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THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY
ON THE REPUTATION OF DEGA BOTTLED WATER
COMPANY

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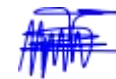


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ABBREVIATIONS

CSR: - Corporate Social Responsibility

GOV:- Government

NGOs: -Nongovernmental Organizations

SR:- Social Responsibility

IDV:- Independent variable

DV:- Dependent variable

ABSTRACT

This study aimed to examine the impact of corporate social responsibility (CSR) on the organizational reputation of Dega Bottled Water Company. The study utilized an explanatory research design to investigate this relationship. Quantitative research methods were employed. Among a population of 500, a total of 222 individuals were selected using the Cochran sampling formula. Probability sampling techniques were utilized to choose a stratified random sample from this population. The study gathered data from primary and secondary sources using various data collection techniques. Descriptive and inferential statistical analysis methods were used. The survey findings reveal a positive stance on Dega Bottled Water Company's economic CSR, affirming its commitment to profitability and competitive positioning, though scepticism exists regarding ethical practices, government alignment, and legal compliance. Legal CSR aspects receive high approval, with strong agreement on adherence to societal ethical norms, and philanthropic efforts are well-regarded, especially in community engagement and educational support. Regression analysis indicates that a significant portion of Corporate Reputation variance is explained by the model, with Economic, Legal, and Ethical Responsibilities showing positive impacts, while Philanthropic Responsibility has a weaker relationship. To enhance its reputation and stakeholder trust, it is recommended that Dega Bottled Water Company address ethical concerns, strengthen regulatory compliance, and improve transparency in its practices.

Keywords: *CSR, Corporate Reputation, Stakeholders, economic responsibility, legal responsibility, ethical responsibility, Philanthropic responsibility, Dega Bottled Water, Ethiopia*

CHAPTER ONE

1. INTRODUCTION

This chapter brings into being by presenting a brief background of the study which is followed by the statement of the problem which states the full picture to carry out this study. The research questions, the objectives of the study, the significance of the study, the scope and limitation of the study, and the organization of the paper are sequentially presented.

1.1. Background of the Study

Corporate Social Responsibility has been defined by different authors, academicians, and international institutions in several ways and dimensions (Mihaljevic & Tokic, 2015). For example,

Corporate Social Responsibility (CSR) is defined as a type of business whereby a given company's economic objective is designed in harmony with the concerns of the employees and their environment wasingly (Mihaljevic & Tokic, 2015). CSR is based on the premise that a business can only thrive if it operates within a thriving society. In that way, the business depends on the community it operates within, and as such, has an ethical and moral responsibility towards that community (Atuluku & Uchendu, 2016).

Corporate Social Responsibility (CSR) has become an increasingly common buzzword in recent years. A topic that is being discussed again in the educational environment, considering the impact that activities related to the corporate environment have on employees, customers, authorities, society, business partners, investors, environment and local communities (Saxton, 2014). The ever-growing interest in CSR has attracted the attention of researchers and companies. The social obligation of management is the obligation of the organization to meet its economic responsibility to make money required by simple economics, this obligation is the business version of the human survival instinct, legal responsibility to adhere to rules and regulations. Like the previous, this responsibility is not controversial. What proponents of CSR argue, however, this obligation must be understood as a proactive duty, an ethical responsibility to do what is 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. and philanthropic responsibility contribute to society's projects even when they are independent of the business. None of these acts arise as obligations extending from the day-to-day operations of the business involved. Social

responsibility is seen as an obligation beyond the statutory obligation to comply with legislation and sees the organization voluntarily taking a step further to improve the quality of life of the employees and their families as well as the local community (Chakraborty & Manoj, 2016).

Moreover, Social responsibility is the ethical and moral responsibility of an organization to the total society; it refers to social obligation beyond legal and economic obligation for an organization to pursue long-term goals that are for the benefit of society (Maigna, S., & Farrell, K. (2014). The stockholders of the business are society, the government, customers, employees and the community at large. From the above, it can be stated that the impact of social responsibility is the obligation of a business to assist the society within which it operates to solve some of its social problems resulting directly or indirectly from the functions or activities of the business (Atuluku, M. O., & Uchendu, O. C. (2016).

According to Garriga and Mele (2004), Stakeholders play an important role in the Reputation of a company. In addition, McWasiams and Seals (2001), companies are increasingly aware of their responsibility regarding the impact of their business activities on all stakeholders and support voluntary activities in the communities in which they operate. Organizations, in the past, did not place significant emphasis on Corporate Social Responsibility (CSR) as noted by Nari and Raman (2012) and Benjamin (2017). However, over time, there has been a shift in focus towards CSR due to the recognition of its value in determining the success of an organization's participation in society (Nari and Raman, 2012). CSR has become a valid corporate strategy. The growing interest in CSR can be attributed to two reasons. Firstly, consumers are demanding more from companies, valuing high-quality products at low prices, and showing a preference for socially responsible brands when comparing similar products (Porter and Kramer, 2006).

Also, Brusseau (2015) in his book *Business Ethics*, the concept of corporate social responsibility (CSR) encompasses two meanings. Firstly, it refers to any theory of the corporation that emphasizes the responsibility to generate profits while also ethically engaging with the community. Secondly, CSR is a specific understanding of this responsibility, which involves contributing to broader community welfare. CSR consists of four key obligations:

Economic responsibility: This obligation is rooted in the necessity for businesses to generate profits for survival. In a market economy, companies that fail to make profits are likely to fail.

Legal responsibility: Adhering to rules and regulations is a non-controversial obligation. However, proponents of CSR argue that organizations should proactively embrace the rules as a social good and make genuine efforts to comply with both the letter and spirit of the law.

Ethical responsibility: This is the cornerstone of CSR and involves doing what is right, even when not explicitly required by laws or regulations. It requires a corporate culture that views the business as a citizen in society, with corresponding obligations.

Philanthropic responsibility: This obligation involves contributing to societal projects that are independent of the business's day-to-day operations. It entails acts of generosity and supporting the general welfare as determined by the needs of the surrounding community. These dimensions of CSR emphasize the importance of balancing profit-making with ethical behaviour, legal compliance, and contributions to the betterment of society beyond business obligations. This study aims to assess the various activities undertaken by Dega Bottled Water Company in the realm of corporate social responsibility (CSR) and determine their impact on the company's reputation. CSR encompasses a range of initiatives that go beyond the company's core business objectives, focusing on environmental sustainability, social welfare, and ethical practices. By evaluating Dega's CSR activities, we can gain insights into how these efforts contribute to the company's overall reputation and standing within the community. This study was shed light on the effectiveness of Dega's CSR initiatives and provide valuable recommendations for further improvement, ensuring a positive societal impact while enhancing the company's reputation in Ethiopia.

1.2. Statement of the Problem

'CSR' has undoubtedly become one of the most well-known and most often used terms recently. As Banerjee (2007: 1) says, 'CSR has become a mini-industry these days both in academia and in the business world.' What is most striking, however, is that it is not only a management or a business term, but one that is also widely used in governmental arenas as well as the non-governmental or the non-profit sector.

Developing countries' firms are still in the initial level of development in their awareness and integration of CSR activities within their corporate policies and strategies, which is reflected

in the country's early stage of private sector development (Mandurah, Khat-ib, & Al-Sabaan, 2012).

In today's rapidly changing business environment, companies of all sizes are under pressure to succeed and engage in ethical behaviour. Corporate Social Responsibility (CSR) is a concept that inspires positive social activities based on volunteerism and responsibility toward the company's stakeholders (Hopkins, Justice, & Ariya Bandu, 2012; Ariya Bandu, 2018). Such social activities, although not directly related to the economy, have an indirect positive impact on business operations (Hopkins et al., 2012; Ariya Bandu, 2018). There is currently a growing body of research on CSR and its relationship to reputation. Companies strive to anticipate the future needs of society and adapt their business priorities accordingly to ensure they have the necessary assets to operate (Hopkins et al., 2012; Ariya Bandu, 2018). Consequently, there are inquiries about the existence of a CSR action plan and its basis for reputation and impact on company performance and value (Hopkins et al., 2012; Ariya Bandu, 2018).

Access to water, which has an increasing strategic importance, is a natural and legal right for all living things. Besides, accessed drinking water resources should be reliable and clean and should have certain standards (Parag and Opher 2011). United Nations World Water Development Report (2015) has indicated that, water is the essential primary natural resource upon which nearly all social and economic activities and ecosystem functions depend. Sustainable development requires that we properly manage our freshwater resources and equitably share its benefits.

Despite the growing world population, water resources are rapidly decreasing. Studies suggest that future wars may be fought over water. For instance, a U.S. National Intelligence Council report on Global Water Security warned that without better water management, global freshwater availability will not meet demand by 2040, hindering food production and energy generation, and posing a risk to global food markets (National Intelligence Council, 2012).

The marketing campaigns by bottled water companies to provide drinking water to impoverished, rural communities in Africa can be viewed as part of a broader corporate social responsibility (CSR) agenda. These communities are unlikely to be considered

'stakeholders' with direct or indirect interests in these multinational companies Brei, Vinicius & Böhm, Steffen, 2011).

Dega is one of the fast-growing bottled water companies in Ethiopia, having made substantial investments in corporate social responsibility (CSR) initiatives, spending over 100 million Birr over the years. However, despite the clear need to understand the social impact of businesses and the importance of investing in brand reputation, there is a lack of research on the relationship between CSR and reputation specifically in the Ethiopian bottled water industry. This knowledge gap presents a significant challenge for the company's marketing strategy, as marketers are uncertain about the effectiveness of CSR initiatives and their impact on perceived value. Addressing this gap is crucial, as empirical evidence from other markets has shown that effective CSR can enhance brand reputation, customer loyalty, and overall market positioning. Therefore, the purpose of this study is to examine the influence of Dega Bottled Water Company's CSR initiatives on its reputation in the business world, providing practical insights and empirical justification for future marketing and investment strategies.

Dega Bottled Water Company, a relatively new brand in Ethiopia founded in 2021, is manufactured by BNT Industry and Trading plc, located in Debrebirhan. With state-of-the-art manufacturing facilities and a dedicated team, the company strives to meet the growing demand for clean and safe drinking water in Ethiopia. As Dega continues to establish its presence in the industry, it aims to become a trusted and reliable choice for consumers seeking high-quality bottled water products.

The major driving forces for this study include the need to understand the relationship between CSR and reputation in the bottled water industry, where Dega is a key player. Given the importance of reputation in influencing consumer choices and overall business success, it is crucial to examine the impact of CSR practices on Dega Bottled Water Company's reputation. This study contributes to the existing body of knowledge by providing insights into the specific dimensions of CSR and their influence on the organizational reputation of Dega Bottled Water Company.

1.3. Objectives of the Study

1.3.1. General Objective

The general objective of the study is to examine the Effect of corporate social responsibility on the Reputation of Dega Bottled water Company.

1.3.2. The specific objectives

- ❖ To examine the effect of the economic dimension of CSR on Dega Bottled water Company's Reputation.
- ❖ To determine the effect of the ethical dimension of CSR on Dega Bottled water Company's Reputation.
- ❖ To examine the effect of the legal dimension of CSR on Dega Bottled water Company's Reputation.
- ❖ To identify the effect of the Philanthropic Dimension of CSR on the Dega Bottled water Company's Reputation.

1.4. Research Questions

- ✓ What is the effect of the economic dimension of CSR on Dega Bottled water Company's Reputation be examined?
- ✓ How to determine the effect of the ethical dimension of CSR on Dega Bottled water Company's Reputation?
- ✓ What are the examiners on the effect of the legal dimension of CSR on Dega Bottled water Company's Reputation?
- ✓ What effect does the philanthropic dimension of CSR have on Dega Bottled water Company's Reputation?

1.5. Research Hypotheses

H1: The economic dimension of CSR positively affects the reputation of Dega Bottled Water Company.

H2: The ethical dimension of CSR positively influences the reputation of Dega Bottled Water Company.

H2: The legal dimension of CSR positively impacts the reputation of Dega Bottled Water Company.

H4: The philanthropic dimension of CSR positively affects the reputation of Dega Bottled Water Company.

1.6. Significance of the Study

This study aimed to assess the Effect of corporate social responsibility (CSR) on the reputation of the Dega Bottled Water Company. It is crucial to examine CSR in order to understand its significance for both organizations and society. By gaining knowledge about the various aspects of CSR and its influence on society, organizations can enhance their reputation and maximize profits. Researchers, particularly those in the field of social sciences, was find the study on socially responsible organizations and CSR beneficial.

1.7. Scope of the Study

The scope of this study is limited to examining the effect of Corporate Social Responsibility (CSR) on corporate reputation, specifically focusing on Dega Bottled Water Company in Debrebirhan. This research aims to demonstrate how CSR influences the company's reputation from the perspective of various stakeholders, including consumers, employees, and the surrounding community. The concept of CSR and its impact on corporate reputation was chosen for this study due to its growing importance in the business world. As consumers, investors, and other stakeholders become increasingly socially and environmentally conscious, the pressure on companies to adopt and demonstrate responsible practices has significantly increased. CSR encompasses economic, ethical, legal, and philanthropic responsibilities, each of which can profoundly influence a company's reputation.

By investigating these dimensions, this study seeks to gain a comprehensive understanding of how different aspects of CSR contribute to building and maintaining a positive corporate image. Dega Bottled Water Company was selected as the focus of this research to provide a concrete and practical case study. Operating in a competitive industry with significant environmental impacts, understanding the effects of CSR on its reputation can offer valuable insights for Dega and other companies in similar sectors. The findings can guide strategic decision-making and enhance stakeholder relationships, ultimately contributing to sustainable business success.

1.8. Limitations of the Study

The current study is limited in several ways. First, the scope of the research is confined to the corporate reputation of a single company, Dega Bottled Water Company, in the Ethiopian context. The findings may not be fully generalizable to other companies or industries. The method of data collection should differ for employees and customers. Additionally, the assessment of corporate reputation is also inherently subjective, as it can be influenced by

various stakeholder perceptions, which the study may not have fully accounted for. Furthermore, the contextual factors specific to the Ethiopian market, such as cultural, economic, or regulatory influences, may limit the generalizability of the findings to other geographical settings.

1.9. Definition of Terms

Corporate Social Responsibility (CSR): A business model in which companies integrate social and environmental concerns into their operations and interactions with stakeholders. CSR activities include philanthropy, ethical labor practices, and environmental sustainability efforts.

Corporate Reputation: The collective assessment of a company's attractiveness to stakeholders, including customers, employees, investors, and the community, based on its past actions and likelihood of future behaviour.

Stakeholders: Individuals or groups that have an interest or concern in an organization, including consumers, employees, shareholders, suppliers, and the local community.

Perceived Value: The worth that a product or service has in the mind of the consumer, influenced by the benefits they expect to receive relative to the cost.

Environmental Sustainability: Practices and policies that reduce the negative impact of business operations on the environment, including reducing carbon footprint, waste management, and sustainable resource use.

Ethical Practices: Business behaviours that adhere to moral guidelines and principles, such as fairness, transparency, and respect for stakeholder rights.

Community Engagement: The process by which a company interacts with the local community to address its needs and contribute positively to its development. This can include volunteering, donations, and support for local initiatives.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Theories of Corporate Social Responsibility

While corporate social responsibility (CSR), the voluntary commitment to non-economic goals that go beyond legal requirements is increasingly at the center of public and academic debates (Schmitz and Schrader, 2015), we provide a comprehensive and analytical overview of future theories on corporate disclosure and corporate social responsibility. We then discuss the context in which theories are most appropriate to explain CSR disclosure practices, including stakeholder theory, shareholder theory, and institutional theory. This study is based on the hypothesis that an organization's employee Reputation is shaped by the organization's corporate social responsibility (CSR) activities, which directly or indirectly impact employees. For example, for an organization to achieve its goal, it must take care of its employees (providing them jobs, additional bonuses, a safe work environment, training, etc.), as stakeholder theory suggests. For companies, institutions must understand that their responsibilities go beyond the profits of their company (Tilakasiri, 2012).

2.1.1. Stakeholder Theory

Stakeholder theory focuses on the relationship between a business organization and the various individuals, groups, or functional organizations involved in the process of achieving organizational goals (Freeman, 1984). Stakeholders are defined as groups or individuals who can influence or be influenced by the process of achieving organizational goals (Clarkson, 1995). This includes those who have property rights or interests in the organization and may have complaints against it (Clarkson, 1995). Additionally, stakeholders can encompass both human and non-human entities, with the natural environment being seen as a non-human agent with implications for CSR policies (Starik, 1995).

Stakeholders can be divided into two groups: primary and secondary (Jones, 1999). Primary stakeholders are those who directly influence the survival of the organization, and their

continued participation is essential for the organization's well-being. This group includes shareholders, customers, suppliers, investors, employees, and the government, as their support is crucial for the organization's survival. On the other hand, secondary stakeholders have less direct influence on the organization's goals and their role is relatively less important for the organization's survival (Jones, 1999).

Stakeholder theory goes beyond profit maximization and considers the rights and claims of non-shareholders (Mitchell et al., 1997). It is divided into three parts: descriptive, instrumental, and normative. The descriptive aspect explains how to manage and communicate with stakeholders, the instrumental aspect addresses the relationship between stakeholders and organizational performance, and the normative aspect concerns the ethical treatment of stakeholders (Donaldson & Preston, 1995).

While stakeholder theory has faced criticism for being impractical in fulfilling all stakeholder desires simultaneously, empirical research supports the theory by indicating that many organizations engage in CSR to meet stakeholder needs (Maignan et al., 2000). Stakeholder theory expands the goals of business organizations beyond profit maximization to include the satisfaction of stakeholder needs (Pirsch et al., 2007). Managers are required to identify stakeholders and develop specific policies for each group to fulfill their obligations. The performance of the organization is measured by the extent to which stakeholders are satisfied, as there is a positive relationship between stakeholder satisfaction and organizational performance (Ruff et al., 2001; Waddock & Graves, 1997).

In conclusion, stakeholder theory provides a framework for understanding the relationship between business organizations and their stakeholders. It emphasizes the importance of considering stakeholder needs and implementing CSR practices to ensure organizational success and positive performance outcomes.

2.1.2. Shareholders theory

Shareholder theory posits that corporations have no responsibilities beyond generating and maximizing profits for their shareholders. According to this theory, the sole goal of companies is to generate profit, and shareholders, who are the owners of the company or hold a stake in it, are the primary focus. Managers are driven by the objective of maximizing profits, and any action taken by employees that does not contribute to this goal is considered wrong, according to Friedman's argument. Additionally, Friedman asserts that if the

government mandates companies to pursue purposes other than profit, it is fundamentally incorrect.

The theory suggests that profits rightfully belong to the shareholders, and when companies act in their self-interest, it often leads to actions that benefit employees, such as avoiding defective products or harming customers, which ultimately contributes to increased profits. Critics, however, argue that such self-interested actions are not truly virtuous unless they are motivated by altruism. They argue that actions are praiseworthy only if they are performed solely for the benefit of others.

In summary, shareholder theory emphasizes the primacy of profit maximization for shareholders and suggests that actions benefiting society are only justified if they align with self-interest. Critics contend that true virtue lies in actions performed solely for the benefit of others, rather than being driven by self-interest.

2.1.3. Institutional Theory

Institutional theory, as identified by Scott and Christensen (1995), is an external influencing factor on organizational behaviour and CSR practices. This theory focuses on how organizations implement CSR and highlights the influence of stakeholders and competitors. Meeting the expectations placed on an organization and conforming to industry standards is crucial for maintaining legitimacy and survival, as non-conformance can threaten an organization's legitimacy (DiMaggio & Powell, 1983). Compliance with recognized institutional norms is positively related to resource accessibility and gaining organizational legitimacy (Oliver, 1991).

Institutional theory is interested in understanding how organizational decisions are shaped, negotiated, and translated into reality by examining the factors that maintain the industry or competitive environment. It looks at how a dominant organization in a specific sector influences the activities and practices of other organizations operating in that sector (Scott, 2008). The process of adapting to institutional norms and practices is referred to as isomorphism, which can occur through three motivating factors: coercive mechanism, regulatory mechanism, and mimetic mechanism (Amran & Siti-Nabiha, 2009).

The coercive mechanism involves imitation compelled by force, persuasion, or contractual obligations, often occurring when an organization is dependent on another and lacks independence. The regulatory mechanism occurs when organizations imitate recognized

requirements to maintain institutional structures, such as professional associations or university centers. The mimetic mechanism is driven by a voluntary desire to imitate competitors in the hope of achieving similar outcomes. These mechanisms contribute to the institutionalization of behaviour within an industry (Amran & Siti-Nabiha, 2009).

In summary, institutional theory explores how institutions, such as industry standards and norms, influence organizational behaviour and CSR practices. It highlights the importance of conforming to institutional norms for legitimacy and survival. Isomorphism, driven by coercive, regulatory, and mimetic mechanisms, plays a role in shaping organizational behaviour and practices. By understanding and adhering to institutional norms, organizations establish accepted standards and practices within their industries (Kang & Moon, 2012).

2.2. Corporate Social Responsibility (CSR) Model

2.2.1. The Triple Bottom Line Model

John Elkington introduced the term “Triple Bottom Line” (TBL) in 1994. Frustrated with the traditional focus of newer business performance metrics that emphasize profit as a key metric, the triple bottom line approach was developed. The Elkington Triple Score approach is a concept that encourages the evaluation of company performance based on three key areas. Traditionally, it was assumed that companies wanted to maximize their profits and that profit was the measure of business success. Elkington advocates for a more balanced approach to measuring company performance. Therefore, Profit, People and Planet aims to measure the financial, social and environmental performance of a company (Elkington, 2011).

- Profit (traditional financial income) is related to the impact of a company's activities on the value of its shares and is determined by calculating whether the company generates a profit or loss.
- People (conclusion on human capital) determine the degree of social responsibility of a company. It applies to a company's stakeholders, not shareholders, which include employees, suppliers and the general public in which the company operates. It is also about whether employees receive a fair wage and enjoy good working conditions.
- Planet (environmental conclusion): measures the impact of company activities on the environment. This includes minimizing the company's impact on the environment by controlling energy consumption, reducing waste and disposing of it safely (Elkington, 2011)



Figure 1: the triple Bottom Line Model/Source John Elkington/

The figure above explains that at the intersection of ethics and economics, sustainability means maintaining a long-term balance. As stated by theorists such as John Elkington. Taken together, these three sustainability concepts, such as the economic, the social and the ecological concepts, guide companies to actions that correspond to the idea of the company as a participating citizen of the community and not just as a money-making machine.

2.2.2. Carol's CSR Pyramid Model

Carol's CSR pyramid is one of the best-known and most frequently cited CSR models (Visser, 2012). He proposed four dimensions of the entrepreneur's responsibility that are decreasing in importance: economics, law, ethics and philanthropy. Economic responsibility at the bottom of the pyramid acts as a foundation and prioritizes economic performance. In this case, the assumption is that the company must be profitable and maximize returns to shareholders. Legal responsibility, on the other hand, assumes that companies must comply with the laws and regulations of society. Third, ethical responsibility, emphasizes that society expects companies to adopt values and standards that go beyond legal requirements. This is an elusive dimension and the subject of much debate among researchers (Baah and Tawiah, 2011). At the top of the pyramid is philanthropic responsibility, or the actions that society expects from companies as corporate citizens. In fact, philanthropic responsibility means giving back to the community and being a good corporate citizen by participating in social programs.



Figure 2: Carroll's Pyramid of CSR/Source: (Carroll, 1994)

2.3. Empirical study

There is much relevant research examining the relationship between corporate social responsibility (CSR) and corporate reputation, but there is little discussion about it.

2.3.1. Definition of the term corporate reputation

According to Veh, Gobel, and Vogel (2018), there is no universally accepted definition of business reputation. However, the most widely acknowledged definition is offered by prominent worldwide expert Fombrun (1996), a former research professor at New York University. According to Fombrun (1996), corporate reputation is "the overall estimation in which an organization is held by its internal and external stakeholders based on its past actions and probability of future behaviour."

Taking a slightly different perspective, Watson (2007) also emphasizes the predictability of an organization's actions and the role of communication in his definition. Watson defines corporate reputation as "the sum of predictable behaviours, relationships and two-way communication undertaken by an organization, as judged by its stakeholders over time." Reputation specialist firm RepTrak (2019), defines corporate reputation as "the emotional connection that stakeholders (consumers, investors, employees, regulators) have with a given company."

In summary, while there is no single agreed-upon definition, the common themes across these perspectives include an organization's past actions, future behaviour, stakeholder perceptions, and the role of communication in shaping corporate reputation.

2.3.2. CSR and Corporate Reputation

Today's organizations engage in corporate social responsibility (CSR) to improve their company's Reputation (Fritz, 2009). It is often argued that the reason why companies engage in CSR is due to some degree of self-interest, regardless of whether this action is strategically driven by commercial considerations or by seemingly altruistic interests (Moon, 2012).

In addition to altruism, there are several CSR purposes for corporate donations. Companies strive to improve their Reputation to create a positive reputation, which can also be linked to higher long-term company performance. The marketing objectives of CSR include increasing visibility, improving corporate Reputation and demystifying negative publicity (Veradajan and Menon, 2012). In support of this statement, (Bennet, 2010) explains that the main benefits of CSR are improving a company's reputation, attracting media attention, changing attitudes and improving the company's relationship with the government and the impression of key decision-makers.

The theory of the corporation states that an organization's interest is to maximize the value of its shareholders. If you look at CSR from this perspective, it can be said that it is a reaction to the increasing competition in the environment, combined with excessive demands on managers from various stakeholder groups (Menon and Menon, 2012). Stakeholders in corporate affairs and sustainability reporting can be viewed as mechanisms through which organizations satisfy and manipulate stakeholders (Gray, 2010). In other words, CSR reporting can be viewed in the light of corporate Reputation management, marketing and public relations, which companies use to demonstrate that they are carrying out a particular CSR activity. These tools are used appropriately to support a healthy competitive status by conveying information aimed at maintaining an excellent Reputation (Darby, 2010). Therefore, many organizations attach particular importance to their Reputation in society, as this helps them to carry out their activities effectively. Anything that tarnishes their Reputation can make sales difficult and even impact their licensing or financing (Reich, 2010).

Khanifar (2012) states that one of the benefits that CSR is known for is its ability to improve and even build a company's Reputation and reputation. He shares this view (Barney, 2010). Who says companies try to improve their public Reputation to attract more customers, better employees, access to financial markets and other benefits? (Porter and Kremer, 2013) also support this theory by stating that many companies use their reputation to justify CSR

initiatives because they improve the company's Reputation, strengthen its brand, increase morale and even they would increase the value of its shares. Since society considers social goals to be important, a company can create a positive public Reputation by pursuing social goals. A poor Reputation of social responsibility can lead to large investment funds selling company shares, which in turn can have a negative impact on finances. (Levine and Toffel, 2009). Khanifar (2012) states that one of the benefits that CSR is known for is its ability to improve and even build a company's Reputation and reputation. He shares this view (Barney, 2010).

2.3.3. Organizational Reputation and Corporate Social Responsibility

Organizational reputation is a crucial aspect of a company's success and long-term sustainability. It refers to the collective perceptions and evaluations of a company's character and actions by its stakeholders, including customers, investors, employees, and the general public (Barnett, et al., 2006). A strong and positive organizational reputation can provide numerous benefits, such as increased customer loyalty, better access to capital, and the ability to attract and retain talented employees. Kim (2024), also revealed that the research consistently demonstrates that a strong reputation significantly enhances the value of a company and offers long-term competitive advantages. A positive reputation among stakeholders, including employees, major customers, industry influencers, government regulators, and suppliers, makes it easier for a business to accomplish its goals.

The concept of corporate social responsibility (CSR) is closely linked to organizational reputation. CSR encompasses a company's voluntary efforts to integrate social, environmental, and ethical considerations into its business operations and interactions with stakeholders (Carroll, 1979; Dahlsrud, 2008). The four main dimensions of CSR are:

1. **Economic Responsibility:** This refers to a company's responsibility to be profitable and provide economic value to its shareholders and the broader economy.
2. **Legal Responsibility:** This involves a company's obligation to operate within the boundaries of the law and comply with relevant regulations.
3. **Ethical Responsibility:** This encompasses a company's responsibility to act in a manner that is consistent with societal norms, values, and expectations of fairness and integrity.

4. **Philanthropic Responsibility:** This involves a company's voluntary efforts to contribute to the well-being of the community and society, such as through charitable donations, volunteering, or supporting social causes.

2.3.4. Relationship between Organizational reputation and CSR dimensions

The relationship between organizational reputation and these various dimensions of CSR has been extensively explored in the literature.

2.3.4.1. Economic Responsibility and Reputation:

The economic dimension highlights the responsibility of companies to provide a return on investment to stakeholders, mainly owners and shareholders, to provide employment to individuals in society, and to produce goods and services with profit (Visser, 2008; Mahmood & Humphrey, 2013). Under this mandate, companies are tasked with finding effective ways of doing business and innovating their products/services to maximize their company's revenue (Alniacik & Genc, 2011).

Previous research has confirmed the positive influence of the economic determinants of CSR on customer satisfaction. For example, Akroush (2012) showed a relationship between price fairness and customer satisfaction. Similar studies, including those by Lu and Chau (2012), have shown that service or product quality has a significant positive impact on a company's reputation. Reflecting other determinants of CSR, the operational economics of CSR (lead times, profitability, rapid response, and customer relationships) have been shown to have a positive impact on corporate reputation (Yuen & Chan, 2010). The study by Hall (2009), suggested that a company's economic performance and ability to generate profits are important factors in shaping its reputation. Stakeholders tend to view economically successful companies as more reputable, as they are perceived as being able to create value and provide returns to their investors.

2.3.4.2. Legal Responsibility and Reputation:

Compliance with laws and regulations is crucial for maintaining a positive organizational reputation. Companies that are perceived as law-abiding and responsible corporate citizens are generally viewed more favourably by stakeholders (Deephouse, 1996; and Sobczak et al., 2006).

The study demonstrates that a legal dimension of CSR concerns the responsibility of companies to ensure the legality of their business practices and compliance with government

rules and regulations, as well as social security agencies (Carroll & Shabana, 2010). Regulation of corporate governance is necessary because society, including consumers, stakeholders, competitors, and legislators, has no guarantee that companies will perform well in a particular industry. Therefore, regulations set the rules for responsible business behavior (Cornel & Mihaela, 2010). Compliance with consumer protection and data protection regulations is positively related to corporate reputation and loyalty (Hassanet, 2013). Lwin & Wasiams, (2013), also revealed that positive legal relationships with corporate reputation in the area of CSR have been reported in most previous studies, except for a few, e.g., that customers have more trust in companies that operate following consumer data protection laws.

2.3.4.3. Ethical Responsibility and Reputation:

A company's ethical conduct, such as its commitment to transparency, fairness, and integrity, is a significant determinant of its reputation. Unethical behaviour, such as corruption, fraud, or disregard for stakeholder interests, can severely damage a company's reputation and lead to negative consequences (Davies et al., 2003).

The ethical dimension has been described by (Carroll and Shabana, 2010) as a company's voluntary actions to promote and pursue social goals that go beyond its legal obligations. Ethical responsibilities include environmental sustainability strategies, civil rights and socially accepted moral norms/values (Carroll and Shabana, 2010). Even though companies benefit from society, they must act ethically so that society can benefit from their profits (Tsoi, 2010); This, in turn, becomes a competitive advantage (Mahmood & Humphrey, 2013), allowing the company to create a positive Reputation in society and generate higher profits (Bondy, Moon, & Matten, 2012). Most studies have shown that ethical business practices increase customer loyalty and satisfaction (Hassan, 2013).

1.1.1.4. Philanthropic Responsibility and Reputation:

Engaging in philanthropic activities and contributing to the well-being of the community can enhance a company's reputation by demonstrating its commitment to social and environmental issues. Stakeholders often view companies that are socially responsible and give back to the community as more reputable and trustworthy (Charity Miles, 2024). The philanthropic dimension of CSR includes corporate activities in response to society's requirements for a company to be a good corporate citizen; This includes the company's

involvement in programs that promote contributions to human well-being (Carroll and Shabana, 2010). Such activities have been shown to influence customer needs and lead to higher customer satisfaction (Hassan, 2013). Companies that engage in volunteer work are often perceived as socially responsible when they meet community expectations and are favoured by the community (Wood, 2010). In this context, a company's charitable donations and community development activities have a positive impact on customer satisfaction, which ultimately translates into strong sales growth and customer loyalty (Petrovits and Radhakrishnan, 2010).

A strong and positive organizational reputation is often the result of a company's ability to meet its economic, legal, ethical, and philanthropic responsibilities, as perceived by its stakeholders. By understanding and addressing these different aspects of CSR, companies can enhance their reputational capital and achieve long-term success.

2.4. Developing the Hypotheses

The literature suggests that the economic dimension of CSR can have a positive impact on a company's reputation. For instance; when companies prioritize economic performance and ensure the long-term financial viability of the business, it can signal to stakeholders that the company is a reliable and responsible economic actor (Carroll, 1991; Doherty et al., 2023). Additionally, when companies consider the economic interests of their stakeholders, such as providing fair wages, investing in employee development, and supporting local businesses, it can enhance their reputation as a socially responsible and ethical corporate citizen (Maignan & Ferrell, 2004; Saeidi et al., 2015). A recent study by Eriandani in 2020 on the economic impact of corporate social responsibility (CSR) found a significant relationship between a company's investment in CSR and its future financial performance.

Furthermore, the literature suggests that a company's economic performance and financial stability can contribute to its overall reputation, as it demonstrates the company's ability to manage its resources effectively and create value for its stakeholders (Batrancea et al., 2022). Stakeholders may view a financially stable and economically successful company as more trustworthy and reliable, which can positively impact its reputation. Therefore, based on the existing literature, the following hypothesis was proposed:

H1: The economic dimension of CSR has a positive effect on the reputation of the Dega Bottled Water Company

The literature suggests that the ethical dimension of CSR, which includes behaviours and practices that are considered morally right and just, can have a positive impact on a company's reputation. Studies have shown that when companies demonstrate a strong commitment to ethical practices, such as honesty, integrity, and fair treatment of stakeholders, it can enhance their reputation and build trust with customers, investors, and the broader community (Carroll, 1991; Saeidi et al., 2015). Ethical CSR practices signal a company's values and responsibility, which can contribute to a positive corporate image and enhance stakeholder perceptions (Brammer & Pavelin, 2006; Geng et al., 2022). Hence it is assumed that:

H2: The ethical dimension of CSR has a positive effect on the reputation of the Dega Bottled Water Company:

The legal dimension of CSR refers to a company's compliance with laws and regulations, as well as its efforts to go beyond the minimum legal requirements. The literature suggests that adherence to legal and regulatory standards can positively influence a company's reputation. When companies demonstrate a commitment to operating within the bounds of the law and even exceeding legal requirements, it can convey a sense of responsibility and trustworthiness, which can enhance their reputation among stakeholders (Asghar, 2023). Therefore, the proposed hypothesis for this study was:

H3: The legal dimension of CSR has a positive effect on the reputation of the Dega Bottled Water Company:

The philanthropic dimension of CSR involves a company's voluntary contributions to the community and society, such as charitable donations, sponsorships, and employee volunteer initiatives. The literature indicates that these types of philanthropic activities can positively impact a company's reputation. When companies engage in philanthropic CSR, it can be perceived as a genuine concern for the well-being of the community and society, which can enhance stakeholder perceptions and build good (Maignan & Ferrell, 2004; and Saeidi et al., 2015). The study by Mainardes, and dos Santos, (2023), investigated the impact of philanthropy and customer-related corporate social irresponsibility (crCSI) on compliance, corporate image, and reputation; and it was suggested that companies that invest in philanthropy and can stimulate compliance, and adoption of compliance, combined with

philanthropy, directly impacts a company's image and reputation indirectly. Based on the abovementioned literature, the following hypothesis was stated:

H4: The philanthropic dimension of CSR has a positive effect on the reputation of the Dega Bottled Water Company:

2.5. Conceptual Framework

This study aims to assess the impact of corporate social responsibility (CSR) activities on the corporate reputation of Dega Bottled Water Company in Ethiopia. A conceptual framework is based on Carroll's (1991) model and other similar findings, highlighting the effects of four CSR components (economic, legal, ethical, and philanthropic) on corporate reputation. This framework, titled "Illustration of the relation between dependent and independent variables" (Fig. 1), is chosen because it comprehensively analyses the relationships between CSR components with the reputation of the business company (Dega Bottled Water Company in Ethiopia). The economic dimension of CSR can positively influence a company's reputation by signalling its reliability as an economic actor and demonstrating socially responsible practices, such as fair wages and supporting local businesses (Carroll, 1991; Doherty et al., 2023; Maignan & Ferrell, 2004; Saeidi et al., 2015). Additionally, a company's strong financial performance and stability can contribute to its overall reputation, reflecting effective resource management and value creation (Batrancea et al., 2022; Eriandani, 2020). Another study also demonstrated that the ethical dimension of CSR, involving morally right behaviours and practices, can enhance a company's reputation and build trust with stakeholders. When companies exhibit a strong commitment to ethical practices, such as integrity and fair treatment, it can contribute to a positive corporate image and stakeholder perceptions (Carroll, 1991; Brammer & Pavelin, 2006; Geng et al., 2022; Saeidi et al., 2015). As per the legal dimension of CSR, referring to a company's compliance with laws and regulations, can also positively influence its reputation. By demonstrating a commitment to operating within and exceeding legal requirements, companies can convey a sense of responsibility and trustworthiness, enhancing their reputation among stakeholders (Asghar, 2023). Furthermore, the philanthropic dimension of CSR, encompassing voluntary contributions to the community and society, can positively impact a company's reputation. Engagement in philanthropic activities can be perceived as a genuine concern for the well-being of the community, enhancing stakeholder perceptions and building good will (Maignan & Ferrell, 2001; Saeidi et al., 2015; Mainardes & dos Santos, 2023).

In general, the literature suggests that when companies prioritize economic performance, ethical practices, legal compliance, and philanthropic activities, it can positively impact the company's reputation.

Finally, the relationships of the variables reveal that the corporate reputation of the Dega Bottled Water Company is the dependent variable, which is hypothesized to be influenced by the four dimensions of CSR (economic, ethical, legal, and philanthropic) as the independent variables.

Thus, based on the above theoretical view, the following conceptual framework is drawn.

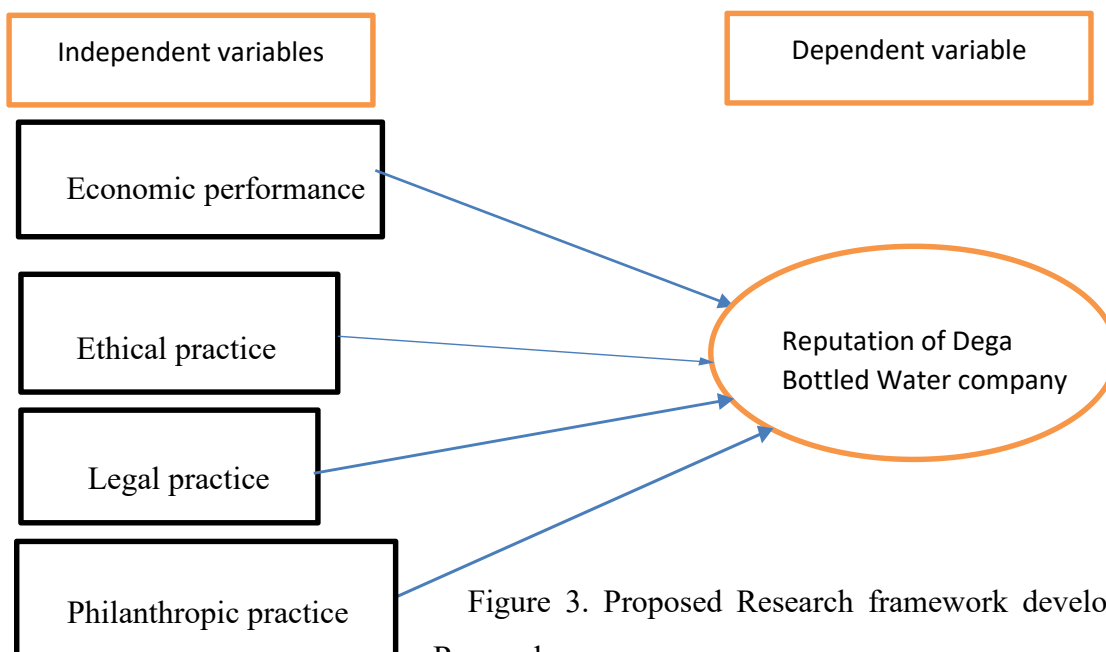


Figure 3. Proposed Research framework developed by Researcher

2.6. Chapter Summary

This chapter reviews the literature on corporate social responsibility (CSR) theory, from the definition of the CSR concept to the introduction of corporate social responsibility (CSR) theory, including stakeholder theory, shareholder theory and institutional theory. An empirical study is an investigation of the relationship between corporate social responsibility (CSR) and corporate Reputation. This review discusses the relationship between CSR dimensions and corporate Reputation. On this basis, the review considered the dimensions of corporate social responsibility, such as the economic dimension, the ethical dimension, the legal dimension and the philanthropic dimension. A corporate social responsibility (CSR) model is explained by the triple bottom line model and Carroll's pyramid model.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Introduction

Research methodology is the operational plan that a researcher plans to use to achieve the goal of the study. The success or failure of the study depends on its adequacy. It is about the “how” aspect of research and not the “what” and “why” aspects. This chapter begins with a description of the methodology used in the study, then the research method describing how the survey is constructed, the CSR measurement parameters, the CSR measurement scale and sample, and the corporate Reputation. Turker (2009) was serve as the basis for the development of the CSR scale in this study.

3.2. Research Design

Explanatory research designs were used in this study as these designs help to examine the impact of social responsibility on corporate Reputation. This study is explanatory and explains the relationship between CSR and corporate Reputation. A hypothesis is a well-founded statement that has been thoroughly tested by research; The research instrument of this study was designed based on the quantitative method because quantitative methods are more suitable for large-scale problems. The attempt is to express possible relationships between one or more independent variables through the execution of a large amount of data. Compared to the relative cost of other methods, the quantitative research method is considered a more appropriate and controllable tool for testing this context (Bryman and Bell, 2013). Explanatory and descriptive research designs are predominantly used; because we have prior knowledge of the problem situation in order to analyse and explain why and how something happens. Research is carried out to find out the relationship between the variables. Since the data is only collected at a specific point in time, it is cross-sectional data and this method is best suited for this, an analytical survey design is also used. The research approach describes and justifies the data collection methodology (Bryman and Bell, 2013).

3.3. Research Approach

The study has employed quantitative data collection in the form of a survey. This enables the use of measurement scales that have already been developed in the area of CSR and corporate Reputation. A quantitative approach is used because it is very structured and the representative CSR topics can be analysed in detail to determine the impact on the company's Reputation in different contexts. Quantitative research is associated with the study of

relationships between variables. Quantitative research is suitable for use within the positivist paradigm and the natural science approach, which helps to explain the connections between theory and research. The natural sciences aim to explain the natural world and positivistic research. Uses precise and objective measurements, making the quantitative method ideal (Bryman and Bell, 2013).

3.4. Population and unit of analysis

According to the population definition, it includes all units to which the research results can be applied. In other words, a population is a set of all individuals who have a common characteristic of the variable under study and to which the research results can be generalized (S. Shukla, 2020). The Dega Bottled water Company has 150 professional employees (35 managerial and 115 non-management positions), 140 customers and 210 communities living around the company.

3.4.1. Sampling Techniques

A Proportional stratified sampling technique was used. Proportional stratified sampling helped to represent the participants proportionally and gather enough information from each stratum. After participants are proportionally stratified, the simple random sampling technique is applied to specify the sample size from each stratum. The simple random sampling technique is preferred because it was giving an equal chance for the respondents to be represented in the sample size. Thus, based on the information from a common sample size determination table or by using the following formula: [-\(https://sciencing.com/calculate-sample-size-formula\)](https://sciencing.com/calculate-sample-size-formula) for the target population of 500, the sample size (n) was be approximately 222.

$$\text{Where } N = \text{Target population} \quad \mathbf{n} = \frac{500}{1+500(0.05)^2} = \mathbf{222}$$

n = sample size e = level of precision=0.05

The calculation of sample selection from each stratum is as follows:

N1 (Managerial Strata) = 35

N2 (Non-Managerial Strata) =115

N3 (surrounding community) = 210

N4 (Different Groceries) =140

$$N = 222$$

$$N1/N * n = \text{Sample from N1} \dots\dots\dots 35/500 * 222 = 16$$

$$N2 /N * n = \text{Sample from N2} \dots\dots\dots 115/500 * 222 = 51$$

$$N3 /N * n = \text{Sample from N3} \dots\dots\dots 210/500 * 222 = 93$$

$$N4 /N * n = \text{Sample from N4} \dots\dots\dots 140/500 * 222 = 62$$

The other sampling technique which was used in the study is convenient sampling, which is a type of sampling method that was used to decide the sample size and select samples from large numbers of target populations. This sampling technique has used due to the reason that it was make the sample selection and sample size determination from Dega Bottled water customers and the community who are around the company. Based on this assumption, around 210 customers of Dega Bottled water and 140 communities are living around the company.

Table 1: Summary of the sample size determination of Dega Bottled water

No	Categories	Target Population	Sample Size	Remark
1	Managerial Staffs	35	16	Stratified Sampling then simple random sampling
2	Non-Managerial Staffs	115	51	Stratified Sampling then simple random sampling
3	Community	Surrounding people (210)	93	Convenient Sampling
4	Customers	Different Grocery (140)	62	Convenient Sampling
	Total	500	222	

3.5. Data Sources and Method of Data Collections

The data for this study was collected from two sources, primary and secondary. Primary data was collected from study participants using a structured, self-administered questionnaire. In the case of primary sources, questionnaires are conducted to provide adequate and direct

answers. In questionnaires, the questions were structured and contained both open and closed questions. This enables the respondents

- To Provide complete answers in all areas required to complete the study
- To Increase the speed and timeliness of questionnaire responses
- To Facilitate understanding of research needs
- To Increase the response rate to the questionnaire provided.

In order to consolidate the reliability of the initial data collection, the critical observation of the activities to be carried out in the study area also included the collection of the necessary data in addition to the standardized questionnaire already mentioned. The basic data collection tool in this study is the structured questionnaire. Questionnaires that use a 5-point Likert scale with an anchor point of (1, strongly disagree to (5, strongly agree) can reduce the variability of the results that may show differences and the reliability of the Increase responses. In addition, it also simplifies data coding, analysis and interpretation. Secondary data sources include sources outside the immediate research site, including published annual reports, journals, unpublished course and seminar materials, library and reference literature, and other related articles and handbooks.

3.6. Data collection instrument

A structured questionnaire was used for both customers and employees (including those in administrative roles) in this study. This method is particularly advantageous as it is easy to standardize and produces results that are straightforward to summarize, compare, and generalize. Additionally, it facilitates the use of a large sample by assigning direct experiences to predetermined response categories. This approach enhances reliability by promoting greater consistency, as each respondent is asked the same list of questions (Payne and Payne, 2012).

To obtain reliable information from consumers, many closed questions were developed. The data was collected based on five main constructs: corporate reputation (dependent variable) and elements of corporate social responsibility (independent variables), namely salary, legal, economic, ethics, and philanthropy. A five-point Likert scale was used to answer the questions in each CSR section. Originally, the four dimensions of CSR were defined as: legal (law enforcement), economic (serving the needs of society), ethical (acting ethically), and philanthropic (humanitarian) (Geva, 2013).

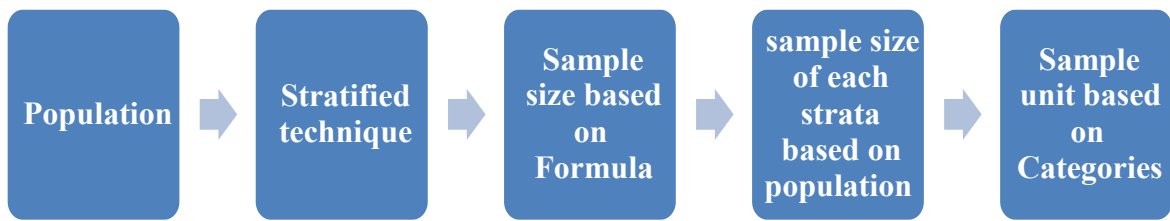


Figure 4: Sampling Procedure

3.7. Data Quality Assurance

3.7.1. Pilot Test and Expert Feed Back

A pilot test was conducted to determine the relevance and validity of the questions included in the instrument. A content validity test was conducted, measuring the extent to which the instrument provided adequate coverage and representativeness, specificity and clarity of the topic under investigation. An initial project also included a pilot project with 20 employees in Dega Bottled water staff. Based on the information received, changes were made to the wording of some questions and some less important questions were deleted in order to shorten the length of the questionnaire.

3.7.2. Reliability

To increase the reliability of the study, a five-point Likert scale questionnaire was used. This scale is more reliable than a two-point scale, as reliability tends to decrease when the number of answer options exceeds five (Hayes, 2012). Cronbach's alpha was used to test the internal consistency of the constructs. According to Wu and Wang (2015), Cronbach's alpha values are considered acceptable in the literature if they range from 0.60 and higher. The Cronbach's alpha values for this study ranged between 0.60 and 1.00, indicating that the level of the instrument is suitable for use. The reliability test calculated for this study is presented in the table below.

Table 2: Reliability test

Variable	Cronbach's alpha
Economic responsibility	0.808
Legal responsibility	0.706
Ethical responsibility	0.836
Philanthropic responsibility	0.740
Corporate reputation	0.876

3.7.3. Validity

To check the internal consistency of the variables in the research instrument, Cronbach's alpha coefficient was calculated. To ensure the quality of the research design, its content and

construct validity was checked. Content validity was checked by the validity of the questions and measurement scales. In addition, a pilot test is conducted before the actual data collection to obtain valuable feedback (Yin, 2013). High validity increases the generalizability of the study. To measure what is supposed to be measured; a theoretical model was developed as part of the literature research. The dimensions were operationalized to help find specific survey questions relevant to CSR dimensions and increase internal validity: questionnaires represent the reality of what is being measured (Gudjonsdottir and Jujubova, 2015). Validity can be assessed using theoretical or empirical approaches. Theoretical validity assessment focuses on how well the idea of a theoretical construct is translated or represented into an operational measure (Anol, 2012). In this context, the validity of the present study was examined by reviewing related literature and adapting the instruments used in previous studies. Reliability refers to the absence of random errors, which allows subsequent researchers to reach the same conclusions when repeating the study at the same steps again (Yin, 2013).

3.8. Method of data analysis

In the data analysis phase, a comprehensive approach was adopted, incorporating both descriptive and inferential statistical methods using the statistical software SPSS 26. Descriptive statistics was employed to summarize, and present key features of the quantitative data collected through the structured questionnaire with a 5-scale Likert scale. This included measures such as mean, standard deviation, and frequency distributions, providing a clear overview of the central tendencies and variations in the dataset.

Additionally, inferential statistics was utilized to draw conclusions and make inferences about the larger population based on the sample data. Multiple linear regression analysis was employed to further explore the relationships between multiple independent variables and the dependent variable. This technique allowed for the examination of the combined impact of various components of CSR on the outcome of interest (corporate reputation). The analysis involved assessing the strength and significance of the relationships, identifying key predictors, and exploring potential interactions among variables.

3.9. Ethical Considerations

This research protects all participants involved because it does not cause any direct or indirect harm to the participants or researchers. Participation was voluntary and required consent. All information was anonymous, which protects participant confidentiality. The participants can

come from different cultural backgrounds and have the right to decide independently about their actions. The main task of participation was to ensure equal opportunities for everyone involved in the research process. Participants were not asked to validate their data or do anything other than complete the questionnaire. In this study, participants have the opportunity to participate voluntarily and to withdraw at any time. To maintain the partnership, participants can contact the researcher at any time with any questions. The researcher always respects each participant and ensures that all questions are answered to the best of his knowledge and belief. The surveys are anonymous and confidential, there are no confidentiality issues. The participant was not obliged to take part in the survey and if, after reading the information, they did not wish to participate, they expressed their consent. Finally, participants are not asked any questions or personal information.

CHAPTER FOUR

4. RESULTS AND DISCUSSION

4.1. Introduction

This chapter presents the result of the survey data analysis. It contains both descriptive and inferential ways of result presentation. Demographic characteristics of the respondents and their perception on corporate social responsibility and its effect on corporate reputation were presented using frequencies, percentages, mean and standard deviation. The causal relationship between the dependent and independent variables is presented using the results of both correlation and multiple linear regression analysis.

4.2. Demographic Characteristics of the Respondents

The results show that most of the respondents were male, accounting for 67.4% of the sample, while females made up 32.6%. In terms of age distribution, the highest percentage of respondents fell within the 21-30 age range, representing 73.8% of the total sample. The 31-40 age group constituted 19.3%, and the 41-50 age group was the smallest at 6.9%. Regarding education level, a significant portion of the respondents held a Bachelor's degree (54.9%), followed by those with a Diploma (30.5%) and Master's degree holders (14.6%). When considering income levels, the majority of respondents fell within the 3,001-7,000-income group (51.5%), followed by the 7,001-14,000 group (34.8%), with only a small percentage earning more than 14,000 (13.7%). These demographic distributions provide valuable information about the characteristics of the sample population and can be crucial in understanding how different groups perceive and respond to corporate social responsibility initiatives.

Table 3: Demographic information of the respondents

Variable	Response	Frequency	Percent
Gender	Male	157	67.4
	Female	76	32.6
Age	21-30	172	73.8
	31-40	45	19.3
	41-50	16	6.9
Education level	Diploma	71	30.5
	Bachelor degree	128	54.9
	Master degree	34	14.6
Income	3,001-7,000	120	51.5
	7,001-14,000	81	34.8
	>14,000	32	13.7
	Total	222	100

4.3. Descriptive Analysis

4.3.1. Economic Dimension Of CSR

The perception of respondents regarding the economic dimension of Corporate Social Responsibility (CSR) reveals interesting findings. For the statement "The company is committed to being as profitable as possible," the majority of respondents agreed or strongly agreed, with 39.9% agreeing and 29.2% strongly agreeing. The mean score for this statement was 3.88, indicating a high level of agreement among respondents, with a standard deviation of 0.981, suggesting a relatively narrow range of responses. Similarly, for the statement "The company strives to maintain a strong competitive position," a significant percentage of respondents agreed or strongly agreed, with 36.1% agreeing and 32.2% strongly agreeing. The mean score was 3.87, with a standard deviation of 1.038, indicating a high level of agreement with relatively varied responses.

Regarding the statement "The company strives to maintain a high level of operating efficiency," respondents showed mixed perceptions, with 33% agreeing and 25.3% strongly agreeing. The mean score for this statement was 3.68, with a standard deviation of 1.06, suggesting a moderate level of agreement with a wider range of responses. For the statement "The company believes that its success is described as always profitable," respondents had

varying opinions, with 30.9% agreeing and 21.5% strongly agreeing. The mean score for this statement was 3.5, with a standard deviation of 1.13, indicating a moderate level of agreement with diverse responses. Lastly, for the statement "The company profit increased due to the practice of Corporate Social Responsibility," respondents showed positive perceptions, with 31.8% agreeing and 24.9% strongly agreeing. The mean score for this statement was 3.58, with a standard deviation of 1.157, suggesting a moderate level of agreement with a wider range of responses.

These results indicate a favourable view of how economic aspects of CSR are perceived within the context of the company.

Table 4: Perception on the economic dimension of CSR

Questions	Mean	St. Deviation
The company is committed to being as profitable as possible	3.88	0.981
The company strives to maintain a strong competitive position	3.87	1.038
The company strives to maintain a high level of operating efficiency	3.68	1.06
The company believes that its success described as being always profitable.	3.5	1.13
The company profit increased due to the practice of Corporate Social Responsibility	3.58	1.157

4.3.2. Legal Dimension Of CSR

The results about the ethical dimension of Dega Bottled Water Company's operations reveal several noteworthy pieces of information. There is a considerable degree of uncertainty or skepticism among respondents regarding the company's alignment with government expectations, as indicated by the mean score of 2.87 and a standard deviation of 1.458. Despite a sizable proportion of respondents expressing neutrality (37.3%), a significant portion also either disagree (24.9%) or strongly disagree (25.3%) with the notion that the company consistently acts in a manner consistent with governmental expectations. The findings regarding compliance with laws and regulations highlight a prevalent perception of inadequacy, with a mean score of 2.2 and a standard deviation of 1.292. A majority of respondents either strongly disagree (41.6%) or disagree (28.3%) that the company actively strives to comply with various federal and regional laws and regulations, indicating a widespread belief that the company falls short in this regard.

Moreover, despite a slightly more balanced distribution of responses, doubts persist regarding the company's efforts to be a law-abiding corporate citizen, with a mean score of 2.53 and a

standard deviation of 1.329. A considerable portion of respondent's express disagreement (30.5%) or strong disagreement (29.6%) with the company's purported commitment to this ideal, further emphasizing the prevailing skepticism regarding its ethical practices. Additionally, the results concerning the company's fulfilment of legal obligations paint a similar picture, with a mean score of 2.3 and a standard deviation of 1.262. A significant proportion of respondents either disagree (36.5%) or strongly disagree (33%) with the assertion that the company makes every effort to fulfil its legal obligations, underscoring ongoing concerns regarding its ethical conduct.

The findings regarding the provision of goods/services meeting legal requirements reveal a widespread perception of inadequacy, with a mean score of 2.06 and a standard deviation of 1.106. The majority of respondents either disagree (43.8%) or strongly disagree (35.6%) with the notion that the company consistently provides goods/services that meet legal requirements, suggesting a notable gap between perceived performance and regulatory compliance.

Table 5: Perception of the legal dimension of the CSR

	Mean	Std. Dev
The company always acts in a manner consistent with the expectations of the government.	2.87	1.458
The company strives to comply with various Federal, and regional laws and regulations	2.2	1.292
The company always tried to be a law-abiding corporate citizen	2.53	1.329
The company makes every effort to fulfil their legal obligations.	2.3	1.262
The company provides goods/services that meet legal requirements	2.06	1.106

4.3.3. Ethical Dimension Of CSR

The perception of respondents regarding the legal dimension of Corporate Social Responsibility (CSR) provides valuable insights. For the statement "The company always acts in a manner consistent with societal ethical norms," a significant percentage of respondents agreed or strongly agreed, with 42.9% agreeing and 40.3% strongly agreeing. The mean score for this statement was 4.2, indicating a high level of agreement among respondents, with a standard deviation of 0.813, suggesting a relatively narrow range of responses. Similarly, for the statement "The company always recognizes and respects societal ethical-moral norms," a notable percentage of respondents agreed or strongly agreed, with 42.5% agreeing and 34.8% strongly agreeing. The mean score was 4.07, with a standard

deviation of 0.873, indicating a high level of agreement with relatively varied responses. Regarding the statement "The company tries to do what is expected morally or ethically," respondents showed positive perceptions, with 32.2% agreeing and 37.3% strongly agreeing. The mean score for this statement was 4.01, with a standard deviation of 0.94, suggesting a moderate level of agreement with a wider range of responses.

For the statement "The company knows that ethical behaviour goes beyond simple compliance with laws and regulations," respondents had strong positive perceptions, with 41.2% agreeing and 42.5% strongly agreeing. The mean score for this statement was 4.21, with a standard deviation of 0.844, indicating a high level of agreement with diverse responses. These results indicate a favourable view of how the legal dimension of CSR is perceived within the context of the company.

Table 6: Perception of ethical Dimension of CSR

Questions	Mean	Std. Deviation
The company always acts in a manner consistent with societal ethical norms	4.2	0.813
The company always recognizes and respects societal, ethical-moral Norms	4.07	0.873
The company prevents ethical norms from being compromised in line with achieving corporate goals.	3.99	0.938
The company tries to do what is expected morally or ethically.	4.01	0.94
The company knows that ethical behaviour goes beyond simple compliance with laws and regulations.	4.21	0.844

4.3.4. Philanthropic Responsibilities (Components) Of CSR

The results show that most respondents hold a positive perception of the company's alignment with societal expectations in philanthropy, as evidenced by the mean score of 3.76 and a standard deviation of 0.743. With 51.9% of respondents agreeing and 14.2% strongly agreeing, there is widespread recognition of the company's consistent efforts in this area. Additionally, the low percentages of disagreement (0.4%) and strong disagreement (3%) further support the favourable perception of the company's philanthropic initiatives. Respondents generally express a positive view of the company fulfilling its moral obligations to society through practicing Corporate Social Responsibility (CSR), reflected in the mean score of 3.52 and a standard deviation of 0.783. With 42.5% of respondents agreeing and 8.6% strongly agreeing, there is significant acknowledgment of the company's efforts in meeting its moral responsibilities. The minimal percentages of disagreement (2.1%) and

strong disagreement (3%) indicate that most respondents perceive the company's CSR practices positively.

Moreover, the findings demonstrate widespread recognition of the company's active engagement in voluntary and charitable activities within local communities, as shown by the mean score of 3.83 and a standard deviation of 0.864. With 38.2% of respondents agreeing and 24.5% strongly agreeing, there is a strong endorsement for the company's community involvement initiatives. The low percentages of disagreement (1.3%) and strong disagreement (1.7%) further reinforce the positive perception of the company's community activities. Finally, respondents overwhelmingly acknowledge the company's support for private and public educational institutions, highlighted by the mean score of 3.97 and a standard deviation of 0.878. With 35.6% of respondents agreeing and 32.6% strongly agreeing, there is significant approval for the company's contributions to educational institutions. The negligible percentages of disagreement (0.4%) and strong disagreement (3%) underscore the widespread recognition of the company's positive impact on educational initiatives.

Table 7: Perception of Philanthropic component of CSR

	Mean	Std. Deviation
The company always acts in a manner consistent with the philanthropic and charitable expectations of society.	3.76	0.743
The company is charging its moral obligation to society by practicing Corporate Social Responsibility.	3.52	0.783
The company participates in voluntary and charitable activities within their local communities	3.83	0.864
The company assists private and public educational institutions	3.97	0.878

4.4. Correlation Analysis

The study revealed a very strong positive correlation between Economic Responsibility and Corporate Reputation ($r = 0.909$, $p < 0.01$). This indicates a significant association where higher levels of economic responsibility are linked to a notable improvement in the reputation of Dega Bottled Water Company. Furthermore, a moderate positive correlation was identified between Legal Responsibility and Corporate Reputation ($r = 0.337$, $p < 0.01$). This suggests that maintaining legal responsibilities positively influences the company's reputation, although to a lesser extent compared to economic responsibility.

Conversely, the correlation between Ethical Responsibility and Corporate Reputation was weak and statistically insignificant ($r = 0.098$, $p > 0.05$). This implies that in the context of this study, there is no clear relationship between ethical responsibility and the reputation of Dega Bottled Water Company. Lastly, a moderate positive correlation was found between Philanthropic Responsibility and Corporate Reputation ($r = 0.466$, $p < 0.01$). This indicates that engaging in philanthropic activities can have a positive impact on the company's reputation.

		Corporate Reputation
Corporate Reputation	Pearson Correlation	1
	Sig. (2-tailed)	
Economic responsibility	Pearson Correlation	.909**
	Sig. (2-tailed)	0
Legal responsibility	Pearson Correlation	.337**
	Sig. (2-tailed)	0
Ethical responsibility	Pearson Correlation	0.098
	Sig. (2-tailed)	0.136
Philanthropic responsibility	Pearson Correlation	.466**
	Sig. (2-tailed)	0
	N	222

Table 8. correlation analysis results

The correlation analysis results indicate varying degrees of association between Corporate Reputation and the four types of responsibilities. Economic responsibility has a very strong positive correlation with Corporate Reputation, with a Pearson correlation coefficient of 0.909 and a significance level of 0, indicating a highly significant relationship. Legal responsibility shows a moderate positive correlation, with a Pearson correlation coefficient of 0.337 and a significance level of 0, also indicating a significant relationship. Philanthropic responsibility exhibits a moderate positive correlation as well, with a Pearson correlation coefficient of 0.466 and a significance level of 0, signifying a significant relationship. However, Ethical responsibility has a very weak positive correlation with Corporate Reputation, with a Pearson correlation coefficient of 0.098 and a significance level of 0.136, indicating that this relationship is not statistically significant. The sample size for this analysis is 222.

4.5. Regression Analysis

4.5.1. Assumption test of regression Analysis

4.5.1.1. Multicollinearity

The study checked for multicollinearity among independent variables using SPSS 26 and no multicollinearity problem was detected in the data. Tolerance values were less than 1 and VIF values were around 1.00 and not more than 1.5, indicating no multicollinearity.

Table 9: Multicollinearity test

Model	Collinearity Statistics	
	Tolerance	VIF
Economic responsibility	.697	1.434
Legal responsibility	.689	1.451
Ethical responsibility	.858	1.166
Philanthropic responsibility	.733	1.364

The analysis of multicollinearity indicates that there are no significant multicollinearity issues among the independent variables in the study. The tolerance values, which measure how much the variability of each independent variable is not explained by the other variables, are all less than 1. Specifically, the tolerance values for Economic responsibility, Legal responsibility, Ethical responsibility, and Philanthropic responsibility are 0.697, 0.689, 0.858, and 0.733, respectively. These values suggest that a substantial portion of the variability in each independent variable is not shared with the others.

Additionally, the VIF (Variance Inflation Factor) values, which assess how much the variance of the estimated regression coefficients is inflated due to collinearity, are all around 1 and do not exceed 1.5. The VIF values for Economic responsibility, Legal responsibility, Ethical responsibility, and Philanthropic responsibility are 1.434, 1.451, 1.166, and 1.364, respectively. These values are well below the commonly accepted threshold of 10, indicating that multicollinearity is not a concern in this model.

4.5.1.2. Normality of the Error Term Distribution

Normality refers to the shape of a normal distribution of the matrix variable (Roberts & Priest 2007). For variables with normal distribution, the values of skewness and kurtosis are zero, and any value other than zero indicated deviation from normality (Hair, 2010).

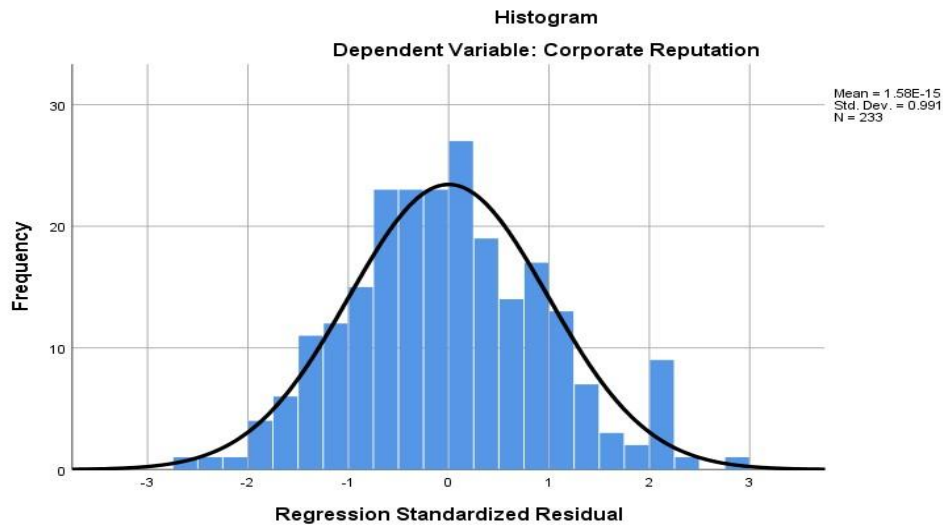


Figure 5: Histogram test for normality

Skewness indicates the symmetry of the distribution. A value of zero indicates symmetry, while positive and negative values indicate right and left skew, respectively. Kurtosis measures how much the peak of a distribution differs from a normal distribution. Positive values indicate a more pointed distribution, while negative values indicate a flatter distribution. Table 5 shows that all variables have acceptable skewness statistics for normality (-1.0 to +1.0). The skewness and kurtosis values are between the acceptable ranges. Despite this, the data still meets the assumption of normality for multiple regression.

Table 11: Skewness and Kurtosis

Descriptive Statistics					
Variables	N	Skewness		Kurtosis	
	SD	Statistic	Std. Error	Statistic	Std. Error
Economic responsibility	0.8086	-0.682	0.159	0.177	0.318
Legal responsibility	1.00875	0.962	0.159	0.738	0.318
Ethical responsibility	0.67137	-0.939	0.159	2.812	0.318
Philanthropic responsibility	0.52324	-0.035	0.159	-0.297	0.318
Corporate reputation	0.82182	-0.835	0.159	1.071	0.318

4.5.1.3. Heteroscedasticity

The Heteroscedastic assumption can easily be checked using scatter plots or residual plots: plots of the residuals vs. either the predicted values of the dependent variable or against (one of) the independent variable(s) (Hoekstra *et al.*, 2014). The scatter plots of standardized residuals versus the fitted values for the regression models were visually inspected in Figure 5.

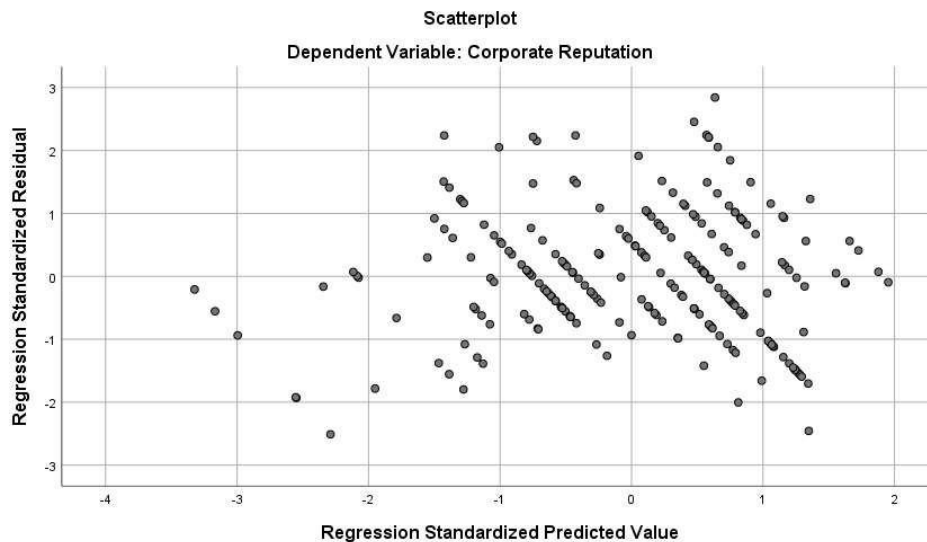


Figure 6: Scatter plot test for Heteroscedastic

4.5.1.4. Autocorrelation

The Durbin-Watson test detects auto-correlation in regression analysis, which occurs when the dependent variable at time t is related to its value at the previous time. A value of 2 indicates no autocorrelation, while values 0-2 indicate positive autocorrelation and values 2-4 indicate negative autocorrelation. The acceptable range for no autocorrelation is $1.5 < DW < 2.5$. The Durbin-Watson value in this study is 1.889, which falls within the acceptable range, indicating no significant autocorrelation.

4.5.2. Model Results

The regression analysis conducted for the model with Corporate Reputation as the dependent variable and Philanthropic Responsibility, Ethical Responsibility, Economic Responsibility, and Legal Responsibility as predictors yielded significant results. The Model Summary indicates that the model has a high goodness of fit, with an R^2 value of 0.835, meaning that approximately 83.5% of the variance in Corporate Reputation can be explained by the predictors included in the model.

In the ANOVA table, the regression model is found to be statistically significant, as indicated by a significant F-statistic of 287.968 with a corresponding p-value of 0.000.

Table 12: Regression analysis results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.914 ^a	0.835	0.832	0.33698	1.889

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

The R Square, or coefficient of determination, is 0.835, indicating that 83.5% of the variability in the dependent variable (Corporate Reputation) can be explained by the independent variables in the model. This high R Square value suggests a good fit of the model to the data. Additionally, the Adjusted R Square is 0.832. This metric adjusts the R Square value for the number of predictors in the model, accounting for the degrees of freedom. The Adjusted R Square is slightly lower than the R Square, which is expected as it penalizes the addition of non-significant predictors. Despite this adjustment, an Adjusted R Square of 0.832 still indicates a very good fit.

The regression model appears to be very strong with high R and R Square values, indicating that the independent variables collectively explain a substantial portion of the variance in Corporate Reputation. The Adjusted R Square confirms this, even after accounting for the number of predictors. The small standard error and an acceptable Durbin-Watson value further reinforce the reliability and accuracy of the model.

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	130.799	4	32.700	287.968	.000 ^b
Residual	25.890	228	.114		
Total	156.689	232			

a. Dependent Variable: Corporate Reputation

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

The analysis indicates that Economic Responsibility has a substantial positive impact on Corporate Reputation, with a coefficient of 0.931 and a high level of statistical significance ($p < 0.001$). This suggests that as Economic Responsibility increases, Corporate Reputation

tends to improve significantly. Legal Responsibility also shows a positive but relatively smaller effect on Corporate

Reputation, with a coefficient of 0.068 and statistical significance ($p = 0.011$). Ethical Responsibility is found to positively influence Corporate Reputation as well, with a coefficient of 0.101 and statistical significance ($p = 0.005$). On the other hand, Philanthropic Responsibility demonstrates a weaker relationship with Corporate Reputation, as indicated by a coefficient of 0.074 and a lack of statistical significance ($p = 0.133$).

Model	Independent variables	Unstandardized Coefficients B		Standardized Coefficients Beta	t	Sig.
			Std. Error			
1	(Constant)	-0.758	0.28		-2.684	0.008
	Economic responsibility	0.931	0.03	0.916	28.426	0
	Legal responsibility	0.068	0.03	0.084	2.579	0.011
	Ethical responsibility	0.101	0.04	0.083	2.84	0.005
	Philanthropic responsibility	0.074	0.05	0.047	1.508	0.133

Based on the statistical output provided, the coefficient for philanthropic responsibility was not statistically significant at the conventional levels (usually set at 0.05). This meant that the impact of philanthropic responsibility on the dependent variable was not strong enough to be considered significant in that particular model.

4.6. Discussions

The researcher has attempted to examine the connection between the findings of this study and the existing evidence or literature. The discussion primarily centres on analysing the research results regarding the Effect of Corporate Social Responsibility on the Reputation of Dega Bottled Water Company, in comparison with the previous experiences documented in the literature.

The economic dimension of CSR has a strong positive impact on a company's reputation. When companies prioritize economic performance and ensure the long-term financial viability of the business, it can signal to stakeholders that the company is a reliable and responsible economic actor (Carroll, 1991; Doherty et al., 2023). Additionally, when companies consider the economic interests of their stakeholders, such as providing fair wages, investing in employee development, and supporting local businesses, it can enhance their reputation as a socially responsible and ethical corporate citizen (Maignan & Ferrell, 2004; Saeidi et al., 2015).

Similarly, the result of the present study regarding ethical practices in the company is consistent with the finding of Geng et al. (2022), who reported that an increase in the level of ethics and ethical practices across a bank's operations was increase the organization's reputation by 24.7%. Therefore, the Dega Bottled Water Company needs to be aware that practicing ethical practices is not only beneficial for the community but also vital for the sustainability and reputation of the company itself (Amoako et al., 2021).

The research findings indicate that the legal practices of the company, which aim to meet moral and ethical expectations, are expected to have a positive impact on the company's reputation. These observations are in close accordance with the findings of Asghar (2023), who demonstrated that when companies exhibit a commitment to operating within the bounds of the law and even exceeding legal requirements, it can convey a sense of responsibility and trustworthiness, which can enhance their reputation among stakeholders. The literature suggests that companies that go beyond the minimum legal requirements and actively demonstrate their ethical conduct are often viewed more favourably by their stakeholders (Sobczak et al., 2006). This is because such practices indicate the company's willingness to prioritize compliance, social responsibility, and the interests of its stakeholders, rather than solely focusing on profit maximization. Therefore, the Dega Bottled Water company's efforts to ensure legal and ethical practices are in alignment with the existing evidence, suggest that this approach can yield positive reputational benefits for the organization.

In contrast to the current findings, Mainardes and dos Santos (2023) highlighted philanthropy as a significant driver of stakeholder perceptions and reputation enhancement. This contrast shows the varying importance placed on philanthropic responsibility in different contexts. The difference in results can be attributed to societal perceptions and industry practices. The emphasis on economic and ethical responsibilities over philanthropic initiatives in the current study suggests a socioeconomic disparity in the importance assigned to CSR dimensions. Additionally, a potential lack of investment in philanthropic activities within the industry under study may have influenced the observed impact on Corporate Reputation. Transparency concerns in communicating and implementing philanthropic initiatives within the industry may also contribute to the contrasting results.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

After careful examination of CSR and determinants throughout the selected company's analysis and interpretation of the study was made based on the data obtained through questionnaire distributed and the Secondary data held in Dega bottled water company. Based on the analysis and interpretation, summary conclusion, recommendations and imitation of the study of the study are presented in this chapter.

5.1. Summary of Findings

The study revealed that different dimensions of CSR have varying impacts on the corporate reputation of Dega Bottled Water Company. Economic responsibility has the most significant positive impact, followed by legal and ethical responsibilities, while philanthropic responsibility has a weaker, non-significant impact. These findings emphasize the importance of strategic management of CSR activities to enhance corporate reputation.

Respondents perceived Dega's economic CSR initiatives positively. The company is seen as highly committed to profitability and maintaining a strong competitive position, which suggests that Dega's focus on economic sustainability and profitability resonates well with its stakeholders. There is moderate agreement that Dega's operational efficiency and profitability benefit from its CSR initiatives.

Perception of the legal CSR initiatives at Dega was less favourable. Respondents were skeptical about Dega's alignment with government expectations and compliance with laws and regulations. There was disagreement regarding Dega's efforts to be a law-abiding corporate citizen and its provision of goods and services that meet legal standards, indicating a potential area for improvement in Dega's legal compliance and communication strategies.

The ethical dimension of Dega's CSR was viewed positively. Respondents believed Dega acts consistently with societal ethical norms and respects ethical-moral standards. They acknowledged that Dega understands the importance of ethical behaviours beyond mere legal compliance, suggesting that Dega's efforts to integrate ethical considerations into its business operations are recognized and valued by its stakeholders.

Dega's philanthropic CSR efforts were perceived positively. The company is seen as fulfilling its moral obligations through CSR activities and engaging in voluntary and charitable activities. There was strong acknowledgment of Dega's support for educational institutions and involvement in philanthropic initiatives, highlighting Dega's commitment to contributing positively to society.

The survey underscored the positive impact of Dega's CSR activities on its corporate reputation. Dega's CSR initiatives were perceived as beneficial, enhancing the company's image as socially responsible. CSR activities significantly influenced stakeholders' perceptions, and maintaining a good corporate reputation was deemed crucial for consumer choice, emphasizing the importance of CSR in Dega's overall strategy.

There was a very strong positive correlation between Dega's economic responsibility and its corporate reputation, indicating that higher levels of economic responsibility are associated with a better reputation. Legal responsibility also showed a moderate positive correlation with corporate reputation. However, the correlation between ethical responsibility and corporate reputation was weak and statistically insignificant. Philanthropic responsibility had a moderate positive correlation with corporate reputation, suggesting that Dega's philanthropic efforts are appreciated but may not be as influential as economic and legal responsibilities.

The regression model indicated that economic responsibility has a substantial positive impact on Dega's corporate reputation. Legal and ethical responsibilities also positively influenced corporate reputation, though to a lesser extent. Philanthropic responsibility had a weaker, statistically insignificant impact on corporate reputation. This analysis underscores the importance of Dega's economic, legal, and ethical responsibilities in shaping its corporate reputation and suggests that while philanthropic efforts are valued, they play a lesser role in enhancing Dega's reputation.

5.2. Conclusion

The study indicated the relationship between different dimensions of Corporate Social Responsibility (CSR) and Corporate Reputation at Dega Bottled Water Company. The findings reveal key understandings that have implications for the company's reputation management and stakeholder relationships. Economic Responsibility emerges as a key driver of Corporate Reputation, with a substantial positive impact observed. This underscores the importance of the company's commitment to profitability and competitiveness in shaping stakeholder perceptions. Aligning CSR practices with economic responsibility can significantly enhance the company's reputation and bolster trust among stakeholders.

Moreover, Legal Responsibility and Ethical Responsibility also demonstrate positive influences on Corporate Reputation, albeit to a lesser extent compared to Economic Responsibility. These dimensions highlight the significance of ethical conduct and legal compliance in reinforcing the company's image and credibility.

Ensuring alignment with legal and ethical standards is essential for maintaining stakeholder trust and upholding a positive reputation. In contrast, Philanthropic Responsibility shows a weaker relationship with Corporate Reputation based on the regression analysis. This suggests that while philanthropic

activities are positively viewed by stakeholders, their impact on shaping the company's reputation may be less pronounced compared to economic, legal, and ethical considerations.

Overall, the findings emphasize the critical role of Economic, Legal, and Ethical Responsibilities in driving Corporate Reputation at Dega Bottled Water Company. Strategic management of these dimensions is essential for fostering positive stakeholder perceptions, enhancing reputation, and building sustainable relationships. By prioritizing economic performance, legal compliance, and ethical conduct in their CSR initiatives, the company can strengthen its reputation capital and solidify its position as a socially responsible organization in the eyes of stakeholders.

5.3. Recommendations

Based on the results observed so far, the following recommendations are made:

Enhance Legal Compliance and Communication

- **Improve Compliance Measures:** Dega should strengthen its efforts to comply with government regulations and legal standards. This involves conducting regular audits and assessments to ensure that all operations and products meet or exceed legal requirements.
- **Transparent Communication:** Enhance transparency in legal compliance by regularly communicating with stakeholders about the steps taken to adhere to laws and regulations. This could include publishing compliance reports and updates on the company's website and through other communication channels.
- **Training and Awareness:** Provide comprehensive training for employees on legal standards and compliance requirements to ensure everyone is informed and accountable.

Strengthen Economic Responsibility

- **Focus on Operational Efficiency:** Continue to improve operational efficiency and profitability through innovative practices and sustainable business strategies. This will reinforce Dega's commitment to economic sustainability and competitiveness.
- **Stakeholder Engagement:** Engage with stakeholders, including customers, investors, and the community, to gather feedback and ensure that economic initiatives align with their expectations and values.
- **Build on Ethical Practices**
- **Ethical Standards Integration:** Further integrate ethical considerations into all aspects of the business. This includes decision-making processes, corporate policies, and daily operations.
- **Ethical Leadership:** Promote ethical leadership within the company. Leaders should model ethical behaviour and ensure that ethical practices are a core component of the company's culture.

- **Ethical Reporting:** Establish mechanisms for reporting and addressing ethical concerns. Encourage employees and stakeholders to voice any ethical issues or suggestions for improvement.

Expand Philanthropic Efforts

- **Strategic Philanthropy:** Develop a strategic approach to philanthropic activities. Focus on initiatives that align with the company's values and have a meaningful impact on the community.
- **Partnerships and Collaborations:** Collaborate with non-profit organizations, educational institutions, and other entities to expand the reach and effectiveness of philanthropic efforts.
- **Employee Involvement:** Encourage employee participation in philanthropic activities. Provide opportunities for employees to volunteer and contribute to community projects, enhancing the sense of corporate social responsibility within the workforce.

Enhance Overall CSR Strategy

- **Balanced CSR Approach:** Maintain a balanced approach to CSR, ensuring that economic, legal, ethical, and philanthropic responsibilities are all addressed effectively. This holistic approach will strengthen Dega's overall corporate reputation.
- **Regular Assessment and Improvement:** Regularly assess the impact of CSR initiatives and make necessary adjustments. Use surveys, feedback mechanisms, and performance metrics to evaluate the effectiveness of CSR activities.
- **Stakeholder Collaboration:** Engage with stakeholders to understand their expectations and priorities regarding CSR. Collaborate with them to co-create CSR initiatives that resonate with their values and contribute positively to the company's reputation.

By implementing these recommendations, Dega Bottled Water Company can enhance its CSR practices, improve its corporate reputation, and achieve sustainable business success.

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APPENDIX : QUESTIONNAIRE

Questionnaire Completed by Employees

Dear respondents, this questionnaire, are designed for the purpose of doing research entitled “The Effect of Corporate Social responsibility on the Reputation of Dega Bottled water Company” for the partial fulfilment of the requirement for the award of Master of Business Administration (MBA)

This questionnaire was helping the company think about its effort towards socially responsible business activities by raising questions about the possible way’s organizations could improve their business in a profitable and sensible manner to their stakeholders. The questionnaire was also helping the organization to identify further actions they can take to strengthen its business, its Reputation, and its performance through socially responsible activities. Thus, you are kindly requested to answer the questions honestly and you are assured that your responses was be treated confidential and used for only academic purposes.

General Instruction

- Do not write your name in any part of the questionnaire
- Your frank response is vital for the success of the study
- Give a short and precise answer for questions followed by blank spaces

Part I. Background Information

Put tick mark “ ” on your choices

1. Sex, Male Female

2. Age group A. Below 20 years C. 41 --60

B. 21 – 40 D. 61 and above

3. Marital Status: Single Married

4. The highest level of education you achieved

Below grade12th Grade 12thcompleted Certificate College Diploma
First Degree Masters Third Degree (PhD)

5. What is your monthly income?

A. Below 2,000 Birr B. Birr 2,001 – Birr 4,000

C. Birr 4,001 – Birr 6,000 D. Above Birr 6,001

PART II: Main body of the Questionnaire

1. To what extent, do you know the concept of Corporate Social Responsibility (CSR)?

- I have no idea of what it is
- I have only a little knowledge about the subject
- I participate actively in it and it is an aim to the organizations

Please specify if there is another: _____

2. What do you think the most important source of knowledge that you have towards the concept of CSR?

- Participation in training courses and/or seminars
- Participation in workshops
- Research on the Internet
- From different Media
- I have not been doing any effort on the matter

Please specify if there is another: _____

3. What do you think social responsibility means for the organizations? Select the most important one among the alternatives

- To accomplish the environment a legislation
- To integrate volunteering actions
- To promote equal opportunities between women and men at all levels
- To integrate ethics or develop an ethical code

To assume social and environmental care in organizations' activities

Part III: - Employees' level of awareness towards corporate social responsibility (CSR)

Response range: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree

No	Variables	1	2	3	4	5
1	Being as profitable as possible					
2	Maintaining a strong competitive position					
3	Maintaining a high level of operating efficiency					
4	Be a law-abiding corporate citizen					
5	Provide goods and services that meet minimal legal requirements					
6	Perform with expectations of societal morals and ethical norms					

7	Do not compromise ethical norms to achieve corporate goals Ethical behaviour should go beyond compliance with laws					
8	Doing what is expected morally or ethically					
9	Benefits and charitable expectations of society assist the fine and performing arts					
10	Provide assistance to public educational institutions					
11	Developing practical solutions in the organizations, on the environmental management level					
12	Developing solutions on Work & Life Balance for employees					
13	Give voluntary and charitable activities to local communities					

4. What are the perceptions among stakeholders on corporate social responsibility (CSR) components in Business organizations?

Response range: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree

No	Variable	1	2	3	4	5
	Economic responsibilities (components) of CSR					
1	The company is committed to being as profitable as possible					
2	The company strives to maintain a strong competitive position					
3	The company strives to maintain a high level of operating efficiency					
4	The company believes that its success described as being always profitable.					
5	The company profit increased due to the practice of Corporate Social Responsibility					
	Legal responsibilities (components) of CSR	1	2	3	4	5
1	The company always acts in a manner consistent with the expectations of the government.					
2	The company strives to comply with various Federal, regional laws and regulations					
3	The company always tried to be a law-abiding corporate citizen					
4	The company makes every effort to fulfil their legal obligations.					
5	The company provides goods/services that meet legal requirements					
	Ethical responsibilities (components) of CSR	1	2	3	4	5
1	The company always acts in a manner consistent with societal ethical norms					
2	The company always recognizes and respect societal, ethical-moral Norms					
3	The company prevents ethical norms from being compromised in line with achieving corporate goals.					
4	The company tries to do what is expected morally or ethically.					
5	The company knows that ethical behaviour goes beyond simple compliance with laws and regulations.					
	Philanthropic responsibilities (components) of CSR	1	2	3	4	5
1	The company always acts in a manner consistent with philanthropic and charitable expectations of society.					

2	The company is charging its moral obligation to society by practicing Corporate Social Responsibility.					
3	The company participates in voluntary and charitable activities within their local communities					
4	The company aids private and public educational institutions					

5. Importance of CSR responsibility (components). In implementing CSR, how important is each of the following CSR components? Use the scale: **1 – 5** to answer, where: Response range: **1** = strongly disagree, **2** = disagree, **3** = neutral, **4** = agree, and **5** = strongly agree

No	Variable Component (Responsibility)	1	2	3	4	5
1	Economic responsibility is an important dimension of CSR in Dega Bottled water Company					
2	Legal responsibility is an important dimension of CSR in Dega Bottled water Company					
3	Ethical responsibility is an important dimension of CSR in Dega Bottled water Company					
4	Philanthropic responsibility is an important dimension of CSR in Dega Bottled water Company					

6. Please circle the number you think is suited to your perception

Response range 1- strongly disagree, 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agree

No	Characteristics	1	2	3	4	5
1	The company promotes honest/ethical employee behaviour.					
2	The company has a commitment to creating a safe workplace.					
3	The company protects employees from any form of harassment.					
4	The company provides/pays a portion of medical and education expenses for employees.					
5	The company treats employees in a friendly, courteous, and responsive manner.					

7. Do you find it important to inform stakeholders about the company's CSR activity?

Yes No

Why?.....

8. Is there any further information that you consider valuable to the company's application of CSR?

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