


CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE BRAND AWARENESS: AN INTERFACE IN THE KINGDOM OF SAUDI ARABIA

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| ARTICLE INFO | ABSTRACT |
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| <p>Article history:</p> <p>Received 02 July 2023</p> <p>Accepted 06 October 2023</p> | <p>Purpose: Corporate social responsibility (CSR) is defined as the continuing commitment by businesses to contribute to economic development while upholding ethical codes and improving the quality of life in the community and society at large. It broke down corporate social responsibility (CSR) into four parts: economic, legal, ethical, and charity. He did this so that CSR could become a real business practice.</p> |
| <p>Keywords:</p> <p>Corporate Social Responsibility; Corporate Brand Awareness; Brand Recognition; Sustainable Environment.</p> | <p>Design/Methodology/Approach: This study is undertaken on 548 sample customers residing in Saudi Arabia for investigating their viewpoints towards the CSR activities carried out by the companies for examining the relationship between Corporate Social Responsibility and Corporate Brand Awareness. The researchers adopted the Pearson's Correlation, Simple Regression and Structural Equation Modeling techniques in order to measure the impact of CSR activities on Brand Awareness.</p> |
|  | <p>Findings: The outcomes of the study revealed that there is a positive perception of customers towards CSR activities carried out by the companies and the results of structural equation modelling portray that Corporate Social Responsibility and Corporate Brand Awareness are positively associated. Thus, we can conclude that CSR activities conducted by the companies are the commendable initiatives since in this today's era of sustainable environment customers are not only worried about the price and quality aspect of the products/services even they are more possessive regarding what the corporate houses are taking the necessary steps for the betterment of the society and the nation at large.</p> |
| | <p>Research, Practical & Social implications: The outcome of the study will throw new light on the impact of Corporate Social Responsibility on Corporate Brand Awareness and also facilitate future research endeavors on CSR. As a matter of fact, the CSR activities implemented by the companies offer a better brand recognition, resulting in greater brand awareness among customers and the society at large.</p> |
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RESPONSABILIDADE SOCIAL CORPORATIVA E CONSCIENTIZAÇÃO DA MARCA CORPORATIVA: UMA INTERFACE NO REINO DA ARÁBIA SAUDITA

RESUMO

Objetivo: A responsabilidade social corporativa (RSE) é definida como o compromisso contínuo das empresas em contribuir para o desenvolvimento económico, ao mesmo tempo que defendem códigos éticos e melhoram a qualidade de vida na comunidade e na sociedade em geral. Ele dividiu a responsabilidade social corporativa (RSE) em quatro partes: económica, legal, ética e beneficente. Ele fez isso para que a RSE pudesse se tornar uma prática comercial real.

Design/Methodologia/Abordagem: Este estudo é realizado em 548 clientes residentes na Arábia Saudita para investigar seus pontos de vista em relação às atividades de RSE realizadas pelas empresas para examinar a relação entre Responsabilidade Social Corporativa e Conscientização da Marca Corporativa. Os pesquisadores adotaram as técnicas de Correlação de Pearson, Regressão Simples e Modelagem de Equações Estruturais para medir o impacto das atividades de RSC no Conhecimento da Marca.

Resultados: Os resultados do estudo revelaram que existe uma percepção positiva dos clientes em relação às atividades de RSC realizadas pelas empresas e os resultados da modelagem de equações estruturais retratam que a Responsabilidade Social Corporativa e a Consciência da Marca Corporativa estão positivamente associadas. Assim, podemos concluir que as atividades de RSC conduzidas pelas empresas são iniciativas louváveis, uma vez que na era atual de ambiente sustentável os clientes não estão apenas preocupados com o aspecto preço e qualidade dos produtos/serviços, mas também são mais possessivos em relação ao que a empresa abriga. estão tomando as medidas necessárias para a melhoria da sociedade e da nação em geral.

Implicações de investigação, práticas e sociais: O resultado do estudo lançará uma nova luz sobre o impacto da Responsabilidade Social Corporativa na Conscientização da Marca Corporativa e também facilitará futuros esforços de investigação sobre RSE. De facto, as atividades de RSE implementadas pelas empresas oferecem um melhor reconhecimento da marca, resultando numa maior notoriedade da marca junto dos clientes e da sociedade em geral.

Palavras-chave: Responsabilidade Social Empresarial, Conscientização da Marca Corporativa, Reconhecimento de Marca, Ambiente Sustentável.

RESPONSABILIDAD SOCIAL CORPORATIVA Y CONOCIMIENTO DE MARCA CORPORATIVA: UNA INTERFAZ EN EL REINO DE ARABIA SAUDITA

RESUMEN

Propósito: La Responsabilidad Social Empresarial (RSE) se define como el compromiso continuo de las empresas de contribuir al desarrollo económico manteniendo al mismo tiempo códigos éticos y mejorando la calidad de vida de la comunidad y la sociedad en general. Dividió la responsabilidad social corporativa (RSE) en cuatro partes: económica, legal, ética y caritativa. Lo hizo para que la RSE se convirtiera en una verdadera práctica empresarial.

Diseño/Methodología/Enfoque: Este estudio se lleva a cabo en una muestra de 548 clientes que residen en Arabia Saudita para investigar sus puntos de vista sobre las actividades de RSE llevadas a cabo por las empresas y examinar la relación entre la Responsabilidad Social Corporativa y el Conocimiento de la Marca Corporativa. Los investigadores adoptaron las técnicas de correlación de Pearson, regresión simple y modelado de ecuaciones estructurales para medir el impacto de las actividades de RSE en el conocimiento de la marca.

Hallazgos: Los resultados del estudio revelaron que existe una percepción positiva de los clientes hacia las actividades de RSE llevadas a cabo por las empresas y los resultados del modelado de ecuaciones estructurales muestran que la Responsabilidad Social Corporativa y el Conocimiento de la Marca Corporativa están asociados positivamente. Por lo tanto, podemos concluir que las actividades de RSE llevadas a cabo por las empresas son iniciativas encomiables ya que en la era actual de un medio ambiente sostenible los clientes no sólo están preocupados por el precio y la calidad de los productos/servicios, sino que también son más posesivos con respecto a lo que ofrece la empresa. están tomando las medidas necesarias para el mejoramiento de la sociedad y de la nación en general.

Implicaciones prácticas, sociales y de investigación: El resultado del estudio arrojará nueva luz sobre el impacto de la Responsabilidad Social Corporativa en el conocimiento de la marca corporativa y también facilitará futuros esfuerzos de investigación sobre RSE. De hecho, las actividades de RSE implementadas por las empresas ofrecen un mejor reconocimiento de marca, lo que se traduce en un mayor conocimiento de la marca entre los clientes y la sociedad en general.

Palabras clave: Responsabilidad Social Empresarial, Conciencia de marca corporativa, Reconocimiento de Marca, Medio Ambiente Sostenible

INTRODUCTION

Taking care of public institutions like hospitals and schools is not what CSR is about. Likewise, corporate social responsibility does not entail shipping supplies to war zones. When you put a little bit of CSR in your soap, you give the modern world a lot more personal understanding of CSR. CSR is effective in all phases. Corporate social responsibility (CSR) is an all-encompassing practice that promotes societal improvement in a broad sense. Nowadays, it's not uncommon to hear both "brand" and "sustainability" mentioned in the same sentence (Chakraborty & Bhat, 2018). Although brands are so often considered the link between businesses and consumers, they have come to stand for CSR initiatives beyond simple advertising (Alakkas et al., 2022).

Worldwide apprehension towards environmental issues has dramatically increased over the last few years, accommodating a golden space for the business leaders to shine through employing CSR activities and taking notable initiatives. [1], [2]. Businesses of all kinds are compelled to continually produce innovative ideas towards CSR to make their benefactions noteworthy [3]. When appropriately and timely exercised, CSR activities generate more excellent Brand Image and revenue [4].

Philip Kotler, a revered figure in the marketing domain, has a say about the relevance of CSR [5].

In the past 60 years, marketing has shifted from focusing on the product to focusing on the customer, or from Marketing 1.0 to Marketing 2.0. We may observe marketing evolving in the present day in reaction to environmental changes. The corporate world is shifting its emphasis from products and services to customers and societal concerns. In Marketing 3.0, the focus shifts from the consumer to the employee and the company's bottom line is no longer prioritized over its social and environmental responsibilities.

At present, the pricing and the quality is no longer the primary concern of the customers. Their worries have swelled beyond it and now comprise the outlook of the brands they purchase the products and services of towards societal needs and whether they are making any positive difference [6]. Henceforth, most businesses of late endeavour to establish an emotional connection with their target audience for gaining their trust [7]. This means of earning the confidence of the people is the fundamental purpose of CSR [8].

In this section, we break down the CSR provisions of the Companies Act of 2013. It is preferable to make CSR mandatory so that no company may skip it despite the fact that it is a moral responsibility that every business should take toward society (Hu et al., 2023). In a comparable manner, the Corporations Act of 2013 required certain corporations to spend a minimum percentage of their annual revenue on corporate social responsibility initiatives (Bornmark et al., 2005).

As per the Companies Act, 2013, "CSR mandatory for companies having net profit of Rs. 5 crores or more or net worth of Rs. 500 crores or more, or turnover having Rs. 1000 crores or more during any financial year and such companies should spend at least 2% of their average net profits made during the three immediately preceding financial years on CSR activities in every financial year" [9]. Consequently, CSR has

turned into an indispensable component of corporate strategy. Businesses fathom the worth of CSR and how it has become a necessity to form a steadfast and lasting relationship with the community than merely focusing on the profits [10], [11].

It is predicted that corporate social responsibility (CSR) as a marketing strategy will increase brand awareness. Perhaps at a time, being socially conscious about issues like hunger, poverty, the environment, and the working conditions of employees was seen as a barometer for improving the quality of life in a society. However, it has recently become a major factor and a source of competitive advantage for businesses. Brand awareness is increased as a result of the favorable impression it leaves on potential buyers' minds (Mehmood et al., 2023). Companies in Saudi Arabia have been using CSR as a different approach to increase profits and accelerate the country's economic growth (Zhang, 2020). Increased consumer awareness of eco-friendly and socially responsible goods and services likely explains this trend (Nurhalisa & Hernawati, 2023).

Therefore, CSR has become widely acknowledged as a significant influence in shaping company practices and aims. According to the research, brand recognition is one of a company's most valuable assets in terms of value generation. As a group, consumers have a lot of concerns about whether or not a given brand will live up to their anticipations (Mohammed Athar Ali et al., 2023). Key customers need market and industry-specific feedback to establish the foundation of a brand's reputation. With the use of social media, customers in the modern era can learn everything there is to know about a product or service (A et al., 2023).

According to the research, consumers and the company's own brand will both benefit from the companies' adoption of the CSR road plan. In addition, customers' ability to make educated purchases would benefit from a stronger connection between CSR and brand recognition. The author agrees with the findings that globalization has helped bring both businesses and individuals up to speed on their legal protections. Saudi Arabia is slowly becoming a leader in the field of corporate social responsibility (Faeq et al., 2022). Despite the change in setting, a compelling argument is still required. Only a limited amount of study has been carried out to date to investigate how customers view CSR initiatives, as evidenced by the vast literature on social responsibility and branding. Research that systematically looks into how CSR initiatives and customers' perceptions of a company's brand relate to one another is infrequent (Siddiqui et al., 2021).

The past research studies conducted by numerous authors in the field of social responsibility and branding represents that limited research has thus far attempted towards examining the customers' perception of CSR activities. There is a scarcity of

studies undertaken systematically to investigate the interface between CSR activities and Brand Awareness from the perspective of customers. Therefore, we can identify the research gaps on the basis extensive literature review which are as follows:

1. The empirical research attempted for analyzing the customers' viewpoints concerning CSR activities carried out by companies situated in Saudi Arabia are scarce.

2. Limited empirical research have thus far attempted for investigating the influence of CSR activities undertaken by companies towards generating Brand Awareness.

Consequently, this research endeavors to elucidate the subsequent research questions given below:

1. What are the customers' viewpoints concerning CSR activities undertaken by the companies?

2. How do the CSR initiatives practiced by corporate houses enable them in generating Brand Awareness?

Contribution: Corporate Social Responsibility (CSR) is a typical business practice. In addition, there is an expectation that businesses of all sizes should do the correct thing, from assisting those in need to addressing issues that will make the entire world better as a whole. The results of the survey also revealed that incorporating CSR policies and adopting sustainability principles can assist businesses in generating a positive reputation; building stronger connections with clients, consumers, employees, and the larger community; generating goodwill; raising brand awareness about issues and significant societal obstacles; and establishing and maintaining brand trust (Mohd Altaf Khan & MINHAIJ, 2021). Structural equation modeling results show a positive relationship between CSR and corporate brand awareness, and the study's findings indicate that customers have a favorable impression of companies' CSR efforts.

THEORETICAL BACKGROUND

Corporate social responsibility (CSR) is defined by the World Business Council for Sustainable progress (WBCSD) as the continuing commitment by businesses to contribute to economic development while upholding ethical codes and improving the quality of life in the community and society at large. It broke down corporate social responsibility (CSR) into four parts: economic, legal, ethical, and charity. He did this so that CSR could become a real business practice. As the global market has become more integrated and unpredictable, businesses have acknowledged the consumer demand for CSR (Ismael, 2022). As a business strategy, CSR influences a company's overall performance, and it is anticipated to increase the brand's equity. Being socially responsible used to be seen as a way to improve people's quality of life by addressing problems like hunger, poverty, pollution, and unsafe working conditions. When compared to its current value to enterprises, it was once largely irrelevant. The positive impression it leaves on customers is what boosts the brand's equity. A company's bottom line

and expansion prospects have both been linked to its commitment to corporate social responsibility (Mohd Altaf Khan & MINHAJ, 2022). This shift can be partially explained by the increased availability of information about sustainable and ethical consumer options (Nickerson et al., 2022). This has led to CSR being seen as a major element in shaping how organizations function and their ultimate objectives.

How well customers can identify a brand in different contexts is one indicator of how well they are aware of it, which in turn is related to the functions of brand identities in consumers' memories. The decision-making process of consumers is greatly aided by an appreciation of the importance of brand recognition. High levels of brand recognition may be an indicator of future sales. It is a key indicator of customer satisfaction, brand loyalty, and the quality of the consumer's interactions with the brands they engage with. Having a recognizable brand is crucial in any marketing strategy. Brand recognition, however, is a factor in the minds of consumers that might influence whether or not they make a purchase or how satisfied they are with the goods. Everyone is aware of the significance of brand awareness in customer choice, market success, marketing strategy, and brand value. According to (Chikazhe et al., 2020), "brand awareness" is the extent to which customers are familiar with, or able to identify, a particular brand. The same way that people prefer iPhones and Samsungs to less well-known brands like Smartsan and UooGou when shopping for mobile phones. When competing against a massive commodity brand, it's only natural that greater brand recognition would result in more sales. Both brand recognition and recall have been the subject of substantial academic study. Scholars generally agree that consumers' familiarity with and memory of brands plays a role in their decision-making and assessment of satisfaction with their purchase (Mohammed Arshad Khan, Alhathal, et al., 2023). Consumers' moods and emotions and the success of businesses can be influenced by how well they know and remember a brand (Zhao et al., 2021).

Over the past two decades, CSR has garnered increasing attention from academics in the field of business research. Whenever stakeholders were granted greater power and influence in the business world, the term "corporate social responsibility" rose to prominence. In the decade of the 1980s, business and social areas of interest became parallel to each other in order to serve the stakeholders, and extensive research suggests that CSR was previously used as an afterthought (Wu & Huang, 2020). Later, the concept of CSR evolved, and after twenty years it was regarded as essential to all strategic business decisions (Mohammed Arshad Khan, Vivek, et al., 2023). Jones et al. have summarized the findings of prior research to characterize the relationships between CSR practices and various corporate performance indicators. Gar- berg

and Fombrun²⁴ found that CSR activities are stimulants for increasing brand reputation in the minds of consumers, making CSR a strategic investment that can be considered a form of reputation building. The existing literature also indicates that socially responsible companies can readily gain a competitive advantage and thus improve their financial performance (Mahmood & Bashir, 2020). According to Stanwick and Stanwick, there is an optimal level of CSR where administrators in organizations control an economic perspective of costs versus benefits. Corporate Social Responsibility is currently the most important topic to study among business and political geography. It has become a necessity for all organizations as a result of its significance and numerous Brand Building benefits. In light of this, this section of the research analyzes the available literature on Corporate Social Responsibility and Brand Lift and attempts to formulate hypotheses for achieving the research's objective.

Brand recognition is widely acknowledged as one of a company's most valuable assets in terms of value generation in the literature. A company's brand equity, which includes its name recognition and customer loyalty, is another asset (Faeq et al., 2022). For businesses, studying brand recognition is becoming increasingly important as a rise in brand equity could indicate a rise in the efficiency of marketing expenditures. The more cohesive and consistent a brand's manifestations are with the brand's original idea, the more the consumer will be able to grasp the brand's design (Adiwijaya et al., 2021).

As a result, a brand's reputation is crucial to its success in the marketplace. However, for this connection to flourish, a moderator is needed, and CSR fits the bill nicely. A company's CSR efforts improve its public profile, which in turn raises consumer familiarity with its name. Therefore, in today's business environment, CSR and brand awareness have a lot in common (Khattak et al., 2021).

Wang et al. (2021) Brand credibility, brand equity, and brand reputation are all directly affected by how customers view a company's commitment to social responsibility (CSR). This is because customers today are more likely to be aware of global issues and seek sustainable lifestyles, making it easier for businesses to earn their trust through CSR initiatives [29]. Companies that participate in CSR initiatives give the impression of being honest, ethical, and committed to sustainability, all of which improve consumer perceptions of the company's products and lead to increased brand recognition and, ultimately, customer loyalty. **Sharma (2020)** through his research, endeavoured for the progression of the CBBE model and its reliable scale of measurement. The researcher thoroughly investigated the 'Aaker model' to determine the motive of the CBBE dimension for generating "Brand Equity" for the local brands

amongst the Indian smartphone market. His research findings revealed that there are four dimensions of the CBBE encapsulating the Indian smartphone market [27] - 'Brand Association', 'Brand Awareness', 'Brand Loyalty', 'Perceived Quality.' Additionally, the 'Aaker's model' was regarded as compatible with the CBBE. Furthermore, the research findings implied how the dimensions mentioned before aren't impactful enough to formulate "Brand Equity" in the Indian Smartphone industry. Besides, 'the study revealed 'Perceived Quality' and 'Brand Association' to have a solid and important impact on the "Brand Equity" [28]. The former dimension had a substantially more profound impact than the latter, and 'Brand Awareness' and 'Brand Loyalty' did not amply contribute towards "Brand Equity". **Yaw Simpson and Aprim (2018)** examined how various CSR initiatives are being implemented to improve economies and recruit talent. The findings show a lack of CSR awareness; respondents to the survey said that financial and environmental CSR initiatives mattered greatly to them when choosing which brands to support. Moreover, they find brands that properly disclose their CSR activities much preferable [24]. The research findings indicated the neediness for businesses to have appropriate knowledge of the dramatically increasing value of prospective employees in working for companies actively engaged in Corporate Social Responsibility. **Abdul Azid and Tahir (2019)** cited their opinion that CSR is considered one of the crucial factors for an organization to stay in a commercial game. Numerous opportunities can help a business to carry out CSR activities to obtain the dual purpose of achieving the organizational objective and assist the business enterprise [25]. A company's popularity stems from how well it is liked by its workers, customers, suppliers, and the neighborhood in which it operates. Quite a few of these parties are involved in corporate social responsibility initiatives. While CSR has fallen out of favor, it remains an important driver of success that necessitates the attention of committed leaders [26]. Furthermore, the researchers emphasized influencing the businesses to have more accountability towards the community, which their stakeholders precisely expect from them. **Salehzadeh et al. (2018)** proposed CSR directly influences 'Brand Image', for engagement in CSR activities helps generate a solid reputation that promotes the 'Brand Image'. The research shows that building a brand takes time, but it may be destroyed quickly by something like a CSR scandal. [18], [19]. Therefore, it is crucial for companies to incorporate CSR activities into their business processes in order to improve the 'Brand Image' and enhance the 'Brand Equity'. **Tizazu (2018)** opined that 'Brand Equity' is an essential driver for customers and businesses to alleviate the perceived risk of adopting new products. Through the research findings, it can be discerned how novel products manage to be welcomed by a reference market

if they display the leading brand title for which the sample respondents have assertive 'Brand Awareness', an affirmative 'Brand Association' and Brand Loyalty.' In contradiction, all kinds of novel products having the title of a parent brand, which has a cynical 'Brand Equity' (inept acknowledgement of the customer's brand, unfavorable 'Brand Association' and no 'Brand Loyalty') gets tested with the reference market [20]. The most likely opportunity is the failure of a new product or a slow adoption rate. Therefore, the more a brand accumulates a resolute CBBE; it is more likely it is that customers will accept extensions of the leading brand. **Gordon and James (2017)** explained that the brand having a high-equity enables an organisation to charge a premium price and obtain more market share than its competitors. Researchers examined a CBBE model inspired by Keller's 'Brand Equity Pyramid' describing how the perspectives of the customers drive brand resonance. The findings of the research revealed that the process of creating 'Brand Equity' requires a lot more than merely forming simple partnerships. The associations drive cognitive examinations and affective responses to the brand on behalf of the customers, which directly affects the behavioural intentions of the customers towards a brand (Brand Resonance). **Singh and Verma (2017)** stated how CSR strongly influences 'Brand Performance'. The research findings suggested CSR initiatives undertaken by companies have a substantially positive impact on their brand value. The research outcomes will enable businesses in renewing their managerial strategies, shifting from the conventional revenue-oriented to the newfound socially responsible approach for a sustainable 'Brand Performance'.

Thus, the study was carried out from the perspective of customers. Companies are already doing CSR related activities, but they do not have full proof mechanism to assess customers' perception about the same. Therefore, it is pertinent to examine how the customers perceive CSR brands and their role in increasing the brand awareness of the company.

Corporate Social Responsibility

Corporate social responsibility (CSR) is becoming increasingly popular around the world. Through the practice of "Corporate Social Responsibility," firms incorporate social and environmental concerns into their operations and partnerships with external parties. Many people consider corporate social responsibility (CSR) to be a company's way of balancing profit, planet, and people (Greel, 2012). Additionally, governments everywhere have been faced with additional challenges as a result of globalization. It has also opened the way for the concept of "Corporate Social. Responsibility," which requires firms to contribute to the benefit

of society, as it raises public awareness of corporations and encourages good corporate citizenship. Nowadays, companies can't afford to ignore their social responsibilities. Successful companies are increasingly placing a premium on CSR (corporate social responsibility). This study aims to examine how consumers' views of a company's corporate social responsibility (CSR) affect the success of advertising campaigns.

H1. There is a significant relationship between Customers' Attitude and CSR activities implemented by the companies

Brand Awareness

Awareness of the brand refers to how well-known and respected it is among your intended consumers. Words like "trending," "buzzworthy," and "popular" are frequently used to describe well-known brands. In the beginning stages of any business, it is crucial to promote and market the firm and its products in such a way that they become instantly recognizable (Varsha Dholpuria, 2020). Today's consumers perform extensive online and offline research before making a purchase, making consumer confidence in a brand more important than ever. Customers who have a connection to your company are more likely to make impulse purchases from you over time. In order to win their allegiance, you must first win their trust. Increasing brand awareness is crucial for the promotion of a new product or the revitalization of an old brand. According to the aforementioned literature, CSR initiatives are on the rise around the world, as more and more companies realize they cannot succeed without the support of their customers. Ethical companies that participate in CSR initiatives stand out from the crowd and are more likely to be remembered by customers and future employees. Based on this research, we have developed the following hypotheses:

H2. There is a significant relationship between CSR activities and Brand Awareness.

The term "Corporate Social Responsibility" (CSR) refers to a management philosophy that encourages businesses to consider societal and environmental factors in addition to economic ones when making decisions and communicating with their numerous constituent groups. It is generally agreed that corporate social responsibility (CSR) is how businesses strike a good balance between profit and social and environmental responsibility. The marketing concept of "brand awareness" refers to the degree to which prospective purchasers can recognize a product by its brand name alone (Graafland, 2021). In a perfect world, buyers would recognize the brand and have favorable impressions of the product's unique selling points. When releasing a new product or attempting to revitalize an old one, it is crucial for a

corporation to build brand recognition. Evidence from the aforementioned literature shows that CSR efforts are increasing globally, and many businesses understand that they need their consumers' approval and enthusiasm to succeed. Companies that are known for engaging in ethical practices, such as CSR activities, stand out from the competition and enjoy greater brand recognition among consumers and potential workers.

METHODOLOGY OF THE STUDY

The nature of this research is both quantitative and adequately descriptive. It further uses both primary as well as secondary data. A revised questionnaire was utilized to obtain necessary data from 548 customers living in Saudi Arabia. The respondents of the survey are the customers who are using CSR brands. It is very easy to distributed and collect data easily. **Google forms** allow us to include different types of questions such as short answers, Likert scale, multiple selection. It excels file also directly import in IBM-Amos. For the purpose of collecting the data we asked first from the respondents whether they are aware about the CSR initiatives undertaken by companies. If they said yes then only, we collected the data from that particular sample respondents and vice-a-versa. Most of the targeted sample respondents are the service holders and professionals who were working in public/private sector and they were expertise in their particular area of services respectively. The survey was conducted in Saudi Arabia during January to June 2021. Two sections formed the questionnaire used for obtaining the sample data, namely Section-A and Section-B. The former comprised of questions relating to gathering the demographic information of the respondents. The latter included questions targeted to capture the perspective and the general outlook of the respondents towards companies engaged in CSR activities. After some minor revisions arising from the pilot survey required for examining its feasibility, the questionnaire was finalized. The researcher employs precise statistical tools and techniques for validating and analysing the acquired sample data. It included Cronbach's alpha technique to estimate the internal consistency between the manifest variables, the latent constructs' reliability, and SPSS (version 25) software to achieve the research's purpose. To study the perception of customers towards CSR activities implemented by the companies as well as to study the CSR effect on Brand Awareness, One-sample t-test, MPS, Standard Deviation and Coefficient of variation was used in the study. In addition, for analysing the relationship between CSR activities and Brand Awareness, Correlation & Regression techniques conducted via SPSS (version 25) and Structural Equation Modeling

(SEM) technique was applied by the researcher in the study through AMOS (version 24) software.

RESULTS AND DISCUSSION

The questionnaire was distributed randomly online via Google Docs to obtain the primary data, with social media platforms lending a great assist in connecting to the customers living in Saudi Arabia. The researcher acquired 548 responses that qualified for data analysis with the use of SPSS software. The demographic profiles of respondents accepted for the research are provided below.

Profile of the Sample Respondents

The current section bestows the essential details of the respondents, compiled from the primary data, with appropriate classification based on their age, gender, group, educational qualification, occupational status, monthly income, domicile, and understanding of Corporate Social Responsibility.

Table 1: Demographic Information of Sample Respondents (N= 548)

| Variables | Categories | Frequency Distribution | Cumulative Frequency | Percentage |
|---------------------------|---------------------|------------------------|----------------------|------------|
| Gender | Male | 360 | 360 | 65.69 |
| | Female | 188 | 548 | 34.31 |
| Age Group | Upto 30 years | 403 | 403 | 73.54 |
| | 31-50 years | 115 | 518 | 20.99 |
| | Above 50 years | 30 | 548 | 5.47 |
| Educational Qualification | Under Graduate | 57 | 57 | 10.40 |
| | Graduate | 207 | 264 | 37.77 |
| | Post Graduate | 178 | 442 | 32.48 |
| | M.Phil/Ph.D. | 38 | 480 | 6.93 |
| | Professional Degree | 68 | 548 | 12.42 |
| Occupational Status | Service Holder | 226 | 226 | 41.24 |
| | Self-Employed | 75 | 301 | 13.69 |
| | Professional | 166 | 467 | 30.29 |
| | Student | 68 | 535 | 12.41 |
| | Homemaker | 13 | 548 | 2.37 |
| Monthly Income | ≤ Rs. 10,000 | 87 | 87 | 15.88 |
| | Rs. 10,001-25,000 | 158 | 245 | 28.83 |

| | | | | |
|--|-------------------|-----|-----|-------|
| | Rs. 25,001-50,000 | 194 | 439 | 35.40 |
| | > Rs. 50,000 | 109 | 548 | 19.89 |

Source: Prepared by the Researcher through SPSS Output

Table 1 depicts that a major chunk of the sample respondents i.e. 66 percent were males whereas 34 percent were females. It asserts that in Saudi, the purchasing decision is mostly taken by the male members as they are the chief income earners in the family. Notwithstanding this fact, it is very reassuring as great numbers of females are found to have preferred the products and services of those companies that are involved in CSR activities. It is also revealed that most of the respondents (about 74 percent) belong to the age group of upto 30 years of age, while 21 percent fall within the age bracket of 31-50 years and the rest 5 percent respondents are found to be above 50 years. As a matter of fact, young respondents prefer CSR brands more in comparison to old-aged respondents and as such the present generation is very conscious about the socially responsible practices practiced by the companies.

As far as educational qualification of the respondents is concerned, majority of the respondents possesses a high level of education, i.e. 38 percent of the respondents are Bachelor degree holders, 33 percent have obtained Master's degree, and 7 percent possesses M.Phil/Ph.D. degree. Only 12 percent of the respondents have professional degrees, and the rest 10 percent are undergraduates. Table 1 further reveals that the sample size comprises 226 service holders, 166 professionals, 75 self-employed, 68 students, and 13 homemakers. A preponderance of the respondents (41 percent) was service holders, followed by professionals (30 percent), self-employed (14 percent) and students (13 percent) in that order.

Regrading monthly income of the sample respondents, the aforesaid depicts that a majority of the respondents' (about 35 percent) average monthly income ranges between ₹ 25,001 to ₹ 50,000, followed by 29 percent having monthly income between ₹ 10,001 to ₹ 25,000 and 20 percent respondents having above ₹ 50,000 monthly incomes in that order. However, least percentage of respondents i.e. 16 percent are found to have less than or equal to ₹ 10,000 monthly income.

Reliability Analysis

To verify the pre-requisites of the assessment scales and the elements to acquire the general internal coherence index of the scales, the reliability technique was designed. The often-deployed instrument of checking the correlation between all the manifest variables under a particular latent construct is coefficient alpha. It is mostly used when numerous questions based

on the five-point Likert scale are used in the questionnaire to form a scale and to confirm the reliability of the scale. The value of Cronbach's alpha for the two latent constructs is shown in the Table 2.

Table 2: Reliability of the Constructs

| Construct | Cronbach's Alpha | No. of Items |
|-----------------|------------------|--------------|
| CSR activities | 0.799 | 12 |
| Brand Awareness | 0.860 | 11 |

Source: Prepared by the Researcher through SPSS Output

Through Table 2, the reliability value of Cronbach's alpha was discovered between ± 0.41 and ± 0.70 , qualifying for moderate reliability of the scale measured. Meanwhile, the greater value than ± 0.70 exhibits high internal consistency and the values between 0.70 to 0.90 exceed the level of acceptability. Cronbach's alpha value of both the latent constructs used in this research is higher than the threshold limit of 0.70, showcasing a strong internal consistency among the manifest variables of each latent construct.

Perception of Customers Towards CSR Activities

One of the objectives of the study is to analyse the customers' attitude towards socially responsible activities conducted by the companies. For this purpose, mean, standard deviation, mean percentage score, coefficient of variation and t-value of the latent construct i.e., CSR activities were calculated. Table 3 depicts the Mean, Standard Deviation (SD), Mean Percentage Score (MPS), Coefficient of Variation (CV) and t-value of the CSR activities.

Table 3: MPS, SD, CV and t-value for CSR activities

| Construct | N | Mean | Max. Possible Score | MPS | SD | CV | T | p-value |
|----------------|-----|-------|---------------------|-------|-------|-------|--------|---------|
| CSR activities | 548 | 48.05 | 12×5=60 | 80.08 | 5.992 | 12.47 | 11.703 | <0.001 |

Source: Prepared by the Researcher through SPSS Output

Table 3 shows that mean percentage score is 80.08%, which discerns that the perception of customers towards activities concerning CSR is excellent. As the value of CV is less than 20%, the score i.e., 12.47% is considered to be stable. To examine how customers, perceive regarding CSR activities, following hypothesis was formulated:

H₀: The perception of customers regarding CSR activities is good.

H₁: The perception of customers regarding CSR activities is excellent.

To verify the aforesaid hypothesis one sample t-test was considered in the study and outcome of the same is shown in the Table 3. The computed value of one sample t-test is 11.703, which is more than the table value ($t_{0.05}$) of 1.645, revealing that the test is significant. Since the calculated probability value is less than 5% alpha level, the H_1 is accepted. Thus, it can be concluded that the perception of customers towards activities pertaining to Corporate Social Responsibility is excellent.

CSR and Brand Awareness

Success of a brand largely depends on the customers' brand familiarity. The analysis of the awareness level of customers regarding the companies involved in CSR practices is exhibited in the Table 4.

Table 4: MPS, SD, CV and t-value for Brand Awareness

| Construct | N | Mean | Max. Possible Score | MPS | SD | CV | T | p-value |
|-----------------|-----|-------|---------------------|-------|-------|-------|--------|---------|
| Brand Awareness | 548 | 41.10 | 11×5=55 | 74.73 | 6.496 | 15.81 | 10.825 | <0.001 |

Source: Prepared by the Researcher through SPSS Output

The mean percentage score of 74.73% indicates that the sample customers are highly aware of the brands which are involved in CSR activities. As the value of CV is less than 20%, the score i.e., 15.81% is considered to be stable. To verify whether Brand Awareness of customers regarding the CSR activities is excellent or not, following hypothesis was formulated:

H₀: The Brand Awareness of customers regarding CSR activities is excellent.

H₁: The Brand Awareness of customers regarding CSR activities is good.

As per the aforesaid Table 4 reveals that, the computed value of one sample t-test is 10.825, which is more than the table value ($t_{0.05}$) of 1.645, indicating that the test is significant. Thus, sample data provides enough evidence to reject H_0 . Hence, it can be deduced that the awareness of customers about the CSR activities is good.

Relationship Between CSR Activities and Brand Awareness

This research aims to investigate the correlation between Corporate Social Responsibility and Brand Awareness, which is endeavoured to ascertain whether CSR activities

performed by companies impact their Brand Awareness. The resulting hypothesis was expressed in determining the said purpose:

H₀: There is no significant relationship between CSR activities and Brand Awareness.

H₁: There is a significant relationship between CSR activities and Brand Awareness.

As showcased in Tables 5 and 6, Pearson Correlation and Simple Linear Regression were employed for testing the hypothesis mentioned above.

Table 5: Correlation between CSR activities and Brand Awareness

| Correlations | | | |
|--------------|---------------------|---------|---------|
| | | CSR | BAW |
| CSR | Pearson Correlation | 1 | 0.615** |
| | Sig. (2-tailed) | | 0.000 |
| | N | 548 | 548 |
| BAW | Pearson Correlation | 0.615** | 1 |
| | Sig. (2-tailed) | 0.000 | |
| | N | 548 | 548 |

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

Source: Prepared by the Researcher through SPSS Output

Through the correlation analysis, as portrayed in Table 5, it can be discerned that there is a statistically significant correlation between CSR activities and Brand Awareness (BAW), for the computed probability value is lesser than the alpha level of 1%. The value of bivariate correlation (0.615) is more than 0.5, which indicates that these two variables are positively correlated with each other. Thus, the collected sample dataset provides a basis for accepting the alternative hypothesis. Therefore, we can say that CSR activities, when performed by big and small organizations, have a prominent role in enhancing the recognition of their brands amongst their customers. Furthermore, for determining the strength of association between the aforesaid variables, the regression table is divided into three parts, which are discussed below.

Simple regression - CSR activities and Brand Awareness

Table 6 (a): Model Summary - CSR activities and Brand Awareness

| Model Summary | | | | |
|------------------------------------|--------------------|----------|-----------------|----------------------------|
| Model | R | R Square | Adjusted Square | Std. Error of the Estimate |
| 1 | 0.615 ^a | 0.378 | 0.377 | 5.12649 |
| a. Predictors: (Constant), CSR_SUM | | | | |

Source: Prepared by the Researcher through SPSS Output

As per the Table 7 (a), the value of correlation coefficient (R) is 0.615 which discerns that CSR is significantly correlated with Brand Awareness. Besides, it is indicated by the coefficient of determination's (R²) value, which is, 0.378 that only 37.8% of the variance in the 'Brand Awareness' is predictable via CSR initiatives.

Table 7 (b): ANOVA – CSR activities and Brand Awareness

| ANOVA ^a | | | | | | |
|------------------------------------|------------|----------------|-----|-------------|---------|--------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 8735.708 | 1 | 8735.708 | 332.398 | 0.000 ^b |
| | Residual | 14349.363 | 546 | 26.281 | | |
| | Total | 23085.071 | 547 | | | |
| a. Dependent Variable: BA_SUM | | | | | | |
| b. Predictors: (Constant), CSR_SUM | | | | | | |

Source: Prepared by the Researcher through SPSS Output

As per the findings of ANOVA Table 7 (b), the calculated value of F statistic is 332.398, which is significant since the p-value (probability value) is less than 0.001. This result reveals that, overall, the criterion variable i.e., Brand Awareness is significantly predicted by the regression model.

Table 8 (c): Coefficients - CSR activities and Brand Awareness

| Coefficients ^a | | | | | | | | |
|----------------------------|------------|-----------------------------|------------|---------------------------|--------|-------|---------------------------------|-------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | 95.0% Confidence Interval for B | |
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 9.061 | 1.771 | | 5.116 | 0.000 | 5.582 | 12.540 |
| | CSR | 0.667 | 0.037 | 0.615 | 18.232 | 0.000 | 0.595 | 0.739 |
| a. Dependent Variable: BAW | | | | | | | | |

Source: Prepared by the Researcher through SPSS Output

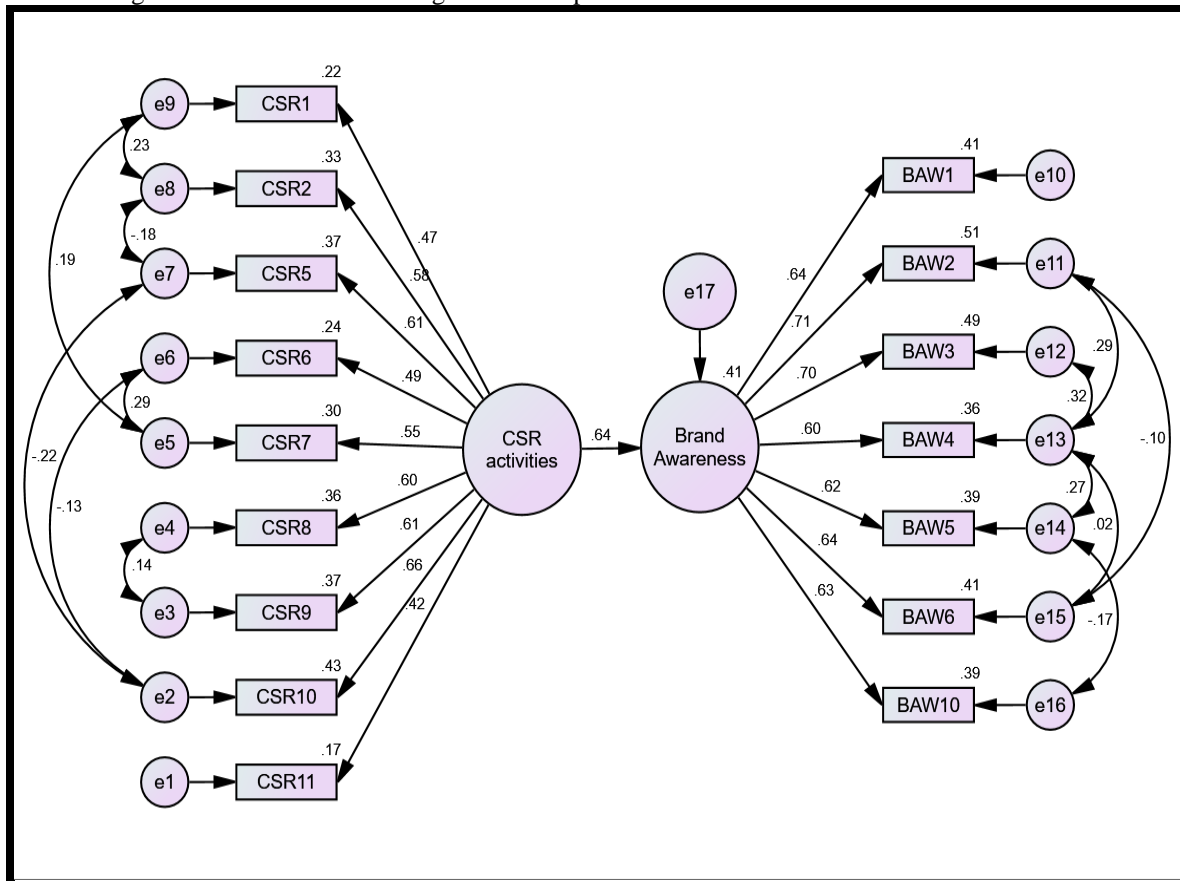
As per the coefficient Table 8 (c), when the CSR activities are increased by one unit, our model predicts an increase of 0.667 extra units of Brand Awareness (BAW). The value of standardized regression weight is 0.615 and at 5% alpha level the computed t-value (18.232) is significant since the p-value is <0.001. Furthermore, we can estimate the regression equation with the help of aforesaid table as:

$$\text{BAW} = 9.061 + 0.667(\text{CSR})$$

Relationship Between CSR Activities and Brand Awareness through AMOS

The correlation and regression outcomes have revealed that CSR activities and Brand Awareness are positively related. In order to make this relationship more significant a SEM model is used to evaluate its mathematical relationship which is depicted in the figure 1.

Figure 1: SEM Model Showing Relationship Between CSR activities and Brand Awareness



Source: Prepared by the Researcher through AMOS Output

Figure 1 depicts CSR activities and Brand Awareness which are latent construct. CSR activities are measured through twelve items and Brand Awareness is measured with the help of eleven statements which are observed variables. CSR1 to CSR12 are the response items for the construct CSR activities while e1 to e9 are their respective measurement errors. On the other hand, BAW1 to BAW11 are the response items for the construct Brand Awareness while e10 to e16 are their respective measurement errors. For solving redundancy obstacles among items and enhancing model fit indices' results, numerous observations were removed for having low values of standardized regression weights. The redundant items, additionally, necessitated as "free parameter". The summary of the said SEM model is represented in Tables 9 and 10 produced by AMOS 24.

Table 9: Model Fit Indices – CSR activities and Brand Awareness

| Name of Category | Required Fit Indices | Threshold Limits | Values Attained |
|-------------------------|----------------------|--|-----------------|
| Absolute Fit Indices | χ^2 | p-value > 0.05 (N>200) | 0.000 |
| | RMSEA | <0.05 good fit; 0.05-0.10 mediocre fit; and if >0.10 bad fit | 0.057 |
| | SRMR | <0.09 | 0.065 |
| | GFI | >0.90 | 0.945 |
| Incremental Fit Indices | AGFI | >0.80 | 0.917 |
| | CFI | >0.95 great; >0.90 traditional; and if >0.80 sometimes permissible | 0.939 |
| | TLI | >0.90 | 0.919 |
| | NFI | >0.90 | 0.910 |
| Parsimonious Fit | CMIN/DF | <3 good; and if <5 sometimes permissible | 2.760 |

Source: Prepared by the Researcher through AMOS Output

In the table represented above, the value of CMIN/DF is found to be 2.760 (less than 3), indicating that the data is appropriate for the model fit. Besides, the other indices of goodness, that is, GFI= 0.945, AGFI= 0.917, CFI= 0.939, NFI= 0.910, are also generated in the model, unveiling a well-fitted model. Moreover, it also generates the two indices of badness, that is, RMSEA= 0.057 (less than 0.10) and SRMR= 0.065 (less than 0.09), indicating the model is a good fit. The discovery of the TLI value as 0.919 additionally confirms that the model has a strong convergent validity, surpassing the acceptable limit of 0.9, concluding that this structural equation model is well-fitted.

Table 10: Path Analysis – CSR activities and Brand Awareness

| Path | Regression Coefficients | Variance Explained | p-value |
|-------------------------------------|-------------------------|--------------------|---------|
| CSR activities ---> Brand Awareness | 0.642 | 0.412 | <0.001 |
| CSR activities ---> CSR1 | 0.466 | 0.217 | <0.001 |
| CSR activities ---> CSR2 | 0.576 | 0.332 | <0.001 |
| CSR activities ---> CSR5 | 0.609 | 0.371 | <0.001 |
| CSR activities ---> CSR6 | 0.487 | 0.237 | <0.001 |
| CSR activities ---> CSR7 | 0.550 | 0.302 | <0.001 |
| CSR activities ---> CSR8 | 0.597 | 0.356 | <0.001 |
| CSR activities ---> CSR9 | 0.610 | 0.372 | <0.001 |
| CSR activities ---> CSR10 | 0.658 | 0.433 | <0.001 |
| CSR activities ---> CSR11 | 0.418 | 0.174 | <0.001 |
| Brand Awareness ---> BAW1 | 0.643 | 0.413 | <0.001 |
| Brand Awareness ---> BAW2 | 0.713 | 0.508 | <0.001 |
| Brand Awareness ---> BAW3 | 0.699 | 0.489 | <0.001 |
| Brand Awareness ---> BAW4 | 0.599 | 0.359 | <0.001 |
| Brand Awareness ---> BAW5 | 0.623 | 0.388 | <0.001 |
| Brand Awareness ---> BAW6 | 0.644 | 0.414 | <0.001 |
| Brand Awareness ---> BAW10 | 0.626 | 0.392 | <0.001 |

Source: Prepared by the Researcher through AMOS Output

The Table 10 reveals that there exist a significant association between CSR activities and Brand Awareness as the calculated probability value is less than 5% alpha level. It further explains that the CSR activities lead to Brand Awareness with the factor loading of 0.642. Hence, the Path Analysis provides the basis for accepting the alternative hypothesis. Thus, it can be concluded that CSR activities is positively related to Brand Awareness.

Convergent Validity

In this table-11, we checked Cronbach Alpha, Rho, and convergent validity of the measurement model of the present study.

Table 11: Convergent Validity Result

| Constructs | Cronbach's Alpha | Rho-A | Composite Reliability (C.R) | Average Variance Explained (AVE) |
|-----------------|------------------|--------|-----------------------------|----------------------------------|
| CSR activities | 0.799 | 0.798 | 0.901 | 0.711 |
| Brand Awareness | 0.860 | 0.7652 | 0.903 | 0.705 |

Source: Prepared by the Researcher through AMOS Output

Table -12 clearly mention that two constructs satisfy the prescribe limit as the value of Composite Reliability (C.R) was greater than 0.7 and "Average Variance Extracted (AVE)" cross the limit of 0.5 (Ventre & Kolbe, 2020). The value of "Cronbach's Alpha" and "rho-a" value was confirming internal consistency as the value obtain above 0.7. Hence, the convergent validity of the constructs was achieved (Khanifar et al., 2012).

Discriminant Validity Result

The Fornell-Larcker was used to verify the discriminant validity. Discriminant validity represent "how well the measure is different from other things in the nomological net."

Table 12: Discriminant validity–Fornell-Larcker criterion

| Constructs | CSR activities | Brand Awareness |
|-----------------|----------------|-----------------|
| CSR activities | 0.781 | |
| Brand Awareness | 0.701 | 0.773 |

Source: Prepared by the Researcher through AMOS Output

Table 12 represent Fornell-Larcker criterion, to achieve this result you taken the “square roots of Average Variance Extracted” of the available constructs. The values were as follows, CSR activities (0.781), and Brand Awareness (0.773), which were greater than the correlation values between each construct in addition to the other constructs. Hence, discriminant validity was obtained as per the Fornell-Larcker criterion (Fornell & Lacker, 1981).

Hypothesis 1 of the study states that customer attitude positively influences the implementation of CSR activities by the companies. The computed value of one sample t-test is 10.825, which is more than the table value ($t_{0.05}$) of 1.645, indicating that the test is significant. The mean percentage score of 74.73% indicates that the sample customers are highly aware of the brands which are involved in CSR activities. As the value of CV is less than 20%, the score i.e., 15.81% is considered to be stable. Determining the level of CSR activity-related brand awareness among the target population. It suggests clients are willing to spend money with a reputable business. Creating a genuine and long-lasting presence in this way benefits the company and the whole organization. Both the academic and management communities believe that a strong reputation is the key to building a successful brand and gaining an edge in the marketplace. Customer perception of a company's CSR actions is positively correlated with the company's perceived integrity.

Hypothesis 2 of the study states that there is a significant relationship between CSR activities and Brand Awareness. According to the research, CSR is one of the most crucial factors in transforming a negative brand reputation into a positive one, and has a direct impact on brand awareness. (Regression Coefficients =0.642, Variance explain = 0.412, P-value = <0.001). Furthermore, CSR and brand awareness of a company help build affective perception of a higher brand leading to develop reputation of the company.

On the basis of aforementioned results and findings, as a result of CSR brand involvement, we may deduce that brand awareness is largely influenced by firms' CSR activities undertaken for the improvement of society and brand. Furthermore, it is also very important that the CSR activities make people think and responsible brands stimulate the consumer curiosity. Marketing communication methods like newspapers, different advertising medias,

social media platforms etc. plays a vital role in creating the awareness about CSR initiatives adopted by companies in the mind of consumers [30]. In a nutshell, CSR initiatives boost customer happiness and can even sway buying decisions. It's also worth noting that consumers' expectations are consistently met by the brands they buy. It's also important for the brands to act in an honest and trustworthy manner. Therefore, CSR might be a good argument for subsequent purchases as far as the brand extension is concerned. According to our structural equation model developed between CSR activities and Brand Awareness, we can reveal that there are very significant relationships identified in our collected sample dataset.

The results of the reliability analysis show that the selected manifest variables are highly consistent with one another. Structural equation modeling results depict a positive relationship between CSR and corporate brand awareness, and the study's findings indicate that customers have a favorable impression of companies' CSR efforts. Thus, we can conclude that corporate social responsibility (CSR) activities are admirable initiatives due to this era of sustainable environment, customers are not only concerned with the price and quality of the products/services but they are also concerned with what the corporate houses are doing for the enhancement of society and the nation at large.

The study's findings have prompted some noteworthy questions about their significance. Most Saudis have a positive view of CSR and consider it important for businesses to support CSR efforts. The present study's findings suggest that corporate social responsibility (CSR) managers can boost their success by devoting more marketing resources to CSR endeavors. The results also show that brand awareness has a big effect on firm brand building, which suggests that brand promotion will remain a high priority for marketing managers. Research shows that consumers are more likely to use a store or restaurant that has a strong brand reputation and that their perception of that brand improves when CSR is a part of their interaction with the business. The findings make it clear that consumers are more devoted to and consistent with purchases made from CSR-heavy brands.

CONCLUSION

This area is certainly worthy of research as many Saudi Arabia organizations are beginning to practice CSR on the premise that socially responsible activities undertaken by corporate houses is an important source of and gives an edge over others. Provided how the customers' interaction with brands has immensely evolved and continues to transpire, it has become even more imperative for the companies to advance their methods of connecting with

their tech-empowered customers. The brands must ensure that their identity and their practices have the right impact on the customers.

Numerous companies have discovered the gains they get when engaged in CSR activities. It enables them to identify their brand purpose and form an image amongst the customers to connect on a much profound level.

Therefore, it is the public response that currently helps build a positive Brand Image. People are affirmative towards companies that contribute towards the betterment of society and the world at large. Besides, the businesses actively involved in CSR activities also benefit from having more robust stakeholder support. The companies who showcase the full responsibility towards the community also have the most loyal customers, who act as brand ambassadors and give positive reviews. Hence, CSR is imperative for solid Brand Awareness for companies, resulting in heightening the Brand Image.

The results of the reliability analysis show that the selected manifest variables are highly consistent with one another. Structural equation modeling results depict a positive relationship between CSR and corporate brand awareness, and the study's findings indicate that customers have a favorable impression of companies' CSR efforts. Thus, we can conclude that corporate social responsibility (CSR) activities are admirable initiatives due to this era of sustainable environment.

The study is concern about the people and contributes towards society from where it is making profits from. According to the research, consumers and the company's own brand will both benefit from the companies' adoption of the CSR road plan. Furthermore, if a connection can be made between CSR and brand awareness, that will aid consumers in their decision-making while making purchases. The author agrees that more studies are needed because the rise of globalization has made both businesses and individuals more aware of their legal protections. Corporate Social Responsibility is gradually building momentum in Saudi Arabia. Despite the change in setting, a compelling argument is still required. Long-term attention to corporate social responsibility and brand recognition may be warranted if such a connection is demonstrated in the near future

There are a few limitations to this study. Data collecting may yield conflicting consumer views due to the fact that varied consumer attributes contribute to different awareness and understanding of CSR. Adding theoretical and practical value could be achieved through further research that categorizes consumers according to their heterogeneity and then explores the differences in how they react to a company's CSR information.

While some individuals may be refusing our invitation on purpose, it is taking longer than planned to gather enough acceptable responses after uploading the questionnaire on Google form. The modest number of responses we get from consumers in the middle age and senior age brackets is another challenge that could reduce the accuracy of our sample. Furthermore, the study has a small sample size, lacks diversity in terms of subjects and settings, and is limited in scope to young people and students in Saudi Arabia. To get a more complete picture of CSR, future studies should use a larger sample size, conduct surveys of a wider range of subjects and businesses, and cover more locations across the country. As a result, it's possible that this paper's conclusion isn't fully formed, and it has to be further investigated to see if the findings generalize to other nations and industries. The moderating influence of consumer participation in CSR on consumer-based brand equity can be investigated more in the future, particularly with respect to enterprises, industries, and countries where consumers may exhibit varying preferences based on particular features.

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