

# The Relationship Between Social Responsibility and Brand (Including Case Study)

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## Abstract:

In recent years, many businessmen have come to believe that one of the most valuable assets is the brand of their products or services. The brand equity of any organization is a reflection of their commitment to social responsibility. The trend towards social responsibility encourages the business to improve the environment, use less energy and materials, waste management, etc. As a result, businesses can voluntarily maximize their long-term returns by reducing their negative impact on society. The present study investigates the relationship between social responsibility disclosure and the brand of companies listed on the Tehran Stock Exchange. The present descriptive-correlational study is applied in terms of purpose. Combined regression model and panel data were used to test the hypotheses. The results of this study showed that there is no significant relationship between the disclosure of corporate social responsibility (CSR) and market share but there is a significant relationship between disclosure of CSR and net profit margin.

## Keywords:

Social Responsibility Disclosure, Brand, Market Share, Net Profit Margin

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## 1. Introduction

Corporate social responsibility (CSR) and sustainability are key issues in the current business environment. Therefore, the leaders and managers of large organizations and companies try to create a balance between the social, economic, and environmental sectors of their businesses, and thus seriously take their social responsibility. CSR is a move beyond the minimum legal requirements that is voluntarily accepted, because economic institutions consider it as one of their long-term benefits. Thus, the internal

functioning of social responsibility can lead to improving the company's position and ultimately increasing efficiency, profitability, and long-term survival of the company.

Brand equity plays a major role in many service organizations. As the people's mentality and choices are based on the brand, their judgment is based on the brand too. Therefore, it can be said that a brand is the manifestation of thought, identity, creativity, profitability, skill, reputation, and capability of the company. The trend towards social responsibility encourages the business to improve the environment, use less energy and materials, waste management, etc. As a result, businesses can voluntarily maximize their long-term returns by reducing their negative impact on the society. Today, this idea is formed among businesses that their long-term success can be achieved by managing the company's operations, while ensuring environmental support and advancing the company's social responsibilities. Therefore, implementing CSR leads to improving the success of companies in the long run and ultimately leads to economic growth and increasing the competitiveness of the company and its financial performance.

Therefore, in this study, we seek to answer the question of whether the disclosure of social responsibility affects the brand of companies listed on the Tehran Stock Exchange or not?

## 2. Literature Review

Abdi Hevelayi et al. [1], studied Predicting Entrepreneurial Marketing through Strategic Planning (Including Case Study).

Haj Abukahaki et al. [2], studied Identification and prioritization of effective indicators on optimal implementation of customer relationship management in the insurance industry(including case study).

Taghipour et al. [3], studied Risk analysis in the management of urban construction projects from the perspective of the employer and the contractor.

Rezvani Befrouei MA et al. [4], discussed Identification and Management of Risks in Construction Projects.

Alamdar khoolaki et al. [5], studied Effect of integrated marketing communication on brand value with the role of agency's reputation .

Taghipour et al. [6], studied Analyzing the Effects of Physical Conditions of the Workplace on Employees Productivity.

Baghipour sarami et al. [7], studied Modeling of Nurses' shift Work schedules According to Ergonomics: A case study in Imam sajjad (As) Hospital of Ramsar.

Taghipour et al. [8], studied Supply Chain Performance Evaluation in IN The IT Industry.

Taghipour et al. [9], studied the Study of the Application of Risk Management in the operation and Maintenance of Power Plant Projects

Mahboobi et al. [10], discussed Assessing Ergonomic Risk Factors Using Combined Data Envelopment Analysis and Conventional Methods for an Auto Parts Manufacturer. occupational injuries are currently a major contributor to job loss around the world.

Taghipour et al. [11], studied Assessment and Analysis of Risk Associated with the Implementation of Enterprise Resource Planning (ERP) Project Using FMEA Technique.

Taghipour et al. [12], studied Construction projects risk management by risk allocation approach using PMBOK standard.

Taghipour et al. [13], studied The Evaluation of the Relationship between Occupational Accidents and Usage of Personal Protective Equipment in an Auto Making Unit.

Taghipour et al. [14], studied Necessity Analysis and Optimization of Implementing Projects with The Integration Approach of Risk Management and Value Engineering.

Taghipour et al. [15], studied Evaluating Project Planning and Control System in Multi-Project Organizations under Fuzzy Data Approach Considering Resource Constraints.

Taghipour et al. [16], studied Implementation of Software-Efficient DES Algorithm.

Taghipour et al. [17], studied Risk assessment and analysis of the state DAM construction projects using FMEA technique.

Taghipour et al. [18], studied the impact of ICT on knowledge sharing obstacles in knowledge management process.

Taghipour et al. [19], studied Assessment of the Relationship Between Knowledge Management Implementation and Managers Skills.

Taghipour et al. [20], studied Evaluation of the effective variables of the value engineering in services.

Khalilpour et al. [21], studied The Impact of Accountants Ethical Approaches on the Disclosure Quality of Corporate Social Responsibility Information an Islamic in Iran.

Taghipour et al. [22], studied Identification and Modeling of Radio Wave Propagation Channel in Industrial Environments.

Taghipour et al. [23], studied Evaluating CCPM method versus CPM in multiple petrochemical projects.

Soleymanpour et al. [24], studied Mathematical modeling for the location-allocation problem allocation of mobile operator subscribers ' affairs ' agencies under uncertainty conditions.

Taghipour et al. [25], studied Application of Cloud Computing in System Management in Order to Control the Process.

Taghipour et al. [26], studied Evaluation of Tourist Attractions in Borujerd County with Emphasis on Development of New Markets by Using Topsis Model.

Abdollahzadeh & Taghipour [27], studied Identify and Pories Suitable Area for Ecotourism Development using Multi-Criteria Analysis for Development of the Tourism Market in Iran (Nathanz City).

Mirzaie et al. [28], studied The Relationship Between Social Bearing Capacities with Conflict as a Result, in the Perception of the Visiting Historical Sites.

Abdi et al. [29], studied the relationship between strategic planning with entrepreneurial marketing in the saderat bank of north tehran.

Abbasi & Taghipour, [30], studied An Ant Colony Algorithm for Solving Bi-Criteria Network Flow Problems in Dynamic Networks.

Sedaghatmanesh & Taghipour [31], studied Reduction of Losses and Capacity Release of Distribution System by Distributed Production Systems of Combined Heat and Power by Graph Methods.

Taghipour et al. [32], studied A Survey of BPL Technology and Feasibility of Its Application in Iran (Gilan Province).

Seddigh Marvasti et al. [33], studied Assessing the Effect of FRP System on Compressive and Shear Bending Strength of Concrete Elements.

Jalili et al. [34], studied Utopia is considered to be the physical form of an ideal human society where the goals are met.

Khodakhah Jeddi et al. [35], studied The Analysis of Effect Colour Psychology on Environmental Graphic in Childeren Ward at Medical Centers.

Taghipour et al. [36], studied discussed Insurance Performance Evaluation Using Bsc-Ahp Combined Technique.

Rezvani Befrouie A et al. [37], discussed the design of high-rise building with ecological approach in Iran (Alborz Province).

Torabi et al. [38], studied Implementation of hierarchy production planning model and its theoretical comparison with manufacturing resources planning.

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Taghipour et al. [40], studied The identification and prioritization of effective indices on optimal implementation of customer relationship management using TOPSIS, AHP methods.

Taghipour et al. [41], studied Invested the Relationship between Competitive Strategies and Corporates Performance. Seismic Analysis (Non-Linear Static Analysis (Pushover) and Nonlinear Dynamic) on Cable-Stayed Bridge.

Taghipour & Moosavi. [42], studied A look at Gas Turbine Vibration Condition Monitoring in Region 3 of Gas Transmission Operation.

Taghipour et al. [43], studied The Impact of Working Capital Management on the Performance of Firms Listed in Tehran Stock Exchange (TSE).

Habibie Machiani et al. [44], studied The relationship between social responsibility and brand of companies listed on the Tehran stock exchange.

Asadifard et al. [45], studied A Multi-Objective Mathematical Model for Vehicle Routing Problem Considering the Time Window and Economic and Environmental Objectives Using the Metaheuristic Algorithm Based on Pareto Archive.

Taghipour and Azarian. [46], studied The Impact of Extensive Quality Management on Human Relations (Case Study: Education).

Taghipour and Vaezi. [47], studied Safe Power Outlet.

Taghvaei yazdi et al. [48], studied The Impact of Intellectual Capital on Organizational Entrepreneurship (Case Study: Mazandaran Science and Technology Park)

Azarian and Taghipour. [49], studied The Impact of Implementing Inclusive Quality Management on Organizational Trust (Case Study: Education).

Azarian et al. [50], studied The Effect of Implementing Total Quality Management on Job Satisfaction (Including Case-Study)

Ghadamzan Jalali et al. [51], studied Explain the Relationship Between Intellectual Capital, Organizational Learning and Employee Performance of Parsian Bank Branches in Gilan province.

Tarverdizadeh et al. [52], studied Predicting students' academic achievement based on emotional intelligence, personality and demographic characteristics, attitudes toward education and career prospects through the mediation of academic resilience.

Taghvaei yazdi et al. [53], studied The Relationship between Implementation Principles of Implementation with Organizational Accelerations, Ethical Leadership and Empowerment of Managers (Case study: Employees of national banks in Sari, District 1)

Habibie Machiyani et al. [54], studied Using Business Intelligence to Provide a Model for Smartening the Management of Iranian Chain Stores.

Habibie Machiyani et al. [55], studied Designing a smart model for managing Iranian chain stores based on business intelligence (case study of proma chain store).

Taghipour et al. [56], studied Investigation of the Effect of Information Technology on Agility Using Fuzzy Method (Including Case Study).

Arsalani et al. [57], studied Investigating the Effect of Social Media Marketing Activities on Brand Awareness.

Mohammadi et al. [58], studied Investigating the role and impact of using ICT tools on evaluating the performance of service organizations.

Changiz Delivand et al. [59], studied Investigating the effective factors in measuring customers' credibility with a combined approach of data mining and multidisciplinary decision making.

Wasti et al. [60], studied Distributed dynamic economic dispatch using alternating direction method of multipliers.

Faraji et al. examined social responsibility and company value with respect to the moderating role of earnings management. Their findings based on regression analysis showed that social responsibility activities boost the market value of the company [61].

Kafshi and Abdolbaqi evaluated the combined role of investors' feelings and brand equity on the short-term performance of initial public offering. The results showed that according to Houlihan Lokey, there is no significant difference between the short-term returns of Initial public offering (IPO) and strong and weak brands [62].

Behzadi et al. examined the behavioral/attitudinal consequences of internal brand management among sales staff of Farmand Company in Iran. The results of testing the hypotheses indicate the positive effect of internal brand management on job

satisfaction, brand commitment, and brand citizenship behavior with the mediating role of brand commitment [63].

Ghayour et al. studied the relationship between social responsibility and moral reputation and brand equity and analyzed the mediating role of trust. The results indicated a positive relationship between social responsibility and moral reputation and brand equity [64].

Sarmadinia et al. investigated the relationship between CSR and auditor selection, emphasizing the reputation of the company auditor. The results of the research indicated that the companies which disclose their social responsibilities more seriously are willing to choose independent auditors who have a higher reputation among industry companies [65].

Khalilpour et al. studied The Impact of Accountants Ethical Approaches on the Disclosure Quality of Corporate Social Responsibility Information an Islamic in Iran. The focus of business units on maximizing profits, tackling competitive challenges, emphasizing short-term outcomes, and delivering diverse accounting services has put accountants in a climate of conflict and pressure that has led to unethical outcomes for them. The main purpose of this study is to test a modified Multidimensional Ethics Scale (MES) to measure the ethical evaluations of accountants and financial managers [66].

Alamdar Kholaki et al. examined the effect of integrated marketing communications on brand value with the mediating role of the organization's reputation in Iran Insurance Company. The results showed the effect of advertisement on brand value with mediating role of the reputation of the organization in Iran Insurance Company [67].

Cao et al. showed that companies that report social responsibility are more likely to manage earnings based on accumulated accruals and are less likely to use actual earnings management [68].

Shaukat Malik et al. examined the relationship between CSR disclosure and financial performance. The results showed that brand equity acts as a mediator between corporate social disclosure and financial performance [69].

Taghipour et al. studied The Impact of Working Capital Management on the Performance of Firms Listed in Tehran Stock Exchange (TSE). The purpose of research is to provide evidence regarding the relationship between working capital management and operating profit in production firms in order to achieve profit and income increase goals. The results suggest that working capital management has a relationship with net operating profit [43]

### 3. Methods

The method of this research is descriptive-correlational and is applied in terms of purpose. Regression of composite data has been used to test the hypotheses. In this study, multivariate regression based on estimated generalized least squares (EGLS) was used.

The spatial scope of the research is the companies listed on the Tehran Stock Exchange and the time domain includes a five-year period from 21 March 2013 to 20 March 2017.



### 3.1. The Main Research Hypothesis

There is a significant relationship between disclosure of CSR and company brand.

### 3.2. The First Sub-Hypothesis

There is a significant relationship between disclosure of CSR and market share.

### 3.3. Second Sub-Hypothesis

There is a significant relationship between corporate disclosure responsibility of the company and net profit margin.

### 3.4. Proposed Research Model

The proposed model of the first sub-hypothesis is:

$$M_{si, t} = \beta_0 + \beta_1 CSR_{Di, t} + \beta_2 Size_{i, t} + \beta_3 Levi, t + \epsilon_{i, t}$$

And the proposed model of the second sub-hypothesis is:

$$NPM_{i, t} = \beta_0 + \beta_1 CSR_{Di, t} + \beta_2 Size_{i, t} + \beta_3 Levi, t + \epsilon_{i, t}$$

## 4. Research Findings

Descriptive statistics of the variables

*Table 1. Descriptive statistics of research variables.*

Variables		Market share	Disclosure of social responsibility	Net profit margin	Size of the company	Leverage
Mean		0.17	2.28	0.19	13.91	0.56
Median		0.06	1.83	0.15	16.68	0.57
Max.		1.00	26.41	0.99	18.86	1.41
Min.		0.00	0.59	-0.87	9.83	0.01
Std Dev		0.26	1.93	0.24	1.71	0.20
Skewness		2.04	7.01	0.60	0.72	-0.02
Kurtosis		6.22	67.21	5.87	3.49	3.38
Jarque-Bera Test	Statistic	870.67	313.51	313.51	74.94	4.85
	Probability	0.00	0.00	0.00	0.00	0.08

### 4.1. Chow Test

*Table 2. Chow test output.*

First sub-hypothesis	Type of test	Test statistics	Value of test statistics	Degree of freedom	probability	Result
	F-limer test	<i>F</i>	204.29	(613,153)	0.00	Panel model
Second sub-hypothesis	F-limer test	<i>F</i>	5.55	(613,153)	0.00	Panel model

As it can be seen, given the probability obtained, the null hypothesis based on the equality of the width of the origins in the first and second sub-hypotheses is rejected, so the panel model is chosen as the preferred model.

**Table 3. Hausman test results.**

	Statistic	Significance of P-Value	Result
First sub-hypothesis	52.19	0.00	Fixed effects
Second sub-hypothesis	28.62	0.00	Fixed effects

The fixed effects model is finally accepted as the preferred model through Hausman test.

#### 4.2. Hypothesis Test Results

The results of the first sub-hypothesis test are:

**Table 4. Hypothesis test.**

$MSi,t = \beta_0 + \beta_1 CSRDi,t + \beta_2 SIZEi,t + \beta_3 LEVi,t + \epsilon_i,t$						
Variable		Variable coefficient	Std Dev	Statistic t	P-Value significance	
CSR	Social responsibility	0.001	0.002	0.78	0.43	
SIZE	Size of the company	0.01	0.002	4.65	0.00	
LEV	Leverage	-0.002	0.01	-0.15	0.88	
C	Fixed value	-0.17	0.04	-3.98	0.00	
Statistic F			4806.32	Adjusted coefficient of determination		0.69
Probability statistic F			0.00	Durbin–Watson statistic		1.80

The results of fitting the model of research hypotheses indicate that the significance level of the independent variable of disclosure of social responsibility is greater than 0.05 and its coefficient is positive. Therefore, based on the first sub-hypothesis of the first main hypothesis, the research is not accepted.

The results of the second sub-hypothesis test are as follows:

**Table 5. Hypothesis test.**

$NPMi,t = \beta_0 + \beta_1 CSRDi,t + \beta_2 SIZEi,t + \beta_3 LEVi,t + \epsilon$						
Variable		Variable coefficient	Std Dev	Statistic t	P-Value significance	
CSR	Social responsibility	1.03	0.09	11.34	0.00	
SIZE	Size of the company	0.06	0.01	4.23	0.00	
LEV	Leverage	-3.37	0.13	-25.13	0.00	
C	Fixed value	1.00	0.23	4.30	0.00	
Statistic F			74.39	Adjusted coefficient of determination		0.63
Probability statistic F			0.00	Durbin–Watson statistic		1.90

The results of testing the research hypothesis model indicate a significant relationship between CSR disclosure and net profit margin. Therefore, based on the second sub-hypothesis of the first main hypothesis, the research is accepted.



## 5. Conclusion and Suggestions

The results of testing the first sub-hypothesis of the research ( $P > 0.05$ ) indicated that there is no significant relationship between the disclosure of CSR and market share. The results of testing the second sub-hypothesis of the research ( $P < 0.05$ ) indicated that there is a significant relationship between the disclosure of CSR and net profit margin.

The results of the research by Ismailpour and Borjoui (2016) and Shaukat Malek et al. (2016) are inconsistent with the results of the first sub-hypothesis; but they are consistent with the results of the second sub-hypothesis.

Implementing the company's social responsibilities will increase the brand equity. According to the findings of this study, the company's social responsibility activities can be effective in terms of brand equity. Therefore, it is suggested that companies enhance their social responsibility activities to promote the brand equity and provide a clear picture of CSR and raise the awareness of organizations and companies based on CSR. It is also recommended that future studies focus on the relationship between social responsibility disclosure and other market and financial indicators of brand performance and compare the results according to the pros and cons of each of these indicators.

## Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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