ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
MARKETING MANAGEMENT PROGRAM UNIT
GRADUATE PROGRAM

The Effect of Corporate Social Responsibility on Components of Brand Equity: The Case of Diageo Meta Abo Brewery S.C.

By

Sessen Amare

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Addis Ababa

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A Thesis Submitted to Addis Ababa University School of Commerce Marketing Management Graduate Program for the Partial Fulfillment of the Requirements of Masters in Marketing Management

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This is to certify that the thesis is prepared by Sessen Amare, entitled; The Effect of Corporate Social Responsibility on Components of Brand Equity: The Case of Diageo Meta Abo Brewery S.C., In partial fulfillment of the requirements for the award of the Degree of Master of Arts in Marketing Management with the regulation of the University and the accepted standards with respect to originality.

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Thesis Advisor Signature Date

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Declaration

I, Sessen Amare, hereby declare that this research paper entitled **"The Effect of Corporate Social Responsibility on Components of Brand Equity: The Case of Diageo Meta Abo Brewery S.C."** is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study have been appropriately acknowledged.

Sessen Amare	________________	**26th June 2017**
Student	**Signature**	**Date**

Letter of Certification

This is to certify that Sessen Amare has carried out his thesis on the topic entitled: **The Effect of Corporate Social Responsibility on Components of Brand Equity: The Case of Diageo Meta Abo Brewery S.C.** This work is original in nature and suitable for the award of Masters of Arts (MA) in Marketing Management.

Tewodros Mesfin (Ph.D.)
26th June 2017

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Acronyms

CBBE : Customer-Based Brand Equity

CSR : Corporate social responsibility

SPSS : Statistical Package for Social Sciences

Abstract

The purpose of this study is to explore the effect of Alcohol in the Society (CSR) campaign on components of brand equity (Brand awareness, image, response, meaning and resonance) specifically Diageo Meta Abo Brewery S.C. These campaigns include "Shoom shufair", "Don't drink and drive", "not for sell for below 18 years old" etc. The study was conducted on Meta beer consumers who reside in Addis Ababa on 4 sub-cities (Bole, Arada, Chirkos and Nefasilk). The study is explanatory research with quantitative research method and deductive research approach. Primary data was collected using structured questionnaires, distributed to 384 customers. Accidental sampling method was used to select respondents. The total response rate was 92.82% which was acceptable to make the necessary statistical test. The data gathered was analyzed using frequency tables, mean and standard deviation tables, correlation, and regression through Statistical Package for Social Science (SPSS). The result revealed that a there is a moderate, positive and significant relationship between Alcohol in the Society (CSR) campaigns and brand awareness, brand image. Week, positive and significant relationship between Alcohol in the Society (CSR) campaigns and brand response, brand meaning. No significant relationship was observed between Alcohol in the Society (CSR) campaigns and brand resonance. In general, the findings indicate that Alcohol in the Society (CSR) campaigns contribute to brand equity at least in the context of Diageo Meta Abo.

Key Words: *Shoom Shufair, Brand Equity, Corporate Social Responsibility, Brand Resonance, Brand Response, Brand Meaning, Alcohol in the society*

CHAPTER 1

Introduction

This chapter presents the background of the study, statement of problem, research questions, objective of the study, definitions of key terms, significance of the study, scope and limitations of study and organization of the research report.

1.1. Background of the Study

Corporate Social responsibility (CSR) is a concept with many definitions and practices. CSR is the responsibility of an organization for the impacts of its decisions and activities on society and the environment through transparent and ethical behavior (Sydney, 2007). It is a movement aimed at encouraging companies to be more aware of the impact of their business on the rest of society, including their own stakeholders and the environment (Financial Times, 2015). European Commission defined CSR as a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on voluntary basis (European Commission, 2001).

The way CSR is understood and implemented differs greatly for each company and country. It is a very broad concept that addresses many and various topics such as human rights, corporate governance, health and safety, environmental effects, working conditions and contribution to economic development. Whatever the definition is, the purpose of CSR is to drive change towards sustainability (Financial Times, 2015).

Today's businesses are adapting to more ethical awareness in their conducts. This is due to change in the short-term vision of firms from merely financial performances of the enterprises to the wider view that underscores the long-run benefits to the business and the society together (European Commission, 2001). Another factor driving CSR is the realization that consumers' perceptions of a company as a whole and its role in society can significantly affect a brand's strength and equity (Ashkan, 2010).

Therefore the business world makes investments that benefit society (CSR projects) other than production, profit, efficiency, and employment. Which influences the company's reputation in a positive manner (Akbulut, 2011).

An accurate assessment of brand equity is an important part of strategic management (Keller, 1993). Essentially all the theoretical approaches in one way or another interpret branding effects in terms of consumer knowledge about the brand and how that knowledge affects consumer behavior. Keller (1998, 2001) defines customer-based brand equity as the differential effect that brand knowledge has on customer response to marketing activity. The basic premise of his model is that the power of a brand lies in what customers have learned, felt, seen, heard, and so forth about the brand as a result of their experiences over time (Keller, 1998).

Fulfilling the interests of the society has a direct effect on brand equity. Because CSR is known for "creating a differential advantage through an enhanced corporate image with consumers" (Lichtenstein], 2000) and "differentiating themselves from the competition by building an emotional, even spiritual, bond with consumers" (Meyer, 1999). Other benefits of association's created by CSR includes; Enhance your company's public image, Boost employee morale, Draw attention to a product or service, and Contribute to an increase in sales" (Dawar and Pillutla, 2000). Moreover, CSR programs may provide a reservoir of goodwill that will help deflect criticism and overcome negative publicity from an unexpected event or tragedy (Dawar and Pillutla, 2000).

This research paper tries to examine the effect of corporate social responsibility (CSR) on brand equity. For this purpose, this paper will use a case study method of Diageo Meta Abo Brewery S.C. This company was chosen because Diageo has a reputation for CSR and it has proved over the past decade that there are very real business benefits to operating sustainably and responsibly and believed that success as a company is measured by more than just financial targets (Diageo Corporate Citizenship Report, 2010).

Beer industry in Ethiopia has been growing in recent years including a surge in demand associated with increased urbanization, population growth, and rising incomes (Fentaye, 2013). One of the major milestones for the growth of the industry came in the past few years when the government transferred all state-owned breweries to private companies including the 42-year-old brewery (Meta Abo) in the country (Fentaye, 2013). Meta Abo Brewery of Diageo, has a capacity of one million hectoliters of beer per year followed by the new comers, Habesha and Raya breweries' (Andualem, 2015).

Diageo Meta Abo is doing many CSR programs in Ethiopia, for example in Kechene, it is working to provide clean and safe drinking water (Growth Africa G8 Release, 2010), it invested in projects that will aid in the agricultural development of Ethiopia, it developed and implemented a scalable barley farming project in Sebeta (Grow Africa G8 release, 2010). Meta's new community programmes, will benefit the areas of Sebeta through university scholarships and access to water (Capital Ethiopia, 2014). Diageo is also working on responsible drinking CSR campaigns which is known as Alcohol in Society. It is the introduction of the messages, 'not for sell for below 18 years old' on every beer bottle, don't drink and drive, Shoom Shufair etc. (Menezes, 2016).

Out of all the CSR programs of Diageo stated above, this paper will only study Alcohol in Society campaigns of Meta Abo and its effect on Brand equity. Alcohol in Society campaigns' aspirations are investing in programs to raise awareness and, working with others, seek to change attitudes and behavior to minimize alcohol misuse (corporate citizenship report, 2010). It works closely with its customers (e.g. retailers, bars and restaurants) to ensure that they market Diageo products in a responsible way (corporate citizenship report, 2010). This research can therefor help Meta Abo Brewery of Diageo to better utilize its production capacity by understanding and developing its brand equity through its CSR programs.

1.2. Statement of the problem

Global consumers feel a personal accountability to address social and environmental issues and look to companies as partners in progress (Ciuffo, 2015). According to Global CSR Study, 91% of global consumers expect companies to do more than make a profit, but also operate responsibly (Ciuffo, 2015). Also 84% say they seek out responsible products whenever possible and 90% would boycott a company if they learned of irresponsible or deceptive business practices (Ciuffo, 2015).

In Ethiopia, the floriculture sector is said to be a good model in incorporating its CSR strategy in its business. This sector uses polluting substances (Zegeye, 2013). To gain acceptance and win the hearts of the society, apart from limiting the use of polluting substances and employing best available technologies, they build schools and hospitals to the local community. These acts are considered by these enterprises as an act of benevolence and they use these acts as tools in promoting what they do (Zegeye, 2013). Similarly, the brewery sector in Ethiopia, contribute to the local community and the environment by using the best available technologies, creating employment opportunities, reducing polluting substances, building schools and hospitals, funding football clubs, and supplying useful production by-products to the community and others (Desta, 2015). Also the advertisements like those of Saint George, Walia, Dashen and Meta beers shows CSR are being used as tools of promoting their businesses and ultimately maximizing their ultimate purpose which is profit (Desta, 2015).

Meta’s brand image is positively built by its promotion. Advertisement plays a major role in building up Meta’s brand image positively (Seleshi, 2015). But Diageo Meta doesn’t use Interactive marketing. It isn’t included in its promotional mix elements. It is also witnessed that there is a high usage of a sales promotion tool: Price off (Free gift), regular usage of this tool is suspected to have a negative effect on Meta’s brand image (Seleshi, 2015). Lack of communication of public relation tool: community activity participation and fund raising like a Water project (CSR) has been done to the community around the brewery factory but it was not effectively communicated to Meta's customer base. If these public relation tools were known by its customers, it would have been an input in building up Meta's brand image (Seleshi, 2015).

As reviewed above Diageo Meta participates in different CSR activities. Although some previous researchers tried to analyze philanthropic and environmental CSR activities, there is a shortage in research in the ethical aspect of CSR. Thus this research examines the effect of ethical CSR (Meta's "alcohol in the society campaigns") which is basically a communication tool of its CSR activities to its customer base. This campaigns is about informing the society about responsible drinking. Like the introduction of the messages, 'not for sell for below 18 years old' on every beer bottle, don't drink and drive, Shoom Shufair (Menezes, 2016).

Thus, this thesis addresses this gap by investigating **Alcohol in Society Campaigns (CSR) effect as a marketing tool on each components of Brand Equity**. Studying this practical gap is very important because one, Diageo invested a great deal of money for these campaigns, two currently both CSR and branding strategies have become progressively more important that firms have to detect how these strategies affect their creation of values (Blumenthal & Bergstrom, 2003) and three, firms can benefit using synergies created by merging CSR strategies with branding strategies (Blumenthal & Bergstrom, 2003).

1.3. Research Questions

Based on the above foundational problem statement, the study raises a main research question which is what is the extent of Corporate Social Responsibility's effect of on Brand Equity; the Case of Diageo Meta Abo's Alcohol in Society CSR campaigns: the researcher posed the following specific questions to get clear picture on the main question.

1. What is the extent of Alcohol in Society Campaigns' (CSR) effect on Brand Awareness?

2. What is the extent of Alcohol in Society Campaigns' (CSR) effect on Brand Image?
3. What is the extent of Alcohol in Society Campaigns' (CSR) effect on Brand Response?
4. What is the extent of Alcohol in Society Campaigns' (CSR) effect on Brand Meaning?
5. What is the extent of Alcohol in Society Campaigns' (CSR) effect on Brand Resonance?

1.4. Research objectives

The general objective of this study is to examine the effect of Alcohol in Society campaigns (Corporate Social Responsibility of Diageo Meta Abo) on Brand Equity. In order to realize this general objective, the paper has the following specific objectives;

1. To examine the effect of Alcohol in Society Campaigns (CSR) on Brand Awareness.
2. To examine the effect of Alcohol in Society Campaigns (CSR) on Brand Image.
3. To examine the effect of Alcohol in Society Campaigns (CSR) on Brand Response.
4. To examine the effect of Alcohol in Society Campaigns (CSR) on Brand Meaning.
5. To examine the effect of Alcohol in Society Campaigns (CSR) on Brand Resonance.

1.5. Significance of the Study

This paper will help Diageo and other brewery firms in Ethiopia to identify CSR effect on components of Brand equity and help them build synergy by integrating their CSR strategies with their branding strategies which will be useful to overcome the fierce competition. Also it can help companies to choose their CSR initiatives carefully and be careful in communicating to their customers.

Diageo can even use this brand awareness and recognition with its one million hectoliters of beer production capacity per year and acquire and merge the breweries with a small production capacity.

1.6. Scope of the Study

The study would be important in obtaining a lot of information if it covers all brewery companies in Ethiopia. But it is difficult and unmanageable to do so due to resource and time limitations. So this study will be delimited to one Brewery Company with international brand (Diageo Meta Abo). This company was chosen because one Diageo invested a great deal of money for these Alcohol in the society campaigns, and two Diageo has a reputation for its CSR activities. Therefor measuring the effect of these campaigns in building brand equity can help Diageo identify its week and strong areas and know its investments' worth.

The CSR concept has encompassed a wide range of economic, legal, ethical and philanthropic (discretionary) activities of business performance at a given point in time (Carroll, 1979; Carroll, 1991). Although CSR activities of Diageo include philanthropic (discretionary) activities such as clean water, investment in agriculture, and other philanthropic activities. The conceptual delimitation of this paper will be on ethical CSR of Diageo Alcohol in society campaign. Which includes campaigns like don't drink and drive, underage drinking, shoom shufeir, and responsible drinking campaigns.

1.7. Definitions of Key Terms

Corporate Social Responsibility (CSR): CSR is about how companies manage the business processes to produce an overall positive impact on society (Carroll, 1991).

Alcohol in the Society: is one of Diageo's corporate social responsibility (CSR) program. This program can be categorized in ethical obligation category of CSR. The responsibility is to do what's right even when not required by the letter or spirit of the law (Carroll, 1979; Carroll, 1991). Alcohol in society program was initiated because Diageo believes that responsible drinking is a valued and enjoyable part of celebrations in everyday life for most people who choose to drink. This program takes great care to only market the brands responsibly to adults. It supports programmes, practices and policies that create a more positive role for alcohol in society and address issues related to the misuse of alcohol including drink driving, underage drinking, and over-consumption of alcohol (Corporate Citizenship Report, 2010).

Brand Equity: It is the intangible value associated with the product that cannot be accounted for by price or features (Keller, 2009). This brand knowledge affects how consumers respond to products, prices, communications, channels and other marketing activity, increasing or decreasing brand value in the process (Kapferer, 2008)

Brand Awareness: implies to the identification ability the consumers have of a brand. Brand awareness consists of both brand recognition and brand recall. Brand recall reflects to consumer's ability to name the brand, when the consumer is given the product category, category needed or other similar cue. Brand recognition is when consumers can confirm that they previously have been exposed to the brand (Keller, 1993; Keller, 2009).

Brand Image: consumers' perception as reflected by the set of associations they hold in their minds when they think of a brand. One vitally important aspect of the brand is its image, as reflected by the associations that consumers hold towards the brand. These associations need to be strong, positive, and unique, so the consumers can differentiate the brand from the competition (Keller 1993; Keller 2009).

Brand Meaning: identifies what a brand means to the participants, and what it stands for. The two building blocks for brand meaning are: "performance" and "imagery." Brand meaning is the satisfaction of consumers' functional needs whereas brand imagery is the satisfaction of customers' psychological needs (Maneet and Sudhir, 2011).

Brand Response: has two categories: "judgments" and "feelings." These are the two building blocks of brand response. Brand judgment is a measurement on the consumers own evaluations and opinions about the brand (Keller, 2009).

Brand Resonance: The value of the relationship consumers have for the brand. This focuses on the relationship and level of personal identification the consumer has with the brand and how much the consumers are willing to invest money or other resources into the brand beyond those expended during purchase or consumption (Keller, 2001).

1.8. Organization of the Research Report

This study is organized into five chapters .The chapters are comprised of: Introduction, Review of related Literature, Research Methodology, data presentation analysis and interpretation, and summary conclusions and recommendations.

The first chapter provides a general introduction of the study including background of the study, Statement of the problem, Research questions, Objectives of the study, Scope of the study, Significance of the study, Limitations of the study, organization of the research report and definitions of key terms.

Chapter two covers the literature relevant to the study .It includes concepts and theoretical framework, empirical literature as well as discussions on the customer's –based brand equity model and Hypothesis and conceptual framework.

Chapter three elaborates research design and methodology: the type and design of the study. It includes research method sampling technique, data collection method and method of data analysis that will be used in the study

Chapter four summarizes the findings of the study and discusses them in detail

Finally chapter Five comprises of three sections which include summary findings, conclusions, and recommendation

CHAPTER 2

Review of related Literature

The following chapter has three subsections theoretical framework, empirical framework and conceptual framework. The theoretical framework presents the components and different definitions of corporate social responsibility, brand equity concept, stakeholder theory, and consumer based brand equity concept. The second subsection, the empirical framework presents some studies from popular authors related to the research concept. Further, the relationship and the gaps between these concepts will be identified and described. The final subsection, conceptual framework that the research problem was derived from will be presented. The chapter will give an understanding of what is going to be investigated.

2.1. Theoretical Framework

2.1.1. Approaches to Corporate Responsibility

According to the traditional view of the corporation, it exists primarily to make profits. From this money-centered perspective, insofar as business ethics are important, they apply to moral dilemmas arising as the struggle for profit proceeds (Samantha, 2011). These dilemmas include: “What obligations do organizations have to ensure that individuals seeking employment or promotion are treated fairly?” “How should conflicts of interest be handled?” and “What kind of advertising strategy should be pursued?” Most of this textbook has been dedicated to these and similar questions (Phillips, 2003).

While these dilemmas continue to be important throughout the economic world, when businesses are conceived as holding a wide range of economic and civic responsibilities as part of their daily operation, the field of business ethics expands correspondingly. Now there are large sets of issues that need to be confronted and managed outside of, and independent of the struggle for money (Phillips, 2003). Broadly, there are three theoretical approaches to these new responsibilities:

1. Corporate social responsibility (CSR)
2. The triple bottom line
3. Stakeholder theory

2.1.1.1. Corporate Social Responsibility (CSR)

The title corporate social responsibility has two meanings. First, it's a general name for any theory of the corporation that emphasizes both the responsibility to make money and the responsibility to interact ethically with the surrounding community. Second, corporate social responsibility is also a specific conception of that responsibility to profit while playing a role in broader questions of community welfare (Carroll, 1979; Carroll, 1991).

As a specific theory of the way corporations interact with the surrounding community and larger world, corporate social responsibility (CSR) is composed of four obligations:

The economic responsibility to make money. Required by simple economics, this obligation is the business version of the human survival instinct. Companies that don't make profits are—in a modern market economy—doomed to perish. Of course there are special cases. Nonprofit organizations make money (from their own activities as well as through donations and grants), but pour it back into their work. Also, public/private hybrids can operate without turning a profit. In some cities, trash collection is handled by this kind of organization, one that keeps the streets clean without (at least theoretically) making anyone rich. For the vast majority of operations, however, there have to be profits. Without them, there's no business and no business ethics (Carroll, 1979; Carroll, 1991).

The legal responsibility to adhere to rules and regulations. Like the previous, this responsibility is not controversial. What proponents of CSR argue, however, is that this obligation must be understood as a proactive duty (Carroll, 1979; Carroll, 1991). That is, laws aren't boundaries that enterprises skirt and cross over if the penalty is low; instead, responsible organizations accept the rules as a social good and make good faith efforts to obey not just the letter but also the spirit of the limits. In concrete terms, this is the difference between the driver who stays under the speed limit because he can't afford a traffic ticket, and one who obeys because society as a whole is served when we all agree to respect the signs and stoplights and limits. Going back to John Travolta racing his Porsche up and down the rural highway, he sensed none of this respect. The same goes for the toxic company W. R. Grace Incorporated as it's portrayed in the movie: neither one obeys regulations and laws until the fines get so high they've got no choice. As against that model of behavior, a CSR vision of business affirms that society's limits will be scrupulously obeyed, even if the fine is only one dollar (Carroll, 1979; Carroll, 1991).

The ethical responsibility to do what's right even when not required by the letter or spirit of the law. This is the theory's keystone obligation, and it depends on a coherent corporate culture that views the business itself as a citizen in society, with the kind of obligations that citizenship normally entails. When someone is racing their Porsche along a country road on a freezing winter's night and encounters another driver stopped on the roadside with a flat, there's a social obligation to do something, though not a legal one. The same logic can work in the corporate world (Carroll, 1979; Carroll, 1991). Many industrial plants produce, as an unavoidable part of their fabricating process, poisonous waste. In Woburn, Massachusetts, W. R. Grace did that, as well as Beatrice Foods. The law governing toxic waste disposal was ambiguous, but even if the companies weren't legally required to enclose their poisons in double-encased, leak-proof barrels, isn't that the right thing to do so as to ensure that the contamination will be safely contained? True, it might not be the right thing to do in terms of pure profits, but from a perspective that values everyone's welfare as being valuable, the measure could be recommendable (Carroll, 1979; Carroll, 1991).

The philanthropic responsibility to contribute to society's projects even when they're independent of the particular business. A lawyer driving home from work may spot the local children gathered around a makeshift lemonade stand and sense an obligation to buy a drink to contribute to the neighborhood project. Similarly, a law firm may volunteer access to their offices for an afternoon every year so some local schoolchildren may take a field trip to discover what lawyers do all day (Carroll, 1979; Carroll, 1991). An industrial chemical company may take the lead in rehabilitating an empty lot into a park. None of these acts arise as obligations extending from the day-to-day operations of the business involved. They're not like the responsibility a chemical firm has for safe disposal of its waste. Instead, these public acts of generosity represent a view that businesses, like everyone in the world, have some obligation to support the general welfare in ways determined by the needs of the surrounding community (Carroll, 1979; Carroll, 1991).

Taken in order from top to bottom, these four obligations are decreasingly pressing within the theory of corporate social responsibility. After satisfying the top responsibility, attention turns to the second and so on. At the extremes, the logic behind this ranking works easily (Carroll, 1979; Carroll, 1991).

2.1.1.2. The Triple Bottom Line

The triple bottom line is a form of corporate social responsibility dictating that corporate leaders tabulate bottom-line results not only in economic terms (costs versus revenue) but also in terms of company effects in the social realm, and with respect to the environment. There are two keys to this idea (Elkington, 1997). First, the three columns of responsibility must be kept separate, with results reported independently for each. Second, in all three of these areas, the company should obtain sustainable results (Elkington, 1997).

The notion of sustainability is very specific. At the intersection of ethics and economics, sustainability means the long-term maintenance of balance. As elaborated by theorists including John Elkington, here's how the balance is defined and achieved economically, socially, and environmentally (Elkington, 1997):

- **Economic sustainability** values long-term financial solidity over more volatile, short-term profits, no matter how high. According to the triple-bottom-line model, large corporations have a responsibility to create business plans allowing stable and prolonged action. That bias in favor of duration should make companies hesitant about investing in things like dot-coms. While it's true that speculative ventures may lead to windfalls, they may also lead to collapse. Silicon Valley, California, for example, is full of small, start-up companies. A few will convert into the next Google, Apple, and Microsoft. What gets left out, however, of the newspaper reports hailing the accomplishments of a Steve Jobs or a Bill Gates are all those other people who never made it—all those who invested family savings in a project that ended up bankrupt. Sustainability as a virtue means valuing business plans that may not lead to quick riches but that also avoid calamitous losses (Elkington, 1997).

- **Social sustainability** values balance in people's lives and the way we live. A world in which a few Fortune 500 executives are hauling down millions a year, while millions of people elsewhere in the world are living on pennies a day can't go on forever. As the imbalances grow, as the rich get richer and the poor get both poorer and more numerous, the chances that society itself will collapse in anger and revolution increase. It indicate, that for a business to be stable over the long term, opportunities and subsequently wealth need to be spread out to cover as many people as possible (Elkington, 1997).
- **Environmental sustainability** begins from the affirmation that natural resources—especially the oil fueling our engines, the clean air we breathe, and the water we drink—are limited. If those things deteriorate significantly, our children won't be able to enjoy the same quality of life most of us experience. Conservation of resources, therefore, becomes tremendously important, as does the development of new sources of energy that may substitute those we're currently using. Sustainability, finally, on this environmental front means actions must be taken to facilitate our natural world's renewal. Recycling or cleaning up contamination that already exists is important here, as is limiting the pollution emitted from factories, cars, and consumer products in the first place. All these are actions that corporations must support, not because they're legally required to do so, but because the preservation of a livable planet is a direct obligation within the triple-bottom-line model of business responsibility (Elkington, 1997).

Together, these three notions of sustainability—economic, social, and environmental—guide businesses toward actions fitted to the conception of the corporation as a participating citizen in the community and not just as a money machine.

2.1.1.3. Stakeholder Theory

Stakeholder theory, which has been described by Edward Freeman and others, is the mirror image of corporate social responsibility (Freeman, 1984). Instead of starting with a business and looking out into the world to see what ethical obligations are there, stakeholder theory starts in the world (Freeman, 1984). It lists and describes those individuals and groups who will be affected by (or affect) the company's actions and asks, "What are their legitimate claims on the business?" "What rights do they have with respect to the company's actions?" and "What kind of responsibilities and obligations can they justifiably impose on a particular business?" In a single sentence, stakeholder theory affirms that those whose lives are touched by a corporation hold a right and obligation to participate in directing it (Freeman, 1984).

Who are the stakeholders surrounding companies? The answer depends on the particular business, but the list can be quite extensive. If the enterprise produces chemicals for industrial use and is located in a small Massachusetts town, the stakeholders include (Freeman, 1984):

- Company owners, whether a private individual or shareholders
- Company workers
- Customers and potential customers of the company
- Suppliers and potential suppliers to the company
- Everyone living in the town who may be affected by contamination from workplace operations
- Creditors whose money or loaned goods are mixed into the company's actions
- Government entities involved in regulation and taxation
- Local businesses that cater to company employees (restaurants where workers have lunch, grocery stores where employee families shop, and similar)
- Other companies in the same line of work competing for market share
- Other companies that may find themselves subjected to new and potentially burdensome regulations because of contamination at that one Massachusetts plant

The first five on the list—shareholders, workers, customers, suppliers, and community—may be cited as the five cardinal stakeholders (Freeman, 1984).

What's certain is that stakeholder theory obligates corporate directors to appeal to all sides and balance everyone's interests and welfare in the name of maximizing benefits across the spectrum of those whose lives are touched by the business.

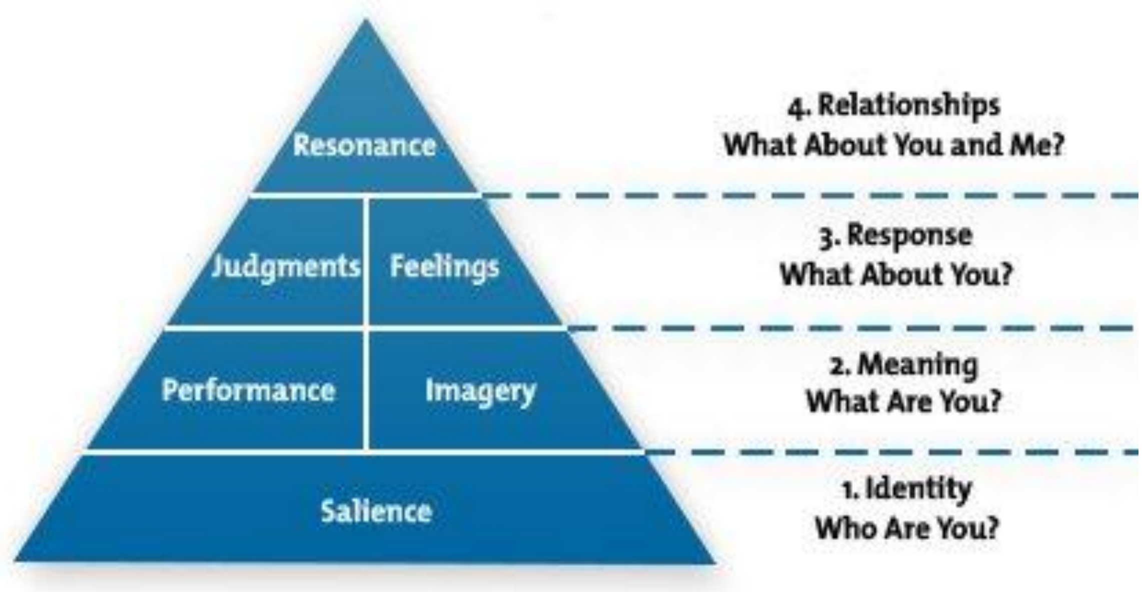
2.1.2. Customer-Based Brand Equity (CBBE) Model

Keller's Brand Equity Model is also known as the Customer-Based Brand Equity (CBBE) Model. Kevin Lane Keller, a marketing professor at the Tuck School of Business at Dartmouth College, developed the model and published it in his widely used textbook, "Strategic Brand Management." (Keller, 1993; Tong and Hawley, 2009)

The concept behind the Brand Equity Model is simple: in order to build a strong brand, you must shape how customers think and feel about your product. You have to build the right type of experiences around your brand, so that customers have specific, positive thoughts, feelings, beliefs, opinions, and perceptions about it (Keller, 1993; Tong and Hawley, 2009).

When you have strong brand equity, your customers will buy more from you, they'll recommend you to other people, they're more loyal, and you're less likely to lose them to competitors. The model, seen in Figure 1, illustrates the four steps that need to be followed to build strong brand equity.

Figure 2.1.2.1. – Keller's Brand Equity Model



The four steps of the pyramid represent four fundamental questions that your customers will ask – often subconsciously – about your brand. The four steps contain six building blocks that must be in place for you to reach the top of the pyramid, and to develop a successful brand.

Step 1: Brand Identity – Who Are You?

In this first step, the goal is to create "brand salience," or awareness – in other words, Make sure that your brand stands out, and that customers recognize it and are aware of it. It's not just about creating brand identity and awareness here; also trying to ensure that brand perceptions are "correct" at key stages of the buying process (Keller, 1993).

Step 2: Brand Meaning – What Are You?

The goal in step two is to identify and communicate what the brand means, and what it stands for. The two building blocks in this step are: "performance" and "imagery." "Performance" defines how well the product meets customers' needs. According to the model, performance consists of five categories: primary characteristics and features; product reliability, durability, and serviceability; service effectiveness, efficiency, and empathy; style and design; and price (Keller, 1993).

"Imagery" refers to how well the brand meets customers' needs on a social and psychological level. Your brand can meet these needs directly, from a customer's own experiences with a product; or indirectly, with targeted marketing, or with word of mouth (Keller, 1993).

Step 3: Brand Response – What Do I Think, or Feel, About You?

Customers' responses to brand fall into two categories: "judgments" and "feelings." These are the two building blocks in this step. Customers constantly make judgments about the brand and these fall into four key categories: **Quality**: Customers judge a product or brand based on its actual and perceived quality. **Credibility**: Customers judge credibility using three dimensions – expertise (which includes innovation), trustworthiness, and likability. **Consideration**: Customers judge how relevant the product is to their unique needs. **Superiority**: Customers assess how superior the brand is, compared with competitors' brands (Keller, 1993).

Customers also respond to the brand according to how it makes them feel. Brand can evoke feelings directly, but they also respond emotionally to how a brand makes them feel about themselves. According to the model, there are six positive brand feelings: warmth, fun, excitement, security, social approval, and self-respect (Keller, 1993).

Step 4: Brand Resonance – How Much of a Connection Would I Like to Have With You?

Brand "resonance" sits at the top of the brand equity pyramid because it's the most difficult – and the most desirable – level to reach. Brand resonance is achieved when customers feel a deep, psychological bond with the brand (Keller, 1993).

Keller breaks resonance down into four categories: **Behavioral loyalty**: This includes regular, repeat purchases. **Attitudinal attachment**: customers love the brand or the product, and they see it as a special purchase. **Sense of community**: customers feel a sense of community with people associated with the brand, including other consumers and company representatives. **Active engagement**: This is the strongest example of brand loyalty. Customers are actively engaged with the brand, even when they are not purchasing it or consuming it. This could include joining a club related to the brand; participating in online chats, marketing rallies, or events; following your brand on social media; or taking part in other, outside activities (Keller, 1993).

2.2. Empirical Literature Review

There are a number of studies that are relevant to the study of the relationship among CSR and Brand Equity and few are discussed in this review.

2.2.1. How to use CSR to Build Brand Equity

To understand how firms use corporate social responsibility to build brand equity, Usman (2012) did a study which will be discussed in this section. The study focused on three main variables which are; environment, labor and local communities. He stated that companies must follow the local as well as international environment laws. Different case studies of four companies were reviewed and analyzed (Shell, Coca-Cola, Apple and Nike) (Usman, 2012).

It was observed that Coca-Cola and Apple were facing severe allegations related to the violation of environmental and labor laws. The production partners of Nike also found to be involved in child labor. These companies are quite active now in the area of CSR through different initiatives. They observed quite influencing effects of investing resources in CSR initiatives in terms of enhanced brand equity and company's image. There are different CSR activities moreover, it has been experienced by these companies that stakeholders including internal as well external environment, labor, communities, shareholders, suppliers, consumers perceive a better image and give more value to the names of these companies. This study explored a number of CSR initiatives taken by these companies (Usman, 2012).

So, it was concluded that companies are getting aware about the importance of CSR. A safer working environment for the labor ensures enhance productivity and commitment towards organization. Consumers develop a good image of that company who is doing for improving the quality of life and investing in social projects in front of them.

Brand equity is somewhat directly proportional to corporate citizenship. The business environment has become quite competitive and companies are gradually accepting the importance of CSR. The objective of focusing only generating more revenue streams is no more valid (Usman, 2012).

2.2.2. *The Effect of Sustainable Marketing on Brand Equity and Consumer Behavior*

This section will review a study done by Heck about Sustainable Marketing in a Brazilian company of the textile segment. His theoretical framework of Sustainable Marketing was performed by Green Marketing, Social Marketing, and complemented by CSR and the theories of brand equity and consumer behavior. These theories were used to analysis the approach which aimed to explore the effects of sustainable marketing on brand equity and consumer behavior, and the relationship among them. According to these theories, the relationship among them was found (Heck, 2013).

A qualitative research strategy was chosen, but the quantitative method was also used to collect data from consumers' perspectives. A self-completed questionnaire was sent out by Google Form to customers in Brazilian company in the textile segment. After analyzing the data it was found that, Sustainable marketing has a positive effect on branding by enhancing brand equity. Furthermore, a good brand image and a higher level of brand awareness, which are included in brand equity, affect consumer behavior to some extent (Heck, 2013).

2.2.3. *CSR in the Service Sector*

This section will discuss a study done in Sweden by Gudjonsdottir (2015). He studied CSR's effect on brand image in order to increase the understanding of CSR as a marketing tool, within the service industry. The research questions of the study are "How does a service-based company's involvement in CSR as a marketing strategy affect the brand image? And how do the different CSR dimensions affect the brand image?" This study has a positive and deductive approach with a cross sectional design. The quantitative method chosen was a questionnaire, more precisely. More specifically, a selfcompletion survey was conducted on a sample of 73 hotel guests living in a CSR friendly hotel in Malmo, Sweden (Gudjonsdottir, 2015).

The results showed that the causal effect of the ethical dimension on brand image was rather strong. The philanthropic and the sustainability variables, on the other hand, turned out to have a weak effect on the brand image. The result showed that there is a strong positive relationship between all the CSR dimensions and brand image. However, the ethical dimension on brand image was rather strong. The philanthropic and the sustainability dimensions, on the other hand, turned out to have a weak effect on brand image. As both CSR and brand image are quite complex concepts, a qualitative research approach could be conducted for further research (Gudjonsdottir, 2015).

2.2.4. *Effect of CSR on Brand Equity and Profitability*

This section will discuss a study done on many Pakistani companies which are active in CSR activities by Iqbal, Qureshi, Shahid and Khalid (2013). They did a project which is aimed to find out about the impact of CSR activities on Brand Equity by examining the correlation between CSR and Brand Equity. Brand Equity being a dependent variable is measured by many independent variables like Brand loyalty, Brand awareness, Brand Association, Perceived Quality and Overall Brand Equity (Iqbal, Qureshi, Shahid and Khalid, 2013).

Many Pakistani companies are doing CSR activities. These companies are investing and managing their CSR initiatives for the wellbeing of the society. On the other hand the users of the products of these companies are also found to be brand loyal. Using empirical testing the data gathered from consumers and information collected on companies engaged in CSR activities the research found out that that there is a very strong correlation between CSR and Brand Equity. The companies who are investing on CSR activities are enjoying good consumer loyalty and the Brands they operate enjoy healthy profits and sustainable market position. This study insured that the model tested in this research can be implied in the future empirical research concerning CSR and its impact on company's profitability and Brand sustain comparative advantage (Iqbal, Qureshi, Shahid and Khalid, 2013).

2.2.5. *Environmental CSR influence on Brand Equity*

This section will review a study done in Kristianstad University students in Sweden by Berivan Amin. The study was on Environmental CSR-initiatives influence on Brand Equity: A Case of Eco-Labeling. Specifically, if Swan eco-labeling on Ariel's detergents have an impact on Ariel´s brand equity from a consumer's perspective (Amin, 2013).

A quantitative study was conducted, where a sample survey of consumers' attitudes were collected then analyzed using Spearmans' correlation coefficient along with independent-samples t-tests. A modified model of Keller´s (2009) customer-based brand equity model (CBBE) was employed along with five proposition regarding CSR´s impact on brand equity. The findings of this study showed that environmental CSR has positive effect on all of the components of brand equity such as; brand awareness, brand image, brand meaning, brand response and brand resonance. In conclusion the findings of this study showed that the Swan ecolabel on Ariel's detergents has an impact on how the respondents view Ariel as a brand (Amin, 2013).

2.2.6. *Perception on Ethiopian Brewery Firms' CSR Activities*

This section will review a study on Ethiopian brawery firms by Fentaye and K. Rama (2013). They studied the perception of local communities towards CSR initiatives of Brewery firms in Ethiopia. They used cross-sectional research design, survey method, convenience sampling technique and primary data from a total of 595 local communities of major five brewery firms. The study involved some quantitative analyses with the use of statistical tools (descriptive and inferential) (Fentaye and K. Rama, 2013).

The finding revealed that awareness level of local community about the firms' CSR initiatives was somewhat good, however, still there were substantial portion of the host community had low level of awareness about CSR initiatives. The study also suggested that the local community with high level of awareness had higher positive perception toward CSR initiatives of firms. In this study CSR initiatives were categorized under the headings of sponsorship and donation; community development and helping the poor; employment opportunities; and environmental responsibility (Fentaye and K. Rama, 2013).

The study concluded that the local community had positive perception to all categories of CSR initiatives of brewery firms as they rated above the average point (above 3.0). However, firms accorded a limited attention to community development and helping the poor. This study contributed to the previous research on the practical aspects of CSR by highlighting the influence of demographic factors on perceptions of individuals, including gender, age, and level of education. Thus, this study concluded that gender and level of education influence the perception of local community toward the CSR initiatives of brewery firms but not age factor (Fentaye and K. Rama, 2013).

As all the above empirical review shows us, a number of industry surveys attest to the positive effects of corporate social responsibility and brand equity throughout various countries. However, the effect of CSR in particular alcohol in the society campaigns (shoom shufair, don't drink and drive, underage drinking etc.) as a marketing tool on brand equity in the case of Diageo Meta beer was not assessed. Diageo Meta Abo invested a great deal of money for these campaigns and assessing its effectiveness is important to identify week areas and build on its strong areas. Thus, this thesis addresses this practical gap by investigating the research problem. Which is CSR practices in a brewery firm in Ethiopia (specifically Diageo Meta Abo) and its effect on brand equity.

2.2.7. Impact of Meta Beer Promotion on Brand Image

This section will review a study done on Meta Beer promotion impact of on Brand image of by Michael Seleshi (2015). He assessed Diageo Meta's promotional mix elements usage and their impact on its brand image. The integrity of the promotional mix elements, the brand elements used on their promotion, the celebrity endorsement and the overall success of the promotional campaign have been observed from the perspective of building up positive brand image (Seleshi, 2015).

Survey Questionnaires was conducting to Meta consumers who were selected based on convenience and analyzed by using descriptive method. The Survey shows that Meta's brand image is positively built by its promotion. Advertisement plays a major role in building up Meta's brand image positively. Though the brand image is positively placed by the Advertisement and the brand elements used, there are also other problems cited by the research paper. Diageo Meta doesn't use Interactive marketing. It isn't included in its promotional mix elements. It is also witnessed that there is a high usage of a sales promotion tool: Price off (Free gift), regular usage of this tool is suspected to have a negative effect on Meta's brand image. Lack of communication of public relation tool: community activity participation and fund raising like a Water project has been done to the community around the brewery factory but it was not effectively communicated to Meta's customer base. If these public relation tools were known by its customers, it would have been an input in building up Meta's brand image (Seleshi, 2015).

A number of industry surveys attest to the positive effects of CSR on brand equity throughout various countries. However as Seleshi's research reviewed in the paragraph above, Diageo Meta participates in community activity and fund raising like a Water project but it was not effectively communicated to Meta's customer base. Also Seleshi recommended, if these public relation tools were known by its customers, it would have been an input in building up Meta's brand image (Seleshi, 2015). Therefore this paper will try to see the effect of CSR in particular alcohol in the society campaigns (shoom shufair, don't drink and drive, underage drinking etc.) as a marketing tool in influencing brand equity in the case of Diageo Meta beer. Diageo Meta Abo invested a great deal of money for these campaigns and assessing its effect on brand equity is important to identify week areas and build on its strong areas. Thus, this thesis addresses this practical gap by investigating the research problem.

Front-end intelligence gathering in the form of a CSR assessment can save a firm from launching an ineffective CSR approach or heading in a direction that is not sustainable in business terms (Hohnen, 2005). An assessment can also help identify CSR gaps and opportunities and thereby improve business decision making (Hohnen, 2005).

2.3. Conceptual Framework

Previous studies have used different methods to measure CSR and brand equity. Hsu (2012) measured CSR-initiatives and brand equity by survey questionnaire which was divided into five sections, respondents' perception about CSR initiatives, satisfaction, corporate reputation, the two dimensions of brand equity (brand awareness and brand associations), and lastly the demographic of the respondents. Hsu (2012) used Keller's model to measure brand equity, as will be done in this study. In this study, the student researcher used Keller's brand equity model called the CBBE model. Moreover, this was examined by how the Alcohol in society of Diageo Meta Abo has an effect on each components of the brand equity model.

Brand Awareness: The first step which is brand awareness implies to the identification ability the consumers have of a brand. Brand awareness consists of both brand recognition and brand recall. Brand recall reflects to consumer's ability to name the brand, when the consumer is given the product category, category needed or other similar cue (in this research Alcohol in society campaigns). Brand recognition is when consumers can confirm that they previously have been exposed to the brand (Keller, 1993; Keller, 2009). CSR on products have shown to have a positive impact on brand awareness. Building brand awareness relates to customers' recall and recognition of the brand. Acts of CSR increases the level of recognition of a brand (Creel, 2012). Thus the following hypothesis is formulated:

H1: Alcohol in society campaigns (CSR) of Diageo Meta Abo has a positive effect on Brand Awareness.

Brand Image: The second step brand image defines consumers' perception as reflected by the set of associations they hold in their minds when they think of a brand. One vitally important aspect of the brand is its image, as reflected by the associations that consumers hold towards the brand. These associations need to be strong, positive, and unique, so the consumers can differentiate the brand from the competition (Keller 1993; Keller 2009). Keller argues that CSR can enhance the brand image by generating new abstract associations. Furthermore, when a brand communicates about its CSR initiatives it draws consumer's attention to environmental associations. Consumers pay more attention to firm's social responsibilities when buying and consuming and evaluate positively to brands that behave with diligence (Keller 2009; Parguel 2011). Hoeffler and Keller (2002) bring up the impact CSR has on brand equity. They argue that CSR can enhance brand image by generalizing new associations and making the brand appear more sincere, caring or genuine. Thus, this paper pose the following hypothesis:

H2: Alcohol in society campaigns (CSR) of Diageo Meta Abo has a positive effect on Brand Image.

Brand Meaning: Furthermore, the brand meaning which is the third step of measuring brand equity, identifies what a brand means to the participants, and what it stands for. The two building blocks in this step are: "performance" and "imagery." Brand performance is the satisfaction of consumers' functional needs whereas brand imagery is the satisfaction of customers' psychological needs (Maneet and Sudhir, 2011). Moreover, CSR activities can also affect consumer's well-being (Bhattacharya and Sen 2004) and can therefore be linked to brand meaning. Thus, this paper pose the following hypothesis:

H3: Alcohol in society campaigns (CSR) of Diageo Meta Abo has a positive effect on Brand Meaning

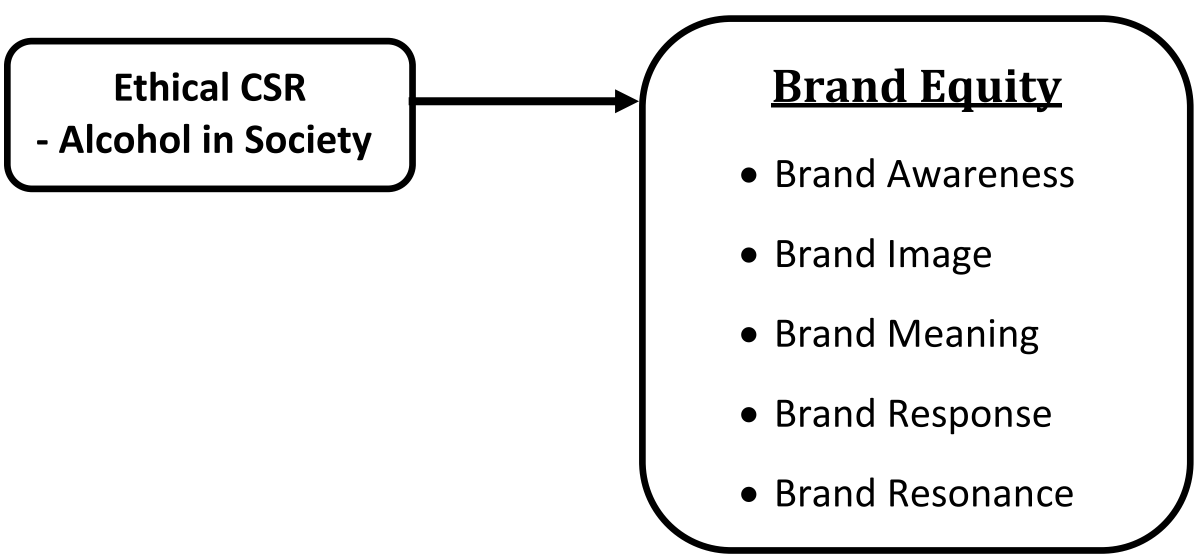
Brand Response: The fourth step is brand response and that falls into two categories: "judgments" and "feelings." These are the two building blocks in this step. Brand judgment is a measurement on the consumers own evaluations and opinions in regards to the Alcohol in society of Diageo Meta Abo (Keller, 2009). CSR generates various types of judgment and feeling from consumers that, may be linked to the brand (Hoeffer and Keller, 2002). When the communication of the CSR activity is credible, the judgment and feelings towards the brand will be more positive than when the communication is not credible (Eerd,2007). Thus, this paper pose the following hypothesis:

H4: Alcohol in society campaigns (CSR) of Diageo Meta Abo has a positive effect on Brand Response

Brand Resonance: The last step in measuring brand equity is brand resonance. The value of the relationship consumers have for the brand. This focuses on the relationship and level of personal identification the consumer has with the brand and how much the consumers are willing to invest money or other resources into the brand beyond those expended during purchase or consumption (Keller, 2001). CSR can help to enhance the brand value and positively influences the strength, and favorability, therefore improving brand equity (Hoeffler and Keller, 2002; Parguel, 2011; (Lai, et al. 2010). According to Bhattacharya and Sen (2004) consumers are more likely to react positively to CSR activities and may be willing to pay additionally for those products. Thus, the following hypothesis is formulated:

H5: Alcohol in society campaigns (CSR) of Diageo Meta Abo has a positive effect on Brand Resonance

Figure 2.3.1: Conceptual framework



CHAPTER 3

Research Methodology

The following chapter has nine subsections. The first subsection is Research Paradigm, Approach and Method the second one is research design followed by Population, sampling and sampling plan. Data Collection instrument, and data source is the next subsection followed by data analysis. The chapter continues with a reflection of reliability and validity analysis. The last subsection is ethical consideration.

3.1. Research Paradigm, Approach and Method

Research Methods

A deductive research method was applied to this research since it relies on both theoretical and empirical findings. The main purpose of this study is to measure the effect of CSR alcohol in society campaigns on components of brand equity towards the brand Meta Abo Diageo.

Research Approach

In this study, a quantitative approach was applied to answer the research question. The justification of the chosen method are several. Firstly, a quantitative method enables a broad and comprehensive coverage. Secondly, the data collected is objective and measurable. Thirdly, previous researchers have conducted this method to explore CSR and brand equity, which show that this method is appropriate (Martinez, Pérez & Rodríguez del Bosque, 2014). Finally, this method is suitable since this research has to be completed within a short time frame and by using a quantitative method the researcher can make a relatively fast analyses in statistical programs (Denscombe, 2013). Furthermore the choice of this method reflects the positivistic philosophy on which this study will be based on.

3.2. Research Design

Explanatory research design is used in this study. This is because the objective of the study is to explore the relationship between Alcohol in the society (CSR) and components of brand equity. The relationships between these variables was analyzed. One time data collection or cross sectional study design was applied.

3.3. Population, Sampling and Sampling Plan

3.3.1. Population

The target population of this study is Meta beer consumers who reside in Addis Ababa. Total Meta Beer consumption per annum is 900,000 hectoliters (90,000,000 liters) in Ethiopia and average beer consumption per head per annum is 4 liters in Ethiopia. From these data we can get the approximate number of Meta Abo Beer consumers in Ethiopia which is around 22,500,000. But these results shows Meta Abo Beer consumers from all over Ethiopia but this study only focuses on those Meta beer consumers who reside in Addis Ababa. So it is difficult to know the exact number of Meta beer consumers in Addis Ababa (Global status report on alcohol and health, 2016).

3.3.2. Sample Size

The population of this research is consumers of Meta beer who resides in Addis Ababa. But since the population size cannot be precisely known the research paper has used the following formula. So to find out the sample size when the population is unknown the sample size was determined with the use of Top man formula as presented below (Hair et al, 2005).

$$n = \frac{Z^2PQ}{E^2}$$

Where:

n = required sample size

Z = Degree of confidence (i.e. $1.96)^2$

P= probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error (0.05)

$Z= (1.96)^2$
$P=0.5$
$Q=0.5$
$E= (0.05)$

$$n = \frac{1.96^2 x 0.5 x 0.5}{(0.05)^2}$$

$$= \frac{3.84 x 0.25}{0.0025}$$

$n =$ 384 (Sample Size)

From the above calculation it can be understood that the number of participants or subjects for this study are 384 and the designed questionnaires were administered to these respondents and their responses were analyzed and presented in a matter which represents the target population which is the Meta beer consumers of Addis Ababa. The selection of respondents was accidental sampling and based on geographical locations and by selecting places which are considered to be places where Meta beer consumers can be mostly found. These places are Meta housed, Restaurants, Bars, and Lounges.

3.3.3. Sampling Plan and Technique

The above mentioned 384 samples were selected from four sub cities of Addis Ababa. Addis Ababa has ten sub cities which are Arada, Lideta, Chirkos, Yeka, Nefasilk, Kolfe, Akaki, Bole, Addis Ketema and Gulele. Out of this ten sub cities four where selected randomly which are Bole, Arada, Chirkos and Nefasilk by using lottery method. From Bole and Arada sub city 104 questionnaires each where distributed that is by selection 8 different places each randomly (Restaurants, Bars, lounges etc.) and 13 questionnaires each where distributed. Again for Chirkos and Nefasilk sub city 91 questionnaires each were distributed that is by selection 7 different places each randomly (Restaurants, Bars, lounges etc.) and 13 questionnaires each were distributed. The total distributed questionnaires were 390, but the sample size is only 384 so extra 6 questionnaires were used in case some of the questionnaires are not returned.

Table 3.3.3.1: Questionnaires Distribution

Sub-city	Meta housed, Restaurants, Bars, and Lounges	Questionnaires
Bole	8	104
Arada	8	104
Chirkos	7	91
Nefasilk	7	91
Total	30	390

3.4. Data Collection

3.4.1. Source of Data

Primary and Secondary data (collected from articles, reports, texts, journals and magazines) were used for this study. The primary data were collected from consumers of Meta Abo using structured questionnaires.

3.4.2. Data Collection instrument

Structured Questionnaire data collecting instrument was used for this study. Because, primarily this method is easy to standardize and produce results that are easy to summarize, compare, and generalize (Payne and Payne, 2004). Secondly, it is easy to use large sample by fitting direct experiences into predetermined response categories (Payne and Payne, 2004). Thirdly, it contributes to reliability by promoting greater consistency; since every respondent will be asked the same list of questions (Payne and Payne, 2004). In order to obtain correct information from consumers a great number of closed questions was designed.

Overall brand equity, brand awareness, brand image, brand meaning, brand response, brand resonance and demographic questions will be seven important components of the questionnaire. Except the demographic part the other 6 categories are measured using likert scale. Firstly, CSR questions, then brand awareness which were divided into brand recall and brand recognition. Brand image questions was divided into brand attitude and brand associations. Furthermore, brand meaning was presented into performance and imagery. Brand response was be divided into two parts, feeling and judgment. Lastly, brand resonance was used to capture the respondents' attitudes towards the brand value. (Keller, 1993 and Flanagan, 2012).

3.5. Data Analysis

The analytical tool that was used to analyze the empirical data was the software program SPSS. This tool helps to translate and analyze data into relevant information for studies. The survey of this study was structured with ordinal and nominal measure. When analyzing the data on SPSS, correlation of CSR with each components of Brand equity (brand awareness, brand image, brand meaning, brand response, and brand resonance) and simple linear regressions with Brand equity.

3.6. Reliability Analysis

Reliability analysis was conducted to check whether a scale used in this paper consistently reflects the subset it measures. For this study, the Cronbach's α is used as a measure of internal consistency using SPSS (Statistical Package for Social Sciences). The Cronbach's α for each variables in the survey designed are well over the accepted limit of 0.70 as shown below, showing it is reliable (Alpha=> 0.70 standard). Therefore, the result shows that the results extracted from the questionnaire are highly reliable.

Table 3.6.1: Reliability Statistics Cronbach's Alpha

Items	Cronbach's Alpha	N of Items
Brand Awareness	0.715	2
Brand Image	0.856	6
Brand Meaning	0.868	4
Brand Response	0.935	11
Brand Resonance	0.830	5
Alcohol in the society campaign (CSR)	0.753	6

(Source: Survey Data, 2017)

3.7. Validity Analysis

According to Kothari (2004) content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. Based on this definition the content validity of this study was verified by experts on the area, advisor of the research, who look into the appropriateness of the questions and the scale of measurement. In addition discussions with fellow researchers is another way the validity and appropriateness of the questions where checked. In case of secondary data, only relevant articles and literature from academic, scientific and marketing databases were used for this study.

3.8. Normality Test

To analyze the normality of the data, the study employed Skewness and Kurtosis analysis. Further to enhance the analysis the study used Z score for both analyses

Table 3.8.1: Normality, skewness and kurtosis

	Skewness			Kurtosis		
	Statistic	Std. Error	Z-Value	Statistic	Std. Error	Z-Value
CSR	0.358	0.128	2.796875	-1.205	0.256	-4.70703
Brand Awareness	0.318	0.128	2.484375	-0.627	0.256	-2.44922
Brand Image	0.226	0.128	1.765625	-0.144	0.256	-0.5625
Brand Response	0.26	0.128	2.03125	-0.705	0.256	-2.75391
Brand Meaning	0.175	0.128	1.367188	-0.997	0.256	-3.89453
Brand Resonance	0.706	0.128	5.515625	0.288	0.256	1.125

(Source: Survey Data, 2017)

The skewness and kurtosis measures should be as close to zero as possible. In reality, however, data are often skewed and kurtotic. A small departure from zero is therefore no problem, as long as the measures are not too large compared to their standard errors (Sprinthall, R. C. 2011). For this paper, regarding skewness and kurtosis these data are a little skewed and kurtotic for all the variables, but it doesn’t differ significantly from normality. Therefor it can be assumed that the data are approximately normally distributed.

3.9. Ethical Considerations

The risk of harming the respondents in this study was minimized by making the survey questionnaire anonymous and by maintaining the surveys confidential. In this study, there are questions about the respondent's' age and gender but this information is not enough to identify the person. The second ethical principle to consider is the lack of informed consent. The potential participant should receive as much information needed to make a decision whether to participate or not. In this study the survey contains information about the research and contact details for further questions. The third ethical principle concerns the invasion of privacy. The respondent might find some questions too private and do not wish to make the answer public. In this study the respondent have the opportunity to skip a question if it is judged sensitive. Furthermore this study is not of a sensitive nature which enhances the respondents' willingness to answer. The fourth ethical principle refer to deception which occurs if respondents are led to believe that a research is about something else than what is (Bryman & Bell, 2011). In this research the survey contained a clear description of the purpose.

CHAPTER 4
Data Presentation, Analysis And Interpretation

This purpose of this chapter is data presentation, analysis and interpretation. The chapter content includes descriptive analysis (demographic description, descriptive analysis for scale items), estimation results (Simple linear regression). Finally statistical tests. As stated in the methodology, data was collected from customers of Meta Abo Beer. Data collected through questionnaire was analyzed using SPSS (Statistical Package for the social Science) software. Out of 390 set of questionnaires, 362 were returned, yielding 92.82% of response rate and were used for data analysis, which is acceptable and sufficient for conducting the necessary statistical test.

4.1. Questionnaire Response

Out of the 390 set of questionnaires distributed. 379 questionnaire where returned and 11 questionnaire were not returned. Out of this 379 returned questionnaire, 17 questionnaire where incomplete. Therefore total usable questionnaire are 362, which were fully completed and returned, and were used for data analysis. Yielding 92.82% response rate which is acceptable and sufficient for conducting the necessary statistical tests.

Table 4.1.1: Overall Response

Questionnaire distributed	390
Returned questionnaire	379
Not returned questionnaire	11
Incomplete questionnaire	17
Total usable questionnaire	362

Response Rate = 92.82%

4.2. Descriptive analysis

This section explores the data nature of the data. To exhibit the general characteristics of the data, frequency and percentage are used. To explain the nature of the data in depth mean and standard deviation analysis are used.

4.1.1. Demographic Profile of Respondents

The questionnaire was designed to seek information about the gender, age, Income, Educational level and frequency of Meta consumption of the respondents. The research tried to make gender based composition in all selected sub cities. From all respondents, 206 (56.9 %) of them were male and 156 (43.1%) were female. This means that the majority of sampled respondents were male.

Age of respondents has been categorized into four groups. Accordingly, from the total respondents 204 (56.4%) of them were between 18-30 years of age, 111 (30.7 %) were between 31-45 years of age, 19 (5.2%) 46-60 years of age and the remaining 28 (7.7%) were 60 and above years of age. As indicated on Table 4.1.1, majority of the respondents aged between 18-30 years. This indicates that the majority of respondents are young adults.

In an attempt to ascertain academic qualification, respondents were requested to provide their qualifications. The qualification was categorized into three parts. From data's gathered, 32 (8.8%) are diploma holders or less, 220 (60.8%) are first Degree holders and the remaining 110 (30.4%) are second degree and above holders. This indicates that the majority respondents are first degree holders.

Respondents were requested to identify their income level categories. There were four categories of which 133 (36.7%) earned between 3500 or less Birr, 141 (39%) earned between 3501 -10000 Birr, 37 (10.2%) earned between 10001 - 25000 Birr and the remaining 45 (12.4%) earned 25000 Birr and above. This indicates that the majority respondents earned from 3501 -10000.

The respondents were also asked to indicate how often they consume Meta Abo Beer. The answers where categorized into four categories. From the gathered data 155 (43.9%) consumed quarterly or more, 65 (18%) consumed monthly, 54 (14.9%) consumed weekly and 21 (5.8%) consumed every day. This indicates that the majority of the respondents consume Meta only quarterly or more.

Table 4.1.1: Frequency distribution of demographic factors

Items		Frequency	Percentage
Gender	Male	206	56.9
	Female	156	43.1
Age	18-30	204	56.4
	31-45	111	30.7
	46-60	19	5.2
	60+	28	7.7
Educational level	diploma or less	32	8.8
	first degree	220	60.8
	second degree and above	110	30.4
Income	3500 or less	133	36.7
	3501 -10000	141	39.0
	10001 - 25000	37	10.2
	25000 and above	45	12.4
Use Frequency	Quarterly or more	159	43.9
	Monthly	65	18.0
	Weekly	54	14.9
	Every day	21	5.8

(Source: Survey Data, 2017)

4.1.2. ***Descriptive Statistical Analysis***

Descriptive Analysis of the Level of Agreement of the Respondent's Perception towards Different Variables of the Research. The researcher uses itemized rating scale to construct a range. This range will be used to measure the perception level of the respondents towards each variable. The researcher uses the following formula to construct the range.

$$\text{Itemized rating scale} = \frac{Max - Min}{n_1} = \frac{5-1}{5} = 0.8$$

The mean each individual rating from 1-5 fall within the following interval

Table 4.1.2: Interval of mean

Interval of mean	Perception
1.00-1.80	Strongly disagree
1.81-2.60	Disagree
2.61-3.40	Neutral
3.41-4.20	Agree
4.21-5.00	Strongly agree

Source: (poonlar Btawee, 1987).

4.1.2.1. Descriptive Statistics of Alcohol in Society Campaigns (CSR)

Table 4.1.2.1 below shows mean scores and standard deviation for respondent's perception towards Alcohol in Society Campaigns (Corporate Social Responsibility CSR) of customers. Regarding consumers' perception towards "Shoom Shufair" discouraging drunk driving, the mean score and standard deviation is 4.03 and 1.032 respectively. This has above the average mean, meaning that most of the respondents agree or strongly agree that shoom shifair discourages drunk driving.

Regarding consumers' perception about "Don't drink and drive" campaigns discouraging drunk driving the mean score and standard deviations are 3.98 and 0.986 respectively. Meaning consumers somehow agree that "Don't drink and drive" campaigns discourages drunk driving.

Consumers' perception about Diageo Meta Abo being an ethically responsible Beer company mean score is 3.59 and standard deviation 0.864. Which also means that consumers somehow agree that Diageo Meta Abo is an ethically responsible beer company.

Consumers' perception about "Not for sell for below 18 years old" campaign in discouraging underage drinking, mean score and standard deviation are 3.45 and 1.249 respectively. Meaning consumers somehow agree that "Not for sell for below 18 years old" campaign discouraging underage drinking.

Consumers' perception about Meta's overall ethical responsibility programs, satisfying the societies' ethical expectations and norms had a mean score and standard deviation of 3.34 and 0.975 respectively. This has relatively lower mean, but still it's above the average score. Therefore it means respondents somehow agree that Meta's overall ethical responsibility programs, satisfying the societies' ethical expectations and norms.

Table 4.1.2.1: Statistics Alcohol in Society Campaigns (Corporate Social Responsibility CSR)

	Alcohol in Society Campaigns (Corporate Social Responsibility CSR)					
	"Don't drink and drive" discourages drunk driving	"Shoom Shufair" discourages drunk driving	"Not for sell for below 18 years old" discourages underage drinking	"Drink responsibly" influences responsible drinking	Diageo/ Meta is Ethically responsible Beer company	Meta's overall ethical responsibility programs satisfies the societies' ethical expectations and norms
Mean	3.98	4.03	3.45	3.58	3.59	3.34
Std. Deviation	.986	1.032	1.249	1.001	.864	.975

(Source: Survey Data, 2017)

4.1.2.2. Descriptive Statistics of Brand Recall

Brand recall is the consumer's ability to name the brand, when the consumer is given the product category, category needed or other similar cue (Keller, 1993; Keller, 2009). In this survey respondents answered whether Meta beer comes first to their mind when they think of a beer. As shown in table 4.1.2.2 below, the majority of the respondents 202 people or 55% answered disagree. Followed by neutral 84 people or 23.1% and agree 70 people or 19.3%. This means consumers do not recall Meta beer first when they think of a beer. This contributes poorly to brand awareness.

The mean score and standard deviation value 2.52 and 1.268 can also show that Meta beer isn't the first brand that comes to consumers mind when then think of beer. Therefore Meta beer has

Table 4.1.2.2.: Descriptive Statistics and Frequency distribution of Brand Recall

		Brand Recall			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	202	55.6	56.7	56.7
	Neutral	84	23.1	23.6	80.3
	Agree	70	19.3	19.7	100.0
	Total	356	98.1	100.0	
Mean		2.52			
Std. Deviation		1.268			

(Source: Survey Data, 2017)

4.1.2.3. Descriptive Statistics of Brand Recognition

Brand recognition is when consumers can confirm that they previously have been exposed to the brand (Keller, 1993; Keller, 2009). In this survey consumers where given logos and images of Meta Abo's brand to identify how often they have been exposed to it or not. As the result in table 4.1.2.3 below shows, all the respondents answered many times and sometimes. Majority answered many times 291 people or 80.2% followed by sometimes 71 people or 19.6%. This shows that consumers can easily recognize Meta Abo brand. This contributes greatly to brand awareness.

The mean score and standard deviation value 4.09 and 0.689 can also show that consumers have been exposed to Meta brand many times. Therefore Meta beer has strong brand recognition.

Table 4.1.2.3: Descriptive Statistics and Frequency distribution of brand recognition

		Brand Recognition			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sometimes	71	19.6	19.6	19.6
	Many times	291	80.2	80.4	100.0
	Total	362	99.7	100.0	
Mean		4.09			
Std. Deviation		.689			

(Source: Survey Data, 2017)

4.1.2.4. Descriptive Statistics of Brand Image

Brand image has two categories, attitude and association (Keller, 1993; Keller, 2009). As can be seen in table 4.1.2.4 below, for attitude the mean score and standard deviation of consumers' admiration about other consumers of Meta beer was 3.10 and 0.841 respectively. Meaning consumers' admiration of other Meta consumers is neutral.

For attitude again the mean score and standard deviation of consumers' perception whether they like other Meta consumers is 3 and 0.966 respectively. Meaning consumers are neutral about other Meta consumers when it comes to liking them.

The other category of brand image is brand association. Consumers' perception about reliability, charming, upper class of Meta has a mean score and standard deviation of 3.2 and 0.943, 3.28 and 0.913, 3.25 and 0.841 respectively. Meaning consumers are neutral about their perception of Meta beer being reliability, charming and upper class. Consumers' perception about Meta beer bringing pleasant memory has a mean score and standard deviation of 2.88 and 1.0 respectively. Meaning consumers disagree about Meta beer bringing pleasant memory.

On the average it can be concluded that consumers' perception about Meta beer's brand image is neutral. Except for pleasant memory association, consumers disagree.

Table 4.1.2.4: statistics Brand Image

	Brand Image					
	Attitude		Association			
	I admire other Meta Consumers	I like other Meta Consumers	Reliability	Charming	Upper Class	Pleasant Memory
Mean	3.10	3.00	3.20	3.28	3.25	2.88
Std. Deviation	.841	.966	.943	.913	.841	1.000

(Source: Survey Data, 2017)

4.1.2.5. Descriptive Statistics of Brand Response

Brand response has two categories: "judgments" and "feelings." Brand judgment is a measurement on the consumers own evaluations and opinions in regards to the Alcohol in societies campaigns (CSR) of Meta Abo (Keller, 2009). Consumers Judgment about Meta brand is divided into four categories quality, credibility, superiority and consideration.

As can be seen in table 4.1.2.5 below consumers' quality judgment has mean score and standard deviation of 3.36 and 0.82 respectively. Meaning consumers somehow agree about Meta beer being a quality beer. Credibility judgment has a mean score and standard deviation of 3.16 and 0.92 respectively. Meaning consumers are neutral or slightly agree about Meta beer being a credible beer. Superiority judgment has a mean score and standard deviation of 2.77 and 0.83 respectively. Meaning consumers disagree about Meta beer being a superior than other beers. Consideration judgment has a mean score and standard deviation of 2.9 and 0.85 respectively. Meaning consumers disagree about their consideration of Meta beer. In other words they don't consider consuming Meta beer more than other beers.

The other brand response category feeling has a mean score and standard deviation of 2.77 and 0.89 respectively. Meaning consumers disagree about having a positive feeling about Meta beer.

Table 4.1.2.5: statistics brand response

	Brand Response				
	Judgment				Feeling
	Quality	Credibility	Superiority	Consideration	
Mean	3.36	3.1616	2.7749	2.9019	2.7774
Std. Deviation	.820	.92562	.83451	.85317	.89509

(Source: Survey Data, 2017)

4.1.2.6. Descriptive Statistics of Brand Meaning

Brand meaning identifies what a brand means to the participants, and what it stands for. The two building blocks in this step are: "performance" and "imagery." Brand meaning is the satisfaction of consumers' functional needs whereas brand imagery is the satisfaction of customers' psychological needs (Maneet and Sudhir, 2011).

As can be seen in table 4.1.2.6 below, consumers' perception about Meta beer offering more value for money has a mean score and standard deviation of 2.85 and 0.772 respectively. Meaning consumers disagree about Meta beer offering more value for money as compared to other beers.

Consumers' perception about Meta beer satisfying their basic needs has a mean score and standard deviation of 2.72 and 1.03 respectively. Meaning consumers disagree about Meta beer satisfying their basic needs.

Consumers' perception about Meta beer giving them better relaxation has a mean score and standard deviation of 2.70 and 0.99 respectively. Meaning consumers disagree about Meta beer giving them better relaxation as compared to other beers.

The other category of brand meaning is imagery. Consumers' perception about Meta beer making them feel modern has a mean score and standard deviation of 2.53 and 1.06

respectively. Meaning consumers disagree or they do not think that Meta beer makes them feel modern.

Table 4.1.2.6: statistics brand meaning

	Brand Meaning			
	Performance			Imagery
	Offering more value for money	Satisfies my basic needs	Better Relaxation	Makes me feel modern
Mean	2.85	2.72	2.70	2.53
Std. Deviation	.772	1.034	.999	1.063

(Source: Survey Data, 2017)

4.1.2.7. Descriptive Statistics of Brand Resonance

Brand resonance is the value of the relationship consumers have for the brand. This focuses on the relationship and level of personal identification the consumer has with the brand and how much the consumers are willing to invest money or other resources into the brand beyond those expended during purchase or consumption (Keller, 2001). Resonance has two categories, loyalty and engagement.

This survey result on table 4.1.2.7 below shows two components of brand resonance which are loyalty and engagement. Consumers brand loyalty for Meta beer has a mean score and standard deviation of 2.42 and 0.97 respectively. Meaning consumers disagree or are not loyal to Meta beer. Also consumers' perception towards not drinking other beers other than Meta has a mean score and standard deviation of 2.02 and 1.03 respectively. Meaning they disagree about not dinking other beer other than Meta beer.

Engagement is the other component of brand resonance. Consumers' perception towards associating themselves with other Meta consumers has a mean score and standard deviation of 2.35 and 1.08 respectively. Meaning they disagree or they don't associate themselves with other Meta consumers.

Consumers' perception towards following Meta on social media has a mean score and standard deviation of 2.24 and 0.82 respectively. Meaning they disagree or they don't follow Meta on social media. Again their perception towards participating in Meta events has a mean score and standard deviation of 2.52 and 1.33 respectively. Meaning they disagree or they don't participating in Meta events.

It can be concluded that both brand loyalty and engagement of Meta Abo beer are all week. Which means consumers brand resonance is week.

Table 4.1.2.7: statistics of brand resonance

	Brand Resonance				
	Loyalty		Engagement		
	I am loyal customer of Meta	I don't drink other beers than Meta beer	I associate myself with other Meta consumers	Following Meta on social media	Participate in Meta events
Mean	2.42	2.02	2.35	2.24	2.52
Std. Deviation	.970	1.036	1.087	.820	1.330

(Source: Survey Data, 2017)

4.1.2.8. Descriptive Statistics of Variables

As can be seen in table 4.1.2.8 below, Alcohol in the society campaigns (CSR) has a mean score of 3.2963 and standard deviation of .81963. Meaning consumers have a positive perception towards Alcohol in the society campaigns (CSR).

From brand equity components Brand awareness has the highest mean score of 3.1188 and standard deviation of .70088 followed by brand response with a mean score of 2.9313 and standard deviation .74713. Brand meaning stands in the third place with a mean score of 2.6975 and standard deviation .81926. Brand equity component with the least score is brand resonance with a mean score of 2.3105 and standard deviation .81926.

These means, the first component that contributes to brand equity is brand awareness. Brand image, brand response, brand meaning and brand resonance contributes in a second, third, fourth, and fifth place respectively. Consumers are neutral about Meta beer's brand awareness and brand image. But they have low brand response, meaning and resonance about Meta beer's brand.

Table 4.1.2.8: Descriptive Statistics of variables

Variables	Mean	Std. Deviation
Brand Awareness	3.2963	.81963
Brand Image	3.1188	.70088
Brand Response	2.9313	.74713
Brand Meaning	2.6975	.82466
Brand Resonance	2.3105	.81926
Alcohol in the society (CSR)	3.6568	.70071

4.2. **Statistical test : Homoscedasticity Test**

Homoscedasticity refers to the assumption that that the dependent variable exhibits similar amounts of variance across the range of values for an independent variable.

Table 4.2: Heteroscedesticity test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.411E-17	.053		.000	1.000
	Brand awareness Standardized Predicted Value	.000	.053	.000	.000	1.000
2.	(Constant)	-5.858E-17	.053		.000	1.000
	Brand image Standardized Predicted Value	.000	.053	.000	.000	1.000
3	(Constant)	-2.466E-16	.053		.000	1.000
	Brand response Standardized Predicted Value	.000	.053	.000	.000	1.000
4	(Constant)	1.297E-16	.053		.000	1.000
	Brand meaning Standardized Predicted Value	.000	.053	.000	.000	1.000
5	(Constant)	2.861E-16	.053		.000	1.000
	Brand resonance Standardized Predicted Value	.000	.053	.000	.000	1.000

Each Dependent Variables: Standardized Residual
(Source: Survey Data, 2017)

Table 4.2 above shows Breusch-Pagan test and White's test for heteroscedesticity. By looking at the Sig. values above (all sig. are > 0.05), we fail to reject the null hypothesis which is heteroscedasticity is not present in the model. This test can also be seen in a diagram (see appendix 3)

4.3. Inferential Statistics

4.3.1. Correlation Analysis

This study employs correlation analysis, which investigates the strength of the relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 + 1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005).

According to guidelines suggested by Field (2005) to interpret the strength of relationship between variables, the correlation coefficient(r) is as follows: if the correlation coefficient falls between 0.1 to 0.29, it is weak; 0.3 to 0.49 is moderate; and > 0.5 is strong relationship between variables. Depending on these assumptions, all basic constructs were included into the correlation analysis and a bivariate two tailed correlation analysis was done. Table 4.2.1 below shows the correlation between the 5 components of brand equity and Alcohol in society campaigns (CSR).

Table 4.3.1: Correlations

		Brand awareness	Brand image	Brand response	Brand meaning	Brand resonance	CSR
Brand awareness	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	356					
Brand image	Pearson Correlation	.615**	1				
	Sig. (2-tailed)	.000					
	N	356	362				
Brand response	Pearson Correlation	.688**	.868**	1			
	Sig. (2-tailed)	.000	.000				
	N	355	356	356			
Brand meaning	Pearson Correlation	.412**	.685**	.792**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	356	362	356	362		
Brand resonance	Pearson Correlation	.292**	.572**	.641**	.870**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	356	362	356	362	362	
CSR	Pearson Correlation	.367**	.319**	.284**	.220**	.070	1
	Sig. (2-tailed)	.000	.000	.000	.000	.199	
	N	332	338	332	338	338	338

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

(Source: Survey Data, 2017)

From the results shown in table 4.2.1 above each variable correlated perfectly with itself with coefficients value of +1.00.. Pearson correlation matrix shows that there is a moderate, positive and significant relationship between CSR and Brand awareness with a value of r=0.367. Also there is a moderate, positive and significant relationship between

CSR and Brand image with a value of r=0.319. There is a week, positive and significant relationship between CSR and brand response with a value of r=284. There is a week, positive and significant relationship between CSR and brand meaning with a value of r=220. Finally there is a week, positive and insignificant relationship between CSR and brand resonance with a value of r=0.070.

Except for brand resonance, the correlation between CSR and all the brand equity components is proved to be positive and significant, which means the improvement in CSR can result in improvement in any or all of the Brand Equity components except brand resonance.

Brand awareness has a strong, positive and significant relationship with brand image, meaning and response. But brand awareness has a week, positive and significant relationship with brand resonance. Brand image has a strong, positive and significant relationship with brand response, meaning and resonance. Brand response has a strong, positive and significant relationship with brand meaning and resonance. Brand meaning has a strong, positive and significant relationship with brand resonance.

CSR and Brand awareness; Brand awareness consists of both brand recognition and brand recall. The result of the test above shows that there is a moderate, positive and significant relationship between CSR and Brand awareness with a value of r=0.367 (P=.000 < 0.01). Similar empirical studies like Creel and Keller also showed how acts of CSR increases the level of awareness of a brand (Keller 2009, Creel 2012).

CSR and Brand Image; Brand Image consists of brand attitude and associations related to the brand. The result of the test shows a moderate, positive and significant relationship between CSR and Brand image with a value of r=0.319 (P = 0.000 < 0.05). Previous empirical studies showed consistent result that CSR can enhance brand image by generalizing new associations and making the brand appear more sincere, caring or genuine (Parguel 2011, Keller 2009, Hoeffler 2002).

CSR and Brand Response; Brand response consists of judgment and feeling about the brand. The result of the test shows that there is a week, positive and significant relationship between CSR and brand response with a value of r=284 (P = 0.00 < 0.01).

Previous empirical studies also showed how CSR generates various types of judgment and feeling from consumers that, may be linked to the brand response (Hoeffer and Keller, 2002).

CSR and Brand Meaning; Brand Meaning consists of Performance and Imagery about the brand. The result of the test shows there is a week, positive and significant relationship between CSR and brand meaning with a value of r=220 ($P = 0.00 < 0.01$). Previous empirical study results also show how CSR activities can positively affect consumers' well-being and can therefore be linked to brand meaning (Bhattacharya and Sen 2004).

CSR and Brand Resonance; Brand Resonance consists of loyalty and engagement about the brand. The result of the test shows a week, positive and insignificant relationship between CSR and brand resonance with a value of r=0.070 ($P = 0.199 > 0.01$). This means when alcohol in the society campaigns increase, brand resonance (brand loyalty and engagement) isn't affected.

4.4. Test for Simple Linear Regression Model Assumption

Normality Assumption

Normality of a data should be tested before running the regression analysis because multiple regressions require that the independent variables in the analysis be normally distributed. According to Brooks (2008), as cited by Abate (2012) if the residuals are normally distributed, the histogram should be bell- shaped and thus this study implemented graphical methods to test the normality of data. From the Histogram figure in appendix 2 and 3 of this paper, it can be noted that the distribution is normal curve, demonstrating that data witnesses to the normality assumption.

As the assumption holds as the histogram was a bell- shaped and the residuals were normally distributed around its mean of zero which indicates that the data were normally distributed, and the inferences made about the population parameters from the sample statistics tend to be valid.

4.5. Regression Analysis

This section shows the contribution of Alcohol in society campaigns (CSR) that shape Brand Equity. Simple linear regression analysis was performed to regress Alcohol in society campaigns (CSR) on brand equity. Brand Equity was used as the dependent variable Alcohol in society campaigns (CSR) was used as the independent variable. It is shown by coefficient of determination (R squire values), the regression coefficient (Beta coefficient) and the p-value. Table 4.4.1 provides the results of the regression analysis. The mathematical representation of the above relationship is displayed as follows.

$Y= \alpha+\beta X+ei$

Where:

Y= the dependent variable to be predicted (Brand Equity)

α = Y axis intercept (the constant)

β= slope of the independent variable (Alcohol in society CSR)

X= Alcohol in society CSR

Ei= the error term that will affect Y

Table 4.5.1 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.852	.186		9.935	.000
	CSR	.327	.050	.340	6.550	.000

a. Dependent Variable: Brand Equity

It can be gathered from the simple linear regression table 4.4.1 above, there is a significantly positive relationship between CSR and brand equity. This means as Alcohol in society campaigns (CSR) of Diageo Meta Abo increases by one unit, Meta's brand equity (awareness, image, response and meaning) also increases by 0.367 units (P=.000). Therefore the null hypothesis is rejected. Similar empirical studies also showed similar results. Similar studies showed how adopting CSR-activities in corporate strategy enables companies to achieve competitive advantage, improve, strengthen the brand and develop a broader satisfied customer base (Porter and Kramer 2006; Hillestad 2010; Elg and Hultman 2011; Torres, et al. 2012).

Finally, the model fit regression equation of brand equity becomes: -

Y = 1.852 + .340 x + e

Where: x = Alcohol in society programs (CSR),

Y= Brand Equity

e= sampling error

Table 4.5.2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.340[a]	.115	.113	.64198

a. Predictors: (Constant), CSR

As one can see the Model Summary from table 4.4.2 above, the adjusted R Square statistic tells us the proportion of variance in the dependent variable that is accounted for by the independent variable. In this case the co- efficient of determination adjusted (R2) was 0.115. This implies that about 11.5% of the dependent variable (i.e. Brand equity) can be explained by the independent variables (i.e. Alcohol in society programs (CSR)), leaving about 88.5% to be explained by other exogenous factors. Adjusted R2 values also indicate the overall effect size of the independent variable on the dependent variable.

Table 4.5.3: Summary of Hypothesis Testing

Hypothesis	Correlation Coefficient	Pearson Correlation P value	Result
H1: Alcohol in society campaigns (CSR) have a positive effect on Brand Awareness.	0.367 Positive and moderate relationship	0.000 (Significant)	Reject the null hypothesis
H2: Alcohol in society campaigns (CSR) have a positive effect on Brand Image.	0.319 Positive and moderate relationship	0.000 (Significant)	Reject the null hypothesis
H3: Alcohol in society campaigns (CSR) have a positive effect on Brand Meaning	0.220 Positive and week relationship	0.000 (Significant)	Reject the null hypothesis
H4: Alcohol in society campaigns (CSR) have a positive effect on Brand Response	0.284 Positive and week relationship	0.000 (Significant)	Reject the null hypothesis
H5: Alcohol in society campaigns (CSR) have a positive effect on Brand Resonance	0.070 Negative and week relationship	0.199 (Insignificant)	Fail to reject the null hypothesis

(Source: Survey Data, 2017)

CHAPTER FIVE

Summary, Conclusion and Recommendation

This chapter presents the findings of the study. Additionally, a conclusion is drawn in the light of research objectives and recommendations are forwarded. The main objective of the study was to identify the relationship that exists between the independent variable CSR (Alcohol in the society campaigns) and components of brand equity (Brand awareness, Image, Meaning, Response, and Resonance).

5.1. Summary of Major Findings

The general objective of the research is to see the effect Alcohol in the Society campaigns (CSR) of Diageo Meta Abo on components of brand equity.

From the demographic characteristics of respondents, Majority of the respondents were male Besides, Majority of respondents participated in the survey were age group of 18-30. Regarding education level majority of the respondents where first Degree holders. From the income groups, the largest group of respondents have income level of 3501 - 10,000 birr.

The descriptive statistics shows that the mean score values of the variables (i.e. brand awareness, brand image, brand response, brand meaning and brand resonance) ranges from 2.31 to 3.29. Perception of consumers towards brand awareness, image, response and meaning is neutral with 3.29, 3.11, 2.93 and 2.69 mean scores respectively. But perception of consumers towards brand resonance is week with 2.31 mean score.

Perception of consumers towards Alcohol in Society Campaigns (CSR) campaigns is slightly high with 3.65 mean score. From all the Campaigns, Perception of consumers towards “Shoom Shufair” is the highest with a mean score of 4.03 followed by “Don’t drink and drive” Campaign with a mean score of 3.98; “Drink responsibly” with a mean score of 3.58; “Not for sell for below 18 years old” with a mean score of 3.45.

The Pearson correlation coefficient reveals that brand awareness (r=.367); brand image (r=.319); brand response (r=0.284), brand meaning (r=0.220) and brand resonance (r=.070) are all positively correlated with Alcohol in the Society campaigns (CSR). Except for brand resonance the remaining components are significantly correlated. Supporting H1, H2, H3, H4. Whereas brand resonance doesn't have a significant correlation with CSR meaning H5 is not supported. The strength of correlation is moderate for brand awareness followed by brand image. Brand response, meaning and resonance have week correlation.

Finally, the simple regression result, estimate of regression weight shows that Alcohol in the Society campaigns (CSR) ($\beta = 0.34$) significantly predict and explain Brand Equity. Co-efficient of determination adjusted (R2) was 0.115. This implies that about 11.5% of the dependent variable (i.e. Brand equity) can be explained by the independent variables (i.e. Alcohol in society programs (CSR)), leaving about 88.5% to be explained by other exogenous factors.

Similar studies showed how adopting CSR-activities in corporate strategy enables companies to achieve competitive advantage, improve, strengthen the brand and develop a broader satisfied customer base (Porter and Kramer 2006; Hillestad 2010; Elg and Hultman 2011; Torres, et al. 2012).

5.2. Conclusion

The objectives raised in the beginning of this study was to examine the relationship between the Alcohol in society campaigns (CSR) and brand equity and components of brand equity.

From the mean scores it can be gathered that, perception of consumers towards brand awareness, image, response and meaning is neutral but perception of consumers towards brand resonance is low.

Perception of consumers towards Alcohol in Society Campaigns (CSR) campaigns is high. From all the Campaigns, Perception of consumers towards "Shoom Shufair" is the highest followed by “Don’t drink and drive” Campaign; “Drink responsibly”; “Not for sell for below 18 years old”.

Except for brand resonance, all the other components of brand equity are significantly correlated with Alcohol in Society Campaigns (CSR). Meaning brand awareness, image, response, meaning are significantly influenced by Alcohol in Society Campaigns (CSR). But brand resonance is not significantly influenced, or the influence of Alcohol in Society Campaigns (CSR) on brand resonance is insignificant.

All the components of brand equity (awareness, image, response, meaning and resonance) are positively correlated with Alcohol in Society Campaigns (CSR). Meaning Alcohol in Society Campaigns (CSR) and brand equity components move in the same direction, when one increases the other also increases and vice versa.

According to the findings of this paper, Alcohol in the Society campaigns (CSR) significantly predict and explain Brand Equity. 11.5% of Brand Equity is explained only by Alcohol in the Society campaigns (CSR). This is a large value. If Alcohol in the Society campaigns alone can influence 11.5% of Brand equity, all the other ethical and philanthropic activities of CSR can have a larger influence on CSR.

From all the components of brand equity, brand awareness is the highest influenced by Alcohol in Society Campaigns (CSR). They have a moderate and positive relationship.

The second highest influenced component of brand equity is brand image, by Alcohol in Society Campaigns (CSR). Again they have a moderate and positive relationship.

Brand response and meaning are the third and fourth influenced components by Alcohol in Society Campaigns (CSR). These components have a week but positive relationship with Alcohol in Society Campaigns (CSR). There is no relationship between brand resonance and Alcohol in Society Campaigns (CSR)

5.3. Recommendation

The major objective of the study is to examine the relationship between CSR and brand equity and components of brand equity. Based on the findings of the study and conclusions, the following recommendation is forwarded to increase the influence of CSR on brand equity.

As the findings of this study indicats, Alcohol in the Society campaigns (CSR) of Diageo Meta Abo influences 11.5% of brand equity. If one ethical CSR activity (Alcohol in the Society campaigns) can have this much influence on brand equity, all the other ethical and philanthropic activities of CSR together can have a larger influence on CSR. Therefor Diageo Meta Abo should keep investing on its CSR activities.

As for the components of brand equity, Alcohol in the Society campaigns (CSR) have a moderate influence on brand awareness and image. But it has week influence on response and meaning. Therefor Diageo has to either improve its Alcohol in the society campaign strategies or use its other CSR activities (sponsorships, engaging with local malt producing smallholder farmers, its investment in clean water projects) to influence its brand equity components.

Brand resonance isn't influenced by these Alcohol in the Society campaigns. Diageo Meta should give emphasis to the fact that it has a very low brand resonance and isn't influenced by these campaigns. Because brand resonance can be achieved when customers feel a deep, psychological bond with the brand. Customers are actively engaged with a brand, even when they are not purchasing it or consuming it. Consumers are exposed to the Alcohol in the Society campaigns even if they are not consuming it. Therefor brand resonance was supposed to be the highest influenced by CSR activities.

Diageo can focus on areas where social responsibilities can enhance brand equity. Like imagery, attitude, associations, feeling, credibility, consideration, engagement etc. This can be achieved by enhancing its other CSR activities like philanthropic (provide clean and safe drinking water projects that will aid in the agricultural development of Ethiopia) which can create positive association, attitude, imagery, feeling etc. about the brand.

This research suggests that Diageo should attempt to go for Corporate Social Responsibility activities if they would like to reap the benefits of its brand equity. Companies should choose their Corporate Social Responsibility initiatives carefully, demonstrate their commitment and be careful in communicating to their customers. As this research has shown that CSR and brand equity are positively correlated which means that Brands doing CSR will experience long term and consistent stream of healthy profits. This is clear motivation for companies to invest on CSR activities.

This study could be useful in the area of brand management. Moreover, this study show that a small campaign about Meta Abo's Alcohol in the society can actually change the way consumers view the whole brand and that more companies should focus on corporate social responsibility initiatives. Therefore, the findings of this study could be valuable for future brand marketers and for decision of how to manage CSR activities.

5.4. Directions for Future Research

Further research is required to address these findings and identify other variables that may affect Brand Equity. More research is needed to understand when and how to communicate Corporate Social Responsibility initiatives to consumers. Other CSR activities should be studied to explore their influence with brand equity like philanthropic, economic, legal and ethical CSR activities.

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Appendices

Appendix 1: Questionnaire

AAU: School of Commerce Marketing Management Graduate Program

Corporate Social Responsibility influence on Brand Equity Questionnaire

Dear Respondent,

This questionnaire is designed to gather data for my Masters' Thesis in Marketing Management. My research title is "The Influence of Corporate Social Responsibility on Brand Equity in the case of Alcohol in society programs of Diageo Meta Abo". I assure you that all your responses will be kept confidential and be used only for the research purpose as a group. Your response is highly valuable for the output of the study. Thank you for your kind cooperation.

Sessen Amare

Mobile: 0913-01-07-06 Email: sesen.amare@gmail.com

Put tick mark ✔

Part I: Personal Information

Age	18-30 ☐	31-45 ☐	46-60 ☐	60+ ☐
Gender	Male ☐		Female ☐	
Education	Diploma or less ☐	First degree ☐	Second degree or mor ☐	
Monthly income	3500br. Or less ☐	3501- 10,000br ☐	10,001-25,000br ☐	More than 25,000 ☐
Do you drink Meta Abo Beer?	Yes ☐		No ☐	
How often do you Consume Meta Abo Beer?	Every day ☐	Weekly ☐	Monthly ☐	Quarterly or more ☐

Part II: CSR Evaluation

	Ethical Responsibility	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I think Meta Abo Beer's "Don't drink and drive" campaign discourages drunk driving and minimizes car accidents.					

2.	I think Meta Abo Beer's "Shoom Shufair" programs discourage drunk driving and minimizes car accidents.					
3.	I think Meta Abo Beer's "not for sell for below 18 years old" campaigns discourage underage drinking?					
4.	I think Meta Abo Beer's "Drink responsibly" campaigns influences consumers to be responsible drinker.					
5.	I think Meta Abo Beer is Ethically responsible Beer company.					
6.	I think Meta Abo Beer's overall ethical responsibility programs satisfies the societies' ethical expectations and norms.					

Part III: Brand Evaluation

	Brand Recall	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
7.	Meta abo beer comes first to my mind when I think of Beer					

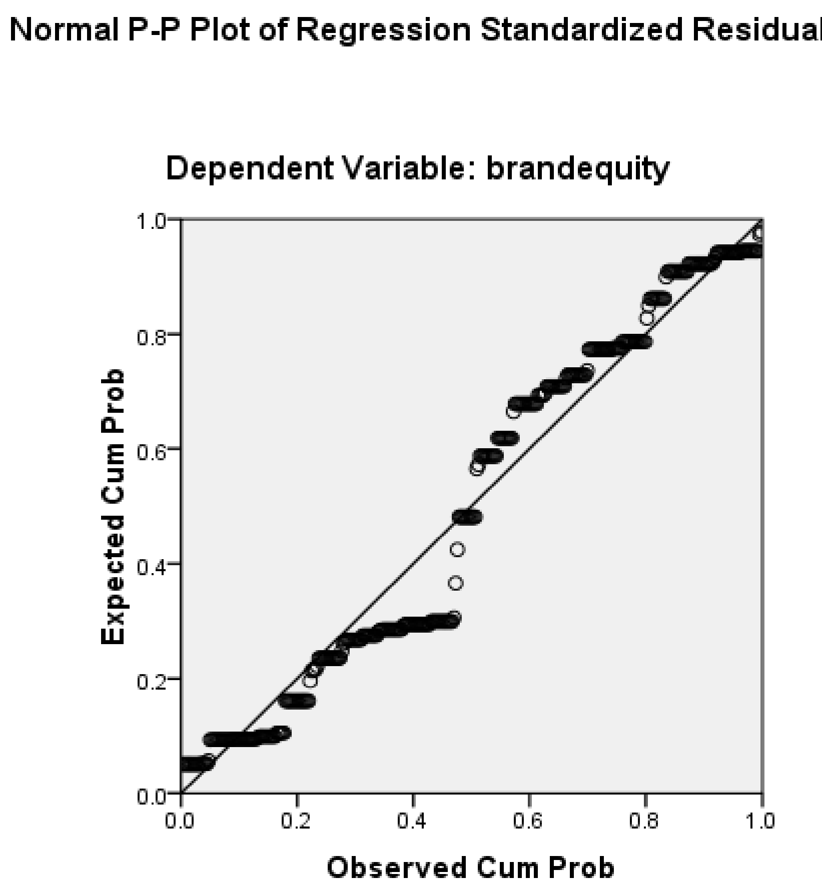
8. Have you ever encountered to any one of the following Meta Abo Beer's brand related images?

Brand Recognition	All the time	Many times	Sometimes	Few times	Never
					
DIAGEO					
meta beer					

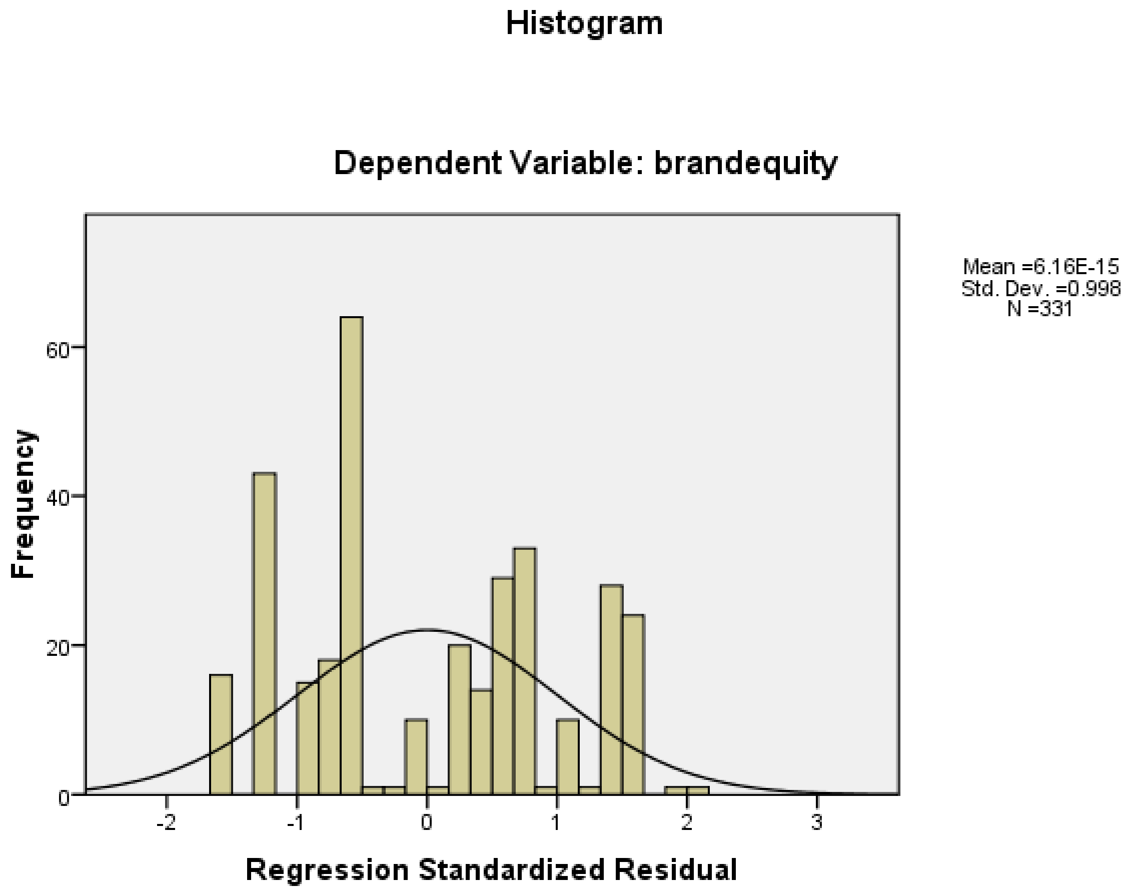
	Brand Image	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9.	The people I admire and respect frequently consume Meta Beer.					
10.	Thinking of Meta Beer brand bring back pleasant memories to me					
11.	Meta Beer is well expressed by the word "Reliable"					
12.	Meta Beer is well expressed by the word "Charming"					
13.	Meta Beer is well expressed by the word "Upper class"					
14.	I like the people who consume Meta Beer					

	Brand Response – Judgment and Feeling					
	Judgments: Quality					
15.	I think Meta beer offers high quality and high value Beer.					
	Judgments: Credibility					
16.	I have confidence on Meta beer.					
17.	I admire the makers of Meta Beer.					
	Judgments: Consideration					
18.	I will recommend Meta beer to others.					
19.	Meta beer is personally relevant to me.					
	Judgments: Superiority					
20.	I think Meta Beer is unique to other beers.					
21.	I think Meta Beer is superior to other beers					
	Feeling					
22.	Meta beer gives me a feeling of social approval					
23.	Meta beer gives me a feeling of excitement					
24.	Meta beer gives me a feeling of fun					
25.	Meta beer gives me a feeling of warmth					
	Brand Meaning (Performance and Imagery)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
26.	Meta beer is doing a good job in offering more value for money compared to other beers.					
27.	Meta beer performs better in satisfying my basic needs as compared to other beers.					
28.	Meta beer provides better relaxation than other beer brands.					
29.	Consuming Meta Beer makes me feel modern					
	Brand resonance					
30.	I am loyal to Meta Beer					
31.	I don't drink other beers other than Meta Beer					
32.	I associate myself with those people who drink meta beer					
33.	I follow meta beer on social media					
34.	I participate in meta beer events					

Appendix 2: Normal P-P Plot of Regression Standardized Residual



Appendix 3: Histogram for Normality distribution



Appendix 4: Histogram for Heteroscedesticity Test of the Data