



## IMPACT OF THE CSR TO THE BRAND IMAGE

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KALIT SOʻZLAR	ANNOTATSIYA
Korporativ ijtimoiy masʼuliyat (KIM), brend imidji, isteʼmolchi qarashlari, marketing strategiyalari, brend qadri-qimmati.	Ushbu maqolada korporativ ijtimoiy masʼuliyatning (KIM) brend imidjiga taʼsiri oʻrganilgan. Zamonaviy raqobatbardosh bozorda korxonalarining KIMga sodiqligini namoyish etishlari brendning obroʻsini va isteʼmolchilarning ishonchini oshirishda muhim rol oʻynaydi. Muallif KIM tashabbuslarining brend tasavvuriga qanday taʼsir qilishi va barqaror raqobat afzalligiga qanday hissa qoʻshishi mumkinligini tahlil qiladi.
КЛЮЧЕВЫЕ СЛОВА	АННОТАЦИЯ
Корпоративная социальная ответственность (КСО), имидж бренда, восприятие потребителей, маркетинговые стратегии, ценность бренда.	В статье исследуется влияние корпоративной социальной ответственности (КСО) на имидж бренда в маркетинговых стратегиях. В современном конкурентном рынке компаниям необходимо демонстрировать свою приверженность КСО, чтобы улучшить репутацию бренда и доверие потребителей. Автор анализирует, как инициативы в области КСО могут влиять на восприятие бренда и способствовать достижению устойчивого конкурентного преимущества.
KEY WORDS	ABSTRACT
Corporate Social Responsibility (CSR), brand image, consumer perceptions, marketing strategies, brand equity.	This article investigates the impact of Corporate Social Responsibility (CSR) on brand image within marketing strategies. In today’s competitive market, companies need to demonstrate their commitment to CSR to enhance their brand reputation and consumer trust. The study examines how CSR initiatives can affect brand perception and contribute to sustainable competitive advantage

**Introduction.** According to the Ottaman currently people are more aware and worried about the problems related to the sustainability. As they are afraid of losing the resources and is impossible to live in the planet and sustain human life (Ottaman, 2011). Consequently, people start to become more aware about sustainability issues. As a result, they want businesses take a responsibility for their action. Globally majority of the huge corporations publish their Corporal Social Responsibility research (The Oxford handbook, 2009). In this case it can be said that it is increasing the competition rate between companies. According to Cretu & Brodie, (2007) and they start to compete in terms of the CSR actives, (Crespo, Salmones & Bosque 2005;). Even though much

research has been holding on this theme, according to the Martines, Perez & Rodrigues (2014) there is the need for further investigation, for gaining the importance of the CSR to the marketing strategy.

**Methodology.** This study employed a descriptive research design to systematically investigate the relationship between CSR and brand image. The primary data were collected using a structured questionnaire that included quantitative measures of participants’ perceptions of CSR activities and their impact on brand image. The questionnaire was distributed among residents of Tashkent, Uzbekistan, encompassing various demographic segments to ensure diverse perspectives.



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Sample selection was non-random, targeting different age groups and occupational backgrounds to reflect a broad spectrum of consumer opinions. The survey items were designed to measure the intensity of perceived brand image enhancements due to CSR activities.

**Results.** It is not secret that to be successful business needs to have right marketing strategy. Brand strategy and building positive brand image is what companies are focusing on. According to Gronroos, (2007) it is vital to find out the way of customer identification of the brand for being successful. The association of the company by the customers are named brand image. Researchers named Werther and Chandler (2005), have found out that CSR has a positive impact on the brand image. That is why it is believed that the CSR activities of the company can help to associate brand image to the positive feelings (Boonpattarakan, 2012). Scholars show that the customer's impression of CSR and the applied CSR system must be interrelated to convey a positive result. A few examinations find out that when CSR policy is underlined in the marketing strategy of the organization the clients are likely to have a positive association with the brand. As Casado Diaz et. Al., (2014); Gronroos (2007) have underlined most studies investigated the CSR activities in the product related industry rather than service, yet it is noteworthy to mention that CSR policies are equally important both in product and service industry.

In the present complex business environment, marketing people are trying to develop their business by avoiding the health-related issues or natural damages, it is because current environment is requiring businesses to keep their CSR policies in core of the business. In the 20th century CSR concept has begun highly discursive, in global level as well as in Uzbekistan territory. For example, big supermarkets like “Makro”, “Karzinka”, have

recently publicly announced they are not going to use plastic packages as they are against of harming to the industry. And stopped giving plastic packages for free. They had a challenge for attracting little shops and other markets to be in their side (Makro, 2019) According to Idowu and Filho, (2009), CSR or Social responsibility is not only for gathering attention to the brand for positive or negative side, it is more wide concept which means how the organizations add value to the society and how they contribute to the environmental wellbeing. Although CSR is getting a mostly attention gathering topic in Uzbekistan companies are not seriously engaged in the CSR policies. That is the problematic situation within the country. It is not rejected that the companies that were mentioned above are keeping activities of the CSR, yet it is not done as a project but just as a kind of the activity. What is catastrophic that the customers are not aware what is the responsibility of these companies using the natural resources and that is why companies are not paying important attention to the CSR policy. The Emer have distrust of CSR among clients has recently negatively affected clients' frames of mind towards brands conveyed through CSR. It is noteworthy to mention that the CSR policies and its impact to the brand is not as straightforward as it seems, what is more it is not fact that there is the strong relationship as Bhattacharya and Sen (2004) stated. That is why while creating the Marketing strategy the attitude toward the CSR practices should be considered.

According to Saunders et al. (2009) express that there are three diverse research structures, specifically exploratory, illustrative, and informative plans. Illustrative investigations are utilized when investigating connections between various elements and factors and how they influence one another (Saunders et al., 2009). Since the point of this examination is to investigate how



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the CSR's measurements influence the brand picture, this exploration configuration is fitting. The revealed connections between these factors will be investigated to discover how the free factors influence the autonomous variable.

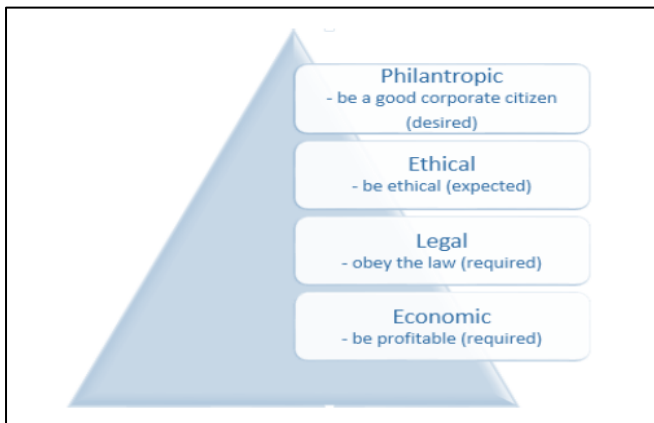
To respond to the exploration question it is critical to pick a precise assortment technique. This examination will gather essential information to address the exploration question. Essential information can be assembled through perceptions, polls, and center meetings. Since the point of this examination is to quantify and break down various components of client's understanding of CSR and its impact on brand picture, a poll is the most reasonable technique. The survey will incorporate the picked elements of CSR and brand picture which will be separated into applicable inquiries/explanations to quantify these segments. The most widely recognized kind of polls is studies, which will be utilized in this investigation. Even more explicitly the sort of poll led was a self-administrated conveyance and assortment poll; overviews were passed out among the visitors remaining at the inn and later gathered (Saunders et al., 2009).

Sample of the research was chosen non randomly, questionnaire it going to hold on the Tashkent which is the Capital of the Republic of Uzbekistan. to have a clear result and collect valid data, different age groups and occupational level is going to be considering.

The accompanying part introduces the segments and various meanings of the corporate social duty and the brand picture idea. Next, the relationship and the holes between these ideas will be distinguished and portrayed. At long last, the hypothetical structure that the examination issue was gotten from will be introduced. The part will give a comprehension of what will be explored.

Concept of the “Corporate Social Responsibility”, has been defined in various contexts by various researchers, scholars, and writers. According to Kashyap, Mir, & Mir, (2011, pp. 53), in 50s concept of CSR defined by Bowen as a “the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society”. Later in 60s the scholars such as started investigating the concept of CSR deeper and find out the argument that have underlined the usefulness of the concept. On the other hand, during 80s this concept has started to be used in the business and aided to gain wealth with the help of Drucker and inter alia.

According to Carroll, (1979); Carroll, (1991), the CSR thought has secured a wide extent of financial, moral legitimate and liberal (discretionary) exercises of business execution at a given point in time, with no hierarchic solicitation. One of the fundamental masters who have thinks about CSR and its effect was Carrol (1979). The put the budgetary (financial duty in the establishment of the CSR theory since fundamental point of the business is to profit and carry advantage to the economy. He accepted that the following viewpoint that CSR is having Legal duties which means organization should act as indicated by the lawful commitments, at that point the demonstration of the association ought to be moral and last he accepted that including esteem. In view of this thought he develop the most referred to and utilized model known as Corporate Social Responsibility pyramid (Carroll 1991). Presently this model is utilized around the world (Carroll and Schwartz 2003).



**Figure 1. Carroll's (1991) "CSR pyramid"**

The urgent commitment of all associations is the money related obligation where a business must convey and sell what the overall population requires to fulfill the fiscal key. This money related issue must work under a genuine obligation of laws and rules. Both the fiscal and the legal obligations must handle the ethical guidelines, yet there are in like manner other good activities that are not all around described and are over the real necessities. Regardless, the CSR practices referenced by the overall population are depended upon to be followed. The accomplice's image of the association underpins moral checks.

Wartick and Cochran (1985) developed next popular model of the CSR. It has considered three basic problems faced in the society. As it is stated in Wartick and Cochran, (1985), these aspects are economic, philanthropic including social responsibility.

Scholar called Elkington have created another stricture of the CSR during 90s. His model is known as "The Triple Bottom Line" (TBL), it is also called that "3P" also, as it covers three problematic actions. He claimed that the business needs to benefit to the individual, society as well as planet. His model is considering social and ecological measurements. Making money is essential anyway it ought to in like manner work

agreeably in the pieces of planet and people; it is basic to take the delegates and the system (people) into thought and being monetarily keen (advantage), but then consider the cost of dirtying (planet) when choosing decisions inside the association. TBL estimations for supportability are not standardized and can be fit depending upon the endeavor, business section, business target, substance, etc. (Slapper and Hall, 2011).

Friedman (1970) is known for ensuring that social commitment of a business is a framework for growing its advantage, where someone must pay for it (ordinarily customers or delegates). Since the CSR thought intends to assemble benefits, the need, as showed by Friedman, is to extend the speculator regard. Uddin, Hassan, and Tarique (2008), on the other hand, imply Friedman's importance of CSR and infer that: as the system grows advantage, CSR isn't a peril to achievement of money related goals of an organization, the CSR thought is genuinely an opportunity.

Moreover, EU examined customers demand for the products with the help of praxis and surveys and identified that currently people do want to have a product that is safe, in good quality and traditional as well as produces by being socially responsible. Which means customers now look for companies that are caring about society not only money. Also, it is found out that big organizations are helping to the improvement of the CSR policy, yet small enterprises are having a trouble in keeping CSR policy. They need more models and tools for the improvement of the CSR policy. Commission of the European Communities (2001) suggest that these SME need to establish alia, make a clear mission, create a standard that consist various CSR models and try to keep them. It is identified that the companies that customers mostly reward are from the service sector since they are trying to keep the CSR policy as much as possible. Since there are a



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lot of companies that provide the same type of the service in this occasion companies are differing with the proactive CSR policy and activates naturally customers are witnesses for what those companies are doing that is why they become loyal to this or that company (Calabrese and Lancioni, 2008).

The roundabout impact of the creating thought of CSR by purchasers and money related masters, assembles openings accessible and can impact the slippery assets of an association, for instance, its picture and picture. The quick impact of CSR is for instance achieving care, social and regular improvement for an overall level. This test is particularly significant for overall associations, since the heaviness of being socially trustworthy is higher on the all-inclusive market (Commission of the European Communities, 2001).

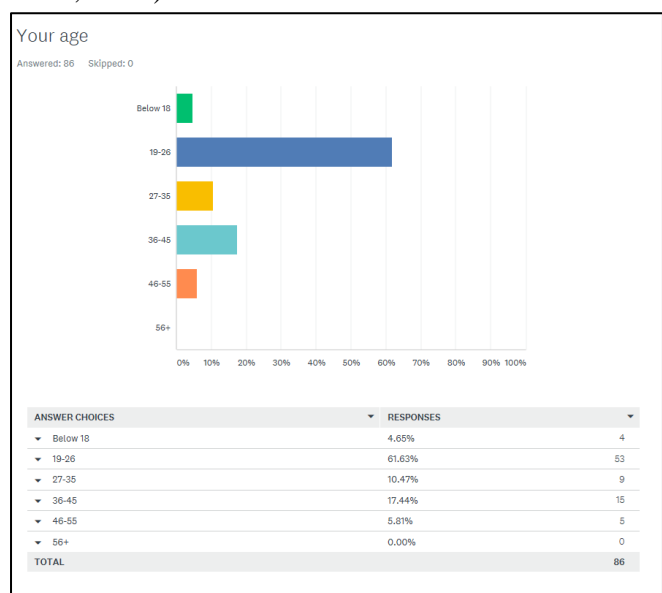
It is believed that there are three main objectives of the marketing. These are “Getting customers”, “Keeping customers” and “Establishing relationship” among them (Grönroos 2007). To achieve these objectives marketing department should go through out three stages which are “way of thinking”, “way of organizing” and “set of tools and activities”, it is possible to go through it if the marketing is seen as a wide concept. “The way of thinking” is the first level it is about seeing marketing as a way of thinking and that should be implemented in each action of the organization. The consequent level depicts the association’s technique for sifting through which implies the degree the different divisions pass of data to each other and the way that plans are encouraged. The last level comes down to the course of action of instruments and activities which consolidate the various promoting frameworks of which the customer is displayed to, for example, headway. There are different displaying gadgets and building a strong brand is one of these.

The chief brands created in the beginning of the twentieth century. Regardless, the brand as a thought propelled first during the 50s and today, a strong brand is seen as a pivotal bit of an organization’s forcefulness (Grönroos, 2007). A brand is portrayed by its name, term, sign, picture, or some other segment. Nevertheless, inside the organization business, the key attribute of a brand is the organization technique. A strong brand has various central focuses. For example, an association can charge increasingly critical costs for their organization regardless of the way that it doesn’t differentiate from various organizations in a comparable class (Apéria and Back, 2004). A strong brand in like manner prompts increasingly noticeable customer trustworthiness, less shortcoming to centered publicizing exercises and extended advancing correspondence ampleness. Intangible asset “Brand image” will increase as soon as company reach the success in with the help of the marketing strategy. It creates the values to the organization, and it is known as a “brand equity”. As Kayaman & Arasli (2007) stated there is not exact and clear definition to the brand equity. Yet it is defined as added value that is not tangible but closely related to the name of the brand, kind a symbol that is delivered with the service or the product to the customers (Aaker 1996).

Besides, he communicates that the pieces of brand esteem include brand constancy, brand care, saw quality and brand affiliations (Aaker, 1996). From a promoting perspective brand esteem gathers and arranges the brand assets by holding and attracting customers and by keeping up a vital good way from the worth contention, which subsequently adds to the profitability of an association (Apéria and Back, 2004). Keller (1993, p.45), on the other hand, approaches brand an incentive from a customer’s perspective and describes it as: The differential effect that brand

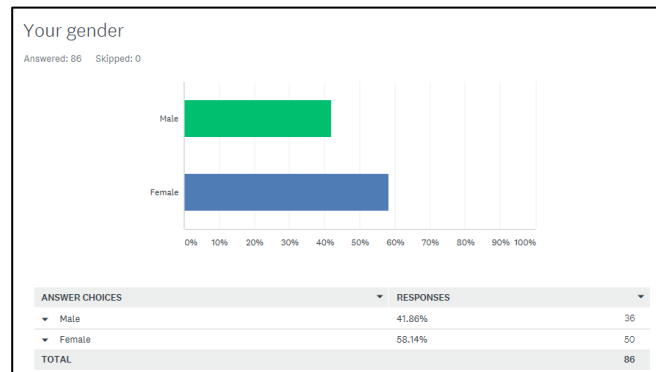
data has on the customer response to the promoting of that brand. Worth happens when the customer thinks about the brand and holds some positive, strong, and novel brand relationship in memory.

In this definition Keller (1993) presents brand information which comprises of brand mindfulness and brand picture that adds to client-based brand value. Brand information is fundamental since it empower the client to connect new, positive, and interesting relationship to the brand (Apéria and Back, 2004).



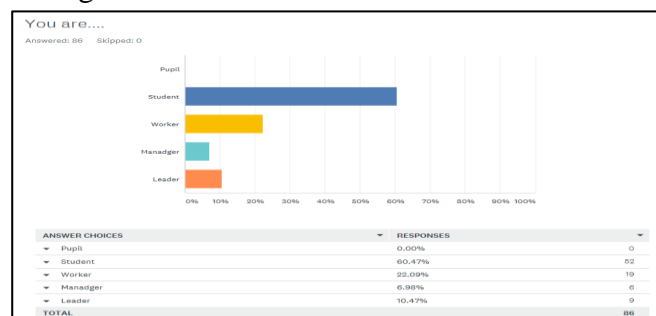
**Figure 1. Participants' age illustration**

Total number of respondents were 86 they were from different group age. Although, survey designed considering six age groups. Observed results show that there were people from five age groups and most common group was 19-26 aged people and next is 36-45 years old people they were almost 15, participants between 27-35 were approximately 9 and only few were from the group that is lower than 18.

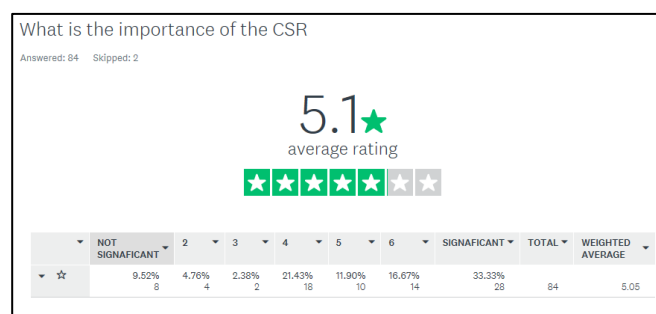


**Figure 2. Participants' gender illustration**

Most of the participants were female 50 out of 86, naturally other 36 were men. These participants were students mostly, others were workers 19 and those who are manager were 6 while leaders, co-founder or directors were 9. This variety in age, occupation and gender are useful for hypotheses testing.



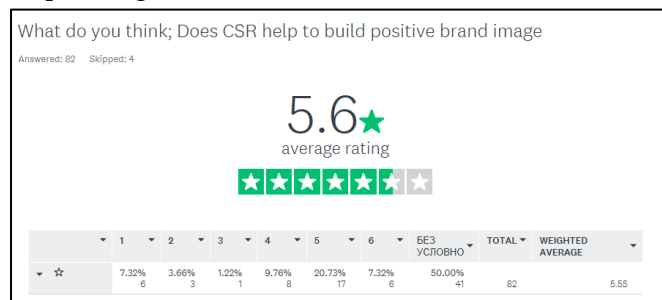
**Figure 4. Their occupation**



**Figure 3. Importance of CSR in likers scale**

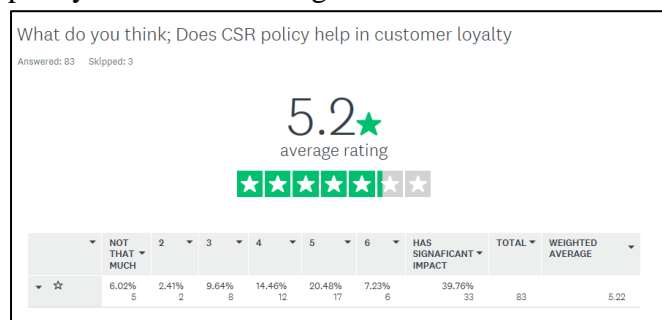
Next question is clarifying participants view about the importance of the CSR. They have assessed the significance of the CSR in the likers scale from 1 to 7. If 1 means not significant 7 means

that it is significant for the companies to have. According to the figure average rating is 5.1 which is quite high.



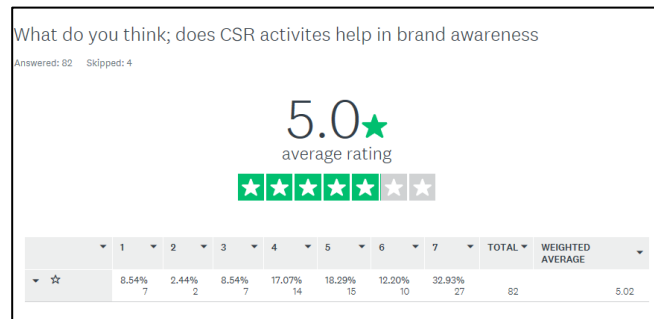
**Figure 4. Relationship of the CSR with Brand Image**

For the question that asks about impact of the CSR to brand image. Participants had the same scale and they have assessed how positive it is impacting to the Brand image. It can be seen from the figure that the average rating is 5.6 which means there is the positive impact of the CSR policy to the Brand Image.



**Figure 5. Relationship of the CSR with regard customer loyalty**

The same likers scale has been provided in the question that asked respondents to asset role of the CSR in customer loyal. Results are higher than average, graph shows that it is 5.2 for 7.



**Figure 6. Relationship of the CSR to brand awareness**

Graph shows that the average rating is 5.0 out of 7. This means there is the positive relationship.

Yet to find out the significance of the research in statistical calculations. Correlation calculations will be held.

Data calculations

To find out does the results of the research are statistically significant, correlation test have been conducted in excel.

The result of the test was Correction of CSR and Brand Image is 0,56272127

According to the result there is the relationship between them, but it is not strong.

The result of the test was Correction of CSR and Brand awareness is 0,3774706.

In second calculations the correlation result was lower than 0.6. That is why there is not enough evidence to conclude that there is the relationship between CSR and Brand Awareness.

The result of the test was Correction of CSR and customer loyalty is 0,516738.

In third calculations the result is quite like the first one. In this case there is the relationship, but it is not strong.

From the survey that was taken, it was identified that customers are not aware what is the CSR that much as it was expected. For the question which was asking do CSR activities are taking in your country most of answers were negative including “I do not know and No”. which show that



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people who does know what they can expect from the companies. Although majority of answers were saying I do not know or not there were people who vote “Yes” and in the next question they have stated what companies are keeping CSR policy. They were Coca Cola, Artel, Uzbekistan Railways, Credit Asia, Eco party, KFS, Karzinka.uz, Hyatt, Pepsi, The unique Present, Feljas Massin. These were most repeated companies.

While using this data, marketing managers should be accurate since as any other research it has limitations. Firstly, the sample size is less which had impacted to the research result. Second while using this data the company type and location should also be considered. This is held in the capital city of the country and their point of view might differ from other villages.

It is identified that keeping CSR activates are not easy yet most of the company leaders are keeping doing it. What is problem or setback of those companies are not making aware others that they are doing it. They are not educating their clients.

**Discussion and Conclusion.** The results demonstrate a clear benefit of CSR on brand image, aligning with prior research that suggests companies engaging in genuine CSR activities can foster greater customer loyalty and brand strength (Kayaman & Arasli, 2007). However, the study

also highlights the challenges in measuring the direct impact of CSR on financial performance, suggesting a need for more nuanced analytical tools and methodologies.

This research contributes to the ongoing academic discourse on CSR by providing empirical evidence supporting the notion that responsible business practices are not just ethical, but also beneficial from a branding perspective. Further research is recommended to explore the long-term effects of CSR on brand equity and to examine the role of digital media in communicating CSR efforts to consumers. To sum up, the concept of the CSR is very broadened, its relationship to the marketing is even wider, that is why further research for this topic is essential. More research will bring better comprehension of the relationship between marketing and CSR. This research has analyzed the impact of the CSR to the brand image and by the way it tried to examine the relationship of the other aspects of the brand equity like brand awareness, customer loyalty etc. although many literatures was learned it was hard to give the exact definition to the concept of the “CSR”. Both literature review and collected data are giving the signal that there is the need for the further investigation for gathering more insight. This would improve the comprehension of the topic.

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