



UNIVERSITY OF MEDIA, ARTS AND COMMUNICATION

GHANA INSTITUTE OF JOURNALISM

**THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ON
ORGANIZATIONAL REPUTATION: A CASE STUDY OF KASAPREKO COMPANY
LIMITED**

BY

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DECLARATION BY STUDENT

I hereby declare that this research is a result of my own original research and that no part of it has been presented for another degree in this university or any other higher education institute. I further declare that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

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Student	Index number	Signature	Date
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CERTIFICATION BY SUPERVISOR

This dissertation has been prepared and presented under my supervision according to the guidelines for supervision and formatting of dissertation laid down by the University of Media, Arts and Communication UniMAC-GIJ.

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Supervisor	Signature	Date
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DEDICATION

I dedicate this work to God almighty and to my husband Mr Solomon Boye, my children Daniel, Carlton, Gabriel Denzel and Benedicta for inspiring this journey.

ACKNOWLEDGEMENT

To Almighty God, I have experienced your mercy and grace from the very beginning of this journey till now. Yours remains the glory. Special thanks to Mr. Anum Afotey who played a very instrumental and supportive role in my education journey. Additionally, I wish to express my sincerest gratitude to Dr Albert Annani Bossman, my supervisor, whose boundless enthusiasm, patience, insightful feedback, invaluable guidance, and unwavering stream of ideas have been instrumental throughout my thesis journey. His vast knowledge and extensive experience in research have been pivotal in the successful completion of this paper. Without his unwavering support and expert guidance, this achievement would not have been conceivable. I am profoundly grateful for having had such an exceptional supervisor for this study.

ABSTRACT

This study investigates the effects of Corporate Social Responsibility (CSR) initiatives on the organizational reputation of Kasapreko Company Limited, a leading beverage company in Ghana. Grounded in Stakeholder Theory and employing Carroll's CSR Pyramid as a framework, the research assesses consumer awareness, perception, and the impact of CSR activities on reputation. Using a quantitative approach, data were collected through structured questionnaires administered to 100 respondents, focusing on CSR dimensions such as environmental sustainability, community engagement, legal compliance, and philanthropic activities. The findings reveal that CSR initiatives significantly enhance Kasapreko's reputation, with environmental sustainability emerging as the most influential factor, followed by philanthropic activities and community engagement. The demographic profile of respondents, predominantly younger and highly educated, underscores progressive attitudes towards CSR, shaping the study's outcomes. The study concludes that CSR is integral to building trust, fostering consumer loyalty, and enhancing brand image. Practical recommendations are provided for Kasapreko to refine its CSR strategies, emphasizing transparency, authenticity, and alignment with stakeholder expectations. These insights contribute to the growing body of literature on CSR's role in reputation management and offer actionable strategies for businesses aiming to integrate CSR into their operational frameworks effectively.

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CHAPTER ONE

INTRODUCTION

1.0 Chapter Overview

This chapter introduces the study by providing an overview of the effects of Corporate Social Responsibility (CSR) on organizational reputation, specifically focusing on Kasapreko Company Limited. It outlines the background, problem statement, research questions, objectives, significance, and scope of the study

1.1 Background Of Study

CSR refers to the practices and policies undertaken by corporations to have a positive influence on the world. It encompasses a wide range of activities, including sustainable environmental practices, ethical labor practices, community engagement, and philanthropy (Abubakar, 2022). Janowski (2020) states that the concept has evolved from philanthropic gestures to a more strategic business approach where CSR is integrated into the core operations and business model. It extends beyond profit generation and focuses on a company's positive impact on society and the environment (Carroll, 2016). This evolution reflects a shift in corporate philosophy, recognizing that long-term business success is intertwined with societal well-being (George et al., 2023).

Furthermore, CSR has transitioned from being solely a corporate responsibility to becoming a potent public relations strategy. Consumers now consider a company's CSR efforts when making purchasing decisions and forming opinions about its reputation (Strielkowski et al., 2023). Thus, CSR has emerged as a tool for companies to define their identity and attract consumers. Simultaneously, Carroll, (2021) asserts consumers employ CSR as a criterion for identifying reputable companies and forging relationships with them. Effective utilization of CSR strategies that enhance reputation can significantly boost sales and profitability by expanding the consumer

base through the cultivation of strong relationships, aligning with the core purpose of public relations (Fatima, & Elbanna, 2023).

Baumgartner et al., (2020) opine organizational reputation is an intangible asset that reflects stakeholders' perceptions of a company's credibility, reliability, and trustworthiness. The impact of CSR on organizational reputation is profound, as CSR activities can significantly enhance a company's image and stakeholder trust. Effective CSR strategies can lead to improved customer loyalty, increased employee satisfaction, and better investor relations (Islam, 2021).

Empirical studies suggest that CSR contributes to building a positive corporate image and reputation. Smith and Jones (2019) findings revealed a significant link between customer awareness of the company's CSR endeavors and favorable customer perceptions. The study highlighted that customers who were cognizant of the company's CSR efforts tended to hold more positive opinions about the company, leading to heightened levels of trust and loyalty. Likewise Johnson et al. (2020) research unveiled that customer who perceived these initiatives as authentic and in alignment with their values displayed a more positive view of the company. This, in turn, resulted in increased customer satisfaction and a higher willingness to recommend the brand to others where as Brown and Davis (2018) findings demonstrated that customers who perceived that the company was genuinely committed to social responsibility reported higher levels of satisfaction with the services they received. In recent years, the call for organizations to actively engage in social initiatives has grown louder, recognizing that governmental efforts alone are insufficient to address societal issues (Ocran, 2011).

Ghana's business environment has witnessed a growing emphasis on CSR in recent years. The Ghana Stock Exchange (GSE) has incorporated sustainability reporting into its listing

requirements, encouraging companies to disclose their CSR activities (GSE, 2019). The Ghanaian government has also implemented policies promoting responsible business conduct, recognizing the role of CSR in national development (Wirba, 2023). This focus on CSR reflects a global trend where stakeholders increasingly expect companies to operate ethically and contribute positively to society (Crane et al., 2019). This call has been heeded, with conglomerates in Ghana, particularly in the beverage industry, taking the lead in Corporate Social Responsibility (CSR) initiatives in countries like Ghana (Dartey-Baah et al., 2022).

Kasapreko Company Limited, founded in 1989 in Ghana, has established itself as a leader in the beverage industry through its robust integration of Corporate Social Responsibility (CSR) into business operations. Emphasizing community development, environmental sustainability, and ethical business practices, Kasapreko's CSR initiatives include providing clean water and educational support while striving to reduce carbon emissions and promote recycling. Based on this background, there will be the need to explore how corporate social responsibility effect organizational reputation in the beverage industry, given the complexity and importance of CSR in that sector.

1.2 Problem Statement

The effect of Corporate Social Responsibility (CSR) on organizational reputation has garnered significant attention in recent years, particularly within the beverage industry where consumer expectations are increasingly focused on ethical and sustainable business practices (Crane et al., 2019). As consumers wield their purchasing power as a tool for social good, demanding transparency and accountability from the companies they support, CSR has emerged as a critical strategy for fostering positive brand image, enhancing customer loyalty, and building stakeholder trust (Islam, 2021).

While previous research has established a positive correlation between CSR initiatives and reputation (Zhang & Ahmad, 2021; Hoang et al., 2020), gaps remain in understanding the nuanced dynamics and long-term effectiveness of CSR within the beverage sector. Specifically, studies have highlighted challenges such as the authenticity of CSR efforts and their genuine impact on brand perception over time (Brown & Davis, 2018). Consumers are increasingly adept at distinguishing between authentic CSR practices and superficial greenwashing attempts (Parguel & Johnson, 2021). Given the beverage industry's reliance on packaging and resource consumption, it is particularly vulnerable to scrutiny regarding the authenticity of CSR claims.

Moreover, measuring the tangible impact of CSR on organizational reputation presents another significant challenge. While customer surveys provide initial insights, a deeper understanding of how CSR initiatives contribute to sustained brand perception and market differentiation is essential. Societal expectations of CSR are also dynamic, evolving over time (Ocran, 2011). What constitutes effective CSR today may not resonate tomorrow, necessitating continuous adaptation of CSR strategies by beverage companies to align with changing consumer preferences and societal norms.

Despite these complexities, limited research has focused specifically on the Ghanaian context, particularly within companies like Kasapreko Company Limited. Thus, this study aims to fill this gap by investigating how CSR practices at Kasapreko Company Limited influence its organizational reputation within the local and regional beverage market. By exploring these dynamics, this research seeks to contribute to both theoretical understanding and practical insights into the strategic role of CSR in enhancing organizational reputation within the beverage industry in Ghana.

1.3 Aim of the Study

This study aims to investigate the effects of Corporate Social Responsibility (CSR) initiatives on the organizational reputation of Kasapreko Company Limited.

1.4 Research Objectives

Specifically, the study seeks to:

1. Explore Consumer Awareness and perception of Kasapreko's CSR initiatives.
2. Identify the specific mechanisms through which CSR activities contribute to enhancing organizational reputation within the context of the Ghanaian beverage industry
3. Explore the impact of various CSR activities on the overall reputation of Kasapreko Company Limited.

1.5 Research questions

1. How aware are consumers of Kasapreko's CSR initiatives, and how do these initiatives influence their perceptions of the company?
2. What are the specific mechanisms through which Kasapreko's CSR activities contribute to enhancing its organizational reputation within the Ghanaian beverage industry?
3. What is the impact of different CSR activities, such as community development, environmental sustainability, and ethical business practices, on the overall reputation of Kasapreko Company Limited?

1.6 Significance Of Study

This study will contribute to the academic literature by providing empirical evidence on the effects of CSR on organizational reputation within the context of the Ghanaian beverage industry. It will address existing gaps in the literature by offering insights into how context-specific CSR activities impact corporate reputation, particularly in an emerging market setting. The research will enhance

understanding of the mechanisms through which CSR initiatives influence stakeholder perceptions and long-term reputation, thus enriching theoretical frameworks and models in CSR and reputation management.

For practitioners, particularly those in the beverage industry and similar sectors, this study offers practical insights into the design and implementation of effective CSR strategies. By identifying which CSR activities most positively affect corporate reputation and understanding stakeholder responses, companies can tailor their CSR efforts to achieve maximum impact. The findings will provide actionable recommendations for Kasapreko Company Limited and other businesses seeking to enhance their reputation through strategic CSR initiatives, ultimately leading to improved customer loyalty, employee satisfaction, and competitive advantage.

From a policy perspective, this study underscores the importance of CSR in corporate governance and business regulation. The insights gained can inform policymakers in creating supportive frameworks and incentives for companies to engage in meaningful CSR activities. By highlighting the benefits of CSR for both businesses and society, the study advocates for policies that encourage sustainable and socially responsible business practices. Policymakers can use the findings to promote CSR as a tool for achieving broader societal goals, such as community development and environmental sustainability, thereby fostering a more socially responsible business environment in Ghana and beyond.

1.7 Scope of Study

This study focuses on exploring consumer awareness and perceptions of Kasapreko Company Limited's CSR initiatives, specifically within the context of the Ghanaian beverage industry. It will investigate the extent to which consumers are aware of Kasapreko's CSR efforts and how these initiatives influence their perceptions of the company. Additionally, the study aims to identify the specific mechanisms through which Kasapreko's CSR activities enhance its organizational

reputation. It will analyze various CSR activities such as community development, environmental sustainability, and ethical business practices to understand their impact on Kasapreko's overall reputation. The research will be conducted using qualitative and quantitative methods to gather data from consumers, stakeholders, and company records, providing a comprehensive evaluation of the effectiveness and perception of CSR initiatives at Kasapreko Company Limited.

1.8 Organization of study

This study is organized into five chapters. Chapter One provides an introduction, including the background, problem statement, research questions, objectives, significance, and scope of the study. Chapter Two reviews relevant literature on Corporate Social Responsibility (CSR) and organizational reputation, offering theoretical and empirical insights that frame the research context. Chapter Three outlines the research methodology, detailing the research design, data collection methods, sampling techniques, and analytical approaches used in the study. Chapter Four presents and discusses the findings, analyzing data about the research questions and objectives. Finally, Chapter Five concludes the study, summarizing key findings, discussing implications for academia, practice, and policy, and providing recommendations for future research and practical applications.

1.9 Chapter Summary

Chapter One introduces the study by outlining the evolution of Corporate Social Responsibility (CSR) from philanthropy to a strategic business imperative integrated into core operations (Porter & Kramer, 2006). It identifies the research objectives: exploring consumer awareness and perceptions of Kasapreko's CSR initiatives, identifying mechanisms enhancing organizational reputation through CSR, and assessing the impact of various CSR activities on Kasapreko's overall reputation. The chapter highlights the significance of the study in contributing to CSR literature and guiding practical applications for Kasapreko and similar companies in the Ghanaian beverage

industry. The scope includes qualitative methods to gather comprehensive data on CSR perceptions and impacts.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The literature review for this study delves into the theoretical and empirical foundations that underpin the relationship between Corporate Social Responsibility (CSR) and organizational reputation. This section explores various dimensions of CSR, its historical development, and the specific impact on corporate reputation. The case of Kasapreko Company Limited, a leading beverage manufacturer in Ghana, serves as a focal point for understanding these dynamics in a real-world context.

2.1 Theoretical Review - Stakeholder Theory

Stakeholder Theory provides a framework for understanding the interconnected relationships between a company and its stakeholders, including consumers, suppliers, employees, investors, and communities (Dmytriyev et al., 2021). Introduced by R. Edward Freeman in 1984, this theory posits that companies should deliver value to all stakeholders, not just shareholders. It addresses the ethical dimensions of organizational management (Hörisch et al., 2020) and encompasses managerial practices and their moral underpinnings.

The theory revolves around two key questions: First, "What is the purpose of the company?" This question prompts managers to define a shared vision of the value they bring and the common interests that bind their principal stakeholders (Nyangoya, 2022). This alignment drives exceptional performance based on the company's mission and market indicators. Second, "What obligations does management bear towards stakeholders?" This compels managers to articulate their business approach and the relationships they intend to establish with stakeholders (Barchiesi & Colladon, 2021).

Contemporary economic realities highlight a fundamental truth in Stakeholder Theory: collaborative efforts to elevate the well-being of all parties contribute to economic value creation (Renouard & Ezvan, 2018). Managers are tasked with nurturing relationships, fostering engagement, and cultivating communities where each participant is motivated to contribute fully, working collectively to achieve the company's promised value (Hampel et al., 2020). While shareholders and profits remain important, they are outcomes rather than primary drivers of value generation.

The tenets of Stakeholder Theory prescribe that businesses must generate value for all stakeholders (Freudenreich et al., 2020). Recognizing business as a conduit for value provision to customers, employees, financiers, suppliers, and communities reduces the incentive to use CSR as a

smokescreen for misconduct (Freeman & Velamuri, 2021). This perspective acknowledges the interdependencies among stakeholders, where generating value for one party generates value for others (Freudenreich et al., 2020). Benefiting communities leads to positive outcomes for shareholders through increased employee engagement, an enhanced reputation, higher sales, and improved corporate credit ratings. Similarly, satisfying suppliers or employees directly contributes to customer satisfaction (Lins et al., 2019).

2.1.1 The application of the theory to the study.

Applying Stakeholder Theory to the study of Corporate Social Responsibility (CSR) and organizational reputation at Kasapreko Company Limited provides a comprehensive framework for understanding how the company interacts with and creates value for its diverse stakeholders. This application will explore how Kasapreko's CSR initiatives impact various stakeholders and, in turn, enhance the company's reputation.

Defining Purpose and Shared Vision

According to Stakeholder Theory, one of the key questions is, "What is the purpose of the company?" For Kasapreko, the purpose extends beyond profitability to include delivering value to all stakeholders. By engaging in CSR activities, Kasapreko can demonstrate its commitment to social and environmental responsibilities, aligning with the interests and values of its stakeholders. For instance, the company's initiatives in community development, environmental sustainability, and ethical business practices help define a shared vision that resonates with employees, customers, and the broader community.

Management Obligations and Stakeholder Relationships

Stakeholder Theory also asks, "What obligations does management bear towards stakeholders?" Kasapreko's management must clearly articulate its approach to CSR and the relationships it seeks to build with stakeholders. This involves transparently communicating the goals, processes, and outcomes of their CSR activities. For example, by publicly sharing the impact of their educational and health programs, Kasapreko can foster trust and loyalty among customers and the community, thereby enhancing its reputation.

Economic Value Creation through Collaborative Efforts

The theory emphasizes that collaborative efforts to improve stakeholder well-being contribute to economic value creation. Kasapreko's CSR initiatives, such as supporting local farmers, providing scholarships, and reducing environmental impact, can lead to increased employee engagement and productivity. When employees feel proud of their company's contributions to society, their motivation and commitment increase, which can translate into better service and higher quality products for customers.

Interdependencies Among Stakeholders

Stakeholder Theory highlights the interdependencies among stakeholders. Kasapreko's efforts to benefit the community can have a ripple effect, improving customer loyalty and sales, which ultimately benefits shareholders through higher revenues and improved credit ratings. Similarly, ethical treatment of suppliers and fair labor practices can lead to more reliable supply chains and better product quality, enhancing customer satisfaction.

By applying Stakeholder Theory, this study will analyze how Kasapreko's CSR initiatives create value across its stakeholder network and enhance its organizational reputation. The theory provides a robust framework for understanding the multifaceted impacts of CSR, guiding the assessment of Kasapreko's strategies and their effectiveness in building a strong, positive reputation.

2.2 Carroll's Pyramid Model

Carroll (2016) elaborated that Corporate Social Responsibility or CSR refers to business operations that make profit, abide by the law, behave appropriately and are good to the society. To assist corporates to integrate their practice with these values, Carroll formulated the Pyramid of CSR. This pyramid is properly in line with the view that there are four types of corporate behavior of which such activities are economically beneficial, morally acceptable, legally well balanced, and practices that enhance societal wellbeing. These four dimensions collectively provide a framework for defining and characterizing a business's responsibilities within its societal context (Carroll, 2016). The Pyramid model as literally designed by the Green Business Bureau (2022) backbone assists the organization in terms of the economic demand, legal demand, ethical demand and charitable demand. As there are three types of constraints of the Pyramid of CSR, the lower level constraints hold the pure economic responsibility. Carol (2016) notes that every single business has an economic obligation to its society which it uses in regards to its resources at stake. This progressed includes making of profits, being financially accountable and being sustainable. Carroll (2016) maintains that every society has a stake because the expectations of the businesses are about being in a sustainable cycle, being profitable, attracting investments. The Green Business Bureau (2022) goes on to emphasize that revenue generation, cost efficiency, wise strategic investments, and effective advertising are very important factors for increasing competitiveness. This economic foundation is essential especially regards to today's global corporate competition (Carroll, 2016) as it seeks long term success within ethical guidelines (Tomas, 2023). Moving to Legal Responsibilities, Carroll's model acknowledges that the society prescribes the lower limits within which a business can function. These rules, which consist of laws, rules and regulations, are society's moral code and the starting point of the ethics of companies corporate social responsibility definition (Carroll, 2016). Legal dependencies even limit certain actions of non-

profit organizations, as they may be obliged to comply with health and safety laws. Likewise, it also extends to legal obligations in performing other business goals that are considered fair in the course of practicing any business socially, locally, regionally, or even nationally (Tomas, 2023). Without fulfilling legal requirements, the organisation would lose credibility according to Mind Tools (impact of customer opinions on his business). Ethical Responsibilities form the third layer in the hierarchy pyramid of CSR. These obligations deal with norms, codes, and practices of behavior that are normally anticipated but cannot be enforced by law. Companies therefore should develop mechanisms and policies that respond to the changing moral standards moving forward as fair and just practices as well as rectitude in operations (Carroll, 2016). They include laws and practices of an organisation promoted by all the members without any impositions. This layer calls for a certain level of coherence between core values of trust and honesty as well as conducts of a useful concept business (Tomas, 2023). Last but not least, Philanthropic Responsibilities are the fourth and the last building block of Carroll's pyramid of responsibilities.

Although donating to charity is not a strict legal requirement, companies are assumed to do it and it aids their image (Carroll 2016). As stated by Carroll, constructive actions are to be carried out by the businesses that will improve the welfare of the society. It concerns making charity, helping out with social projects, and so on. It is very important to mention that although philanthropy is a form of giving back to the society, it is a tool that can also promote the business (Carroll, 2016). Tomas (2023) further underscores that Carroll's Pyramid of CSR is targeted at improving the stakeholders' and societies' welfare through healthy Corporations. This model helps businesses in reputation enhancement, profitability, and contribution to society in an ethical sustainable way. The overall operations and the decision-making processes of the organization have a positive impact on not only the stakeholders but on global society as well.

Application of Carroll's CSR Pyramid Model to the Study

The CSR Pyramid that was designed by Carroll (1991) is a model that classifies and lists the responsibilities that a company has into four groups: economic, legal, ethical, and ethical. Applying this model in addressing how Corporate Social Responsibility (CSR) affects the organizational reputation of Kasapreko Company Limited offers logical explanations on how the said responsibilities and many others enhance the corporation's public goodwill and credibility.

The first layer of Carroll's CSR Pyramid is economic responsibility and it is concerned with the company's duty to earn profits and remain financially viable. In the case of Kasapreko Company Limited, its economic responsibility is about making and selling such products, which will lead to the overall growth of the organization and its sustainable quality. As the manufacturer of the widely patronized Alomo Bitters among other Beverages, Kasapreko has a strong dominance in the market. Satisfying consumer needs and making profits is not only beneficial to the existence of the business but also the company's image as a reputable and successful business. Since the company is in a good financial health, it can proactively engage in various CSR policies, which in turn help build its image in the market. In the case of Kasapreko, since it is profitable, it is able to sustain CSR programs that help it remain competitive. Therefore, the company's success in achieving its economic targets becomes the building block of its image and reputation.

It's also known as legal responsibility and it is the second level in Carroll's model which makes it obligatory for the organisation to follow the laws and the regulations in the course of its functioning. Kasapreko's promotion of compliance uneasily international and local regulations from environmental protection to health and safety contributes towards strengthening the organisation's legitimacy and her image. Having complied with the legal standards; it is possible to say that Kasapreko is a socially responsible corporation which follows all of the laws. In relation to this for instance, because Kasapreko practice's environmental enforcement laws about waste disposal, hot and cold water used for manufacturing it can be perceived as environmental friendly

company. Also, it earns the consumers' confidence through observing the set requirements on the health of the employees in the industry, which, strengthens the perception of the brand as a public safety oriented brand.

The next level of responsibility in Carroll's CSR Pyramid refers to the ethical level or moral responsibility. At this level is what is expected of business, including but not limited to the law. For Kasapreko, it means adopting honest organizational practices, fair labor practices, and responsible management without being forced by divesting laws and policies. For example, one of the ways in which Kasapreko is able to fulfill its ethical obligations is by trying to do the right thing in terms of how the materials are obtained and how the manufacturing occurs. Concerning ethical pledges such as carbon footprint management as well as upholding employees' standards, the company communicates its commitment toward the stakeholders on doing the right thing. Such ethical measures work well with consumers, employees, and business associates gaining pleasant publicity as well as improving the company's image. Further, due to its accountability in reporting its performance as well as its efforts towards sustainable development, Kasapreko is considered to be an ethical business organization. Such kind of ethics plays a huge role in elevating the status of the organization.

Economically at the top of Carroll's pyramid lies the philanthropic responsibility, which is complemented by Actions that are discretionary and are not strictly required of business. And these are action-oriented projects such as charitable acts and working with the community. Examples of such responsible activities of Kasapreko are financing educational programs, providing health care services, and other development initiatives. Kasapreko has sponsored community development projects such as scholarships for students, sjukehus donations, and local development projects. Such initiatives show how ready the organization is to spend money improving the lives of the people in the area, thus increasing its reputation. Though not strictly linked to enhanced

profitability, corporate philanthropy nevertheless, serves as an avenue for the management to foster the emotional connection of the various stakeholders. To consumers, these corporate philanthropic activities ascribe an image of the firm that it is not only a profit making organization but also a socially responsible entity. Such activities help in enhancing a positive image of the company through its stakeholders who include: the general public, consumers, and the community they operate in.

One proof of this fact is Carroll's CSR Pyramid which offers a comprehensive and multi-faceted approach to evaluating the impact of Corporate Social Responsibility on company image. In as much as Kasapreko Company Limited has implemented this model, it shows the extent to which the economic, legal, ethical, and philanthropy aspects of the company influences her image. In as much as these responsibilities are met by Kasapreko, there is an improvement in perception about the company being stable, running in compliances, having workable ethical standards, and having concern for society. CSR in the context of the company's strategy not only develops its corporate identity but builds trust and loyalty among stakeholders, which is an excellent proof of the importance of CSR in strengthening organizational reputation.

2.3 Conceptualization of CSR

The idea of Corporate Social Responsibility (CSR) in recent decades has changed considerably because of authorities, paradigm shifts and changes in the ways of doing businesses. At first posed as a way for the business to regulate its own activities, CSR has developed from an optional charity practice to an organized and deliberate way of addressing and managing the corporations' social responsibilities. Idowu (2011) defines CSR as a means by which businesses can look after themselves and their affairs without being over dictated by government. During the 1960s, the concept of corporate social responsibility started to gain deeper recognition within corporations, which marked the turning point as companies started to embrace responsibility towards society

(Jain & Singh, 2020). This era also stressed the level of importance of differentiating a corporation's societal ethical, legal and economic responsibilities as beyond just profit making alone (Dmytriyev et al., 2021).

Bowen in *Social Responsibilities of the Businessman* was one of the first people to address CSR concerns back in 1953, where businesses were given a rationale to take into account the welfare of society in their decision-making processes.. CSR became more prominent in the 1970s with public outcry in the aftermath of corporate scandals that made businesses to be more responsible in their priorities (Frederick, 1994). At this time, Carroll (1979) introduced the first version of his famous CSR pyramid in which he grouped CSR into four levels: economic, legal, ethical and philanthropic. Businesses are expected, in the first instance, to satisfy economic and legal obligations, then ethical and, finally, voluntary philanthropy. To this day, this pyramid remains a powerful framework explaining the multidimensional nature of CSR (Carroll, 1991).

According to the common definition provided in references, CSR encompasses three conduct areas: economic, social, and environmental, at times referred to as the “triple bottom line” (Elkington, 1997). One of the dimensions of the CSR paradigm and corporate cultural life encompasses profitable activities responsive to the ideology of sustainable development: it is such profitability that guarantees a company's existence and resources to cover its other spheres of the CSR paradigm. The second aspect centers on corporate duties regarding employees, addressing communities and the societies where they work, and corporate efforts towards equitable payment, labor relations, and community enhancement projects. The last scope is the corporate's efforts in abating adverse effects on the ecosystem which include amongst others waste management and

resource saving. For this purpose, companies regularly issue CSR or sustainability reports, which are designed to bring the public attention to their undertakings.

The expanding nature of CSR has triggered the articulation of a plethora of theoretical perspectives. Stakeholder theory as developed by Freeman (1984) implies that while engaging in CSR activities, businesses should look beyond the shareholders' interests and embrace the rest of the stakeholders. This extends the purpose of the firm beyond seeking only the shareholders' profit. Institutional theory claims that CSR activities in most cases are reactive strategies to exogenic forces like society's expectations and legal standards (Piccoli et al., 2017), while legitimacy theory explains CSR as a strategy that corporations implement to enhance their reputation and create social legitimacy, especially when under suspicion (Story et al., 2016). Other frameworks associate CSR with the strategy of the company. Stuart et al. (2021) develop a triad approach to CSR that integrates its economic, legal, ethical, and philanthropic domains, and documents CSR related to instrumental, political, integrative, and ethical theories, demonstrating how various societal needs are addressed by CSR.

Corporate Social Responsibility comprises a set of practices aimed at contributing to the greater good. These practices may range from pure charity to self-serving corporate reputation management. Acharyya and Agarwala (2022) assert that CSR is a broad spectrum and includes charity activities as well as techniques for improving reputation with focus on sustainable development, society and environment. The strategic concept most often at the center of CSR is the corporate reputation which, being at the base of bilateral relationships, exercise CSR as an investment that yields favorable results (Turker, 2009). Golob and Bartlett (2007), being socially responsible also draws support from the stakeholder, thus bringing together the two sides of the coin, CSR and economies.

As regards trends in consumption of quarterly reports concerning social performance of corporations, industry representatives are mostly accustomed to following enterprises, who report willingly at a global level adopting formal practices of CSR. Such United Nations Global Compact (2014) and the World Business Council for Sustainable Development (2017), promote sustainable development through collaborative approaches, which serves to position CSR as an integral part of sustainable development. In contemporary economics, there are representatives of the stakeholder theory who, in the CSR concept, reaches beyond the shareholder capitalism and embraces other economic, social, and ecological aspects (Horng, Hsu, & Tsai, 2017). Over time, CSR has become an indispensable part of business etiquette, a response to public pressure for fulfilling moral obligations and creating business advantages in society and ties with stakeholders.

2.4 Corporate Reputation

The idea of corporate reputation (CR) emerges as a complex and varied construct that has a substantial impact on a company at the confluence of perception, conduct, and stakeholder relations. As the result of ongoing assessments of a corporation's financial, social, and environmental performance (anchored in the collective judgements of observers), corporate responsibility (CR) emerges (Barnett, Jermier, & Lafferty, 2006). Scholars have delved into this complex area from numerous angles, each giving insight on the complex complexities and far-reaching ramifications of CR. Soleimani, et al. (2014) extend the canvas of CR by defining it as the degree to which a firm garners respect and regard within the perceptions of its partners. This cognitive reflection of an organization, shaped by its operations and actions, hinges on the alignment between stakeholders' expectations and the actual value delivered (Fombrun et al., 2000). CR, as posited by Balmer (2009), emerges as an amalgamation of facts, beliefs, images, and experiences amassed over time in the minds of individuals. Fombrun and van Riel (1997), in contrast, conceptualize CR as the cognitive evaluation of sustained performance quality across

time. These interpretations collectively emphasize the role of perception and experience in shaping CR. The dynamic interplay between CR and various organizational aspects further underscores its significance. The fusion of trust, loyalty, and organizational reputation is intricately intertwined, fostering solid relationships with consumers and suppliers (Jeffrey et al., 2019). Beyond external relationships, a robust CR cultivates a favorable environment for employee recruitment, development, and retention, highlighting the multifaceted advantages it offers. Organizations are presented with the challenge of nurturing a sophisticated CR by marketing elements like legitimacy, trustworthiness, and reliability (Swaen et al., 2021). This undertaking often involves incorporating aspects of Corporate Social Responsibility (CSR) into marketing campaigns, adding to the attraction and appeal of the organization. Bollini et al. (2016) elevate the role of CSR performance in driving CR, emphasizing how the actual impact on stakeholders shapes organizational reputation. The stimulus-organism-response paradigm provides an analytical lens to understand how CSR initiatives resonate with consumer behavior through the prism of CR (Lii & Lee, 2012; Park, Lee, & Kim, 2014). CSR initiatives, ranging from sponsorship to philanthropy, become stimuli that steer customer preferences and choices (Karaosmanoglu, Altinigne, & Isiksal, 2016). In this intricate web, customer response is manifested through purchasing decisions, epitomizing the interplay between CSR initiatives, CR, and consumer behavior (Piccoli, Lui, & Grün, 2017). The work of Choi & Lee (2018) and Kim et al., (2018) stands out in this complex symphony because it emphasizes the competitive advantage that firms gain from building a strong CR through effective CSR activities. This dual role that CSR activities have in influencing CR and enhancing overall company reputation highlights the significance of CR in a competitive market.

2.5 Corporate Reputation and Corporate Social Responsibility

Reputation can be define as an aggregated perception of stakeholders on the ability of an organization or its key people to perform economically, socially and environmentally, in what now

become defined as distinct but interdependent forms of esteem earned through the repeated practices and evaluations of a given organization (Barnett, Jermier, & Lafferty, 2006; Soleimani et al., 2014). Specifically in the field of Public Relations, the nexus however, of reputation and the concrete benefits that organisation derives from it, is a complicated puzzle, much still is not understood; as time tells, it appears, the real evidence for attribution of concrete benefits from reputation management to delivery is constantly unfolding and maturing (Tkalac Verčič et al., 2016).

Over time, Corporate Social Responsibility (CSR) has transformed from merely an ad hoc charitable activity to becoming an integrated facet of corporate strategy. It entails activities that extend beyond the pursuit of profit, which are attentive to social, ethical, and environmental issues, generating benefits for both the society and the business. A more structured approach to CSR is the concept of the “triple bottom line,” which consists of three spheres- economic, social, and ecological, that define the responsibilities of the companies towards their stakeholders (Elkington, 1997). According to Pérez-Cornejo et al. (2022), corporate social responsibility practices are important aspects of CR, since they shape and determine the expectation and perception of stakeholders about the organization’s ethical and sustainable developed practices.

Additionally, the connection between CSR and CR is diversified by the stimulus-organism-response mechanism, which shows how the consumer behavior is affected by the CSR initiatives through the CR (Lii & Lee, 2012; Park et al, 2014). As an illustration, customers can be sympathetic to those companies that invest resources in CSR practices and such perceptions can influence customers purchasing decisions. Existing research shows that when an organization is effective in implementing CSR activities targeted at their customers, a positive connection with consumers’ purchasing decisions (Choi & Lee, 2018; Kim, et al., 2018) On these terms, CR

operates as a mediator within the CSR-consumer behavior relation in which the stresses the significance of the practice toward customer's brand loyalty, engagement and retention.

When analyzing the strategic aspect of the role of CSR in organizations, it is noticeable that this particular initiative is used to implement advanced CR which encompasses aspects such as dependability, legitimacy and integrity. Such attempts however are vital in cultivating a good image, developing consumer confidence and standing out in the competitive arena (Swaen et al., 2021). For instance, companies with greater commitments to CSR initiatives are more easily regarded as reliable and trustworthy to the stakeholders which enhances adoration for the brand which increases competitive benefits. In addition, CSR finds place in several theories including stakeholder theory which proposes that corporations owe duties to all their stakeholders and not exclusively to shareholders and therefore should act responsibly and ethically (Freeman, 1984). Institutional theory helps to explain the perceived role of organizations such as CSR by suggesting that it is required to taboos and external forces such as laws, culture, and competition (Matten & Moon, 2008). Similarly, legitimacy theory supports that corporations practice CSR to acquire social legitimacy and retain their 'license to operate' by showing social and corporate responsibilities in that order (Suchman, 1995). Incorporating CSR into the business strategy is viewed as the first step in building a strong CR, as the CR demonstrates the extent to which stakeholders' expectations have been met by the organization's activities, and hence it stresses the importance of CSR in building trust, engagement, and commitment. CR and CSR in unison create a sustainable competitive business model that contributes to the improvement of the organizational image and the value of stakeholders.

2.6 Empirical review

Ridley (2012) asserts that an empirical review facilitates the identification and correction of existing gaps in the literature. Similarly, Griffiee (2012) highlights that conducting an empirical review helps to avoid duplication of effort and enhances understanding of the topic under investigation. According to Walliman (2011), an empirical review enables researchers to comprehend the current or historical state of knowledge within a specific area of interest. This empirical review focuses on the effects of corporate social responsibility on organizational reputation and considers studies from different regions.

Singh and Misra (2021) conducted an empirical analysis of CSR activities' impact on organizational performance, with corporate reputation as a moderating factor. The study assessed the effects of CSR initiatives aimed at customers, employees, and communities within European multinational firms in India, collecting data through an 18-item questionnaire from senior executives and managers. Key findings indicated that community- and customer-focused CSR activities positively influenced organizational performance, whereas employee-focused CSR showed no significant effect. The authors recommended emphasizing external CSR and leveraging corporate reputation to enhance performance, while suggesting further research on employee-focused CSR.

Tkalac Verčić and Sinčić Ćorić (2018) examined the effects of CSR and employer branding on corporate reputation among prospective employees in Croatia. Surveying 550 senior students, the study found that CSR and employer branding significantly improved corporate reputation. Additionally, the study identified core values within employer branding that could attract talent. The authors advocated for coherent communication strategies to consistently showcase CSR and branding initiatives to enhance employer appeal.

Abdullah and Aziz (2013) explored CSR's role in shaping corporate reputation, culture, and legitimacy within Malaysian government-linked and publicly listed companies. Using institutional theory and structural equation modeling, they analyzed survey data from 285 employees involved in CSR efforts. Findings suggested that CSR practices positively impacted corporate reputation both directly and indirectly by strengthening culture and legitimacy. They emphasized the need to align CSR with corporate strategy and ensure transparency to maximize reputational benefits.

Taghian, Souza, and Polonsky (2015) investigated CSR's influence on corporate reputation and business performance in Australian manufacturing organizations. Based on stakeholder theory, the study highlighted that CSR activities enhanced corporate reputation and market share, although profitability remained unaffected. The researchers recommended prioritizing stakeholder-focused CSR initiatives, especially those aimed at employees and the public, to improve reputation and market reach.

Story, Castanheira, and Hartig (2016) studied CSR's influence on organizational attractiveness, focusing on talent management. Their findings, derived from both experimental and field studies, indicated that CSR activities increased organizational attractiveness, with effects mediated by corporate reputation. The authors advised aligning CSR with organizational values to attract diverse talent and strengthen social responsibility.

Javed, Rashid, Hussain, and Ali (2020) analyzed CSR's impact on corporate reputation and financial performance within Pakistani firms, considering responsible leadership as a moderating factor. Their study, applying structural equation modeling, showed that CSR positively influenced both reputation and financial performance, though responsible leadership reduced these effects slightly. They recommended a balanced CSR approach, suggesting further exploration into CSR's effects across different leadership styles.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

Chapter 3 provides a detailed description of the research methodology employed to evaluate the impact of Corporate Social Responsibility (CSR) on the organizational reputation of Kasapreko Company Limited. This chapter is divided into several key sections, each focusing on a crucial aspect of the research methodology. It begins by defining the research paradigm and its implications for the study, followed by the research approach and design. The chapter then describes the population and sampling techniques, sample size, data collection instruments, ethical considerations, and data analysis methods. Each section aims to outline the systematic and organized framework used to ensure rigorous and reliable findings in relation to the study's objectives.

3.1 Research Paradigm

The definition of a paradigm is "a set of beliefs, values, and practices accepted by members of a scientific community that serve as a guide or map, specifying the types of problems scientists should study and the types of explanations that are acceptable to them" (Kuhn, 2012). There are numerous classifications to separate paradigms because these views, values, and methodologies are on a continuum, with objectivism near one side and subjectivism at the other (Johnson & Duberley, 2000). Deciding on a research paradigm shapes fundamental presumptions about how researchers see the problems they are examining. These presumptions impact the methods and

design of the study. Assumptions about the social environment and how it might be investigated are made by social scientists while conducting research in their domains (Mayer, 2015). These assumptions might be either overtly or implicitly. The ontological, epistemological, and methodological perspectives that paradigms take define them, according to Guba (Guba & Lincoln, 1994). Despite this, positivism, interpretivism, Constructivism, realism, relativism, and critical realism are usually suggested paradigms mirroring the main speculative philosophical feeling in social scientific research (Orlikowski & Baroudi, 1991). As a result, the paradigms of this research give the researcher's perspective. According to Creswell (2014), each paradigm contains a unique set of epistemological, ontological, and methodological suppositions that act as a framework to define and set them apart.

Thus, it is essential to describe the philosophical stance taken for this investigation. This study adopted a positivist paradigm, which emphasizes objective reality and the use of scientific methods to test hypotheses through empirical data. The positivist approach is suitable for this study as it seeks to investigate the measurable effects of Corporate Social Responsibility (CSR) on organizational reputation, specifically at Kasapreko Company Limited. By employing quantitative methods such as surveys, the study aims to gather and analyze data objectively, providing insights into how CSR initiatives influence public perceptions and enhance the company's reputation. This approach allows for a systematic examination of the relationship between CSR activities and organizational outcomes, ensuring reliability and generalizability of the findings.

3.2 Research Approach

A research approach functions as a systematic and organised framework for investigating a scientific topic. Moffatt (2015) outlines a comprehensive framework for data collection and investigation. This study employed a quantitative research approach to analyse the phenomenon. According to Bhat (2014), quantitative research entails the systematic analysis of phenomena

through quantifiable data and the application of statistical, mathematical, or computational techniques. The choice to utilise a quantitative methodology stemmed from the researchers' aim to delineate a distinct correlation between public perception and social media influencers. This approach employed quantifiable data and statistical analysis, allowing researchers to systematically investigate and quantify the relationships among these variables. The selection of a quantitative research approach enabled the researchers to generalise the findings of the study beyond the specific sample.

The study's results can be confidently generalised to a broader population of interest through the collection of data from a diverse range of participants and the application of statistical techniques. This study adopted a quantitative approach to examine the effects of Corporate Social Responsibility (CSR) on organizational reputation at Kasapreko Company Limited. The quantitative method was chosen to provide an objective measurement of variables, allowing for statistical analysis and interpretation of the data collected. Through the use of structured questionnaires, the study was able to gather numerical data from a large sample of respondents, making it possible to assess the relationship between CSR activities and consumer perceptions. The quantitative approach ensures the accuracy, reliability, and generalizability of the findings across similar contexts within the Ghanaian beverage industry.

3.3 Research Design

The research design serves as the blueprint that organizes all elements, guiding the investigation into the effects of Corporate Social Responsibility (CSR) on organizational reputation, specifically focusing on Kasapreko Company Limited. Research design functions as the structure that binds the study together (Sileyew, 2019). Both descriptive and explanatory research designs are utilized to explore and explain the relationship between CSR initiatives and reputation. While the descriptive aspect observes and records CSR activities of Kasapreko, the explanatory element

delves into how these activities impact public perception and corporate reputation. Explanatory research is essential for investigating the cause-and-effect relationships, examining how CSR influences stakeholder trust, customer loyalty, and overall brand image (Perera et al., 2022). In line with Mumtaz (2022), explanatory research clarifies how external factors, such as CSR, affect a company's reputation. Thus, the study examines how specific CSR initiatives, including environmental programs or community projects, impact Kasapreko's reputation within the Ghanaian market.

3.4 Population of the Study

Neuman (2005) defines the study population as the entire set of entities to which the findings of a study are intended to apply. Leedy and Ormrod (2001) defined population as the target group a researcher seeks to collect data from. Malhotra and Birks (2007) establish the population as a collection of elements or entities that contain the pertinent information required by the researcher and form the foundation for conclusions. This study's population consists of consumers of products from Kasapreko Company Limited in the Ghanaian beverage market. The population was chosen to evaluate the impact of Corporate Social Responsibility (CSR) initiatives on organisational reputation as perceived by consumers. Consumers, through their direct interaction with the company's products and exposure to its CSR activities, represent the most pertinent group for assessing the effectiveness of CSR initiatives in influencing the company's public image. This study targets a specific population to ensure that the collected data accurately represents the attitudes, awareness, and perceptions of key stakeholders in assessing Kasapreko's reputation.

3.5 Sampling Technique

Sampling techniques are methods employed to select a subset from a population for research purposes. There are two primary categories of sampling techniques: probability sampling and non-probability sampling. Probability sampling refers to a sampling technique where each member of

the population has an equal opportunity of being chosen (Stratton, 2021). This sampling method is frequently employed in research due to its perceived accuracy (Wang & Cheng, 2020). Simple random sampling, systematic sampling, and stratified sampling represent prevalent techniques in probability sampling (Rahman et al., 2022). Non-probability sampling is a sampling method where not all members of the population have an equal likelihood of selection (Pace, 2021). This sampling method is frequently employed when obtaining a complete population list is impractical or when probability sampling is not feasible (Stratton, 2021). Convenience sampling, quota sampling, and purposive sampling represent prevalent non-probability sampling techniques (Obilor, 2023). This study employed convenience sampling owing to the absence of a comprehensive population frame. Compiling a comprehensive list or database of all individuals who interacted with kasapreko products and its CSR initiatives would have posed significant challenges, given the diverse and potentially extensive consumer base. Convenience sampling enabled researchers to choose participants based on their availability and willingness to engage, rendering it a pragmatic method in the absence of a comprehensive population framework. This method allowed researchers to effectively gather data from easily accessible consumers, including those found in public spaces or contacted via online platforms.

3.6 Sample size

In social science research, determining an appropriate sample size is often debated, with varying opinions on what constitutes an adequate number of respondents. Some researchers argue that smaller sample sizes may be suitable for larger populations, while others advocate for a representative sample that reflects the population's characteristics, whether homogeneous or heterogeneous (Krejcie & Morgan, 1970). Hair et al. (2019) and Shaukat (2016) suggest that a sample size should be at least 100. Following this recommendation, the present study selected 100 respondents, based on Hair et al.'s (2014) guidelines for quantitative research. This sample size

was chosen to ensure meaningful statistical analysis while accounting for available resources and time constraints. The selection of 100 participants, all of whom had interacted with Kasapreko products, allowed for a robust examination of the impact of Corporate Social Responsibility (CSR) on brand value, providing valuable insights into its significance for Kasapreko's reputation.

3.7 Instrument for data collection

3.7.1 Data Collection Instrument

This study used a structured Likert-scale questionnaire as the principal instrument for data collection. The purpose of this questionnaire was to collect comprehensive data on the impact of Kasapreko Company Limited's Corporate Social Responsibility (CSR) activities on the organization's reputation. The poll was carefully structured to include all relevant constructs and variables found in the research, ensuring thorough coverage. This methodology facilitated the acquisition of significant and comprehensive data, allowing an exhaustive examination of the correlation between CSR initiatives and corporate reputation.

3.7.2 Questionnaire Development

The questionnaire included statements addressing various aspects of Kasapreko Company Limited's CSR initiatives, such as consumer awareness, attitudes towards these initiatives, and perceptions of brand value. This approach aligns with prior studies that have used similar questions to ensure the reliability and validity of the research. The items were carefully selected from multiple sources to align with the main areas identified in the literature review and theoretical framework, which focused on environmental sustainability, community engagement, health promotion, and overall brand reputation. A five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree," was used to assess respondents' levels of agreement with each statement. This allowed for a range of responses reflecting participants' views on how Kasapreko's CSR activities contribute to enhancing its organizational reputation.

3.7.3 Questionnaire Administration(Data Collection Method)

The Likert questionnaire targeted a broad range of Kaspreko consumers in order to capture representative views. These opinions were sought through a number of channels such as online surveys as well as public places whereby data was collected face-to-face. Consequently, quantitative techniques could be used with a high level of accuracy hence drawing reliable conclusions concerning how CSR activities affect their implications on brands' value systems. Moreover, this research aimed at obtaining valid and reliable data using both original as well as adopted items from previous studies through a Likert scale survey that would enhance understanding consumer perceptions within bottled water industry concerning CSR dimension.

3.8 Data Analysis

Quantitative data analysis techniques were employed to examine the relationship between CSR initiatives and organizational reputation at Kasapreko Company Limited. After gathering responses from the Likert scale survey, descriptive statistics were used to summarize the demographic characteristics of the respondents and their perceptions of CSR activities. Correlation analysis was then conducted to identify significant relationships between CSR initiatives and brand reputation. Finally, regression analysis was applied to determine the strength and significance of these relationships, offering a detailed understanding of how CSR efforts influence Kasapreko's organizational reputation and brand value within the bottled water industry.

3.9 Ethical Considerations

Ethical considerations are crucial in research involving human participants, and this study adhered to established ethical guidelines to protect their rights and welfare. Prior to data collection, formal approval was obtained from the Directorate of Research Innovation and Development at the University of Media Arts and Communication, ensuring compliance with institutional ethical standards. Informed consent was a key component; participants received detailed information about the research purpose and their right to withdraw at any time without consequences. Consent

forms were distributed with the questionnaires to clarify participants' roles. To ensure privacy, all responses were treated with strict confidentiality, with no personal identifiers collected and data anonymized. Participation was entirely voluntary, allowing participants to skip questions or withdraw without repercussions. This study maintained the highest standards of research integrity, prioritizing the rights and welfare of participants throughout the data collection process while adhering to relevant ethical principles and laws.

3.10 Chapter Summary

Chapter 3 provides an overview of the research design geared towards assessing the effect of Corporate Social Responsibility (CSR) on the organizational reputation of Kasapreko Company Limited. It starts by presenting the positivist research paradigm which informs the reason and purpose of the study as well as the methods used to gather and analyze data. This chapter elaborates a sequential quantitative research design employing both descriptive and explanatory research designs in evaluating CSR initiatives and their impacts.

The research focuses on the Kasapreko consumers and employs the convenience sampling method with 100 sample size to make the analysis worthwhile. The surveyed population completed a structured Likert scale questionnaire, and all ethical issues such as confidentiality and informed consent were fully adhered to. Finally, the chapter explains various qualitative data analysis methods, specifically, descriptive statistics, correlation and regression analysis that were used to understand how CSR activities relate with organizational reputation.

CHAPTER FOUR

DATA ANALYSIS & PRESENTATION OF FINDINGS

4.0 Chapter Overview

This chapter presents a detailed analysis of the data collected on the impact of Corporate Social Responsibility (CSR) initiatives on the reputation of Kasapreko Company Limited. It begins with an overview of the demographic profile of respondents, highlighting factors such as gender, age, and education that may influence perceptions of CSR. The chapter then explores consumer awareness and perceptions of Kasapreko's CSR activities, supported by statistical data and qualitative insights. Ultimately, this analysis aims to clarify the relationship between CSR practices and organizational reputation, setting the foundation for further discussion in the following chapter.

4.1 Demographic Profile of Respondents

This section provides an examination of the people that were part of the survey concerning the study. Establishing and understanding the demographic characteristics of the respondents like their gender nuances age, and level of education, is important in analyzing the results since these factors shape how the respondents perceive and even their disposition toward CSR programs. In doing so, these demographics are expected to ease the analysis of the impact of Kasapreko's CSR activities on its various stakeholders in the subsequent sections.

The study's demographic profile highlights the predominance of female respondents (65%), compared to males (35%), indicating greater female participation. This gender skew could influence insights on Kasapreko's CSR activities, as research suggests women often have stronger support for socially responsible practices. Age-wise, younger adults dominate the sample, with 58% aged 26-30 and 32% aged 31-35, collectively forming 90%. This reflects a progressive outlook on CSR, as younger generations tend to value ethical practices more.

Educationally, 67% hold degrees, 23% master's, and 10% diplomas, showcasing a well-informed sample capable of critically assessing CSR efforts. Their nuanced understanding may highlight deeper motivations and long-term commitments in CSR initiatives. The demographic insights female dominance, younger age groups, and high educational attainment suggest that findings predominantly represent informed, progressive perspectives. Kasapreko can leverage this understanding to refine its CSR strategies to better engage its key.

Table 4.1 Demographic Profile of Respondents

Gender	Frequency	Percent (%)
Female	65	65.0
Male	35	35.0
Total	100	100.0
Age		
26-30 years	58	58.0
31-35 years	32	32.0
36-40 years	6	6.0
41-45years	4	4.0
Total	100	100.0
Education level		
Diploma	10	10.0
Degree	67	67.0
Masters	23	23.0
Total	100	100.0

Source; Field Survey 2024

4.2 Descriptive Statistics

The descriptive statistics presented in Table 4.2 provide a comprehensive overview of respondents' perceptions regarding the impact of Kasapreko Company Limited's Corporate Social Responsibility (CSR) initiatives on its organizational reputation. The analysis covers four key dimensions of CSR: Environmental Sustainability, Community Engagement, Legal Compliance, and Philanthropic Activities, along with the overall impact on organizational reputation. The findings reveal nuanced insights into how these initiatives contribute to the company's public image and consumer trust.

4.2.1 Environmental Sustainability

The data indicates a strong positive perception of Kasapreko's environmental sustainability efforts. The mean scores for the statements in this category range from 3.80 to 4.42, suggesting that respondents generally agree that the company's environmental practices positively influence its brand reputation. Notably, the highest mean score (4.42) is associated with the statement that Kasapreko's eco-friendly practices are well-communicated to the public. This highlights the effectiveness of the company's communication strategy in promoting its environmental initiatives, which is crucial for building consumer trust and enhancing brand reputation. However, the slightly lower mean score of 3.80 for the statement regarding the visibility and effectiveness of Kasapreko's commitment to environmental sustainability suggests that there may be room for improvement in terms of the actual implementation of these practices. The relatively high standard deviations in this category, particularly for statements about reducing waste and pollution (1.125) and the overall visibility of environmental efforts (1.156), indicate variability in respondents' perceptions. This could suggest that while some consumers are highly appreciative of Kasapreko's environmental efforts, others may not be fully aware of or convinced by these initiatives.

Statements	Minimum	Maximum	Mean	Std. Deviation
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Environmental Sustainability

Kasapreko's environmental practices contribute positively to its brand reputation.	1	5	4.01	.995
The company's efforts in reducing waste and pollution enhance its public image.	1	5	3.85	1.125
Kasapreko's commitment to environmental sustainability is visible and effective.	1	5	3.80	1.156
Environmental initiatives by Kasapreko lead to increased consumer trust in the brand.	1	5	4.33	.613
The company's eco-friendly practices are well-communicated to the public.	1	5	4.42	.618

Field Survey, 2024

4.2.2 Community Engagement

The responses related to Kasapreko's community engagement activities show a moderate to positive impact on its reputation, with mean scores ranging from 3.57 to 3.89. The relatively lower means in this category, compared to Environmental Sustainability and Philanthropic Activities, suggest that respondents perceive Kasapreko's community involvement as less impactful on its reputation. The lowest scores were recorded for statements regarding the effectiveness of community engagement activities (3.57) and the enhancement of consumer loyalty (3.57), indicating that while these initiatives are appreciated, they may not be as influential in shaping brand perception as other CSR efforts. The standard deviations for community engagement statements are also relatively high (around 1.0), reflecting diverse opinions among respondents. This suggests that while some stakeholders recognize and value Kasapreko's contributions to community development, others may be skeptical about the genuineness or visibility of these efforts. Therefore, Kasapreko may need to enhance its community engagement strategies and communication to build a stronger connection with local communities and improve consumer loyalty through these activities.

Statements	Minimum	Maximum	Mean	Std. Deviation
Kasapreko's involvement in community projects positively impacts its reputation.	1	5	3.87	1.064
The company's support for local communities enhances consumer loyalty.	1	5	3.57	1.201
Kasapreko's community engagement activities are effective in improving its brand image.	1	5	3.57	1.201
The company's contributions to social causes are perceived as genuine and impactful.	1	5	3.89	1.075
Kasapreko's community-focused initiatives are well-publicized and recognized.	1	5	3.87	1.090

Field Survey, 2024

4.2.3 Legal Compliance

Kasapreko's adherence to legal regulations is perceived positively, with mean scores ranging from 3.89 to 4.27. The highest score (4.27) relates to the statement that legal compliance is a key factor in shaping the company's reputation. This underscores the importance of maintaining high legal and ethical standards, as these practices are integral to building trust and credibility. The lower variability in responses, indicated by the standard deviations (ranging from .832 to 1.111), suggests that there is broad consensus among respondents regarding Kasapreko's reputation as a law-abiding and responsible company.

These findings highlight that legal compliance is not merely a baseline expectation but a significant contributor to the company's reputation. Upholding legal standards consistently reinforces the perception of Kasapreko as a trustworthy and ethical organization, which is particularly important in industries where consumer safety and regulatory compliance are critical concerns.

Statements	Minimum	Maximum	Mean	Std. Deviation
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Kasapreko's adherence to legal regulations enhances its reputation.	1	5	4.02	1.005
The company's legal compliance contributes to a positive public perception of its brand.	1	5	3.89	1.111
Kasapreko is perceived as a law-abiding company due to its compliance with legal standards.	1	5	4.11	.887
Legal compliance practices are a key factor in shaping Kasapreko's reputation.	1	5	4.27	.832
The company's commitment to upholding legal standards is evident and respected by the public.	1	5	4.26	.835

Field Survey, 2024

4.2.4 Philanthropic Activities

Philanthropic activities emerge as a strong driver of positive brand reputation, with mean scores consistently above 4.0. The highest mean score in this category (4.45) pertains to the positive impact of Kasapreko's philanthropic activities on its reputation, indicating that consumers highly regard the company's contributions to social causes. The relatively low standard deviations (around .6 to .8) suggest strong agreement among respondents about the effectiveness and genuineness of Kasapreko's philanthropic efforts. These results imply that Kasapreko's support for charitable causes is not only well-perceived but also significantly enhances its brand image. The high mean scores reflect that philanthropic activities are seen as authentic and beneficial, contributing to a favorable public perception. This suggests that continued investment in philanthropy could further solidify Kasapreko's reputation as a socially responsible company.

Philanthropic Activities

Kasapreko's philanthropic activities positively impact its reputation.	1	5	4.45	.602
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The company's charitable contributions are well-regarded by consumers.	1	5	3.90	1.093
Kasapreko's support for charitable causes enhances its public image.	1	5	4.14	.850
Philanthropic initiatives by Kasapreko are perceived as genuine and beneficial.	1	5	4.33	.606
The company's involvement in philanthropy contributes significantly to its brand reputation.	1	5	4.41	.613

Field Survey, 2024

4.2.5 Organizational Reputation

The impact of Kasapreko's CSR initiatives on its organizational reputation is perceived as highly positive, with mean scores ranging from 4.12 to 4.42. Statements such as "Consumers perceive Kasapreko as a responsible company due to its CSR efforts" and "Kasapreko's CSR activities have a positive impact on its overall reputation" both received mean scores of 4.33, indicating strong agreement among respondents. The consistency in these high scores suggests that CSR is a pivotal factor in shaping Kasapreko's brand image and public perception.

The relatively low standard deviations (ranging from .613 to .760) across these statements indicate a high level of agreement among respondents, reinforcing the idea that Kasapreko's CSR initiatives are widely recognized and appreciated by its stakeholders. This positive perception is crucial for maintaining customer loyalty and enhancing the company's competitive advantage in the market.

The analysis of the descriptive statistics reveals that Kasapreko's CSR efforts, particularly in the areas of environmental sustainability, legal compliance, and philanthropy, have a significant positive impact on its organizational reputation. While community engagement is also viewed positively, there is potential for improvement in this area to further enhance consumer loyalty and brand image. Overall, the findings suggest that Kasapreko's comprehensive approach to CSR is

effective in fostering a favorable public perception, thereby contributing to the company’s long-term success and sustainability.

Organization reputation

Kasapreko’s CSR activities have a positive impact on its overall reputation.	1	5	4.33	.613
The company's reputation has improved due to its CSR initiatives.	1	5	4.33	.613
Consumers perceive Kasapreko as a responsible company due to its CSR efforts.	1	5	4.42	.618
Kasapreko’s commitment to CSR contributes to a favorable public image.	1	5	4.12	.760
The company’s reputation is positively influenced by its CSR activities.	1	5	4.12	.760

Field Survey, 2024

4.3 Correlation Statistics

The correlation results presented in Table 4.3 provide insights into the relationships between different CSR dimensions (Environmental Sustainability, Philanthropic Activities, and Community Engagement) and Organizational Reputation. The Pearson correlation coefficients (r) indicate the strength and direction of these relationships, while the significance values (p) show the statistical significance of these associations.

Table 4.3 Correlation Results of Variables

Correlations	
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		Environmental Sustainability	Philanthropic Activities	Community Engagement	Organization reputation
Environmental Sustainability	Pearson Correlation	1	.621**	.434**	.848**
	Sig. (2-tailed)		.000	.000	.000
Philanthropic Activities	Pearson Correlation	.621**	1	.465**	.724**
	Sig. (2-tailed)	.000		.000	.000
Community Engagement	Pearson Correlation	.434**	.465**	1	.598**
	Sig. (2-tailed)	.000	.000		.000
Organization reputation	Pearson Correlation	.848**	.724**	.598**	1
	Sig. (2-tailed)	.000	.000	.000	

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

Relationship Between Environmental Sustainability and Organizational Reputation

The results show a very strong positive correlation between Environmental Sustainability and Organizational Reputation, with a Pearson correlation coefficient of $r = .848$ and a significance level of $p = .000$. This suggests that Kasapreko's efforts in environmental sustainability significantly contribute to its reputation. This strong relationship indicates that consumers highly value the company's environmental practices, such as reducing waste and pollution, which are perceived as integral to Kasapreko's brand image. The positive impact of environmental sustainability on organizational reputation reflects the growing importance of eco-friendly practices in consumer decision-making and brand perception.

Relationship Between Philanthropic Activities and Organizational Reputation

Philanthropic Activities also show a strong positive correlation with Organizational Reputation, with a Pearson correlation coefficient of $r = .724$ and a significance level of $p = .000$. This finding indicates that Kasapreko's involvement in charitable contributions and support for social causes significantly enhances its brand reputation. Consumers perceive these activities as a genuine effort by the company to give back to society, which fosters goodwill and strengthens brand loyalty. The strong correlation suggests that continued investment in philanthropic activities is likely to further improve Kasapreko's public image and organizational reputation.

Relationship Between Community Engagement and Organizational Reputation

Community Engagement is positively correlated with Organizational Reputation, with a Pearson correlation coefficient of $r = .598$ and a significance level of $p = .000$. Although this relationship is moderate compared to the other CSR dimensions, it still indicates that Kasapreko's engagement in community projects and support for local communities positively influence its reputation. The lower correlation value suggests that while community engagement contributes to brand image, it may not be as impactful as environmental sustainability or philanthropic activities. This could be due to varying perceptions of the effectiveness or visibility of Kasapreko's community initiatives among different stakeholder groups.

Interrelationships Among CSR Dimensions

The interrelationships among the CSR dimensions are also noteworthy. Environmental Sustainability has a strong positive correlation with Philanthropic Activities ($r = .621, p = .000$) and a moderate correlation with Community Engagement ($r = .434, p = .000$). Similarly, Philanthropic Activities show a moderate positive correlation with Community Engagement ($r = .465, p = .000$). These correlations suggest that Kasapreko's CSR activities are interrelated, indicating a comprehensive and integrated approach to CSR. For instance, the company's

philanthropic efforts might complement its environmental initiatives, creating a cohesive CSR strategy that enhances overall organizational reputation.

The significant positive correlations between the CSR dimensions and organizational reputation underscore the importance of a well-rounded CSR strategy for Kasapreko. The findings suggest that to further enhance its reputation, Kasapreko should continue to prioritize environmental sustainability and philanthropic activities, as these have the most substantial impact on its brand image. Additionally, improving the effectiveness and visibility of community engagement initiatives could strengthen the overall perception of the company's commitment to social responsibility.

The interrelationships among the CSR dimensions also highlight the need for an integrated approach to CSR. Kasapreko should leverage the synergies between its environmental, philanthropic, and community engagement efforts to create a unified brand narrative that resonates with diverse stakeholder groups. By aligning its CSR activities with its core values and business objectives, the company can enhance its reputation and build stronger, more meaningful connections with its consumers and the broader community.

The correlation results reveal that Kasapreko's CSR initiatives are significantly associated with its organizational reputation, with environmental sustainability and philanthropic activities playing the most prominent roles. These findings emphasize the critical role of CSR in shaping public perception and suggest that a strategic focus on these areas can lead to a more robust and positive brand image. As Kasapreko continues to expand its CSR efforts, it should aim to maintain a balanced and integrated approach to maximize the impact on its organizational reputation and long-term success.

4.4 Regression Results

The regression results provide valuable insights into the impact of the three Corporate Social Responsibility (CSR) dimensions—Environmental Sustainability, Philanthropic Activities, and Community Engagement—on the organizational reputation of Kasapreko Company Limited.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905 ^a	.819	.816	.28669
a. Predictors: (Constant), Environmental Sustainability , Philanthropic Activities, Community Engagement				

Model Summary

The model summary indicates a high level of explanatory power, with an **R Square value of .819**. This means that 81.9% of the variance in the organizational reputation of Kasapreko is explained by the combined effect of the three independent variables. The **Adjusted R Square value of .816** confirms the model's robustness, suggesting that the addition of any new predictors would not significantly enhance the model's explanatory power. The standard error of the estimate is **.28669**, which is relatively low, indicating a good fit of the model to the data.

ANOVA ^a						
Model		Sum Squares	of df	Mean Square	F	Sig.
1	Regression	71.125	3	23.708	288.463	.000 ^b

Residual	15.698	191	.082
Total	86.823	194	

a. Dependent Variable Organization reputation

b. Predictors: (Constant), Environmental Sustainability , Philanthropic Activities, Community Engagement

The ANOVA table shows a significant F-value of **288.463** ($p < .001$), indicating that the overall regression model is statistically significant. This suggests that the CSR dimensions of Environmental Sustainability, Philanthropic Activities, and Community Engagement collectively have a significant impact on the organizational reputation of Kasapreko. The low residual sum of squares (15.698) compared to the regression sum of squares (71.125) further demonstrates that the model explains a substantial portion of the variability in organizational reputation

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.267	.227		-1.177	.241

Environmental Sustainability	.488	.033	.596	14.834	.000
Philanthropic Activities	.188	.031	.250	6.115	.000
Community Engagement	.377	.060	.223	6.285	.000

a. Organization reputation

Coefficients

The coefficients table provides a deeper understanding of the contribution of each independent variable to the organizational reputation:

Environmental Sustainability: The unstandardized coefficient (B) for Environmental Sustainability is **.488**, with a t-value of **14.834** and a significance level of **p < .001**. This indicates that for every one-unit increase in Environmental Sustainability, there is a corresponding increase of .488 units in organizational reputation. The standardized coefficient (Beta) is **.596**, which means that Environmental Sustainability has the strongest positive effect on Kasapreko’s reputation among the three CSR dimensions. This finding aligns with the earlier correlation results, emphasizing the crucial role of environmental initiatives in shaping public perception of the company.

Philanthropic Activities: The unstandardized coefficient for Philanthropic Activities is **.188**, with a t-value of **6.115** and a significance level of **p < .001**. This suggests that a one-unit increase in Philanthropic Activities results in a .188 unit increase in organizational reputation. The standardized coefficient (Beta) is **.250**, indicating a moderate positive impact. This finding underscores the importance of Kasapreko’s charitable contributions and support for social causes in enhancing its brand image, although its impact is not as strong as that of Environmental Sustainability.

Community Engagement: The unstandardized coefficient for Community Engagement is **.377**, with a t-value of **6.285** and a significance level of **p < .001**. This implies that a one-unit increase in Community Engagement leads to a **.377** unit increase in organizational reputation. The standardized coefficient (Beta) is **.223**, reflecting a positive but relatively lower impact compared to Environmental Sustainability and Philanthropic Activities. This suggests that while community engagement initiatives are beneficial, they may require more strategic focus and better communication to maximize their impact on Kasapreko's reputation.

Implications of the Findings

The regression analysis reveals that all three CSR dimensions significantly contribute to the organizational reputation of Kasapreko, but Environmental Sustainability stands out as the most influential factor. This finding highlights the need for Kasapreko to continue prioritizing its environmental initiatives, as these efforts are highly valued by stakeholders and have a substantial positive impact on the company's reputation. While Philanthropic Activities and Community Engagement also contribute positively to the company's image, their lower coefficients suggest that there is room for improvement in these areas. Kasapreko could enhance the effectiveness of its community engagement initiatives by aligning them more closely with the needs and expectations of local communities and improving the visibility of these efforts.

The significant impact of Philanthropic Activities on organizational reputation indicates that consumers appreciate companies that give back to society. Kasapreko should, therefore, continue to support charitable causes and consider expanding its philanthropic efforts to reach a broader audience.

The regression analysis confirms that CSR dimensions, particularly Environmental Sustainability, play a critical role in shaping the organizational reputation of Kasapreko Company Limited. The

company's commitment to eco-friendly practices, charitable contributions, and community engagement collectively enhance its brand image and public perception. To further strengthen its reputation, Kasapreko should continue to invest in these CSR initiatives while exploring innovative ways to engage with stakeholders and communicate the impact of its efforts. This strategic focus on CSR will not only improve Kasapreko's reputation but also contribute to its long-term success and sustainability in the competitive beverage industry.

4.5 Discussion of findings

The current study aimed to explore consumer awareness and perceptions of Kasapreko Company Limited's Corporate Social Responsibility (CSR) initiatives, identify the mechanisms through which these initiatives enhance organizational reputation, and assess the overall impact of various CSR activities on the company's reputation. This discussion will analyze the findings in relation to these specific objectives, comparing them with existing literature and theoretical frameworks.

Objective One: Consumer Awareness and Perceptions of CSR Initiatives

One of the primary objectives of the study was to assess consumer awareness of Kasapreko's CSR initiatives. The findings revealed that a significant majority of respondents were aware of the company's efforts in community development, environmental sustainability, and ethical business practices. This aligns with previous research by Maignan and Ferrell (2004), which indicated that consumer awareness of CSR activities is crucial for fostering positive perceptions of a brand. Moreover, the study found that consumers who were aware of Kasapreko's CSR initiatives tended to have a more favorable view of the company. This supports the findings of Bhattacharya and Sen (2004), who emphasized that perceived authenticity and transparency in CSR efforts significantly influence consumer attitudes. The current study's results suggest that Kasapreko's commitment to social responsibility resonates well with consumers, enhancing their overall perception of the brand.

Mechanisms Enhancing Organizational Reputation through CSR

The second objective focused on identifying the mechanisms through which Kasapreko's CSR initiatives enhance its organizational reputation. The study highlighted several key mechanisms, including community engagement, environmental stewardship, and ethical business practices. These findings are consistent with the literature, which suggests that CSR activities that directly benefit stakeholders contribute to a positive organizational reputation (Dmytriiev et al., 2021).

For instance, the study revealed that Kasapreko's involvement in local community projects not only improved its image but also fostered goodwill among consumers. This aligns with Stakeholder Theory, which posits that organizations should create value for all stakeholders (Freeman, 1984). By actively engaging with the community and addressing local needs, Kasapreko has effectively built a strong reputation that resonates with its consumer base. Additionally, the study found that environmental sustainability initiatives, such as waste reduction and responsible sourcing, played a significant role in enhancing Kasapreko's reputation. This finding supports the work of Porter and Kramer (2006), who argued that companies that integrate sustainability into their core operations can achieve a competitive advantage. The current study indicates that consumers are increasingly valuing companies that prioritize environmental responsibility, further solidifying Kasapreko's reputation in the market.

Objective three: Impact of CSR Activities on Overall Reputation

The final objective of the study was to assess the overall impact of various CSR activities on Kasapreko's reputation. The findings indicated a strong positive correlation between the company's CSR initiatives and its organizational reputation. Consumers who recognized and appreciated Kasapreko's CSR efforts reported higher levels of trust and loyalty towards the brand.

This is consistent with the conclusions of Fombrun and Shanley (1990), who established that a positive reputation is often linked to a company's commitment to social responsibility.

Moreover, the study highlighted that CSR activities not only enhance reputation but also contribute to customer loyalty and employee satisfaction. This aligns with the findings of previous research, which suggests that companies with strong CSR commitments tend to enjoy higher levels of customer retention and employee engagement (Hörisch et al., 2020). The current study's results indicate that Kasapreko's CSR initiatives have created a positive feedback loop, where enhanced reputation leads to increased consumer loyalty, which in turn reinforces the company's commitment to CSR.

The study provides valuable insights into the relationship between CSR initiatives and organizational reputation at Kasapreko Company Limited. The findings align with the study's objectives, demonstrating that consumer awareness of CSR activities significantly influences perceptions of the brand. Furthermore, the mechanisms identified—community engagement, environmental sustainability, and ethical practices—are crucial in enhancing organizational reputation. The study underscores the importance of strategic CSR initiatives in fostering positive consumer perceptions and highlights the need for companies to remain committed to social responsibility in an increasingly competitive market. By aligning CSR efforts with stakeholder expectations, Kasapreko can continue to strengthen its reputation and achieve long-term success.

CHAPTER FIVE

SUMMARY, CONCLUSION, RECOMMENDATION AND IMPLICATION OF THE STUDY

5.0 Chapter Overview

Chapter Five serves as the concluding section of this study, synthesizing the key findings and insights derived from the research on the impact of Corporate Social Responsibility (CSR) initiatives on the organizational reputation of Kasapreko Company Limited. This chapter will summarize the main outcomes of the research, reflecting on how consumer awareness and perceptions of CSR activities influence the company's reputation within the Ghanaian beverage

industry. Additionally, it will discuss the implications of these findings for both academic literature and practical applications, offering recommendations for Kasapreko and similar organizations seeking to enhance their CSR strategies. Finally, the chapter will outline potential avenues for future research, emphasizing the ongoing relevance of CSR in fostering sustainable business practices and stakeholder engagement.

5.1 Summary of the Study

This study explored the impact of Corporate Social Responsibility (CSR) initiatives on the organizational reputation of Kasapreko Company Limited, a prominent player in the Ghanaian beverage industry. The research aimed to assess consumer awareness and perceptions of Kasapreko's CSR efforts, identify the mechanisms through which these initiatives enhance the company's reputation, and evaluate the overall impact of various CSR activities on consumer loyalty and satisfaction.

The findings revealed that a significant portion of consumers were aware of Kasapreko's CSR initiatives, which include community engagement, environmental sustainability, and ethical business practices. This awareness positively influenced their perceptions of the company, leading to increased trust and loyalty. The study identified key mechanisms that enhance organizational reputation, such as active community involvement and commitment to environmental stewardship, aligning with existing literature on stakeholder theory and corporate reputation.

Furthermore, the research demonstrated a strong correlation between CSR activities and Kasapreko's overall reputation, indicating that effective CSR strategies not only bolster consumer loyalty but also contribute to employee satisfaction. The study highlighted the importance of

integrating CSR into core business operations as a means of achieving competitive advantage and fostering a positive corporate image.

The study underscores the critical role of CSR in shaping organizational reputation and emphasizes the need for companies like Kasapreko to continue investing in socially responsible practices. The insights gained from this research provide valuable recommendations for both the company and policymakers, advocating for a more sustainable and socially responsible business environment in Ghana and beyond.

5.2 Conclusion of the Study

This study has provided a comprehensive examination of the relationship between Corporate Social Responsibility (CSR) initiatives and the organizational reputation of Kasapreko Company Limited within the Ghanaian beverage industry. Through a combination of qualitative and quantitative research methods, the findings have illuminated the significant impact that CSR activities have on consumer perceptions and overall brand reputation.

The research established that consumer awareness of Kasapreko's CSR initiatives is crucial in shaping positive perceptions of the company. The study identified key CSR activities, including community development, environmental sustainability, and ethical business practices, as vital components that enhance the company's reputation. These initiatives not only foster goodwill among consumers but also contribute to increased trust and loyalty, which are essential for long-term business success.

Moreover, the mechanisms through which CSR initiatives influence organizational reputation were thoroughly explored. The findings suggest that active engagement with local communities and a commitment to sustainable practices are effective strategies for building a strong corporate

image. This aligns with existing literature, reinforcing the notion that CSR is not merely a marketing tool but a fundamental aspect of corporate governance that can lead to competitive advantage.

In light of these findings, it is evident that Kasapreko Company Limited should continue to prioritize and expand its CSR efforts. By doing so, the company can further enhance its reputation, foster deeper connections with consumers, and contribute positively to societal well-being. Additionally, the insights gained from this study can inform policymakers and industry practitioners about the importance of CSR in promoting sustainable business practices.

This study emphasises the importance of CSR in bolstering the image of the organization and also brings out the necessity of organizations adopting an active position on social issues. Just as all other aspects of business changes, it is vital for companies to assimilate CSR into their strategy to survive in the ruthless and growing socially responsible market. Further research needs to examine the CSR-corporate reputation relationship, especially in the context of emerging economies, which is promising for expanding the existing knowledge of this issue.

5.3 Implications of the study

The findings of this research on the relationship between Corporate Social Responsibility (CSR) activities and organizational reputation of Kasapreko Company Limited are very important, both in practice and in theory. While attempting to evaluate the link between a company's CSR activities and consumer's attitudes towards that company, this study also offers practical implications for business operations and enhances the scholarship on the CSR..

5.3.1 Practical Implications

One of the most noticeable applied orientation of this study relates to the need of the companies to take the steps of adopting CSR policies as one of the effective strategies in their operations. The results further illustrate that if an organization places a lot of emphasis on CSR, it not only protects

its image but enhances customer loyalty and boosts sales. For Kasapreko and organizations of a similar nature, this means that it is vital to appreciate what consumers expect and what the society desires. It is suggested that regular evaluation of such CSR initiatives is carried out so that the CSR related strategies implemented can adjust and evolve in the course of time, in the end bringing both business and health benefits to the particular community.

In addition, the highlighted issues about consumer's participation in CSR programs should benefit everyone – the consumers, the company's efforts and the society's welfare. Companies are requested to promote CSR activities in order to develop closer relationships with consumers. Showing the effect of CSR on the consumers is believed to inspire and maintain their loyalty to the brands they buy since it would be difficult for them to buy a brand that does not care about society's welfare. This may also include passing along success stories, impact reports, and providing avenues for consumers to partake in CSR-related activities which can further strengthen the relationship between consumers and the corporation.

As concerning policies, the results of this study can be applied within the construction of the mechanisms that would stimulate the CSR practices prevalence among the enterprises. Policies to foster promulgation of such engagements in CSR by businesses can be created leading to betterment of the society as well as the economy. Enacting such policies delineating benefits of CSR even to the company can instigate companies to adopt CSR policies that are helpful in community and environmental health.

Furthermore, the research explains what CSR practices can enhance the company's prestige most effectively. This enables the companies to optimize their CSR efforts by concentrating on the most efficient activities. As such, fostering community's development and tackling environmental problems can generate added social and economic value instead of impairing the company's image.

5.3.2 Theoretical Implications

The implications of this in the theory are just as important since it enhances the literature on CSR. The study fills gaps in the literature by establishing that a positive relationship exists between CSR initiatives and organizational reputation, especially in the Ghanaian beverage sector. It broadens the existing theoretical frameworks concerned with CSR and reputation management by investigating how exactly CSR affects stakeholders' views. Moreover, there are practical contributions to the study of the stakeholders' theory in CSR. The relations to be impacted by CSR and the activity of the corporation include, but are not limited to, consumers, employees, and the community. An already set future study could focus on stakeholder management and CSR. This study also contributes to the emerging stream of literature on CSR and organizational reputation management. Continuing from this line of work, researchers are expected to examine the continuing influence of CSR activities on the bottom line, and the moderate influence of social normative and contextual factors on the attitudes toward CSR – particularly the sub-organizational level.

Finally, this paper presents organizational justice as another piece of the puzzle in comprehending the linkage existing between CSR and reputation. Subsequent inquiries may evaluate whether or not morale and equity as perceived through CSR actions of the organization may extend stakeholders' trust and the corporation's overall reputation thus broadening the CSR theoretical debate. This study reveals the necessity of CSR, both in the business practice and within the theoretical context. Focusing on CSR as an integral part of business sustainability and relations with the stakeholders, the work offers knowledge that may be useful for the companies and enhancing research in corporate social responsibility area.

5.4 Recommendations of the Study

Based on the findings and implications of the study on the effects of Corporate Social Responsibility (CSR) initiatives on the organizational reputation of Kasapreko Company Limited, several recommendations can be made for both practitioners and researchers. These recommendations aim to enhance the effectiveness of CSR strategies and contribute to the ongoing discourse in the field of CSR.

1. Enhance Consumer Awareness and Engagement: It is recommended that Kasapreko Company Limited actively work to increase consumer awareness of its CSR initiatives. This can be achieved through targeted marketing campaigns, social media engagement, and community outreach programs that highlight the company's CSR efforts. By fostering a deeper understanding of its initiatives, the company can strengthen consumer trust and loyalty. Additionally, involving consumers in CSR activities, such as volunteer programs or community projects, can enhance their connection to the brand and its social mission.

2. Tailor CSR Strategies to Stakeholder Needs: The study suggests that different stakeholder groups have varying perceptions and expectations regarding CSR. Therefore, it is recommended that Kasapreko conduct regular stakeholder assessments to identify the specific needs and preferences of its consumers, employees, and the community. By tailoring CSR strategies to address these diverse expectations, the company can enhance the effectiveness of its initiatives and improve its overall reputation.

3. Focus on Impact Measurement: To ensure the effectiveness of CSR initiatives, it is crucial for Kasapreko to implement robust mechanisms for measuring the impact of its CSR activities. This includes setting clear objectives, collecting data on outcomes, and evaluating the effectiveness of different initiatives. By demonstrating the tangible benefits of its CSR efforts, the company can build credibility and strengthen its reputation among stakeholders.

4. Foster Organizational Justice: Given the importance of perceptions of fairness in CSR outcomes, it is recommended that Kasapreko prioritize organizational justice in its CSR practices. This involves ensuring that CSR initiatives are perceived as equitable and inclusive by all stakeholders. The company should engage employees in the decision-making process regarding CSR activities and ensure that benefits are distributed fairly among all stakeholders involved.

5. Collaborate with Local Communities: Kasapreko should consider forming partnerships with local communities and organizations to enhance the effectiveness of its CSR initiatives. Collaborating with community leaders and organizations can provide valuable insights into local needs and priorities, ensuring that CSR activities are relevant and impactful. Such partnerships can also enhance the company's reputation as a socially responsible entity committed to community development.

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APPENDIX

QUESTIONNAIRE

INTRODUCTION

I am a graduate student at the University of Media, Arts, and Communication, conducting research on "The Role of Branding as a Marketing Strategy in the Hair Industry: A Case Study of Hair Duties." This study aims to explore how various aspects of branding—such as brand identity, brand communication, brand consistency, and brand positioning—affect the business performance of Hair Duties. Your responses to this questionnaire will provide valuable insights into how branding strategies influence the company's success. The questionnaire should take just a few minutes to complete, and your answers will remain confidential and used only for academic purposes. Your honest feedback is essential and will contribute significantly to the success of this research. Thank you for your time and input!

SECTION A Demographic Information

1. Age:

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above

2. Gender:

- Male
- Female

- Non-binary / Third gender
- Prefer not to say

3. Education Level:

- No formal education
- High school or equivalent
- Some college / Associate degree
- Bachelor’s degree
- Master’s degree
- Doctorate or higher

4. Occupation:

- Student
- Professional / Manager
- Administrative / Clerical
- Technical / Skilled worker
- Self-employed
- Other (please specify)

5. Location:

- Urban
- Suburban
- Rural
- Other (please specify)

SECTION B-

The following questions focus on various aspects of branding as a marketing strategy, including brand identity, brand communication, brand consistency, and brand positioning. You will also be asked about your perceptions of Hair Duties' business performance. For each statement, please indicate your level of agreement by selecting one of the five options: "Strongly Disagree," "Disagree," "Neutral," "Agree," or "Strongly Agree"

Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Brand Identity					

1. Hair Duties' logo and design create a strong and memorable identity for the brand.					
2. The brand's color schemes and packaging reflect its unique identity in the market.					
3. Hair Duties' identity resonates with my expectations of hair care brands.					
4. The company's branding effectively communicates its purpose to customers.					
5. I associate Hair Duties' branding with professionalism and quality.					
Brand Communication					
1. Hair Duties' advertising effectively communicates its value proposition.					
2. Social media content from Hair Duties reflects its branding consistently.					
3. The company's promotional strategies align with its brand messaging.					
4. Hair Duties' branding creates a clear distinction from competitors in the hair industry.					
5. The brand effectively uses customer feedback to improve its communication.					
Brand Consistency					
1. Hair Duties maintains consistent branding across all its platforms.					

2. The brand’s messaging remains consistent across advertising and product delivery.					
3. Hair Duties’ consistent branding fosters trust and reliability.					
4. I am confident in Hair Duties’ products because of its consistent branding.					
5. The consistency in branding enhances Hair Duties’ credibility.					
Brand Positioning					
1. Hair Duties is positioned as a leader in the hair industry due to its branding.					
2. The brand’s pricing reflects its value proposition effectively.					
3. Hair Duties’ branding helps it compete effectively in the market.					
4. The brand’s positioning caters well to its target customers’ preferences.					
5. Hair Duties’ branding enhances its visibility in the industry.					
Business Performance					
1. Hair Duties’ branding positively influences its sales performance.					
2. The brand's image attracts new customers to the company.					
3. Hair Duties’ branding increases its customer retention rates.					

4. The company's branding improves its overall market share.					
5. I believe that Hair Duties' branding has led to increased customer satisfaction.					