



ADDIS ABABA UNIVERSITY

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The Mediating role of Brand Awareness on the relationship between Corporate Social
Responsibility and Brand Equity: The Case of Bank of Abyssinia

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STATEMENT OF CERTIFICATIONS

This is to certify that Miss KALKIDAN BEKELEGETANEH carried out her research work on the topic entitled “The Mediating role of Brand Awareness on the relationship between Corporate Social Responsibility and Brand Equity: The Case of Bank of Abyssinia” is her original work and is suitable for submission for the award of Master’s Degree in Marketing Management.

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DECLARATION

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I also certify that the thesis/project has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

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ABSTRACT

This research paper investigates the role of brand awareness as a mediator in the relationship between corporate social responsibility and brand equity, focusing on the Bank of Abyssinia as a case study within the banking industry. It emphasizes the paramount importance of brand awareness in attracting and retaining customers in today market. The study relies on primary data collected through questionnaires administered via purposive sampling at the Bank of Abyssinia in Addis Ababa, Ethiopia. Out of 400 distributed questionnaires, 387 responses were collected, yielding a response rate of 96.75%. Utilizing IBM SPSS, the research identifies the impact of brand awareness on the relationship between corporate social responsibility and brand equity. The findings reveal a positive and direct correlation between CSR and brand equity, as well as a significant positive relationship between brand awareness and brand equity. Furthermore, multiple regression analyses and mediation analysis with a process 4 model demonstrate that brand awareness mediates the relationship between CSR and brand equity. Given the substantial influence of the independent predictor variables on the dependent variable, all proposed hypotheses were supported. Furthermore, the study confirmed the four hypotheses at the bank, demonstrating that Bank of Abyssinia customers significantly impact the bank's brand equity, with brand awareness acting as a mediator. In essence, for Bank of Abyssinia customers, corporate social responsibility plays a pivotal role in fostering brand loyalty and enhancing brand awareness, consequently leading to repeated business with the bank. This underscores the mediating role of brand awareness in shaping brand equity. Based on the aforementioned conclusion, the report offers several critical recommendations to bank management. Firstly, the study reveals that CSR impacts both brand awareness and brand equity. This discovery holds significance as per the study's participants, suggesting that successful implementation of CSR can serve as a cornerstone in marketing discipline. The Bank of Abyssinia's management should prioritize corporate social responsibility, given that the findings suggest brand awareness and brand equity are achieved through CSR practices. As a service provider in a competitive market, various measures can enhance CSR efforts, including actively participating in social activities, embracing new technologies for competitive advantage, continually innovating to maintain attractiveness even amid new market entrants, and offering tailored services to meet customers specific needs.

Key words: *Corporate social responsibility, Brand equity, Brand awareness*

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ACRONYMS

CSR: Corporate Social Responsibility

CBBE: Customer based brand equity

FBBE: Firm based brand equity

BE: Brand Equity

ATM: Automated Tellers Machine

POS: Point of Sells Terminal

BOA: Bank of Abyssinia

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CHAPTER 1 INTRODUCTION

1.1 Introduction

The main aim of this study is to address the overarching question encapsulated by the project Introduction title: What constitutes brand equity and corporate social responsibility (CSR), and how do they intersect? When examining "Corporate Social Responsibility," it is evident that some businesses utilize CSR primarily as a marketing tool, prioritizing profit over genuine social impact rooted in ethical considerations. However, authentic corporate social responsibility involves managing business activities to foster sustainable, long-term social benefits for society and actively contributing to societal well-being. While certain organizations prioritize ethical conduct in their operations, this does not fully embody the essence of corporate social responsibility. Various authors offer interpretations of the expansive concept of CSR.

The chapter encompasses the study background, the history of Bank of Abyssinia, the statement of the problem, research questions, study objectives, significance, scope, definition of terms, and the paper's organization, presented in a sequential manner.

1.2 Background of the study

To satisfy stakeholders' expectations, corporate social responsibility (CSR) generates a public demand for firms to transparently disclose information. Businesses committed to a significant public-interest aspect pledge to advance economic, social, and environmental benefits for society. Earlier research by Laconia & Murphy (1991) suggests that CSR cultivates ethical conduct among employees, thus enhancing organizational efficiency. Maignan, Ferrell, and Ferrell (2005) assert that fulfilling CSR obligations positively impacts companies' performance by boosting marketing tactics' effectiveness and corporate image enhancement.

According to Torres, Bijmolt, Tribó, and Verhoef (2012), CSR positively influences brand equity. In business-to-business (B2B) markets, Lai, Chiu, Yang, and Pai (2010) explore CSR effects on brand awareness, revealing a positive correlation between CSR and industrial brand equity as well as brand awareness. However, the qualitative approach used in the study may suffer from selection biases and vulnerability to subjective measures. The interplay among firm brand awareness, brand equity, and CSR remains largely unexplored quantitatively.

The ordinary least squares (OLS) regression model predominates in studies examining the relationships among these factors. The subsequent sections of the study include: the Second Part: research on the subject; Chapter 3: research methods and data; 4th Section: results; and the fifth section: conclusion and discussion.

Modern business paradigms underscore the importance of social responsibility in competitive markets. Over the past decade, researchers, marketers, and international organizations have increasingly focused on CSR. Defined by the World Council for Sustainable Development, CSR involves a business ongoing commitment to ethical behavior, economic development, and the improvement of the workforce quality of life and that of the local community and society at large (Crane, Matten, & Spence, 2008:6). Consequently, many businesses today view CSR as a necessity and practice it extensively (Sitkin, 2013).

The concept of CSR dates back centuries, reflecting society enduring expectations of corporate contributions to the common good. Industrial welfare programs emerged in response to criticisms of the factory labor system's impact on families and communities (May, et al., 2007:4). Howard Bowen's conception of CSR shortly after World War I emphasized business's responsibility for societal welfare (May, et al., 2007:5). The discussion of CSR evolved in the 1970s, shifting from corporate to corporate responsiveness, particularly as American corporations reaped the benefits of industrialization (, et al., 2007:7).

1.2.1 Background of the organization

Bank of Abyssinia represents a consortium of private individuals who bring vast experience and success from diverse sectors like business, entertainment, and education. This ownership structure not only underscores the

company's determination to excel in its industry but also highlights its collaborative approach to building a thriving business and delivering top-notch banking services.

The commitment of Bank of Abyssinia to offer high-quality commercial products and exceptional customer service positions it as the preferred bank for all customers. Embracing its tagline underscores the bank's deep connection with society. Over the years, Bank of Abyssinia has expanded its range of financial products and services, catering to diverse customer needs.

With 802 branches nationwide, Bank of Abyssinia serves over 9.3 million customers. Its well-structured financial service system, powered by the T-24 core banking system, is complemented by 1271 ATM machines, 16 virtual banking centers, and more than 1256 POS terminals strategically placed for customer convenience. This expansion has seen Bank of Abyssinia's capital grow exponentially from ETB50 million to ETB 5.5 billion.

As a core value, Bank of Abyssinia champions corporate social responsibility, believing that community well-being benefits everyone. The bank actively engages in various national projects and social-economic initiatives, including contributions to the Ethiopian Grand Renaissance Dam, the establishment of the Ethiopian Cardiac Center, support for the Ethiopia Rotary Club, and the creation of Ethiopian Women Traders Associations..

1.3 Statement of the Problem

It is widely recognized that a company's brand stands as one of its most valuable assets (Bharadwaj et al., 1993). Moreover, there is a growing consensus that corporate social responsibility (CSR) has evolved beyond mere business terminology to become a vital business competency with significant implications as a brand-building tool (McDonald and Lai, 2011; Bhattacharya et al., 2009; Maon et al., 2008), increasingly acknowledged by marketing professionals and academics. Brand equity, being a strategic tool, fosters

commitment and frequent consumption, enhances shareholder value, and extends economic activities across geographical boundaries.

Marketing management and CSR activities, according to Kotler and Lee (2005), ostensibly aim to cultivate brand equity to meet the needs of customers and other key stakeholders. The development of brand equity (BE) leads to market share growth, profitability, and increased sales (Aaker, 1991; Keller, 1993). The majority of BE research primarily considers "branding effects" concerning consumer knowledge (CK) about a specific brand and its impact on consumer behavior.

Organizations strive to sustain brand equity to attain a competitive advantage in the economic market (Aguilera et al., 2007). Porter and Kramer (2006) emphasize that corporate social responsibility plays a pivotal role in a company's competitive success. Yoo (2015) suggests that investing in CSR serves as a source of competitive advantage rather than a mere cost or constraint.

The value of corporate social responsibility in enhancing brand equity is underscored by Iranzadeh, Ranjbar, and Poursadegh (2012), highlighting the significance of brand equity and social responsibility for businesses. Investigating how CSR creates value for the brand is crucial. The literature recommends applying Carroll CSR model, encompassing economic, legal, ethical, and philanthropic responsibilities, to the financial sector. Akar (1996) framework offers a comprehensive theoretical lens for exploring the impact of CSR on Brand Equity, encompassing factors like brand loyalty, awareness, association, trust, and perceived quality, as perceived by customers. Despite limited research in Ethiopia on the impact of corporate social responsibility on brand equity, studies reveal significant and positive interrelations between CSR and brand equity in the business sector. A study focusing on Bank of Abyssinia CSR efforts elucidates factors influencing the company's brand equity in Ethiopia, providing insights into the variables affecting Bank of Abyssinia Customer-Based Brand Equity (CBBE) and facilitating a deeper market understanding. The study's impetus stems from the organization's current need to strengthen its competitive position within the banking sector. Utilizing the CBBE concept can facilitate market dominance and increased market share. However, the study identifies gaps in well-planned CSR implementation and disclosure, underscoring the importance of examining how Bank of Abyssinia CSR initiatives impact brand equity.

In conclusion, the study sheds light on the mediating role of brand awareness on the relationship of CSR and brand equity. It highlights the need for Bank of Abyssinia to bridge existing gaps in CSR implementation and

disclosure to effectively leverage its CSR efforts to enhance brand equity and gain a competitive edge in the market.

1.4 Research Questions

1.4.1 Main Research Question

Does Brand Awareness have Mediating role on the relationship between Corporate Social Responsibility and Brand Equity in the case of Bank of Abyssinia?

1.4.2 Sub-Research Questions

Have the following research questions

- I. How does the company's corporate social responsibility have an effect in building brand equity?
- II. How does the business's corporate social responsibility enhance brand awareness in the case of Bank of Abyssinia?
- III. How does the company's brand awareness contribute to the company's brand equity?
- IV. How does the company's brand awareness contribute to the relationship between CSR and brand equity in the case of Bank of Abyssinia?

1.5 Objectives of the study

1.5.1 General Objective

The broad objective of this study is to investigate Mediating role of Brand Awareness on the relationship between Corporate Social Responsibility and Brand Equity in the case of Bank of Abyssinia.

1.5.2 Specific Objectives

- To identify the effect of CSR on brand equity.
- To measure the effect of CSR on brand awareness.
- To show the effect of brand awareness on Brand Equity.
- To identify the mediating role of brand awareness on the relationship between CSR and brand equity.

1.6 Significance of the Study

In the realm of business, the concept of corporate social responsibility (CSR) is relatively modern. Practically speaking, customers increasingly anticipate businesses to operate in socially acceptable ways. Consequently, studying CSR is crucial for companies, particularly amidst non-monetary competition within sectors where many businesses offer similar services in identical markets. Understanding CSR as a tool for socially responsible business holds significant importance. Implemented effectively, it can bolster a company brand by cultivating a positive image. Moreover, business managers have recognized that integrating CSR strategically provides a competitive edge. Furthermore, it enriches research methodologies and knowledge in the field, while bridging information gaps for top management and other external stakeholders. Saying this we can also see main significance of the study rely on in exploration of the mediating role of brand awareness in the relationship between CSR and brand equity. By examining the relationship, my research contributes to both academic literature and practical implication for businesses. It helps to deepen understanding of how CSR activities influence consumers' perception of of brand and subsequently, their brand equity. This understanding can aid companies in developing more CSR strategies to enhance brand equity, ultimately leading to competitive advantages and sustainable business performance. Additionally, your study can provide insights for marketers on the importance of fostering brand awareness as a mechanism to amplify the impact of CSR initiatives on brand equity. Overall, my research has the potential to inform strategic decision making in the realms of CSR, branding, and marketing, thus contributing to the advancement of both theory and practice in these areas.

1.7

Scope of the Study

The aim of this research is to investigate the impact of corporate social responsibility on brand equity, focusing specifically on Bank of Abyssinia through a contextual analysis. The objective is to understand the correlation between CSR initiatives and the company's brand perception. Notably, the study is narrow in scope, concentrating solely on the effects on the brand and not considering broader societal or environmental impacts of CSR. Due to resource and time limitations, the research is confined to Addis Ababa, where the majority of the company's CSR endeavors are concentrated..

1.8 Organization of the study

The paper comprises five chapters. The first chapter encompasses the introduction, delving into the study's background, problem statement, research questions, and objectives, as well as its significance and scope. Chapter 2 examines the related literature. Chapter 3 elaborates on the study's design and methodologies, while Chapter 4 focuses on data presentation and analysis. Lastly, Chapter 5 encompasses the recommendations and conclusions, serving as the final chapter..

CHAPTER 2 REVIEW OF RELATED LITERATURE

2.1 Theoretical and Conceptual Review

2.1.1 Definitions and Concepts of CSR

The concept of corporate social responsibility (CSR) has evolved over time and been defined by various scholars. Bowen (1953) defined CSR as the obligation of businesses to align their policies and actions with societal goals and values. Holme & Watts (2000) describe CSR as businesses commitment to contribute meaningfully to society and uphold ethical behavior. Bimir (2016) suggests that CSR is best understood within its specific context due to its social construct nature. De Schutter (2008) highlights the multitude of perspectives contributing to confusion surrounding CSR, including its role in society and business operations.

De Schutter (2008) further outlines three perspectives of CSR: as an understanding of business societal role, a method of controlling business operations, and a substitute for business regulation. Lai (2015) emphasizes businesses consideration of social and environmental concerns in their operations and interactions with stakeholders. Filizöz & Fisne (2011) stress the importance of organizations addressing social needs beyond legal requirements.

A broader definition of CSR involves companies aligning their values and actions with stakeholders interests, as identified by Chatterji et al. (2009). Carroll (1991) introduces a pyramid model encompassing philanthropic, economic, legal, and ethical responsibilities. Economic responsibilities include satisfying customers, generating profits, and adhering to laws and regulations, both formal and informal. Meeting stakeholders expectation is essential across all levels of CSR engagement..

2.1.2 Corporate Social Responsibility Theories

In the literature on corporate social responsibility, there are different theories developed by different writers. This encompasses the, Carroll's Pyramid, stakeholders approach and Shareholder Management Theory.

A. Carroll's CSR Pyramid Carroll

It is initially developed the CSR model in response to Friedman's critique and the overall responsibility confusion among academics and managers. The CSR model contained a three-fold purpose;

(1) to define the essential aspects of CSR, (2) connect them to the relevant social issues and (3) aid practitioners to choose a responsive corporate philosophy to address those issues (Carroll, 1979, p.500).

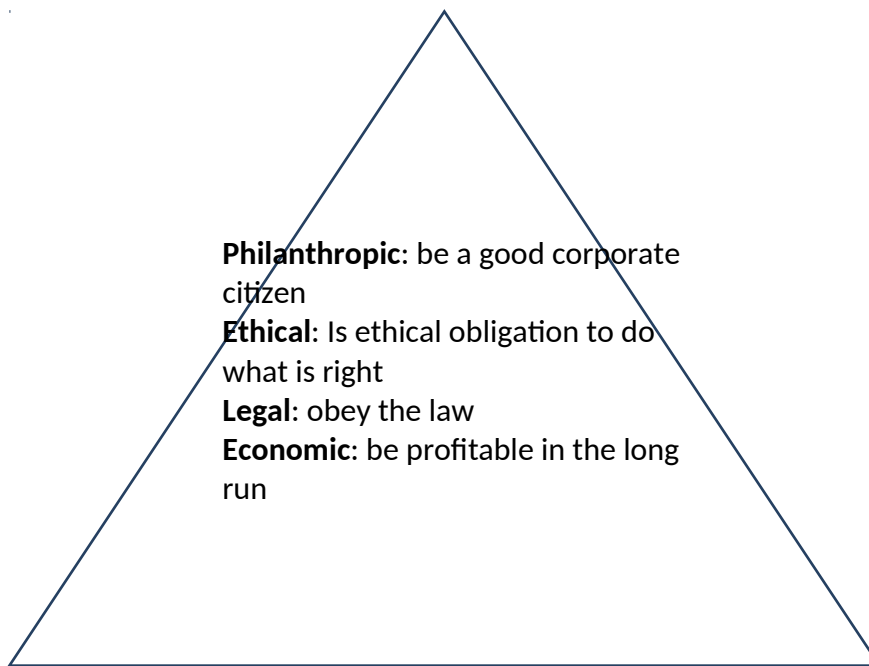


Figure 2-1 The pyramid of corporate social responsibility Carroll, 1991

In 1991, the CSR model underwent further development and was illustrated in a pyramid model by Carroll (1991), which outlined the four responsibilities that businesses hold towards society at any given time. Carroll asserted that the overall responsibility of business should encompass the simultaneous fulfillment of economic, legal, ethical, and philanthropic dimensions.

Economic Responsibility; Carroll (1991) asserts that a company's primary obligation is to manufacture "goods and services that society desires and market them at a price that society deems reflects their true worth," ultimately yielding profits for the company. Profits furnish owners and shareholders with a return on their investments, consequently fostering employment opportunities and equitable wages for employees. However, Schwarz & Carroll (2003, p. 509) contend that business activities do not adhere to the economic dimension if:

- 1) They are not oriented towards maximizing profitability;
- 2) They engage in endeavors lacking monetary value to the organization..

Legal Responsibility; Carroll (1991, p. 40) emphasizes that companies must constantly bear in mind society's expectation for them to fulfill their economic mission while adhering to legal obligations, recognizing their pivotal role in productivity. Additionally, Carroll (1991, p. 41) notes that this aspect forms part of the social contract between business and society.

Regulation aims to uphold the safety and confidence of the financial system, guided by statutes. In practice, compliance involves adhering not only to statutes but also to the guidance provided by various regulatory bodies and trade associations (Decker & Sale, 2009)..

Ethical Responsibilities; Carroll (1991) argues that ethical obligations supersede legal constraints when it comes to justifying morality, despite the challenges involved. While the initial two categories consistently denote ethical conduct, certain societal expectations lack legal regulation. Carroll (1991) underscores the significance of adherence to societal norms, which prioritize business expectations beyond legal mandates. Within the financial domain, core values like integrity, fairness, respect, and transparency are enshrined in ethical codes, embodying voluntary constraints. Stakeholder discourse, epitomizing communicative ethics, best elucidates stakeholders ethical values and expectations. Decker and Sale (2009) highlight that the compliance-centric approach, centered on adhering to laws, often impedes the cultivation of ethical business practices and corporate culture.

Philanthropic Responsibilities; Carroll (1991, p. 42) argues that businesses bear a final obligation involving responsibilities not explicitly conveyed by society. Instead, each company relies on its judgment

and choice. This perspective anticipates that businesses, at their discretion, will enhance society's quality of life. According to Carroll & Buchholtz (2003), philanthropic responsibilities differ from ethical ones as the former lacks involvement in morality or ethics. Decker and Sale (2009) assert that this voluntary endeavor, not interpretable through external expectations, has become common practice, contributing to an improved reputation in the financial sector. Lentner (2011) emphasizes the endorsement of CSR aligning closely with the company's clientele and business operations based on social expectations..

B. Stakeholders Theory

The stakeholder theory diverges from the profit-maximization focus of shareholder capitalism, presenting a viable alternative in the context of the growing emphasis on sustainability and corporate responsibility. It centers on the dual objective of effectively managing a company while creating shared value for both the business and its broader environment. Stakeholder theory, as highlighted by Emil and Dennis (2013) and Lee (2008), has played a pivotal role in shaping Corporate Social Responsibility (CSR). The logical link between CSR and stakeholder theory lies in the former addressing the question of corporate accountability, while the latter elucidates the responsibilities a company should fulfill..

C. Shareholder Management Theory

In contrast to stakeholder theory, this perspective underscores profit as the primary objective of a company in its CSR endeavors. It insists on holding businesses responsible for maximizing profits while still acknowledging human rights. Participation in corporate social programs is primarily driven by profit expectations, and the theory does not consider moral actions. Instead, it operates on a "give and take" model. While companies may engage in charitable causes, their primary focus remains on maximizing profits (Freeman & Harrison, 1999, p. 480). In such instances, government regulations and actions play a crucial role in curbing socially irresponsible behavior..

2.1.3 Factors influencing CSR adoption in organizations

Through its commitment to corporate social responsibility, Bank of Abyssinia actively enhances the well-being of the communities it operates in. They prioritize values-driven strategic policies as the foundation for their CSR initiatives. Business ethics, encompassing the integration of core values like honesty, trust, respect, and fairness into policies and decision-making, plays a vital role. Compliance with legal

requirements and internal guidelines is a crucial component of ethical business practices. Effective HR management is essential, and the company's responsibility extends beyond internal operations to the entire supply chain, emphasizing the importance of addressing social, environmental, and human rights issues. Recognizing that a company's products and services directly impact customers, considerations go beyond cost and quality, encompassing social, environmental, and supply-chain factors to ensure customer satisfaction and loyalty in an era of heightened awareness and communication channels..

2.1.4 CSR in the business industry

Hansen and Riggle (2009) assert that ethical sales practices contribute to building robust customer relationships and trust. Entrepreneurs, recognizing the societal impact of business, should align their activities with social goals and values (Bowen, 1953). This involves considering both the company interests and embracing social responsibility (Rabiaski, 2011). Upholding a positive and ethical corporate image through corporate social responsibility (CSR) becomes a powerful tool for enhancing market positioning (Handelman, Arnold, 1999). The company ethics stem directly from sustainable development and corporate social responsibility principles, as emphasized by Paliwoda-Matiolaska (2009), advocating for the integration of ethical standards into strategic decision-making..

2.2 Definitions and Concepts of Brand Equity

Aaker (1991) and Keller (1993) introduced the foundational definition of brand equity, widely adopted in literature. Aaker (1991) delineated brand equity as comprising five sets of assets and liabilities tied to the brand's name or symbol, influencing the value of a product or service for both the company and consumers. Brand equity, as defined by Aaker (1991), encompasses various elements such as brand names, logos, and other components, collectively enhancing value for consumers, businesses, and products..

2.2.1 Conceptual Domain of Consumer-Based Brand Equity

Aaker (1991) introduced the most renowned classification and dimension of brand equity proposals. The current study aligns with Aaker (1991) and Keller (1993) in conceptualizing brand equity based on consumer perceptions. Our investigation focuses on four aspects of consumer-based brand equity, as outlined below:

Consumer-based brand equity, as defined by Aaker (1991), comprises five dimensions: brand awareness, brand association, perceived quality, brand loyalty, and other company assets. Typically, analyses consider the first four dimensions, viewing the fifth factor as a means for indirect communication between the company and consumers. Keller (1993) also emphasized the perceptual aspects of brand equity, highlighting brand awareness and a product comparability within its category as vital components.

Brand loyalty is integral to building brand equity, as described by Aaker (1991) and SeyedJavadein & Shams (2007). It reflects a customer inclination to remain loyal to a brand despite changes in price or product attributes, as outlined by Kim et al. (2003).

Perceived quality, another significant aspect of brand equity according to Aaker (1991), represents consumers judgments of a product overall quality relative to other options, as explained by SeyedJavadein & Shams (2007) and Zeithaml (1988).

Brand recognition, emphasized by Aaker (1991) and Keller (1993), pertains to how well a brand is remembered by customers, reflecting brand awareness and association. Brand association, according to Aaker (1991) and Keller (1993), encompasses all aspects linked to a brand in consumers minds, including product characteristics, brand personality, and organizational associations..

2.2.2 Perspectives of Brand Equity

The concept of brand equity can be approached through two distinct perspectives: Firm-Based Brand Equity (FBBE) and Customer-Based Brand Equity (CBBE). Atilgan et al. (2009) differentiate these perspectives based on their actors, measures, and overarching goals. FBBE, as noted by Christodoulides and de Chernatony (2010), assesses a brand overall value as a tangible asset, incorporating financial-market outcomes like purchase price and discounted cash flow alongside product-market outcomes such as price premiums and market share. In contrast, CBBE, highlighted by Christodoulides and de Chernatony (2010), delves into customers perceptions, associations, and beliefs about the brand, seen as instrumental in enhancing market share and profitability.

This thesis primarily focuses on the customer perspective of brand equity. Gronroos (2007) defines

customer-based brand equity as the value brands generate for their customers, providing marketers with actionable insights for strategic decision-making. At Bank of Abyssinia, managers have the opportunity to tailor their marketing strategies to enhance brand value (Tuominen, 1999). The significant value inherent in a renowned brand name is epitomized by customer-based brand equity, shaping a product positioning in the market and offering valuable insights into consumer preferences (Yasin et al., 2007)..

2.3 Empirical Reviews on Corporate Social Responsibility and Brand Equity

According to Holding and Pilling (2006), contemporary businesses recognize the link between corporate social responsibility (CSR) and brand identity. Manhaimer (2007) asserts that brand equity correlates with customer loyalty, implying a potential connection between CSR, brand equity, and loyalty. Van Heerde, Gupta, and Wittink (2003) suggest that devotion to a brand can be influenced by CSR efforts, which in turn impact brand value. Lai et al. (2015) found that CSR activities and reputation significantly affect industrial brand equity and performance, with brand loyalty, perceived quality, awareness, association, and satisfaction being key components.

In a Vietnamese hospital, Tuan study (2014) explored the relationship between leadership, CSR, and brand equity, highlighting the importance of ethical treatment of stakeholders. Mallin differentiates corporate philanthropy from CSR, emphasizing the latter holistic commitment to legal, economic, ethical, and discretionary responsibilities. Siltaoja (2009) defines legal and economic responsibilities alongside discretionary and ethical obligations, underscoring the multifaceted nature of CSR.

Asongu (2007) stresses the ethical imperative of "avoiding societal harm" in CSR practices, while Wilkinson et al. outline ethical CSR as the fulfillment of moral, legal, and economic duties regardless of benefits to the business. Kitchin (2003) links CSR to brand trust, emphasizing the need to bridge gaps between trust and brand perception to enhance CSR. Vassileva (2001) highlights the impact of CSR initiatives on corporate branding, especially from the customer's perspective, underscoring the value customers place on CSR commitments..

2.4 Conceptual framework and Hypothesis of the study

2.4.1 Conceptual framework of the study

Lai, Chiu, Yang, and Pai (2010), as cited in Tadess (2017), discuss how CSR research has evolved from questioning "why" to "what" and "how" companies adopt CSR practices aligned with business strategy to benefit both the company and society. Integrated CSR activities can significantly impact brand equity, provided businesses recognize their responsible actions potential and leverage them effectively (Hoeffler & Keller, 2002). Brand awareness acts as a mediator in understanding how CSR activities influence brand equity. The conceptual framework and model of this study were constructed by identifying key variables and establishing relationships based on theoretical and empirical literature. Brand equity dimensions are drawn from Own Design (2019), while the corporate social responsibility model, encompassing ethical, legal, and financial responsibilities, is derived from the Schwartz & Carroll model (2003). This framework offers a comprehensive theoretical basis for exploring the CSR-Brand Equity relationship, with brand awareness serving as a mediator. The study anticipates associations between consumer-based brand equity dimensions such as brand awareness, brand associations, perceived quality, and brand loyalty. Brand loyalty tends to correlate with perceived quality, as consumers are more inclined to perceive superior quality in brands they are loyal to, and vice versa. In this study, "brand awareness" refers to a consumer ability to recall the brand within a product category. Strong brand associations and perceptions of high quality contribute to heightened brand awareness. Similarly, positive perceptions of a brand quality are reinforced by strong brand connections. Figure 2 illustrates the conceptual framework of this study.

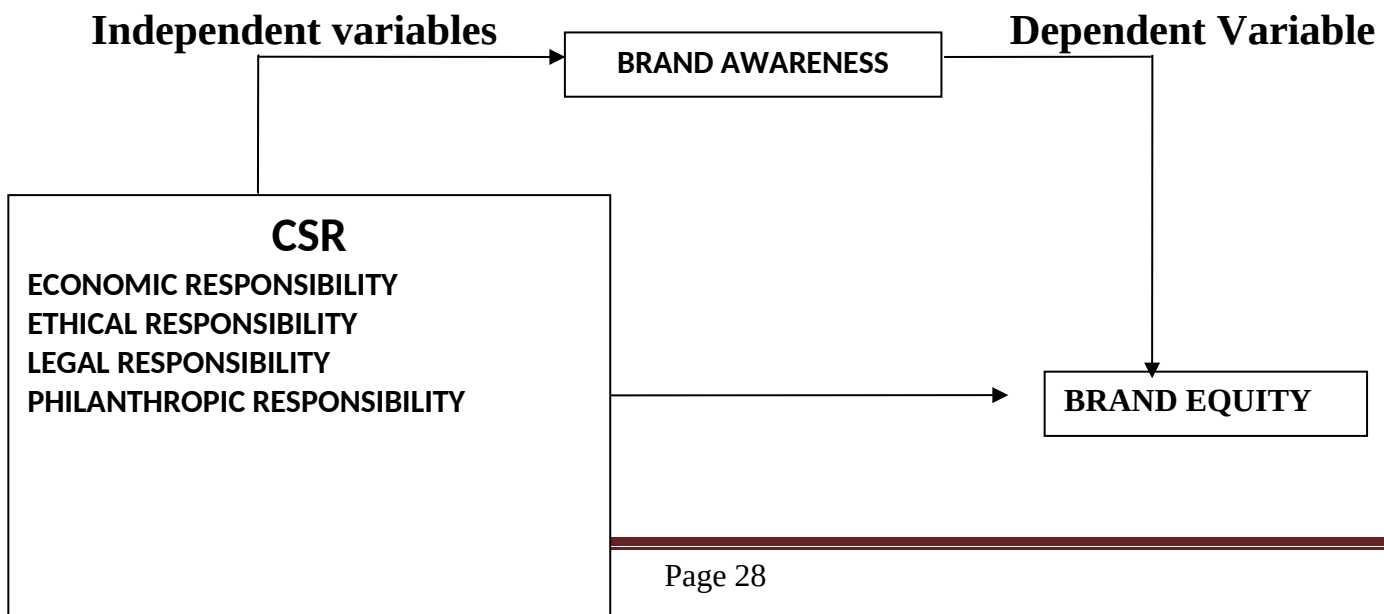


Figure 2-2 the conceptual framework of the study

Source: adopted and modified from Own Design, 2023 & Schwartz & Carroll model (2003).

2.5 Hypotheses of the Study

| The accompanying speculation are planned to be tried in view of exact audit of the writing

| **H-1:** Bank of Abyssinia’s corporate social responsibility activities has a positive impact on the brand equity.

H-2: Bank of Abyssinia’s corporate social responsibility positively affects brand awareness.

H-3: Bank of Abyssinia’s brand awareness activities has a significant impact on brand equity.

H-4: the mediating role of brand awareness on the relationship between CSR and brand equity.

CHAPTER 3 RESEARCH METHODOLOGY

3.1 Introduction

3.2 Research Approach

According to John W. Creswell (2006), research is a systematic exploration aimed at finding solutions to problems. To effectively address research questions, it is crucial to develop an appropriate methodology tailored to solve the problem or address the research inquiries. This section outlines the overall structure and plan of the review, encompassing the research design, data type and source, study population, sample size, sampling methods, data collection instruments, and data analysis techniques. Additionally, ethical considerations, as well as validity and reliability checks, are addressed. The research process involves several key steps: selecting an appropriate research design aligned with the study topic, determining data type and source considerations, assessing the entire population and determining sample size via sampling procedures, selecting suitable data collection instruments, and choosing an effective data analysis method post data collection..

3.3 Research Design

The research design sets the framework and guidance for executing a research project to attain the desired outcomes. It..s also referred to as the comprehensive research plan. Using the Bank of Abyssinia as a case study, the primary aim of this research is to explore the correlation between corporate social responsibilities (CSR) and brand awareness, with brand awareness acting as a mediator. Due to the numerical nature of the data, the study employs a quantitative methodology. Furthermore, it falls under correlation research as it investigates relationships between variables. One of the variables analyzed in the research is the relationship between the independent variable Corporate Social Responsibility and the dependent variable Brand Equity, with brand awareness serving as a mediator..

3.4 Data Type and Data Source

The study employs both primary and secondary data sources. According to Kothari (2004), primary data refers to original data not previously collected, while secondary data are pre-existing data processed statistically. Primary data in this study comprise respondents responses gathered through a questionnaire, while secondary data include relevant publications from the bank and other pertinent sources. Primary data collection involves administering a five-point Likert scale questionnaire to gather insights from customers. Secondary data are sourced from previous studies, the company website, progress report journal articles, and published literature, providing empirical and conceptual support to the study..

3.5 Population of the study

Over 9.3 million people hold accounts with Bank of Abyssinia, which has 802 branches and 11,283 employees spread out across the country. Since the researcher intended to gather information from Bank of Abyssinia district customers in Addis Ababa, the study population could consist of 2.7 million account holders or customers in Addis Ababa.

3.6 Sampling Procedure

With approximately 9.3 million BOA account holders, conducting a study that takes into account the entire population is too expensive, time-consuming, and difficult to manage. A sampling procedure is necessary in this regard. The final sample unit was selected using multistage sampling in the research. Using the purposive sampling method, the researcher chose three district offices of the Bank of Abyssinia located in Addis Ababa. Central Addis district, East Addis district, and West Addis district are the names of these three district offices in Addis Ababa.

Table 3-1The division of district in BOA

District office names	Corporate branches	Grade 3branches	Grade 2 branches	Grade 1 branches	Tota l
-----------------------	--------------------	-----------------	------------------	------------------	--------

Central Addis district	1	4	18	48	71
East Addis district	2	3	28	72	105
West Addis district	0	5	30	60	95

Since, the researcher is trying to show the mediating role of brand awareness on the relationship between Corporate Social Responsibility and brand equity; the researcher should ask customers of BOA to assess this research. BOA has 9.3 million customers at March 31, 2023 as a whole and 2.7 million account holders in Addis Ababa. The above table is number of branches within the three districts in Addis Ababa to distribute the questionnaire.

3.6.1 Sample Size Determination

According to Alreck & Settle (2005), sample size is determined based on statistical precision, practical issues, and resource availability. There are a number of inadequacies in selecting a sample size, as Lowler (1984) argues that there is no one precise method for determining sample size. According to Malhotra & Peterson (2006), a study data are more accurate when the sample size is larger. The Yemane (1967) formula was used to determine the study sample size. Where N is number of account holders in Addis Ababa of the three districts which is 2.7 million.

$$n = \frac{N}{1 + N \times e^2}$$

Where: - n = Sample size

N = population size,

e = level of precision, e=0.05

Therefore, the sample size is determined as 400 customers.

3.7 Data Analysis Technique

The researcher employs both descriptive statistics and multiple linear regression analysis to analyze the primary source data. Descriptive statistics, including mean, standard deviation, maximum, and minimum, offer valuable insights into the data. Multiple linear regression analysis is utilized to explore the relationship between independent and dependent variables. SPSS version 21 is employed for correlation analysis, enabling the measurement of linear association relationships between variables. The coefficients derived from this

analysis signify the strength of the linear association between two variables and also process 4 model for mediating analysis.

3.8 Validity of the Research Instrument

During data collection, specific guidelines are adhered to in order to uphold the validity and reliability of the research instrument. The researcher ensures that the formulated questions adhere to the following guidelines to guarantee validity and reliability:

- Questions are structured for easy comprehension by respondents.
- The number of questions posed is kept to the minimum necessary for gathering the required data.
- Responses to questions are required to be straightforward and precise.
- The requested information directly pertains to the questions posed.
- Questions are crafted to facilitate open and impartial responses..

Table 3-2Reliability Analysis

Dimensions	Cronbach's Alpha Value	Number of items
Corporate social responsibility	0.869	20
Brand equity	0.919	11
Brand awareness	0.870	5

As shown in the table number of items and Cronbach's alphas for all the variables used in the study.

Reliability was measured by Cronbach's alpha.

3.9 Ethical Consideration

The study's aim was clearly outlined in the questionnaire introduction to reassure participants, who wont need to disclose identifiable details like their names. Participants were assured that their responses would remain strictly confidential and solely used for research purposes. Moreover, the researcher committed to honesty in the questionnaire, ensuring voluntary and coercion-free participation..

CHAPTER 4 RESULTS AND DISCUSSION

4.1 Introduction

To explore the impact of corporate social responsibility on brand equity, a questionnaire was devised employing a five-point Likert scale. Each point on the scale represented varying degrees of agreement or disagreement with specific statements within the questionnaire: 1 denoted strong disagreement, 2 indicated disagreement, 3 signified neutrality, 4 represented agreement, and 5 reflected strong agreement. A total of 400 questionnaires were evenly distributed.

Of the distributed questionnaires, 387 were returned, resulting in a response rate of 96.75%. These responses were directly inputted into SPSS© version 20 software. However, 13 cases were excluded from the analysis due to late returns, ensuring that the research findings remained unaffected by these instances..

4.1.1 Gender of Respondents

The male respondents constituted the largest share of the gender composition representing 52.2% respectively while 47.8% were females.

Table 4-3 Gender of Respondents

Statistics

GENDER

N	Valid	387
	Missing	0

GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	202	52.2	52.2
	FEMALE	185	47.8	100.0
Total	387	100.0	100.0	

Source: Survey data (2023)

4.1.2 Age of respondents

The table shows that 26.6% were at the age of 18-25 years old, followed by respondents at the age between 29- 33 years old with 45.2% and 21.7% were at the age between 34-41 years old. The remaining of the respondents 6.5% were 42-50 years old.

Table 4-4Age of Respondents

Statistics

AGE	
N	Valid 387 Missing 0

AGE				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	103	26.6	26.6
	26-33	175	45.2	71.8
	34-41	84	21.7	93.5
	42-50	25	6.5	100.0
	Total	387	100.0	100.0

Source: Survey data (2023)

4.1.3 Educational Qualification of The Respondents

Regarding the educational background of the respondents 16.5% of the respondents accomplished secondary school, followed by respondents accomplished college diploma 27.6% then university degree 45%, those of master holders 10.9%.

Table 4-5 Educational qualification of respondents

Statistics

EDUCATIONALBACK
GROUND

N	Valid	387
	Missing	0

Educational Background

		Freque ncy	Perce nt	Valid Percent	Cumulativ e Percent
Valid	SECONDARY SCHOOL	64	16.5	16.5	16.5
	COLLEGE DIPLOMA	107	27.6	27.6	44.2
	UNIVERSITY DEGREE	174	45.0	45.0	89.1
	MASTERS	42	10.9	10.9	100.0
Total		387	100.0	100.0	

4.1.4 Descriptive Analysis of Corporate Social Responsibility Variables

The Mediating role of Brand Awareness on the relationship between Corporate Social Responsibility and Brand Equity: The Case of Bank of Abyssinia

In this section the descriptive statistics of the responses on corporate social responsibility variables Economic responsibility, Legal responsibility, Ethical responsibility, and Philanthropic responsibility are presented.

The table below shows the respondents answers from strongly disagree (1) to strongly agree (5). The result shows that the average mean of the result is ($X= 3.75$), maximum of the respondents agreed with the questioner regarding the corporate social responsibility variables. This indicates that bank of Abyssinia practices CSR responsibilities.

Obtaining long term success with CUSTOMERS shows a mean($X=3.5$) and SD (0.998), the respondents agreed that the bank tries to obtain maximum long-term success with CUSTOMERS. This implies gives attention to maximize long term success with customers.

Providing quality of products shows a mean ($X=3.66$) and SD (1.039). Thus, the respondents agreed that the banks providing quality of products. This implies that the company provides the maximum quality of products.

Customer satisfaction of the bank shows a mean($X=3.8$) and SD(1.054),the respondents agreed that bank of Abyssinia ensures customer satisfaction. This implies that bank of Abyssinia works well to ensure customer satisfaction.

Delivery of service shows a Mean ($X=3.59$) and SD (1.042), the respondents agreed that bank of Abyssinia delivered what it promises to deliver. This implies that the company introduces products with a new feature, design, technology. Successfulness of the organization shows a Mean ($X=3.72$) and SD (1.039). The respondents agreed that bank of Abyssinia is successful as an organization, which implies that the bank can be seen as a one the successful companies in the industry.

Responsiveness of the organization to customer compliances shows a Mean ($X=3.76$) and SD (1.071). The respondents agreed that bank of Abyssinia is responsive to customers compliances, which implies that the bank is a well responsive to compliances of customers.

Respect of the norms defined in the law shows mean($X=3.78$) and SD(1.061),the respondents agreed that the bank respects the norm defined in the law. This implies that the bank tries to respect the norms defined in the law.

Respect and protection of its natural environment shows a mean ($X=3.91$) and SD (0.963). Thus, the respondents agreed that the bank is concerned to respect and protect its natural environment. This implies that the company gives a real concern about its natural environment.

Moral principle of the bank in conducting business shows a Mean ($X=3.92$) and SD (0.981), the respondents agreed that bank of Abyssinia have moral principle in conducting business. This implies that the company introduces products with a new feature, design, technology.

Diversified workforce of the bank shows mean($X=3.89$) and SD (1.058), the respondents agreed that bank of Abyssinia have diversified workforce. This implies that bank of Abyssinia recruit diversified workforce.

Service delivery of the bank shows a Mean ($X=3.88$) and SD(0.967).The respondents agreed that bank of Abyssinia deliver service with no discrimination, which implies that the bank delivers banking service in a fair and acceptable way.

Honesty and quality of the service of the bank shows mean($X=3.74$) and SD (1.041), the respondents agreed that the bank ensures honesty and quality in all its services. This implies that the bank gives its service honestly and with quality.

Code of conducts of the bank shows a mean ($X=3.67$) and SD (0.981). Thus, the respondents agreed that the bank have good code of conduct. This implies that the company gives real attention to the code of conducts of the company.

Trustfulness of the company shows a Mean ($X=3.58$) and SD (0.992), the respondents agreed that bank of Abyssinia is a trustful company. This implies that the company is being honest and transparent to its customers.

Handling complaints of customers shows mean($X=3.82$) and SD (0.985), the respondents agreed that bank of Abyssinia register and resolve complaints from customers. This implies that bank of Abyssinia is concerned and give attention to customers.

The Mediating role of Brand Awareness on the relationship between Corporate Social Responsibility and Brand Equity: The Case of Bank of Abyssinia

Ethical behavior of the bank shows a Mean ($X=3.73$) and SD (1.057).The respondents agreed that bank of Abyssinia behaves ethically and honestly with its customers, which implies that the bank can be a role model in ethics and honesty in the industry. Community activities of the bank shows a mean($X=3.73$) and SD (1.057), the respondents agreed that the bank participates in local community activities. This implies that the bank have a practice of participating in community activities.

Financial support for local community activities of the bank shows a mean ($X=4.03$) and SD (0.911). Thus, the respondents agreed that the bank gives financial support to local community activities and projects like charitable donations. This implies that the company gives support local community activities.

Sponsorship to support the society shows a Mean ($X=3.83$) and SD (1.047), the respondents agreed that bank of Abyssinia provides sponsorship for activities that support the society. This implies that the company is being supportive in giving sponsors.

Concern of the bank about general wellbeing of the society shows mean($X=3.47$) and SD (1.036), the respondents agreed that bank of Abyssinia concerned to improve general wellbeing of society. This implies that bank of Abyssinia is concerned and give attention to general wellbeing of the society.

Table 4-4 Descriptive Analysis of corporate social responsibility

	N	Minimum	Maximum	Mean	Std. Deviation
This bank tries to obtain maximum long term success with CUSTOMERS	387	1	5	3.50	.998
The bank provides quality of products	387	1	5	3.66	1.039
The bank ensures customer satisfaction	387	1	5	3.80	1.054
the ability to deliver what it promises.	387	1	5	3.59	1.042
The bank is a successful organization	387	1	5	3.72	1.039

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is responsive to the complaints of its customers	387	1	5	3.76	1.071
The bank respects the norms defined in the law	387	1	5	3.78	1.061
The is concerned to respect and protect its natural environment	387	1	5	3.91	.963
The bank abides by good moral principle in conducting business.	387	1	5	3.92	.981
The bank has diversified workforce	387	1	5	3.89	1.058
There is no discrimination in the service delivery	387	1	5	3.88	.967
The bank ensures honesty and quality in all its services	387	1	5	3.74	1.041
The bank has good code of conducts.	387	1	5	3.67	.981
The bank is trustful company	387	1	5	3.58	.992
The bank register and resolve complaints from customers,	387	1	5	3.82	.985
This bank behaves ethically and honestly with its customers	387	1	5	3.73	1.057
The bank participates in local community activities	387	1	5	3.73	1.057

The Mediating role of Brand Awareness on the relationship between Corporate Social Responsibility and Brand Equity: The Case of Bank of Abyssinia

The bank gives financial support to local community activities and projects (e.g. charitable donations)	387	1	5	4.03	.911
The bank provides sponsorship for activities that support the society	387	1	5	3.83	1.047
This bank is concerned to improve general wellbeing of society	387	1	5	3.47	1.036
Valid N (listwise)	387				

4.2 Descriptive Analysis of Brand Equity

Trustful quality of services from the bank shows a mean($X=3.42$) and SD (1.134), the respondents agreed that they trust the quality of services from the bank. This implies that the bank provides a trustful quality of service to their customers.

Quality service of the bank shows a mean ($X=3.67$) and SD (1.053). Thus, the respondents agreed that the company services would be of very good quality. This implies that the company provides the maximum very good quality services.

Service of the bank shows a mean($X=3.73$) and SD (1.057), the respondents agreed that bank of Abyssinia offer excellent services. This implies that bank of Abyssinia works well to give excellent service.

Recall of bank of Abyssinia’s brand shows a Mean ($X=4.03$) and SD (0.911), the respondents agreed that bank of Abyssinia’s some characteristics of the company brand come to their mind quickly. This implies that the company introduces products with a new feature, design, technology.

Unique brand image compared to competing brands shows a Mean ($X=3.83$) and SD(1.047).The respondents agreed that bank of Abyssinia’s brand has very unique brand image, compared to competing brands, which

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implies that the bank have unique brand image to be recognized by customers compared to competing brands in the industry.

Brand image of the company shows a Mean ($X=3.47$) and SD (1.036).The respondents agreed that they like bank of Abyssinia brand image, which implies that the bank is having likable brand image.

Honesty and quality of the service of the bank shows a mean($X=3.42$) and SD(1.134),the respondents agreed that they like and trust the company, with its business services. This implies that the bank gives its service honestly and with quality.

Customers loyalty of the bank shows a mean ($X=3.45$) and SD (1.119). Thus, the respondents agreed that they consider their selves being loyal to the company. This implies that the company works well to get customers loyalty.

Choice of customers shows a Mean ($X=3.76$) and SD (1.070), the respondents agreed that bank of Abyssinia would be their first choice when using bank services. This implies that bank of Abyssinia gives a very good banking service. Service provided shows mean($X=3.91$) and SD (0.963),the respondents agreed that customers will continue using bank of Abyssinia since it provides good service. This implies that bank of Abyssinia customers depends on what the bank provides them. Customers recommendations of BOA shows a Mean ($X=3.92$) and SD (0.981).The respondents agreed that they recommend BOA to their friends, which implies that bank of Abyssinia, gets attention of customers. The respondents response on each question and the mean for each item represented with the following table:

Table 4-5 Descriptive Analysis of Brand equity

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I trust the quality of services from this company	387	1	5	3.42	1.134
The company services would be of very good quality	387	1	5	3.67	1.053
The company offer excellent services	387	1	5	3.73	1.057
Some characteristics of the company brand come to my mind quickly	387	1	5	4.03	.911

The company brand has very unique brand image, compared to competing brands	387	1	5	3.83	1.047
I like the brand image of the company	387	1	5	3.47	1.036
I like and trust the company, with its business services	387	1	5	3.42	1.134
I consider myself to be loyal to the company	387	1	5	3.45	1.119
When using bank services, BOA would be my first choice	387	1	5	3.76	1.070
I will keep on using the BOA as long as it provides me better services	387	1	5	3.91	.963
I would love to recommend the BOA to my friends	387	1	5	3.92	.981
Valid N (list wise)	387				

4.3 Descriptive Analysis of Brand awareness

Symbol and logo of the bank shows a Mean ($X=3.74$) and SD(1.041).The respondents agreed that they know the logo or symbol of Bank of Abyssinia, which implies that bank of Abyssinia’s logo or symbol recognized by its customers.

Products which are provided by the bank shows a mean($X=3.67$) and SD(0.981),the respondents agreed that products of Bank of Abyssinia come to their mind quickly. This implies that some products of the bank is recalled by its customers.

Table 4-6Descriptive Analysis of Brand Awareness

	N	Minimum	Maximum	Mean	Std. Deviation
I know the logo or symbol of Bank of Abyssinia	387	1	5	3.74	1.041
Some products of Bank of Abyssinia come to my mind quickly	387	1	5	3.67	.981

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I can recognize Bank of Abyssinia’s brand quickly than other competing brands	387	1	5	3.58	.992
I am familiar with Bank of Abyssinia’s brand	387	1	5	3.82	.985
I have no difficulty to imagine Bank of Abyssinia’s brand in my mind	387	1	5	3.86	.943
Valid N (list wise)	387				

Recognition of BOA’s brand by customers shows a mean (X=3.58) and SD (0.992). Thus, the respondents agreed that they recognize Bank of Abyssinia’s brand quickly than other competing brands. This implies that the company works on giving their customers proper brand awareness.

Brand familiarity of the bank shows a Mean (X=3.82) and SD (0.985), the respondents agreed that they are familiar with Bank of Abyssinia’s brand. This implies that bank of Abyssinia works well on familiarizing its brand with its customers. Bank of Abyssinia’s brand shows mean (X=3.86) and SD (0.943),the respondents agreed that they have no difficulty to imagine Bank of Abyssinia’s brand in their mind. This implies that bank of Abyssinia makes is brand easy to be recalled by its customers.

Table 4-7 Correlation Analysis

		Economic responsibility	Legal responsibility	Ethical responsibility	Philanthropic responsibility	Brand equity
Economic responsibility	Pearson Correlation	1	.656**	.776**	.743**	.810**
	Sig. (2-tailed)		0	0	0	0
	N	387	387	387	387	387
Legal responsibility	Pearson Correlation	.656**	1	.694**	.699**	.815**
	Sig. (2-tailed)	0		0	0	0
	N	387	387	387	387	387

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Ethical responsibility	Pearson Correlation	.776**	.694**	1	.858**	.876**
	Sig. (2-tailed)	0	0		0	0
	N	387	387	387	387	387
Philanthropic responsibility	Pearson Correlation	.743**	.699**	.858**	1	.940**
	Sig. (2-tailed)	0	0	0		0
	N	387	387	387	387	387
Brand equity	Pearson Correlation	.810**	.815**	.876**	.940**	1
	Sig. (2-tailed)	0	0	0	0	
	N	387	387	387	387	387
**. Correlation is significant at the 0.01 level (2-tailed).						

4.3.1 Correlation Analysis

As indicated in the above table the correlation coefficient of CSR (Economic, legal, ethical, philanthropic responsibility) and brand equity is $p < 0.01$ ($P > 0.01$). This implies that there is a substantial relationship between the variables.

4.3.2 Regression Analysis

Regression analysis is used to identify the relationships between two variables. Regression can be linear regressions or non-linear regressions. The regression can also be a simple linear regression or multiple linear regressions for identifying relationships for more variables (Eric Goh 2019).

4.3.2.1 Multiple Linear Regression Analysis

Multiple regression analysis allows examining the effect of more than one variable on a dependent variable. It states that the level of more than one variable predicts the value of a dependent variable. Therefore, a multiple

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leaner regression analysis has been conducted to determine the effect of CSR on brand equity mediated by brand awareness.

4.3.2.2 Regression Corporate Social Responsibility and Brand Equity

Table 4-8 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.973 ^a	0.946	0.946	0.17803	1.993

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

b. Dependent Variable: Brand equity

As shown in the above table the overall bundle of determinant factors of the four independent variables, corporate social responsibility clarifies 94% ($R^2=0.946$) of the dependent variable (brand equity). As shown in table below the result $F= 1686.084$ which is greater than 1 and $P<0.01$ we can conclude that the combination of determinant factor has positive effect on Brand equity which is statistically significant and confident.

Table 4-9 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	213.764	4	53.441	1686.084	.000 ^b
	Residual	12.108	382	.032		
	Total	225.871	386			

a. Dependent Variable: Brand equity

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

Table 4-10 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	.044	.047		.928	.354	-.049	.137					
1 CSR	0.245	0.02	0.267	12.24	.000	0.205	0.284	0.860	0.475	0.145	.317	3.469

a. Dependent Variable: Brand equity

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.021	.056		.375	.708
	COMPUTE CSR=MEAN(ER,LR,ET,R,PR)	.988	.015	.960	67.283	.000

a Dependent Variable:
COMPUTE BE=MEAN(BE1,BE2,BE3,BE4,BE5,BE6,BE7,BE8,BE9,BE10,BE11)

From the above table, we can easily compare the relative contribution of each of the different variables by taking the beta value under the standardized coefficients. The higher the beta value, the strongest its contribution becomes. Accordingly, corporate social responsibility ($\beta = 0.267$) makes the strongest unique contribution to explaining the dependent variable in which the results revealed that positive change in corporate social responsibility would lead to a 0.267 increase the level of brand equity. When we see the statistical significance of dependent variable from the above coefficients table have (Sig. = .000 have a statistically significant contribution $\text{Sig} < .05$) for the prediction of the dependent variable.

Regression Equation

$$\text{Brand Equity} = 0.044 + 0.245(\text{CSR})$$

4.3.2.3 Regression Corporate Social Responsibility and Brand awareness

Table 4-11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.976 ^a	0.953	0.952	0.17498	1.983

a. Predictors: (Constant), Philanthropic, Legal, Economic, Ethical responsibility
b. Dependent Variable: Brand awareness

As shown in the above table the overall bundle of determinant factors of the four independent variables,

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corporate social responsibility clarifies 95% ($R^2=0.953$) of the mediating variable (brand awareness). As shown in table below the result $F= 1935.15$ which is greater than 1 and $P<0.01$ we can conclude that the combination of determinant factor has positive effect on Brand awareness which is statistically significant and confident.

Table 4-12 ANOVA and Coefficients

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	236.997	4	59.249	1935.150	.000 ^b
Residual	11.696	382	.031		
Total	248.693	386			

a. Dependent Variable: Brand awareness

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

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.127	.046		2.734	.007	.036	.218					
CSR	.244	0.02	0.242	10.419	.0013	.205	.283	.802	.199	.116	.317	3.469

a. Dependent Variable: Brand awareness

Coefficients^a

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Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.112	.095		1.185	.237
1 COMPUTE CSR=MEAN(ER,LR,ET R,PR)	.965	.025	.893	38.999	.000

a. Dependent Variable: COMPUTE BA=MEAN(BA1,BA2,BA3,BA4,BA5)

From the above table, we can easily compare the relative contribution of each of the different variables by taking the beta value under the standardized coefficients. The higher the beta value, the strongest its contribution becomes. Accordingly, corporate social responsibility ($\beta = 0.893$) makes the strongest unique contribution to explaining the mediating variable in which the results revealed that positive change in corporate social responsibility would lead to a 0.893 increase the level of brand awareness.

When we see the statistical significance of independent variable from the above coefficients table, its variables have (Sig. = .000 have a statistically significant contribution $\text{Sig} < .05$) for the prediction of the mediating variable.

Regression Equation

$$\text{Brand Equity} = 0.127 + 0.343(\text{CSR})$$

4.3.2.4 Regression Model of Brand awareness and Brand equity

Table 4-13 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	.710	.709	.41256

Table 4-14 ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	160.342	1	160.342	942.046	.000 ^b

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Residual	65.529	385	.170		
Total	225.871	386			

a. Dependent Variable:

BE=MEAN(BE1, BE2, BE3, BE4, BE5, BE6, BE7, BE8, BE9, BE10, BE11)

b. Predictors: (Constant), COMPUTE BA=MEAN (BA1, BA2, BA3, BA4, BA5)

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.732	.100		7.328	.000
1 COMPUTE BA=MEAN(BA1, BA2, BA3, BA4, BA5)	.803	.026	.843	30.693	.000

a. Dependent Variable:

BE=MEAN(BE1, BE2, BE3, BE4, BE5, BE6, BE7, BE8, BE9, BE10, BE11)

From the above table, we can easily see the contribution of each of the different variables by taking the beta value under the standardized coefficients ($\beta = .843$) makes the strongest unique contribution to explaining the mediating variable in which the results revealed that positive change in "Brand equity" would lead to a .843 increase the level of brand awareness.

When we see the statistical significance of each variable from the above coefficients table, both all the variables have (Sig. = .000 have a statistically significant contribution Sig<.05) for the prediction of the mediating variable.

Table 4-15 Regression Weights

	Estimate	S.E.	C.R.
BA<----CSR	0.965	0.025	38.99
BE<----CSR	0.988	0.015	67.28
BE<----BA	0.803	0.026	30.69

Source: Own Compilation (2023)

CSR construct had a direct positive effect on the Brand equity process since (es= 0.99, P <0.001, 95% confidence interval for), Furthermore, the Brand awareness construct has had a significant direct effect on

Brand equity since ($es = 0.80, P < 0.001, 95\%$ confidence range), the concept of CSR has had a substantial direct beneficial effect on Brand awareness since ($es = 0.97, P < 0.01, 95\%$ confidence interval)

4.3.3 Homoscedasticity Test

Homoscedasticity describes a situation in which the error term is the same across all values of the independent variables. Heteroscedasticity is present when the size of the error term differs across values of an independent variable. The impact of violating the assumption of homoscedasticity is a matter of degree, increasing as heteroscedasticity increases.

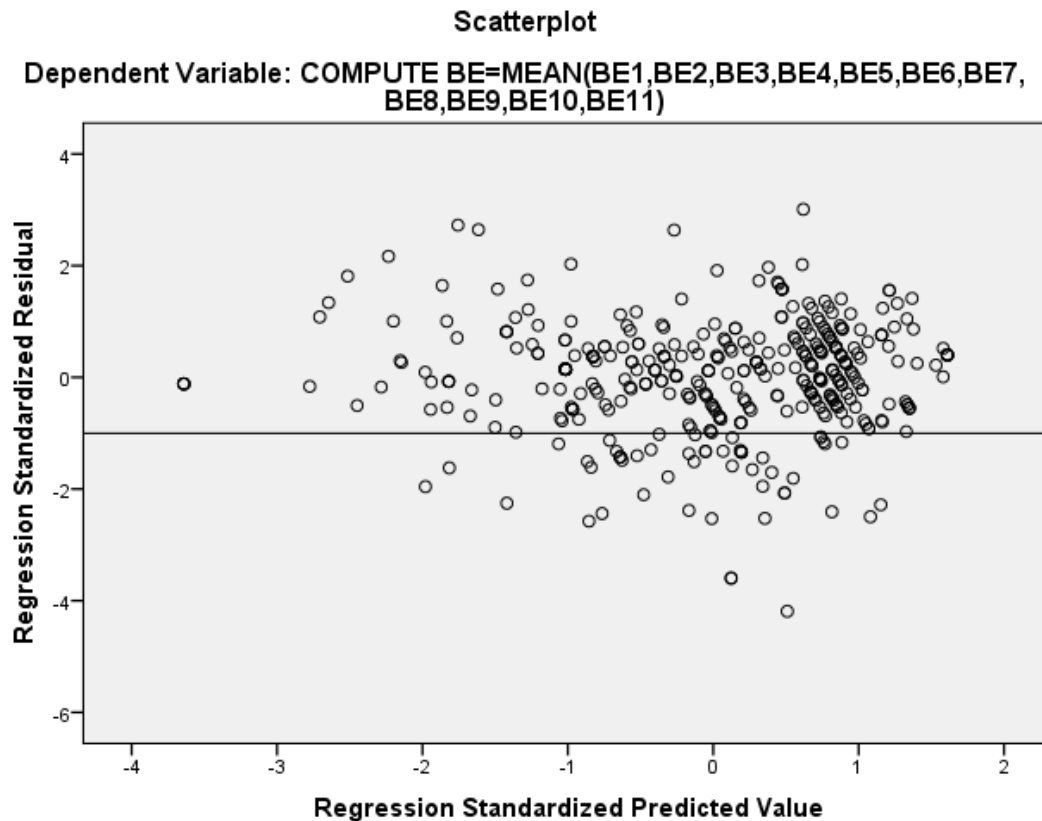


Figure 4-3 Homoscedasticity

The output of the distributed designs shows that the dots do not have an obvious pattern which indicates that the regression model does not have heteroscedasticity problem.

4.3.4 Normality Test

Normality is an important concept in data analysis because there are at least two problems that can result when data are not normally distributed. The problem is that markedly non-normal data might lead to incorrect conclusions in inferential statistical analyses. Many inferential procedures are based on the assumption that the sample of observations was drawn from a normally distributed population. If this assumption is violated, the statistics can give misleading findings.

Table 4-16 Descriptive Statistics

	N	Maximum	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Brand equity	387	5.00	-.784	.124	.624	.247
Brand awareness	387	5.00	-.707	.124	.372	.247
Corporate social responsibility	387	5.00	-.965	.124	.096	.247
Valid N (list wise)	387					

Dependent variable: Brand Equity

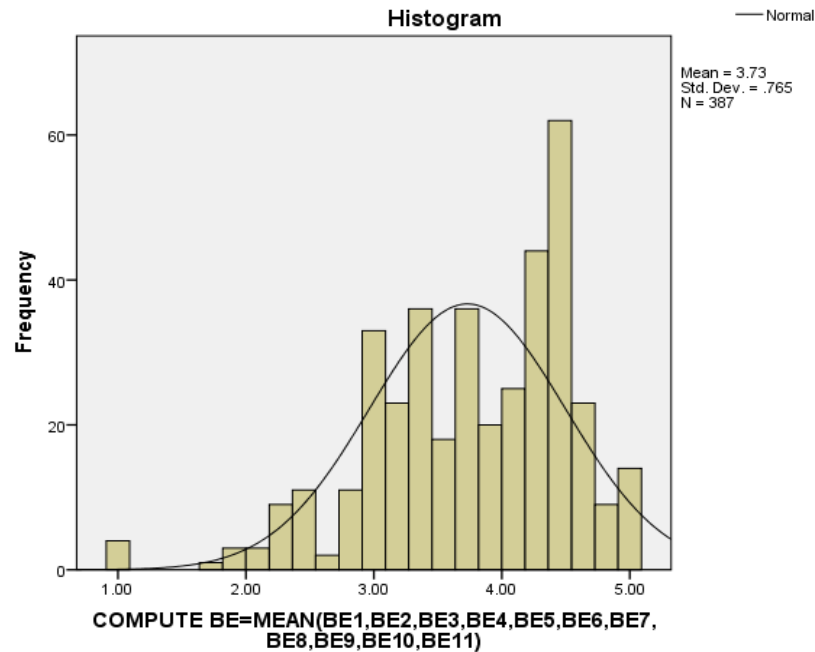


Figure 4-4 Normality

4.4 Mediation analysis

The first portion of mediation analysis results includes an overview of the mediation analysis, including the variables of corporate social responsibility, Brand awareness, and Brand equity, as well as the model utilized and the sample size.

Linear Regression Analysis

Variables Entered/ Removed

Model	Variables Entered	Variables Removed	Method
1	COMPUTE CSR=MEAN(ER, LR,ETR,PR) ^b		Enter

a. Dependent Variable: COMPUTE BE=MEAN

b. All requested variables entered.

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Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.960 ^a	.922	.921	.21444

a. Predictors: (Constant), COMPUTE CSR=MEAN(ER,LR,ETR,PR)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	208.168	1	208.168	4527.000	.000 ^b
	Residual	17.704	385	.046		
	Total	225.871	386			

a. Dependent Variable: COMPUTE BE=MEAN(BE1,BE2,BE3,BE4,BE5,BE6,BE7,BE8,BE9,BE10,BE11)

b. Predictors: (Constant), COMPUTE CSR=MEAN(ER,LR,ETR,PR)

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.021	.056		.375	.708
	COMPUTE CSR=MEAN(ER,LR,ETR,PR)	.988	.015	.960	67.283	.000

a. Dependent Variable: COMPUTE BE=MEAN(BE1,BE2,BE3,BE4,BE5,BE6,BE7,BE8,BE9,BE10,BE11)

Upon the four hypotheses which are the direct and indirect effect of the dependent and independent variable is as follows.

H-1: Bank of Abyssinia’s corporate social responsibility activities has a positive impact on the brand equity.

H-2: Bank of Abyssinia’s corporate social responsibility positively affects brand awareness.

H-3: Bank of Abyssinia’s brand awareness activities has a significant impact on brand equity.

H-4: the mediating role of brand awareness on the relationship between CSR and brand equity.

Total effect of X on Y

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Effect	se	t	p	LLCI	ULCI
.9879	.0147	67.2830	.0000	.9591	1.0168

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
1.0564	.0325	32.5263	.0000	.9925	1.1202

Indirect effect(s) of X on Y:

Effect	SE	LLCI	ULCI
BA	-.0685	.0435	.1559 .0131

The analysis made in the above section the role of the the relationship between CSR and brand equity mediated by brand awareness. This makes H4 supported. This is because the value of LLCI=.1559 and ULCI=.0131 which there is no “0” in between the results when the mediator is involved in between the independent and dependent variables.

Table 4-6 Summary of Hypothesis Test

Type	Hypothesis	Results	Reasons
H 1	Bank of Abyssinia corporate social responsibility activities has a positive impact on the brand equity.	Supported	Es=0.99p<0.05, P-Value =0.0000
H 2	Bank of Abyssinia corporate social responsibility positively affects brand awareness.	Supported	Es=0.97p<0.05, P-Value =0.0000
H 3	Bank of Abyssinia brand awareness activities has a significant impact on brand equity.	Supported	$\beta = .843$ Es=0.80p<0.05, P-Value =0.0000
H 4	The mediating role of brand awareness on the relationship between CSR and brand equity.	Supported	LLCI=.1559 ULCI =.0131 p<0.05, P-Value

			=0.0000
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4.5 Discussion

The data suggests that Corporate Social Responsibility (CSR) positively influences Brand Equity (BE) through the mediation of brand awareness. Organizational focus on brand awareness contributes significantly to building brand equity. The findings highlight a substantial positive direct impact of CSR and brand awareness on brand equity.

A pivotal factor in this context is the p-value, which is less than 0.05. Therefore, we can conclude that the indirect effect of CSR on brand equity via brand awareness is statistically significant (p-value 0.05). The Sobel test, calculating the indirect effect of brand equity on CSR through brand awareness, reinforces the idea that brand awareness acts as a link between CSR and brand equity. The CSR impact indicates that the influence on brand equity is partially mediated by brand awareness..

CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

In this chapter, conclusions, summary, recommendations and limitations & suggestions for future research are presented.

5.2 Conclusion

The purpose of this section is to examine the findings within the scope of the current study. Here, the study explores the impact of CSR on brand equity, considering the mediating role of brand awareness. Conducted at the Bank of Abyssinia in Addis Ababa, Ethiopia, the study sent out 400 questionnaires, resulting in 387 valid responses, achieving a 96.75% response rate.

Drawing upon existing literature, four hypotheses were formulated to address the research questions, all rooted in prior research and future research avenues. The data were analyzed using SPSS and process 4 model to assess the hypotheses. The results regarding Bank of Abyssinia customers indicate a significant and positive relationship between corporate social responsibility, brand equity, and brand awareness.

Given the substantial influence of the independent predictor variables on the dependent variable, all proposed hypotheses were supported. Furthermore, the study confirmed the four hypotheses at the bank, demonstrating that Bank of Abyssinia customers responded that corporate social responsibility significantly impact the bank's brand equity, with brand awareness acting as a mediator.

In essence, for Bank of Abyssinia customers, corporate social responsibility plays a pivotal role in fostering brand loyalty which affects the brand equity positively and enhancing brand awareness, consequently leading to repeated business with the bank. This underscores the mediating role of brand awareness in shaping brand equity.

5.3 Recommendation

Based on the aforementioned conclusion, the report offers several critical recommendations to bank management. Firstly, the study reveals that CSR impacts both brand awareness and brand equity. This discovery holds significance as per the study's participants, suggesting that successful implementation of CSR can serve as a cornerstone in marketing discipline. The Bank of Abyssinia's management should prioritize corporate social responsibility, given that the findings suggest brand awareness and brand equity are achieved through CSR practices. As a service provider in a competitive market, various measures can enhance CSR efforts, including actively participating in social activities, embracing new technologies for competitive advantage, continually innovating to maintain attractiveness even amid new market entrants, and offering tailored services to meet customers specific needs.

5.4 Future Research Directions

Future research could test the effect of CSR on Brand equity and if it is mediated by Brand awareness. In addition, future research could also examine if CSR has an effect on brand as a whole and if this effect is mediated by Brand awareness in the banking industry.

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APPENDIX A



ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE DEPARTMENT OF MARKETING MANAGEMENT

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APPENDIX

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

(Questionnaire to be filled by Customers of Bank of Abyssinia)

Dear Sir/Madam,

I am delighted to share that I am a graduate student at Addis Ababa University School of Commerce, currently pursuing a Master's Degree in Marketing Management. As part of my degree requirements, I am conducting research to explore the mediating role of Brand Awareness in the relationship between Corporate Social Responsibility and Brand Equity, focusing on the case of Bank of Abyssinia.

Please rest assured that all information provided will be treated confidentially and solely used for academic research purposes. Your participation and any data shared will be handled with the utmost confidentiality and will not be used for any other purpose beyond this project. Your name will not be revealed in the final report of this research. I would be delighted to share the study findings with you once they are available..

PART I

Demographic Information of respondent

The information given here by the respondents will be held in utmost confidentiality and will be used for research purposes only.

1. Sex Male Female

2. Age
18-25years 26-33years 34-41years 42-50years

Above50

3. Your Educational Background

Secondary school

College Diploma

University Degree

Masters

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PART II

Please answer the following questions putting “√” in the cell that express your perception about CSR activity of the bank.

Explanation:

5= strongly Agree 4= Agree 3=Neutral 2= Disagree 1=strongly disagree

BOA = Bank of Abyssinia

Economic responsibility	1	2	3	4	5
This bank tries to obtain maximum long term success with Customers					
The bank provides quality of products					
The bank ensures customer satisfaction					
The ability to deliver what it promises .					
The bank is successful organization					
Is responsive to the complaints of its customers					
Legal responsibility					
The bank respects the norms defined in the law					
The is concerned to respect and protect its natural environment					
The bank abides by good moral principle in conducting business.					
The bank has diversified workforce					
There is no discrimination in the service delivery					
Ethical responsibility					
The bank ensures honesty and quality in all its services					
The bank has good code of conducts .					
The bank is trustful company					
The bank register and resolve complaints from customers ,					
This bank behaves ethically and honestly with its customers					
Philanthropic responsibility					
The bank participates in local community activities					
The bank gives financial support to local community activities And projects (e.g. charitable donations)					

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The bank provides sponsorship for activities that support the Society					
This bank is concerned to improve general wellbeing of society					

BRAND EQUITY	1	2	3	4	5
I trust the quality of services from this company					
The company services would be of very good quality					
The company offer excellent services					
Some characteristics of the company brand come to my mind quickly					
The company brand has very unique brand image, compared to competing brands					
I like the brand image of the company					
I like and trust the company, with its business services					
I consider myself to be loyal to the company					
When using bank services, BOA would be my first choice					
I will keep on using the BOA as long as it provides me better services					
I would love to recommend the BOA to my friends					
BRAND AWARENESS					
I know the logo or symbol of Bank of Abyssinia					
Some products of Bank of Abyssinia come to my mind quickly					
I can recognize Bank of Abyssinias brand quickly than other competing brands					
I am familiar with Bank of Abyssinia brand					
I have no difficulty to imagine Bank of Abyssinia brand in my mind					



