideas. The conference was organized in conjunction with the Global Entrepreneurship Week, with over 80 participants from developers, designers, lawyers and marketing students who took the challenge of setting up a project in record time of 54 hours. In addition, Ooredoo has studied the technical and economic feasibility of the first three projects to ensure that it is valid for converting these projects into business projects. This is an attempt by the company to promote entrepreneurship and innovation among Algerian youth.
- Ooredoo continues its program of accompanying the collective movement across the nation's states. The company supports the various associations to achieve many projects: social, sports, cultural and environmental.

The above initiatives are the main initiatives of Ooredoo, in which the company affirms the support of members in Algerian community by contributing to the improvement of the quality of life of the Algerian individual. These initiatives reflect the values of citizenship and solidarity with their client.

-The results note that Ooredoo Company doesn't give responsibility toward their shareholders and their environment and customer because the respondents are neuter about this three responsibilities,

-The results note that the respondent agree about ooredoo responsibility toward local community where we see through their consent heavily on all expressions of this axe

-The results note that the respondents agree, and have a brand awareness and loyalty to their brand ooredoo where we see through their consent heavily on all expressions of this axe

-The results note that the respondents are neuter about the perceived quality and brand association of Ooredoo Company,

-The results note there is a significant effect at the level of (0.05) for the dimension of responsibility toward shareholders on brand equity of Ooredoo Company

-The results note that there is a significant effect at the level of (0.05) for the dimension of responsibility toward environment on brand equity of Ooredoo Company

-The results note that there is no significant effect at the level of (0.05) for the dimension of responsibility toward customer on brand equity of Ooredoo Company

-The results note that there is a significant effect at the level of (0.05) for the dimension of responsibility toward local community on brand equity of Ooredoo

-The results note that there is a significant impact of CSR on BE of Ooredoo telecommunication company, and therefore the linear regression equation is significant effect at the level of (0.05)

-The results note that there is statistical significant impact on the corporate social responsibility activities adopted by Ooredoo Company on building brand equity according to the gender variable.

- The results note that there was no impact of corporate social responsibility on the brand equity of Ooredoo Company according to the age variable.
- The results note that there is a statistical significant difference in both corporate social responsibility and brand equity of Ooredoo Company according to the educational level.
- The results note that there is no difference between respondent responses to the impact of the adaptation of corporate social responsibility on the brand equity of Ooredoo Company according to the income variable
- The results note that there is a statistical significant difference in both corporate social responsibility and brand equity of Ooredoo Company according to the Subscription duration variable.
- The results note that there is no difference between respondent responses to the impact of the adaptation of corporate social responsibility on the brand equity of Ooredoo Company according to the Subscription kind variable.

**Conclusion**

This chapter discusses the results of the conceptual model; a general discussion of the results is then presented. The managerial implications, limitations and suggestions for future research are provided at the end of this research.

The review of literature on the impact of Corporate Social Responsibility on Brand Equity showed that the studies produced varying results. Although many studies concluded that relationship existed but the relationship was not directly interlinked with Corporate Social Responsibility and Brand Equity. We have identified the categories that influence or impact consumer's perception of Corporate Social Responsibility and Brand Equity.

In our research, we tested our findings collected by questionnaire method with SPSS software to check the reliability, Correlation and Regression between Corporate Social Responsibility and Brand Equity. Although Corporate Social Responsibility does not have a direct impact on Brand Equity but they are somehow, interlinked with each other. In our results, it showed that Corporate Social Responsibility and Overall Brand Equity (Brand Loyalty, Brand Awareness, Brand Association, Perceived Quality) with a Cronbach's Alpha of **0.777** is highly reliable whereas, the correlation between Corporate Social Responsibility and Overall Brand Equity with a significance level of 0.000 shows that they are highly correlated with each other. The regression analysis predicts Overall Brand Equity very well with the value of 0.514 (R). R square has a value of 0.264 which means 26% of change in Brand equity comes only through Corporate Social Responsibility. The p-value or the sig value (.000) is much less than 0.05 which means 5% type 1 error rate was 5% false positive rate and this means that the significance level between Corporate Social Responsibility and Brand Equity is 100% significant.

Our research is the first step for resolving the difference among the existing literature. We have indicated in our theoretical framework where Corporate Social Responsibility has a positive, neutral or negative impact on Brand Equity. The theoretical framework shows a list of independent variables interlinked with each other which includes (Brand Loyalty, Brand Awareness, Brand Association, Perceived Quality and Corporate Social Responsibility) and with the effect of these variables Corporate Social Responsibility leads towards Brand Equity which shows that these independent variables have an impact on Brand Equity as well as on Corporate Social Responsibility. This framework proves that there is a positive impact of Corporate Social Responsibility on Brand equity which leads us to **reject** our null hypothesis

***H<sub>0</sub>: There is no impact of Corporate Social Responsibility on Brand Equity***

Our research suggests that companies should attempt to go for Corporate Social Responsibility activities if they would like to reap the benefits of their brand image. Those

companies who are not involved in the Corporate Social Responsibility activities can change their brand equity or brand image only if they start working on the Corporate Social Responsibility concept.

For this, it requires that companies should choose their Corporate Social Responsibility initiatives carefully, demonstrate their commitment and be careful in communicating to their customers. As research has shown that CSR and BE are positively correlated which means that Brands doing CSR will experience long term and consistent stream of healthy profits

### **Recommendations:**

Based on what came in the theoretical and scientific concepts of the study, we have suggested the following recommendations:

- The practices of social activities that done Ooredoo company within the concept of social responsibility and transfer these activities and practices to a platform that practiced within the framework of plans and detailed programs;
- Restructuring activities of the social responsibility which done by the researched company within the organizational structure and create organizational unit for activities of the social responsibility and linked directly with the supreme administration through the use of advisory staff specialized studying and decomposition organizational structure of the company ,and determine the site of the social responsibility ;
- The development of the role that played by Ooredoo company in service its local society by guiding some its investments toward projects with social tincture contributing in providing jobs and this help in the limit of unemployment and develop the cultural ,social and sports aspects ;
- Ooredoo company should make change in their vision and trends through the reference to the contents of social responsibility as a strategic choice and not tactical procedure take it in particular times;
- Ooredoo Company needs to follow how CSR awareness can be created among the people and the employees of the firms. There is a need to have a closer look at the connection of CSR with all the stakeholders and what are the benefits that a firm can get after implementing CSR practices in the organization;

- Ooredoo managers must understand that if they use CSR as a strategy, it will build a strong connection with the local community by working on the projects important for particular local societies. These positive steps create a good image in the mind of the consumers, which increases the company's brand equity, and customer also think that they are their well-wishers;
- The government must have positive attitude and practices towards the companies that bear the social responsibility through legislations or procedures which allow exemption the company from taxes or other facilities for their social contributions ,and these legislations must have the ability in the control of the social performance of the companies.

Finally, the social responsibility is considered as a spirit of citizenship which depends on conscience and character of man, and if there is importance to this operation, there will be cooperation between everything that has relation with the company. This what is improving the level of living community with a style that serves the owner of company from one side and the recipients (workers ,owners, competitors ,members of society and clients )from the other side ,then improving the national economy which makes sustainable development of the overall.

### **Limitations of the study:**

Although the efforts have been made to reduce errors and inaccuracy of data, but owing to the nature of research (intangible assets), availability of time, lack of information, there were some limitations that could not be avoided.

The primary data collected is through the use of questionnaires where the response can be biased and the restricted number of respondents cannot demonstrate the branding practice of the entire consumer electronics market.

Internet was also used to collect data, which again is not a very reliable source as the information can be tampered and biased.

**Future Research:**

Further research on the topic of CSR needs to consider other stakeholder groups like the role of owner, supplier etc. and by using CSR, what is the financial benefit that a firm can get, what are the new CSR practices that the companies need to follow, how CSR awareness can be created among the people and the employees of the firms. There is a need to have a closer look at the connection of CSR with all the stakeholders and what are the benefits that a firm can get after implementing CSR practices in the organization.

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## **Webography**

ARPT ,opérateurs de telecommunication ,

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الملحق 01 الاستبانة في صورتها الأولية

مخرداية-الجزائر-

العلوم الاقتصادية والتجارية وعلوم

التسيير

قسم العلوم التجارية



الأستاذة \_\_\_\_\_

تحية طيبة وبعد...

الموضوع / تحكيم استبانة أطروحة دكتوراه LMD طور ثالث

نحيط سيادتكم علما بأننا نجري دراسة بغرض استكمال متطلبات الحصول على شهادة دكتوراه LMD  
طور ثالث في التسويق غرداية - الجزائر بعنوان:

"أثر تبني المسؤولية الاجتماعية في بناء العلامة التجارية"

-دراسة حالة أوريدو ت -

وذلك بإشراف: ا.د. هواري معراج

ولما لسيادتكم من خبرة في مجال تحكيم الاستبانة، فإننا نأمل منكم تحكيم الاستبانة وفق المتغيرات  
والفرضيات المرفقة، من أجل أخذ ملاحظتكم وانتقاداتكم بعين الاعتبار لأنها تمثل خطوة هامة في إثراء  
الموضوع.

...شاكرين لكم حسن تعاونكم معنا.

الطالبة: هاجر بوعكاز

[b.hadjer.eco@hotmail.fr](mailto:b.hadjer.eco@hotmail.fr)

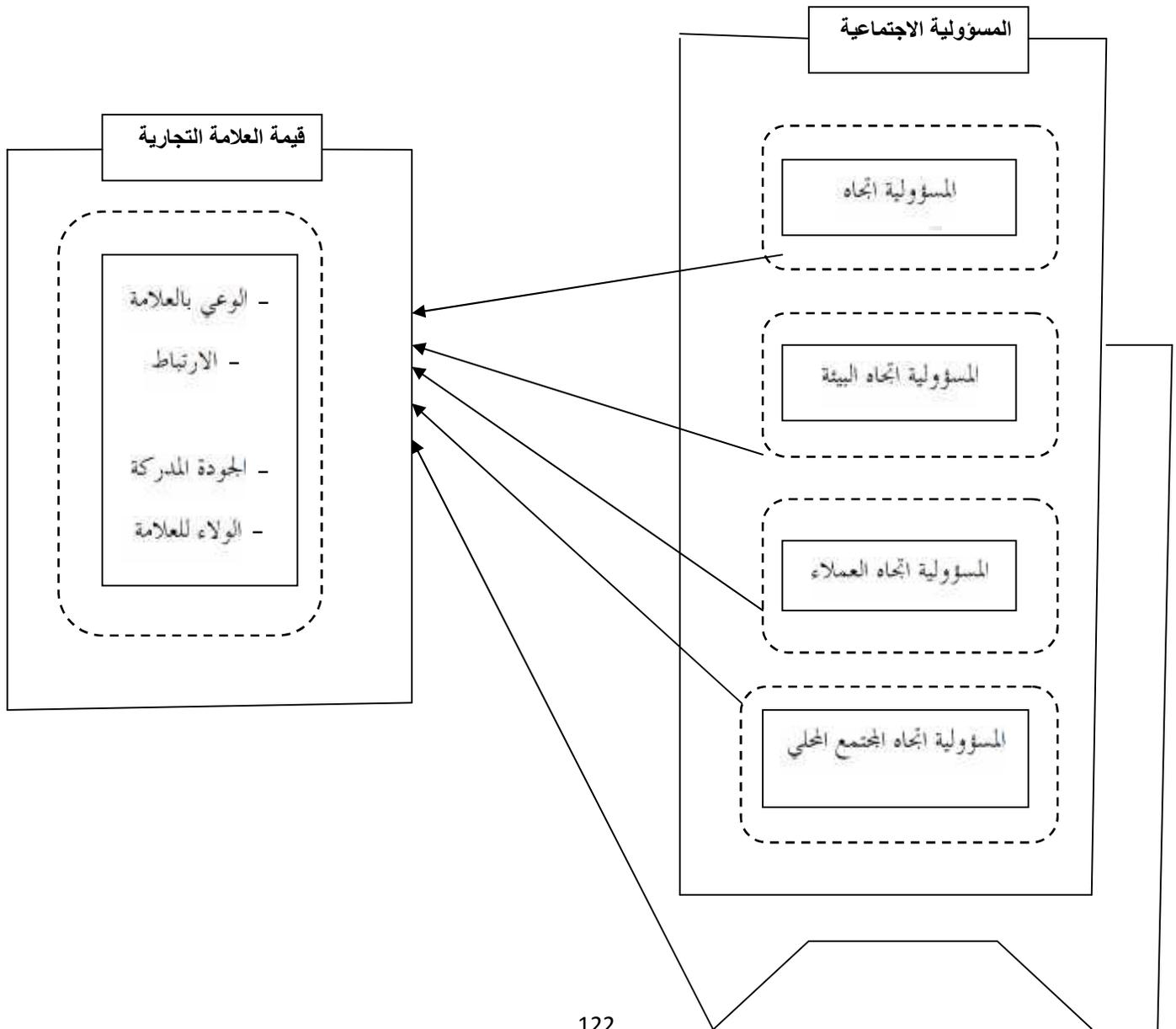
## أولاً - إشكالية الدراسة:

نبتت إشكالية الدراسة إلى التعرف إلى مدى نبي شركة أوريدو للاتصالات لمفهوم المسؤولية الاجتماعية والتعرف على تأثير المسؤولية الاجتماعية في بناء قيمة علامتها . وتم صياغة إشكالية الدراسة كما :

ما التأثير المعنوي لتطبيق المسؤولية الاجتماعية في بناء قيمة العلامة التجارية في أوريدو

ت

## - نموذج الدراسة:



المتغيرات الشخصية

والتعريفية

المط

المصدر: من إعداد الطالب باعتماد على النموذج (Aaker, D. A. (1991)

حيث يتبين من المخطط أعلاه أن الدراسة تشتمل متغيرين هما المتغير التابع تمثل في (قيمة العلامة التجارية) والمتغير المستقل تمثل في (المسؤولية الاجتماعية) التي حددت بأربعة متغيرات داخلية تمثلت في (المسؤولية اتجاه المساهمين المسؤولية اتجاه البيئة المسؤولية اتجاه العملاء المسؤولية اتجاه المجتمع المحلي) كما شملت الدراسة متغير خارجي تمثل في المتغيرات الديموغرافية والتعريفية.

مع افتراض وجود دور مباشر لكل بعد من أبعاد المتغير المستقل (المسؤولية الاجتماعية) في المتغير التابع (قيمة العلامة التجارية) وذلك ما تشير إليه الأسهم في المخطط أعلاه.

- فرضيات الدراسة:

بناء على ما جاء في مشكلة الدراسة قام الطالب بصياغة فرضيات الدراسة كالتالي:

1- الفرضية الرئيسية الأولى: تأثير معنوي لتبني المسؤولية الاجتماعية بناء قيمة العلامة التجارية. أوريدو ت

وينبثق عن الفرضية الرئيسية الأولى مجموعة من الفرضيات الفرعية صيغت على النحو التالي:

- الفرضية الفرعية الأولى: تأثير معنوي للمسؤولية اتجاه المساهمين قيمة العلامة التجارية أوريدو ت .

- الفرضية الفرعية الثانية: تأثير معنوي للمسؤولية اتجاه البيئة قيمة العلامة التجارية أوريدو ت .

- الفرضية الفرعية الثالثة: تأثير معنوي مسؤولية تجاه العملاء على قيمة العلامة التجارية أوريدو ت

- الفرضية الفرعية الرابعة: تأثير معنوي مسؤولية تجاه المجتمع المحلي على قيمة العلامة التجارية أوريدو ت

ولاختبار وجود اختلاف في قيمة العلامة التجارية للمؤسسة المدركة من طرف الأفراد باختلاف العوامل الشخصية.

2- الفرضية الرئيسية الثانية: اختلاف قيمة العلامة التجارية أوريدو ت المدركة باختلاف العوامل الشخصية.

وينبثق عن الفرضية الرئيسية الأولى مجموعة من الفرضيات الفرعية صيغت على النحو التالي:

- الفرضية الفرعية الأولى: اختلاف في قيمة العلامة التجارية أوريدو ت باختلاف عامل الجنس.
- الفرضية الفرعية الثانية: اختلاف في قيمة العلامة التجارية أوريدو ت باختلاف عامل السن.
- الفرضية الفرعية الثالثة: اختلاف في قيمة العلامة التجارية أوريدو ت باختلاف عامل المستوى التعليمي.
- الفرضية الفرعية الرابعة: اختلاف في قيمة العلامة التجارية أوريدو ت باختلاف عامل الدخل الشهري

ولاختبار الفروق في تأثير المتغيرات المستقلة على المتغير التابع، باختلاف بعض الخصائص التعريفية. حيث يقوم هذا الاختبار في التعريف على امكانية وجود فروق في المتوسطات بين أكثر من مجموعة ولأكثر من متغير.

3- الفرضية الرئيسية الثالثة: لا توجد فروق في تأثير المسؤولية الاجتماعية بناء قيمة العلامة التجارية باختلاف أحد الخصائص التعريفية.

- الفرضية الفرعية الأولى: توجد فروق في تأثير تأثير المسؤولية الاجتماعية على بناء قيمة العلامة التجارية باختلاف فترة الاشتراك

- الفرضية الفرعية ا : فروق في تأثير المسؤولية الاجتماعية على بناء قيمة العلامة التجارية اختلاف نمط الاشتراك

رابعا- أدوات المعالجة الإحصائية التي ستستعمل في الدراسة: تتمثل في الاختبارات التالية باستخدام SPSS:

1- اختبار كولوموجروف-سمنوف (1-Sample K-S) واختبار الإلتواء (Skewness):

أن البيانات التوزيع الطبيعي، وهذا تمهيدا لإجراء الاختبارات الاحصائية اللازمة لإثبات أو رفض فرضيات الدراسة.

2- اختبار ألفا كرونباخ Cronbach's Alpha : ثبات فقرات الاستبيان.

3- ارتباط كاندال: مدى ارتباط درجة عبارة عبارات الاستبيان الدرجة الكلية للمحور الذي إليه (الاتساق الداخلي لأداة الدراسة).

4- اختبار التباين Variance Inflationary Factor VIF واختبار التباين المسموح Tolerance: الذي يقيس ما يعرف بـ Multicollinearity وهذا عدم وجود ارتباط عالٍ بين المتغيرات المستقلة.

- 5- اختبار (homogeneity variance و PP-Plot): للقيم المتطرفة والطبيعية والخطية وتجانس التباين واستقلالية الرواسب.
- 6- التكرارات والنسب المئوية: للتعرف الخصائص الدراسة، وكذا استجابات أفرادها اتجاه عبارات محاور الاستم .
- 7- المتوسط الحسابي المرجح: مدى ارتفاع أو انخفاض استجابات أفراد الدراسة كل عبارة عبارات متغيرات الدراسة.
- 8- الانحراف المعياري المرجح: مدى انحراف استجابات أفراد الدراسة، عبارة عبارات متغيرات الدراسة، ولكل محور محاورها عن الحسابي.
- 10- الانحدار البسيط (Simple Regression): من خلال إدخال أبعاد المتغير المستقل كل واحد على حدى مع المتغير التابع في المعادلة، ويتم تقييم كل متغير مستقل بناء على قدرته التنبؤية بالمتغير التابع.
- 11- الانحدار المتعدد (Multiple Regression): من خلال إدخال جميع أبعاد المتغير المستقل مع المتغير التابع في المعادلة.
- 12- اختبار **t-test**: لاختبار تأثير كل متغير مستقل في النموذج على المتغير التابع.
- 13- اختبار **F-test**: لاختبار مدى وجود علاقة احصائية ذات دلالة بين جميع المتغيرات المستقلة التي تضمناها النموذج وبين المتغير التابع.
- 14- اختبار **t** الواحدة (One Sample t Test): فقرات الاستبيان وحساب النسبة المئوية لبدائل فقرة، وكذلك المتوسط الحسابي، والوزن النسبي، وقيمة **t** ومستوى الدلالة لكل فقرة.
- 15- اختبار **Independent sample T Test**: لاختبار وجود اختلاف نتيجة بعض الخصائص التعريفية
- 16- تحليل التباين **ANOVA**: لاختبار وجود اختلاف نتيجة بعض الخصائص التعريفية.
- 17- تحليل التباين **Univariate Analysis of Variance**: لاختبار وجود فروقات في تأثير المتغيرات المستقلة على المتغير التابع، باختلاف بعض الخصائص الشخصية.
- 20- معامل الارتباط: لتوضيح طبيعة وقوة العلاقة بين المتغيرات المدروسة.
- طريقة القياس: تم تقسيم درجات المقياس إلى خمس درجات وفقا لمقياس ليكرت.

غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
----------------	-----------	-------	-------	------------

سادسا- مجتمع الدراسة: يتمثل مجتمع الدراسة في اختيار عينة عشوائية لمجموعة من مستعملي خط المتعامل اوريدو



الاستبانة في صورتها الأولى

بخرحاية -الجزائر-  
العلوم الأاقتصادية والتجارية وعلوم  
التسيير  
قسم العلوم التجارية



أخي/أختي المحترم/ة

تحية طيبة وبعد....

في إطار التحضير لأطروحة دكتوراه طور ثالث LMD في التسويق من جامعة غرداية بعنوان "أثر تبني المسؤولية الاجتماعية في بناء العلامة التجارية -دراسة حالة أوريدو ت"

يشرفنا أن نتقدم لسيادتكم بهذه الاستبانة، من أجل المساعدة والمساهمة إن تكرمتم في إتمام هذه الدراسة بالإجابة عن الأسئلة الواردة أدناه؛ حتى تتمكن من إجراء التحليل المطلوب.

كما نعلمكم أن إجاباتكم سوف تستخدم في إطار البحث العلمي لا غير، ولما كان لإجاباتكم من دور وأهمية في إنجاز هذا البحث فإننا نأمل منكم حسن التعاون معه .

...نشكر لكم مسبقا حسن تعاونكم ومساهمتم القيمة في إثراء هذه الدراسة

إشراف: ا.د.هوارى

الطالبة: هاجر بوعكاز

معراج

أولاً - المعلومات الشخصية: يرجى وضع علامة (x) أمام الخانة التي ترون أنها مناسبة:

1- الجنس:

ذكر  أنثى

2- الفئة العمرية:

أقل من 18  19-29  30-39  40

3- المستوى العلمي:

ثانوي  دراسات عليا  أخرى

4- الدخل الشهري:

أقل من 30.000 دج  30.000 دج الى أقل من 50.000 دج  50.000 دج

- المعلومات التعريفية: يرجى وضع علامة (x) أمام الخانة التي ترون أنها مناسبة:

5- منذ متى وانت مشترك في خدمة الهاتف النقال للمتعامل أوريدو

سنة أو أقل  من سنتين إلى 3 سنوات  4 سنوات فأكثر

6- ماهو نمط الاشتراك

دفع مسبق (flexy)  دفع مؤجل (abonnement)

7- من بين العوامل التالية، حدد العوامل الأكثر تأثيراً في تكوين انطباعك عن مؤسسة أوريدو

أعطي لكل عامل نقطة من واحد لخمس مساهمة كل عنصر من العناصر التالية:

5	4	3	2	1	العوامل
					جودة التغطية.
					اعلانات المؤسسة.
					أسعار المكالمات.
					العروض الخاصة المقدمة من طرف المؤسسة.
					طريقة تعامل المؤسسة مع زبائنها.
					رعاية التظاهرات الرياضية و الدينية ومسؤوليتها اتجاه المجتمع.

8- حسب رأيك ما هو الوصف الذي يناسب مؤسسة أوريدو

تساهم في خدمة المجتمع

نسعى فقط لتحقيق الأرباح

- المتغير المستقل (المسؤولية الاجتماعية): الرجاء وضع إشارة (x) في المكان الذي تراه مناسباً:

الرقم	العبارة	مدى ملائمة العبارة للمتغير		تصحیح العبارة
		غير ملائمة	ملائمة	
<b>أولاً - المسؤولية اتجاه المساهمين</b>				
09	تعلم المؤسسة أوريدو على ابراز صورة متميزة في مجال اعمالها			
10	إيمان المساهمين بأهمية المشاركة المجتمعية للمؤسسة			
11	تقدم المؤسسة أوريدو نتائج الاعمال و تقارير الارباح بكل شفافية ووضوح			
12	تقوم المؤسسة أوريدو بتقديم خدمات ذات جودة عالية			
<b>- المسؤولية اتجاه البيئة</b>				
13	تشارك المؤسسة أوريدو في حماية البيئة			
14	ترتبط المؤسسة أوريدو اذاتها البيئي برسالتها و رؤيتها .			
15	تدعم المؤسسة أوريدو امح حماية البيئة مثل التشجير حملات تنظيف المحيط ...			
16	تساهم المؤسسة أوريدو بحل بعض المشاكل البيئية الواقعة.			
<b>- المسؤولية اتجاه العملاء</b>				
17	تحرص المؤسسة أوريدو على تقديم خدمات ذات جودة عالية			
18	تقوم المؤسسة أوريدو بتوفير خدماتها للعملاء بأسعار مناسبة			
19				
20	تتم المؤسسة أوريدو بمقترحات و شكاوي العملاء			
<b>رابعاً - المسؤولية اتجاه المجتمع المحلي</b>				
21	تقدم المؤسسة أوريدو مساهمات لصالح المجتمع الجزائري			
22	تساهم المؤسسة أوريدو في تقديم الدعم المادي لإقامة المناسبات الدينية و الوطنية في المجتمع المحلي .			
23	تسعى المؤسسة أوريدو الى بناء علاقة ايجابية وكتسب ثقة الفرد			

			الخبري	
			أرى أن مؤسسة أوريدو متميزة عن غيرها من مؤسسات الاتصالات من خلال مسؤوليتها تجاه المجتمع.	24

رابعاً- المتغير التابع (قيمة العلامة التجارية): الرجاء وضع إشارة (x) في المكان الذي تراه مناسباً:

الرقم	العبارة	مدى ملائمة العبارة للمتغير		تصحیح العبارة
		غير ملائمة	ملائمة	
أولاً- الوعي بالعلامة				
25	أفضل اختيار خدمات المتعامل أوريدو رغم توفر متعاملين آخرين.			
26	أقتناعي باختيار خدمات المتعامل أوريدو جد مرتفع.			
27	أملك المعلومات اللازمة عن خدمات المتعامل أوريدو.			
28	أستطيع تمييز علامة المتعامل أوريدو بسرعة بالمقارنة مع باقي المتعاملين.			
- الارتباط بالعلامة				
29	أربطني علاقة جيدة مع الـ أوريدو .			
30	أترك لدي المتعامل أوريدو انطباع جيد عن خدماته المقدمة.			
31	أناصح الآخرين باستعمال خدمات المتعامل أوريدو.			
32	أولي المتعامل أوريدو			
الرقم	العبارة	مدى ملائمة العبارة للمتغير		تصحیح العبارة
		غير ملائمة	ملائمة	
- الجودة المدركة				
33	أبكر وكالة المتعامل أوريدو يعكس بشكل كبير جودة خدماتها.			
34	أدى موظفي وكالة المتعامل أوريدو فذرة كبيرة على تعامل مع استفساراتي.			
35	أقوم موظفو وكالة المتعامل أوريدو بالاستجابة السريعة عند			
36	ألتزم المتعامل أوريدو بالسرية التامة بخصوص معلوماتي			



الملحق رقم 02 : محكمي الاستبيان

اسم المحكم	الجامعة
د.د. محمد بوزيان	العلوم الاقتصادية و علوم التسيير تلمسان
د.د. جلول قشوة	العلوم الاقتصادية و علوم التسيير الاغواط
د.د. مولود	العلوم الاقتصادية و علوم التسيير غرداية
د. ابوبكر بوسالم	العلوم الاقتصادية و علوم التسيير المركز الج
د. كمال محمد	العلوم الاقتصادية و علوم التسيير المركز الج
د. غضبان حسام الدين	العلوم الاقتصادية و علوم التسيير بسكرة
د. حاج سليمان	العلوم الاقتصادية و علوم التسيير تلمسان
د. مقدم وهيبة	العلوم الاقتصادية و علوم التسيير
د. الرق زينب	العلوم الاقتصادية و علوم التسيير الاغواط
د.هدى	الاداب و اللغات الاجنبية الاغواط



الملحق 03 الاستبانة في صورتها النهائية

بخرحاية - الجزائر -

العلوم الاقتصادية والتجارية وعلوم

التسيير

قسم العلوم التجارية



أخي/أختي المحترم/ة

تحية طيبة وبعد....

في إطار التحضير لأطروحة دكتوراه طور ثالث LMD في التسويق من جامعة غرداية بعنوان "أثر تبني المسؤولية الاجتماعية في بناء العلامة التجارية - دراسة حالة شركات الاتصالات في الجزائر"

يشرفنا أن نتقدم لسيادتكم بهذه الاستبانة، من أجل المساعدة والمساهمة إن تكرمتم في إتمام هذه الدراسة بالإجابة عن الأسئلة الواردة أدناه؛ حتى تتمكن من إجراء التحليل المطلوب.

كما نعلمكم أن إجاباتكم سوف تستخدم في إطار البحث العلمي لا غير، ولما كان لإجاباتكم من دور وأهمية في إنجاز هذا البحث فإننا نأمل منكم حسن التعاون معنا.

...نشكر لكم مسبقا حسن تعاونكم ومساهمتمكم القيمة في إثراء هذه الدراسة

أولا- المعلومات الشخصية: يرجى وضع علامة (x) أمام الخانة التي ترون أنها مناسبة:

1- الجنس:

أنثى

ذكر

2- الفئة العمرية:

40

39-30

29-19

أقل من 18

3- المستوى العلمي:

أخرى

دراسات عليا

ثانوي

4-الدخل الشهري:

أقل من 30.000 دج  30.000 دج الى أقل من 50.000 دج  50.000 دج

- المعلومات التعريفية: يرجى وضع علامة (x) أمام الخانة التي ترون أنها مناسبة:

5- منذ متى وانت مشترك في خدمة الهاتف النقال للمتعامل الذي اخترته في السؤال السابق

سنة أو أقل  من سنتين إلى 3 سنوات  4 سنوات فأكثر

6- ماهو نمط الاشتراك

دفع مسبق (Flexy)  دفع مؤجل (Abonnement)

7- من بين العوامل التالية، حدد العوامل الأكثر تأثيرا في تكوين انطباعك عن مؤسسة الأكثر استعمالا لديك

أعطي لكل عامل نقطة من واحد لخمسة لمساهمة كل عنصر من العناصر التالية:

العوامل	1	2	3	4	5
جودة التغطية.					
اعلانات المؤسسة.					
أسعار المكالمات.					
العروض الخاصة المقدمة من طرف المؤسسة.					
طريقة تعامل المؤسسة مع زبائنها.					
رعاية التظاهرات الرياضية و الدينية ومسؤوليتها اتجاه المجتمع.					

8- حسب رأيك ما هو الوصف الذي يناسب مؤسسة الأكثر استعمالا لديك

نسعى فقط لتحقيق الأرباح  تساهم في خدمة المجتمع

- المتغير المستقل (المسؤولية الاجتماعية): الرجاء وضع إشارة (x) في المكان الذي تراه مناسباً:

الرقم	العبارة	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
1	أوريدو على ابراز صورة متميزة في مجال اعمالها.					
2	أوريدو الى زيادة حجم مبيعاتها.					
3	تتم المؤسسة أوريدو بتعظيم ارباح مساهمينا .					
4	تقدم مؤسسة أوريدو تقارير الازباح بكل شفافية ووضوح .					
5	أوريدو و مساهمينا بأهمية المشاركة الاجتماعية .					
6	نشارك مؤسسة أوريدو في حياة البيئة .					

					أوريدو ذاتها التي بأهدافها التي تسعى إلى تحقيقها.	7
					أوريدو برامج حماية البيئة (التشجير حملات تنظيف المحيط،	8
					أوريدو من خلال حملات حماية البيئة إلى زيادة وعي أفراد المجتمع.	9
					أوريدو تحل بعض المشاكل البيئية الراكدة.	10
					أوريدو على تقديم خدمات ذات جودة	11
					أوريدو بتوفير خدماتها للعملاء بأسعار مناسبة.	12
					أوريدو مقترحات العملاء.	13
					أوريدو اهتمام بشكاوى العملاء.	14
					أوريدو خدماتها للعملاء بمصداقية.	15
					أوريدو مساهمات لصالح المجتمع الجزائري.	16
					أوريدو في تقديم الدعم المادي لإقامة المناسبات الدينية و الوطنية في المجتمع المحلي.	17
					أوريدو على بناء علاقة إيجابية مع أفراد المجتمع المحلي.	18
					أوريدو إلى كسب ثقة الفرد الجزائري من خلال اهتمامها المستمر بخدمة أفراد المجتمع.	19
					أوريدو صبرها في زهنية الأفراد كمؤسسة مواطنة.	20

رابعاً- المتغير التابع (قيمة العلامة التجارية): الرجاء وضع إشارة (x) في المكان الذي تراه مناسباً:

الرقم	العبارة	غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة
1	أفضل اختيار خدمات أوريدو رغم توفر متعاملين آخرين.					
2	أقوم باختيار أوريدو انطلاقاً من تصوري لها.					
3	أقتاعى باختيار خدمات أوريدو.					
4	أمتلك المعلومات اللازمة عن خدمات أوريدو.					
5	أستطيع تمييز علامة أوريدو بسرعة بالمقارنة مع باقي المتعاملين.					
6	أربطني علاقة جيدة مع علامة أوريدو.					
7	أترك لدى المتعامل أوريدو الطباع جيد عن خدماته المقدمة.					

					8	منح لي التعامل أوريدو عروض متميزة مقارنة مع باقي المنافسين.
					9	يولي التعامل أوريدو عناية بالغة لي.
					10	سأحافظ على علاقتي مع أوريدو أقصى مدة ممكنة.
					11	شكل و صورة و رمز علامة أوريدو بين مدى جودة خدماتها.
					12	ديكور وكالة أوريدو يعكس بشكل كبير جودة خدماتها.
					13	لدي موظفي وكالة أوريدو فطرة كبيرة على تعامل مع استفساراتي.
					14	يقوم موظفو وكالة أوريدو بالاستجابة السريعة عند تعامل معي.
					15	يلتزم التعامل أوريدو بالسرية التامة بخصوص معلوماتي الخاصة.
					16	اشعر برضا كبير إزاء أوريدو.
					17	تفني كبيرة بخدمات أوريدو.
					18	لدي استعداد لدفع سعر اعلى مقابل الحصول على خدمات أوريدو .
					19	انصح لأخريين (أقارب ،أصدقاء، معارف) باستعمال خدمات أوريدو .
					20	لدي استعداد للإستمرار في الإشتراك مع خدمات أوريدو في المستقبل.

أية اقتراحات أخرى يرجى تدوينها هنا:

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مع جزيل الشكر والامتنان.



## **Appendix 04:**

### **Questionnaire in English language**

**Ghardaia university-Algeria**

**Faculty of economic sciences,  
business and management**

**Department of Commercial Science**



Dear client

Under the preparation for a PHD dissertation third phase LMD in Marketing from the University of Ghardaia, entitled "The impact of corporate social responsibility in building brand equity case Study on Ooredoo Telecommunications Company".

We are honored to present this questionnaire in order to help and contribute to this study by answering the questions below; so that we can conduct the required analysis.

As we inform you that your answers will be used in the context of scientific research and nothing else, and since your answer will have a great role and importance to complete this research, we hope you a good cooperation with us.

.. Thank you for your cooperation and your contribution to the enrichment of the value of this study

**I. Personal information: Please tick (×) in front of the box that you consider it appropriate:**

**1- Gender:**

Female   Male

**2-Age :**

Less than 18 years  19-29 year  30-39 years  40 years and over

**3-Educational level:**

Secondary school  college  post-graduation  other

**4- Income:**

Less than 30,000 dinars  from 30,000 dinars to less than 50,000 dinars   
From 50,000 dinars and more

**I. identification information: please mark (×) in front of the box that you consider it appropriate:**

**5- How long have you been subscribed in Ooredoo company**

A year or less  two years to 3 years  4 years and over

**6- What is the pattern of participation?**

Advance payment (Flexy)  deferred payment (Abonnement)

**7-From the following factors, select the most influential factors in the formation of your impression of Ooredoo company**

Give points from one to five for each factor to the contribution of each of the following components:

5	4	3	2	1	Factors
					The quality of coverage
					advertising
					Call Rates

					Promotion
					The way the institution dealing with customers
					Sports sponsorship and religious demonstrations and responsibility towards society

**08 - In your opinion, what is the description that fits Ooredoo?**

Contribute to community  just trying to make a profit

**II. The independent variable (corporate social responsibility):**

Please tick (×) where you see it fits:

Strongly Agree	Agree	Neutral	Not Agree	Strongly Disagree	Phrase	Number
					Ooredoo company works to build a positive image..	1
					Ooredoo company seeks to increase its sales	2
					Ooredoo company tries to maximize the profit of its shareholders.	3
					Ooredoo company provides earnings reports with full transparency and clarity.	4
					Ooredoo company and its shareholders believe in the importance of community participation.	5
					Ooredoo company is involved in protecting the environment.	6
					Ooredoo company linking environmental performance with its objectives .	7
					Ooredoo company supports environmental protection programs (afforestation, ocean	8

					cleanup campaigns ...)	
					Ooredoo company, through the environment protection program, is trying to increasing the awareness of members of the community	9
					Ooredoo company contributes to solving some of the environmental problems	10
					Ooredoo company provide high quality services to its customers.	11
					Ooredoo company provides services to its customers with reasonable prices.	12
					Ooredoo company interested in its customer's proposals.	13
					Ooredoo company interested to customer's complaints.	14
					Ooredoo company sells its services to the customer's credibility.	15
					Ooredoo company makes contributions for the benefit of the Algerian society.	16
					Ooredoo company contributes to providing material support for the establishment of national and religious events of the community.	17
					Ooredoo company seeks to build a positive relationship within community members.	18
					Ooredoo company seeks to win the confidence of the Algerian individual through continuous interest in serving the members of the community	19
					Ooredoo company is trying to consolidate its image in the mind of individuals as a citizenship foundation.	20

**IV -Dependent variable (brand Equity):** Please tick (×) where you see it fits:

Strongly Agree	Agree	Neutral	Not Agree	Strongly Disagree	Phrase	Number
					Ooredoo is my best choice despite the availability of other companies.	1
					I choose Ooredoo from my perception of it.	2
					I have a high conviction when choosing Ooredoo.	3
					I possessed information on the Ooredoo services.	4
					I can distinguish ooredoo slogan quickly compared with other competitors .	5
					I have a good relationship with ooredoo	6
					Ooredoo left a good impression about the services provided	7
					Ooredoo gives me special deals compared with the rest of the competitors	8
					Ooredoo gives great care of me.	9
					I will keep the relationship with the Ooredoo the maximum possible time.	10
					Slogan , and image of ooredoo shows the quality of its services.	11
					Decorative agency of Ooredoo reflects the quality of its services.	12
					The agency staff, ofOoredoo , have a great ability to deal with my requeries.	13
					Ooredoo Agency staff has rapid response when dealing with me.	14
					Ooredoo committed to secrecy about my private information.	15
					I feel great satisfaction toward Ooredoo .	16
					I have great confidence on ooredoo services.	17
					Willing to pay a higher price in exchange for ooredoo services.	18
					Recommend the others (relatives, friends,	19



**APPENDICE N 05:** Output of SPSS program.

**Frequencies**

**Frequency Table**

		Gender			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Female	156	46,2	46,2	46,2
	Male	182	53,8	53,8	100,0
	Total	338	100,0	100,0	

		Age			
		Frequency	Percent	Valid Percent	Cumulative
					Percent
Valid	Less than 18 years	50	14,8	14,8	14,8
	19-29 years	175	51,8	51,8	66,6
	30-39 years	63	18,6	18,6	85,2
	40 year and over	50	14,8	14,8	100,0
	Total	338	100,0	100,0	

		Educational level			
		Frequency	Percent	Valid Percent	Cumulative
					Percent
Valid	secondary school	56	16,6	16,6	16,6
	college	247	73,1	73,1	89,6
	post-graduation	35	10,4	10,4	100,0
	Total	338	100,0	100,0	

**Frequencies**

		Income			
		Frequency	Percent	Valid Percent	Cumulative
					Percent
Valid	Less then 30.000 dinars	180	53,3	53,3	53,3
	from 30.000 dinars to less than 50.000 dinars	73	21,6	21,6	74,9
	from 50.000 dinars and more	85	25,1	25,1	100,0
	Total	338	100,0	100,0	

**Frequencies**

## Frequency Table

### The quality of coverage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	53	15,7	15,7	15,7
	2	14	4,1	4,1	19,8
	3	81	24,0	24,0	43,8
	4	121	35,8	35,8	79,6
	5	69	20,4	20,4	100,0
	Total	338	100,0	100,0	

### Business ads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	10,9	10,9	10,9
	2	101	29,9	29,9	40,8
	3	43	12,7	12,7	53,6
	4	96	28,4	28,4	82,0
	5	61	18,0	18,0	100,0
	Total	338	100,0	100,0	

### Call Rates

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	77	22,8	22,8	22,8
	2	44	13,0	13,0	35,8
	3	85	25,1	25,1	60,9
	4	90	26,6	26,6	87,6
	5	42	12,4	12,4	100,0
	Total	338	100,0	100,0	

### Special offers provided by Ooredoo company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	38	11,2	11,2	11,2
	2	84	24,9	24,9	36,1
	3	49	14,5	14,5	50,6
	4	76	22,5	22,5	73,1
	5	91	26,9	26,9	100,0
	Total	338	100,0	100,0	

**The way Ooredoo dealing with customers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	51	15,1	15,1	15,1
2	38	11,2	11,2	26,3
3	88	26,0	26,0	52,4
4	94	27,8	27,8	80,2
5	67	19,8	19,8	100,0
Total	338	100,0	100,0	

**Sports sponsorship and religious demonstrations and responsibility towards society**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	81	24,0	24,0	24,0
2	58	17,2	17,2	41,1
3	60	17,8	17,8	58,9
4	64	18,9	18,9	77,8
5	75	22,2	22,2	100,0
Total	338	100,0	100,0	

**Frequencies**

**What In your opinion, what is the description that fit Ooredoo e?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Contribute to community service	145	42,9	42,9	42,9
Just trying to make a profit	193	57,1	57,1	100,0
Total	338	100,0	100,0	

**Frequency Table**

**Ooredoo works to highlight the distinct image in the area of its business**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	1,2	1,2	1,2
not agree	11	3,3	3,3	4,4
Neutral	100	29,6	29,6	34,0
Agree	182	53,8	53,8	87,9
Strongly Agree	41	12,1	12,1	100,0

**Ooredoo works to highlight the distinct image in the area of its business**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1,2	1,2	1,2
	not agree	11	3,3	3,3	4,4
	Neutral	100	29,6	29,6	34,0
	Agree	182	53,8	53,8	87,9
	Strongly Agree	41	12,1	12,1	100,0
	Total	338	100,0	100,0	

**Ooredoo seeks to increase its sales volume**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	,9	,9	,9
	not agree	24	7,1	7,1	8,0
	Neutral	47	13,9	13,9	21,9
	Agree	124	36,7	36,7	58,6
	Strongly Agree	140	41,4	41,4	100,0
	Total	338	100,0	100,0	

**Ooredoo tries to maximize the profit of its shareholders**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	27	8,0	8,0	8,0
	not agree	74	21,9	21,9	29,9
	Neutral	96	28,4	28,4	58,3
	Agree	91	26,9	26,9	85,2
	Strongly Agree	50	14,8	14,8	100,0
	Total	338	100,0	100,0	

**Ooredoo provides earnings reports with full transparency and clarity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	61	18,0	18,0	18,0
	not agree	60	17,8	17,8	35,8
	Neutral	149	44,1	44,1	79,9
	Agree	63	18,6	18,6	98,5
	Strongly Agree	5	1,5	1,5	100,0

**Ooredoo supports environmental protection programs (afforestation, ocean cleanup campaigns ...)**

**Ooredoo provides earnings reports with full transparency and clarity**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	61	18,0	18,0	18,0
not agree	60	17,8	17,8	35,8
Neutral	149	44,1	44,1	79,9
Agree	63	18,6	18,6	98,5
Strongly Agree	5	1,5	1,5	100,0
Total	338	100,0	100,0	

**Ooredoo and its shareholders believe in the importance of community participation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	21	6,2	6,2	6,2
not agree	52	15,4	15,4	21,6
Neutral	156	46,2	46,2	67,8
Agree	97	28,7	28,7	96,4
Strongly Agree	12	3,6	3,6	100,0
Total	338	100,0	100,0	

**Ooredoo is involved in protecting the environment**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	59	17,5	17,5	17,5
not agree	49	14,5	14,5	32,0
Neutral	90	26,6	26,6	58,6
Agree	104	30,8	30,8	89,3
Strongly Agree	36	10,7	10,7	100,0
Total	338	100,0	100,0	

**Ooredoo linking environmental performance with its objectives**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	72	21,3	21,3	21,3
not agree	80	23,7	23,7	45,0
Neutral	87	25,7	25,7	70,7
Agree	92	27,2	27,2	97,9
Strongly Agree	7	2,1	2,1	100,0
Total	338	100,0	100,0	

**Ooredoo , through the environment protection program, is trying to increasing the awareness of members of the community**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	40	11,8	11,8	11,8
not agree	69	20,4	20,4	32,2
Neutral	140	41,4	41,4	73,7
Agree	71	21,0	21,0	94,7
Strongly Agree	18	5,3	5,3	100,0
Total	338	100,0	100,0	

**Ooredoo contributes to solving some of the environmental problems**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	68	20,1	20,1	20,1
not agree	66	19,5	19,5	39,6
Neutral	113	33,4	33,4	73,1
Agree	72	21,3	21,3	94,4
Strongly Agree	19	5,6	5,6	100,0
Total	338	100,0	100,0	

**Ooredoo provides high quality services to its customers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	,6	,6	,6
not agree	23	6,8	6,8	7,4
Neutral	45	13,3	13,3	20,7
Agree	194	57,4	57,4	78,1
Strongly Agree	74	21,9	21,9	100,0
Total	338	100,0	100,0	

**Ooridoo provides services to its customers with reasonable prices**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	12	3,6	3,6	3,6
not agree	86	25,4	25,4	29,0
Neutral	26	7,7	7,7	36,7
Agree	156	46,2	46,2	82,8
Strongly Agree	58	17,2	17,2	100,0
Total	338	100,0	100,0	

**Ooredoo interested in its customer's proposals**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1,8	1,8	1,8
	not agree	91	26,9	26,9	28,7
	Neutral	158	46,7	46,7	75,4
	Agree	75	22,2	22,2	97,6
	Strongly Agree	8	2,4	2,4	100,0
	Total	338	100,0	100,0	

**Ooredoo interested to customer's complaints**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	46	13,6	13,6	13,6
	not agree	22	6,5	6,5	20,1
	Neutral	135	39,9	39,9	60,1
	Agree	124	36,7	36,7	96,7
	Strongly Agree	11	3,3	3,3	100,0
	Total	338	100,0	100,0	

**Ooredoo sell its services to the customer's credibility**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	28	8,3	8,3	8,3
	not agree	9	2,7	2,7	10,9
	Neutral	150	44,4	44,4	55,3
	Agree	139	41,1	41,1	96,4
	Strongly Agree	12	3,6	3,6	100,0
	Total	338	100,0	100,0	

**Ooredoo makes contributions for the benefit of the Algerian society**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	,6	,6	,6
	not agree	43	12,7	12,7	13,3
	Neutral	86	25,4	25,4	38,8
	Agree	184	54,4	54,4	93,2
	Strongly Agree	23	6,8	6,8	100,0
	Total	338	100,0	100,0	

**Ooredoo contributes to providing material support for the establishment of national  
and religious events of the community**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	12	3,6	3,6	3,6
not agree	41	12,1	12,1	15,7
Neutral	108	32,0	32,0	47,6
Agree	145	42,9	42,9	90,5
Strongly Agree	32	9,5	9,5	100,0

**Ooredoo build a positive relationship within community members**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	12	3,6	3,6	3,6
not agree	12	3,6	3,6	7,1
Neutral	155	45,9	45,9	53,0
Agree	127	37,6	37,6	90,5
Strongly Agree	32	9,5	9,5	100,0
Total	338	100,0	100,0	

**Ooredoo seeks to win the confidence of the Algerian individual through continuous  
interest in serving the members of the community**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	20	5,9	5,9	5,9
not agree	6	1,8	1,8	7,7
Neutral	135	39,9	39,9	47,6
Agree	130	38,5	38,5	86,1
Strongly Agree	47	13,9	13,9	100,0
Total	338	100,0	100,0	

**Ooredoo is trying to build its image in the mind of individuals as a citizenship company**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	5	1,5	1,5	1,5
not agree	31	9,2	9,2	10,7
Neutral	64	18,9	18,9	29,6
Agree	203	60,1	60,1	89,6
Strongly Agree	35	10,4	10,4	100,0
Total	338	100,0	100,0	

**Ooredoo is my best choice, despite the availability of other companies**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	9	2,7	2,7	2,7
not agree	17	5,0	5,0	7,7
Neutral	92	27,2	27,2	34,9
Agree	199	58,9	58,9	93,8
Strongly Agree	21	6,2	6,2	100,0
Total	338	100,0	100,0	

**I choose ooredoo slogan from my perception of it**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	15	4,4	4,4	4,4
not agree	28	8,3	8,3	12,7
Neutral	118	34,9	34,9	47,6
Agree	162	47,9	47,9	95,6
Strongly Agree	15	4,4	4,4	100,0
Total	338	100,0	100,0	

**My conviction should be high when choosing trader services**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	33	9,8	9,8	9,8
not agree	22	6,5	6,5	16,3
Neutral	107	31,7	31,7	47,9
Agree	153	45,3	45,3	93,2
Strongly Agree	23	6,8	6,8	100,0
Total	338	100,0	100,0	

**I possessed information on ooredoo services**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	10	3,0	3,0	3,0
not agree	111	32,8	32,8	35,8
Neutral	79	23,4	23,4	59,2
Agree	121	35,8	35,8	95,0
Strongly Agree	17	5,0	5,0	100,0
Total	338	100,0	100,0	

**I can distinguish a ooredoo slogan quickly compared with other competitors**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	15	4,4	4,4	4,4
not agree	16	4,7	4,7	9,2
Neutral	40	11,8	11,8	21,0
Agree	176	52,1	52,1	73,1
Strongly Agree	91	26,9	26,9	100,0
Total	338	100,0	100,0	

**I have a good relationship with ooredoo**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	29	8,6	8,6	8,6
not agree	39	11,5	11,5	20,1
Neutral	98	29,0	29,0	49,1
Agree	165	48,8	48,8	97,9
Strongly Agree	7	2,1	2,1	100,0
Total	338	100,0	100,0	

**Ooredoo left a good impression about the services provided**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	10	3,0	3,0	3,0
not agree	34	10,1	10,1	13,0
Neutral	114	33,7	33,7	46,7
Agree	170	50,3	50,3	97,0
Strongly Agree	10	3,0	3,0	100,0
Total	338	100,0	100,0	

**Ooredoo Gives me special deals compared with the rest of the competitors**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	44	13,0	13,0	13,0
not agree	86	25,4	25,4	38,5
Neutral	44	13,0	13,0	51,5
Agree	117	34,6	34,6	86,1
Strongly Agree	47	13,9	13,9	100,0
Total	338	100,0	100,0	

**Ooredoo gives great care of me**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	51	15,1	15,1	15,1
not agree	51	15,1	15,1	30,2
Neutral	108	32,0	32,0	62,1
Agree	106	31,4	31,4	93,5
Strongly Agree	22	6,5	6,5	100,0
Total	338	100,0	100,0	

**I will keep the relationship with ooredoo the maximum possible time**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	19	5,6	5,6	5,6
not agree	26	7,7	7,7	13,3
Neutral	96	28,4	28,4	41,7
Agree	166	49,1	49,1	90,8
Strongly Agree	31	9,2	9,2	100,0
Total	338	100,0	100,0	

**image and slogan of ooredoo shows the quality of its services**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	,6	,6	,6
not agree	76	22,5	22,5	23,1
Neutral	68	20,1	20,1	43,2
Agree	161	47,6	47,6	90,8
Strongly Agree	31	9,2	9,2	100,0
Total	338	100,0	100,0	

**Decorative ooredoo agency reflects the quality of its services**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	25	7,4	7,4	7,4
not agree	117	34,6	34,6	42,0
Neutral	65	19,2	19,2	61,2
Agree	118	34,9	34,9	96,2
Strongly Agree	13	3,8	3,8	100,0
Total	338	100,0	100,0	

**The agency staff, of my trader, have a great ability to deal with my queries**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	16	4,7	4,7	4,7
not agree	62	18,3	18,3	23,1
Neutral	109	32,2	32,2	55,3
Agree	146	43,2	43,2	98,5
Strongly Agree	5	1,5	1,5	100,0
Total	338	100,0	100,0	

**Agency staff of ooredoo has rapid response when dealing with me**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	10	3,0	3,0	3,0
not agree	66	19,5	19,5	22,5
Neutral	115	34,0	34,0	56,5
Agree	132	39,1	39,1	95,6
Strongly Agree	15	4,4	4,4	100,0
Total	338	100,0	100,0	

**Ooredoo committed to secrecy about my private information**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	20	5,9	5,9	5,9
not agree	31	9,2	9,2	15,1
Neutral	105	31,1	31,1	46,2
Agree	126	37,3	37,3	83,4
Strongly Agree	56	16,6	16,6	100,0
Total	338	100,0	100,0	

**I feel great satisfaction toward ooredoo**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not agree	25	7,4	7,4	7,4
Neutral	100	29,6	29,6	37,0
Agree	206	60,9	60,9	97,9
Strongly Agree	7	2,1	2,1	100,0
Total	338	100,0	100,0	

**I have great confidence on ooredoo services**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	,6	,6	,6
not agree	68	20,1	20,1	20,7
Neutral	95	28,1	28,1	48,8
Agree	164	48,5	48,5	97,3
Strongly Agree	9	2,7	2,7	100,0
Total	338	100,0	100,0	

**Willing to pay a higher price in exchange for ooredoo services**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	67	19,8	19,8	19,8
not agree	121	35,8	35,8	55,6
Neutral	89	26,3	26,3	82,0
Agree	39	11,5	11,5	93,5
Strongly Agree	22	6,5	6,5	100,0
Total	338	100,0	100,0	

**Recommend the others (relatives, friends, and acquaintances) using ooredoo services**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	7	2,1	2,1	2,1
not agree	61	18,0	18,0	20,1
Neutral	96	28,4	28,4	48,5
Agree	129	38,2	38,2	86,7
Strongly Agree	45	13,3	13,3	100,0
Total	338	100,0	100,0	

**Ready to continue the subscription with ooredoo services in the future**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	,3	,3	,3
not agree	35	10,4	10,4	10,7
Neutral	40	11,8	11,8	22,5
Agree	217	64,2	64,2	86,7
Strongly Agree	45	13,3	13,3	100,0
Total	338	100,0	100,0	

**APPENDICE N 06:** Output of SPSS program.

**Descriptives  
T-Test**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean	Test Value = 3					
					t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ooredoo works to build positive image	338	3,72	,761	,041	17,500	337	,000	,725	,64	,81
Ooredoo seeks to increase its sales	338	4,11	,953	,052	21,343	337	,000	1,107	1,00	1,21
Ooredoo tries to maximize the profit of its shareholders	338	3,19	1,170	,064	2,929	337	,004	,186	,06	,31
Ooredoo provides earnings reports with full transparency and clarity	338	2,68	1,022	,056	-5,802	337	,000	-,322	-,43	-,21
Ooredoo and its shareholders believe in the importance of community participation	338	3,08	,910	,049	1,969	337	,007	,080	-,02	,18
axe1	338	3,3550	,56009	,03046	11,654	337	,000	,35503	,2951	,4150

**T-Test**

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean	Test Value = 3					
					t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Ooredoo involved in protecting the environment	338	3,03	1,257	,068	,389	337	,697	,027	-,11	,16
Ooredoo linking environmental performance with its objectives that seek to achieve	338	2,65	1,151	,063	-5,574	337	,000	-,349	-,47	-,23

Ooredoo supports environmental protection programs (afforestation, ocean cleanup campaigns	338	2,83	1,159	,063	-2,628	337	,009	-,166	-,29	-,04
Ooredoo , through the environment protection program, is trying to increasing the awareness of members of the community	338	2,88	1,043	,057	-2,190	337	,029	-,124	-,24	-,01
Ooredoo contributes to solving some of the environmental problems	338	2,73	1,170	,064	-4,279	337	,000	-,272	-,40	-,15
axe2	338	2,8231	,94228	,05125	-3,452	337	,001	-,17692	-,2777	-,0761

## T-Test

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean	Test Value = 3					
					t	Df	Sig. (2-tailed )	Mean Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Ooredoo is dedicated to provide high quality services to its customers	338	3,93	,822	,045	20,856	337	,000	,932	,84	1,02
Ooredoo provides services to its customers with reasonable prices	338	3,48	1,148	,062	7,674	337	,000	,479	,36	,60
Ooredoo interested in its customer's proposals	338	2,96	,811	,044	-,805	337	,421	-,036	-,12	,05
Ooredoo interested to customer's complaints	338	3,09	1,049	,057	1,659	337	,098	,095	-,02	,21
Ooredoo sell its services to the customer's credibility	338	3,29	,911	,050	5,852	337	,000	,290	,19	,39
axe3	338	3,3521	,63504	,03454	10,193	337	,000	,35207	,2841	,4200

## T-Test

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean	Test Value = 3					
					t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Ooredoo makes contributions for the benefit of the Algerian society	338	3,54	,822	,045	12,104	337	,000	,541	,45	,63
Ooredoo contributes to providing material support for the establishment of national and religious events of the community	338	3,43	,945	,051	8,293	337	,000	,426	,32	,53
Ooredoo seeks to build a positive relationship within community members	338	3,46	,851	,046	9,910	337	,000	,459	,37	,55
Ooredoo seeks to win the confidence of the Algerian individual through ooredoo interest in serving the members of the community	338	3,53	,960	,052	10,091	337	,000	,527	,42	,63
Ooredoo is trying to consolidate its image in the mind of individuals as a citizenship foundation	338	3,69	,835	,045	15,119	337	,000	,686	,60	,78
axe4	338	3,5278	,63114	,03433	15,375	337	,000	,52781	,4603	,5953

## T-Test

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean	Test Value = 3					
					t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
									Lower	Upper

Ooredoo is My best choice despite the availability of other companies	338	3,61	,790	,043	14,179	337	,000	,609	,52	,69
I choose ooredoo from my perception of it	338	3,40	,873	,047	8,348	337	,000	,396	,30	,49
i have a high conviction when choosing trader services	338	3,33	1,037	,056	5,821	337	,000	,328	,22	,44
I possessed information on ooredoo services	338	3,07	1,002	,054	1,303	337	,193	,071	-,04	,18
I can distinguish ooredoo slogan quickly compared with other competeters	338	3,92	,987	,054	17,202	337	,000	,923	,82	1,03
axe5	338	3,4657	,49214	,02677	17,396	337	,000	,46568	,4130	,5183

## T-Test

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean	Test Value = 3					
					t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I have a good relationship with ooredoo	338	3,24	,987	,054	4,520	337	,000	,243	,14	,35
Ooredoo left a good impression about the services provided	338	3,40	,825	,045	8,968	337	,000	,402	,31	,49
Ooredoo Gives me special deals compared with the rest of the competitors	338	3,11	1,292	,070	1,557	337	,120	,109	-,03	,25
Ooredoo gives great care of me	338	2,99	1,154	,063	-,141	337	,888	-,009	-,13	,11
I will keep the relationship with ooredoo the maximum possible time	338	3,49	,963	,052	9,265	337	,000	,485	,38	,59
axe6	338	3,2462	,67740	,03685	6,681	337	,000	,24615	,1737	,3186

## T-Test

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean	Test Value = 3					
					t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Slogan , and image of ooredoo shows the quality of its services	338	3,42	,957	,052	8,130	337	,000	,423	,32	,53
Decorative agency of ooredoo reflects the quality of its services	338	2,93	1,069	,058	-1,170	337	,243	-,068	-,18	,05
The agency staff, of ooredoo , have a great ability to deal with my queries	338	3,18	,913	,050	3,696	337	,000	,183	,09	,28
Ooredoo Agency staff has rapid response when dealing with me	338	3,22	,913	,050	4,528	337	,000	,225	,13	,32
Ooredoo committed to secrecy about my private information	338	3,49	1,060	,058	8,571	337	,000	,494	,38	,61
axe7	338	3,2515	,65374	,03556	7,072	337	,000	,25148	,1815	,3214

## T-Test

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean	Test Value = 3					
					t	df	Sig. (2-tailed )	Mean Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I feel great satisfaction toward ooredoo	338	3,79	,659	,036	16,087	337	,000	,577	,51	,65
I have great confidence on ooredoo services	338	3,57	,844	,046	7,087	337	,000	,325	,24	,42
Willing to pay a higher price in exchange for the ooredoo services	338	2,49	1,128	,061	-8,297	337	,000	-,509	-,63	-,39
Recommend the others (relatives, friends, and acquaintances) using ooredoo ervices	338	3,43	,999	,054	7,837	337	,000	,426	,32	,53
Ready to continue the subscription with ooredoo services in the future	338	3,80	,809	,044	18,163	337	,000	,799	,71	,89
axe8	338	3,4167	,55592	,03024	10,704	337	,000	,32367	,2642	,3831

## APPENDICE N 07: Output of SPSS program.

### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	338	100,0
	Excluded <sup>a</sup>	0	,0
	Total	338	100,0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
,696	5

RELIABILITY

```
/VARIABLES=Q6 Q7 Q8 Q9 Q10  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	338	100,0
	Excluded <sup>a</sup>	0	,0
	Total	338	100,0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
,872	5

RELIABILITY

```
/VARIABLES=Q11 Q12 Q13 Q14 Q15  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

### Reliability

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	338	100,0
	Excluded <sup>a</sup>	0	,0
	Total	338	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,682	5

```
RELIABILITY
/VARIABLES=Q16 Q17 Q18 Q19 Q20
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

### Reliability Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	338	100,0
	Excluded <sup>a</sup>	0	,0
	Total	338	100,0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
,759	5

```
RELIABILITY
/VARIABLES=Q21 Q22 Q23 Q24 Q25
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

### Reliability Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	338	100,0
	Excluded <sup>a</sup>	0	,0
	Total	338	100,0

### Case Processing Summary

		N	%
Cases	Valid	338	100,0
	Excluded <sup>a</sup>	0	,0
	Total	338	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,633	5

```
RELIABILITY  
  /VARIABLES=Q26 Q27 Q28 Q29 Q30  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

### Reliability Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	338	100,0
	Excluded <sup>a</sup>	0	,0
	Total	338	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,642	5

```
RELIABILITY  
  /VARIABLES=Q31 Q32 Q33 Q34 Q35  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

## Reliability

### Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	338	100,0
	Excluded <sup>a</sup>	0	,0
	Total	338	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,683	5

```
RELIABILITY  
  /VARIABLES=Q36 Q37 Q38 Q39 Q40  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

## Reliability

### Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	338	100,0
	Excluded <sup>a</sup>	0	,0
	Total	338	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,691	5

## Reliability

### Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	338	100,0
	Excluded <sup>a</sup>	0	,0
	Total	338	100,0

### Case Processing Summary

		N	%
Cases	Valid	338	100,0
	Excluded <sup>a</sup>	0	,0
	Total	338	100,0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
,853	40

```
NONPAR CORR
/VARIABLES=Q1 Q2 Q3 Q4 Q5
/PRINT=KENDALL TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

**APPENDICE N 08:** Output of SPSS program.

**Nonparametric Correlations**

			axe1
Kendall's tau_b	ooredoo works to build positive image	Correlation Coefficient	,518**
		Sig. (2-tailed)	,000
		N	338
	Ooredoo seeks to increase its sales	Correlation Coefficient	,514**
		Sig. (2-tailed)	,000
		N	338
	Ooredoo tries to maximize the profit of its shareholders	Correlation Coefficient	,564**
		Sig. (2-tailed)	,000
		N	338
	Ooredoo provides earnings reports with full transparency and clarity	Correlation Coefficient	,327**
		Sig. (2-tailed)	,000
		N	338
	Ooredoo and its shareholders believe in the importance of community participation	Correlation Coefficient	,448**
		Sig. (2-tailed)	,000
		N	338
axe1		Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	338

**Nonparametric Correlations**

			Axe2
Kendall's tau_b	Ooredoo is involved in protecting the environment	Correlation Coefficient	,749**
		Sig. (2-tailed)	,000
		N	338
	Ooredoo linking environmental performance with its objectives	Correlation Coefficient	,601**
		Sig. (2-tailed)	,000
		N	338
	Ooredoo supports environmental protection programs (afforestation, ocean cleanup campaigns ...)	Correlation Coefficient	,788**
		Sig. (2-tailed)	,000
		N	338

	Ooredoo , through the environment protection program, is trying to increasing the awareness of members of the community	Correlation Coefficient Sig. (2-tailed) N	,690** ,000 338
	Ooredoo contributes to solving some of the environmental problems	Correlation Coefficient Sig. (2-tailed) N	,667** ,000 338
	axe2	Correlation Coefficient Sig. (2-tailed) N	1,000 . 338

### Nonparametric Correlations

			Axe3
Kendall's tau_b	Ooredoo provides high quality services to its customers	Correlation Coefficient Sig. (2-tailed) N	,579** ,000 338
	Ooredoo provides services to its customers with reasonable prices	Correlation Coefficient Sig. (2-tailed) N	,647** ,000 338
	Ooredoo interested in its customer's proposals	Correlation Coefficient Sig. (2-tailed) N	,552** ,000 338
	Ooredoo interested to customer's complaints	Correlation Coefficient Sig. (2-tailed) N	,581** ,000 338
	Ooredoo sell its services to the customer's credibility	Correlation Coefficient Sig. (2-tailed) N	,560** ,000 338
	axe3	Correlation Coefficient Sig. (2-tailed) N	1,000 . 338

### Nonparametric Correlations

			axe4
Kendall's tau_b	Ooredoo makes contributions for the benefit of the Algerian society	Correlation Coefficient Sig. (2-tailed) N	,689** ,000 338
	Ooredoo contributes to providing material support	Correlation Coefficient Sig. (2-tailed)	,510** ,000

for the establishment of national and religious events of the community	N		338
Ooredoo build a positive relationship within community members	Correlation Coefficient Sig. (2-tailed) N	,636** ,000 338	
Ooredoo seeks to win the confidence of the Algerian individual through continuous interest in serving the members of the community	Correlation Coefficient Sig. (2-tailed) N	,764** ,000 338	
Ooredoo is trying to build its image in the mind of individuals as a citizenship company	Correlation Coefficient Sig. (2-tailed) N	,495** ,000 338	
axe4	Correlation Coefficient Sig. (2-tailed) N	1,000 . 338	

### Nonparametric Correlations

			axe5
Kendall's tau_b	Ooredoo is my best choice, despite the availability of other traders	Correlation Coefficient Sig. (2-tailed) N	,312** ,000 338
	I choose ooredoo slogan from my perception of it	Correlation Coefficient Sig. (2-tailed) N	,301** ,000 338
	I have a high conviction when choosing ooredoo services	Correlation Coefficient Sig. (2-tailed) N	,648** ,000 338
	I possessed information on ooredoo services	Correlation Coefficient Sig. (2-tailed) N	,398** ,000 338
	I can distinguish a ooredoo slogan quickly compared with other competitors	Correlation Coefficient Sig. (2-tailed) N	,370** ,000 338
	axe5	Correlation Coefficient Sig. (2-tailed) N	1,000 . 338

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

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

### Nonparametric Correlations

			axe6
Kendall's tau_b	I have a good relationship with ooredoo	Correlation Coefficient	,549**
		Sig. (2-tailed)	,000
		N	338
	Ooredoo left a good impression about the services provided	Correlation Coefficient	,433**
		Sig. (2-tailed)	,000
		N	338
	Ooredoo gives me special deals compared with the rest of the competitors	Correlation Coefficient	,650**
		Sig. (2-tailed)	,000
		N	338
	Ooredoo gives great care of me	Correlation Coefficient	,478**
		Sig. (2-tailed)	,000
		N	338
	I will keep the relationship with ooredoo maximum possible time	Correlation Coefficient	,421**
		Sig. (2-tailed)	,000
		N	338
	axe6	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	338

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

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

### Nonparametric Correlations

			axe7
Kendall's tau_b	image and slogan of ooredoo shows the quality of its services	Correlation Coefficient	,650**
		Sig. (2-tailed)	,000
		N	338
	Decorativ ooredoo e agency argely reflects the quality of its services	Correlation Coefficient	,525**
		Sig. (2-tailed)	,000
		N	338
	Ooredoo gency staff, of my trader, have a great ability to deal with my queries	Correlation Coefficient	,497**
		Sig. (2-tailed)	,000
		N	338
	Agency staff trader have	Correlation Coefficient	,564**

rapid response when dealing with me	Sig. (2-tailed) N	,000 338
Ooredoo committed to secrecy about my private information	Correlation Coefficient Sig. (2-tailed) N	,550** ,000 338
axe7	Correlation Coefficient Sig. (2-tailed) N	1,000 . 338

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

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

### Nonparametric Correlations

			axe8
Kendall's tau_b	I feel great satisfaction toward ooredoo	Correlation Coefficient Sig. (2-tailed) N	,551** ,000 338
	I have great confidence on ooredoo services	Correlation Coefficient Sig. (2-tailed) N	,500** ,000 338
	Willing to pay a higher price in exchange for ooredoo services	Correlation Coefficient Sig. (2-tailed) N	,450** ,000 338
	Recommend the others (relatives, friends, and acquaintances) using the ooredoo ervices	Correlation Coefficient Sig. (2-tailed) N	,599** ,000 338
	Ready to continue the subscription with ooredoo in the future	Correlation Coefficient Sig. (2-tailed) N	,500** ,000 338
	axe8	Correlation Coefficient Sig. (2-tailed) N	1,000 . 338

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

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

## Explore

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
TOT	338	100,0%	0	,0%	338	100,0%

### Descriptives

		Statistic	Std. Error
TOT	Mean	3,2931	,02067
	95% Confidence Interval for Lower Bound	3,2525	
	Mean Upper Bound	3,3338	
	5% Trimmed Mean	3,2914	
	Median	3,3500	
	Variance	,144	
	Std. Deviation	,38008	
	Minimum	2,33	
	Maximum	4,35	
	Range	2,02	
	Interquartile Range	,42	
	Skewness	-,151	,133
	Kurtosis	-,028	,265

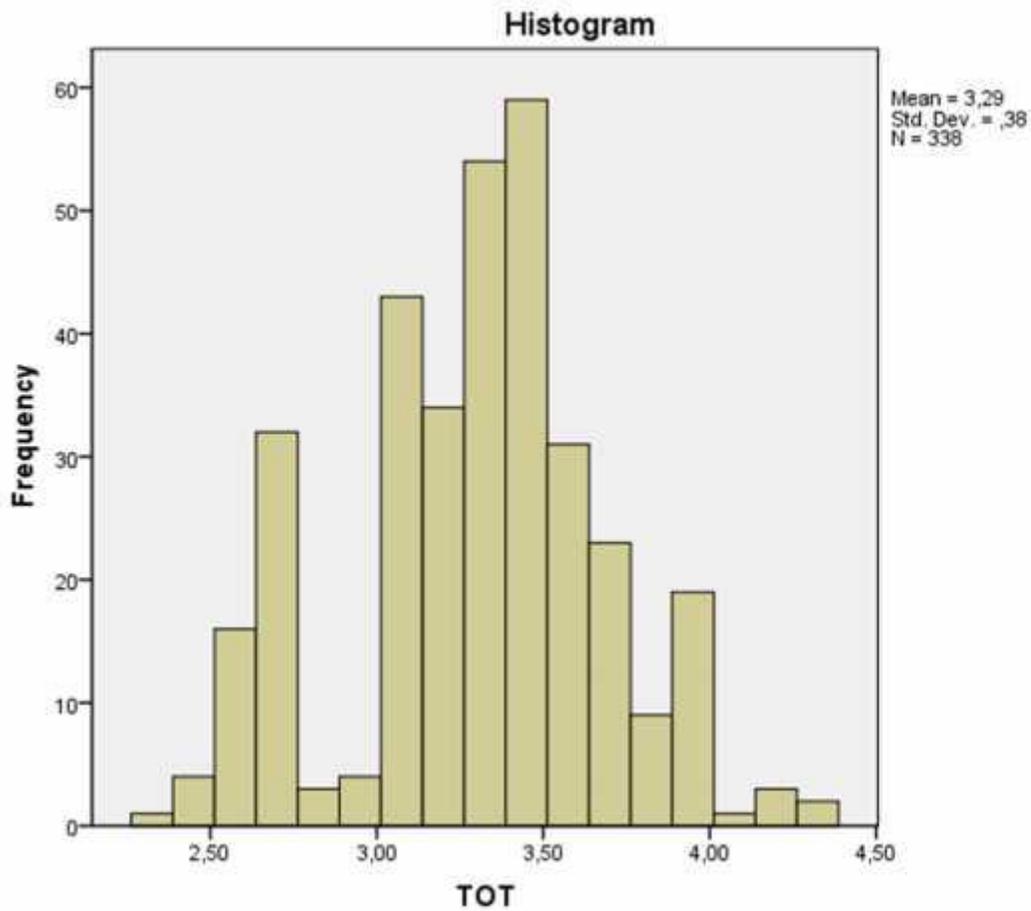
**APPENDICE N 09:** Output of SPSS program.

**Tests of Normality**

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
TOT	,097	338	,000	,968	338	,000

a. Lilliefors Significance Correction

**TOT**

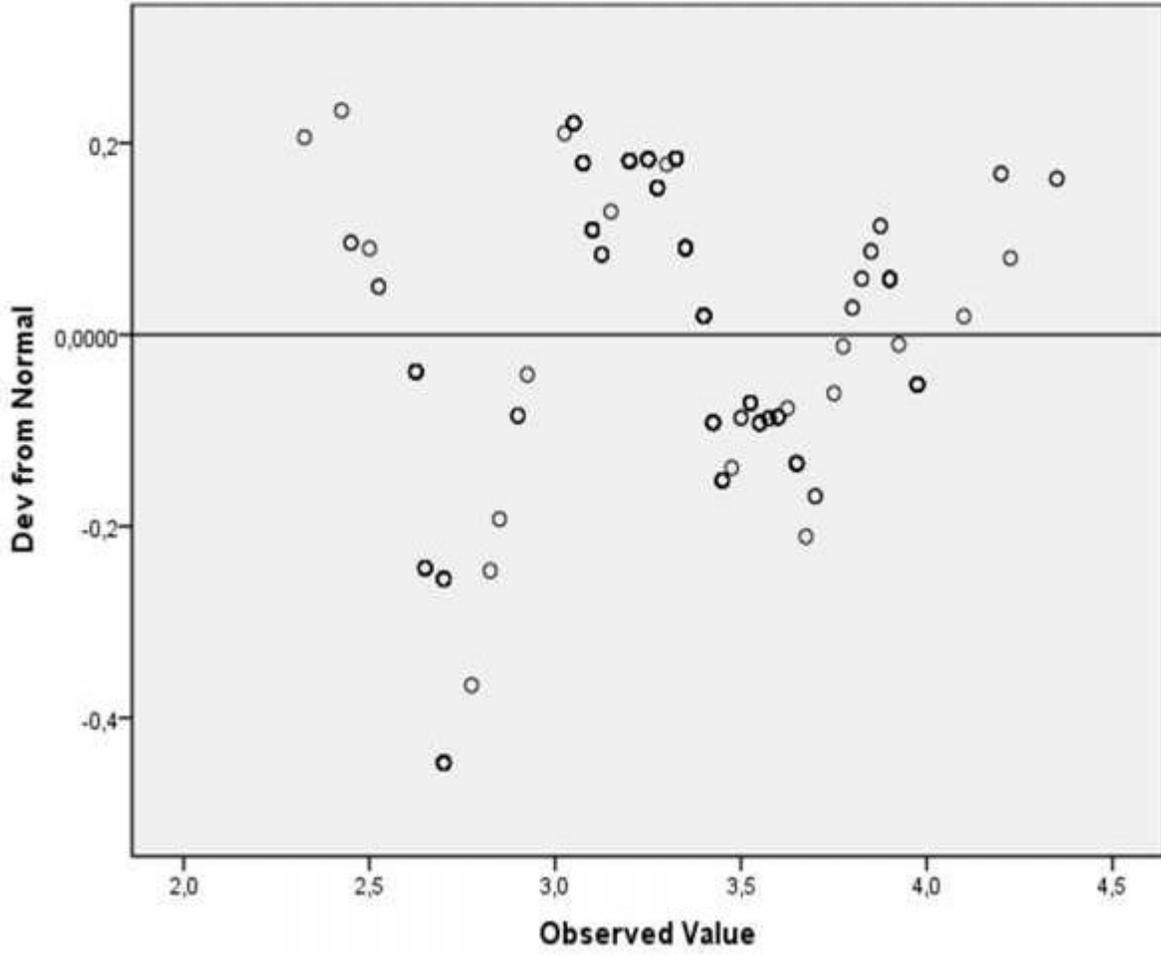


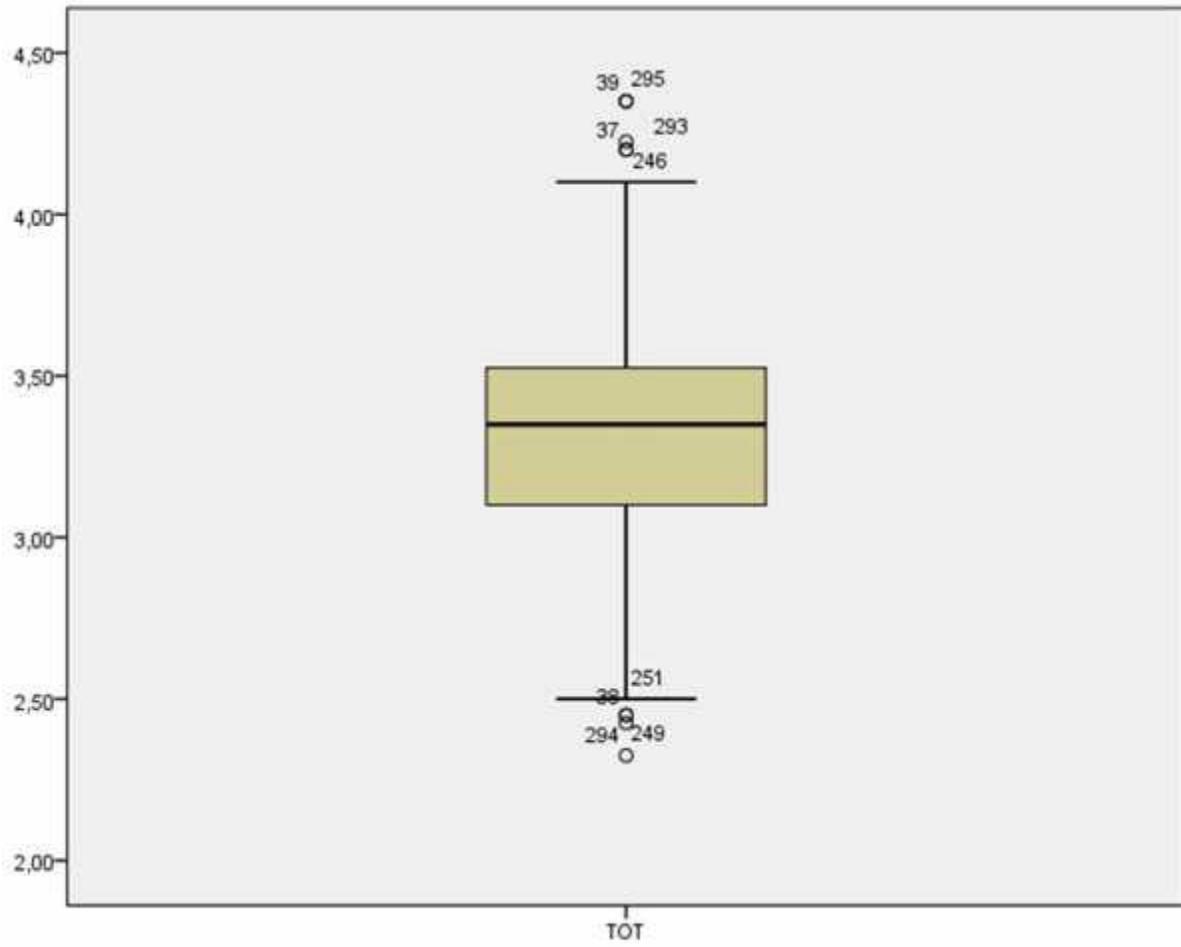
TOT Stem-and-Leaf Plot

Frequency	Stem &	Leaf
4,00	Extremes	(=<2,45)
3,00	25 .	022
21,00	26 .	222222222222222555555
26,00	27 .	000000000000000000000007
2,00	28 .	25
4,00	29 .	0002
22,00	30 .	255555555577777777777
22,00	31 .	0000000000000000022225
43,00	32 .	00000000000000000555555555555555557777777777



Detrended Normal Q-Q Plot of TOT





**APPENDICE N10: Output of SPSS program.**

**Regression**

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	axe4, axe1, axe2, axe3	.	Enter

- a. All requested variables entered.
- b. Independent Variable: CSR

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	axe1	,880	1,136
	axe2	,685	1,460
	axe3	,610	1,639
	axe4	,788	1,269

- a. Independent Variable: CSR

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index
1	1	4,873	1,000
	2	,070	8,346
	3	,031	12,531
	4	,017	16,950
	5	,009	23,715

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Variance Proportions				
		(Constant)	axe1	axe2	axe3	axe4
1	1	,00	,00	,00	,00	,00
	2	,02	,04	,72	,00	,02
	3	,00	,36	,10	,25	,09
	4	,09	,01	,06	,31	,89
	5	,89	,59	,12	,44	,00

- a. Independent Variable: CSR

## Regression

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	axe4, axe1, axe2, axe3	.	Enter

- a. All requested variables entered.  
b. Dependent Variable: BE

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,567 <sup>a</sup>	,322	,314	,41286

- a. Predictors: (Constant), axe4, axe1, axe2, axe3

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,947	4	6,737	39,523	,000 <sup>a</sup>
	Residual	56,760	333	,170		
	Total	83,708	337			

- a. Predictors: (Constant), axe4, axe1, axe2, axe3  
b. Dependent Variable: BE

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,338	,196		6,835	,000
	axe1	,369	,043	,415	8,619	,000
	axe2	-,157	,029	-,297	-5,457	,000
	axe3	,086	,045	,109	1,895	,059
	axe4	,256	,040	,324	6,373	,000

- a. Dependent Variable: BE

## T-Test

### Group Statistics

Group Statistics					Levene's Test for Equality of Variances		t-test for Equality of Means						
Gender	N	Mean	Std. Deviation	Std. Error Mean	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
												Lower	Upper
CSR	Female	156	3,1353	,38967	15,434	,000	-4,827	336	,000	-,24002	,04973	-,33784	-,14220
	Male	182	3,3753	,50554								,03747	-4,922
BE	Female	156	3,2904	,59547	12,148	,001	-1,071	336	,285	-,05824	,05437	-,16518	,04870
	Male	182	3,3486	,39655								,02939	-1,040
TOT	Female	156	3,2128	,37481	,061	,806	-3,662	336	,000	-,14913	,04073	-,22924	-,06902
	Male	182	3,3620	,37194								,02757	-3,660

## Oneway

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CSR	Between Groups	1,924	3	,641	2,945	,033
	Within Groups	72,710	334	,218		
	Total	74,634	337			
BE	Between Groups	2,039	3	,680	2,780	,041
	Within Groups	81,668	334	,245		
	Total	83,708	337			
TOT	Between Groups	,056	3	,019	,128	,943
	Within Groups	48,626	334	,146		
	Total	48,682	337			

## Post Hoc Tests

### Multiple Comparisons

LSD

Dependent Variable	(I) Age group	(J) Age group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Lower Bound
CSR	Less than 18 years	19-29 years	-,14586	,07482	,052	-,2930	,0013
		30-39 years	-,03195	,08837	,718	-,2058	,1419
		40 year and over	-,23000*	,09332	,014	-,4136	-,0464
	19-29 years	Less than 18 years	,14586	,07482	,052	-,0013	,2930
		30-39 years	,11390	,06855	,098	-,0209	,2488
		40 year and over	-,08414	,07482	,262	-,2313	,0630
	30-39 years	Less than 18 years	,03195	,08837	,718	-,1419	,2058
		19-29 years	-,11390	,06855	,098	-,2488	,0209
		40 year and over	-,19805*	,08837	,026	-,3719	-,0242
	40 year and over	Less than 18 years	,23000*	,09332	,014	,0464	,4136
		19-29 years	,08414	,07482	,262	-,0630	,2313
		30-39 years	,19805*	,08837	,026	,0242	,3719
BE	Less than 18 years	19-29 years	,13529	,07929	,089	-,0207	,2913
		30-39 years	-,03265	,09366	,728	-,2169	,1516
		40 year and over	,17100	,09890	,085	-,0235	,3655
	19-29 years	Less than 18 years	-,13529	,07929	,089	-,2913	,0207
		30-39 years	-,16794*	,07265	,021	-,3109	-,0250
		40 year and over	,03571	,07929	,653	-,1203	,1917
	30-39 years	Less than 18 years	,03265	,09366	,728	-,1516	,2169
		19-29 years	,16794*	,07265	,021	,0250	,3109
		40 year and over	,20365*	,09366	,030	,0194	,3879

	40 year and over	Less than 18 years	-,17100	,09890	,085	-,3655	,0235
		19-29 years	-,03571	,07929	,653	-,1917	,1203
		30-39 years	-,20365*	,09366	,030	-,3879	-,0194
TOT	Less than 18 years	19-29 years	-,00529	,06119	,931	-,1256	,1151
		30-39 years	-,03230	,07227	,655	-,1745	,1099
		40 year and over	-,02950	,07631	,699	-,1796	,1206
	19-29 years	Less than 18 years	,00529	,06119	,931	-,1151	,1256
		30-39 years	-,02702	,05606	,630	-,1373	,0833
		40 year and over	-,02421	,06119	,693	-,1446	,0961
	30-39 years	Less than 18 years	,03230	,07227	,655	-,1099	,1745
		19-29 years	,02702	,05606	,630	-,0833	,1373
		40 year and over	,00280	,07227	,969	-,1394	,1450
	40 year and over	Less than 18 years	,02950	,07631	,699	-,1206	,1796
		19-29 years	,02421	,06119	,693	-,0961	,1446
		30-39 years	-,00280	,07227	,969	-,1450	,1394

\*. The mean difference is significant at the 0.05 level.

## Oneway

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CSR	Between Groups	,858	2	,429	1,948	,144
	Within Groups	73,776	335	,220		
	Total	74,634	337			
BE	Between Groups	7,035	2	3,518	15,370	,000
	Within Groups	76,672	335	,229		
	Total	83,708	337			
TOT	Between Groups	2,205	2	1,102	7,945	,000
	Within Groups	46,478	335	,139		
	Total	48,682	337			

## Post Hoc Tests

### Multiple Comparisons

LSD

Dependent Variable	(I) Educational level	(J) Educational level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Lower Bound
CSR	secondary school	college	-,11471	,06946	,100	-,2513	,0219
		post-graduation	-,18411	,10112	,070	-,3830	,0148
	college	secondary school	,11471	,06946	,100	-,0219	,2513
		post-graduation	-,06940	,08476	,413	-,2361	,0973
	post-graduation	secondary school	,18411	,10112	,070	-,0148	,3830
		college	,06940	,08476	,413	-,0973	,2361
BE	secondary school	college	,14943*	,07081	,036	,0101	,2887
		post-graduation	-,31607*	,10308	,002	-,5188	-,1133
	college	secondary school	-,14943*	,07081	,036	-,2887	-,0101
		post-graduation	-,46550*	,08641	,000	-,6355	-,2955
	post-graduation	secondary school	,31607*	,10308	,002	,1133	,5188
		college	,46550*	,08641	,000	,2955	,6355
TOT	secondary school	college	,01736	,05513	,753	-,0911	,1258
		post-graduation	-,25009*	,08026	,002	-,4080	-,0922
	college	secondary school	-,01736	,05513	,753	-,1258	,0911
		post-graduation	-,26745*	,06727	,000	-,3998	-,1351
	post-graduation	secondary school	,25009*	,08026	,002	,0922	,4080
		college	,26745*	,06727	,000	,1351	,3998

\*. The mean difference is significant at the 0.05 level.

## Oneway

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CSR	Between Groups	1,768	2	,884	4,065	,018
	Within Groups	72,866	335	,218		
	Total	74,634	337			
BE	Between Groups	6,611	2	3,305	14,363	,000
	Within Groups	77,097	335	,230		
	Total	83,708	337			
TOT	Between Groups	,416	2	,208	1,442	,238
	Within Groups	48,266	335	,144		
	Total	48,682	337			

## Post Hoc Tests

### Multiple Comparisons

LSD

Dependent Variable	(I) income	(J) income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
CSR	Less then 30.000 dinars	from 30.000 dinars to less than 50.000 dinars	-,12277	,06471	,059	-,2501	,0045
		from 50.000 dinars and more	-,15987*	,06138	,010	-,2806	-,0391
	from 30.000 dinars to less than 50.000 dinars	Less then 30.000 dinars	,12277	,06471	,059	-,0045	,2501
		from 50.000 dinars and more	-,03710	,07442	,618	-,1835	,1093
	from 50.000 dinars and more	Less then 30.000 dinars	,15987*	,06138	,010	,0391	,2806
		from 30.000 dinars to less than 50.000 dinars	,03710	,07442	,618	-,1093	,1835
BE	Less then 30.000 dinars	from 30.000 dinars to less than 50.000 dinars	,18321*	,06657	,006	,0523	,3141
		from 50.000 dinars and more	,32946*	,06314	,000	,2053	,4537

	from 30.000 dinars to less than 50.000 dinars	Less then 30.000 dinars from 50.000 dinars and more	-,18321*	,06657	,006	-,3141	-,0523
			,14625	,07655	,057	-,0043	,2968
	from 50.000 dinars and more	Less then 30.000 dinars from 30.000 dinars to less than 50.000 dinars	-,32946*	,06314	,000	-,4537	-,2053
			-,14625	,07655	,057	-,2968	,0043
TOT	Less then 30.000 dinars	from 30.000 dinars to less than 50.000 dinars	,03022	,05267	,567	-,0734	,1338
		from 50.000 dinars and more	,08480	,04995	,091	-,0135	,1831
	from 30.000 dinars to less than 50.000 dinars	Less then 30.000 dinars from 50.000 dinars and more	-,03022	,05267	,567	-,1338	,0734
			,05458	,06057	,368	-,0646	,1737
	from 50.000 dinars and more	Less then 30.000 dinars from 30.000 dinars to less than 50.000 dinars	-,08480	,04995	,091	-,1831	,0135
			-,05458	,06057	,368	-,1737	,0646

\*. The mean difference is significant at the 0.05 level.

## Oneway

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CSR	Between Groups	2,832	2	1,416	6,606	,002
	Within Groups	71,802	335	,214		
	Total	74,634	337			
BE	Between Groups	3,173	2	1,587	6,600	,002
	Within Groups	80,534	335	,240		
	Total	83,708	337			
TOT	Between Groups	,354	2	,177	1,226	,295
	Within Groups	48,328	335	,144		
	Total	48,682	337			

## Post Hoc Tests

### Oneway

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
CSR	Between Groups	3,595	2	1,798	8,477	,000
	Within Groups	71,039	335	,212		
	Total	74,634	337			
BE	Between Groups	1,922	2	,961	3,936	,020
	Within Groups	81,786	335	,244		
	Total	83,708	337			
TOT	Between Groups	1,508	2	,754	5,354	,005
	Within Groups	47,174	335	,141		
	Total	48,682	337			

```

ONEWAY CSR BE TOT BY Pattern
/MISSING ANALYSIS
/POSTHOC=LSD ALPHA(0.05).
    
```

### Oneway

#### Warnings

Post hoc tests are not performed for CSR because there are fewer than three groups.  
 Post hoc tests are not performed for BE because there are fewer than three groups.  
 Post hoc tests are not performed for TOT because there are fewer than three groups.

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
CSR	Between Groups	2,281	1	2,281	10,591	,001
	Within Groups	72,353	336	,215		
	Total	74,634	337			
BE	Between Groups	,563	1	,563	2,275	,132
	Within Groups	83,145	336	,247		
	Total	83,708	337			
TOT	Between Groups	,144	1	,144	,999	,318
	Within Groups	48,538	336	,144		
	Total	48,682	337			

ONEWAY CSR BE TOT BY Description  
 /MISSING ANALYSIS  
 /POSTHOC=LSD ALPHA(0.05).

## Oneway

### Warnings

Post hoc tests are not performed for CSR because there are fewer than three groups.  
 Post hoc tests are not performed for BE because there are fewer than three groups.  
 Post hoc tests are not performed for TOT because there are fewer than three groups.

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CSR	Between Groups	5,584	1	5,584	27,172	,000
	Within Groups	69,050	336	,206		
	Total	74,634	337			
BE	Between Groups	,267	1	,267	1,076	,300
	Within Groups	83,441	336	,248		
	Total	83,708	337			
TOT	Between Groups	2,074	1	2,074	14,948	,000
	Within Groups	46,609	336	,139		
	Total	48,682	337			

# General Introduction

# General Conclusion

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# Appendices

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## **THEORETICAL FRAMEWORK**

# **chapter two**

**LITERATURE REVIEW AND THE  
EVALUATION OF PREVIOUS STUDIES**

# chapter three

**RESEARCH METHODOLOGY**

# chapter four

## RESULTS AND DISCUSSION