

**The Impact of Corporate Social Responsibility
Initiatives on Brand Image: Case of Mobile
Telecommunication Industry in Ivory Coast**

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**Final International University
January 2023
Girne, TRNC**

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Telecommunication Industry in Ivory Coast**

by

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A thesis submitted to the Institute of Graduate Studies
in partial fulfilment of the requirements for the Degree of
Master
of
Business Administration

Final International University
January 2023
Girne, TRNC



**FINAL INTERNATIONAL UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**

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*To my family
for their endless love and constant support.*

ETHICAL DECLARATION

I, Cheick Issiaka Eric Okpeicha, hereby, declare that I am the sole author of this thesis and it is my original work. I declare that I have followed ethical standards in collecting and analysing the data and accurately reported the findings in this thesis. I have also properly credited and cited all the sources included in this work.

Cheick Issiaka Eric Okpeicha

ACKNOWLEDGMENTS

Without the help and support of many people, this thesis could not have been completed. I would like to express my gratefulness for the contribution of many remarkable people.

I cannot find the words to express my gratitude to Asst. Prof. Dr. Isma Rosyida for her long-term support and guidance in the preparation of this study. I am extremely thankful to her for sharing her expertise, valuable guidance and encouragement that helped me in all the time of research. Her technique and approach helped in gain newer insight in regard to writing a research paper.

I would like to express my thankfulness to my advisor Asst. Prof. Dr. Aleksandr Zabolotnov generously helped me and gave me precious advice during my studies. I would also like to thank all the instructors of the MBA programme for their contribution to my education.

Special thanks to my parents and my family for their moral, material and financial support throughout my academic journey. I would like to dedicate this study to them as an indication of their significance in my life.

Finally, thanks to all those who, in any way, have helped me in the elaboration of this thesis, especially my respondents.

ABSTRACT

Businesses, in their daily operations, continue to prioritize the subject of Corporate Social Responsibility (CSR) to satisfy their stakeholders globally. An increasing number of businesses are starting to embrace CSR initiatives. On the other hand, brand image plays an important role in differentiation and value creation for marketers. This thesis aimed to investigate the relationship between CSR and brand image and whether consumers' perceptions of brands can be impacted by CSR. The study adopts a quantitative approach and data was collected through online surveys among users of Ivorian mobile telecommunications providers (Orange, MTN and Moov). A number of 379 responses were recorded by analysing the questionnaire, of which 362 were considered valid. To analyse the collected data, SPSS 25.0 was utilized. The study findings indicate that all the dimensions of CSR correlate with brand image. In addition, the results reveal that brand image is impacted by CSR initiatives. Among all the dimensions, philanthropic responsibility has the most impact on consumers' brand image, followed by ethical responsibility. Meanwhile, legal responsibility has the least influence on brand image, and economic responsibility's impact is not significant. This study concludes that Ivorian telecommunications companies should prioritize philanthropic and ethical responsibility among CSR initiatives to increase their brand image and their customers.

Keywords: corporate social responsibility, brand image, telecommunication industry.

ÖZ

İşletmeler, günlük faaliyetlerinde, küresel çapta paydaşlarını memnun etmek için Kurumsal Sosyal Sorumluluk (KSS) konusuna öncelik vermeye devam ediyor. Giderek artan sayıda işletme KSS girişimlerini benimsemeye başlıyor. Öte yandan, marka imajı pazarlamacılar için farklılaşma ve değer yaratmada önemli bir rol oynamaktadır. Bu tezin amacı, KSS ve marka imajı arasındaki ilişkiyi ve tüketicilerin marka algılarının KSS'den etkilenip etkilenmediğini araştırmaktır. Çalışmada nicel bir yaklaşım benimsenmiş ve veriler Fildişili mobil telekomünikasyon sağlayıcılarının (Orange, MTN ve Moov) kullanıcıları arasında yapılan anketler aracılığıyla toplanmıştır. Anket analiz edilerek 379 yanıt kaydedilmiş ve bunların 362'sinin geçerli olduğu kabul edilmiştir. Toplanan verileri analiz etmek için SPSS 25.0 kullanılmıştır. Çalışma bulguları, KSS'nin tüm boyutlarının marka imajı ile ilişkili olduğunu göstermektedir. Ayrıca, sonuçlar marka imajının KSS girişimlerinden etkilendiğini göstermektedir. Tüm boyutlar arasında hayırseverlik sorumluluğu tüketicilerin marka imajı üzerinde en fazla etkiye sahipken, bunu etik sorumluluk izlemektedir. Bu arada, yasal sorumluluk marka imajı üzerinde en az etkiye sahiptir ve ekonomik sorumluluğun etkisi anlamlı değildir. Bu çalışma, Fildişili telekomünikasyon şirketlerinin marka imajlarını ve müşterilerini artırmak için KSS girişimleri arasında hayırseverlik ve etik sorumluluğa öncelik vermeleri gerektiği sonucuna varmaktadır.

Anahtar Kelimeler: kurumsal sosyal sorumluluk, marka imajı, telekomünikasyon endüstrisi.

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LIST OF ABBREVIATIONS

| | |
|------|---|
| CED | Committee for Economic Development |
| CEO | Chief Executive Officer |
| CSR | Corporate Social Responsibility |
| MBA | Master of Business Administration |
| MTN | Mobile Telecommunications Network |
| SIM | Subscriber Identity Module |
| SPSS | Statistical Package for Social Sciences |
| TRNC | Turkish Republic of Northern Cyprus |
| USA | United States of America |

CHAPTER 1

INTRODUCTION

Today's businesses, whether private or public, are required to operate in a legal, ethical, and transparent way, making the required profitability while also meeting the needs of a wide range of customers. Corporate social responsibility (CSR) is an issue that comes up in this discussion. Nielsen and Thomsen (2007) add that the need for multinationals to be open and accountable has prompted them to prioritise social responsibility. CSR is still a novel concept in many developing countries, such as Ivory Coast (Muller and Kolk, 2008). According to a Price Waterhouse Coopers international study done in early 2002, around 70% of global CEOs believe CSR is essential to their companies' performance (Simms, 2002). Despite the protracted debate over CSR and the difficulty in agreeing on a concept, CSR is gaining traction in Ivorian firms. Similarly, the Ivorian government has pushed businesses to embrace CSR-friendly practises (Gnanzou, 2013). Specifically, companies are required by law, shareholders, stakeholders, and society at large to fulfil specific obligations (Carroll, 1979).

Customers, nowadays, are more conscious about sustainability due to the subject's accessibility, and organisations are well aware that their activities need to adapt to environmental and societal changes (Carroll, 1991). To raise public awareness, many companies, especially multinational organizations, publicise their CSR programs. Studies show that in many countries, such as China, Finland, and Sweden, consumers and businesses are unwilling to buy products from companies that engage in irresponsible

behaviour. Customers have given positive feedback to companies that practise corporate social responsibility (Martnez, Pérez, and Rodriguez del Bosque, 2014).

As a result of this fact, businesses are under increasing pressure to be more accountable and socially responsible. As a result, CSR is being conducted as part of a business strategy. Besides, consumers also consider an organization's economic, legal, philanthropic, and ethical commitments to its users and the global society in addition to its goods or services (Kumar, Saha, and Sekar, 2019). CSR's rising relevance in society is demonstrated by the fact that numerous consumer groups are actively hunting for companies that implement environmentally friendly and sustainable production practices. CSR activities are being conducted by businesses not only to serve society but also to boost their image among external stakeholders, including customers and partners. Arslan, Phil, and Zaman (2014) argue that businesses can benefit from corporate social responsibility, and environmental and sociological developments have forced organisations to alter their activities. Both internal and external stakeholders alike want to find a company that practises CSR. According to research performed by Deloitte & Touché USA in 2004, 72% of American employees decide to work for an organisation that participates in CSR initiatives and relief causes.

According to Kotler (2001), brand image is defined as "a person's bundle of ideas, thoughts, and impressions about something." The research of Keller (1993) reveals that the brand image must be strong, distinctive, and positive to produce informative nodes that are linked to the brand nodes in the memory model of the associative network. Over the past twenty years, the importance of brand development in the service sector has been widely discussed. It emphasises that branding has become one of the most crucial elements in the competitiveness of service companies. It implies that only if the brand has

a strong and distinct relationship can it be present in the mind and thoughts of the consumer when determining how to satisfy its needs (Arslan, Phil and Zaman, 2014).

In recent years, Africa's telecommunications sector has grown dramatically. Data shows that the mobile telecommunication market in Ivory Coast grew from 18.1 million to 19.3 million SIM cards between 2012 and 2013, to 22.2 million in 2014, and 44.56 million in 2021, according to the Ivorian Telecommunication Regulation Antenna in 2021, out of a population of 28.1 million (RGPH, 2021). Market shares in this sector are divided between Orange, MTN, and Moov, which are the top telecom service provider brands. In a market where brand competition is fierce, businesses may rely on social responsibilities and suitable methods to attract customers who believe their product is superior and are prepared to pay more for it (Aydin and Ozer, 2005).

Whereas an earlier study examined the connection between consumers' perceptions of CSR and customer experience (Nysveen, Pedersen and Skard, 2013), there has been little evidence on the impact of CSR on brand image in the telecommunications industry, particularly in West African countries. Further, enterprises in the telecom sector, especially in the mobile market, are expected to do their best to fulfil their customers' expectations. In this context, marketing plays an important role in addressing the expectations of the consumer (Gronroos, 2004). Thus, the study is being conducted to investigate if there is a relationship between CSR and brand image and to figure out if consumers' perceptions of brands can be significantly impacted by CSR. As a result, companies would benefit from this research to learn how CSR impacts brand image from the perspective of customers.

1.1 Problem Statement

The drive for CSR has mostly intensified since the mid-twentieth century. Due to the distinct environmental and social pressures and issues that corporate stakeholders face in today's competitive market, marketers are being used to improve their firms by reducing pollution in the environment (Ottman, 2011). Consumers are far more willing to see companies display social consciousness (Bhattacharya, Smith, and Vogel, 2004).

Plenty of studies on this topic have focused on the effect of CSR on financial performance or as a marketing strategy. Nonetheless, there have been few or no studies that have examined the impact of CSR on brand image, mainly in Ivory Coast, which could highlight the need for this investigation. On the other hand, Ivory Coast is seeking to position itself as a sustainable and ecologically conscious nation by implementing more environmental legislation (Gnanzou, 2013). In Ivory Coast, telecommunications companies position themselves to support social initiatives and build their brand image; therefore, CSR practises should benefit them in this effort (Fouda, 2014).

Despite the company's increased CSR activities, such as helping vulnerable members of society, renewable energy projects, social action sponsorship, youth foundations, and health promotion initiatives, findings show that the service industry has a significant negative impact on natural and social environments (Chan, 2011). When comparing the impact of the service sector to that of other businesses, such as manufacturing, the service sector has received less attention than others with significant negative impacts; therefore, businesses need to address this issue. This negative reaction demonstrates the importance of CSR practises in customer service as a strategy for building a company image and enhancing brand image.

limited by the lack of studies on CSR's impact on brand image in the fast-growing telecom business, especially in Ivory Coast, it's necessary to examine this problem. The researcher has conducted this study to overcome these problems and contribute to providing a foundation for future CSR research in the service industry. It can also help organisations engage in CSR and establish better CSR plans by increasing customer responses, understanding, and awareness. The findings of this research can be applied to any industry adopting similar CSR strategies to those practised in the telecoms industry.

1.2 Purpose of the Study

This research contributes to the existing literature by examining the impact of corporate social responsibility on brand image. By using Ivorian mobile telecommunications companies, the main purpose of this study was to give a general idea of how corporate social responsibility impacts consumers' perceptions of brands. The study's specific objectives were as follows:

- i. To study the impact of economic responsibility on telecommunication companies' brand image;
- ii. To investigate the impact of legal responsibility on telecommunication companies' brand image;
- iii. To examine the impact of ethical responsibility on telecommunication companies' brand image;
- iv. To analyse the impact of philanthropic responsibility on telecommunication companies' brand image.

1.3 Significance of the Study

The study's significance stems from its assessment of the optimal business model for effectively managing CSR initiatives in modern telecommunications companies. Based on the significant factors that will be seen as important for the implementation of CSR to bring together the economic, strategic, operational, and societal objectives of the company, the research has developed a comprehensive framework for the management of CSR activities in this industry that will benefit both internal (in terms of value and a healthy environment) and external (in terms of image) stakeholders. In addition, the study provided academics and professionals from various sectors with a practical and results-oriented framework for CSR implementation, indicating how to develop and implement CSR initiatives in a cost-effective manner while meeting the needs of all stakeholders.

Also, enterprises should capitalise on their CSR initiatives at a time when they are continuously seeking ways to lower expenses and boost profits. Because such investments are intangible, estimating their implications is challenging. This research was significant because it investigated CSR involvement in the telecommunications market in a pragmatic and results-oriented manner.

1.4 Research Questions

According to Carroll (1991), corporate social responsibility includes the economic, legal, ethical, and philanthropic expectations that society has of firms at any particular moment. Also, brand image is important for building respect and support among potential customers. As a result, the focus of this research will be on the impact of CSR on brand image of mobile telecommunication companies in Ivory Coast. The questions to be addressed by the research are as follows:

RQ1: Does economic responsibility positively and significantly impact brand image in the mobile telecommunication industry?

RQ2: Does legal responsibility positively and significantly impact brand image in the mobile telecommunication industry?

RQ3: Does ethical responsibility positively and significantly impact brand image in the mobile telecommunication industry?

RQ4: Does philanthropic responsibility positively and significantly impact brand image in the mobile telecommunication industry?

1.5 Assumptions

The research's essential assumptions are as follows:

- Corporate social responsibility is beneficial for the whole society.
- The study's participants were proficient enough with computers to utilize the online survey tool and submit their replies.
- Participants in the study answered all questions truthfully.
- The results are accurate since the research participants were honest in their responses.

1.6 Limitations

The presumption that the research participants were objective might limit the study. Regardless of this potential significant obstacle, research participants will be able to complete the survey questions honestly and correctly without any interventions. In addition, response mistakes could happen due to some factors like respondents' ignorance, hesitance, and misunderstandings. Also, the study has a geographical limit because it only

includes Abidjan telecom customers; further research is suggested to try to reach other populations in other major cities, such as Bouake, San-Pedro, and Korhogo, or throughout the country. Moreover, the study analyses brand image as a single entity rather than exploring each brand image characteristic in detail. Other studies can explore in more detail the components of brand image that are influenced by the dimensions of CSR. Another limitation of the research is the selection of only mobile telecom companies. Therefore, this study may not represent how customers generally view CSR and brand image in other sectors. Other businesses' conditions and responses may differ.

1.7 Definition of Key Terminology

Corporate social responsibility refers to a company's behaviour in terms of economics, legal compliance, ethical behaviour, and philanthropic support (Carroll 1979).

The economic responsibility of businesses is to make a profit while producing goods and services that society demands (Carroll, 1991).

The legal responsibility of a company is to follow the established minimum rules the company is expected to follow the regulation applied. The fundamental norms are the regulations that embody society's established ethics (Carroll, 1991).

The ethical responsibility of businesses is to extend beyond what society expects of them including law and regulation (Carroll, 1991).

The philanthropic responsibility of enterprises includes their voluntary or discretionary activities and practices (Carroll, 1991).

Brand refers to "any name, word, design, symbol, or other elements that distinguishes one seller's good or service from those of other sellers", as defined by the American Marketing Association (2007).

Brand image, according to Kotler (2001), is defined as a person's collection of beliefs, ideas, and impressions about a product. Customers' current perception of a brand is also called brand image.

CHAPTER 2

LITERATURE REVIEW

2.1 Corporate Social Responsibility

The concept of corporate social responsibility (CSR) is increasingly important to the strategic success of companies. On their websites and other written materials, up to 90% of Fortune 500 companies have already provided information on CSR initiatives and made them public (Lichtenstein, Drumwright, and Braig, 2004). CSR activities are being carried out by businesses in a variety of ways, including employee volunteer programs, cause marketing, monetary donations, and charitable actions (Kim, Woo, Uysal, and Kwon, 2018).

Over the years, many authors have defined and conceptualised CSR in various ways, but experts have not been able to agree on a single definition or on the basic ideas of what being socially responsible involves. Bowen (1953), who popularised the term "corporate social responsibility" in the 1950s, defined it as the duty of businessmen to support laws, make decisions, or take actions that advance the goals and ideals of our society. In the 1960s, several academics, including Davis (1960), Frederick (1960), and Johnson (1966), began to advocate that CSR should be profit-maximizing and socially enforced.

The idea of CSR attracted a lot of attention in the 1970s. In 1971, the US Committee for Economic Development described CSR as a product, employment, and economic development concept that aims to improve the social environment of the company (Committee for Economic Development, 2003). It is well known that the CED

model for CSR represents an important phase in the development of CSR. Eells and Walton (1974) went on to argue that, since business systems have become part of society and are a representation of society's expectations that go beyond the economy, CSR reflects the role of a company in supporting and strengthening the aforementioned society. Although the concept of CSR seems new to the business world today, literature shows that it has been around for a long time. The definitions from each decade helped to build and sustain the idea of CSR as it is understood today.

Environmental issues are prompting more concern than ever before, and environmental awareness is becoming fashionable. According to Ottman (2011), today's consumers are concerned about the planet's ability to sustain human life and health. Hence, customers are more aware of sustainability now, and that information is more publicly available. The growing environmental awareness during this period has resulted in the replacement of outdated, resource-intensive things with eco-innovative products that use new designs and technologies (Ottman, 2011).

Sustainability and living in a healthier, more pleasant, and greener environment are attracting more attention than in the past. Consumers today are anxious that the earth is rapidly deteriorating to the point that no living creature, including humans, would be able to survive (Ottman, 2011). Consumers are much more aware of problems with modern living's sustainability as a result of the availability and ease of access to information. The growing global environmental consciousness is substituting prior resource-intensive items with environmentally friendly alternatives, such as green advances in technology and new designs.

Over the last two decades, several studies have been conducted to assess the influence of CSR efforts on different variables such as brand equity, company

performance, consumer attitude, brand personality, and a range of other factors. Carroll (1991) found that consumers have been highlighted as the driving force behind the creation of CSR. Many companies are turning to CSR to obtain a competitive advantage and improve their performance (Porter and Kramer, 2006).

In recent years, companies that participate in socially responsible initiatives have earned increasing positive feedback. Corporate social responsibility is underutilized, resulting in a reduced influence on organisational performance and other financial metrics (Mel and Galan, 2011). In the telecommunications and services business, however, organisations that are more prominent in their CSR operations obtain a considerably more favourable response from customers. The consumer feels comfortable while engaging with a firm that practises corporate social responsibility (Varadarajan, 1988).

Firms that engage in CSR think that as a result of their efforts, their sales have improved over time, which has proven beneficial to their long-term profit maximization. Additionally, businesses feel it improves their public image with stakeholders, consumers, and investors (Luo and Jiang, 2019). CSR not only promotes a brand's image but also helps to build customer brand equity.

Literature shows that there are numerous definitions of CSR; however, no consensus has been reached on how it should be defined in the end. Carroll (1979) provided the best-known definition of CSR, classifying it into four categories: economic, legal, ethical, and philanthropic. Economic responsibilities include producing what clients want in a profitable manner. Meeting financial duties within a just legal system is known as a legal responsibility. Ethical obligations force a business to conduct itself economically fairly and equitably. Philanthropic duties are actions taken by a firm to improve overall social welfare by connecting itself with a cause.

According to Dahlsrud (2006), there are five characteristics of CSR: stakeholder, social, economic, voluntary, and environmental, based on a survey of several definitions. Giving back to the community, being socially responsible to employees, using safe working conditions, assisting underrepresented groups, and using social media are all examples of CSR actions (Drumwright, 1994). Consumers may therefore evaluate CSR along any of these dimensions, and the current study examined views on CSR in Pakistan as a second-order construct based on the environment, employees, customers, and philanthropy.

Figure 1

The Pyramid of Corporate Social Responsibility (Carroll, 1991).



According to Carroll (1991), Corporate Social Responsibility is made up of these four forms of responsibility. By executing a good CSR strategy, companies will acquire an exclusive and explicit position in the market by developing a certain corporate image that is recognizable by their clients (Valentzas and Broni, 2010).

2.1.1 Economic Responsibility

In order to achieve the economic purpose, all enterprises have an economic obligation to make and sell what society requires (Carroll, 1991). Making money is the most important obligation a company has to its stakeholders. Prior to establishing any other objectives, a company must focus on achieving its fundamental and most significant objective, which is to create financial prosperity for its stockholders. This economic challenge needs legislative and regulatory control. Carroll (1991) considers that enterprises have a legal commitment to producing a profit, without which none of their other acts will succeed. To quantify customers' opinions of corporate social responsibility, Wu and Chen (2015) developed a self-administered survey approach for assessing how each CSR action influences businesses. Their conclusions are backed by earlier studies that showed economic responsibility used to have a major impact on brand perception.

2.1.2 Legal Responsibility

Legal responsibility is defined as a company's compliance with the rules and regulations of its legislature (Carroll, 1991). An organization must not only achieve the minimal criteria of policy and institutional responsibilities to be deemed legally responsible, but it must remain committed to an implicit "social contract" that it enters into with society in general (Wu and Chen, 2015). According to Pratihari and Uzma (2018), legal responsibility has a greater impact on customer beliefs and behaviour in poor countries than in industrialized countries. Both economic and legal obligations must include ethical concepts, but there are additional ethical activities that are not well-defined and are above legal standards.

2.1.3 Ethical Responsibility

The society's CSR initiatives are intended to be carried out. The public perception of the organization encourages ethical behaviour. Businesses should produce goods and services that customers demand and desire at a reasonable price and in a timely way, according to ethical standards (Valentzas and Broni, 2010). According to Wu and Chen (2015), ethical responsibility has a major influence on customer brand confidence. This CSR initiative is particularly relevant in poor countries, including in non-essential sectors and industries where there is intense competition (Singh, and Verma, 2017).

2.1.4 Philanthropic Responsibility

Philanthropic responsibility refers to a company's obligation to make a voluntary or discretionary contribution to improve the overall standard of living in their community through good citizenship practices (Carroll, 1971); therefore, individual business judgement is essential, as are societal standards. The executed measures in this dimension are voluntary, such as avoiding hazardous waste in the service business or being involved in community problems. Although charity gifts are the most well-known kind of philanthropy, research has shown that people who value CSR in their companies demand more (Pratihari and Uzma, 2018).

2.2 CSR in Telecommunication Industry

As said before, numerous recognised definitions of CSR exist, the most well-known of which are Carroll's (1991), Wartick and Cochran's (1985), and Elkington and Rowlands' (1999). CSR is a broad and growing term with a nuanced and incomplete definition. The distinction arises from the fact that each industry's concept of CSR differs.

As a result, CSR is a customised process in which each organisation must determine its objectives, intentions, and strategic alignment (Martnez et al., 2014).

The study found that unlisted banks communicated more about their CSR than listed banks, in contradiction to a previous study (Dineshwar, 2013), which indicated that listed banks in Mauritius talked more about their CSR initiatives than unlisted banks. Hinson (2011) compared the performance of institutions that had won CSR awards with those that had not publicised their CSR online. The analysis found that banks with the most CSR awards had the worst online CSR communication.

Sulemana (2016) examined the CSR reporting of African telecom companies and found that telecom companies on the continent are dedicated to reporting on CSR to please their stakeholders. Another study by Khan (2010) examined the CSR disclosures of 20 commercial banks in Bangladesh. Commercial banks in Bangladesh publish information on a wide range of topics, with an emphasis on human resource transparency, which contrasts with research findings from Ivory Coast (Hinson, Boateng, and Madichie, 2010).

State-owned companies are more likely to address social issues than non-state-owned companies, according to Gao (2011), who examined the CSR of several listed Chinese companies. The report also claims that industrial corporations are more inclined than service enterprises to address stakeholder concerns. On the other hand, Gao (2011) argues that African firms are devoted to CSR and use a variety of platforms to communicate their contributions to the public; nonetheless, the corporations rely heavily on corporate philanthropy as proof of their CSR efforts.

In a study conducted by Nielsen and Thomsen (2007), they reviewed the corporate social responsibility (CSR) reports of six Danish companies and found that these reports varied considerably in terms of topics, dimensions, and discourses expressed in terms of

stakeholder priorities, perspectives, contextual information, and levels of ambition. In contrast, Khan (2010) examined how corporate governance issues affected the CSR reporting of private commercial banks in Bangladesh. He found that while CSR reporting is voluntary, the topics being covered are unusual, with corporate philanthropy once again taking the lead. Most of the research on CSR reporting has been conducted in Europe (Kotonen, 2009). However, in Africa, there has been a developing body of expertise on CSR reporting. Hinson (2011) investigated CSR reporting in the banking sector in four areas: human resources, environment, products and customers, and community involvement.

The ethical disclosure that borders on excellent corporate governance was not examined in prior research. This study aims to correct this oversight by integrating corporate governance concerns into the Hinson et al. (2010) study, which is essential to sustainable development. This is due to the fact that the foundation of CSR is accountability and responsibility (Singh, 2004). For example, if a company communicates to its stakeholders about its CSR initiatives in the areas of human resources, environment, product and customer interaction, and community engagement but the company's activities are riddled with fraud and unethical business practices, the information is useless. Meanwhile, Sulemana (2016) conducted research on CSR disclosure in African telecommunications companies. Unfortunately, it could not find any telecom companies based in Ivory Coast in its database. In this study, we will examine how telecommunications companies in Ivory Coast communicate their CSR on their websites in five categories: human resources, environment, products and customers, community involvement, and ethics (Singh, 2004). This research will contribute to the body of information on CSR communication in Ivory Coast.

According to the studies, customers may not consider CSR initiatives to be legitimate, and therefore the actions may have a positive or negative impact. It is only when activities are as open and honest as possible that outcomes can be beneficial. As mentioned earlier, to have a beneficial impact, a CSR strategy is a customised approach in which the many parts of CSR within the company must be well matched (Calabrese and Lencioni, 2008). This demonstrates that CSR is a risky tool that can have an impact on the actions or behaviours of consumers and, therefore, on a company's perceived image.

2.3 Brand Image

The first brands started to appear around 1900. However, the idea of a brand was first introduced in the 1950s, and nowadays, a strong brand is considered an important element of a company's global competitiveness (Grönroos, 2007). A brand can be recognised by its name, words, signs, symbols, or other unique characteristics. The service process, however, is the most important aspect of a brand in the service sector. There are many advantages to a strong brand. It allows a company to charge more even if its service is equivalent to others in its category (Aperia and Back, 2004). The benefits of a strong brand include greater customer loyalty, less sensitivity to competitors' marketing strategies, and more effective marketing communications.

While brand image is a well-known marketing concept (Gardner and Levy, 1955), there is less agreement in the literature on how to define it (Dobni and Zinkhan, 1990). Aaker defined brand image as "a collection of relationships organised in some meaningful way." A perception of reality is required for both an image and an association. A brand's image could or might not reflect reality (Aaker, 1991). Newman (1957) defined brand

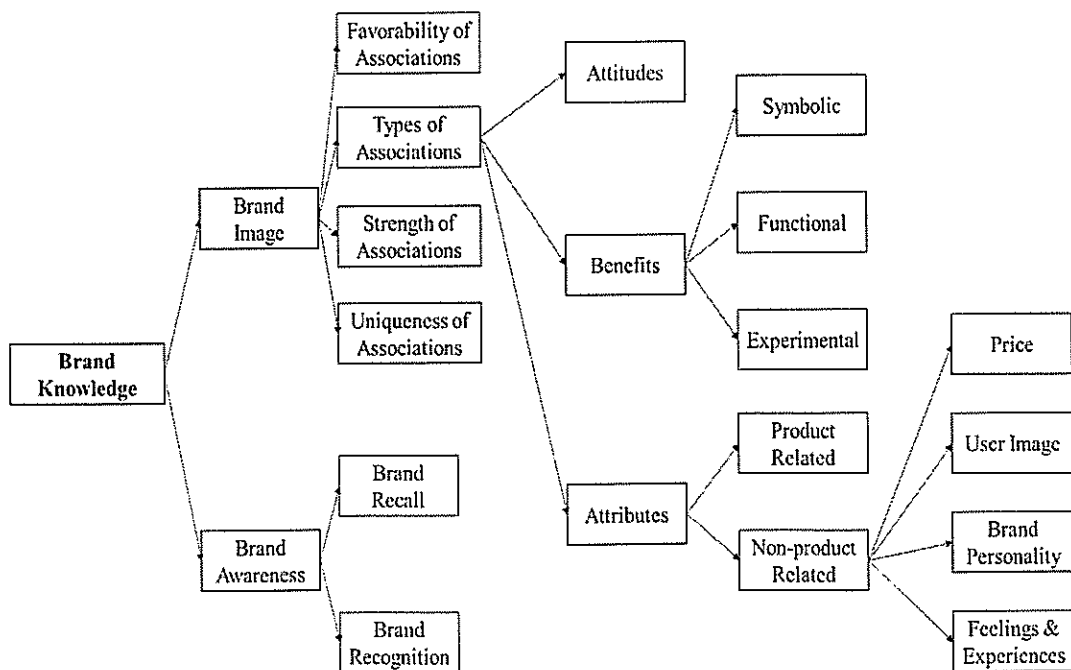
image as "the total of the overall impressions a consumer receives from numerous sources" and "the product perception," which is compatible with Herzog's (1963) definition of "the sum of the overall impressions a customer receives from various sources" (Runyon and Stewart, 1987). The consumer's memory of a brand's perspective is shown by the brand connection, as remarked by Keller (1993). The mental representations that people have of a brand, known as the "brand image," represent a compilation of their impressions of the company and their primary attitudes towards it (Levy, 1978). According to this concept, the consumer's perception of a brand is a subjective construct, as opposed to an objective construct (Dobni and Zinkhan, 1990).

According to arguments made by Bearden and Etzel (1982), brand image is intimately tied to the distinctiveness of certain product classifications. According to Hsieh and Li (2008), a specific company's brand messaging might be superior to those of its competitors when it has a strong brand image. As a result, brand image will influence and control consumer behaviour (Burmam, Schaefer, and Maloney, 2008). The customer's mental image is formed by combining brand connections. As a result, people are pickier about brand image and product quality when considering value for money. Whereas product attributes come first and brand image comes later in the transaction, both influence client purchase behaviour. Telenor's name, image, logo, and colour, for example, are well-known and, because of their neutrality and distinctive aesthetics, leave a lasting impression on customers. Incorporating linkages like self-expression benefits, personalities, and emotional benefits, on the other hand, would strengthen Telenor's brand image in terms of quality and value (Fashakin, 2010). Its whole marketing strategy is focused on improving the product and business image, or brand image.

The company's overall image is known as the brand image. It describes how people perceive a service or a product. According to Keller (1993), a brand image is a concept of a specific brand that indicates how a consumer's memory links a product brand. According to Aaker (1996), a brand image is how a client perceives a brand. Having a positive brand image would influence consumer behaviour in favour of the brand so as to build brand loyalty and encourage word-of-mouth marketing (Martenson, 2007). When a buyer is familiar with a brand, his or her associations with it become positive, powerful, and distinctive. According to Keller (1993), brand equity is built on customer-based brand equity, which is a combination of brand awareness and brand image.

Figure 2

The Brand Knowledge Model (Keller, 1993).



Although it is necessary to evaluate the many sorts of connections that exist in the customer's mind before considering such factors, The four parts of the Keller model's

brand image are types of associations, favorability, strength, and uniqueness. Firstly, one technique to differentiate between brand associations is to consider their level of abstraction (Johnson 1984), or what kind of information is summarised or subsumed in the image. Brand associations may be divided into three broad areas with increasing breadth along this dimension: attributes, benefits, and attitudes (Keller, 1993). Depending on the qualitative nature of the relationship, more differences might be identified within these categories. Secondly, the favorability of the associations differs slightly in importance. Consumers believe the brand provides features and benefits that meet their needs and desires, leading to a positive brand perception (Keller, 1993). An association may be beneficial in one situation but not in another (Miller and Ginter 1979). When a customer is pressed for time, for example, speed and quality of treatment are important, but they have less of an impact when the customer is not in a rush. Thirdly, associations can also be defined by the strength of the link to the brand node. How the message is entrenched in the minds of customers and maintained as part of the brand image determines the intensity of relationships (Keller, 2003). As a consequence, brand connections that are strong and "come to mind" are circumstantial. The more indicators associated with a type of evidence, then, the more likely it is to be recalled (Isen, Niedenthal, and Cantor, 1992). Finally, brand associations with competitors can or cannot be highlighted. The goal of brand positioning is to have a long market advantage or unique selling proposition that gives customers a compelling reason to buy it (Aaker and Shansby, 1982). A service or product sector can also be defined as a set of associations, which include specific ideas about individual members of the category as well as general attitudes towards all stakeholders (Keller, 2003).

When consumers are familiar with a brand, they associate it with fresh, pleasing, and unique associations, which help determine whether or not a brand is a good one (Aperia and Back, 2004). Favorability, strength, and distinctiveness of brand associations are three attributes of brand image that are essential for creating the distinctive response that creates brand equity, especially in high-decision situations (Keller, 1993).

Branding is the extent to which potential buyers are aware of a certain brand, according to Aperia and Back (2004). Knowledge of the brand must be increased for consumers to develop positive feelings towards a product or service. In addition, brand awareness influences the decisions that consumers make when making purchases. High brand awareness, even in the absence of other brand connections, reduces customer misunderstanding of the service and increases the likelihood that items will be suggested for purchase (Keller, 1993). Consumer behaviour is thus positively influenced.

Successful marketing strategies increase the intangible assets of a company. Brand equity is the value that intangible assets bring to a company, although there is disagreement on how to define it as the idea has evolved over time (Kayaman and Arasli, 2007). On the other hand, Aaker (1996) defined brand equity as a group of assets associated with a brand name and symbol that can increase or decrease the value of a company and its customers. He states that brand equity consists of brand associations, perceived quality, brand awareness, and brand loyalty (Aaker, 1996). From a marketing perspective, brand equity develops and guides brand assets by attracting and retaining customers as well as avoiding price competition, all of which help a company be more profitable (Aperia and Back, 2004).

A flexible brand image helps to create a favourable client-based brand and value (Keller, 1993). Because of its unquantifiable and impalpable qualities, a good brand image

produces a favourable client experience or level of engagement and is thus critical in benefit sectors. A company must manage its correspondence to develop a distinct brand image in the eyes of its customers. Building a positive brand image depends on marketing tactics that build strong, distinctive connections with a consumer's memory of the brand (Aaker and Keller, 1998). Therefore, the ability of a brand's image to elicit associations that lead to favourable attitudes and feelings towards the brand is important (Porter and Claycomb, 1997). Thus, marketers create a brand character, which is an image or assumption. It's critical to stand out and connect with the client's image when labelling a telecom corporation. This implies that the project's estimates must match those of the client.

2.4 Brand Image and CSR

A company's brand is one of its most precious assets, and as consumers are another company's most significant resource, a brand that is well-liked by them signifies more advantages for the business (Karbasivar and Yardel, 2011). Due to today's fierce competition, every firm strategizes on how to achieve a better customer rating to gain a competitive edge from client loyalty (Asatryan and Selasé, 2014). The enterprise's brand image and brand are crucial in achieving this goal (Aaker, 1991).

Product-based productivity (Casado, Nicolau-Gonzálbez, Ruiz-Moreno, and Sellers-Rubio, 2014) has been the focus of research on CSR as a brand image. Since the service sector is expanding, including product-based firms, service businesses are expanding significantly (Grönroos, 2007). CSR is also important in the service business, according to a study (Casado Diaz et al., 2014). One of the fastest-growing service industries is the telecom sector, which involves a large number of people. The company's

key goal is to maintain its competitiveness in the extremely competitive financial market (Aguilera, Rupp, Williams, and Ganapathi, 2007).

According to Nguyen and Leblanc (2001), there are four components of a company's image. The company name, logo, services offered, cost, and marketing efforts are the first factors to be evaluated. The second factor to consider is the philosophy, culture, values, mission, and objectives of the organization. The final element is people. Employees should be friendly, helpful, and pleasant, as well as knowledgeable about the company's goods and services and have a good physical appearance. The fourth factor is the firm's environment (Loosemore and Lim, 2018), which includes the ambience, aesthetics, buildings, and decors. Companies that practise good CSR, according to Wu and Wang (2014), have higher returns and profitability. Kotler and Lee (2005) define CSR as a commitment to society. As a result, corporate social responsibility has a major and positive impact on a company's image and reputation (Lu, Ren, Qiao, Lin, and He, 2019). According to research, consumer engagement in charitable donations through enterprise-sponsored CSR programmes may help promote the image of product brands (Luo and Lv, 2019). Corporate sponsorship has a lower influence on customer impressions than charitable donations (Liu and Zhou, 2015). Customers' continued purchase willingness was affected (Feng, Wang, Qin, and Wei, 2019), which might increase consumers' opinions of the firm's reputation (Szcs, Schlegelmilch, Rusch, and Shamma, 2016). Similarly, a charitable organization's volunteer work benefited its public image (Plewa, Conduit, Quester, and Johnson, 2015). Businesses may successfully link society, the economy, and workers by establishing and implementing volunteer activities (Zhou and Lu, 2011). As a result, businesses should actively engage in CSR initiatives to change how customers view CSR (Dawood, 2019).

Brand stakeholders and the brand itself communicate with each other to establish the buyer's perception of the brand (Rouen, 2003). A strong brand reputation makes products more attractive, which can encourage customers to buy more of what they want or like (Shamma and Hassan, 2011). Corporate communication affects the perception of a brand and causes consumers to mentally associate that product with that brand. While many marketing initiatives can have an impact on a company's image, CSR is one that particularly influences brand image in the fashion industry (Carrigan and Attalla, 2001). Because of this business strategy, fashion companies have realised that CSR can help them improve their brand reputation and ultimately their sales (Da Giau et al., 2016). According to Hemdi and Othman (2013), CSR activities and brand image have a positive and significant relationship. According to Casado Diaz et al. (2014), customers value organisations that care about CSR. Customers will think more highly of a company's service quality if it is socially responsible. Customers associate social responsibility with great service quality; therefore, CSR data might be used to resolve service uncertainty (Casado et al., 2014). Martinez, Perez, and Rodriguez del Bosque (2014) claim that corporate social responsibility improves a company's image and, as a result, consumer loyalty. Furthermore, the authors show that having a favourable brand image increases referrals and purchase intent (Martinez, Perez, and Rodriguez del Bosque, 2014). In order to develop a favourable brand image, customers must be informed about the company's CSR actions (Martinez et al., 2014).

The image of a brand, which would be embodied in the relationships that consumers have with those, has some of the most important parts of it. In addition, for customers to recognise the brand from rivals, these relationships must be strong, favorable, and distinct (Keller, 2003). CSR, according to Keller (2009), may help a

company's image by creating new abstract relationships. Additionally, when a company discusses its CSR efforts, it raises customers' awareness of environmental concerns. Similarly, Siltaoja (2006) suggests that companies can improve their brand image if they continue to behave ethically in the context of CSR and do not endanger their licence by engaging in illegal actions to increase short-term revenues. Consumers place more importance on a company's social responsibility and favour companies that act responsibly in their purchases and consumption (Parguel and Benoit-Moreau, 2011).

2.5 Conceptual Framework and Hypotheses

Corporate social responsibility and brand image are two major topics in the theoretical framework. The following model was created using well-established hypotheses from the earlier studies. This theoretical model consists of the following elements drawn from Carroll's (1991) pyramid (economic, legal, ethical, and philanthropic) and Keller's (1993) brand image characteristics (types of associations, favorability, strength, and uniqueness).

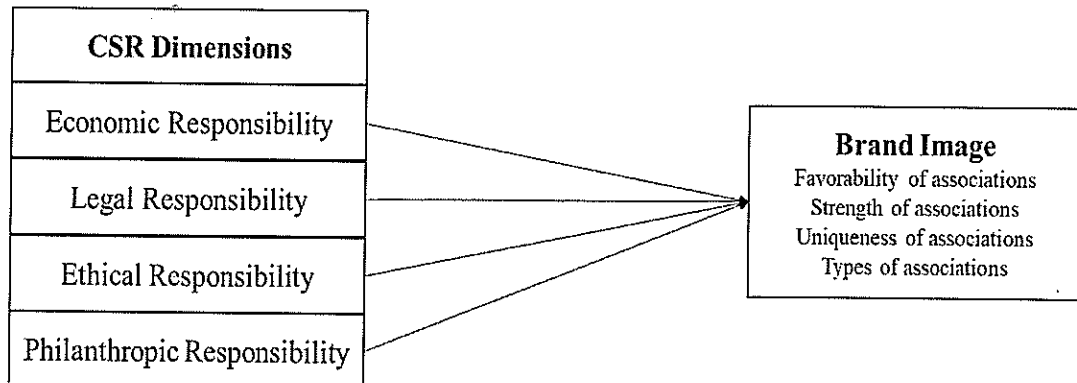
Wu and Wang (2014) investigated the impact of CSR on brand image and indicated that CSR and brand image are closely related. The researchers used Keller's (1993) aspects of brand image to quantify brand image through functional, symbolic, experiential, and attitude dimensions. Because it does not include characteristics of associations or types, this allows for a more holistic measurement of brand image.

In the following framework, the most significant association with brand image is CSR. As an independent variable, Carroll's corporate social responsibility pyramid model is used, while brand image is used as the dependent variable. As an indicator of brand

image, the model developed by Keller (1993) will be used: Favorability, strength, uniqueness, and types of brand associations.

Figure 3

Conceptual Model



The following hypotheses, which are supported by the relevant literature, can be formulated using the given framework:

H1: Economic responsibility positively and significantly impacts brand image in the mobile telecommunication industry.

H2: Legal responsibility positively and significantly impacts brand image in the mobile telecommunication industry.

H3: Ethical responsibility positively and significantly impacts brand image in the mobile telecommunication industry.

H4: Philanthropic responsibility positively and significantly impacts brand image in the mobile telecommunication industry.

CHAPTER 3

METHODS

3.1 Research Design

According to Saunders, Lewis, and Thornhill (2019), the three main types of studies are exploratory, descriptive, and explanatory. Explanatory studies are designed to assess the relationship between multiple factors and variables and their interaction. This research approach is relevant because this study aims to explore the impact of CSR on brand image. Therefore, the study adopts a quantitative investigation with a deductive analytical approach, which is related to positivist and quantitative research methods.

The hypotheses of the study were created and tested. Furthermore, to investigate the impact of CSR on brand image, a correlation study approach was first applied, as correlation testing explores the relationship between a variety of factors measured from the same item at similar points in time (Saunders et al., 2019), followed by multiple regression to measure the different impacts of CSR dimensions on brand image.

Additionally, in this study, the survey method was used. The objectives of the study served as a guide for the entire questionnaire and research. The purpose of the research was to examine the impact of CSR on customer brand image. In developing the sample, the measurement of respondents' knowledge was taken into consideration.

3.2 Population and Sampling

3.2.1 Target Population

The selection of the target group is an important step in the research process. Consumers who utilize Orange, MTN, and Moov mobile telecommunications services in

Ivory Coast, particularly those in Abidjan made up the study's target population. Only those respondents who are well-versed in those providers' products and services have been chosen as respondents in order to ensure the correctness of the results.

3.2.2 Sampling

To answer the study's research question, a suitable sample and research field were chosen. There are two types of sampling procedures, probability sampling and non-probability sampling (Sunders et al., 2019). In a probability sample, the respondents are chosen at random. A non-probability sample, unlike probability sampling, has respondents picked by the researcher. Because probability sampling is more representative and informative, this sample was chosen for this study. A simple random sample, the most basic sort of probability sample, was used in this investigation. Random sampling ensures that each participant has an equal probability of being picked for the sample (Bryman and Bell, 2011).

Sample size determination is the process of choosing how many observations to include in a sample. The sample size must be considered in any research or investigation that employs a sample to gain information about the population. Because each unit in the sample has an equal chance of being included, the researcher used the simple random sampling method for this study. When the population is homogeneous, this method provides more unbiased and precise parameter estimations (Singh and Masuku, 2014). Although the researcher assumed a large population, the researcher can't predict how the percentage of individuals who practice it will fluctuate over time. Thus, the researcher assumed: maximum variability ($p=0.5$), 95% confidence ($z=1.96$) and 5% accuracy

($e=0.05$), as proposed by Cochran (1996). Therefore, the sample size (n) of the study was:

$$n = \frac{(1-p) p \times z^2}{e^2} = 385.$$

The questionnaire was distributed to a total of 385 distinct respondents, and 379 of them responded. We picked 362 valid responses for this study, representing 95.51 %. The first 10% of the 362 replies were used to validate the survey. After receiving positive results, the researcher continued to use the questionnaire and made no changes.

3.3 Instrument and Data Collection

3.3.1 Instrumentation

The process of collecting data was only a supporting factor during the initial phase of conceptual framework development. Internet, books, journals, newspapers, and articles essentially composed the secondary sources of data. In addition, the main method of gathering data was employed in the later stages in order to gather data, evaluate it, and draw conclusions. As a result, questionnaires became the primary method utilized to collect data. In the survey, there are a total of 26 structured questions. Demographic data, such as gender, age, education level, occupation, and area of residence, are covered in the first section of the questionnaire. The following section discusses the various components of brand image and corporate social responsibility. The survey included multiple response questions and questions using a five-point Likert scale. It is a commonly used rating scale that asks the responder to express how much they agree or disagree with each set of statements. Response categories for each scale item range from "strongly disagree" to "strongly agree".

Table 1*Survey Scales and Sources*

| Variables | Number of items | Sources |
|--------------------|-----------------|--|
| CSR: Economic | 4 | Moiescu (2017); Wu and Wang (2014) |
| CSR: Legal | 4 | Moiescu (2017); Wu and Wang (2014) |
| CSR: Ethic | 5 | Moiescu (2017); Thuy et al., (2020) |
| CSR: Philanthropic | 5 | Moiescu (2017); Wu and Chen (2015) |
| Brand Image | 8 | Lai et al., (2010); Wu and Chen (2015); Al Mubarak et al., (2018). |

3.3.2 Data Collection

The primary data collection technique was applied in this study. In order to support a researcher's finding, primary data must first be used to evaluate the hypothesis. Where appropriate, secondary data were used to enhance primary data. A questionnaire is the most appropriate approach for measuring and analysing many elements (Saunders et al., 2019). A structured online questionnaire was used as the instrument in this study. This method was chosen because it has a higher response rate than other theoretical research methods (Andereck and Nickerson, 1997). The online questionnaire was designed to be simple and honest, with easy language, in order to make the answers as simple as possible.

Respondents were given access to a standard questionnaire that had been created. Following the instructions in the questions, the respondents completed the questionnaire. Then the respondents' answers were collected. Closed questions were included in the questionnaire to make it quicker to complete. To make a straightforward, objective questionnaire that was easy to answer, the majority of the closed-ended items were scored

using five Likert scales. The scale's scores range from 1 (strongly disagree) to 5 (strongly agree), with the intervals being disagree, neutral, and agree.

3.4 Validity and Reliability

Before starting the actual survey, a detailed research design was created and tested to determine the validity of the study's method and procedure. The questionnaire was developed with the help of the supervisor. The research question guided the careful selection of items. The principal objective of the validity and reliability test is to assess the suitability or unsuitability of the data.

Validity refers to the extent to which a method truly represents the specifics that exist in the subject of the study. The research model was designed based on established frames of reference, therefore, companies that use CSR strategies which are similar to those of the telecoms industry can implement the results of this research in their activities. The use of established models and their application also increases the validity of the research (Bryman and Bell, 2011).

An object, measure or instrument is said to be reliable if it shows evidence of association with a fictitious item that is supposed to measure its significance. Comparison of p-value in terms of 0.01 The null hypothesis is accepted if the p-value is equal to or greater than 0.01, and it is rejected if it is less than 0.01.

3.5 Data Analysis

In order to investigate the research objective, SPSS and Microsoft Excel were used for analysing the data after collecting all the responses. The respondents' complete

responses were recorded in the SPSS spreadsheet after being coded. The coding rule was followed according to the type of question, such as a Likert scale.

Data is analysed by using SPSS 25.0. Descriptive analysis was utilized in order to summarize and interpret the large number of data collected. The correlations between the variables were investigated using the Pearson correlation test. Also, the ANOVA test often known as the "One-Way Anova" statistics and multiple regression were used to tell us if the dependent variable changes according to the level of the independent variable. To draw conclusions that are significant with regard to the impact of CSR on brand image, all observable findings have been analysed.

3.6 Ethical Consideration

This research addressed several ethical issues related to confidentiality. All participants were informed that the study was being conducted for academic purposes only and that their personal information would be kept secret. Participants were not penalised if they decided not to participate in the study. The researcher guaranteed that the data is examined objectively and without bias and that any aspects not related to the data are excluded from the report. By maintaining the highest confidentiality of the information provided by the respondents, the researcher ensured that the study respected the ethical principles of research.

CHAPTER 4

DATA ANALYSIS RESULTS

4.1 Respondents Profile

This section is intended for demographic analysis and interpretation of primary data collected via online questionnaires. The demographic profile is derived from the interpretation of the responses collected. The gender, age, education, and occupation of respondents were used to categorize them. The survey respondents used Orange, Moov, or MTN products and services.

Table 2

Respondents Profile

| Demographic Characteristic | Frequency | Percentage (%) |
|----------------------------|-----------|----------------|
| Gender | | |
| Male | 166 | 45.9 |
| Female | 196 | 54.1 |
| Age | | |
| 18 – 24 | 120 | 33.1 |
| 25 – 34 | 188 | 51.9 |
| 35 – 44 | 31 | 8.6 |
| 45 – 54 | 17 | 4.7 |
| 55 and over | 6 | 1.7 |
| Education | | |
| High School Degree | 32 | 8.8 |
| Bachelor's Degree | 129 | 35.6 |
| Master's Degree | 173 | 47.8 |
| Doctorate Degree | 5 | 1.4 |
| Other | 23 | 6.4 |

Table 2 (continued)

Respondents Profile

| Demographic Characteristic | Frequency | Percentage (%) |
|----------------------------|-----------|----------------|
| Occupation | | |
| Student | 135 | 37.3 |
| Self-employed | 37 | 10.2 |
| Employed | 167 | 46.1 |
| Unemployed | 23 | 6.4 |
| N | 362 | 100.0 |

Table 2 displays the respondents' demographic distribution. In the 362 respondents' sample, there were more female respondents than male respondents, 54.1% of females and 45.9% of males.

The age distributions were not evenly spread, with 33.1% of the population between the ages of 18 and 24, 51.9 % between the ages of 25 and 34, 8.6 % between the ages of 35 and 44, 4.7 % between the ages of 45 and 54, and 1.7 % over the age of 55.

The distribution of education levels was as follows: 8.8% reported having high school, 35.6% had a bachelor's degree, 47.8% had a master's degree, 1.4% had a doctorate, and 6.4% had none of the above.

The majority of respondents are employed, representing 46.1% of the total sample. In addition, 37.3% of the respondents are students, 10.2% of the respondents are self-employed and 6.4% are unemployed.

4.2 Mobile Telecom Providers and CSR Awareness of Respondents

The next set of questions focused on the users' mobile networks after those on characteristics. Which mobile telecommunications service provider do you now use as a

customer? Which respondents have the option of Orange, Moov, or MTN. Are you aware about Corporate Social Responsibility activities of mobile telecom companies? was the second question.

Table 3

Mobile Telecom Distribution

| Mobile telecom providers | Frequency | Percentage (%) |
|--------------------------|-----------|----------------|
| Moov | 73 | 20.2 |
| MTN | 62 | 17.1 |
| Orange | 227 | 62.7 |
| Total | 362 | 100.0 |

Table 3 reveal that, the majority of respondents, representing 62.7% of the sample, consume Orange products and services, followed by Moov with 20.2 % and 17.1% for MTN.

Table 4

CSR Awareness

| Answers | Frequency | Percentage (%) |
|---------|-----------|----------------|
| Yes | 281 | 77.6 |
| No | 81 | 22.4 |
| Total | 362 | 100.0 |

Table 4 presents respondents' opinions on their knowledge of the CSR initiatives carried out by mobile telecom firms. Few (22.4%) respondents did not know of any CSR initiatives carried out by mobile telecom providers, whereas the majority of respondents (77.6%) said they were aware of these initiatives.

4.3 Reliability Analysis

Measurement of the survey scales' consistency and stability is done through a reliability test. A well-known test to determine if a scale is reliable is Cronbach alpha. The obtained data are considered credible if the calculated Cronbach's alpha is greater than 0.7.

Table 5

Cronbach's Alpha Reliability

| Variables | Number of Items | Cronbach's Alpha |
|------------------------------|-----------------|------------------|
| Economic Responsibility | 4 | .709 |
| Legal Responsibility | 4 | .759 |
| Ethical Responsibility | 5 | .925 |
| Philanthropic Responsibility | 5 | .895 |
| Brand Image | 8 | .874 |
| Questionnaire | 26 | .906 |

Table 5 shows that Cronbach's alpha for the data is between 0.709 and 0.925. The highest is for ethical responsibility and the lowest is for economic responsibility.

The Cronbach's alpha of the survey is 0.906, indicates both the reliability of the data and the internal consistency of the study. Cronbach's alpha, which is 0.906, also demonstrates that 90.6% of the data gathered for the study are accurate, while the remaining 9.4% contain errors. Given that the overall Cronbach's alpha for the study was 0.906, it may be concluded that the produced questionnaire was reliable.

4.4 Descriptive Analysis

Descriptive statistics are used to explain the fundamental characteristics of collected data. They present concise descriptions of the sample and measurements. It computes statistical measurements such as the mean and standard deviation.

4.4.1 CSR Component: Economic Responsibility

Economic responsibility is one of the four components of CSR, which is the independent variable in this study. Below is the descriptive analysis of each statement created as well as an overall content analysis.

Table 6

Descriptive Statistics of Economic Responsibility

| Code | Statements | N | Mean | Std. Dev. |
|-------------------------|--|-----|------|--------------|
| ECO1 | Mobile telecom companies are looking to maximize their profits. | 362 | 4.50 | .695 |
| ECO2 | Mobile telecom companies try to obtain long-term success. | 362 | 4.53 | .666 |
| ECO3 | Mobile telecom companies improve their financial and economic performance. | 362 | 4.24 | .854 |
| ECO4 | Mobile telecom companies participate in the economic development of Ivory Coast. | 362 | 4.14 | .896 |
| Economic Responsibility | | 362 | 4.35 | .505 |

Table 6 displays the descriptive statistics for both the individual item and economic responsibility as a whole. These components were analysed by using four statements. The 362 respondents each provided five-point Likert scale replies. According to the Table 6, the items' mean values range from 4.14 to 4.53, indicating a positive response. The table reveals that ECO4 has the lowest mean while ECO2 has the highest mean.

The data also reveals that ECO4 has the biggest standard deviation while ECO2 has the lowest. As a result, respondents are more deviant when answering, "Mobile telecom companies participate in the economic development of Ivory Coast." This means that the values in the data set are, on average, deviant from the mean.

Economic responsibility has an overall mean of 4.35 and a standard deviation of 0.505. This demonstrates that the respondents agreed with statements about economic responsibility.

4.4.2 CSR Component: Legal Responsibility

Legal responsibility is one of the four components of CSR, which is the independent variable in this study. Below is the descriptive analysis of each statement that was created as well as an overall analysis of the contents.

Table 7

Descriptive Statistics of Legal Responsibility

| Code | Statements | N | Mean | Std. Dev. |
|----------------------|--|-----|------|-----------|
| LEG1 | Mobile telecom companies follow the law in the conduct of their activities. | 362 | 3.56 | 1.022 |
| LEG2 | Mobile telecom companies pay state taxes. | 362 | 4.06 | .856 |
| LEG3 | Mobile telecom companies are operating in line with government expectations. | 362 | 3.48 | 1.175 |
| LEG4 | The legally friendly mobile telecommunication companies have a positive image. | 362 | 4.14 | .929 |
| Legal Responsibility | | 362 | 3.81 | .738 |

Table 7 shows the descriptive statistics for both the individual item and legal responsibility as a whole. These components were analysed by using four statements. The 362 respondents each provided five-point Likert scale replies. According to the Table 7,

the items' mean values range from 3.48 to 4.14, indicating a positive response. The table reveals that LEG3 has the lowest mean while LEG4 has the highest mean.

The data also reveals that LEG3 has the highest standard deviation while LEG4 has the lowest. As a result, respondents are more deviant when answering "Mobile telecom companies are operating in line with government expectations". This means that the values in the data set are, on average, deviant from the mean.

Legal responsibility has an overall mean of 3.81 and a standard deviation of 0.738. This demonstrates that the respondents agreed with statements about legal responsibility.

4.4.3 CSR Component: Ethical Responsibility

Ethical responsibility is one of the four components of CSR, which is the independent variable in this study. Below is the descriptive analysis of each statement that was created as well as an overall analysis of the contents.

Table 8

Descriptive Statistics of Ethical Responsibility

| Code | Statements | N | Mean | Std. Dev. |
|------|---|-----|------|-----------|
| ETH1 | Mobile telecom companies undertake to offer their customers services of reasonable quality. | 362 | 3.70 | 1.067 |
| ETH2 | Mobile telecom companies provide customers with honest information about their offers. | 362 | 3.26 | 1.291 |
| ETH3 | Mobile telecom companies protect the interests of consumers. | 362 | 3.10 | 1.331 |
| ETH4 | Mobile telecom companies behave ethically et honestly with their consumers. | 362 | 3.12 | 1.303 |
| ETH5 | Mobile telecom companies are known for fighting corruption. | 362 | 3.28 | 1.268 |

Table 8 (continued)

Descriptive Statistics of Ethical Responsibility

| Code | Statements | N | Mean | Std. Dev. |
|------|------------------------|-----|------|--------------|
| | Ethical Responsibility | 362 | 3.29 | 1.054 |

Table 8 presents the descriptive statistics for both the individual item and ethical responsibility as a whole. These components were analysed by using five statements. The 362 respondents provided five-point Likert scale replies. According to the Table 8, the items' mean values range from 3.10 to 3.70, indicating a negative response. The table reveals that ETH3 has the lowest mean while ETH1 has the highest mean.

The data also reveals that ETH3 has the biggest standard deviation while ETH1 has the lowest. As a result, respondents are more deviant when answering "Mobile telecom companies protect the interests of consumers". This means that the values in the data set are, on average, deviant from the mean.

Ethical responsibility has an overall mean of 3.29 and a standard deviation of 1.054. This demonstrates that the respondents disagreed with statements about ethical responsibility.

4.4.4 CSR Component: Philanthropic Responsibility

Philanthropic responsibility is one of the four components of CSR, which is the independent variable in this study. Below is the descriptive analysis of each question that was created as well as an overall analysis of the contents.

Table 9*Descriptive Statistics of Philanthropic Responsibility*

| Code | Statements | N | Mean | Std. Dev. |
|------------------------------|--|-----|------|--------------|
| PHI1 | Mobile telecom companies make donations and participate in social causes. | 362 | 3.97 | .932 |
| PHI2 | Mobile telecom companies sponsor cultural or educational events. | 362 | 4.34 | .732 |
| PHI3 | Mobile telecom companies support projects addressed to disadvantaged people. | 362 | 3.86 | .965 |
| PHI4 | Mobile telecom companies play a role in society that goes above profit generation. | 362 | 3.67 | 1.069 |
| PHI5 | Mobile telecom companies that support the community have a positive image. | 362 | 4.13 | .907 |
| Philanthropic Responsibility | | 362 | 3.99 | .666 |

Table 9 displays the descriptive statistics for both the individual item and philanthropic responsibility as a whole. These components were analysed by using five statements. The 362 respondents provided five-point Likert scale replies. According to the Table 9, the items' mean values range from 3.67 to 4.34, indicating a positive response. The table reveals that PHI4 has the lowest mean while PHI2 has the highest mean.

The data also reveals that PHI4 has the biggest standard deviation while PHI2 has the lowest. As a result, respondents are more deviant when answering "Mobile telecom companies play a role in society that goes above profit generation". This means that the values in the data set are, on average, deviant from the mean.

Philanthropic responsibility has an overall mean of 3.99 and a standard deviation of 0.666. This demonstrates that the respondents agreed with statements about philanthropic responsibility.

4.4.5 Brand Image

Brand Image is the dependent variable in this study. Below is the descriptive analysis of each statement that was created as well as an overall analysis of the contents.

Table 10

Descriptive Statistics of Brand Image

| Code | Statements | N | Mean | Std. Dev. |
|-------------|---|-----|------|-----------|
| BI1 | I speak positively about mobile telecom companies that engage in social activities. | 362 | 4.00 | .949 |
| BI2 | The name of the telecom company I use is well known in the sector. | 362 | 4.45 | .765 |
| BI3 | Compared to others, the brand of telecoms I use is a leading brand in the sector. | 362 | 4.36 | .851 |
| BI4 | The brand of telecoms I use is unique in meeting my needs. | 362 | 3.42 | 1.334 |
| BI5 | I think that the brand of telecoms I use has a good overall image. | 362 | 3.88 | 1.033 |
| BI6 | I strongly identify with the brand of telecoms I use. | 362 | 3.56 | 1.278 |
| BI7 | Mobile telecom companies that engage in CSR activities have a favorable image. | 362 | 4.02 | .884 |
| BI8 | I will be disappointed if you hear that mobile telecom companies are involved in unethical practices. | 362 | 4.08 | 1.116 |
| Brand Image | | 362 | 3.97 | .609 |

Table 10 presents the descriptive statistics for both the individual item and brand image as a whole. These components were analysed by using eight statements. The 362 respondents provided five-point Likert scale replies. According to the Table 10, the items' mean values range from 3.42 to 4.45, indicating a positive response. The table reveals that BI4 has the lowest mean while BI2 has the highest mean.

The data also reveals that BI4 has the biggest standard deviation while BI2 has the lowest. As a result, respondents are more deviant when answering "The brand of telecoms I use is unique in meeting my needs". This means that the values in the data set are, on average, deviant from the mean.

Brand image has an overall mean of 3.97 and a standard deviation of 0.609. This demonstrates that the respondents agreed with statements about brand image.

4.5 Correlation Analysis

Correlation analysis were carried out to investigate connections between the variables. Pearson's correlation analysis was used for variables that have multiple-choice answers. A correlation matrix was created to assess the strength and degree of relationship between the research variables. Indicating both the strength and the direction of the association, a relationship between the variables is established when the value is close to 1 or -1. Therefore, the association is non-existent if the value is 0 (Bryman et al., 2022). A correlation is considered low if the correlation score is less than 0.3. In order to show a relationship, the value must be more than 0.3. (Wahlgren, 2008). Moreover, the correlation coefficients between 0.3 and 0.7 are considered moderate, whereas values above 0.7 are assumed to be strong.

Table 11*Correlation Coefficients*

| | | ECO | LEG | ETH | PHI | BI |
|-----|---------------------|--------|--------|--------|--------|-----|
| ECO | Pearson Correlation | 1 | | | | |
| | Sig. (2-tailed) | | | | | |
| | N | 362 | | | | |
| LEG | Pearson Correlation | .314** | 1 | | | |
| | Sig. (2-tailed) | .000 | | | | |
| | N | 362 | 362 | | | |
| ETH | Pearson Correlation | .175** | .702** | 1 | | |
| | Sig. (2-tailed) | .001 | .000 | | | |
| | N | 362 | 362 | 362 | | |
| PHI | Pearson Correlation | .338** | .615** | .613** | 1 | |
| | Sig. (2-tailed) | .000 | .000 | .000 | | |
| | N | 362 | 362 | 362 | 362 | |
| BI | Pearson Correlation | .345** | .644** | .673** | .713** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 362 | 362 | 362 | 362 | 362 |

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

The table 11 presents different correlation coefficients between the variables. The different CSR-related elements were coupled with brand image, which constituted as the dependent variable in our study. A positive correlation between brand image and economic responsibility is indicated in Table 11 by the Pearson correlation coefficient of 0.345. The variables of legal responsibility and ethical responsibility associated with brand image showed respectively positive correlations of 0.644 and 0.673. Also, table 11 reveals a strong and positive correlation between philanthropic responsibility and brand image, with a Pearson correlation coefficient of 0.713.

Moreover, the highest coefficient of correlation in the table 11 is between brand image and philanthropic responsibility (0.713) while the lowest coefficient of correlation is between economic responsibility and ethical responsibility (0.175). All correlations are positive and significant at the 0.01 level.

4.6 Regression Analysis

The correlation analysis can determine whether or not there is a relevant relationship between two variables. The precise nature of the relationship between the two variables cannot be identified, even if a correlation coefficient suggests a strong relationship between the two variables.

The final step in providing particular information about each CSR component's contribution and impact on brand image is the regression analysis. In the regression, brand image is the dependent variable and there are four independent variables (economic, legal, ethical and philanthropic responsibility). This section outlines the independent variables that contribute to outcome variability, the contribution of the dependent variable's variability that is outlined by independent and dependent variables, and the variables that contribute significantly (compared to other variables) to the dependent variable's variability.

A multiple regression analysis examines how different variables interact with each other and identifies the variables that can most accurately predict a given outcome. The following tables show the dependent variable (BI) and independent variables (ECO, LEG, ETH and PHI) are related according to the multiple regression model:

$BI = \alpha + \beta_1 * ECO + \beta_2 * LEG + \beta_3 * ETH + \beta_4 * PHI$; where α is constant and β is coefficient of slope of regression model.

Table 12*Model Summary*

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .670 ^a | .449 | .442 | .45505 |

^a Predictors: (Constant), Economic, Legal, Ethical, Philanthropic

The results presented in table 12 show a good relationship between CSR and brand image. The level of association between these two variables is 67%, indicating a favourable relationship. The R-squared indicates the total variation in brand image that could be explained by CSR. In table 12, it can be seen that the model is sufficiently effective in determining the relationship as the value is 0.449. Therefore, the summary table of the model is satisfactory to proceed to the next step.

Table 13*ANOVA^a*

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 60.138 | 4 | 15.034 | 72.606 | .000 ^b |
| | Residual | 73.924 | 357 | .207 | | |
| | Total | 134.062 | 361 | | | |

^a Dependent variable: Brand Image

^b Predictors: (Constant), Economic, Legal, Ethical, Philanthropic

The table 13 displays a p-value that is 0.000, less than 0.05. As a result, the p-value is significant.

The F-ratio represents an improvement in the prediction of the variable by adjusting the model after taking into account the imprecision present in the model. The value of the F-ratio is higher than 1 indicating an efficient model. The results in Table 13 show a value of 72.606, which is good.

Table 14*Coefficients of Regression*^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 1.551 | .224 | | 6.910 | .000 |
| Economic | .043 | .051 | .036 | .842 | .400 |
| Legal | .108 | .049 | .191 | 2.202 | .028 |
| Ethical | .244 | .034 | .316 | 4.238 | .000 |
| Philanthropic | .336 | .050 | .408 | 6.796 | .000 |

^a Dependent variable: Brand Image

The findings in Table 14 indicate the relationships between brand image and CSR dimensions. The coefficient is used to definite the impact levels of all dimensions (sig. < 0.05). This implies that an increase of 1 unit in economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility corresponds to an increase in brand image of respectively 0.036, 0.191, 0.316, and 0.408 units. This means brand image in the mind of consumers will increase if mobile telecom companies can improve their philanthropic responsibility because the beta of philanthropic responsibility is the highest (0.408), it has the most dominant influence in increasing brand image. The regression equation below proves the linking between CSR elements and brand image:

$$BI = 1.551 + 0.036*ECO + 0.191*LEG + 0.316*ETH + 0.408*PHI.$$

4.7 Hypothesis Testing

To determine the impact of CSR on brand image, a multiple regression analysis was conducted. Thus, four hypotheses were developed to measure the impact of each CSR dimension on brand image. The hypotheses were tested using brand image as the

dependent variable and the CSR components as the independent variables. In order to test each hypothesis, the regression coefficient presented in Table 14 was used.

4.7.1 Hypothesis 1

H1: Economic responsibility positively and significantly impacts brand image in the mobile telecommunication industry. Based on the multiple regression analysis in table 14 (Beta = 0.036 and Sig = 0.400), economic responsibility has an impact on brand image which is 0.036 units but it is not significant because the p-value is more than alpha ($0.400 > 0.05$). Therefore, the null hypothesis is not rejected at the 95% significance level. Thus, the above-stated H1 hypothesis is not supported, which implies that brand image in the mobile telecommunication industry is not significantly impacted by economic responsibility. Hence, economic responsibility does not significantly impact brand image in the mobile telecommunication industry.

4.7.2 Hypothesis 2

H2: Legal responsibility positively and significantly impacts brand image in the mobile telecommunication industry. Based on the multiple regression analysis in table 14 (Beta = 0.191 and Sig = 0.028), legal responsibility has an impact on brand image which is 0.191 units and it is significant because the p-value is less than alpha ($0.028 < 0.05$). Therefore, we reject the null hypothesis at the 95% significance level. Thus, the above-stated H2 hypothesis is supported, which implies that that brand image in the mobile telecommunication industry is positively and significantly impacted by legal responsibility. Hence, legal responsibility positively and significantly impacts brand image in the mobile telecommunication industry.

4.7.3 Hypothesis 3

H3: Ethical responsibility positively and significantly impacts brand image in the mobile telecommunication industry. Based on the multiple regression analysis in table 14 (Beta = 0.316 and Sig = 0.000), legal responsibility has an impact on brand image which is 0.316 units and it is significant because the p-value is less than alpha ($0.000 < 0.05$). Therefore, we reject the null hypothesis at the 95% significance level. Thus, the above-stated H3 hypothesis is supported, which implies that that brand image in the mobile telecommunication industry is positively and significantly impacted by ethical responsibility. Hence, ethical responsibility positively and significantly impacts brand image in the mobile telecommunication industry.

4.7.4 Hypothesis 4

H4: Philanthropic responsibility positively and significantly impacts brand image in the mobile telecommunication industry. Based on the multiple regression analysis in table 15 (Beta = 0.408 and Sig = 0.000), legal responsibility has an impact on brand image which is 0.408 units and it is significant because the p-value is less than alpha ($0.000 < 0.05$). Therefore, we reject the null hypothesis at the 95% significance level. Thus, the above-stated H4 hypothesis is supported, which implies that that brand image in the mobile telecommunication industry is positively and significantly impacted by philanthropic responsibility. Hence, philanthropic responsibility positively and significantly impacts brand image in the mobile telecommunication industry.

4.7.5 Hypotheses summary

The summary of the hypotheses is shown in table 12 based on the analysis mentioned above.

Table 15

Hypotheses Results

| Hypotheses | Decisions |
|---|-----------|
| H1: Economic responsibility positively and significantly impacts brand image in the mobile telecommunication industry. | Rejected |
| H2: Legal responsibility positively and significantly impacts brand image in the mobile telecommunication industry. | Accepted |
| H3: Ethical responsibility positively and significantly impacts brand image in the mobile telecommunication industry. | Accepted |
| H4: Philanthropic responsibility positively and significantly impacts brand image in the mobile telecommunication industry. | Accepted |

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Summary of Findings

The main objective of the study was to examine and understand the impact of corporate social responsibility (CSR) on brand image. The literature review identified a number of relevant variables. The dimensions of CSR that were used as an independent variable and had a positive relationship with brand image included economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility. This research focused on the CSR initiatives of Ivorian mobile telecommunication companies. The dependent and independent variables found in the literature review served as the basis for the development of the conceptual model.

The research has a quantitative and explanatory nature. The main data are collected within the framework of the overall research methodology. The study looked at four demographic traits: gender, age, education, and occupation. Among the 362 valid responses to this questionnaire, 166 were men, representing 45.9%, and 196 were women, representing 54.1%. As well, 33.1% were under 24 years old, 51.9% were in the 25-34 age group, 8.6% were in the 35-44 age group, and 6.4% were in the 45 and over age group. Also, among the 362 respondents, 8.8% had a high school degree, 35.6% had a bachelor's degree, 47.8% had a master's degree, and 1.4% had a PhD. The survey also found that 37.3% of the 362 respondents were students, 10.2% were self-employed, 46.1% were employees, and 6.4% were unemployed.

The results of a survey using descriptive statistics and hypothesis testing were then presented. An overview of the results of the descriptive statistics for the dependent and independent variables is provided below.

Table 16

Summary of Descriptive Statistics Results

| Variables | N | Mean | Standard Deviation |
|-----------------------------------|-----|------|--------------------|
| CSR: Economic Responsibility | 362 | 4.35 | .505 |
| CSR: Legal Responsibility | 362 | 3.81 | .738 |
| CSR: Ethical Responsibility | 362 | 3.29 | 1.054 |
| CSR: Philanthropic Responsibility | 362 | 3.99 | .666 |
| Brand Image | 362 | 3.97 | .609 |

According to table 16 outcomes, among the independent variables, economic responsibility has the highest mean value (4.35), while ethical responsibility has the lowest value (3.29). The dependent variable, brand image, has a mean of 3.97.

Additionally, based on the significance of the sample, the different hypotheses were verified. Three hypotheses are supported and one is rejected. In this research, the following four hypotheses were analysed:

H1: Economic responsibility positively and significantly impacts brand image in the mobile telecommunication industry.

H2: Legal responsibility positively and significantly impacts brand image in the mobile telecommunication industry.

H3: Ethical responsibility positively and significantly impacts brand image in the mobile telecommunication industry.

H4: Philanthropic responsibility positively and significantly impacts brand image in the mobile telecommunication industry.

Table 17*Summary of Hypotheses Results and Regression Analysis*

| Hypotheses | r | β | Sig | Conclusion |
|--|------|---------|------|---------------|
| H1: Economic Responsibility → Brand Image | .345 | .036 | .400 | Not Supported |
| H2: Legal Responsibility → Brand Image | .644 | .191 | .028 | Supported |
| H3: Ethical Responsibility → Brand Image | .673 | .316 | .000 | Supported |
| H4: Philanthropic Responsibility → Brand Image | .713 | .408 | .000 | Supported |

Table 17 shows that three hypotheses were supported. There is a positive relationship between the different dimensions of CSR and brand image. Indeed, philanthropic responsibility has the strongest relationship (71.3%) and the highest impact on brand image (0.408). One unit added to philanthropic responsibility improves brand image by 0.408 units and is followed by ethical responsibility, which in turn improves brand image by 0.316 units if added by one unit. However, economic responsibility has the weakest relationship (34.5%) and the lowest impact on brand image (0.036). Brand image increases or decreases by 0.036 units when economic liability is added to or reduced by one unit. Legal liability has a 64.4% relationship with brand image and improves or worsens it by 0.191 units.

5.2 Discussion

The objective of this study was to examine how brand image in the telecommunications sector is influenced by the different dimensions of CSR. A modified theoretical model for the service industry was created, as the manufacturing sector has dominated research on the impact of CSR on brand image. The pyramid of CSR by Carroll (1991) and the definition of brand image by Keller (1993) were used as the basis for the

theoretical model. The research sample for the study was collected from consumers in Abidjan.

The results of this study show how important CSR is for brand image. Our findings are supported by the research of Werter and Chandler (2005), who argue that when CSR is conveyed, it becomes a strategic marketing instrument in order to manage customers' expectations. In the same way, CSR actions lead to favourable attitudes and behaviours among consumers, according to research carried out by Bhattacharya and Sen (2007). Involvement in CSR contributes to the company's brand image.

5.2.1 Economic Responsibility Impact on Brand Image

According to the correlation test in Table 11, there is a positive relationship between brand image and economic responsibility, with a value of 0.345. On the collected data, a regression analysis was performed to determine how the values interact with each other. Table 14 shows that economic responsibility has a causal effect on brand image with a value of 0.036 but is not statistically significant. If economic responsibility changes by one unit while the other factors remain constant, this indicates the value at which brand image improves or deteriorates.

The causal effect of economic responsibility on brand image was found to be very small and non-significant, which is somewhat unexpected. It was expected that this dimension would have a greater impact on brand image since Carroll's (1991) CSR pyramid indicates that economic responsibility is the most important.

One of the reasons for this weak and insignificant causal effect is that consumers have almost no information about the economic performance of telecommunications companies, resulting in a weak impact of this dimension on brand image. However, the results of Ho et al. (2021) in the Chinese banking sector are different. They reported that

economic responsibility has the greatest influence on consumers' perceptions. However, our results are similar to those of Thuy and Minh (2020), who found that consumers do not prioritise the economic responsibility of companies in CSR. This is because consumers are more sensitive to environmental and humanitarian concerns (Ottman, 2011). Also, He and Lai (2014) conclude that the economic responsibility of CSR is seen as an obligation of the company rather than a choice.

To enhance the impact of economic responsibility on consumers' perceptions of a brand, companies should develop more partnerships with suppliers who favour the use of environmentally friendly and sustainable materials (Kolk and Van Tulder, 2010). In addition, they should develop a transparent payment system that equalises wages for all workers and eliminates racial and gender pay gaps. Finally, they should make their CSR reports public so that all parties, including customers, are informed and thus have a better impression of the company.

5.2.2 Legal Responsibility Impact on Brand Image

From the correlation test in Table 11, there is a positive association between brand image and legal responsibility, with a value of 0.644. A regression analysis was conducted on the collected data to see how the values affect each other. According to Table 14, the data indicates that ethical responsibility has a causal effect on brand image with a value of 0.191. If legal responsibility changes by one unit while the other factors remain constant, this indicates the value at which brand image improves or deteriorates. This cause-and-effect relationship was also statistically significant.

According to He and Lai (2014), legally responsible corporate behaviour improves consumers' perceptions of the company. This claim is one of the reasons for the relationship between legal responsibility and brand image that our results demonstrate.

Indeed, companies operating in the telecommunications sector comply with the regulations of their sectors, which is perceived as a good element from the consumers' point of view since they do not want to participate in the development of an illegal company. However, the causality may also be affected by the fact that legal dimension measures may be tailored to the industry (Slapper and Hall, 2011).

A company that respects the law is a socially responsible company. They are free to do what they want, as long as they comply with all applicable rules, including labour, environmental, and legal regulations (Duff, 2009). Mobile telecommunications companies should continue to pay taxes to the government and should also continue to keep their own records, as this makes it easier to manage their financial health and improves the consumer image of their brands.

5.2.3 Ethical Responsibility Impact on Brand Image

According to the correlation test in Table 11, there is a positive relationship between brand image and ethical responsibility, which is 0.673. A regression analysis was conducted on the collected data to determine the causal relationship. The ethical component has a causal influence with a value of 0.316 on brand image, as shown in Table 14. If the ethical dimension moves by one unit while the other values remain the same, this indicates the value at which the brand image improves or deteriorates. Furthermore, this causality was found to be statistically significant, indicating that the relationship is not due to coincidence.

One argument for how ethical CSR initiatives affect the company's image is that they have a more immediate impact on the customer's daily experience. The desirable actions of consumers are a direct result of ethical behaviour. These decisions can be made based on, for example, the cost of the item or the way consumers are treated (Valentzas

and Broni, 2010). Furthermore, Grönroos (2007) argues that the image of a brand in the service sector is enhanced when the consumer considers the company's communication to be favourable. This implies that ethical issues are seen as positive and linked to a good brand image that aligns with the customer's personal values.

When a company adopts fair business procedures in all areas, including treating all employees, stakeholders, and customers with respect and decency, it is said to be acting in an ethically responsible manner (Singh and Verma, 2020). However, the majority of respondents agree that mobile telecommunication companies do not sufficiently protect their personal data, which can affect their perception of the company. To remedy this situation, mobile telecommunication companies should better train their employees in customer data protection and further promote the ethical norms of their industry.

5.2.4 Philanthropic Responsibility Impact on Brand Image

The correlation test in Table 11 demonstrates that there is a strong association between philanthropic responsibility and brand image. The correlation value is 0.713, showing a strong relationship. Table 14 displays the standardised beta value of philanthropic responsibility, which is 0.408, meaning that a one-unit increase in the philanthropic responsibility initiatives of telecommunications companies would improve their brand image by 40.8% in a significant way. The p-value of the beta was 0.000, which was lower than the baseline value of 0.05. This indicated that the philanthropic responsibility of telecommunication companies, ranging from educational scholarships to making donations and establishing healthcare facilities to attending humanitarian activities, strengthened the brand's image among customers.

The standardised coefficient of the regression model shows that philanthropic responsibility has the greatest impact on brand image. These results support the

observation made by Arslan and Zaman (2014) in the telecommunications sector and the finding of Dawood (2019) in the Pakistani textile sector that philanthropic responsibility improves brand image. Furthermore, the results are consistent with what Kodua et al. (2016) showed in the Ghanaian telecommunications sector, namely that philanthropic activity improves brand image. On the other hand, it is also interesting to notice that the outcomes of the study are not aligned with what Ahmad (2016), Page, and Feam (2005) have seen. They reported that the philanthropic dimension does not contribute to brand image. Businesses that exercise philanthropic responsibility are considered good by their customers when compared to those that focus solely on marketing and sponsorship activities (Cherono and Maende, 2022). Philanthropic initiatives carried out by telecommunications companies in the African market not only help the organisation to develop its image in the community but also its reputation (Byus et al., 2010).

The impact of philanthropic responsibility on consumer perception of brands is highest as companies develop and implement a number of charitable initiatives. We therefore encourage them to continue to do so while developing an increasing number of social projects focused on community development. In order to reduce poverty and give people the opportunity to become economically independent in the long term, they can create programmes to fund projects in rural areas. It is also important to have a team that will monitor the progress of these activities and be able to help the beneficiaries when needed. As a result, these activities will help to increase the brand's image and the number of clients while reducing the poverty rate in these areas.

5.2.5 Synthesis

The results complement the findings of other studies (Arslan et al., 2014; Thuy and Minh, 2020) in the sense that economic, legal, ethical, and philanthropic practises

have a positive influence on brand image. However, philanthropic responsibility, followed by ethical responsibility, has a greater impact on brand image among the CSR components. This finding is in line with that of Arslan and Zaman (2014), who demonstrate that among the four CSR dimensions, the philanthropic dimension has the highest impact on brand image. However, Thuy and Minh (2020) discovered that ethical responsibility is the principal dimension that affects brand image.

The manufacturing and service sectors are currently subject to increased competition, making brand image more crucial than in the past. Brand image encourages positive publicity in direct competition, erecting substantial barriers for the rival, revitalising the business to meet competitive threats, generating more sales and revenue, and reducing customer sensitivity to the rival's marketing activities. Brand image is often important from a variety of perspectives.

This study reveals that brand image is positively and significantly impacted by legal, ethical, and philanthropic responsibility. If Ivorian telecom companies want to acquire more consumers, among their CSR activities, they should give priority to ethical and philanthropic practices. They should prioritise these initiatives in terms of ensuring product quality, safety, and customer satisfaction with comprehensive information and engage in the development of the country, the welfare of disadvantaged people, and the economic development of the region.

5.3 Conclusion

The objective of this study is to investigate the impact of CSR on brand image from the consumer's perspective. Considering that CSR may be perceived as an emerging and potentially useful platform for establishing diverse stakeholder relationships and

fostering a favourable brand image, it is expected that the results of the study will have a significant impact on practise and the literature.

The findings of this study supported three hypotheses and rejected one, which is that legal, ethical, and philanthropic responsibility positively and significantly impact the brand image of consumers of mobile telecommunications companies in Ivory Coast. Regarding the specific objectives of the study, we can conclude that economic responsibility does not cause a significant variation in the brand image of telecommunications companies. Concerning legal, ethical, and philanthropic responsibility, based on the discussion of the results, it is concluded that philanthropic and ethical responsibility activities cause the greatest and most positive variation in brand image. The study concludes that philanthropic activities carried out by mobile operators that enhance their brand image include donations, the establishment of health camps to facilitate health care services, and participation in humanitarian events. It can also be concluded that the philanthropic initiatives carried out by telecom companies are not only aimed at improving the welfare and dignity of the population but are also a marketing tool to strengthen its image.

Finally, the study explains the interaction between CSR and brand image. The information gathered can provide staff and managers of the organisation with essential information to identify the elements of the brand image. They are able to better understand and intensify CSR efforts to strengthen brand perception. Through a variety of CSR efforts, an industry or organization, as well as other companies, can improve their brand image using the information from this research.

5.4 Implications and Recommendations

The service sector, which has been the subject of less research on CSR and brand image than other sectors, benefits from the findings of this study. According to many research studies, CSR and brand image are correlated, and a company's competitiveness is strongly dependent on its brand image (Gröönros, 2007). Our study is significant because there has not been much investigation into how CSR elements impact brand image in the Ivorian telecoms sector. The results of this study help us better understand how customers are perceiving and understanding the CSR initiatives of companies. Also, the findings of this research will enable companies to create more effective CSR plans. The results of the study can be useful for businesses in the service sector, especially in the telecommunications industry. Companies can no longer avoid CSR, which is also not an additional expense for the company (He and Li, 2011).

The results of the study established a correlation between CSR and brand image. In addition, the study makes several contributions to the field of marketing psychology. Few studies have examined the effects of each component of CSR separately, despite the fact that CSR is recognised as an effective technique in marketing campaigns. Chen et al. (2019) recommended more research on the function of each dimension in various cultural contexts. This study extended this approach to add to the body of knowledge by examining the impact of all aspects of CSR (philanthropic, economic, legal, and ethical) on the brand image of mobile telecommunications consumers. This approach was chosen because business process reengineering provides a better understanding of the effect of companies' CSR activities on financial performance (Branco and Rodrigues, 2006). The influence of CSR initiatives on respondents is positive and significant. With the exception of economic

responsibility, all aspects of CSR significantly affect the way consumers perceive a company.

Corporate Social Responsibility is known to be gaining popularity at all organisational levels, which is attracting the attention of scholars. The main objective of this study is to examine how CSR impacts brand image. In order to improve the welfare and dignity of people in society as well as its own image, the study recommends that telecom companies to develop appropriate policies that would encourage the organisation and its employees to continuously engage in philanthropic CSR initiatives that can be promoted through different media. It also suggests that future researchers should conduct studies in other industries, such as manufacturing companies, other service companies, and government institutions, to determine how the four dimensions of CSR affect their brand image. This will enable the development of appropriate strategies based on the findings to improve their brand image. Future researchers could try to include the perspectives of other stakeholders, such as employees, since this study was limited to customer views, in order to obtain a balanced and reliable understanding of the relationship between the CSR dimensions and brand image.

The findings of this study would help managers to design an optimal CSR strategy in order to develop a superior business strategy. Market managers should be aware of the benefits of a socially responsible company. They should also engage employees in social activities so that they can associate themselves with the goals and make the efforts consistent and reliable over time. They should then design a publicity programme to inform customers about their CSR activities. This would result in a better perception of products and services in the eyes of customers.

Finally, this study offers a prospective field of study for many other researchers who wish to study CSR and its link to brand image. In particular, the marketing staff of a telecommunications company could benefit from its help in creating and refining plans to improve the company's image. Thus, it leaves potential for further investigation to expand on and examine other similar approaches.

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APPENDICES

APPENDIX A


Ethics Approval Letter



İÇ YAZIŞMA / INTER OFFICE MEMORANDUM

Gönderilen/To: Asst. Prof. Dr. Isma ROSYIDA

Tarih/Date: 07/07/2022

Gönderen/From: 
Prof. Dr. Hüseyin YARATAN
Rector

Ref/Sayı:100/050/REK.001

Konu/Subject: About ethic acceptance

In line with the decision taken at the Ethic Committee meeting on July 5th, 2022, it was decided that your study was appropriate.

Distribution: Chairman of the Ethics Committee

Ethics Committee Decision:

Karar Sayısı 2022/16/01:

The proposal titled "The impact of CSR on Brand Image: Case of telecom" has been submitted for ethical approval, by Citeck OKPELCHA, to be conducted under the guidance of Asst. Prof. Dr. Isma ROSYIDA (Proje No: İHCP-2022-019). The proposed work was discussed on the Ethical Committee and found ethically and scientifically appropriate with its justification, purpose, approach, and methods.

NÇG/HY

APPENDIX B

Informed Consent and Questionnaire (English Version)

Dear Participant,

This research project is being conducted by Cheick OKPEICHA of Final International University. This research project's aim is to investigate the impact of corporate social responsibility on consumers' brand image by using the case of Ivorian mobile telecommunications brands. This survey is intended for people of 18 years and older.

The proposed study is entitled "**The Impact of Corporate Social Responsibility Initiatives on Brand Image: Case of Mobile Telecommunication Industry in Ivory Coast.**" You will be a participant of the project if you read and approve this informed consent form. The survey link will be active from 01/07/2022 to 15/08/2022. You are expected to participate in this survey study only once, the survey will be online. This survey is anonymous. Other than being anonymous, no information is required to identify you and you cannot be identified by the answers you supply. Information to be obtained within the scope of this study will only be shared in scientific publications, presentations and online environments for educational purposes by the researcher. The data collected is anonymous and will be kept safely in an encrypted file on a computer.

Participation in this study is voluntary. None of the steps in the survey can cause personal discomfort. However, if you feel uncomfortable for any reason, you are free to quit the survey and leave the research without explaining the reason. In such a case, the information you provide will only be used by the researcher with your consent.

Thank you,

Cheick OKPEICHA

I accept to participate in this research.

Yes No

Do you live in Abidjan, Ivory Coast?

Yes No

SECTION A: Demographic information

1. What is your gender?

Male

Female

Other

2. What is your range of age?

18 – 24

25 – 34

35 – 44

45 – 54

55 and over

3. What is your highest-held degree?

High School Degree

Bachelor's Degree

Master's Degree

Doctorate Degree

Other Please, state

4. What is your occupation?

Student

Self-employed

Employed

Unemployed

Other Please, state

5. In which municipality of Abidjan do you live?

.....

6. Are you a customer of which mobile telecommunications service provider? (Choose one)

Orange

MTN

Moov

7. How long have you been a customer? (years)

0 – 1

1 - 5

5 and over

8. Are you informed about Corporate Social Responsibility activities of mobile telecom companies?

Yes

No

If YES, please list them

.....

SECTION B: Variables Study

Indicate the level to which you agree or disagree with the following statements. There are no right or wrong answers. What is expected from you is to choose the best option from the alternatives offered in order to show your opinions.

1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree.

Corporate Social Responsibility (CSR)

| Economic | 1 | 2 | 3 | 4 | 5 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Mobile telecom companies are looking to maximize their profits. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Mobile telecom companies try to obtain long-term success. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Mobile telecom companies improve their financial and economic performance. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Mobile telecom companies participate in the economic development of Ivory Coast. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Legal | 1 | 2 | 3 | 4 | 5 |
| 1. Mobile telecom companies follow the law in the conduct of their activities. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Mobile telecom companies pay state taxes. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Mobile telecom companies are operating in line with government expectations. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. The legally friendly mobile telecommunication companies have a positive image. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ethic | 1 | 2 | 3 | 4 | 5 |
| 1. Mobile telecom companies undertake to offer their customers services of reasonable quality. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Mobile telecom companies provide customers with honest information about their offers. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 3. Mobile telecom companies protect the interests of consumers. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Mobile telecom companies behave ethically et honestly with their consumers. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Mobile telecom companies are known for fighting corruption. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- | Philanthropic | 1 | 2 | 3 | 4 | 5 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Mobile telecom companies make donations and participate in social causes. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Mobile telecom companies sponsor cultural or educational events. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Mobile telecom companies support projects addressed to disadvantaged people. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Mobile telecom companies play a role in society that goes above profit generation. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Mobile telecom companies that support the community have a positive image. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Brand image

- | Variables | 1 | 2 | 3 | 4 | 5 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. I speak positively about mobile telecom companies that engage in social activities. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. The name of the telecom company I use is well known in the sector. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Compared to others, the brand of telecoms I use is a leading brand in the sector. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. The brand of telecoms I use is unique in meeting my needs. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. I think that the brand of telecoms I use has a good overall image. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. I strongly identify with the brand of telecoms I use. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Mobile telecom companies that engage in CSR activities have a favorable image. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. I will be disappointed if you hear that mobile telecom companies are involved in unethical practices. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Thank you for your valuable contribution.

APPENDIX C

Informe Consent and Questionnaire (French Version)

Cher participant,

Ce projet de recherche est mené par Cheick OKPEICHA de la Final International University. L'objectif de ce projet de recherche est d'étudier l'impact de la responsabilité sociale des entreprises sur l'image de marque des consommateurs en utilisant le cas des marques ivoiriennes de télécommunications mobiles. Cette enquête s'adresse aux personnes âgées de 18 ans et plus.

L'étude proposée est intitulée "**L'impact des initiatives de responsabilité sociale des entreprises sur l'image de marque : Cas de l'industrie de la télécommunication mobile en Côte d'Ivoire**". Vous serez un participant du projet si vous lisez et approuvez ce formulaire de consentement éclairé. Le lien de l'enquête sera actif du 01/07/2022 au 15/08/2022 Vous êtes censé(e) participer à cette étude une seule fois, l'enquête se fera en ligne. Cette enquête est anonyme. Outre son caractère anonyme, aucune information n'est requise pour vous identifier et vous ne pouvez pas être identifié par les réponses que vous fournissez. Les informations obtenues dans le cadre de cette étude seront uniquement partagées dans des publications scientifiques, des présentations et des environnements en ligne à des fins éducatives par le chercheur. Les données recueillies sont anonymes et seront conservées en toute sécurité dans un fichier crypté sur un ordinateur.

La participation à cette étude est volontaire. Aucune des étapes de l'enquête ne peut causer de malaise personnel. Toutefois, si vous vous sentez mal à l'aise pour une raison quelconque, vous êtes libre de quitter l'enquête et de quitter la recherche sans en expliquer la raison. Dans ce cas, les informations que vous fournissez ne seront utilisées par le chercheur qu'avec votre consentement.

Merci,

Cheick OKPEICHA

J'accepte de participer à cette recherche.

Oui Non

Habitez-vous à Abidjan, en Côte d'Ivoire ?

Oui Non

SECTION A : Informations Démographique

1. Quel est votre genre ?

Masculin

Féminin

Autre

2. Quel est votre tranche d'âge ?

18 – 24

25 – 34

35 – 44

45 – 54

55 et plus

3. Quel est votre diplôme le plus élevé ?

Baccalauréat

Licence

Master

Doctorat

Autre Veuillez préciser

4. Quelle est votre occupation ?

Étudiant

Travailleur autonome

Salarié

Sans emploi

Autre Veuillez préciser

5. Dans quelle commune d'Abidjan habitez-vous ?

.....

6. Êtes-vous clients de quel opérateur de télécommunications mobiles ? (Choisissez un)

Orange

MTN

Moov

7. Depuis combien de temps êtes-vous client ? (ans)

0 – 1

1 - 5

5 et plus

8. Êtes-vous au courant des activités de Responsabilité Sociale des Entreprises de télécommunications mobiles ?

Oui

Non

Si OUI, veuillez les citer

.....
.....
.....
.....

SECTION B : Étude des variables

Indiquez dans quelle mesure vous êtes d'accord ou non avec les affirmations suivantes. Il n'y a pas de bonnes ou de mauvaises réponses. Ce que l'on attend de vous, c'est que vous choisissiez le meilleur choix parmi les alternatives proposées afin de montrer vos opinions.

1 = Pas du tout d'accord ; 2 = Pas d'accord ; 3 = Neutre ; 4 = D'accord ; 5 = Tout fait d'accord.

Responsabilité Social des Entreprises (RSE)

| Économique | 1 | 2 | 3 | 4 | 5 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Les entreprises de télécoms mobile cherchent à maximiser leurs profits. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Les entreprises de télécoms mobile cherchent à obtenir un succès à long terme. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Les entreprises de télécoms mobile améliorent leurs performances financières et économiques. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Les entreprises de télécoms mobile participent au développement économique de la Côte d'Ivoire. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Légale | 1 | 2 | 3 | 4 | 5 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Les entreprises de télécoms mobiles respectent la loi dans le déroulement de leurs activités. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Les entreprises de télécoms mobile paient leurs impôts et taxes. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Les entreprises de télécoms mobile fonctionnent conformément aux attentes des pouvoirs publics. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Une entreprise de télécoms qui respecte les lois bénéficie d'une image positive. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| Éthique | 1 | 2 | 3 | 4 | 5 |
|----------------|----------|----------|----------|----------|----------|
|----------------|----------|----------|----------|----------|----------|

- | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Les entreprises de télécoms mobile veillent à offrir à leurs clients des services de qualité raisonnable. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Les entreprises de télécoms mobile fournissent aux clients des informations honnêtes sur leurs offres. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Les entreprises de télécoms mobiles protègent les intérêts des consommateurs. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Les entreprises de télécommunications mobiles se comportent de manière éthique et honnête avec leurs consommateurs. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Les entreprises de télécoms mobile sont connues pour lutter contre la corruption. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- | Philanthropique | 1 | 2 | 3 | 4 | 5 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Les entreprises de télécoms mobile font des dons et participent à des causes sociales. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Les entreprises de télécoms mobile sponsorisent des événements culturels ou éducatifs. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Les entreprises de télécoms mobile soutiennent des projets destinés aux personnes défavorisées. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Les entreprises de télécoms mobile jouent un rôle dans la société qui va au-delà de faire du profit. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Les entreprises de télécoms mobile qui soutiennent la communauté bénéficient d'une image positive. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

L'image de marque

- | Indicateurs | 1 | 2 | 3 | 4 | 5 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Je parle positivement des entreprises de télécoms qui s'engagent dans des activités sociales. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Le nom de l'entreprise de télécoms mobile que j'utilise est bien connu dans le secteur. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Par rapport aux autres, l'opérateur de télécoms mobile que j'utilise est une marque leader dans le secteur. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. L'opérateur de télécoms mobile que j'utilise est unique pour répondre à mes besoins. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Je pense que l'opérateur de télécoms mobile que j'utilise a une bonne image en général. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

6. Je m'identifie à la marque de télécoms que j'utilise.
7. Les entreprises de télécoms mobile qui s'engagent dans des activités de RSE ont une image favorable.
8. Vous serez déçu si vous apprenez que les entreprises de télécoms mobile sont impliquées dans des pratiques non éthiques.
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Merci pour votre précieuse contribution.