



**Faculty of Commerce  
Business Administration Department**

# **Measuring the Influence of Corporate Social Responsibility on Brand Equity through Building Positive Consumers' Attitude**

***An Applied Industry on Food Industry.***

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For Doctor of Philosophy Degree in Business Administration**

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## ***Dedication***

*This dissertation is dedicated to my lovely*

My dearest Mom and Dad, my caring husband Tarek, my supportive brothers, my lovely sisters, my gifts from God Hamzah, Alii and Ismail, my sweet and adorable nieces and my parents in law; I am blessed to have you all in my life.

May God bless and protect all of you.

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## **Abstract**

This research is investigating the impact of CSR on a core area that a lot of companies are working for, which is brand equity. How can the company utilize the positive perception about CSR to increase brand equity through positive attitude? On the other side the research is investigating if there is a direct relationship between CSR and Brand equity without the mediation of consumer' attitude.

CSR is assessed from the consumer's perception and not from the employees' or management's perception. Also, the study is assessing CSR dimension has strongest impact on attitude and if there is a positive relation between legal, ethical, economic and philanthropic dimensions of CSR and between consumer's attitude. Moreover, the research is measuring the influence of consumer's attitude on brand equity. Which of the four dimensions of brand equity has influenced by consumer's attitude; and what is the most important brand equity dimension from the customer's point of view. The research also assesses the influence of customer's demography like age, income and education on consumer's perception relationship between the three research variables as well.

The research proves the positive relationship between consumer's perception toward CSR and brand equity. The relationship between the independent variable (CSR) and dependent variable (Brand Equity) through the mediator (attitude) is proved as well the direct relationship between (CSR) and brand equity is proved.

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## **List of Abbreviations**

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|               |   |                                                                                        |
|---------------|---|----------------------------------------------------------------------------------------|
| BOP           | : | Base of pyramid model                                                                  |
| CSR           | : | Corporate social responsibility                                                        |
| ECRC          | : | Egyptian Corporate responsibility center                                               |
| EGX           | : | Egypt stock exchange                                                                   |
| ESG           | : | Environmental social governance                                                        |
| MDG           | : | Millennium Development goal                                                            |
| MNC           | : | Mutli national Company                                                                 |
| S&P- EGX ESG: |   | Standard and Poor's/ Egypt Stock Exchange<br>Environmental Social and Governance index |
| SEM           | : | Structural equation model                                                              |
| SME           | : | Small medium enterprise                                                                |
| UNDP          | : | Untied Nation development programme                                                    |
| BSC           | : | Balanced Score Card                                                                    |

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