

Corporate Social Responsibility (CSR) as a Tool for Building Brand Reputation In Fast-food Industry (Pakistan)

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Abstract – this study aims to examine the efficacy of whole range of Corporate Social Responsibility in developing better reputation in fast-food industry. Carroll's pyramid model of CSR was adopted to shed a light in this research that addresses all dimensions of CSR including economic, legal, ethical and philanthropic responsibilities. In this context much research has been conducted in developing countries from the multi stakeholder viewpoint, but CSR is still less focused from consumer's perspective. Findings of this research undoubtedly uncover consumer's expectations towards CSR to encourage hotel managers to develop effective CSR strategies for better reputation mechanisms. CSR is no more perceived as a gesture of only philanthropic practices to attract the public. According to this research consumers consider the ethical responsibility the utmost requirement. This study is a source of information for marketers to be responsive towards advertising. Second, as consumers are becoming more ethical conscious this study draws an attention to the need of producing nutritious food and wellbeing for consumers.

Keywords: – CSR; (Economic responsibility, Ethical responsibility, Legal responsibility, Philanthropic responsibility), Fast food Industry, Brand reputation

1 BACKGROUND OF THE STUDY

As a consumer with several options, how do you prefer one brand over another? Do you simply compare the price and quality of each product? Or do you consider its reputation that where does it stand, whether they are transparent in their business practices. Several studies have demonstrated that consumer evaluates a product on the basis of his perceptions about company – its reputation. Walker survey (1994) showed that half of the consumers are more likely to purchase on the basis of organizations' reputation. Creyer and Ross (1997) defines that consumers become ready to spend more money for the products followed by ethical companies. Earlier company's value was assessed by standards based on financial performance. No doubt better financial performance is accompanied by higher consumer purchase intention and consumer loyalty (Raman, Lim & Nair, 2012). But today the term Corporate Social Responsibility has become well-known among consumers (Benezra, 1996). They prefer to buy from those companies playing role in the society (Forte and Lamont, 1998). Therefore, CSR can be considered as a key driver of brand reputation and can be used to establish connection with consumers.

Carroll (1973) divided CSR into four dimensions that any organization has to meet those responsibilities in order to be competitive. Those dimensions are economic responsibility, legal responsibility, Ethical responsibility and discretionary responsibility. It speaks about the company who it is, what it believes and how it is doing business, (Kasper Ulf Nielsen,

executive partner at Reputation Institute). Brand reputation is the major motivator for CSR. CSR can create significant benefits in terms of reputation, and consequently competitive advantage.

1.2 Problem background

The restaurant industry perhaps is the only industry in which attention towards corporate social responsibility (CSR) is so important. The leading fast-food brands claims to be the biggest contributor in the field of corporate social responsibility. It ranges from donation jars at the cash reception, to millions of dollars contributing to charities. But CSR is not being seen only as an act of donating money. It has many diverse angles; it plays a role in improving working environment and quality of life of society, better products and services, compliance with laws and transparent business practices, valuing the norms and cultural values (Razaq et al, 2013). Many companies are increasingly investing money in CSR projects and programs, in part to build brand reputation. However, we have not known how effective corporate social responsibility initiatives are in strengthening the image of brands in consumer's mind.

In this context much research has been conducted in developed world from multi-stakeholder perspective. But CSR is still less focused from consumer perspective and its aspects are not fully explored in developing countries such as Pakistan.

1.3 Problem Statement

Since criticism of Fast-Food industry includes negative health effects, and claims of alleged animal cruelty, using false tricks of advertisements. We therefore seek to investigate the relationship between CSR and brand reputation in Fast-food industry using an integrated model of CSR (Carroll's 1953). This research intends to highlight which dimensions of CSR have more influence on brand reputation in consumer perspective.

1.4 Research Questions

To analyze the dimensions of CSR affecting brand reputation
To find out to how CSR' involvement can build brand reputation
To determine the awareness level of Pakistani Consumers regarding CSR

1.5 Significance of the Study

In business context, this study can be served as a tool in making long term strategy to attract consumers to increase sales through creating a better picture of brand in their minds. It may also be useful in improving relation with community, and enhancing economic performance. This study extremely a great benefit to understand consumer priorities for CSR activities in fast-food industry. Moreover, this research is a great addition in existing literature. This study can be useful and replicated in other parts of the globe to determine the CSR dimensions affecting brand reputation.

1.6 Scope of the study

From the viewpoint of significance of the study, this research was conducted only in fast food industry. For this research, researcher considered three popular fast-food brands for the purpose of this this study. These are McDonald's, KFC, and Pizza Hut.

1.7 Limitation of the study

While conducting this research study, researcher has faced all the obstacles alone and tried to put her best efforts in carrying out this study, but still there were certain limitations which are as follows:

Firstly, the study has been limited to university students in Karachi Pakistan.

Secondly, research conducted only in fast-food industry. Hence, results might be different when same study will be conducted in other industry.

Thirdly, research conducted from the consumers 'perspective, all the stakeholders have not been approached.

1.8 Ethical Consideration

During conducting this research, the participants were informed that their responses will be kept confidential to keep the anonymity and will be restricted to research only. Secondly, questionnaires did not get filled by pressurizing participants. Thirdly, information from other research work has not been theft. Data collected from secondary resources have been provided with references. Lastly, data was entered in the software same as provided by respondents.

2 LITERATURE REVIEW

2.1 Defining Corporate Social Responsibility (CSR)

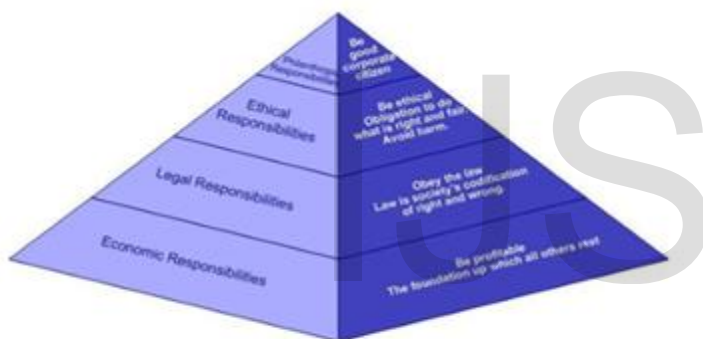
As argued by Flack and Hebllich (2007), the term CSR first appeared in 1950s when Bowen (1953) released his Book Known as "Social Responsibility of Businessmen" argued that business people should integrate the concept of social responsibility into their corporate policies. Later on, the term got popularity and became the main topic of debate among authors and researchers in recent era. CSR has no universal definition. It is defined in several manners by different scholars and researchers.

Source	Proposed CSR Definition
Pava and Krausz (1995)	CSR can generally be defined as the organization meeting societal responsibilities beyond profit maximization.
Mohr (2001)	CSR as a continuing commitment by organization to reduce or eliminate any negative effects on society.
Carroll (1991)	The responsibility of business that covers legal, economic, ethical, and philanthropic responsibilities that society expects from organization.
Wikipedia (2007)	Corporate social responsibility is an idea where organizations take responsibility of stakeholders. It is more than the legal obligations include the involvement of voluntarily work for the betterment of community, employees and environment.
European Commission (2001)	CSR can be defined as voluntarily act by which organization make society and its surrounding better and better.
Anonymous	Modern corporate social responsibility (CSR) is often known as community involvement & development, corporate philanthropy, community relations & affairs, corporate responsibility, global citizenship.

Carroll (1991) presented CSR concept with a more comprehensive approach as social responsibility of organization that covers economic, legal, ethical, and philanthropic aspects of society as whole. Businesses are required to comply with laws, need to act ethically, make involvements in voluntarily work, and earn a profit within reasonable boundary.

In 21st century attention towards CSR has increased and many studies have been undertaken in developed countries to explore the possible advantages of CSR within the organization. Organizations are focusing much more on corporate social responsibility. Therefore, in today's world CSR has been considered as a valuable technique to accomplish organization's economic goal in order to achieve organization goal and produce wealth (Garriga & Mele, 2004).

2.2 Carroll's CSR Pyramid



Source: Branco and Rodrigues (2007)

Carroll (1979, 1991) is known as the pioneer in identifying four levels of CSR within an organization and structured them into a pyramid. According to study by Carroll (1991) firms have economic responsibilities as well as legal responsibility and ethical responsibility and philanthropic responsibility. These are considered as the major components of CSR known as Carroll's CSR Pyramid. Many authors have integrated this model into their studies (Dusuki, 2005). This model can be used as a framework for business organizations to determine CSR activities (Belal, 2008).

As far as organizations are concerned they consider economic and legal responsibilities at the top most important. Whereas, ethical and philanthropic responsibilities are concerned they are demanded by society (Windsor, 2001). A study conducted by Black (2001) in Australia describes that CSR pyramid in

Australian research is categorized where economic responsibility was consider the most important followed by legal, philanthropic and then ethical.

Whereas, a survey carried by Rahim, Jalaldin & Tajuddin (2011) in Malaysia explored that economic responsibility was preferred the most, after that philanthropic, legal and in the end ethical responsibilities.

2.3 Relationship between CSR and Brand Reputation

As defined by (Balmer, 2001), Reputation is a judgment or perception held by public about an organization that influence people's actions with regards to an organization. Brand reputation consists of the perceptions or image held in the consumers' mindsets about that brand. Reputation is just as essential for a business as to have the best product and competitive in prices. Consumers incorporate company's image in their assessment while making buying decisions. They are more attracted towards companies where they stand rather than the products they sell. They demand organization to behave in a more socially responsible. Therefore, CSR is a mean to be served as reputation insurance by minimizing the impact of negative publicity on financial performance, Dylan Minor and John Morgan (2003).

2.3.1 Economic Responsibility

As defined by (Carroll, 2004) economic dimension is considered the basic responsibility must be met by organization. It relates to making developments in business, creating jobs and manufacturing and distributing products & services to society with the objective of making a profit. Windsor, 2001 argues that other responsibilities are not attainable if economic responsibility is disregarded.

According to study by Onlaor and Rotchanakitumnuai (2010), the price is considered first priority by consumers. When prices are unreasonable, consumers are not satisfied which in turn effects theirs buying behavior and loyalty towards the company. Study by Rahim, Jalaludin & Tajuddin (2011) economically strong companies not only maximize the interest of shareholder but also affect economy in relation to trade and supply of products & resources.

An American research by Maignan and Ferrell (2004) they find out that it can be harmful for organization image if they fail to attain economic results while claiming to be socially responsible. They further pointed out that Ben Jerry Inc., Ice cream producer were criticized to not attaining the economic achievement due to its involvement philanthropic activities. Hence, it has been assumed to implement it first than the other

responsibilities mentioned in the pyramid.

Jongchul Park, Hanjoon Lee, Chankon Kim, (2014) this article includes the studies on dimensions of CSR model in South Korean perspective. Author measured the impact of four categories of CSR initiatives as independent variable on consumer trust and corporate reputation. Study revealed that there is a positive impact of firm's economic and legal CSR practices on organization reputation, however ethical and philanthropic practices do not contribute in building reputation. As economic performances of organization create trust connection between the consumer, legal as well impacts the integrity trust, According to this study this is confirm that these effect corporate reputation and CSR create the consumers trust in the company which will turn, will bring about positive and better image of their firm.

2.3.2 Legal responsibility

Organizations are bound to follow laws and regulations established by government in order to maximize their profit. Laws are important, but they are often less focused and fail to address full range of behaviors. As they may also represent the picture of political motivations and personal interests (Carroll, 1998). Legal obligations required by the especially consumers from organization to be fulfilled are associated with tax payments, protection of environment, laws of product and laws that promote safety and information (Carroll and Shabana, 2010).

As in developing countries legal system is poorly managed but still organizations must not violate the law (Belal, 2008). Several studies argued that the most irresponsible practice of violating the law can be seen in developing countries is avoidance of tax by organization, while claiming to be socially responsible organization (Christensen & Murphy, 2004)

Stephen Potter, (2012) has focused on "legal aspects of food provision". The purpose of this study was to analyse the legal constraints in food industry and restaurant setting in UK. This research explored the wide range of legal practices under the civil law of UK which is bound to meet in provision of food, which simultaneously enhances the business and reputation and ensures the survival and success of organization business. This research also entails that legal requirements must be met for food to consumers. However, every country has its own legal system.

Michael E. Porter: Mark R. Kramer, (Dec 2002) in his article describes about "Competitive Advantage of philanthropy". Like numerous Multinational organization, Nike also has its

fabric and shoes manufactured in countries with cheap labor cost. In this instance, few of its supplier countries including Vietnamese, Indonesians and Chinese were accused of having child labor, and long hours of employed and less than the lowest wage rate and high amount of carcinogen from the permitted level. Campaigns were run against Nike and it was held accountable for breaking the law. In 1990s a legal case was fined against Nike by Marc Kasky, a reformer on labor rights and environmental issues. Nike was fined of \$1.5m which was paid to NGO for Fair Labor Association and this is how case was settled out by Kasky.

2.3.3 Ethical responsibility

Ethical responsibility encompasses the range of actions allowed or forbidden by society. It follows expectations concerning to what consumers, employees, community and shareholders consider as fair and just beyond legal constraints (Carroll, 1979).

Ying Fan (2005), the author describes the value of good brand has been assessed in both legal and ethical manners by consumers. The brand reflects enormous impact not only to those who buy but on the whole society it carries its impact. Thus, a brand with ethically responsible sense promotes reputation of firm, which in turn reinforces the brand value. Whereas, unethical act may harm the intangible asset i.e. is reputation.

Study by Greg Wood, (2006) on ethical responsibility in an Art organization in Australia. Researcher found that in an era of globalization museums are seen as challenging to be ethical in order to build reputation. Cultural norms and ethics must be kept in view. It attempted to provide a model by which organization can place ethical artefacts that will help to enhance organizational reputation, rather detracting the cultural ethics of others, building good reputation is a challenged to top management.

Another study by Stephen Brammer (2007), this study was done on consumers-value based perspective. This adopted a qualitative approach and interviews 15 organization members. Found out that consumers with strong value-based perspective may reject a brand in regards of if consumer value has not regarded as important or if they have targeted only to specific people which does not include them.

Yueying Xu researched on ethical and sustainable practices in the hospitality and tourism industry in China. They have taken a vast study by considering case studies. A survey was carried out taking 320 respondents by convenience sampling in southern Chinese. They explored that following ethical practices of corporate

citizenship has positive effects on employee organization commitment, and customer loyalty, whereas organization commitment and customer loyalty have positive impact on business performance. They further found that the Chinese fast-food diners expect and perceive them to be socially responsible. These findings notify that the Chinese food diner demand restaurant companies to enhance the nutritious factor for customer and demands them to be environment sustainability responsible. Therefore, CSR is an influential factor in this regards in creating consumer loyalty behaviour.

Monika J.A. Schröder, Morven G. McEachern, (2005) carried out a research on "Fast foods and ethical consumer value". This study reveals the impact of CSR initiatives on young consumers in the UK fast food in McDonald and KFC by filling out the questionnaire from 82 respondents who are regular fast-food consumers from one brand. The study revealed that Global fast food organization should focus on creating their brand value. They are bound to respond food related arguments to the society pertaining to eating habits and food ethics. Making sure they are carrying out their CSR initiatives in their business operations to prevent questions from society in related to ethical aspect.

A study by Creyer and Ross (1997) found that the primary level school was expected to be ethical in their business by the parents of students. According to another study by Crane and Mattern (2010) found that participants get ready to spend more money for ethical brands. In Europe ethical responsibility considered to be the first priority as compare to developing countries where is least considered (Belal, 2008). Sometimes ethical and economic related concerns are considered sensitive issues that they may also reach to court if there is any breach of law happens.

2.3.4 Philanthropic Responsibility

Philanthropic Responsibility includes charity and volunteer work such as contributing donations to community or society, benevolence, accompanying with several benefits to society (Carroll, 1991). Such activities are destined to foster human welfare and creating good will to society. It does not directly helps to achieve economic performance or organization only, but it is helpful in building the image of corporations which simultaneously enhance employee loyalty and customer satisfaction, Rahim et al (2011).

Szöcs, Ilona (2013) this research paper discusses about corporate philanthropy activities and corporate reputation. It reveals that very little systematic research exists regarding this effect. As consumer responses to philanthropic activities are found limited. However, business success depends on customers supporting

that organization which benefits business in a sense of its reputation. Six hypotheses were formulated to test the linkage between corporate philanthropy and corporate reputation customer based in telecommunication companies in Austria was examined. And found that philanthropy affects relatively small impacts on corporate reputation.

Michael E. Porter: Mark R. Kramer, (Dec 2002) this article describe about "competitive advantage of philanthropy". Tata Steel Ltd is known for providing great social cause for decades. It is known for its providing vast philanthropic activities from its charismatic founder Jamsetji Nusserwan. Tata founded a business with great intention to provide welfare support to its Indian nation. Social practices include many employee welfare initiatives in India, such as eight hour working day in 1912, pension system in 1989, and maternity aids in 1928. Further a range of services including constructions for civilians, street sweepers, water and power supply. These all social welfare initiatives promoted Tata Steel's reputation on the Globe. It became able to acquire and attract talents for its continual business success. Moreover, it has created a labor management relation which was spared away from strikes for many decades by creating satisfaction and loyalty throughout its workforce.

Consider another case, as in the case of Apple Corp. it has been also engagement in social welfare practices by donating computers to schools the purpose of expanding their market by motivating students and teachers to purchase their products. Cisco is another example of philanthropy involvements as part of social responsibility. Several companies has recognized the value of Cisco and partnered with Cisco. While, companies positioned Cisco's great contributions and they donated or discounted their products and services. Like computer hardware and software. Whereas companies Microsystems, Hewlett-Packard, Adobe system sponsored courses of programing, IT web design. In instance, Cisco has gain international recognition, and created goodwill among its partners and became a reputed leadership in philanthropy practices.

Other companies supplemented Cisco's contributions by donating or discounting products and services of their own, such as internet access and computer hardware and software. Several leading technology companies also began to recognize the value of the global infrastructure Cisco has created and rather than create their own web-based learning programs, they partnered with Cisco.

Stephen Brammer, Andrew Millington, (2005) this research paper analyzed the role of philanthropic expenditures with a pur-

pose to shape organization image in the perceptions of stakeholders taking large sample of big UK organizations. It finding reveals that discretionary practices for social causes may not always accompany with financial returns or economic returns, responsibility of business is to increase its profits. This study suggests that expanding on social welfare causes performs important role in creating better picture of those corporations.

On the contrast, the concept of CSR has attracted a range of criticisms by few authors. Some critics believe that CSR diverts attention from real. Companies use CSR strategies to distract public from asking ethical questions about their business practices. This has been argued that organization receives reputational advantages by adopting CSR strategies demonstrating the hypocrisy approach. Organizations try to project positive brand image by engaging in CSR activities in a very least manner. In McDonald's case, Corporation placed its linkage with Ronald McDonald House as a part of CSR, though their food have been prosecuted of promoting poor diet, Mullerat (2009) and Aras and Crowther (2010). Companies try to gain sympathy from consumers by publicizing their CSR activities on their websites. Their motive behind publicizing their CSR initiatives is to cover up negative impacts by saturating the media with positive images of the company's CSR credentials. Tobacco and alcoholic industries destroy the consumers and their environment. Such organizations associate themselves in the CSR activities such philanthropic activities. This dual nature of firms makes evaluations difficult in respect to CSR.

Society wants companies to involve in philanthropic activities (Carroll, 1991). According to Fombrun, Gardberg and Barnett (2000), strategic philanthropists argue that philanthropy is not likely to generate direct economic returns, but it will create long-term competitive benefits for determining the firm value through intangible asset such as reputation and improves customer ties with organization.

Business success depends on public supporting an organization. This emphasizes the significance of company's image in consumer heads. Organizations have adopted the concept of CSR as "Doing Good to Do Well" (Vogel, 2005). Adopting this strategy, companies can build reputation by establishing long-term relationships with stakeholders by involving in employee volunteer programs, contributing to donations and by protecting the environment from harmful business impacts of companies can become good corporate citizens.

The study was explored to know "Impact of Corporate Social responsibility on Brand image in Different FMCGs of Pakistan" by Raza et al (May, 2013). The sample size was 180 students from

22 universities. Data collection technique was using questionnaire for analysis regression was used. Four hypotheses were formulated and all were accepted. Finding revealed that CSR activities plays an intensive role in creating brand image as well as the firm's over all image.

Research by Reputation Institute in June 2012, listed the most reputable companies, showed that 60% of customers voted for companies based upon their perceptions while 40% voted based upon the perception of their products.

Ioannis Assiouras, Ozge Ozgen, George Skourtis, (2005). This study reveals that food industry must adopt CSR strategies to build an impact on brand evaluation and consumer buying intention because these may also be affected in crisis management. Thus, Integrating CSR strategies into business profile may help in adverse times to protect company's image. This study further explored that the research is lacking behind in understanding the role of CSR in product harm crisis in the food industry.

B. Mahadevappa (2008) studied and explored the hospital responsibilities in Bangalore, India towards society. Data were collected through qualitative as well as quantities elements though surveying 79 physicians and 104 managers and stake holders of hospitals. This study revealed that there is important need for top management involvement must take into account CSR responsibility in hospitals.

Several studies have demonstrated the fact that CSR activities positively influence reputation of an organization and give a competitive advantage over their products by positively influencing the consumer purchase intentions. When organization has a good reputation customers are willing to pay higher prices which leads to profitability. Good image helps to build up trust and confidence and promotes the value of an organization, Roberts (2003). A bad image brings the value of organization to come down, Dowling, (2004). Brand reputation creates a personal connection with consumers. Consumers' preference in purchasing your product will increase when other companies' products and services are available at a similar price and quality, opportunity of charging premium for products and services.

2.4 Theoretical Framework

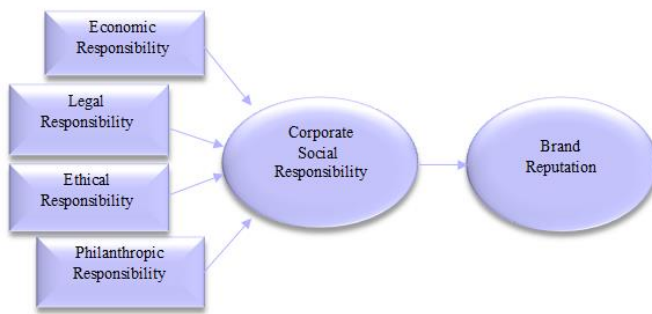


Fig 2.2: Conceptual Framework

2.4.1 Hypothesis of study

Following hypotheses were constructed from the literature review:

H1: Economic responsibility positively and significantly influences brand reputation.

H2: Legal responsibility positively and significantly influences brand reputation.

H3: Ethical responsibility positively and significantly influences brand reputation.

H4: Philanthropic responsibility positively and significantly influences brand reputation.

2 RESEARCH METHODOLOGY

Nature of research	Explanatory research method
Research framework	Deductive approach
Sample Size	160
Sampling technique	Convenience sampling non-probability method
Target population	Young adults
No. of respondents	151
Data collection process	Both primary and secondary sources
Data collection and measurement tool	5-scale (likert) Questionnaire survey & SPSS 20.0
No. of questions	11
Type of questions	Close ended questions and one question added as open ended

3.1 Nature & type of the research

This research is an explanatory research. Since the aim of this study is to determine the impact of CSR dimensions on reputation as perceived by consumers. A quantitative research design is adopted in this study that involves the collection of data using a

questionnaire and a survey. This paper will rely on primarily resources. Secondary data will consist of published articles and published books. The study is conducted on the basis of primary data.

3.2 Pilot Testing

Pilot test is released prior to conduct survey in order to assure the consistency of questionnaire. It was sent to 20 respondents from targeted pool of respondents to check the reliability of the instrument.

The Alpha value of Cronbach for independent variables and dependent variable is greater than 0.6, therefore, elimination of any item was not required as the alpha value was more than 0.70.

3.3 Sampling

The target was to get at least one hundred and sixty customers for survey. Convenience sampling non-probability method has been adopted to choose a random sample for the sake of convenience of researcher. As a result, adults included in a 20-27 age interval were taken into account as participants.

3.4 Participants of study

A total of 160 questionnaires were distributed, out of which 153 were received after a period of one month survey, leaving 96 % response rate, which is quite acceptable. However, 151 of these were found completed and two of them were not completed, so they were discarded. The questionnaire was accompanied by a cover letter in which purpose of survey and confidentiality was emphasized.

3.5 Data collection & Procedure

The primary data for this study has been gathered from students of various universities through survey approach. The Google questionnaire link was sent to personal contacts with university students and friends of researcher in October 2014. More over the questionnaire was self-reported to graduating business classes in order to maximize the response rate. Authors personally handed over a paper copy of the questionnaire to the informants willing to participate in the study.

3.6 Instrumentation and measurement

A detailed literature review was conducted prior to construct a structured questionnaire. This led into a comprehensive super-set of questions. The instrument contained constructed 29 items consisted of three sections. Part one included questions pertaining respondents' awareness of corporate social responsibility (CSR). Questions were asked such as "Do you have familiarity with the term Corporate Social Responsibility?", "How would you define

CSR? “Will Companies with higher CSR rating make impression on you”? Nominal scale has been used to measure these questions. How often do you visit fast-food restaurant?

Section B carries items for independent and dependent variable i.e. four dimensions of CSR Ethical, legal, economic with respect to brand reputation measured on 5-scale likert scale ranging from “Strongly Disagree to “Strongly Agree”. This section attempted to assess how important consumers consider CSR factors in their preferred brand. Respondents were asked to select one brand to answer questions of this section. Top brands were given in option for the easiness of respondents. As for legal responsibility, 2 items “I will prefer to purchase the products from companies that follow legal obligations for products safety”, “I will prefer to purchase the products from companies that gives true product labeling information”. Ethical responsibility was measured on the basis of 3 items. And the last element, philanthropic responsibility, it is measured based on 2 items. Whereas, economic responsibility were measured on 4 items mentioned pertaining to product pricing and brand sustainability. Another question was asked is about their perceptions to measure the influence of CSR gauged on reputation in fast-food industry. Brand Reputation as perceived by consumer based on 10 items including factors such as premium willing to pay, preference to re visit restaurants, ambience of the restaurant and treatment of customer service staff attempted to measure the reputation as perceived by consumer. And the last section C was about their behavior towards fast-food meal. One question was added as open ended to get their reviews.

3.7 Treatment to data

The quantitative data collected through questionnaires was subjected to treatment that included; shifting to excel spreadsheet, tabulation and coding etc. After the due treatment the data was imported into SPSS 20.0 sheet for statistical analysis purposes and hypotheses were examined through correlation and regression analysis.

The results are presented, interpreted and discussed in the following section.

4 DATA INTERGRATION

4.1 Reliability Analysis

Table 4.1: Reliability Analysis

Variable	N of Items	Cronbach's Alpha
Brand Reputation	10	.913
Economic Dimension	4	.669
Legal Dimension	2	.741
Ethical Dimension	3	.685
Philanthropic Dimension	2	.891

Value of Cronbach’s alpha should be more than 0.60 in order to be acceptable, Sekaran (2003). Since Alpha’s value of four independent variables and dependent variable are greater than 0.60 which is quite acceptable.

4.2 Descriptive Analysis

Table 4.2: Gender

	Frequency	Percent
Female	74	49.0
Male	78	51.0
Total	151	100.0

Table 4.2 shows the Gender summary. As seen in table, out of the 151 respondents, 74 (49%) are females and 78(51%) are males.

Table 4.3: Consumer awareness about Corporate Social Responsibility

	Frequency	Percent
Familiarity		
No	50	33.0
Yes	101	67.0
Total	151	100.0
Understandability		
Contributing in community services	43	28.4
Donation to charity	12	7.8
Follow the Law and regulations	27	17.8
Protecting environment	43	28.4
All above	27	17.8
Total	151	100.0

Table 4.3 shows that 67% of the participants are well aware with the term Corporate Social Responsibility and rest of the participants' i.e. 33 % have no awareness.

Most of the respondents associated their understanding of the term corporate social responsibility with Contributing in community services (28.4%) and protecting environment (28.4%). Only few no. of participants think all of the items are associated with CSR (7.8%).

Table 4.4: A higher CSR rating will give positive impression?

	Frequency	Percent
Yes	89	59%
No	40	26%
Indifferent	22	15%
Total	151	100.0

Table 4.4 shows more than half of the respondents of target population will be influenced by CSR rating of organization have.

Table 4.5: How often do you have meal in fast-food restaurants?

	Frequency	Percent
Never	0.0	0.0
Seldom	14	9.2
Occasionally	60	39.7
Often	66	43.7
Always	11	7.2
Total	151	100.0

From Table 4.5 it can be seen clearly from above table majority of the target population have fast-food meals on frequent basis (43.7%).

Table 4.6: Fast-food preference

	Frequency	Percent
Others	42	27.8
McDonald's	26	17.0
KFC	32	20.9
Pizza Hut	51	34.0
Total	151	100.0

From table 4.6 it is noticeable that majority of the respondents gave preference to Pizza Hut over other brands.

Table 4.7: Obesity

	Frequency	Percent
Yes	118	78
No	33	22
Total	151	100.0

Majority of the respondents (78%) from targeted pool are well aware that Fast-food causes obesity problems.

Table 4.8: Awareness of unsaturated fats in fast-foods

	Frequency	Percent
Unsaturated fats	129	85
Calcium propionate	7	5
Calcium Carbonate	15	10
Total	151	100.0

From table 4.8 it clearly appears that almost all of the respondents know that fast-food contains unsaturated fats as they are not considered good for health.

4.3 CORRELATION ANALYSIS

In order to test the hypothesis, the bi-variant correlation values were generated through Pearson's Correlation Coefficient to determine the strength of relationship between variables.

4.3.1 Economic responsibility

H1: Economic responsibility positively & significantly influences brand reputation

Table 4.9: Pearson correlation coefficient on hypothesis 1

		Economic Responsibility
Brand Reputation	Pearson Correlation	.358**
	Sig. (1-tailed)	.000
	N	151

** . Correlation is significant at the 0.01 level (1-tailed).

The first hypothesis implies that there is significantly strong relationship between Economic Responsibility and Brand Reputation (0.358) and p-value is below 0.05. Therefore hy-

pothesis 1 is proven to be true.

4.3.2 Legal responsibility

H2: Legal responsibility positively & significantly influences brand reputation

Table 4.10 Pearson correlation coefficient on hypothesis 2

		Legal Responsibility
Brand Reputation	Pearson Correlation	.285**
	Sig. (1-tailed)	.000
	N	151

** . Correlation is significant at the 0.01 level (1-tailed).

Correlation of second hypothesis (0.285) stated the weak/moderate positive relationship between Legal dimension and Brand Reputation. However, P-value is significant. This is an indication that there exists a positive relationship between Legal dimension and Brand reputation. Hence, Hypothesis 2 is accepted.

4.3.3 Ethical responsibility

H3: Ethical responsibility positively & significantly influences brand reputation.

Table 4.11: Pearson correlation coefficient on hypothesis 3

		Ethical Responsibility
Brand Reputation	Pearson Correlation	.433**
	Sig. (1-tailed)	.000
	N	151

** . Correlation is significant at the 0.01 level (1-tailed).

Ethical dimension is highly correlated with brand reputation as table shows the value = 0.433 and significantly related to Brand Reputation. Hypothesis 3 is accepted.

4.3.4 Philanthropic responsibility

H4: Philanthropic responsibility positively & significantly influences brand reputation.

Table 4.12: Pearson Correlation coefficient on hypothesis 4

		Philanthropic Responsibility
Brand Reputation	Pearson Correlation	.178*
	Sig. (1-tailed)	.017
	N	151

* . Correlation is significant at the 0.05 level (1-tailed).

Correlation between philanthropic and brand reputation is found nearly zero, which shows there is almost no relationship between philanthropic and brand reputation. However, it is found at significant level (0.017 < 0.05).

The correlation values found to be .285 (Leg), .178 (PHI), .258(Eth) and .358 (Eco). There is a positive and significant relationship between three independent variables (i.e. economic, legal, ethical) and one independent variable i.e. the Brand reputation. Based on the findings of this study the correlation values represent that ethical dimension is highly significant and positively impact on brand reputation, followed by economic, legal and dimension.

4.4 REGRESSION ANALYSIS

Table 4.13 (A): Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.912	.286		6.686	.000
Leg Re	.047	.056	.074	.833	.406
Phi Re	.051	.047	.086	1.084	.280
Eth Res	.258	.069	.320	3.726	.000
Eco Res	.128	.071	.164	1.816	.072

a. Dependent Variable: Brand Reputation

Table 4.13 (A) shows regression analysis to examine the combine relation of four independent variables (economic responsibility, legal responsibility, ethical responsibility and philanthropic responsibility) on one dependent variable (brand reputation). Based on the findings of this study, ethical responsibility is the strongest and only predictor (B= 0.258; p-value= 0.000) that describes the variance of brand reputation. Thus, only hypothesis 3 is accepted. On the contrast economic, legal and philanthropic responsibility add nothing in describing the variance of dependent variable as the sig. level are found greater than 0.05. Thus, hypothesis 1, hypothesis 2 and hypothesis 4 were rejected.

Table 4.13(B): ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	14.387	4	3.597	10.385	.000b
Residual	47.102	136	.346		
Total	61.489	140			

a. Dependent Variable: Brand Reputation

b. Predictors: (Constant), Economic Responsibility, Philanthropic Responsibility, Ethical Responsibility, Legal Responsibility

Table 4.13(C): Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.484a	.234	.211	.589

a. Predictors: (Constant), Economic Responsibility, Philanthropic Responsibility, Ethical Responsibility, Legal Responsibility

Further, regression analysis provides the direction and size of impact of independent variables on a dependent variable. Table 4.13 provides the model summary for this study. R Square is found to be 0.234. This shows that variance of 23.4% in Brand Reputation can be described by the four dimensions of CSR (economic responsibility, legal responsibility, ethical responsibility and philanthropic responsibility).

Value of R square (.234) have shown the impact of CSR dimensions on brand reputation is explained 23.4%. It shows a weak linear relation between Independent variables (CSR dimensions) and Dependent variable (Brand reputation).

5 DISCUSSION

5.1 Summary of Findings

Hypothesis	Results
H1: Economic responsibility positively and significantly influences brand reputation	Rejected
H2: Legal responsibility positively and significantly influences brand reputation	Rejected
H3: Ethical responsibility positively and significantly influences brand reputation	Accepted
H4: Philanthropic responsibility positively and significantly influences brand reputation	Rejected

According to the study by Carroll (1979), economic responsibility is positioned to be the basic responsibility followed by other responsibilities i.e. legal, ethical and philanthropic responsibility. Here, our results found are different from Carroll pyramid. Four hypotheses were developed on the bases of literature review and only one of them was accepted. Based on the results obtained in regression analysis only ethical dimension of CSR found significantly and positively related to brand reputation. Hence the finding of this study is not consistent with the past literatures that supported the economic responsibility to be the basic and extremely important responsibility over other responsibilities (Dusuki and Yusof, 2008, Carroll 2001).

These results can be a cause of respondents' perception towards CSR. Respondents might perceive that economic responsibility and meeting legal requirements are fundamental for companies to earn profit and complying with laws of legislative government. This may have evolved the idea of not considering legal and economic responsibilities as legal dimension do not address all issues and may involve political or personal interests and economic responsibility is associated with organization's own responsibility. Whereas, most of the companies' philanthropic practices are considered to be less focused consisting of cash donations while giving the impact of socially responsible. Consumers value the brand with high ethical standards.

Findings of this research found to be same with past study by Creyer & Ross (1997), according to which consumers prefer brand fulfilling the ethical responsibility. They are ready to spend more money for the products meeting ethical standards as it builds trust and loyalty. Sometimes ethical sense of consumer has been strongly influenced that he/she may even boycott the goods from companies that use unethical means of doing business. For instance, as we may see Japan is the first country to embrace charcoal as their main ingredient in manufacturing burger' buns and cheese named as "Black Burger" introduced by Burger King and people talking of its new flavor and the color it has gotten. However, using charcoal in food has attracted range of criticism by many nutritionists and health consumer protection commission (CPC). Most of them associate black burned meals as carcinogenic. The CPC issued a research report targeted those products containing charcoal and alarmed the public that research does not support health benefits of such products as they claim. And they are accused of violating the labeling laws. Thus, building reputation through ethical means is as important as sustainable brand.

This research shows that most of the respondents preferred to choose Pizza Hut. Pizza Hut is vigorously involved in making improvements in its fast food services. This may be the one reason that majority of the respondents preferred to choose Pizza Hut over other brands. On the other hand, McDonald has showed the least rating by consumers. This may be because of the continuous criticisms against McDonald been reported in articles that go on viral on social media.

Furthermore, this research also intends to determine to what extent Pakistani consumers are aware from the term CSR. It is found that CSR has become popular among the understanding of Pakistani consumers through better education and media. Brand reputation can be better determined by organizations consistently profiling their effort in maintaining moral and ethical aspects of CSR in their business operations.

6 CONCLUSION & FUTURE IMPLICATIONS

6.1 Conclusion

Different CSR dimensions such as economic responsibility, legal responsibility, ethical and philanthropic responsibility were taken account and discussed in this research. In correlation results ethical responsibility is found to be the most significant to effect the brand reputation as compare to economic, and legal responsibility. After applying regression analysis, it is found that out of four independent variables, only one variable, i.e. ethical responsibility show the significant relationship with the dependent variable (brand reputation). The other three variables i.e. economic, legal and philanthropic are rejected. Based on the finding of this study, it is concluded that ethical responsibility is the only and main attribute that influences brand reputation from the consumer's perspective. Economic, Legal and philanthropic responsibilities are not the factors that influence brand reputation from the consumer's perspective.

It should not be shocking that Pakistani Consumers consider ethical responsibility the utmost priority. In Pakistan, fast-food market is particularly emerging. Consumers eat fast foods not only in universities or restaurants, but also at home, in school, or at work. That is why main focus of consumers appears to be of ethical reserved. They worth organizations involved in taking ethical considerations into their business. Meeting ethical requirement has become a debated topic as it has been argued that Fast food corporations regularly target kids with television and Internet promotions with the intention to sell their food. They use false advertising tricks by appealing children with mini toys by selling their food for less money but the food is accused of unhealthy eating habits with fully loaded with unsaturated fats and sodium. As consumers are becoming

more ethical conscious organization need to be add nutritious factors in the products and develop brand efficient strategies and such standards for well-being of consumers.

CSR should not be mixed with term philanthropy, i.e. donating money from profits rather it focuses on how profits are made through exercising social responsibility.

This research serves as a source of information to add into past research and existing literature and more importantly the management of organization in understanding the priorities of consumers. If consumers find that organizations are carefully giving attention to those problems that consumers consider necessary to be addressed, they are expected to keep on using those brands. Therefore, incorporating ethical standards in business strategies is believed to be the utmost important act in establishing strong connection with consumers which uncovers the consumer loyalty into them and they persuade others about the image of company.

6.2 Recommendation

Based on consumer expectations global fast-food companies are encouraged to rethink their CSR strategies to protect their brand value. Moreover, policymakers can develop improved CSR programs and reflect these developments into their reputation mechanisms. This research can be used as a useful source of information for future scholar and authors as consumers are getting more ethical conscious than before. Marketers need to be responsive to consumers towards their advertising to increase sales with competitive advantage.

Sometimes there is a lack of knowledge to consumers about organization involvement in CSR practices. Consumers should be made become aware about ethical practices through re organizing their communication strategy methods. Therefore, corporate social responsibility requires more emphasis to have company-to-consumer communication.

6.3 Future Research Direction

This research had a small sample and limited only to the perceptions of university students as they constitutes a target market. However, any further research will facilitate with a great consensus in this aspect. The future study should be expanded to more diverse group with good sample size, comparing different stakeholders and more importantly other sectors as hospitality organizations or tourism.

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