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**THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY
ON BRAND AWARENESS:
THE CASE OF META BREWERIES**

**By
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**A Thesis submitted to the school of Graduate studies of the Addis
Ababa University, College of Business and Economics for the partial
fulfillment of the requirement of the degree of Master of Business
Administration**

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DECLARATION

I, AlmazSeid, declare that this thesis entitled “Effects of Corporate Social Responsibility on brand awareness: the case of Meta breweries” is done by myself under the supervision of YohannesWorkaferahu (Ph.D) and it has not been submitted for any degree to any other institution or university. I also confirm that all sources of materials used for this thesis has been properly acknowledged.

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CERTIFICATION

This is to certify that AlmazSeid performed under my supervision on the research paper entitled “Effects of Corporate Social Responsibility on brand awareness: the case of Meta breweries”. I certify that this thesis is her original work and can be submitted for partial fulfillment of the requirements for the award of Masters of Art in Business Administration.

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ABSTRACT

It is very important that companies must manage their relationship with society and the environment that surrounds them in order to achieve and fulfill their main business objective. This means that the company's performance is also measured by the level and impact of its activities on the environment and the society. The responsibility and reliability of the company in the eyes of customers and the population are used today as parameters to position companies against their competitors. Due to such significance different organizations apply the concept of CSR. However, making profit and gaining competitive advantage couldn't help the company to exist. Companies have to be socially accountable to themselves and stakeholders. Despite the increasing emphasis of CSR in the commercial market, little is known about the effect of CSR actions on consumers. As a result the ultimate aim of this research is to know the effect of CSR on the brand awareness on Meta Abo breweries. The study used quantitative approach to reach into the study's objective and the association explained on the frame work was tested using descriptive and explanatory research methodology. The data was collected from 384 customers of Meta Abo using questionnaire and data was analyzed using descriptive statics and multiple regression analysis. The result obtained indicated that CSR pyramids have significant impact on brand awareness of a given company. So Meta Abo should keep up the practice of CSR more seriously for creating brand awareness and recommend other Companies to note the importance of investing in CSR as part of the business in consumer oriented CSR actions to meet the needs of the customer and society as a whole.

Key words: Corporate Social Responsibility, Brand Awareness, Customer Perception, CSR Pyramid

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

One of the greatest challenges human kinds facing in this century is to ensure sustainable and balanced development. The needs of this and future generations cannot be met without respecting natural systems and international standards to protect fundamental social and environmental values. Hence, there is a growing recognition that the role of the corporate sector is essential. As part of society, it was business interests to help solve common problems. Strategically, companies can only thrive if the communities and ecosystems in which they operate are sustainably healthy (Varadarajan and Menon, 1988).

Currently it is very important that companies must manage their relationship with society and the environment that surrounds them in order to achieve and fulfill their main business objective. This means that the company's performance is also measured by the level and impact of its activities on the environment and the society. The responsibility and reliability of the company in the eyes of customers and the population are used today as parameters to position companies against their competitors. (Varadarajan and Menon, 1988).

So companies incorporate different policies, procedures on the strategy they formulate to conquer high competitive advantage, differentiate product offering to influence customers and increase productivity to stay for prolonged period of time in the industry they are operating in. Due to such significance different organizations apply the concept of CSR. However, making profit and gaining competitive advantage couldn't help the company to exist. Companies have to be socially accountable to themselves and stakeholders. The management concept known as a corporate social responsibility (CSR) can play vital role on accomplishing such accountability. The application of corporate social responsibility (CSR) has come to existence in the early 20th century and most large companies are applying it to meet their requirement. Most societies on the globe face different social problems. As the society all over the world come across many social problems and

customers believe companies to resolve those issues regardless of the size and origin of the company they are relying on. (Giauri, 2020a).

Despite the increasing emphasis of CSR in the commercial market, little is known about the effect of CSR actions on consumers. Recent studies on ethical behavior suggest that consumers are increasingly caring about ethical dimensions of products, services and business process. These concerns may have positive financial impact for the business involved if company handle it well (Wong Szeki, 2012).

1.2 Statement of the Problem

CSR is all about continuing commitment by business to behave ethical and contributing to economic development while improving quality of life of the work force as well as of the local community and social at large. It is also considered as voluntary philanthropic activity of a firm having consecutive responsiveness development and result. (Jamali and Mirshak, 2007). As per Escrock and Leichty in 1998 the subject of CSR is taking good public attention by giving the well-being to the society or enterprises. The reason behind the CSR getting more attention is, firstly companies understand that it is one way to their success following enterprise accept the fact that it makes them familiar on the public (Kotler and Lee, 2005). So, companies who incorporate CSR can add to these good image and take them to competitive advantage (Parter and Kramor 2006; Boonpattarakan, 2012). As a result brand awareness should be kept as a marketing strategy of a company. Creating good awareness drives customers to have a good perception toward the product they choose to consume. A company can mix the operational and non-operational image on brand bonding and motivation to the customers, consumers will be attracted with the brand and use the product which finally help on building loyalty of customers to the brand. (Brandt, 1998). So it is vital to know what perception do customers will have to the brand to the company who involves in the CSR activity. Even though, there were some researches made on the concept of CSR related with brand, no research was done on the relationship between the effects of the CSR pyramids (economic responsibility, philanthropic responsibility, legal responsibility and ethical responsibility) with brand awareness. Meta Abo brewery S.C will be the target of the study as the company is well known on its current CSR activity on its campaign “WezWez be Malta” aiming to contribute something to decrease children death due to heart diseases.

1.3 Objectives of the study

1.3.1 General objective

- To assess the effects of CSR toward brand awareness on Malta Guinness of Meta Abo breweries.

1.3.2 Specific objective

- To determine how customer perceive CSR of a company related with the CSR pyramids.
- To determine the benefit of CSR on brand awareness in Meta Abo.
- To find out what benefit do companies get for their brand of implementing CSR.

Definition of Key Terms

Corporate social responsibility: a management concept by which companies incorporate social and environmental concerns to the business operations and interactions with their stakeholders.

Customer perception: a term that describes the opinion of customers toward a product.

Brand awareness: refers how familiar consumers are to a brand or its product.

1.4 Significance of the study

Investigating the effect of CSR on brand awareness is crucial for companies like MetaAbo in the view of the fact that applying CSR will benefit companies gain competitive advantage besides benefiting the society. The study will contribute its own importance for other companies and academicians. Above all, this study can be used as reference material for future studies in this area and awakens other organizations on the effect of CSR on brand awareness to incorporate it as a strategy and point them to look back to their practice of CSR.

1.5 Scope of the study

The concept of CSR is broad can be studied from different perspective but this paper will focus on the CSR perception of customer toward the brand awareness focusing on Malta Guinness manufactured by Meta Abo breweries that is located in Sebeta, Ethiopia. Sample will be taken from random customers in Addis Ababa from different Meta houses of the company using questionnaires for further analysis to reach in to the conclusions.

1.6 Organization of the study

This research is organized into five chapters. The first chapter presents the background of the study, statement of the problem, research objectives, scope of the study, and significance of the study and limitation of the study. The second chapter came up with a review of related literature. The third chapter discusses research methods were employed and it embraced research design, sampling techniques, data collection method and tools, data interpretation and presentation methods. Chapter four dealwith the result and discussion of collected data. In the final chapter, chapter five, conclusion, recommendation, and limitation and further work are presented.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2.1. Introduction to Corporate Social Responsibility

Although there is still no agreement on any one definition of CSR, each definition is based on the idea that CSR is about how business takes account of its economic, social and environmental impacts in the way it operates. (denni I etal,2010).The pioneer of CSR A.B Carroll defines CSR as contentment of the four basic responsibilities known as the economic responsibility, legal responsibility, philanthropic responsibility and ethical responsibility. Precisely or in managerial term it can be defined as profit making, law obeying and ethical and good corporate citizen(Caroll, 1991).

Din, I. Amir(2008) defined CSR as a supportive contribution of organization toward its business development and makes a way to the business success in the long term whilst being good to the society and benefited in return from being good, taking the legal, ethical, economic and philanthropic activity of the firm.

From the definition above one can understand that social responsibility is an obligation business enforce on the society. Moreover, increasing the positive effect of the customers, owners, governments and suppliers to be profitable and successful can be seen as being socially responsible. Companies get forced from different stakeholder (customers, employees, government) to be socially responsible, but the fact is they are aware that most of their CSR activities don not incorporate the core activities if their own. (Lee and Park, 2011).

Most CSR activities held by companies only concerned about just the public relation campaign ignoring the business orientation(Cornel and micheala 2010b).As per Tony (2009) having a business relationship with companies that have well managed CSR reputation isbecoming a favorite to many other customers.

2.2. Theoretical corporate social conceptualization

As per Guzman and BecklerOslen(2010) companies should perform the business on their core business activity, rather than engaging in corporate social responsibility. Scholars like Hiltenbrand and Money (2007) and Coombs and Holladay (2012), argued that corporate social responsibility has to be related to social,philanthropic and community focused responsibility which shouldn't engage in economic and legal responsibility of firms. Though, the broader goal of corporate social responsibility implies that companies should go beyond making profit and comprise sustainability, poverty reduction and education. (Guzeman and BecklerOslen, 2010).

Carroll, 1979 suggest companies to be considered socially responsible they should keep an eye on the four components;

1. Economic responsibility
2. Legal responsibility
3. Ethical responsibility
4. Philanthropic responsibility ,which are also known as the pyramid of CSR

2.3. Pyramid of CSR

The responsibilities are typified in pyramid form by Carroll in 1991 with economic and legal one on the bottom and ethical and philanthropic at the peak. He also explained that business should not accomplish the responsibilities consequently rather each have to be achieved all the time and the pyramid is a graphical illustration of CSR to give any other meaning or priority to each responsibilities.

2.3.1. Economic responsibility

Carroll in 1979, economic responsibility of business was to make profit by producing goods and rendering service and selling them to the market. Also imply that economic responsibility of an organization is about creating job and fair pay to employees, introducing new technological advancement, offering a return on investment to shareholders and owners, creation of new product and discovering new resources, which makes a company, is main concern of the society.

2.3.2. Legal responsibility

The next responsibility is the legal concern which describes about legal compliance and playing by “rules of the game”. So that, the society looks for organizations to accomplish the economic responsibility within the legal requirements of the society system and stated that “Society has not only sanctioned business to operate according to the profit motive; at the same time business was expected to comply with the laws and regulations.(Carroll ,1991).

Carroll and Shabana,(2010) described the legal responsibility as law and regulation of society which can be positive and negative, obligation of business on its operation. In addition to that legal responsibility in different countries possibly will incorporate conformity with different legal requirements like keeping safety of workers, environmental standard and compliance of tax law and regulations. (Ramasamy and Yeung, 2009)



Figure 2.1 Carroll's pyramid model of corporate social responsibility (Carroll, 1991).

2.3.3. Ethical responsibility

Entails those activities which cannot be stated by the law but that are expected to fulfill by the members of the society like averting social harm, forbidding social injury and honoring elders and peoples around them. This kind of responsibility can only be found on human right commitment

and human principles of religious convictions. (Novac, 1996). But it is known of its unclear definition and trouble to deal about it. (Carroll, 1979).

2.3.4. Philanthropic responsibility

Also known as discretionary responsibility, merely it is responsibility which is voluntary and the decision to implement depends on the business willingness rather than forced by the law, which indirectly means that the business was not taken as unethical if not applied on the firm (Carroll, 1991). Some of them responsibilities are solving societal problems, activities like going in-house training for drug abusers, increasing rate of literacy (Carroll, 1979). This type is known for its contentions of all due to the fact that its implication might result in conflict on the economics and profit making activity of firms.

2.4. Empirical review

2.4.1. Triple bottom line theory (TBL)

The theory was first established by Elkington on the 21st century on his book of “Cannibals with forks, the TBL of 21st century business”. As per Elkington TBL is one of the corporate social responsibility frameworks with economic, social and environmental dimensions, taking sustainability as the main aim on the TBL concept. To obtain long term social & environmental project besides achieving profitability companies should implement the theory of TBL (Elkington J., 1988)

2.4.2. Stakeholder theory

Stakeholder theory provides a road to organize the idea of being responsible organization since, it indicates that shareholders won't be able to meet without satisfying other stakeholder need, which twists their thinking beyond maximizing profit to organization (Foster and Joker, 2005). So several researchers and scholars were indicating the stakeholder approach when studying CSR as business does not stand in isolation and should rely on different relation with employees, customers, suppliers, communities and investors i.e. stakeholders which indirectly imply that survival and success of the organization mainly depend on attaining the economic and non-economic aim of the stakeholders (Pirsch et al, 2007). The important question yet is who are the

most essential stakeholder or relationship with stakeholders (Angeloantonio and Francesco, 2009).

According to (Donaldson and Preston,2005) describing stakeholder's theory,firms are recognized as being network of actors motivated to participate in activities of the organization. Stakeholders' theory entails the organization as flexible system having different actors or agents.The main idea of this theory states that businesses have various responsibility to the group of shareholders than acting as only as shareholder (Hilenbrand and Money, 2007)

Ismail (2009) entail that CSR is a concept by which the interest of society is well thought out by organization through taking responsibility for the impact of their activities on suppliers, customers and communities as well as the environment. Merely a business will have different stakeholder but for this paper the focus point will be on customers and communities since dealing with customers leads on dealing with communities.

2.4.3. Organizational stakeholders

Stakeholders are any group or individual that can either be affected or affect the goal of organizations.(Freeman ,1984). As per Caroll(1991), the concept of stakeholders outlines specific group or persons business must take in to consideration in the orientation of the corporate social responsibility. Natural environment, organization and individuals are eligible to be one of the stakeholders (Mitchell et al, 2007). Maignan et al. (2005) categorize them by their view as being primary and secondary stakeholders. The primary stakeholders are those who are essential for the existence of the firm at all like employees, customers, investors, stakeholders and suppliers. The secondary stakeholders are those who do not frequently take on participation in the firm, includes trade associations, medias,non-governmental organization(Maignan et al.,2005).

2.5. Benefits of Engaging in CSR

As it is vital to know how firms participate in CSR, beside it is crucial to question why they engage in such responsibility.Practicing CSR has benefits on the business environment for a mutual benefit for both the society and the business itself. CSR is important for a better corporate reputation, less turnover rate, brand reputation, and for enhanced risk management. (Hatch and Stephen, 2015 P.65). As per Weber (2008) CSR is also important to increase revenue, decrease

cost, reduction of risk, better brand value, better customer attraction, improved recruitment, retention and motivation of employees. And also (Burke and Logsdon 1996) showed that advocates of CSR in business and academia believe that it is mutually beneficial and rewarding concept for firms, stakeholders and the wider society. Even though the implementation of CSR will increase cost, the benefit will outweigh the cost (May,2004). Additionally, it has been historically shown that CSR concept was included on the development of the business case concept (Takahashi, Ellen, and Brown, 2013). They have evidenced that businesses were aligning their enhancement of the community with long-term business interests long ago.. Wilson (2013) is also convinced about CSR's strategic value to businesses, since “86% of institutional investors across Europe believe that social and environmental risk management will have a significantly positive impact on a company’s long-term market value”. The Economist (2008) believes that there is a weak but positive link between rewards of CSR and shareholder value. Generally, CSR can be considered a powerful source of innovation and corporate competition as it is more than a cost, a constraint or a charity (Elifneh, 2017, p.99).As per Hohnen P. (2007) the following are benefits of engaging in CSR.

- Better business risk management.
- Improved organizational image.
- Enhanced Talent Management ability.
- Improved innovation, competitiveness and market positioning.
- Enhanced operational efficiencies and cost savings.
- Improved management of supply chain relationships.
- Enhanced ability to manage change.
- Building Corporate Social Capital in the community.
- Access to capital. Better capital access.
- Improved relations with regulators (Hohnen, P., 2007).

2.6. Corporate Social Responsibility and Brand Awareness

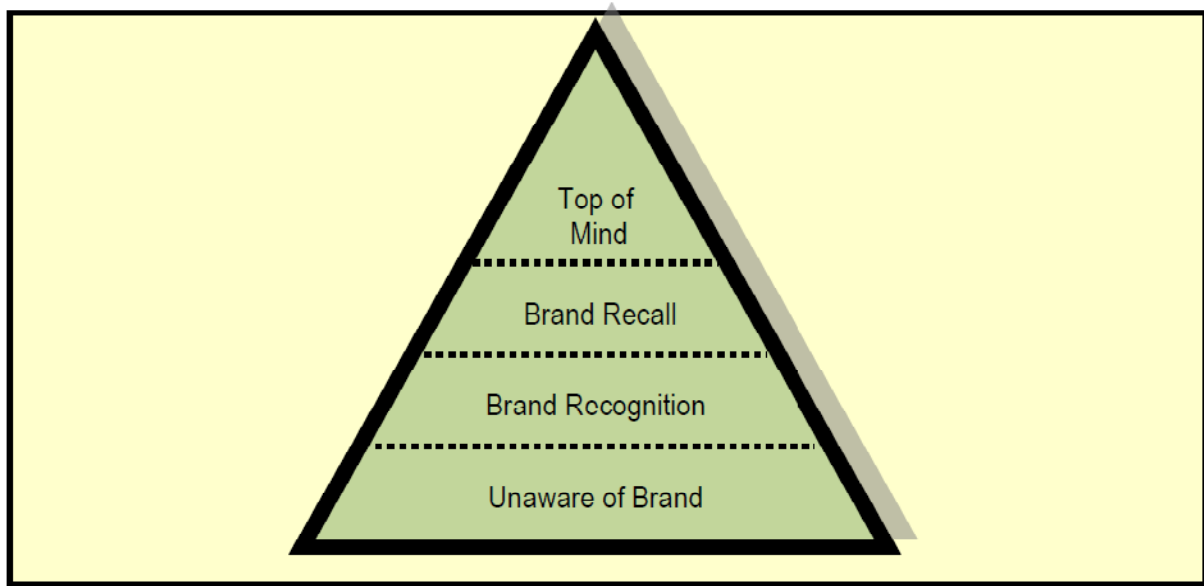
Business should not only focus on producing and managing customers but should work on maintaining customer for life time; as a result the CSR has become main issue of research(Tsaoi et al, 2010). CSR is becoming one essential element of today’s business to get respect and trust in the customers’ social environment (Delgado,Ballester and Munerar Aleman, 2005).

These days, the idea of CSR is not focusing on social wellbeing (Dobers, 2009, Kitchin, 2003) although it is being a strong driving force to corporate reputation (Khojastepour and Jhon 2014; Middlemiss, 2003). Researcher have reached that CSR acts as a big driver to build up social reputation and ethical identity (Knox and Marklan, 2004; Weber, 2008). In today's business brand and branding becomes main concern for most companies (Aaker D.A andJoachimsthaler, 2000). On the other hand the idea of how to develop brand and branding in competitive market is well understood by most business.

Researcher discovered that CSR has a big role and connection with branding (Polonsky and Jevons, 2009; Popoli,2011; Tingchi Liu et al, 2014).Now a day's big brands are incorporating CSR as their crucial element if the corporate strategy to get the societies attention at large to be more successful and create ethical and reliable brand (Werher and Chandler,2005). An execution of appropriate CSR practice will be helpful in establishment of trustful relation(association) with the brand and stakeholders to a great degree and helps the brand get benefit in the long run relation to customers loyalty (Garabino and Jhonson, 1999; Sen et al, 2006). Those brands which are responsible to their social value will exhibit the promise they make to potential customers' community since satisfaction of their customers highly influenced by the CSR led brand social linkage (Kim et al, 2015). CSR aids on positive brand attitude formation with in CSR of consumer group (Barone et al, 2000) which maintain preference of customer's final brand selection and purchase decision (Web and Mohr, 1998).It is a big challenge to build a strong bond with customer-brand association in a high level (Popoli, 2011;Ranagn et al, 2012).Since brand love, brand respect and recall assists in achieving strong corporate equity.

An optimistic perception and attitude toward the brand mostly effects positive relatedness of customers with brand (Kim et al, 2015) , which leads in getting of social support (Vlachos et al 2010) , further helps in the process of brand adaptability (Becker Olsen et al 2006;Valchaos et al 2009) also contributes in brand recall (Tingchi Liu et al., 2014).Brand awareness with suitable knowledge should guide the marketing strategy about the brand awareness program and willingness of companies in investing on it to keep its vow and commitment to customers and customers mind (Aaker D.A and Joachimsthaler, 2000). Brand awareness incorporate continuum ranging from doubtful feeling of the brand to being into the products class(Aaker, 1991). He also

differentiates brand awareness into four levels and calls it “awareness pyramid”, which facilitate in creating brand awareness among consumers.



Source: The Awareness Pyramid (Adapted from Aaker, 1991)

2.7. CSR Influencing Customer Perceptions of Brand

Although CSR activities are the focus of this days business environment, its impact into brand image and equity is not considered in the recent brand literatures as it should be as many researchers agree this concept have the potential to create stronger and better relationship between firms and stakeholders (Peloza& Shang 2011). Also, it should be noted that brand and CRS are two sides of the same coin for entrepreneurial success as (Deigendesch 2009) argued. (Deigendesch 2009) added that CSR cannot be seen as a conflicting principle to competition and profitability. That is, companies need to be aware of their responsibilities in the economic arena when fulfilling the expectations of their customers, stakeholders, and employees. At the same time, they need to do their part to help society and build a sustainable future.

Another important point is that, CRS activities needs to be preferred and accepted by customers as (Nan &Heo 2007) suggest that exposure to a highly sophisticated CSR involving marketing messages, where it fits with the brand, will lead to an advantageous attitude towards the brand and

its organization not also forgetting the importance of considering its power of changing consumers' attitude towards the company.

2.8. Theories for Hypothesis

The effect of CSR activity can be evaluated from different perspective. CSR could boost firms' reputation on the other side firms' performance (Brammers et al., 2007), besides increasing the employee job satisfaction and trust on the organization (Lee et al., 2013). Additionally, CSR will have a positive effect on the company image and customer perception. (Weber M, 2008), and raise intention of customer to buy the product. (Sen et al, 2001).

Based on the Carroll's CSR pyramid there are four responsibilities to be fulfilled by the company that apply CSR, Economic responsibility, Legal responsibility, Ethical responsibility, and Philanthropic responsibility.

Null hypothesis

Ho1: Economic responsibility has no effect on the brand awareness when customers choose the product/brand.

Ho2: Legal responsibility has no effect on the brand awareness when customers choose the product/brand.

Ho3: Philanthropic responsibility has no positive effect on the brand awareness when customers choose the product/brand.

Ho4: Ethical responsibility has no positive effect on the brand awareness when customers choose the product/brand.

Economic Responsibility

Creating new job to the society, adding to economic development of the nation which is an economic responsibility has effect on the corporate reputation as well as the brand awareness (Park, 2019). Planning for long term development, control over production cost, improving economic performance, improved the brand image (Li et al., 2013). So that It can be hypothesized as:

Hypothesis 1: Economic responsibility has positive effect on the brand awareness when customers choose the product/brand.

Legal Responsibility

Being legally responsible as being honest to customers increase corporate image (Salmon et al., 2005). Additionally, a law that protect employee or customer will increase the corporate image on customers. (Al -bdour, 2010). Therefore:

Hypothesis 2: Legal responsibility has positive effect on the brand awareness when customers choose the product/brand.

Philanthropic responsibility

Donation, sponsorship or financing social and sport events will have a positive impact on the perception of the service or product and customer's loyalty (Salmones, 2005). In marketing voluntary activities will increase the companies' image and reputation (Longo, 2005). Additionally companies that give up definite profit or margin to abide by ethical regulations, positively affects brand awareness and perceived quality (Li Y, 2013). So;

Hypothesis 3: Philanthropic responsibility has positive effect on the brand awareness when customers choose the product/brand.

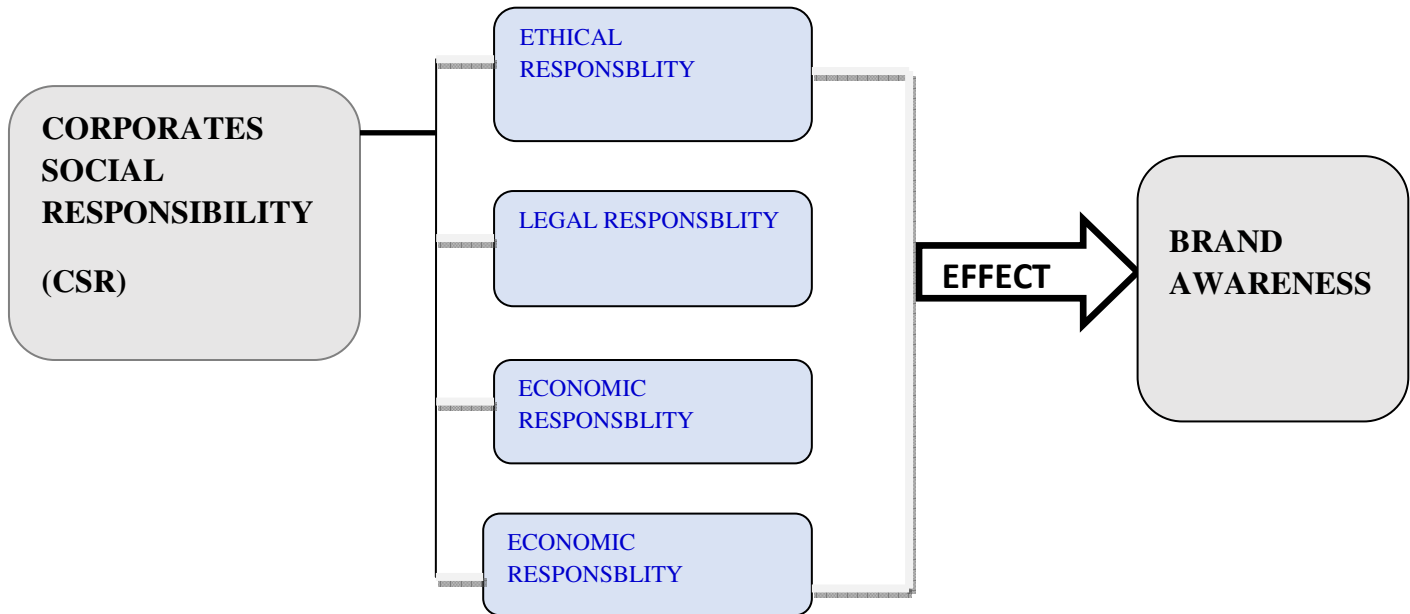
Environmental responsibility

Environmental responsibility incorporates green strategy; green technology and green product positively affect the corporate image (Dogi et al., 2014).

Hypothesis 4: Environmental responsibility has positive effect on the brand awareness when customers choose the product/brand.

2.9. Conceptual Framework

Figure 2.2 Conceptual framework



(Source: Authors own illustration)

CHAPTER THREE

METHODOLOGY

INTRODUCTION

This chapter will present the methods and design to be used to study the effect of corporate social responsibility on brand awareness in MetaAbo breweries.

3.1. Background of the study area

The Ethiopian beer industry traces back to 1920's and continues its production till now with an increased volume of production and with different brands in the market. The non-alcoholic drink in Ethiopia is first introduced by Harrar breweries, by Harrar Sofi now part of Heineken and the non-alcoholic drink production continues to "Radler" by BGI Ethiopia then Diageo introduced Malta Gunnies which is known by its CSR activity in recent times.

Meta Abo brewery S.C which is acquired by Diageo in January 2012 was established in 1976 G.C on manufacturing of beer in Ethiopian market .Meta has considered one of the most known beers on market since the global market leader in beverage industry Diageo acquired it. Diageo is a global company with more than 180 countries around the world which is listed on London Stock Exchange (DGE) and New York Stock Exchange (DEO).After the new expansion project of the acquiring company. Diageo has invested 14million dollar to work on non-alcoholic drink in Ethiopia known as Malta Guinness in 2013.The drink is being a potential customer to particular segment of the society being the Muslim society and other non-alcoholic Christians. With the new brand Malta Guinness participating in some social responsibility practices in Ethiopia of helping children's heart association, aiming at providing 2Million birr for children heart fund from sales of each bottle in 3months campaign and donation for Ethiopian red cross society.

3.2. Research Design and Approach

Researcher design is the conceptual structure of how research can be conducted; it is an outline for data collection, measurement, analysis and interpretation. This research aimed to assess the effect of CSR on brand awareness. To reach into specific result explanatory and descriptive

study was used and qualitative approach was utilized. The independent and dependent variables are measured at the same time in cross sectional survey using predefined questionnaire.

3.3. Population and Sampling

3.3.1. Population

The target population to do the survey was customers of the company in Addis Ababa since the research aims the customers specifically.

3.3.2. Sampling Method

The population was taken from Meta Abo customers who takes Malta Guinness, since it was difficult to determine the exact population size who consumes this non-alcoholic drink so Cochran in 1963 developed a formula below for population that are large to take sample,

$$n = \frac{Z^2 pq}{e^2}$$
$$= \frac{(1.96)^2 * 0.5 * 0.5}{(0.05)^2} = 384.16$$

Where, n_0 is the sample size

Z is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$ equals the desired confidence level=1.96

e is the desired level of precision=0.05

p is the estimated proportion of an attribute=0.5

q is $1-p=0.5$

$n=384$

Questionnaires were distributed to different Meta houses in the city from selected Meta house customers who use the non-alcoholic drink, Malta Gunnies.

3.4. Data sources

The paper utilized primary data which is collected from randomly selected customers. Primary data has provide researcher the perception of customers on CSR activity of the company toward its brand using survey and interview of customers which was helpful in gathering original and or unedited data for further analysis. For marketers to understand who their clients are and care to customer they should spend time with them and it strengths the relationship between the brand.

3.5. Data collection method

3.5.1. Survey

Structured questionnaires were used to collect data from customers on their perception of the brand related to CSR activity. To get control over the response and return rate of the questionnaires the researcher delivered them on hand and collect them back on scheduled time and date.

3.5.2. Data process and Analysis

A multiple regression analysis examines the interrelationship between several variables and provides information about what variable that best predict a specific outcome. In this study a standard multiple regression analysis was conducted. This means that one dependent variable (brand awareness) and all the independent variables (the CSR dimensions) were entered in to the method and SPSS will be used for analysis.

3.6. Model Specification and Description of Study Variables

3.6.1. Logistic regression model assumptions

The logit of the logistic regression model used

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_nX_n$$

Where Y= dependent variables- Brand awareness

B_n = independent effects

X_n = factors or independent variables-ethical/ environmental responsibility, legal responsibility, economic responsibility and philanthropic responsibility.

3.7. Reliability and Validity Analysis

3.7.1. Reliability Test

Reliability is the degree to which measure are free from error and therefore yield consistent results. In conducting the reliability test the researcher calculated Cronbach's alpha values for the items. The Cronbach's alpha coefficients is above 0.80 which shows a good reliability of the variables of measurement. Similarly

3.7.2. Validity test

Questionnaire was used for this study initially developed. In addition to this, the researcher has checked the validity of the questionnaire before conducting the study. The validity of the questioners was checked by the researcher. Then pretest was conducted. All comments were incorporated and a modification was made before actual implementation of the tools.

3.8. Ethical Consideration

The researcher gave a priority for the wellbeing of the participants. All respondents were told about the aim of the study and their right to accept and reject participation and the researcher chooses not to harm the respondents. Their response to the questions are treated confidentially and used only for academic research purpose. The Cover page of the questionnaire clearly explained the purpose of the study and informs that the respondents were told about the aim of the study and the researcher keeps the information gathered strictly secret. All support, collaboration, and sources from which information was obtained were recognized.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1. Socio demographic characteristics

From the total respondents who participated in this study majorities of male 307 (79.9%) and father in the house responsibility 268(69.8%). 191(49.7%) of the participants were found age between 35 and 40 followed by 116(30.2%) were found between 26 and 35. In terms of employment status 154(40.1%) were self-employed, 192(50%) were employed and 38(9.9%) were unemployed. Majorities 155(40.4%) of the participants income were 5001-10,000 followed by 115 (29.9%) were of them got above 10,000 birr.

Table 4.1: Shows those socio demographic characteristics (n=384)

Variable	Frequency	Percent
Gender		
Female	77	20.1
Male	307	79.9
Responsibility in the house		
Mother	39	10.2
Father	268	69.8
Child	38	9.9
Other	39	10.2
Age		
18-25	38	9.9
26-35	116	30.2
35-40	191	49.7
Above 40	39	10.2
Employment status		
Self employed	154	40.1
Employed	192	50.0
Unemployed	38	9.9
Monthly income		

Below 2000	38	9.9
2001-5000	76	19.8
5001-10,000	155	40.4
Above 10,000	115	29.9

4.2. Consumption of Meta Abo products

According to consumption of Meta Abo products majorities of respondents 191(49.7%) said meta abo brewery's product is safe to consume; the rest participants said meta abo product is not safe to consume 38(9.9%) reason out that alcohol is harmful for health. According to Malta consumption 154(40.1%) consume 2 per day followed by 153(39.8%) consume 15 per month.

Table 4.2: Consumption of Meta abo products (n=384)

Variable	Frequency	Percent
Meta abo brewery's product is safe to consume		
Yes	191	49.7
No	38	9.9
Not sure	155	40.4
If no notify what makes if unsafe		
Alcohol is harmful for health	38	9.9
How much Malta consume regularly		
2 per day	154	40.1
5 per month	39	10.2
15 per month	153	39.8
Other	38	9.9

4.3. Social responsibility

According to level of the respondent's knowledge regarding Corporate Social Responsibility (CSR) half of the respondents had basic understanding; majorities of them 154(40.1%) said CSR is extremely; important to the society and again most of the respondents were not sure about Meta strive to improve quality of its products.

Table 4.3: shows that social responsibility (n=384)

Variable	Frequency	Percent
Level of knowledge regarding CSR		
I have basic understanding of it	192	50.0
I have detail information about the concept	77	20.1
I have heard the term but don't know exactly what it means	38	9.9
I don't know about it	77	20.1
How much CSR important to the society		
Extremely important	154	40.1
Somewhat important	115	29.9
Neutral	115	29.9
Does meta strive to improve quality of its products		
Yes	154	40.1
Not sure	230	59.9

The figure below shows that what reasons makes a company socially responsible and majorities (40%) of the respondents said it is due to involvement in sponsorship and other social movements.

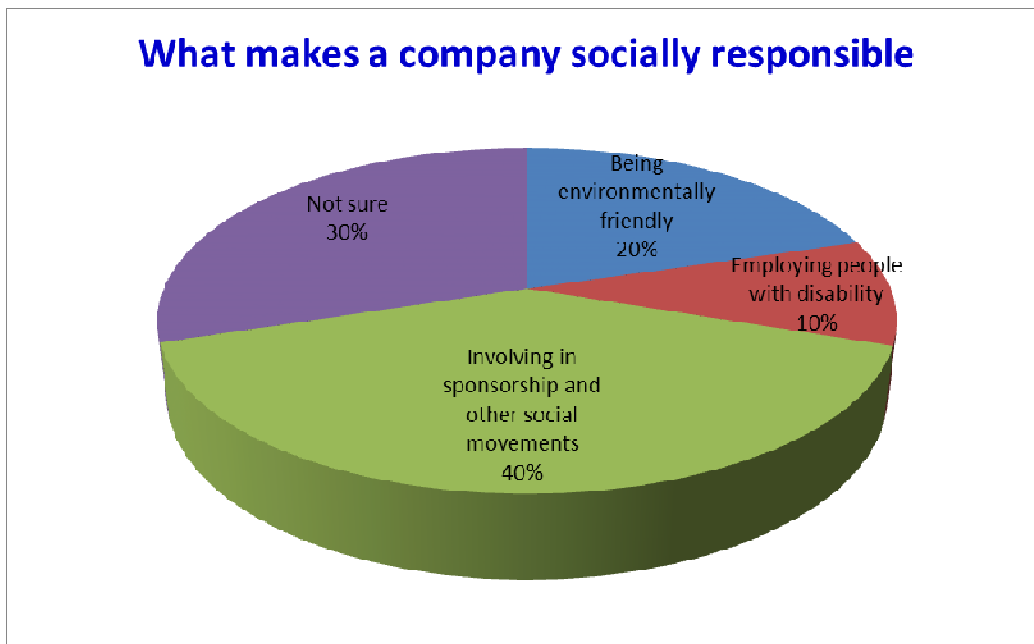


Figure 4.1: shows that what makes a company socially responsible

The figure below shows that the reasons why do participants think the company get involved in Corporate Social Responsibility (CSR) and the result shows that 29.9% said to improve image of the company again 29.9% of them were not sure, 20.3% said to help the social community and environment and the rest 19.8% of them said to attract customers.

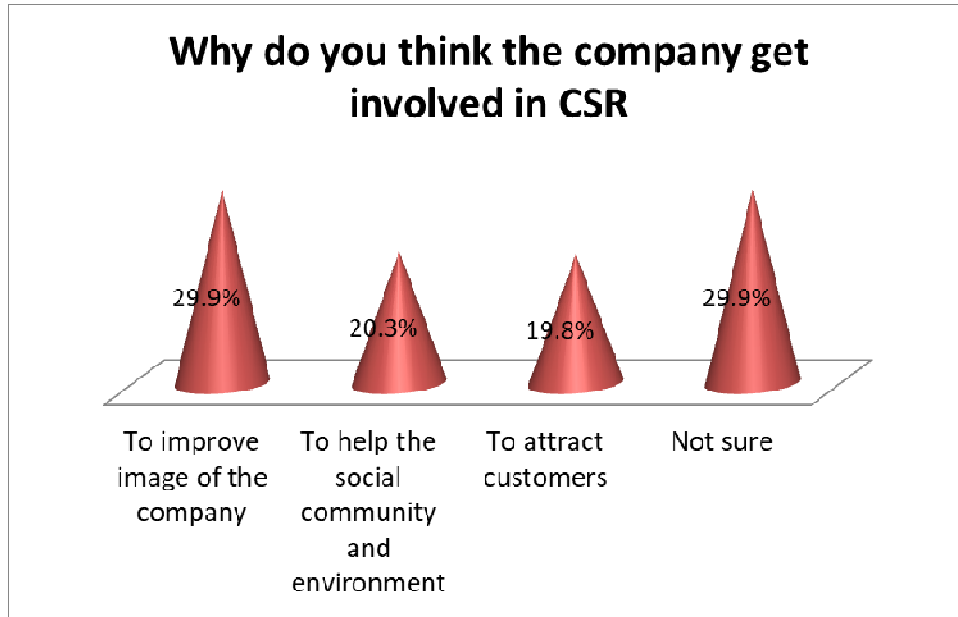


Figure 4.2: shows that why do participants think the company gets involved in CSR

4.4. Brand Awareness

According to brand awareness above half of the respondents 231(60.2%) knew CSR initiative or donation Malta gunnies brand and among the participants who said yes most of them 154(40.1%) said they know about Malta Gunnies initiative for sponsorship to community sport and other social events. Above half of the respondents 193(50.3%) were not sure about shifting their previous brand of the same kind, If they know the company involves more on social responsibility and again most of them 230(59.9%) were not willing to pay extra for a product if the company did ensure that the brand acted socially responsible.

Table 4.4: shows that respondent’s brand awareness (n=384)

Variable	Frequency	Percent
Do you know any CSR initiative or donation Malta gunnies brand		
Yes	231	60.2
No	76	19.8
Not sure	77	20.1
If your answer yes which action are you aware		
Sponsorship in health related issues	39	10.2
Sponsorship and promotion of education	38	9.9
sponsorship to community sport and other social events	154	40.1
Will you shift your previous brand of the same kind? If you know the company involves more on social responsible?		
Yes	115	29.9
No	76	19.8
not sure	193	50.3
Would you be willing to pay extra for a product? if the company did ensure that the brand acted socially responsible		
5-10 birr	154	40.1
will not pay extra	230	59.9

The figure below shows that participants idea about If company had a proven track record of poor CSR, majorities(60%) said they would not stop purchasing the products of Meta Abo.

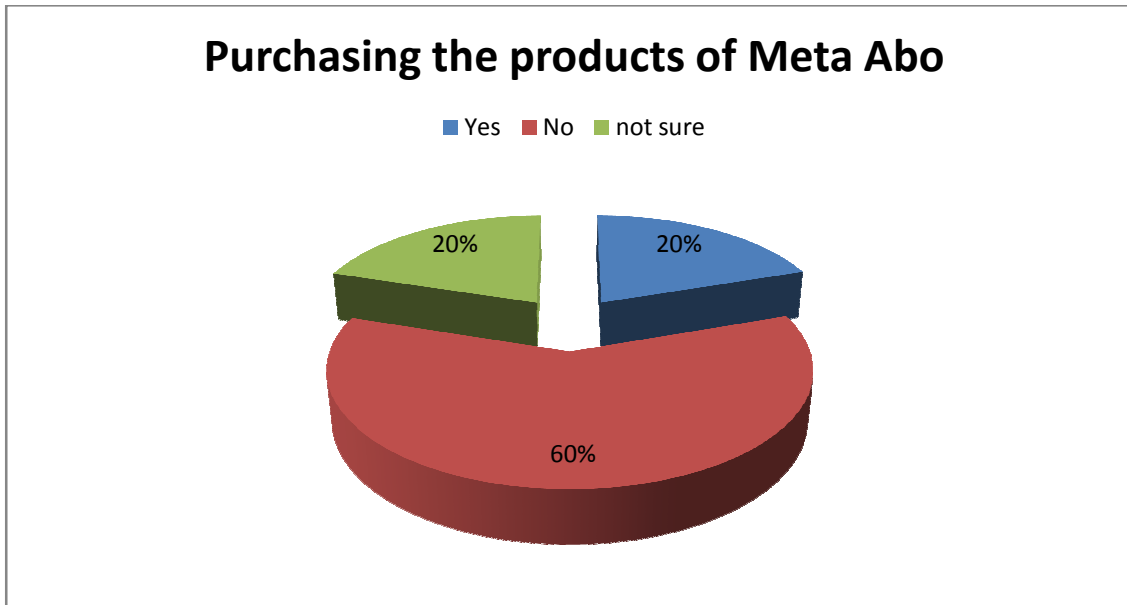


Figure 4.3: shows that purchasing the products of MetaAbo

4.5. Customer perception towards the brand on CSR

Regarding customer's perception towards the brand on CSR majorities of the participants 307(79.9%) agree on corporate social responsibility activities will raise profile of a brand in consumers; all of the respondents quickly recall symbols or logo brand that practice CSR that practice CSR and half of them 192 (50%) were strongly agree If two brand are exactly same, it seems smarter to purchase brand that practice CSR. Again majorities of respondents 230(59.9%) is agreed on CSR activities to increases level of purchase that they have to a brand and again most of them 231(60.2%) agreed on because CSR activities of the company will increase purchasing level to the brand.

Table 4.5: shows that Customer perception towards the brand on CSR (n=384)

Variable	Frequency	Percent
Corporate social responsibility activities raise profile of a brand in consumers		
Neutral	38	9.9
Agree	307	79.9
Strongly agree	39	10.2
I quickly recall symbols or logo of brand that practice CSR		
Agree	384	100.0
If two brand are exactly same, it seems smarter to purchase brand that practice CSR		
Neutral	76	19.8
Agree	116	30.2
Strongly agree	192	50.0
Do you think CSR activities increase level of purchase that you have to a brand?		
Neutral	115	29.9
Agree	230	59.9
Strongly agree	39	10.2
Because of the CSR activities of the company my purchasing level has been increased to the brand		
Disagree	38	9.9
Neutral	77	20.1
Agree	231	60.2
Strongly agree	38	9.9

4.6. Economic responsibility

According to economic responsibility of the respondents above half of them 231(60.2%) agreed on that Meta Abo works on product development and business growth; again most respondents 193(50.3%) were agree on that Meta Abo works on product development and business growth; majorities 269(70.1%) participants were agree on use the product Meta Abo because part of the

selling prices is invested on social activity and finally and most 269(70.1%) of them agreed on that they get enough of the product of Meta Abo when they need it.

Table 4.6: shows that Economic responsibility (n=384)

Variable	Frequency	Percent
Do you think meta abo product produce quality of goods that society needs/wants to drink?		
Disagree	38	9.9
Neutral	115	29.9
Agree	231	60.2
Do you think that meta abo works on product development and business growth?		
Disagree	38	9.9
Neutral	114	29.7
Agree	193	50.3
Strongly agree	39	10.2
Do you think you use product meta abo because part of the selling prices is invested on social activity		
Neutral	115	29.9
Agree	269	70.1
Do you get enough of the product of meta abo when you need it?		
Neutral	77	20.1
Agree	269	70.1
Strongly agree	38	9.9

4.7. Legal responsibility

In terms of legal responsibility majorities 270(70.3%) of the respondents agreed on Meta Abo incorporated law and regulation that present societies view of codified ethics; most 155(40.4%) of them also agreed on that Meta Abo brewery supply a product that meet minimum legal requirement; almost of the participants 307(79.9%) agree on that Meta Abo works in compliance

with environmental standards and above half of them 190(50.5%) were neutral on that meta abo works in compliance with tax laws.

Table 4.7: shows that legal responsibility (n=384)

Variable	Frequency	Percent
Do you think MetaAbo incorporate law and regulation that present societies view of codified ethics?		
Disagree	38	9.9
Neutral	38	9.9
Agree	270	70.3
Strongly agree	38	9.9
Do you believe that Meta Abo brewery supply a product that meet minimum legal requirement?		
Disagree	38	9.9
Neutral	76	19.8
Agree	155	40.4
Strongly agree	115	29.9
Do you think that Meta Abo works in compliance with environmental standards?		
Disagree	38	9.9
Neutral	39	10.2
Agree	307	79.9
Do you think that meta abo works in compliance with tax laws?		
Neutral	194	50.5
Agree	190	49.5

4.8. Ethical responsibility

The attitude of participants on ethical responsibility almost all of the respondents 308(80.2%) agree on that Meta Abo perform in a way consistent with society expectation; most respondents 270(70.3%) were agree on Meta works in environmental friendly way; above half of them 230

(59.9%) were neutral on that meta treats suppliers and customers in unethical way and again half of them 192(50%) were agree the selling price is fair for them.

Table 4.8: shows that Ethical responsibility (n=384)

Variable	Frequency	Percent
Do you think that meta abo perform in a way consistent with society expectation?		
Neutral	38	9.9
Agree	308	80.2
Strongly agree	38	9.9
Do you think meta works in environmental friendly way?		
Disagree	38	9.9
Neutral	38	9.9
Agree	270	70.3
Strongly agree	38	9.9
Do you think that meta treats suppliers and customers in unethical way?		
Neutral	230	59.9
Agree	154	40.1
Do you think the selling price is fair for you?		
Disagree	76	19.8
Neutral	78	20.3
Agree	192	50.0
Strongly agree	38	9.9

4.9. Philanthropic responsibility

In terms of philanthropic responsibility most of the respondents 269(70.1%) agreed that they knew any societal healthy related donation practice by Meta Abo; half of them 192(50%) were neutral on knowing Meta Abo support sport activities and majorities 154(40.1%)of the participants agreed on knowing any educational support activities by Meta Abo.

Table 4.9: shows that Philanthropic responsibility (n=384)

Variable	Frequency	Percent
Do you know any societal healthy related donation practice by Meta Abo?		
Disagree	76	19.8
Neutral	39	10.2
Agree	269	70.1
Do you know Meta Abo support sport activities?		
Strongly disagree	38	9.9
Neutral	192	50.0
Agree	115	29.9
Strongly agree	39	10.2
Do you know any educational support activities by Meta Abo?		
Neutral	153	39.8
Agree	154	40.1
Strongly agree	77	20.1

4.10. Factors affecting Corporate Social Responsibility (CSR) using Binary logistic regression analysis

By using multivariable model, binary logistic regression, this part of the analysis examined the independent or net effect of each of the explanatory factors affecting CSR in the model.

The final result in the analysis of this study confirmed that Economic responsibility was significantly associated with brand awareness. Other characteristics such as legal responsibility, environmental/ethical responsibility and philanthropic responsibility were not significantly associated with brand awareness.

Economic responsibility was identified as one of the major associated factor affecting brand awareness and the result confirmed that participants who agreed on meta abo produce quality of goods that society wants were 47.3% less likely to have brand awareness knowledge than participants who disagreed [AOR=0.527;95% CI(0.331,0.838)].

Table 4.10: shows Factors affecting Corporate Social Responsibility (CSR) using Binary logistic regression analysis

Variables		Brand awareness
	P-value	AOR 95% CI
Meta abo product produce quality of goods that society wants(Economic responsibility)		
Disagree	.026	1(R)
Neutral	.997	.000 (.000)
Agree	.007*	.527 (.331, .838)
Meta abo incorporate law and regulation that present societies view(Legal responsibility)		
Disagree	1.000	1(R)
Neutral	.996	.000 (.000)
Agree	1.000	1.000 (.000)
Strongly agree	.997	.000 (.000)
Meta abo perform in a way consistent with society expectation(Ethical responsibility)		
Neutral	1.000	
Agree	1.000	1.000 (.000)
Strongly agree	.997	.000 (.000)
Societal healthy related donation practice by meta abo(Philanthropic responsibility)		
Disagree	1.000	
Neutral	.996	.000 (.000)
Agree	.997	.000 (.000)

4.11. Inferential analysis

4.11.1. Reliability test :

In conducting the reliability test the researcher calculated Cronbach's alpha values for the items. The Cronbach's alpha coefficients is above 0.70 which shows a good reliability of the variables of measurement.

Reliability Statistics

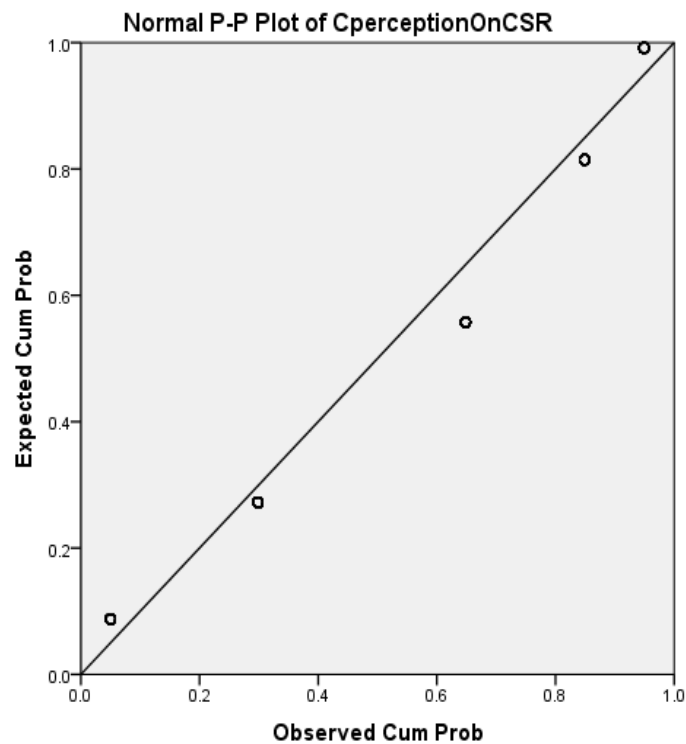
Cronbach's Alpha	N of Items
.769	5

4.11.2. Assumptions of regression analysis

1. Test of linearity

The study shows Normal P-P plot of regression standardization Residual to test linearity in figure below. Points distributed systematically around diagonal line, linearity pattern observed.

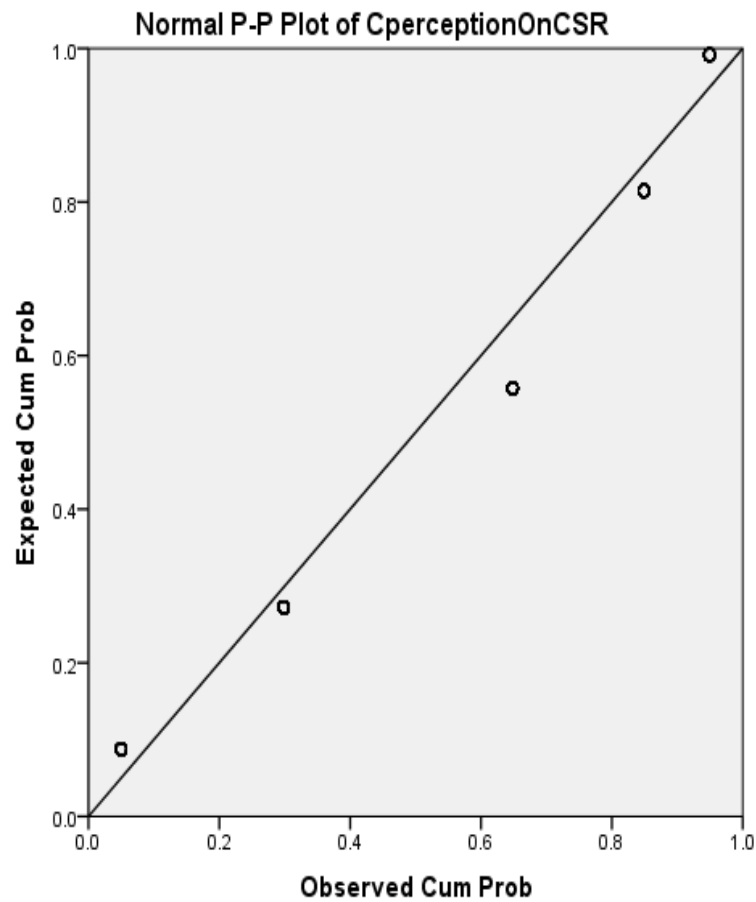
Figure 4.4 Normal P-P Plot



2. Normality

The normally distributed error statement states that the model's residuals are random, normally distributed variables with a mean of 0. This assertion clearly states that the

variations between the model and, as a result, the observable results are almost always zero or very close to zero, with differences greater than zero occurring only on rare occasions.



3. Multi Collinearity

The table below indicates a possible problem of multicollinearity. In multicollinearity test if the VIF value lies between 1 and 10, then there is no multicollinearity. If the VIF <1 or >10 , then there is multicollinearity.

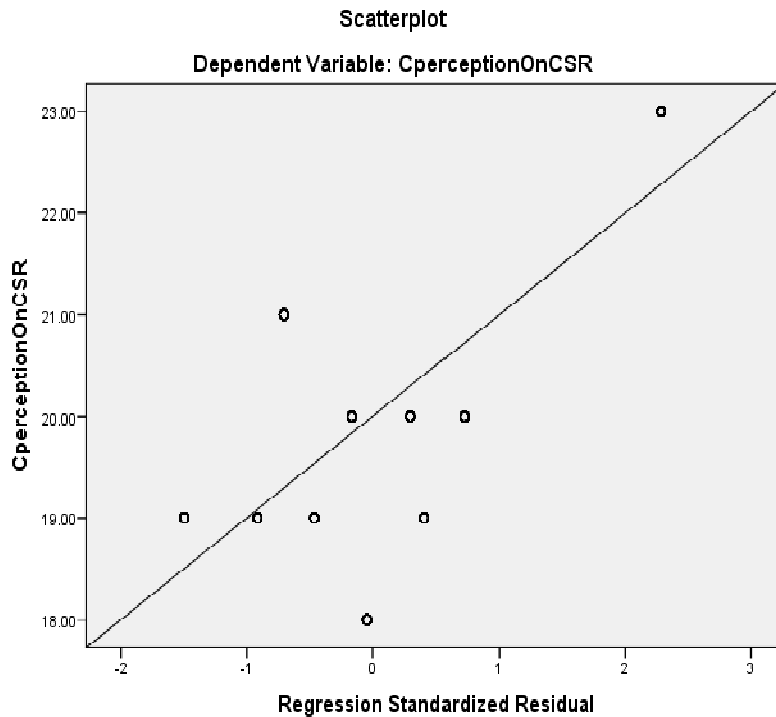
Based on the coefficients output- collinearity statistics obtained VIF values are (1.056, 1.959, 4.069 and 2.676) meaning that the value obtained is between 1 and 10, it can be concluded that there is no multicollinearity.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	16.621	.625		26.595	.000		
Economic Responsibility	.416	.035	.420	11.960	.000	.947	1.056
Legal Responsibility	.281	.035	.381	7.968	.000	.510	1.959
Ethical Responsibility	-.320	.057	-.387	-5.609	.000	.246	4.069
Philanthropic Responsibility	-.228	.038	-.336	-6.003	.000	.374	2.676

a. Dependent Variable: Brand awareness

4. Homoscedasticity



Homoscedasticity is the extent to which the data values for the dependent and independent variables have equal variances and it should be plot standardized residuals (ZRESID) on the Y

axis and the standardized predicted values of the dependent variable on the model (ZPRED) on X axis to get homoscedasticity result.

4.12. Regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713 ^a	.508	.503	.29099

Source own survey data

According to the SPSS derived finding the R² (coefficient of determination) 50.3% of factors that explains brand awareness is determined by the model and as result more analysis is essential to deal with the remaining 49.7% of factors that explain brand awareness of Meta breweries.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.173	4	8.293	97.940	.000 ^b
	Residual	32.092	379	.085		
	Total	65.265	383			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), PhilanResp, Econ Resp, Ethical Resp, Legal Resp

The F result is F=97.94 and the significance value of statistics shows significance level $p= 0.00$ As a result we can assume that our regression model significantly predict the dependent variable.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	16.621	.625		26.595	.000		
Economic Responsibility	.416	.035	.420	11.960	.000	.947	1.056
Legal Responsibility	.281	.035	.381	7.968	.000	.510	1.959
Ethical Responsibility	-.320	.057	-.387	-5.609	.000	.246	4.069
Philanthropic Responsibility	-.228	.038	-.336	-6.003	.000	.374	2.676

b. **Dependent Variable: Brand awareness**

Coefficients of regression analysis

The above table describes the coefficient when we examine the beta coefficient of each variable and its benefit to determine which independent variable (Economic, philanthropic, legal and ethical responsibilities) has an impact on the dependent variable. As shown on the table above only legal responsibility has negative relationship with the dependent variable (brand awareness) and the rest remain positive.

4.13. Discussion

In other study researcher discovered that CSR has a big role and connection with branding (Polonsky and Jevons, 2009; Popoli, 2011; Tingchi Liu et al, 2014). Now a day's big brands are incorporating CSR as their crucial element if the corporate strategy to get the societies attention at large to be more successful and create ethical and reliable brand (Werher and Chandler, 2005). An execution of appropriate CSR practice will be helpful in establishment of trustful relation (association) with the brand and stakeholders to a great degree and helps the brand get benefit in the long run relation to customers loyalty (Garabino and Jhonson, 1999; Sen et al, 2006). Those brands which are responsible to their social value will exhibit the promise they make to potential customers' community since satisfaction of their customers highly influenced

by the CSR led brand social linkage (Kim et al, 2015). CSR aids on positive brand attitude formation with in CSR of consumer group (Barone et al, 2000) which maintain preference of customer's final brand selection and purchase decision (Web and Mohr, 1998).It is a big challenge to build a strong bond with customer-brand association in a high level (Popoli, 2011;Ranagn et al, 2012).Since brand love, brand respect and recall assists in achieving strong corporate equity. In this study also results shows that According to brand awareness above half of the respondents knew CSR initiative or donation of Malta gunnies brand and among the participants who said yes most know about Malta gunnies initiative for sponsorship to community sport and other social events. Above half of the respondents were not sure about shiftingtheir previous brand of the same kind If they know the company involves more on social responsible and again most of them were not willing to pay extra for a product if the company did ensure that the brand acted socially responsible.

Previous study shows that creating new job to the society, adding to economic development of the nation which is an economic responsibility has effect on the corporate reputation as well as the brand awareness (Park, 2019). Planning for long term development, control over production cost, improving economic performance, improved the brand image (Li et al., 2013). But in this study According to economic responsibility of the respondents above half agree on that Meta Abo works on product development and business growth; again most respondents agreed that Meta Abo works on product development and business growth; majorities participants agreed to use product of Meta Abo because part of the selling prices is invested on social activity and finally and most of them agreed on that they get enough of the product of Meta Abo when they need it.

Based on the finding above, Economic responsibility will have positive effect on the brand awareness when customers choose the product/brand. Because the significance value is 0.00 which is less than acceptable value of 0.05, with 1unit increase in economic responsibility, brand awareness rate will increase by 0.334(33.4%). So economicresponsibility has positive and significant relationship with brandawareness. **Therefore, H₁ is accepted.**

As founded on the above table, Legal responsibility will have negative effect on the brand awareness when customers choose the product/brand. Because the significance value is 0.013which is less than acceptable value of 0.05, with 1unit increase in legal responsibility, brand

awareness rate will decrease by 0.88 (88%). So legal responsibility has negative and significant relationship with brand awareness. **Therefore, H₂ is rejected.**

As per the table above, ethical responsibility will have positive effect on the brand awareness when customers choose the product/brand. Because the significance value is 0.00 which is less than acceptable value of 0.05, with 1 unit increase in ethical responsibility, brand awareness rate will increase by 0.246 (24.6%). So ethical responsibility has positive relationship with brand awareness. **Therefore, H₃ is accepted.**

As indicated on the above finding, philanthropic responsibility will have positive effect on the brand awareness when customers choose the product/brand. Because the significance value is 0.00 which is less than acceptable value of 0.05, with 1 unit increase in philanthropic responsibility, brand awareness rate will increase by 0.359 (35.9%). So philanthropic responsibility has positive relationship with brand awareness. **Therefore, H₄ is accepted.**

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1. CONCLUSIONS

This thesis aims at studying the effect of corporate social responsibility on brand awareness in case of Meta abo Breweries. Aiming to determine customers' perception of the brand related with the pyramids of CSR. Assess CSR benefit on brand awareness and find out benefit of companies by implementing CSR as a strategy.

To attain those objectives, the returned questionnaires were analyzed from random customers of the company who drinks Malta Guinness and analyzed using multiple regression analysis. To determine the effect of CSR on the brand awareness the CSR pyramids (Economic, legal, philanthropic and ethical responsibilities) were taken and evaluated. So from the regression analysis obtained the three variables have positive and significant effect on the brand awareness except the Legal responsibility being negative but significant.

The result obtained from the descriptive analysis, on the consumption of Meta Abo products majorities agreed that Meta Abo brewery's product is safe to consume and according to Malta consumption most of them consume 2 per day. According to level of the respondent's knowledge regarding Corporate Social Responsibility (CSR) half of the respondents had basic understanding.

On brand awareness above half of the respondents knew CSR initiative or donation of Malta gunnies brand and among the participants most knew about Malta gunnies initiative for sponsorship to community sport and other social events. From customer's perception towards the brand on CSR majorities of the participants agreed on the fact that corporate social responsibility activities will raise profile of a brand in consumers and all of the respondents quickly recall symbols or logo of the brand that practice CSR and half strongly believe that if two brand are exactly same, it seems smarter to purchase brand that practice CSR.

Economic responsibility positively and significantly affects brand awareness. According to economic responsibility of the respondents above half have the same opinion that Meta Abo works on product development and business growth.

In terms of legal responsibility majorities of the respondents agreed Meta Abo incorporate law and regulation that present society's view of codified ethics. However, it has a negative and significant impact on brand awareness.

Philanthropic responsibility has a positive and significant effect on brand awareness. In terms of philanthropic responsibility most of the respondents was on the same point that they know societal healthy related donation practice by Meta Abo.

So from the result above it can be concluded as incorporating corporate social responsibility as a strategy will benefit companies to create good brand awareness on customers.

5.2. Recommendations

- The researcher recommends Meta Abo to keep up the practice of CSR more seriously creating brand awareness.
- Other Companies should note the importance of investing in CSR as part of the business in consumer oriented CSR actions to meet the needs of the client and the society as a whole.
- Companies should focus the efforts on the actions which allow them to strengthen CSR policies.
- In order to put influence on economic development of the nation, companies should incorporate CSR as one strategy of creating brand awareness.

5.3. Limitations and future research directions

This research was limited to evaluating effect of corporate social responsibility on brand awareness on Malta gunnies, drawing generalizations from its findings to other same industries or to other industries may be difficult. As a result, interested scholars in the subject could take up this issue and look into it further at another beverage company or to another industry to see what other companies are doing in order to come to a general conclusion.

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ANNEXES

Addis Ababa University

College of Business & Economics

Department of Business Administration

Questionnaire to be completed by customers of organization

INTRODUCTION

Dear respondents, this questionnaire, is designed for the purpose of doing a research entitled “**Effects of corporate social responsibility on brand awareness; in meta breweries**” for the partial fulfillment of the requirement for the award of Master of Art degree in Business Administration.

This questionnaire will help the company think about its effort towards corporate social responsible business activities and how it affects the brand. The questionnaire will also help organization to identify further actions they can take to strengthen awareness on their brand, its reputation and performance working more on the brand awareness through socially responsible activities. Thus, you are kindly requested to answer the questions honestly and you are assured that your responses will be treated confidential and used for only academic purpose.

I thank you for your cooperation!

Demographics

1. What is your gender?
 - A. Female
 - B. male
2. What is your responsibility in the house?
 - A. Mother
 - B. Father
 - C. Child
 - D. Other_____
3. Age
 - A. 18-25
 - B. 26-35
 - C. 35-40
 - D. above 40
4. What is your employment status?
 - A. self employed
 - B. employed
 - C. unemployed
5. If you are not unemployed, what is your (your family's) monthly income?
 - A. < 2000
 - B. 2001-5000
 - C. 5001-10,000
 - D. >10,000

CONSUMPTION

6. Do you believe that Meta Abo brewery's product is safe to consume?
 - A. Yes
 - B. No
 - C. Not sure
7. If no, please specify what makes it unsafe?

8. How much Malta do you consume regularly?

- A. 2per day
- B. 5per week
- C. 15 per month
- D. Ifother, please specify_____

Social Responsibility

9. What is your level of knowledge regarding corporate social responsibility?

- A. I have basic understanding of it
- B. I have detail information about the concept
- C. I have heard the term but don't know exactly what it means
- D. I don't know about it

10. What makes a company socially responsible? (you can choose more than one)

- A. Being environmentally friendly
- B. Employing people with disability
- C. Involving in sponsorship and other social movements
- D. Not sure

11. Why do you think that companies get involved in corporate social responsibility? (you can choose more than one)

- A. To improve image of the company
- B. Tohelp the social community and environment
- C. Toattract customers
- D. Not sure

12. How much is corporate social responsibility important to the society?

- A. Extremely important
- B. Somewhat important
- C. Neutral
- D. Somewhat unimportant

13. Does Meta strive to improve quality of its products?

- A. Yes
- B. No
- C. Not sure

Brand Awareness

14. Do you know any corporate social responsibility initiative/donation of Malta Guinness brand?

- A. Yes
- B. No
- C. Not sure

15. If your answer is Yes, which action are you aware of?(you can choose more than one)

- A. Sponsorship in health related issues
- B. Sponsorship and Promotion of education
- C. Sponsorship to community sport and other social events
- D. If other, please specify_____

16. If a company had a proven track record of poor CSR, would you stop purchasing their products?

- D. Yes
- E. No
- F. Not sure

17. Will you shift your previous brand of the same kind, if you know the company involves more on social responsibilities?

- G. Yes
- H. No
- I. Not sure

18. Would you be willing to pay extra for a product, if the company did ensure that the brand acted socially responsible? If so, how much more?

- J. 5-10 Birr
- K. 11-20 Birr
- L. 25-50 Birr

M. More than 50 Birr

N. Will not pay extra

CUSTOMER PERCEPTION TOWARDS THE BRAND ON CSR

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Corporate social responsibility activities raise profile of a brand in consumers.					
I quickly recall symbols or logo of brand that practice corporate social responsibility.					
If two brands are exactly same, it seems smarter to purchase brand that practice corporate social responsibility.					
Do you think corporate social responsibility activities increase level of purchase that you have to a brand?					
Because of the corporate social responsibility activities of the company my purchasing level has been increased to the brand					

ECONOMIC RESPONSIBILITY

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Do you think Meta Abo produce quality of good that society needs/wants to drink?					
Do you think that Meta Abo works on product development and business growth?					
Do you think you use product of Meta Abo because part of the selling price is invested on social activity?					
Do you get enough of the product of Meta Abo when you need it?					

LEGAL RESPONSIBILITY

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Do you think Meta Abo incorporate law and regulation that present society's view of codified ethics?					
Do you believe that Meta abo brewery supply a product that meet minimum legal requirement?					
Do you think that Meta Abo works in compliance with environmental standards?					
Do you think that Meta Abo works in compliance with tax laws?					

ETHICAL RESPONSIBILITY

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Do you believe that Meta Abo perform in a way consistent with society expectation?					
Do you think meta works in environmentally friendly way?					
Do you think that Meta treats suppliers and customers in an ethical way?					
Do you think the selling price is fair for you?					

PHILANTHROPIC RESPONSIBILITY

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Do you know any societal health related donation practice by Meta Abo?					
Do you know meta abo support sport activities?					
Do you any educational support activities by Meta Abo?					