

Highlighting Brand Image through Corporate Social Responsibility: An Investigation from the Food Industry of Bangladesh

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ABSTRACT

The purpose of the study is to demonstrate the influence of Corporate Social Responsibility (CSR) on the components of brand image. The study's original objective is to ascertain the degree to which corporate social responsibility and various aspects of brand image are related. This research was conducted on the employees of the food industry of Bangladesh. It was conducted in Khulna city. CSR is an independent variable and perceived quality, brand awareness, brand satisfaction, and brand loyalty are dependent variables. 260 people made up the sample, which was chosen using a convenience sampling technique. Using the program SPSS 25, the data was examined after collection. According to the study's findings, brand loyalty and perceived quality, two of the four elements of brand image, have a favorable link with corporate social responsibility. According to this study, CSR has a marginally favorable impact on Brand Image. This research will be beneficial to the corporate organizations of Bangladesh since it will allow them to better create their CSR policies by taking the findings of this study into account.

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1. INTRODUCTION

The term "corporate social responsibility" has gained popularity in recent years, and academics and scholars are now discussing it extensively. Studies are being undertaken to look for and examine the possible benefits of CSR globally and across disciplines. Companies and their stakeholders have recently been more interested in CSR. (Hunt et al., 2022) found an organization's main objective in the nineteenth century was to generate sales and raise income. Corporate social responsibility (CSR) efforts have drawn a lot of attention in the modern, fiercely competitive business world because of their crucial significance for businesses of all kinds. (Carroll and Shabana, 2010).

(Bhattacharya et al., 2022) making profits is no longer an organization's exclusive goal. People are interested in what a company does for society, its suppliers, employees, and consumers. (Carrera, 2022) showed on the other hand, companies want to convey to their consumers that they are not merely profit-making entities, but also entities that seek to improve society and help its citizens. (Jung et al., 2022)

reported that corporate social responsibility (CSR) may affect how customers perceive a business. Accordingly, it would be beneficial for the firm to learn through this study how corporate social responsibility influences the various aspects of the brand's image from the customer's perspective.

In order to boost the firm's competitiveness in the present market climate, this study will look at how corporate social responsibility (CSR) affects several facets of brand image. Businesses may stand out from their competitors thanks to the impact of CSR on brand image. Despite the widespread use of corporate social responsibility (CSR) in developed countries, developing countries like Bangladesh pay less attention to CSR's potential advantages. This research was conducted on the employees of the food industry in Bangladesh. The research was carried out on employees of mid-level management who are aware of CSR. It was conducted in Khulna city.

CSR is less practiced in Bangladesh. It is a growing concept. There are few research papers on CSR regarding the food sector in Bangladesh. The management does not know about the

positivity of CSR. This research will be helpful for them to realize the positivity of CSR. The objectives of the study are:

1. *To ascertain whether corporate social responsibility and aspects of the brand image are directly related.*
2. *To determine if customer responsiveness has been affected by CSR.*

2. LITERATURE REVIEW

The target of this investigation was to distinguish whether there is any connection between CSR and Brand Image. Building up research needs concrete help from other analysts' works that relate to the theme. This section covers the current investigations and discussions that identified the effect of CSR on four components of Brand Image.

A. Corporate Social Responsibility

CSR is a management idea that advanced around the 1950s to 1960s. It turns out to be much of the time utilized terms for the scientists in the 1970s. Many organizations began to utilize Corporate Social Responsibility to make the upper hand and to upgrade their presentation. CSR is a standout amongst other tools to acquire the upper hand (Porter & Kramer, 2002). Other than money-related revenue there are some different obligations of the association for its partners. (Rameshwar et al., 2020) depicted CSR is a form of corporate charity that may be combined with financial incentives to offer an advantage.

Corporate social responsibility is the idea that a corporation works for social good and accepts its duties within the operational environment. It benefits society in a beneficial way. Businesses nowadays are searching for ways to assist the community. CSR initiatives are now being used by businesses to improve their reputations with customers and other stakeholders, in addition to helping the community. Businesses are evolving as a result of the business world's dynamic character. Customers and workers both desire to work with companies that engage in CSR initiatives.

The term "corporate social responsibility" (CSR) has taken on an enormous range today. CSR is used by businesses today to gain an edge and establish long-lasting relationships with their partners. Research have been done to find out how corporate social responsibility affects many aspects of a firm, such as investment, sales, brand recognition, and company image. The company has obligations to the community, first and foremost as the group of people it serves via its operations. The first deals with how the organization interact with the public through its specific activities, while the second deals with what the public demands of it. Lately; organizations enjoy socially capable exercises and get more positive suggestions.

As indicated by the (WBCSD, 2000), "CSR is described as the procedure with duty by organizations to add to money-related new development while keeping up good codes and improving the individual fulfillment of the neighborhood society."

CSR infers that isolated from guaranteeing and seeking after their points of interest, organizations should take an action to make sure about and drive social help (Carroll & Buchholtz, 2011). A CSR procedure, like a general framework, is a drawn-out course of action made to the extent that express activities

and ventures agreed with the association. (Ogrizek, 2001) mentioned in a study that CSR system is a sustainable plan that develops a brand. Another study from (Vilanova et al., 2008) found that the development of a CSR-focused procedure is driven by associations rather than standing and image maintain, which builds client trust. CSR is not yet viewed as a guiding component of corporate strategy.

Firms that are busy with CSR practices acknowledge that their profit has extended as time goes on as a result of this responsibility, which has shown agreeable for the drawn-out advantage growth of firms (Lu et al., 2019). Associations ought to do CSR exercises up to the ideal point where extra income can be counterbalanced by the extra expense of CSR. CSR fulfills a company's social obligation by funding and resolving societal challenges (Mc Williams, 2001). Business dynamics involving morality, adherence to the law, and respect for others, networks, and the environment are also included in CSR.

CSR is advantageous to the public, the government, employees, financiers, and customers (Ali, 2011). Customer interest in corporate social responsibility has increased recently, nevertheless (Benezra, 1996). According to several studies, consumers are increasingly basing their purchase decisions on a company's public ethical behavior (Forte & Lamont, 1998).

CSR activities speak to various exercises that organizations can receive and focus on to help or destroy social ills. (Wu & Wang, 2014). The positive and negative causes firms can take on are generally identified with local area advancement, wellbeing, well-being, schooling and work, climate, essential common liberties, and monetary turn of events (Dennis et al., 2017). The term CSR is broadly acknowledged now across worldwide enterprises as a social and moral element of business. CSR is an organization's work and duty to decrease or evade destructive impacts and to amplify it for positive and valuable effect on society (Mohr et al., 2001). CSR activities are about the foundation as well as about changing these thoughts into valuable business procedures.

B. CSR Scenario in Bangladesh

In Bangladesh, CSR is an essential idea. Numerous organizations in Bangladesh have included themselves in different sorts of social work which are known as CSR like state beautification, and disparaging social occasions. Individuals of Bangladesh are associated with local area advancement work as a noble cause without having any characterized strategy. Bangladesh has a long tradition of kind acts, including donations to charitable organizations, needy people, and harsh foundations. A local firm often gradually adopts the concept of CSR. In the recent time, it is proved that consumers' perception of CSR greatly impacts a company's reputation (Brammer & Pavelin, 2006).

The economy of Bangladesh may undergo a cycle of transition as a result. The public sector lacks a formal CSR strategy, the Bangladesh Bank has made CSR training mandatory for banks, and certain governmental organizations, such the Ministries of Information and Commerce, are enticing private businesses to engage in CSR initiatives that are also tax deductible.

The Bangladesh Garment Manufacturers and Exporters Association (BGMEA) and the Bangladesh Knitwear

Manufacturers and Exporters Association, for instance, have direct connections to the companies engaging in CSR initiatives (BKMEA). Not just for company administration, work rights, workplace wellbeing, fair laborer treatment, local area enhancement, and climate, a CSR center in Bangladesh would be beneficial.

Many industries have relocated operations to South Asian nations in quest of more affordable labor. Due to the lawlessness in Bangladesh, most big enterprises and organizations are more concerned with increasing profits on the local market than with producing goods in accordance with international standards. Multinational firms participate in CSR in Bangladesh. However, most government entities only compile statistics rather than engaging in CSR activities. Bangladeshi consumers like brands that offer high-quality goods at fair or affordable prices. They don't only like brands that are only available to members of the affluent class. The goal of this study is to determine how much CSR affects brand perception.

C. Brand Image

The brand image of a company is how consumers view it. Brand image refers to how customers perceive a certain company. The reputation of every brand will change over time. Customers' interactions and relationships with a brand shape its perception of them as individuals; these exchanges might go beyond just utilizing or purchasing a good or service. (Stephen L et al., 2007), stated that a buyer would create a picture of an object by selecting just a few impressions from the vast array of perceptions he has of it. The key principle guiding brand image is that customers buy not just the goods or service but also the image associated with it. To create a successful brand character, advertisers require a respectable brand image.

A brand adopts a worldview through its brand image. It is how people outside the company view a brand. Most often, a brand's image leaves an impact on a customer. The brand fellowship that a customer holds in their brain serves as a reflection of their brand attentiveness (Keller, 2008). The brand's image should be favorable. An organization's generosity and brand values are enhanced by a strong brand image. Customers buy things at the time of procurement along with an associated picture. Brand perception establishes a notable advantage over competitors. A company's capacity to maintain its market position might be seen as having a strong brand image (Wu, 2011).

A brand's image may be defined as how both current and future customers perceive it. It is something that ultimately molds the client's brain. It becomes easier to achieve the organization's goals if the brand image is good. The cornerstone of a client's brand insight about a product or service is brand image (Koubaa, 2008). Since brand image may spread to others by client-related elements like publicizing and consumer surveys, it has enthusiastic components added to it. Businesses utilize specialized tools because they may deliver a message that might help a company improve how customers perceive its brand and, as a result, increase brand value (Malik et al., 2010). (Stephen et al., 2007) discovered via their investigation that the company's brand image has a substantial impact.

When a customer's perception of the risk associated with products and businesses is high, brand image is crucial. A favorable brand image assists with expanding various results such as client contentment, administration predominance,

dependability, and repurchasing aim. According to (Lai et al., 2009) a client's entire opinion of a brand is shown by their brand image, which is basically the perception of that brand they have in their minds.

D. Brand Loyalty

Brand loyalty was described by (Khan & Muhammad, 2012) as the customer's unrestricted responsibility and a strong bond with the brand, neither of which are likely to be changed by typical conditions. When a customer uses a brand's goods or services and is pleased with what they have to offer, brand loyalty is established. Corporate Brand loyalty is the place where an individual purchases product from a similar producer over and over again and without hesitating instead of from different companies.

During the last several years, brand loyalty has gained prominence in the advertising sector and become recognized as a crucial element of relationship marketing and consumer behavior (Morgan & Hunt, 1994; Sargeant & Lee, 2004; Sung & Campbell, 2009).

In marketing, brand loyalty refers to a customer's commitment and responsibility to continue purchasing a brand's goods and services over time, regardless of price adjustments made by rivals or environmental changes. Brand loyalty is the dedication of a customer to maintain a long-term engagement with a brand. Customers that are brand loyal do not move to another brand regardless of price, despite attempts by competing brands to do so. These devoted customers have identified a product that meets their needs; thus, they aren't really interested in learning more about what another company has to offer. As a result, businesses employ a variety of techniques to build and maintain brand loyalty. Organizations design unique processes like incentive programs, trustworthiness checks, and brand ministers to foster brand loyalty.

Keeping customers loyal to the company and providing a foundation on which to establish a fair advantage are essential for the growth and durability of any organization or enterprise. The effectiveness of CSR strategy encourages businesses to make charitable donations that positively influence their customers' behavior and their goodwill. In addition, it has been agreed broadly that purchaser fulfillment encourages brand steadfastness. When a business changes the price or other aspects of its products, loyalty to the brand might indicate how likely a customer is to switch to a new brand. (Javadein & Shams, 2007).

When a customer worry using up things from another brand that he doesn't trust, he is said to be brand loyal. It is calculated by using techniques like word-of-mouth advertising, repeated purchases, accountability, brand trust, customer loyalty, and so on. If a certain brand is available, consumers stick with it. The devoted customer will stick to his brand regardless of if other brands are offered at lower prices or with superior quality.

The assumption that the consumer will continue to purchase a certain brand in the future, together with the customer's good brand behavior, are all examples of brand loyalty. (Kim et al., 2003). Clients that are loyal to a brand maintain their emphasis on it, are willing to incur larger costs for it, and continually improve their reputation. Customers at a company with strong brand loyalty will benefit from better reviews, better offers, and

lower advertising and promotion costs. It also emphasizes the value of marketing communication while attempting to market a product that isn't doing as well as competing brands.

E. Brand Awareness

If people can recognize or perceive a brand, or even just know about it, it is what is meant by brand awareness (Keller, 2008). To ensure an item or brand's success on the market, the level of awareness needs to be tracked throughout the whole product life-cycle, from product promotion to market decline. Many marketers routinely assess brand awareness levels. If they observe any deviation, they act promptly to correct it. Brand awareness has a role in customers' decisions, particularly when buying packaged goods with little associations. Customers are more likely to recall brands they are familiar with (Hoyer & Brown, 1990; MacDonald & Sharp, 2000). By displaying brands to customers, promotion creates and grows brand awareness (Aaker, 1991; Keller, 1993).

F. Perceived Quality

Perceived quality is a crucial consideration in decision-making in terms of cost within a group, so consumers can compare the quality of alternatives (Jin & Yong, 2005). Perceived quality, according to (Davis et al., 2003), is closely related to the standing of the manufacturer of the good. Perceived quality is likely to be more influenced by brand perception, consumer interactions with the brand and its many products, peer perceptions, and other factors than actual product quality. When consumers are confused about the items they are about to buy, their quality perceptions have a huge impact on their purchasing decisions and brand loyalty (Aaker, 1991; Armstrong & Kotler, 2003). Consumers assess an entity's or a service's overall excellence or dominance based on perceived quality rather than real brand or product quality. When deciding if what you're saying is accurate and fits the features they're seeing, customers genuinely consider these quality elements. A stable culture and a quality improvement measure will enable the organization to deliver quality products and services, just as creating superb necessitates an understanding of how quality influences consumer segments (Aaker, 1991 & Zeithaml, 1988).

However, creating a high-quality product or service is just a partial victory; new ideas must also be developed. For a variety of reasons, perceived quality and actual quality might differ. First off, a previous, poor-quality image could have an overly negative impression on customers. Considering this, they might not take fresh cases or might not be motivated to make the time to investigate them.

Hence it is basic to shield a brand from acquiring a standing for poor quality from which recuperation is troublesome and occasionally outlandish. Second, an organization might be accomplishing quality on a measurement that buyers don't think about significant. At the point when Citibank drastically expanded back-office proficiency via computerizing its handling exercises, the normal effect on client assessments was frustrating. Clients, it ended up, either didn't see the progressions or didn't perceive any profit from them.

“Perceived quality as the degree to which a product or service meets key customer requirements (customization) and the consistency with which these requirements are met

(reliability).” (The National Quality Research Center, or NQRC, 995),

G. Brand Satisfaction

The definition of brand satisfaction is "cumulative satisfaction," where overall customer rating is based on total purchases and consumer contacts with the brand's goods or services. When a customer evaluates his experience with a particular product, he acquires a positive attitude that is known as satisfaction. Brand loyalty occurs after customer happiness, which is established via a process. It is the outcome of consumer feedback on a brand or product and a major determinant of whether they would repurchase (Kasmer, 2005).

Customers tend to prefer brands that meet their expectations; thus, the best businesses today are those who have been successful in delivering on this promise through their brands (Kaur et al., 2020). Consumers assess the brand's level of customer satisfaction after consuming the products and services it offers. Consumers will be satisfied with a brand if the products or services used match their expectations (Roustasekehravani et al., 2015). Customer expectations and satisfaction, not only a company's price, are what determine brand pleasure. (Fang, 2017), (Erciş, A et. Al., 2012)

Brand satisfaction, perceived quality, and brand loyalty are positively impacted directly by CSR. Additionally, it was shown that brand happiness and perceived quality were important mediators of the relationship between CSR and brand loyalty. (LACAP et al., 2021).

H. Hypotheses

Based on the literature review, the following hypotheses are entitled

- H1: CSR activities help in creating a positive impact on customers on perceived quality.
- H2: CSR activities help in creating a positive impact on customers on Brand Loyalty.
- H3: CSR activities help in creating a positive impact on customers on Brand Awareness.
- H4: CSR activities help in creating a positive impact on customers on Brand Satisfaction.

i. Theoretical Framework

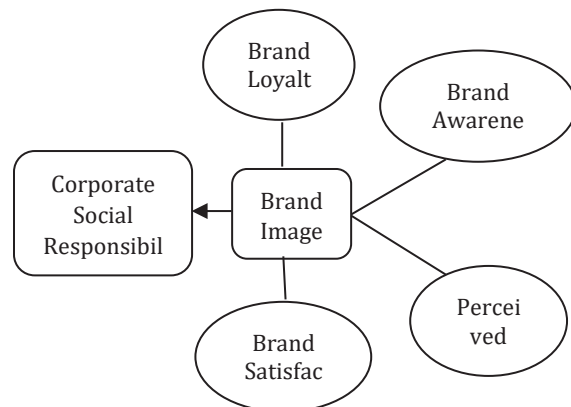


Figure 1: The theoretical framework

3. METHODOLOGY

A. Research Design

This study took a descriptive research plan as it attempts to recognize the effect of CSR on components of brand image. Descriptive research is utilized to portray a phenomenon or a circumstance.

B. Source of Data

The general public and employees of Bangladesh's food industry make up the research population. Many food companies exist, including Akij Group, ACI Foods, Cocola Foods Ltd, and Danish Food Ltd. This research's population is estimated to be around 10,000 people. Print questionnaires and Google forms were used to collect primary data from the general public and employees for this research.

C. Questionnaire

Two sections make up the survey. Demographic data is included in the first section, while dependent and independent factors are found in the second. Four facets of brand image are the dependent variable, while CSR is the independent variable. Using a 5-point scale, 1 represents "strongly disagree," 2 "disagree," 3 "neutral," 4 "agree," and 5 "strongly agree," the questionnaire asks respondents to rate their agreement with various statements. Reliability analysis yielded a score of 0.710. Thus, there is no need to delete any data.

D. Population and Sample:

Employees in the food industry are my population. The research place is Khulna city in Bangladesh. The population was almost 10,000. A convenience sampling technique was used. This research was conducted on 26*10=260 which is 10 times of measurement items (Alshibly, 2020).

E. Data Collection Method

For this research, close-ended questions were used to collect data. Primary data was collected by survey questionnaire using both in-person and google forms.

F. Data Analysis Method

The data of this report were analyzed through correlation & regression analyses. SPSS 25 was used for analyzing the data.

4. DATA ANALYSIS AND DISCUSSION

A. Demographic Profile

Table 1 represents that 62.7% of the respondents are male and 37.3% are female. According to the above table, 10.4% of respondents are under the age of 30, 13.5% are between the ages of 31 and 40, 26.9% are between the ages of 41 and 50, and 49.2% are above 50. 56.5% of respondents are from public organizations and 43.5% of respondents are from private organizations. Among respondents, 13.8% are an SSC pass, 16.5% are an HSC pass, 41.9% are graduated, and 27.7% respondents are post-graduated.

Table 1
Demographic information about the respondents

		Frequency	Percentage
Gender	Male	163	62.7
	Female	97	37.3
Age	Below 30	27	10.4
	31 to 40	35	13.5
	41 to 50	70	26.9
	Above 50	128	49.2
Organization	Public	147	56.5
	Private	113	43.5
Education	SSC	36	13.8
	HSC	43	16.5
	Graduation	109	41.9
	Post-Graduation	72	27.7

B. Reliability Test

A statistic called Cronbach's alpha is employed to evaluate a set of scale or test items' internal accuracy or dependability. Cronbach's alpha is one method to analyze how strong that consistency is. To put it another way, the dependability of a measurement has to do with how consistent it is in evaluating a definition. Information is considered useful when the Cronbach's alpha estimate is equal to or higher than 0.6. (Griethuijzen, 2014) The internal consistency of the independent and dependent variables was assessed using Cronbach's coefficient alpha (available using SPSS 25). The Cronbach's alpha estimate for this investigation is 0.710, which is more than 0.6, hence the data is significant.

Table 2
Represents the reliability of the data.

Cronbach's Alpha	N of Item
0.710	26

C. Correlation Analysis

CSR and Perceived Quality and Brand Loyalty have a substantial connection of 0.517 and 0.219, respectively. The association between CSR and brand awareness is -0.207, which is not statistically significant. CSR and brand satisfaction have a -0.035 connection, which is not also favorable. This demonstrates that corporate social responsibility is favorably associated to two of the four components of brand image. As a result, CSR and Brand Image have a mixed bag of results.

Table 3
Correlation Table

Variable	CSR	Perceived Quality	Brand Loyalty	Brand awareness	Brand Satisfaction
CSR	1				
Perceived Quality	.517	1			
Brand Loyalty	.219	.476	1		
Brand awareness	-.207	.003	-.159	1	
Brand Satisfaction	-.035	.046	.043	.069	1

D. Regression

The relationships between several independent factors and the dependent variable are determined using regression analysis. The relationship between each independent variable and the dependent variable in a regression equation is represented by the coefficients.

Table 4
Regression Table

Variable	Beta	t-value	Significance (P)
Perceived-Quality	.409	7.109	.000
Brand-Loyalty	.240	3.966	.000
Brand-Awareness	-.109	-1.766	.079
Brand-Satisfaction	-.056	-.90	.367

E. Hypotheses Testing

H1: CSR is positively related to Perceived-Quality.

In the above table, the "t" value is determining the relative importance of each variable in the model. The value of t is above +2 usually statistically significant. Here the value of t is 7.190 which is >+2 and the significance value is .000 which is <.05. The beta value is .409 for perceived quality, which shows a positive relationship. So, the relationship between CSR & perceived quality is statistically positive. So, the hypothesis is accepted. This finding confirms some of the outcome of previous research Gatti, L et al., (2012).

H2: CSR is positively related to Brand Loyalty.

The value of t is 3.966 which is >+2 and the significance value is .000 which is <.05. The beta value is .240. As a result, the data indicate a link between CSR & brand loyalty. This theory is also supported. Mandhachitara & Poolthong, Y. (2011) also reported that the brand loyalty is a significant indicator of brand image and is has relationship with the corporate social responsibility. A firm that confirms the CSR policies is likely to have great brand loyalty.

H3: CSR is positively related to Brand-Awareness.

The value of t is -1.766 which is <+2 and the significance is .079 which is >.05. The value of beta is -.109. As the value of t & beta does not match the standards that is why there is no positive relationship between CSR & brand awareness. Actually, brand awareness is the ability to recall the certain brand even throughout the life cycle of the product. This result indicates that the brand awareness is not impactful towards CSR functions of a brand.

H4: CSR is positively related to Brand Satisfaction.

The value of t is -.903 which is <+2 and the significance is .367 which is >.05. The value of beta is -.056. As the value of t & beta indicates, there is no correlation between CSR & brand pleasure. Satisfaction is the result when Customers expectations exceeds the perceived performance. Brand satisfaction. Some studies have got similar result like us where they have found no positive relationship between CRS and brand satisfaction but found an indirect relationship of them (Mohammed & Rashid, 2018).

Finally, two of the four elements that make up a brand's image have a favorable association, whereas the other two don't. CSR, brand loyalty, and perceived quality all have favorable correlations. Brand loyalty and brand awareness do not connect favorably with CSR. The data clearly shows that CSR has some effect on brand perception.

5. FINDINGS AND CONCLUSION

A. Summary of the Findings

The goal of this study is to determine how CSR and the elements of a brand image are related. According to this study, CSR has a marginally beneficial effect on brand image.

As there is a partially positive relationship between CSR and brand image. So, it can be said that customers are responsive to CSR. Some of the previous research has already explored the same findings that CSR practice is essential to the firm's brand loyalty as well as brand image. (Popoli, 2011; He & Lai, 2014). In Bangladesh, CSR is a new concept. But it is a very important component for getting a sustainable business. The result of the research showed that to some extent customers give preference to CSR. As it is beneficial to society that's why customers are aware of it. So, it will be fruitful for every company to practice CSR for their betterment. It is quantitative research. Employees, government & community are the beneficiary of CSR. (Ismail et al., 2015). It creates positivity in the mind of consumers. It is helpful for sustainable business. Through CSR, organizations get a competitive advantage. To grab the market, it is beneficial in Bangladesh.

B. Managerial Implications

This paper is based on CSR and Brand Image. The result shows that the respondents (customers) are aware of CSR. The findings show the firms pay more attention to CSR practice from the perspective of perceived quality. Secondly, firms should be more careful in dealing with CSR to increase brand loyalty since the increase in effective CSR result in increased brand loyalty (Islam et al., 2021). As the customers are aware of it so the management of an organization should take it seriously to implement CSR. From this paper, the managers of

an organization can understand the necessity of CSR. CSR impacts brand image and this brand image helps in increasing sales.

C. Conclusion & Scope of Further Research

The link between CSR and Brand Image was discovered in this study. Consumers in Bangladesh, especially in Khulna city are less aware of CSR because it is a new idea. Despite their lack of awareness, customers value CSR. Any organization that engages in CSR will benefit. Organizations should practice CSR in order to benefit themselves.

This study focused on the food business in Bangladesh. Other studies in this topic are possible. Other aspects of Brand can be investigated by researchers like brand equity. They can also conduct extensive research in this sector. We conducted our research using correlation and regression analysis. There are still scope for more improved analysis like Structural Equation Modeling (SEM) to get better understanding of the issue.

Food businesses in Bangladesh should use CSR as a tool to develop long-term strategies and strengthen client connections in order to be successful. The triple major concern approach—which considers the environment, society, and the financial component of the business—is made possible by CSR for businesses. Businesses' actions can positively affect how consumers view them, which contributes to the development of a favorable perception of the company.

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