



ASSOCIAÇÃO DE POLITÉCNICOS DO NORTE (APNOR)
INSTITUTO POLITÉCNICO DE BRAGANÇA

**Corporate Social Responsibility in Customer-Based Brand Equity:
General customers perception of «Activia» brand**

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Olga Victorovna Pashkina (PhD)

Bragança, July, 2017.



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Abstract

Corporate Social Responsibility (CSR) is an open and transparent business practices. It is the method based on moral values and respect to staff, community and environment. Corporate social responsibility is scheduled because it is the result of stable values for society in general and for shareholders more specifically (Esmailpour & Barjoei, 2016).

Nowadays corporations are seriously engaged with CSR initiatives leading to positive social change. CSR norms and codes of conduct outlined by leading branded global corporate actors are a pre-requisite for an entry into many high value international markets. CSR initiative creates benefits for companies in term of increasing consumer identification with the company; customer identifies his or her perception about the company (Esmailpour & Barjoei, 2016).

The purpose of this research is to describe and analyze how the company's CSR activities are persuading its customer-based brand equity. For that, the study is focused on general customer's preferences and attitudes towards «Activia» brand. To achieve the objective there will be conduct of carrying out questionnaires in the places where the target is most likely to appear online and offline.

The research includes a cross comparison of the results of customers aged 18-25, 26-35, 36-45 and more than 45 years old, collected in the Russia and Portugal on-line and off-line (on the streets, in the supermarkets or in universities; as well as on mainstream social networks like Facebook).

The result showed that generally possible to say that the main satisfaction level of the sample is quite high. It is clear which issues need improvement and which ones work well. It is possible to see that there are differences between male and female satisfaction level that means necessary pay more attention for different gender. It is necessary to pay attention that almost 70 % of respondents can recognize the «Activia» brand among other competing brands. And also it became clear that company should pay more attention to CSR activities to persuading its customer based brand equity.

Keywords: Activia Brand; Brand; Customer-Based Brand Equity; Corporate Social Responsibility; Loyalty.

Resumo

A Responsabilidade Social Empresarial (RSE) é uma prática comercial aberta e transparente. Tem sido um método que tem por base valores morais e de respeito para com os recursos humanos, comunidade e meio ambiente. A RSE encontra-se em discussão porque é o resultado de valores estáveis para a sociedade em geral e para os acionistas mais especificamente (Esmailpour & Barjoei, 2016).

As empresas de hoje encontram-se seriamente envolvidas com as iniciativas de RSE que levam a mudanças sociais positivas. As normas de conduta de RSE delineadas pelos principais atores corporativos globais de marca são um pré-requisito para a entrada em muitos mercados internacionais. A iniciativa RSE cria benefícios para as empresas em termos da crescente identificação do consumidor com a empresa, e o cliente identifica sua percepção sobre a empresa (Esmailpour & Barjoei, 2016).

O objetivo da presente investigação assenta em analisar como as atividades de RSE da empresa estão persuadindo o seu património de marca tendo por base a percepção dos clientes. Para isso, o estudo está focado nas preferências e atitudes gerais do cliente em relação à marca «Activia». Para alcançar o objetivo, aplicou-se um inquérito por questionário online e offline.

A investigação inclui uma comparação dos resultados dos clientes com idade entre 18-25, 26-35, 36-45 e mais de 45 anos, recolhidos na Rússia e em Portugal *on-line* e *off-line* (nas ruas, no Supermercados ou universidades, bem como a utilização de redes sociais como o *Facebook*).

Os resultados permitem referir que o nível de satisfação global, da amostra inquirida, é bastante elevado. Tornou-se evidente quais as questões precisam de melhorias e quais as que apresentam valores satisfatórios. Foi possível ver que existem diferenças entre o nível de satisfação masculino e feminino relativamente ao RSE, o que significa dar mais atenção a este tipo de assuntos. Ainda, é necessário ter em atenção que quase 70% dos entrevistados podem reconhecer a marca «Activia» entre outras marcas concorrentes. Também ficou claro que a empresa deve prestar mais atenção às atividades de RSE para persuadir a adquirir o produto e respetiva marca tendo por base a orientação para os clientes.

Palavras-chave: Marca Activia; Marca; Equidade da marca - orientação cliente; Responsabilidade Social Empresarial; Lealdade.

Абстракт

Корпоративная социальная ответственность (КСО) является открытой и прозрачной практикой деловых отношений; этот метод основан на моральных ценностях и уважения к сотрудникам, обществу и окружающей среде. Корпоративная социальная ответственность запланирована, потому что это - результат устойчивых ценностей для общества в целом и для акционеров в частности (Esmaeilpour & Varjoei, 2016).

В наши дни корпорации серьезно вовлечены инициативами КСО, приводящими к положительным социальным изменениям. Нормы и кодексы КСО, изложенные ведущими фирменными глобальными корпоративными партнерами, являются предпосылкой для вступления во многие международные рынки с высокими показателями. Инициатива КСО создает преимущества для компаний в плане увеличения идентификации потребителей с компанией; клиент идентифицирует свое мнение о компании (Esmaeilpour & Varjoei, 2016).

Цель этого исследования - описать и проанализировать, как деятельность компании в области КСО позволяет убедить своих клиентов в ценности своего бренда. Для этого исследование ориентировано на предпочтения и отношение клиента к бренду «Активиа». Для достижения цели будет проводиться анкетирование в онлайн и офлайн режиме.

Исследование включает в себя перекрестное сравнение результатов клиентов в возрасте 18-25 лет, 26-35, 36-45 лет и старше 45 лет, собранных в России и Португалии в режиме онлайн и в офлайн режиме (на улицах, в Супермаркетах или в университетах, а также в социальных сетях, таких как Facebook).

Результат показал, что в целом можно сказать, что основной уровень удовлетворенности выборки достаточно высок. Стало ясно какие проблемы нуждаются в улучшении, а какие из них работают хорошо. Можно увидеть, что существуют различия между уровнем удовлетворенности мужчин и женщин, что означает необходимость уделять больше внимания разному полу. Необходимо обратить внимание, что почти 70% респондентов могут признать бренд «Activia» среди других конкурирующих брендов. Кроме того, стало ясно, что компании следует уделять больше внимания деятельности КСО, чтобы убедить ее собственный бренд на основе бренда

Ключевые слова: Бренд Активиа; Бренд; Покупательская Основа Ценности Бренда; Корпоративная Социальная Ответственность; Лояльность.

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Acronyms

ABC - Associated Brand Characteristics

AMA - American Marketing Association

BE - Brand Equity

BR - Brand Recognition

CBBE - Customer-Based Brand Equity

CE - Customer's Expectations

CSR - Corporate Social Responsibility

GBC - General Brand's Characteristics

IPB - Polytechnic Institute of *Bragança*

SD - Standard Deviation

SPSS - Statistical Package for the Social Sciences

WBCSD - World Business Council for Sustainable Development

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Introduction

Modern conditions for the development of market relations are characterized by a significant increase in globalization, which causes the liberalization of capital flows and significantly increases competition in world markets. In order to successfully operate and continue its development in this or that market, the company must actively fight for customer loyalty.

A well-thought-out and well-established system of Corporate Social Responsibility (CSR) allows companies not only to make a positive contribution to social well-being and environmental stability, but also contributes to increasing the effectiveness and stability of business.

Proper implementation of CSR is one of the most important steps in the formation of a positive image of the company by all stakeholders. Increasing customer loyalty and increasing brand value are some of the motivations for companies to implement social activities.

Thus, the implementation of a competent policy in the field of corporate social responsibility leads to an increase in such a component of the company's business reputation as the loyalty of its stakeholders. In turn, this indicator can serve as a basis for the formation of competitive advantages that are so necessary for any company, regardless of the scope of its activities.

Studies of the impact of corporate social responsibility on the brand's consumer value and consumer loyalty to the brand are quite a new and relevant topic. The study links the company's efforts in the field of CSR, the consumer appeal of the brand and the degree of brand loyalty. This is the first study of the brand «Activia», which studies and compares Russian and European consumers.

The main objective of the study is to assess the influence of the company's CSR policy on customer loyalty to the «Activia» brand and increase the brand value for the consumer. The study researches the general consumer perception of the brand «Activia», the degree of satisfaction with the brand, the level of quality, the priorities for choosing a brand. The purpose of this research is to describe and analyse how the company's CSR activities are persuading its customer based brand equity. For that, the study is focused on general customer's preferences and attitudes towards «Activia» brand. The research reveals whether brand perception depends on demographic characteristics, such as nationality, gender, age and academic qualification. To achieve the objective there will be conduct of carrying out questionnaires in the places where the target is most likely to appear online and offline.

This dissertation is structured in four sections, after the introduction. In the first section it was made literature review where it was write information about corporate social responsibility, customer-based brand equity, brand equity and customer loyalty. In the second section it was made research methodology where it was writing about objective of the study, description of data collection, description of data analysis. Third part present and analyse the results. It includes customer profile, descriptive analysis and research hypotheses. The fourth part of the work include conclusions, limitations and future research.

1. Literature Review

1.1. Corporate Social Responsibility

The National Association of Marketing Teachers, an ancestor of the American Marketing Association (AMA) received the main authority meaning of promoting in 1935. AMA embraced the definition in 1948, and again in 1960 when the affiliation returned to the definition and chose not to change it. This unique definition remained for a long time, until it was overhauled in 1985 to: Marketing is the way toward arranging and executing origination, evaluating, advancement and dissemination of merchandise, thoughts and administrations to make trades that fulfill individual and authoritative objectives (Esmailpour & Barjoei, 2016).

Corporate Social Responsibility (CSR) is a term that has collected reestablished consideration in an inexorably worldwide economy despite the fact that it is an idea that has been around for no less than fifty years (Morrison & Bridwell, 2011). CSR can be portrayed as a conviction that companies have a social obligation past immaculate benefit. In that capacity, companies ought to utilize a basic leadership procedure to make more than budgetary progress on the supposition that CSR is fundamental to an ideal long haul methodology (Morrison & Bridwell, 2011).

It is as of now considered Bowen, 1953 writer of the book *Social Responsibilities of the Businessman*, as the "Father of Corporate Social Responsibility" since his book managed straightforwardly with the idea of social duty. Bowen attested that social duty alludes to the commitments of agents to seek after those arrangements, to settle on those choices, or to take after those lines of activity which are attractive regarding the goals and estimations of general public (Goodpaster, 2005).

Baker (2004) characterizes corporate social duty as takes after that CSR is about how organizations deal with the business procedures to deliver a general positive effect on society. The World Business Council for Sustainable Development (WBCSD) characterizes CSR as the Corporate Social Responsibility is the proceeding with duty by business to add to monetary advancement while enhancing the personal satisfaction of the workforce and their families and also of the group and society on the loose. CSR as an organization's sense of duty regarding limiting or wiping out any destructive impacts and boosting its long-run advantageous effect on society. Notwithstanding the objective picked, CSR endeavors are by and large proposed to depict a picture of an organization as receptive to the necessities of the general public (Peltola, 2014).

Corporate social responsibility is an open and transparent business practices; it is the method based on moral values and respect to staff, community and environment. Corporate social responsibility is scheduled because it is the result of stable values for society in general and for shareholders more specifically (Meshkani & Rahmati, 2013).

Today, enterprises realize that CSR is inseparably connected to their notoriety and brand personality (Ahearne, Bhattacharya, & Gruen, 2010). Corporate Social Responsibility (CSR), the idea that organizations have an obligation regarding their effect on society past a limited financial one, is spreading over the globe (Preuss, Barkemeyer, & Glavas, 2016). For instance, sets of accepted rules - as a standout amongst the most across the board CSR apparatuses - have been embraced by well more than 90 for every penny of the biggest organizations in major created markets, for example, the United States or the United Kingdom (Preuss, Barkemeyer, & Glavas, 2016).

From the crude assets to the postconsumption stages, it is presently for the most part perceived that partnerships can be focuses of basic consideration for activities once viewed as outside their conventional limits of duty (Schrempf-Stirling, and Phillips, 2016). Building brand mindfulness identifies with clients' review and acknowledgment of the brand. Demonstrations of CSR ought to expand the level of acknowledgment of a brand. A case of this is appeared in Lowe's sense of duty regarding Habitat for Humanity. The organization as of late dedicated \$20 million of building materials more than five years to develop lodging for those in need, and it has given about \$40 million to this association and has manufactured or redesign right around 1,500 homes over the most recent couple of years (Greel, 2012). These gifts of building items bring issues to light of its image in the groups where these homes are manufactured. Additionally, Target gave a huge number of pounds of nourishment to Feeding America consistently, and this activity manufactured brand consciousness of its basic need operations (Greel, 2012).

Corporate social responsibility (CSR) - deliberate social and natural endeavors of an organization - is a standout amongst the most examined and persuasive vital business apparatuses in the 21st century (Goodpaster, 2005). Albeit numerous twentieth century supervisors viewed CSR endeavors as magnanimous exercises given to an organization's outside condition, the present day impression of CSR

endeavors has developed into perceiving CSR endeavors as an esteem making apparatus installed in the general procedure of an organization (Staudt, Shao, Dubinsky, & Wilson, 2014).

Corporate social obligation is characterized as an idea where by organizations coordinate their social and ecological worries in business operations and in their cooperation with their partners on an intentional premise. This definition is stipulated by the EU Commission. Corporate social duty is isolated into inside and outer (Niazi, Haider, & Islam, 2012). Inward social duty is, most importantly, business involvement in connection to its own staff, which incorporates (Niazi, Haider, & Islam, 2012). Such bearings of movement (Niazi, Haider, & Islam, 2012):

- safety (including fire security, environmental and industrial safety) and labor protection;
- sustainable payroll;
- maintenance of socially significant wages;
- extra medical and social insurance of employees;
- development of human resources due to various training programs, training and qualification improvement;
- help in crisis situations.

External social responsibility includes:

- sponsorship and corporate charity;
- Participation in environmental programs of the state, region, municipal formation;
- interaction with the local community;
- the willingness of the corporation to participate in crisis situations;
- quality output production.

Wellbeing (counting fire security, natural and mechanical wellbeing) and work insurance:

- supportable finance;
- upkeep of socially huge wages;
- additional therapeutic and social protection of workers;
- advancement of HR because of different preparing projects, preparing and capability change;
- help in emergency circumstances.

Outside social obligation incorporates:

- sponsorship and corporate philanthropy;
- Participation in natural projects of the state, district, civil development;

- communication with the nearby group;
- the readiness of the company to partake in emergency circumstances;
- quality yield generation.

Corporate social obligation additionally can be utilized as a technique to expand representative resolve and fulfillment, enhance maintenance, and help enlist new workers (Greel, 2012). More prominent worker spirit can prompt expanded efficiency. Higher degrees of consistency can decrease preparing costs identified with new workers, expanding their effectiveness and lessening their expectation to absorb information of adjusting to positions (Greel, 2012). Corporate social duty and brand value (BE) research for the most part characterize corporate social duty as an organization's status and exercises with reference to its apparent societal or, at any rate, partner commitments (Niazi, Haider, & Islam, 2012).

The literature describes CSR look into as a corporate action and circumstance, which is trailed by considering social commitments or its base shareholders (Niazi, Haider, & Islam, 2012). Because of the constructive outcomes of interest and the part of CSR and the negative impacts of CSR mishandle, most organizations today concentrate on issues of CSR and effectively take an interest in CSR exercises. Jones (2005) in the cyclic model of brand value expresses that the brand value comes about because of innovative connection amongst brand and its clients, i.e. more acknowledgment of clients' desires, higher worth of brand value. The social duty is as one desire, which is referred to more than different variables (Meshkani & Rahmati, 2013).

1.2. Customer-Based Brand Equity.

Keller (1993) distinguished Customer-Based Brand Equity (CBBE) as the differential impact that brand learning has on shopper reactions to promoting movement regarding that brand. Since CBBE is firmly identified with showcasing, were received Keller's definition to recognize the idea of brand value in this review. As per Keller, CBBE ought to be dealt with as a different build, and brand-related develops ought to be viewed as the forerunners to, or go between of CBBE. Along these lines, Keller (1993) distinguished five intellectual predecessors that can impact CBBE either specifically, or in a roundabout way through brand identity a) brand awareness, b) brand association, c) perceived brand quality, d) brand image, and e) brand reputation. Brand awareness is the probability that a brand name will strike a chord and the straightforwardness with which it does as such. Brand association is characterized as anything that helps somebody to remember the brand. Perceived brand quality is characterized as a subjective fulfillment at the far reaching quality or acknowledgment level against the item or administration offering under such brand to purchasers. Brand image is the state of mind, contemplations, and sentiments of a man toward a specific thing or question. Brand reputation is an aggregate portrayal of a past activities and results that depicts the brand's capacity to convey esteemed results to multiple stakeholders (Liao, Wu, Rivas, & Ju, 2016).

The fundamental customer-based brand equity hypothesis utilized as a part of this thesis is Keller's CBBE pyramid and its brand building blocks as a way to examine customers' preferences of a brand. Keller speaks to four imperative strides brand equity building, each of which is dependent upon effectively accomplishing the destinations of the past one: (1) Ensure identification and a relationship of the brand in clients' brains (brand awareness), (2) Establish the totality of brand meaning in the psyches of customers by deliberately connecting a large group of unmistakable and immaterial brand relationship with specific properties (brand meaning), (3) Elicit the best possible client reactions to this made brand identification and brand meaning (mark reactions), (4) Convert brand responses to make an exceptional, dynamic loyalty relationship amongst customers and the brand (brand relationships). These four stages speak to the proactive conduct that organizations need to lock in. Mark building comes from measured customer conduct to satisfy their covered needs (Peltola, 2014).

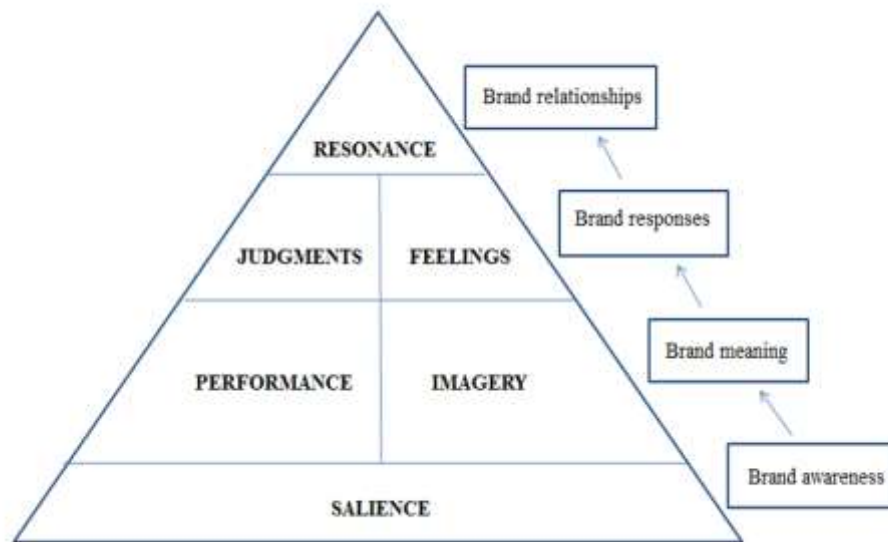


Figure 1. Customer-based brand equity pyramid.

Source: Peltola (2014, p.19).

1.3. Brand Equity

The 1980s denoted a defining moment in the conception of brands. Management came to understand that the foremost resource of an organization was in certainty its brand names. A few articles in both the American and European press managed the revelation of 'brand value', or the money related estimation of the brand. Truth be told, the rise of brands in exercises which already had opposed or were remote to such ideas (industry, keeping money, the administration segment, and so forth) vouched for the new

importance of brands. This is affirmed by the significance that such a large number of wholesalers place on the advancement of their own brands (Charsetad, & Abdolvand, 2013).

For quite a long time the estimation of an organization was measured as far as its structures and land, and after that its unmistakable resources (plant and equipment). It is just as of late that everybody have understood that its genuine esteem lies outside, in the brains of potential clients. In July 1990, the man who purchased the Adidas organization abridged his reasons in one sentence: after Coca-Cola and Marlboro, Adidas was the best-known brand on the planet (Calvo-Porrall, Martinez-Fernandez, Juanatey-Boga, & Levy-Mangin, 2015).

Farquhar (1989) characterizes Brand Equity as the additional esteem that a brand conveys to a specific item or administration, and brings up that Brand Equity is that arrangement of advantages and liabilities connected to a brand, its name or image, that join or reduction the esteem given by an item or administration to the organization or its clients. Then again, Keller (1993), characterizes Brand Equity as the promoting impacts or results that collect to the item or administration with its image name, contrasted with the results if a similar item or administration did not have a brand name. Taking after Aaker (1991), Brand Equity is conceptualized as the arrangement of advantages and liabilities connected to a brand, its name or image, which upgrades or reductions the esteem given by an item or administration to the company and its customers. As per Keller's model (Keller, 1993), Brand Equity happens when the customer knows about the brand and holds some great, solid and unique brand associations in memory (Calvo-Porrall, Martinez-Fernandez, Juanatey-Boga, & Levy-Mangin, 2015).

Brand equity characterized as the additional esteem given to any item through brand. In 1989 Farquhar portray the brand equity as the additional esteem which a given brand gives a product. In straightforward words, monetary importance of brand equity is the estimation of a brand to firm, an estimation of a brand perceives by the firm and a brand an incentive from customer point of view or client based significance brand equity as the brand value an incentive for the client which become visible from advertising basic leadership viewpoint Improvement in the apparent esteem and attractive quality that a brand name grant on an item (Niazi, Haider, & Islam, 2012).

Brand equity is characterized best as resources related with a brand name that expansion the estimation of the item or service of an organization (Aaker, 1991). Solid brand equity can enable an organization distinguish separate itself from its rivals and give budgetary advantages. Hoeffler and Keller depict six routes in which corporate social responsibility can enable an organization to construct brand equity: 1. Building brand mindfulness, 2. Upgrading brand image, 3. Setting up brand credibility, 4. Summoning brand emotions, 5. Making a feeling of brand group, and 6. Evoking brand engagement. (Hoeffler & Keller, 2002).

A few meanings of brand equity show up in the earlier writing, for example, the additional esteem enriched by the brand to the item' for a customer (Farquhar, 1990), or the differential impact of brand knowledge on buyer reaction to the promoting of the brand (Keller, 1993). The general agreement proposes that brand equity is the autonomous impact of the brand in the consumer's choice procedure, known as the brand halo effect (Srinivasan 1979). Such brand equity emerges when a shopper holds positive, solid relationship in memory, for example, positive feelings (Keller 1993). Estimations of brand equity utilize two primary methodologies: direct and indirect (Christodoulides & De Chernatony 2010). Aberrant methodologies measure brand equity through the precursors and results of brand equity, for the most part with idle factors and basic condition displaying. Yoo and Donthu (2001) propose a brand equity creation handle show, maybe the most generally utilized circuitous approach, which underpins the presentation of brand equity in a worldwide mental process however can't appraise brand equity directly. Besides, Yoo and Donthu's approach is a developmental measure of brand equity (Arnett et al. 2003). A tireless exchange of developmental estimations (Bagozzi 2007; Howell et al. 2007) questions their dependability; a few creators suggest never again utilizing developmental estimations (Edwards 2011; Hardin & Marcoulides 2011). Guide approaches endeavor to gauge brand equity by concentrating on customers' inclinations. For Jourdan (2002), brand equity estimations in view of conjoint examination offer three preferences, by (1) giving individual estimations of brand equity, (2) obviously recognizing the utility joined to the item from the utility connected to the brand, and (3) segregating the effect of the brand. Park and Srinivasan's (1994) approach offers a well-known direct estimation of brand value. Christodoulides & De Chernatony (2010) take note of that direct methodologies for the most part utilize complex information examinations and accordingly are unprecedented practically speaking. Hence both immediate and roundabout methodologies have confinements: backhanded methodologies propose models that can't gauge brand equity straightforwardly and depend on developmental estimations; coordinate methodologies require excessively complex information investigations. A few creators swing to different ideas to present brand effects in worldwide models.

Pakseresht (2010) argued that now, most companies are distinguished by their brand thus they are evaluated based on how they perform in the eyes of society. This is further substantiated given the fact that technology and web-based intelligent sources assist consumers in verifying indexes about a particular company vis-a-vis its social responsibility. Heerde, Gupta and Wittink (2003) also suggested that brand equity can impact loyalty and these two factors in turn can be driven by CSR initiatives.

1.4. Customer Loyalty

In the marketing literature, you can find quite a lot of concepts related to the term "loyalty".

In 1923, the first attempt was made to determine loyalty to the brand (Jacoby & Chestnut, 1978) on the part of consumers. The definition of loyalty was extremely simple like a consumer loyal to a brand is a person who buys your brand in 100% of cases (Jacoby & Chestnut, 1978). Other authors subsequently

defined "loyalty" and as a pattern of preference for one brand at each purchase of a product (Busch & Houston, 1985).

Loyalty in most cases is associated with re-purchase. The consumer follows the re-purchase scheme, because it is this brand that is well suited to its needs or because it forms a personal commitment to the brand. According to Schlueter (1988), the commitment to the brand can also be a consequence of its emotional impact on the consumer or its impact on consumer self-esteem.

Other authors, along with the emotional component of loyalty, indicate the presence of a rational component of it (Gamble, Stone & Woodcock, 2002). This is expressed in the fact that the consumer can be betrayed simultaneously by several competing companies.

But neither a repeat purchase nor "rational devotion" explains the nature of loyalty. According to some researchers (Hofmeyr & Rice, 2000), consumers very often buy exactly the brand that is currently represented on the market, or there are situations in which the consumer is able to buy only this brand. They define brand loyalty as a stable behavioral response to a particular brand that arose as a result of the psychological process of evaluation" (Hofmeyr & Rice, 2000, p.85). In other words, loyalty is understood by them as the tendency of a consumer to buy a brand again and again, because the consumer prefers it to everyone else.

Aaker defines loyalty as "a measure of consumer loyalty to the brand" (Aaker, 1991, p.39). In his opinion, loyalty shows what the degree of probability of switching the consumer to another brand, especially when it is undergoing changes in price or some other indicators. With increasing loyalty, the tendency of consumers to perceive the actions of competitors decreases (Aaker, 1991).

In order to determine loyalty, also necessary address the issue of the existence of different types of loyalty. Marketers for many years have noted the difference between behavioral loyalty and loyalty associated with the attitude.

Behavioral loyalty is manifested, for example, when buying a brand on a regular basis, but without attachment. In such a situation, the consumer is indifferent to the brand, so at the first opportunity he easily goes to buy another brand.

Loyalty associated with the attitude, on the contrary, assumes the consumer's interest in buying this particular brand, and not any other. This type of loyalty is manifested in the full involvement of the consumer in the brand, deep satisfaction with the brand. brand acquisition is carried out for a very long time.

A consumer who buys a brand constantly and who experiences emotional attachment and deep satisfaction with it is loyal to both types of loyalty (behavioral loyalty associated with the attitude). Hofmeyr and Rice (2000) define the loyalty associated with the attitude as "commitment". Thus, in this case, it can talk about a combination of commitment and loyalty. The authors note that loyalty is always connected with behavior and thus is a behavioral variable.

Types and subtypes of loyalty can be presented in the form of a table (see Table 1).

Table 1. Main characteristics of loyalty.

Loyalty type	Main characteristics
I. Commitment a) Commitment without loyalty	<p>Loyalty associated with the attitude manifests itself as the consumer's interest in buying this particular brand, assumes the emotional involvement and attachment of the consumer to the brand, the full satisfaction of it, the acquisition of the brand for an unlimited time.</p> <p>The consumer highly appreciates the brand, is satisfied with it, has an interest in it and emotional attachment, but does not have the opportunity to often purchase it (economic factors or lack of a brand on the market). When such an opportunity arises, he acquires it.</p>
II. Behavioral loyalty (Loyalty without commitment)	<p>Behavioral loyalty is manifested when buying a brand on an ongoing basis, but in the absence of attachment. The consumer is either not satisfied with the brand he buys, or treats him with indifference. Despite this, the consumer is forced to purchase this brand because of the absence of a "favorite" brand in the market, or for economic reasons. At the first opportunity, the consumer goes to the brand, to whom he feels an emotional attachment. There are cases when there are no consumer brands, to which he feels affection.</p>
III. Mixed type (Commitment + loyalty)	<p>A consumer buys a brand constantly and experiences emotional attachment and deep contentment.</p>

Source: Author's own elaboration.

It should be noted that in the marketing literature there are other classifications of loyalty. Usually three types of loyalty are distinguished.

Transactional loyalty, considering changes in the behavior of buyers (for example, the indicators of re-purchase, the share of a certain brand in the total volume of purchases by product category, the number of brands purchased). But the factors that cause these changes are not specified.

Perceptual loyalty, which focuses on aspects such as subjective opinions of consumers and their assessments, which include a fairly wide range of feelings in relation to the brand, such as satisfaction, interest, good attitude, pride, friendship, trust. This type of loyalty is measured using customer surveys and allows you to predict changes in demand for products in the future.

Complex loyalty, considering a combination of the two aspects listed above. Within the framework of complex loyalty, several subtypes can be distinguished (Tsyasar, 2002):

- a) True loyalty - arises when the consumer is satisfied with the brand and regularly buys it. This part of the clientele is the least sensitive to the actions of competitors;
- b) False loyalty - is manifested when a consumer buys a brand, but does not feel either satisfaction or emotional attachment to it. This group of consumers buys a brand in connection with seasonal or cumulative discounts or because of the temporary inaccessibility of the brand that they like best. At the first opportunity, such a consumer will immediately stop using this brand and move on to the brand to which he feels a sense of affection;
- c) Latent (latent) loyalty - is manifested in situations where the consumer highly estimates the brand, but does not have the opportunity to often acquire it, but when he has such an opportunity, he acquires it;
- d) Lack of loyalty - a condition in which the consumer is not satisfied with the brand and does not buy it.

The data can be summarized in a table (see Table 2).

Table 2. Types of loyalty.

Transactional loyalty		
Considers changes in the behaviour of buyers: re-purchase rates, the share of a certain brand in the total volume of purchases by product category, the number of brands purchased. The factors that cause these changes are not specified.		
Perceptual Loyalty		
It focuses on such aspects as subjective opinions of consumers and their assessments (Brand satisfaction, good attitude, pride, trust, etc.)		
Complex loyalty		
True loyalty	False loyalty	Latent loyalty
The consumer is satisfied with the brand and buys it regularly, is not sensitive to the actions of competitors.	The consumer is not satisfied with the brand that he buys. He buys the brand in connection with seasonal or cumulative discounts, or because of the temporary inaccessibility of the brand that he likes best.	The consumer appreciates the brand, but does not have the opportunity to often purchase it, but whenever he has such an opportunity, he acquires it.

Source: Author's own elaboration.

Aaker (1991) offers several ways to measure loyalty, among which are the following:

- Observation of models of consumer behavior; Accounting switching costs; Satisfaction; Good attitude towards the brand; Commitment.
- Observation of models of consumer behavior is a direct way of measuring loyalty. The measurement parameters are: Re-purchase rates; Percentage of purchases (out of 5 purchases per brand); Number of brands bought (what percentage of buyers bought only one brand of coffee, two brands).

- Switching costs. Consumers prefer to buy a brand and do not want to change it to an even worse one, for fear of the so-called "risk of change".

- Measuring the level of satisfaction/dissatisfaction is a key factor in measuring loyalty.

- A good attitude towards the brand can be described and evaluated in various ways: Good attitude; Respect; Friendship; Confidence.

In the present conditions, when the market offers a large number of the same type of services, goods, services, approximately at the same price and the same quality, the existence of a customer loyalty program is perhaps the main argument in the competition. The development of the loyalty program is relevant for almost all companies, regardless of the scope of their activities, from the stage of development and sales. In a difficult economic situation, the need for companies to support, customer loyalty program is simply necessary.

2 Research Methodology

2.1. Objective of the Study and Research Hypotheses

The purpose of this research is to describe and analyze how the company's a CSR activities are persuading its customer based brand equity. For that, the study is focused on general customer's preferences and attitudes towards «Activia» brand. To achieve the objective there will be conduct of carrying out questionnaires in the places where the target is most likely to appear online and offline.

To study the main goal of the research, specific objectives of the study were established:

- (O₁): The perception of «Activia» brand product is positive.
- (O₂): To ascertain the brand recognition of the asset among consumers.
- (O₃): What is the probability that the brand «Activia» will be recommended.
- (O₄): Find out the degree of satisfaction with the brand «Activia».
- (O₅): To research the level of perception of the quality of the brand «Activia».
- (O₆): To determine the satisfaction with the ratio of the price of «Activia» brand products.
- (O₇): Understand the priorities when choosing a purchase.

On the basis of goals, hypotheses (H) of research were formulated:

- H₁: There are differences between gender related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics).

H₂: There are differences between nationalities related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics).

H₃: There are differences between ages related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics).

H₄: There are differences between academic qualifications related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics).

H₅: There are a positive correlation between Items of CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics).

H₆: There are a positive correlation between CSR customer perceptions.

H₇: There are an association between the level of CSR and the Sociodemographic variable (gender, age and nationality).

It should be noted that the CSR customer perception is composed by four main groups, namely: Associated Brand Characteristics; Customer's Expectations; Brand Recognition; and General Brand's Characteristics.

2.2. Description of Data Collection

The Data Collection was carried out by survey. The survey contains two parts of questions: questions about personal data and questions about the «Activia» brand.

Questions of the first part include questions about: nationality, age, gender and academic qualification. In total were received 136 surveys from Russian respondents and all rest of the world.

The second part is composed by 59 questions. Questions from 5-48 and 55-63 have a standard Likert scale from 1 (strongly disagree) to 5 (strongly agree). Another questions from 49-54 are not standard. Their content is presented in Appendix 1.

For searching the theoretical information and data, related to CSR, were used:

- Open internet sources, related with CSR, Customer-Based Brand Equity, Brand Equity, Customer Loyalty and other information;
- Libraries of SSAA, IPB and international bases and libraries;
- Scientific and specialized online and regular journals.

During the collection of primary data, a quantitative method it was used for the study. The quantitative method is to conduct closed-type surveys, to which a large number of respondents answer. The survey consisted of collecting primary information by direct asking people questions in accordance with the research objectives. The survey was one-time and structured.

Prior to collecting information through a survey, the following steps were taken:

1. Choosing a way of communication with the audience;
2. Preparation of the questionnaire;
3. Testing the questionnaire
4. Testing and finalization of the questionnaire;

When collecting data, two methods of communication were used: by mail and personal interview. Each of these methods of communication had certain merits and demerits.

The merit of the survey by mail, i.e. Produced using questionnaires sent to mail, consisted in eliminating any influence of the interviewer, in providing the best prerequisites for answering personal questions. And the drawbacks of this method can be attributed:

1. Low efficiency;
2. The non-return of a significant portion of the questionnaires sent out (more than half of the questionnaires sent out);
3. Lack of clarification of the question, which required me to limit myself to simple and clearly formulated questions;
4. The possibility of answering the questions of the wrong persons to whom they are addressed.

Personal interview is considered the universal and the most popular way of communication with objects of research, as it avoids the above mentioned shortcomings inherent in polls by mail. The merits of this method can include:

1. A relatively small percentage of refusals;
2. The relatively high accuracy of the survey, provided by the use of more complex and longer questionnaires (than in a mail survey), which is due to the possibility and the ability to clarify all incomprehensible questions;
3. The possibility of combining a personal interview with observation, which allowed to obtain additional information about the respondents.

The main drawback of personal interviews was relatively large organizational efforts, as well as the possibility of giving me a free or involuntary influence on the opinion of the respondents.

The questionnaire is a flexible survey tool, because to obtain the necessary information, questions were used that differed in form, wording, and consistency.

When the survey was open, the wording of the question was used, clearly reflecting its purpose. The advantage of the survey was the ability to exclude the interpretation of the questions asked, which did not correspond to the objectives of the study. The main drawback was the desire of the respondents to avoid a frank answer in a number of cases, and first of all to personal questions.

The questionnaire used closed types of questions. The first block of questions of the questionnaire is aimed at finding out whether the policy of corporate social responsibility influences the consumers' loyalty to the brand. For answers were used Likert scale, format of a typical five-level Likert item, such as:

- Strongly disagree (1 point)
- Disagree (2 points)
- Neither agree nor disagree (3 points)
- Agree (4 points)
- Strongly agree (5 points)

The composition and sequence of questions were of a certain arbitrary character and with the following requirements:

1. Avoid issues that are idled.
2. In order to verify the sincerity and stability of the interviewee's position in the questionnaire, he provided several control questions to identify possible contradictions in his answers.
3. The sequence of questions took into account their logical interrelation, which was based on the principle "from the general to the private".
4. The first questions of the questionnaire should be simple, not personal, as they are called upon to locate the interviewee in a conversation and interest him.
5. Avoided questions about the exact income and the exact place of residence.

After the development of the questionnaire, it was tested in real conditions, i.e., conducted testing with her help of a small number of people belonging to the same category that was to be investigated. The need for this work was due to the desire to exclude possible ambiguity, lack of clarity for the respondents or incorrectness of the questions included in the questionnaire. Experience has shown that testing a questionnaire allows us to identify certain shortcomings and, on this basis, to make a revision, i.e. It is better to adapt it to the audience to be interviewed. Ignoring this work could lead to unexpected difficulties in gathering information, distorting answers, and even increasing the number of refusals to participate in surveys.

The organization of the collection of information was a very responsible and time-consuming procedure. Responsibility was due primarily to the danger of obtaining as a result of a survey of inaccurate information, the reasons for which are:

- refusals of respondents to participate in the survey;
- insincerity or partiality of the respondents.

The first block of questionnaire questions gives qualitative characteristics of this sample (citizenship, gender, age, education)

The second set of questions is aimed at finding out the respondents' opinion on the impact of the concept of corporate social responsibility on loyalty to the «Activia» brand and on gathering information directly about the perception of this brand.

The third block of the questionnaire also contains questions on elucidating the attitude of respondents to the brand. And also contains the questions of the detector, to check the sincerity of the answers.

The General Words to describe the Corporate Social Responsibility Customer Perception in this research work is composed by the follows groups (four latent variables):

- 1) Associated Brand Characteristics (ABC), questions between Q5-Q20, according the questionnaire;
- 2) Customer's Expectations (CE), questions between Q21-Q35, according the questionnaire;
- 3) Brand Recognition (BR), questions between Q36-Q48, according the questionnaire;
- 4) General Brand's Characteristics (GBC), questions between Q55-Q63, according the questionnaire.

For measuring reliability of the scale for each group that belongs to the Corporate Social Responsibility customer perception, there are three methods: test-retest, alternative forms and internal consistency (Smith & Albaum, 2013). In this research it was used the internal consistency method. In which, should be calculated Cronbach`s alpha. If Cronbach`s alpha is (Smith & Albaum, 2013):

$\alpha > 0.9$ it can conclude that questionnaires reliability is very good.

$0.9 > \alpha > 0.8$ it can conclude that questionnaires reliability is good.

$0.8 > \alpha > 0.7$ it can conclude that questionnaires reliability is reasonable.

$0.7 > \alpha > 0.6$ it can conclude that questionnaires reliability is weak.

$\alpha < 0.6$ it can concluded that questionnaires reliability is inadmissible.

According to the result of test, Cronbach's alpha is more than 0.90 for each group that shows reliability of questions is very good, as is possible to observe in the follow table. Also for the CSR customer perception it was achieved a high reliability, where is possible to say that the reliability of the questionnaire, for these groups, is very good.

Table 3. Reliability of each group that belongs to CSR Customer Perception.

Groups	Item	Alpha de Cronbach	Reliability
Associated Brand Characteristics	16	0,966	Very good
Customer's Expectations	15	0,970	Very good
Brand Recognition	13	0,946	Very good
General Brand's Characteristics	9	0,943	Very good
CSR customer perception	53	0,986	Very good

2.3. Description of Data Analysis

Data Analysis is statistical research related to the computation of a multidimensional system of observational data that has many parameters. Data analysis is classified:

1. The description of some parameters through others and the compilation of new parameters.
2. The language of presentation of information on quantitative and qualitative analysis.

To process the information received was used special statistical software, the SPSS version 24.0.

To produce statistical information, it was necessary to transform some variables, for example Nationality and Age. Firstly, all respondents were divided into two categories: Russians and Rest of the world. Secondly, it was created a new variable for the «Age». It was transformed the original into Dichotomies variables. Also, for making calculation with variable “Age” much easier, it was joint the all ages into two main groups: less or equal 23 and more or equal 24. It was made by using “Visual binning” and working with the median as a measure.

The first step was to correct the errors that afflicted the database, such as changing the Measure and Role of variables. Also, were found the missing values and set the meaning of “999” to them. In some cases, the samples sizes were decreased to 135, because of 1 missing value in each.

To performed all statistical information and to give the answers to the main objective of study, specifics objectives and research hypotheses it was applied some statistical techniques. Table 4 highlights objectives, research hypotheses, and the techniques were used to produce the information.

Table 4. Data Analysis Techniques.

Label	Objectives or Research Hypotheses	Data analysis technique
O₁	The perception of «Activia» brand product is positive.	Mean and Standard Deviation
O₂	To ascertain the brand recognition of the asset among consumers.	Frequency tables
O₃	What is the probability that the brand «Activia» will be recommended.	Mean and Standard Deviation Frequency tables
O₄	Find out the degree of satisfaction with the brand «Activia».	Mean and Standard Deviation Frequency tables
O₅	To research the level of perception of the quality of the brand «Activia».	Mean and Standard Deviation Frequency tables
O₆	To determine the satisfaction with the ratio of the price of «Activia» brand products.	Mean and Standard Deviation Frequency tables
O₇	Understand the priorities when choosing a purchase.	Mean and Standard Deviation Frequency tables
H₁	There are differences between gender related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics).	t-Student test
H₂	There are differences between nationalities related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics).	t-Student test
H₃	There are differences between ages related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics).	t-Student test
H₄	There are differences between academic qualifications related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics).	Kruskal-Wallis test
H₅	There are a positive correlation between Items of CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics).	Pearson Coefficient Correlation
H₆	There are a positive correlation between CSR customer perceptions.	Pearson Coefficient Correlation
H₇	There are an association between the level of CSR and the Sociodemographic variable (gender, age and nationality).	Chi-Square test

In order to analyse demographic profile of respondents will be used descriptive analysis, which will show absolute and relative frequencies. To answer the specific objectives, it will be used frequency analysis and mean and standard deviation.

Some inferential statistics will also be used, with associated hypotheses tests, to help in the deductions to be made from the data collected. Since the intention of this work is to compare the average

performance between two or more independent groups related with CSR Customer Perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics) the Student's t-test or Kruskal-Wallis will be used to assess differences between groups. For application of this Student's t-test there is a need of each independent sample size to be greater or equal than 30 elements or to verify that it follows the normal distribution, resorting to the Kolmogorov-Smirnov test, and confirm that the variances are homogeneous for each independent sample using the Levene test. In order to provide a measure of how closely two variables are the Pearson's correlation coefficient it will be used. To analyse the association between two qualitative variables it will be used a non-parametric test, namely the Chi-Square test.

To corroborate the hypotheses was established the criterion that it was only confirmed the hypotheses since at least two groups presented statistically significant results. And to decide about corroboration of the research hypotheses it will be assumed a 5% level of significance.

On the bases of research methodology, the next chapter will present and analyse the results. It will include customer profile, descriptive analysis and research hypotheses

3. Presentation and Analysis of Results

3.1. Customer Profile

Questionnaire was applied in Russia and in Portugal and were collected by social networks, e-mail. People were interviewed in shops and in Polytechnic Institute of *Bragança*. (IPB) and number of sample size was 136. In the follow table is presented the profile of the respondents that belong to the sample.

Table 5. Profile of the respondents.

Variables	n	Valid Percent (%)
Nationality		
Russia	64	47,1
Rest of the World	72	52,9
Total	136	100,0
Gender		
Female	65	47,8
Male	70	51,5
Other	1	0,7
Total	136	100,0
Academic qualification		
1. Less than high school	1	0,7
2. High school	21	15,4
3. Vocational school/colleage	13	9,6
4. Bachelor degree	39	28,7
5. University degree (Specialitet)	25	18,4
6. Master degree	26	19,1
7. PhD degree	10	7,4
8. Others	1	0,7
Total	136	100,0

People who answer to questionnaire are from Algeria, Armenia, Belarus, Brazil, Croatia, Czech Republic, France, Georgia, Greece, Japan, Kazakhstan, Korea Democratic People's Republic, Lithuania, Mexico, Morocco, Mozambique, Nepal, Pakistan, Poland, Portugal, Russia, Saudi Arabia, Slovakia, South Africa, Spain, Tunisia, Turkey and Ukraine.

A total of 136 respondents participated in the study. According with the results presented in Table 5 is possible to observed that 64 (47,1%) from Russia and 72 (52,9%) from other countries. The final sample consisted of 136 participants, with 64 participants from the Russia - 38 males (60%) and 26 females (40%) and 72 respondents from the all of rest of the world - 32 males (45%) and 39 females (54%) and 1 other (1%). Most of the respondents were from Bachelor degree - 39 (28,7%) respondents, Master degree - 26 (19,1%) respondents and University degree (Specialitet) - 25 (18,4%).

The research reveals whether brand perception depends on demographic characteristics, such as nationality, gender, age and academic qualification.

3.2. Descriptive Analysis

In order to describe relationship between variables Student t test were used. Cross-tabulation made to find relation between regions of students and their main source of information about university.

In the Table 6 and Table7 all questions divided into groups:

- Associated Brand Characteristics (ABC), questions between Q5-Q20;
- Customer's Expectations (CE), questions between Q21-Q35;
- Brand Recognition (BR), questions between Q36-Q48;
- General Brand's Characteristics (GBC), questions between Q55-Q63 as well as their alphanumeric designation (See Appendix 1 - Questionnaire).

The percentage of answers to each question is presented in accordance with the Likert scale from 1 to 5 pointes. The Mean and Standard Deviation (SD) are also presented.

For the first group of question of Associated Brand Characteristics (Table 6) the highest value achieves question Q20 (Mean=3,57; SD=1,079) and Q16 (Mean=3,57; SD=1,052) it means that 60% of people associate «Activia» brand as more support diversity and brand which offer safe products for users. Consider that the «Activia» brand support diversity, because 56 people answered that they “Agree” and also 25 people “Strongly agree”. Also 57 people “Agree” that «Activia» brand seems to offer safe products for users and 24 “Strongly agree”. On the first group of questions it is possible to see that mean for all more than 3 points. As minimum mean=3,01 points, and maximum=3.57 points, it means that the brand have positive Associated Brand Characteristics. The Standard deviation values are between 1.056 and 1.158, indicating that there are no large deviations between them.

For the second group of question of Customer's Expectations the highest value achieves question Q32 (Mean=3,64; SD=1,073) and Q33 (Mean=3,63; SD=1,068). So 62 the respondent answered a question that the «Activia» brand offer products that are well made, that they “Agree” with this statement and 26 people are “Strongly agree” of it. Thus 68% of respondents have positive Customer's Expectations to a brand and also consider that «Activia» brand offer products are well made. On a question that «Activia» brand offer products that have an acceptable standard of quality the most large number of respondents (65 people) answered that they “Agree” with this statement and 24 persons “Strongly agree” with this statement. It means that 65% of respondents have positive Customer's Expectations and consider that «Activia» brand offer products that have an acceptable standard of quality.

On group of question of Customer's Expectations, the lowest mean is equal 3,15 and highest mean equal 3,64. It means that at respondents have positive Customer's Expectations perception of “Activia” brand.

For the third group of question of Brand Recognition the highest value achieves question Q38 (Mean=3,77; SD=1,174). 54 person answered that they agree with that, they can recognize the «Activia» brand among other competing brands and 40 people are “Strongly agree”. That consider that 70% respondents can recognize the «Activia» brand among other competing brands. Therefore «Activia» brand have very good Brand Recognition because for this group of questions mean more than 3,03 and less than 3,77.

Table 6. CSR Customer Perception, information for each Groups (cont.).

Questions	1	2	3	4	5	Mean	SD
Associated Brand Characteristics							
Q5	10 (7,4%)	5 (3,7%)	51 (37,5%)	48 (35,3%)	22 (16,2%)	3,49	1,047
Q6	11 (8,1%)	12 (8,8%)	30 (22,1%)	61 (44,9%)	22 (16,2%)	3,52	1,115
Q7	15 (11%)	11 (8,1%)	41 (30,1%)	49 (36%)	20 (14,7%)	3,35	1,164
Q8	8 (5,9%)	21 (15,4%)	43 (31,6%)	44 (32,4%)	20 (14,7%)	3,35	1,091
Q9	10 (7,4%)	13 (9,6%)	59 (43,4%)	39 (28,7%)	15 (11%)	3,26	1,027
Q10	12 (8,8%)	28 (20,6%)	54 (39,7%)	30 (22,1%)	12 (8,8%)	3,01	1,068
Q11	11 (8,1%)	15 (11%)	56 (41,2%)	41 (30,1%)	13 (9,6%)	3,22	1,038
Q12	16 (11,8%)	21 (15,4%)	47 (34,6%)	37 (27,2%)	15 (11%)	3,10	1,156
Q13	11 (8,1%)	17 (12,5%)	37 (27,2%)	50 (36,8%)	21 (15,4%)	3,39	1,136
Q14	10 (7,4%)	17 (12,5%)	48 (35,3%)	46 (33,8%)	15 (11%)	3,29	1,060
Q15	18 (13,2%)	16 (11,8%)	53 (39%)	34 (25%)	15 (11%)	3,09	1,158
Q16	6 (4,4%)	16 (11,8%)	33 (24,3%)	57 (41,9%)	24 (17,6%)	3,57	1,052
Q17	11 (8,1%)	21 (15,4%)	45 (33,1%)	41 (30,1%)	18 (13,2%)	3,25	1,121
Q18	9 (6,6%)	18 (13,2%)	48 (35,3%)	45 (33,1%)	16 (11,8%)	3,30	1,056
Q19	16 (11,8%)	9 (6,6%)	48 (35,3%)	49 (36%)	14 (10,3%)	3,26	1,117
Q20	9 (6,6%)	10 (7,4%)	36 (26,5%)	56 (41,2%)	25 (18,4%)	3,57	1,079

Note: 1-Strongly disagree; 2-Disagree; 3-Neither agree nor disagree 4-Agree; 5-Strongly agree; SD-Standard Deviation.

Table 6. CSR Customer Perception, information for each Groups (cont.).

Questions	1	2	3	4	5	Mean	SD
Customer's Expectations							
Q21	13 (9,6%)	9 (6,6%)	26 (19,1%)	65 (47,8%)	23 (19,6%)	3,56	1,140
Q22	13 (9,6%)	9 (6,6%)	26 (19,1%)	68 (50%)	20 (14,7%)	3,54	1,122
Q23	9 (6,6%)	13 (9,6%)	46 (33,8%)	52 (38,2%)	16 (11,8%)	3,39	1,034
Q24	11 (8,1%)	7 (5,1%)	30 (22,1%)	67 (49,3%)	21 (15,4%)	3,59	1,071
Q25	8 (5,9%)	14 (10,3%)	29 (21,3%)	51 (37,5%)	34 (25%)	3,65	1,138
Q26	15 (11%)	13 (9,6%)	50 (36,8%)	45 (33,1%)	13 (9,6%)	3,21	1,103
Q27	12 (8,8%)	13 (9,6%)	55 (40,4%)	41 (30,1%)	15 (11%)	3,25	1,066
Q28	14 (10,3%)	20 (14,7%)	46 (33,8%)	43 (31,6%)	13 (9,6%)	3,15	1,115
Q29	16 (11,8%)	19 (14%)	49 (36%)	31 (22,8%)	21 (15,4%)	3,16	1,200
Q30	9 (6,6%)	20 (14,7%)	52 (38,2%)	39 (28,7%)	16 (11,8%)	3,24	1,058
Q31	8 (5,9%)	11 (8,1%)	31 (22,8%)	63 (46,3%)	23 (16,9%)	3,60	1,049
Q32	9 (6,6%)	9 (6,6%)	30 (22,1%)	62 (45,6%)	26 (19,1%)	3,64	1,073
Q33	9 (6,6%)	10 (7,4%)	28 (20,6%)	65 (47,8%)	24 (17,6%)	3,63	1,068
Q34	9 (6,6%)	9 (6,6%)	33 (24,3%)	60 (44,1%)	25 (18,4%)	3,61	1,069
Q35	7 (5,1%)	12 (8,8%)	50 (36,8%)	47 (34,6%)	20 (14,7%)	3,45	1,017
Brand Recognition							
Q36	15 (11%)	9 (6,6%)	38 (27,9%)	57 (41,9%)	17 (12,5%)	3,38	1,136
Q37	10 (7,4%)	13 (9,6%)	26 (19,1%)	52 (38,2%)	35 (25,7%)	3,65	1,176
Q38	12 (8,8%)	5 (3,7%)	25 (18,4%)	54 (39,7%)	40 (29,4%)	3,77	1,174
Q39	11 (8,1%)	13 (9,6%)	45 (33,1%)	42 (30,9%)	25 (18,4%)	3,42	1,139
Q40	13 (9,6%)	12 (8,8%)	34 (25%)	50 (36,8%)	27 (19,9%)	3,49	1,186
Q41	11 (8,1%)	6 (4,4%)	36 (26,5%)	51 (37,5%)	32 (23,5%)	3,64	1,133
Q42	11 (8,1%)	4 (2,9%)	34 (25%)	57 (41,9%)	30 (22,1%)	3,67	1,103
Q43	9 (6,6%)	9 (6,6%)	43 (31,6%)	53 (39%)	22 (16,2%)	3,51	1,054
Q44	18 (13,2%)	10 (7,4%)	39 (28,7%)	47 (34,6%)	22 (16,2%)	3,33	1,224
Q45	17 (12,5%)	22 (16,2%)	42 (30,9%)	36 (26,5%)	19 (14%)	3,13	1,216
Q46	22 (16,2%)	19 (14%)	43 (31,6%)	37 (27,2%)	15 (11%)	3,03	1,229
Q47	8 (5,9%)	8 (5,9%)	39 (28,7%)	62 (45,6%)	19 (14%)	3,56	1,002
Q48	7 (5,1%)	4 (2,9%)	49 (36%)	61 (44,9%)	15 (11%)	3,54	0,918

Note: 1-Strongly disagree; 2-Disagree; 3-Neither agree nor disagree 4-Agree; 5-Strongly agree; SD-Standard Deviation.

For the group of question of General Brands Characteristics which is presented on the Table 7 were found the missing values and set the meaning of "999" to them. In these cases, the samples sizes were decreased to 135, because of 1 missing value in each characteristic. In this way the highest value achieves question Q63 (Mean=3,59; SD=1,178) and Q60 (Mean=3,62; SD=1,132). Thus 58 persons are sure that they can quickly recall the symbol or logo of the «Activia» brand products and 29 people

Strongly agree in this question. Therefore, the greatest number of respondents of 64% answered positively this question.

Concerning question that respondents can recognize the «Activia» brand products among other competing brands (Q60) 57 respondents Agree with this statement and 29 people “Strongly agree”. That is 63% are sure that they can recognize the «Activia» brand products among other competing brands. Also the group of question of General Brands not all affirmative answers and it means that not all respondents have positive opinion about «Activia» brand products.

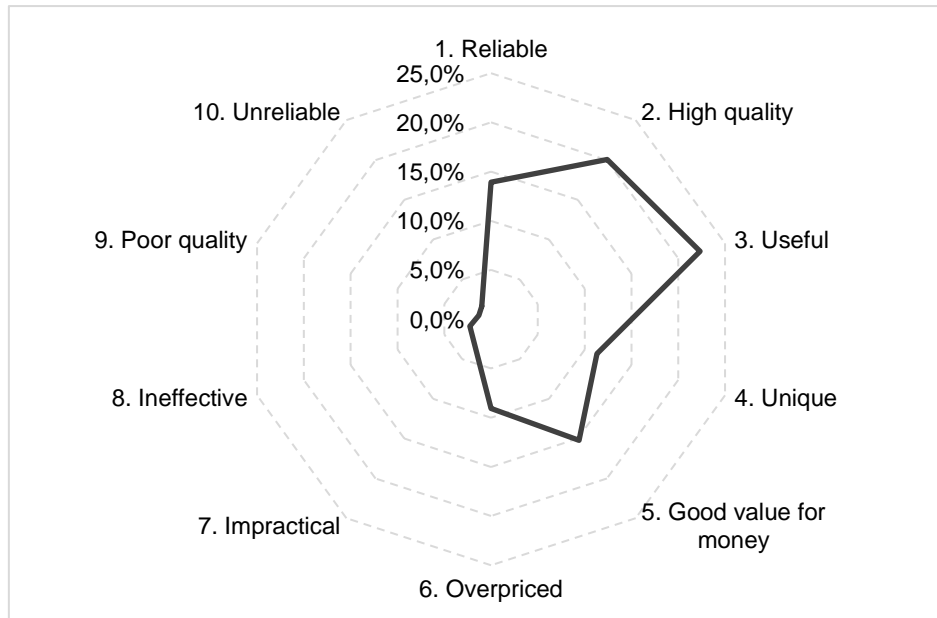
Table 7. General Brand's Characteristics.

Questions	1	2	3	4	5	Missing value	Mean	SD
General Brand's Characteristics								
Q55	25 (18,4%)	20 (14,7%)	28 (20,6%)	49 (36%)	14 (10,3%)	-	3,05	1,290
Q56	19 (14,1%)	33 (24,4%)	39 (28,9%)	35 (25,9%)	9 (6,7%)	1 (0,7 %)	2,87	1,151
Q57	24 (17,8%)	29 (21,5%)	34 (25,2%)	38 (28,1%)	10 (7,4%)	1 (0,7 %)	2,86	1,223
Q58	11 (8,1%)	16 (11,9%)	37 (27,4%)	53 (39,3%)	18 (13,3%)	1 (0,7 %)	3,38	1,112
Q59	15 (11,1%)	14 (10,4%)	42 (31,1%)	49 (36,3%)	15 (11,1%)	1 (0,7 %)	3,26	1,139
Q60	10 (7,4%)	11 (8,1%)	28 (20,7%)	57 (42,2%)	29 (21,5%)	1 (0,7 %)	3,62	1,132
Q61	13 (9,6%)	13 (9,6%)	34 (25,2%)	51 (37,8%)	24 (17,8%)	1 (0,7 %)	3,44	1,176
Q62	12 (8,9%)	11 (8,1%)	39 (28,9%)	54 (40%)	19 (14,1%)	1 (0,7 %)	3,42	1,109
Q63	12 (8,9%)	13 (9,6%)	23 (17%)	58 (43%)	29 (21,5%)	1 (0,7 %)	3,59	1,187

Note: 1-Strongly disagree; 2-Disagree; 3.-Neither agree nor disagree 4.-Agree; 5.-Strongly agree; SD-Standard Deviation.

As represented on the Figure 2, 309 replies were given to the question Q49 “Which of the following words would you use to describe «Activia» brand products?” According with the answers it was possible to observe that the main words that the people use to describe «Activia» brand products were Useful (69 that corresponds to 22,3%), High Quality (62 that corresponds to 20,1%) and Good value for money (47 that corresponds to 15,2%). This means that people have a positive attitude towards the «Activia» brand.

Figure 2. Words to describe brand.



On the Table 8 presented answers to questions about Brand characteristics. For Q50 “How well do «Activia» brand products meet your needs?”, with answers ranging between “Not at all well” and answered “Extremely well”, mean equals 3.26 (with control number=3). That means that relation to the product by customers has a positive trend. And standard deviation equals 0,880. Also, that 73 respondents (53,7% of total) answered "Somewhat well". That means that most of people have the needs satisfaction by this brand on medium level.

For Q51 “How would you rate the quality of the «Activia» brand products?” with answers ranging between “very low quality” and answered “very high quality”, mean equals 3.75 (with control number=3). That means that relation to the product by customers has a positive trend. And standard deviation equals 0,718. As well, 85 respondents (62,5% of total) answered "high quality". That means that most of people have the needs satisfaction by the quality of products of this brand on more than average level.

For Q52 “How would you rate the value for money of the brand «Activia» products?”, with answers ranging between “well below average” and answer “well above average”, the mean equals 3.41 (with control number=3). That means that relation to the product by customers has a positive trend. And standard deviation equals 0,89. Also, 57 respondents (41,9% of total) answered “Neither agree nor disagree”. That means that most of people have the needs satisfaction by the quality of products of this brand on more than average level. Proceeding from the obtained data is possible to say that «Activia» brand have positive Brand characteristics.

Table 8. Brand characteristics.

Questions	1	2	3	4	5	Mean	Standard Deviation
Q50	5 (3,7%)	12 (8,8%)	73 (53,7%)	34 (25%)	12 (8,8%)	3,26	0,880
Q51	3 (2,2%)	1 (0,7%)	35 (25,7%)	85 (62,5%)	12 (8,8%)	3,75	0,718
Q52	3 (2,2%)	14 (10,3%)	57 (41,9%)	48 (35,3%)	14 (10,3%)	3,41	0,890

Note: For Q50: 1-Not at all well; 2-Not so well; 3-Somewhat well; 4-Very well; 5-Extremely well.

For Q51: 1-Very low quality; 2-Low quality; 3-Neither high nor low quality; 4-High quality; 5-Very high quality.

For Q52: 1-Well below average; 2-Below average; 3-Average; 4-Above average; 5-Well above average.

Table 9 describes distribution of responses on the questions “How often do you buy «Activia» brand products per month?” and “What are you looking for when buying «Activia» brand products?”. For Q53 “How often do you buy «Activia» brand products per month?” Most of respondents 80 people (58,8%) answer that they buy «Activia» brand products “1-7 times” per month. 30 respondents (22,1%) of respondents say that they buy this brand products “8-15 times”. The fewest numbers-6,6%- of interviewed people were reported that they buy the same brand products 16-21 times. And 12,5% people purchase «Activia» brand products “22 or more times” per months.

For Q54. “What are you looking for when buying “Activia” brand products?” Most part of respondents 58 people say that they looking “On the advice of friends” (42,6%) and 45 people “On the useful qualities” (33,1%). Fewer people pay attention on “Other” (16,2%), “On price” (4,4%) and “On advertising” (3,7%).

Table 9. Distribution of responses on the questions.

Questions	1	2	3	4	5
Q53	80 (58,8%)	30 (22,1%)	9 (6,6%)	17 (12,5%)	-
Q54	5 (3,7%)	45 (33,1%)	6 (4,4%)	58 (42,6%)	22 (16,2%)

Note: For Q53: 1. 1-7 times; 2. 8-15 times; 3. 16-21 times; 4. 22 or more times.

For Q54: 1. On advertising; 2. On the useful qualities; 3. On price; 4. On the advice of friends; 5. Other.

The next step of the work is focused on reviewing research objectives that were set in section 2.1.

To answer to the O₁: “*The perception of «Activia» brand product is positive*” also know the performance value on the institution part mean and standard deviation (SD) were calculated. The result of calculation is presented in Table 10. For all the attributes, mean score is more than 3 points (theoretical reference), which shows according to customer perception is important. The perception of the «Activia» brand is positive once its achieve Mean 3,37 points and standard deviation 0,8553 points. It means that people who answer to questionnaire has positive perception for Associated Brand Characteristics related with «Activia» brand.

Table 10. Perception of «Activia» brand product.

Questions	Associated Brand Characteristics (ABC)
Mean	3.37
Standard Deviation	0.8553

Table 11 shows the information required to reach O₂: “To ascertain the brand recognition of the asset among consumers”. To answer to the O₂: “To ascertain the brand recognition of the asset among consumers”, mean, standard deviation and share of people agreeing with the statements were calculated. The mean for questions “I can recognize the «Activia» brand products among other competing brands” is 3.77 points (SD = 1.174) and 3.62 points (1.132); 69% and 63% of the sample respectively agreed with this statement. Thus, the brand has a high level of recognition of the asset among the consumers respondents.

Table 11. Brand recognition of the asset among consumers.

Questions	4	5	Mean	SD	Total weight (%)
Q38	54	40	3,77	1,174	69
Q60	29	57	3,62	1,132	63

Note: 4-Agree; 5-Strongly agree; SD-Standard Deviation.

Table 12 shows the information required to reach O₃: “What is the probability that the brand «Activia» will be recommended”. To answer to this specific objective, mean, standard deviation (SD) and share of people likely to recommend the products were calculated. The mean for questions “How likely is it that you would recommend «Activia» brand products to a friend or colleague?” is 3.56 points (SD = 1.002) 60% of the sample will likely recommend «Activia». Thus, according with the results, the brand has a high level of probability of recommendation.

Table 12. Probability of recommendation.

Questions	4	5	Mean	SD	Total weight (%)
Q47	62	19	3,56	1,002	60

Note: 4-Agree; 5-Strongly agree; SD-Standard Deviation.

Table 13 shows the information required to reach O₄: “Find out the degree of satisfaction with the brand «Activia»”. The results show that the mean for question “Overall, how satisfied or dissatisfied are you with «Activia» brand?” is 3.54 points (SD = 0,918) 56% of the sample reported high satisfaction. Thus, the brand has a high level of degree of satisfaction.

Table 13. Satisfaction with the brand.

Questions	4	5	Mean	SD	Total weight (%)
Q48	61	15	3,54	0,918	56

Note: 4-Somewhat satisfied; 5- Very satisfied; SD-Standard Deviation.

To answer to the O₅: “*To research the level of perception of the quality of the brand «Activia»?*”. Mean, standard deviation (SD) and share of people rating the quality of the brand as high (Table 14). The mean for questions “How would you rate the quality of the «Activia» brand products?” is 3.75 points, near of the agreement category (SD = 0,718) and 3.38 points (1.112); 71% and 52% of the sample think the brand quality is high. Thus, the quality of the brand is mainly perceived high.

Table 14. Level of perception of the quality of the brand.

Questions	4	5	Mean	SD	Total weight (%)
Q51	61	15	3,75	0,718	71
Q58	53	18	3,38	1,112	52

Note: For Q51: 4-High quality; 5-Very high quality. For Q58: 4-Agree; 5-Strongly agree. SD-Standard Deviation.

To answer to the O₆: “*To determine the satisfaction with the ratio of the price of «Activia» brand products*”. Mean, standard deviation and share of people satisfy with the ratio of the price were calculated (Table 15). The mean for questions “How would you rate the value for money of the brand «Activia» products?” is 3.24 points (SD = 1,058) and 3.41 points (0,890); 40% and 46% of the sample are satisfied with the ratio of the price. Therefore, the ratio of the price is quite attractive.

Table 15. Satisfaction with the ratio of the price.

Questions	4	5	Mean	SD	Total weight (%)
Q30	39	16	3,24	1,058	40
Q52	48	14	3,41	0,890	46

Note: For Q30: 4-Agree; 5-Strongly agree. For Q52: 4-Above average; 5-Well above average. SD-Standard Deviation.

Table 16 shows the information required to reach O₇: “*Understand the priorities when choosing a purchase*” Mean, standard deviation and share of people agreeing with the statements were calculated. The mean for questions “The «Activia» brand products would be my first choice” was 3,13 points (SD = 1,216) and 2,87 points (1,151); 40% and 32% of the sample respectively agreed with this statement. Thereby, the «Activia» brand is likely to be the first choice.

Table 16. Priorities when choosing a purchase.

Questions	4	5	Mean	SD	Total weight (%)
Q45	36	19	3,13	1,216	40
Q56	35	9	2,87	1,151	32

Note: 4-Agree; 5-Strongly agree; SD-Standard Deviation.

On the basis of the previous results and for each of the objectives set, it can be concluded: that perception of «Activia» brand product is positive, for respondents; the brand is recognizing among the consumers; there are probability to recommended the brand «Activia»; the respondents are satisfied with the brand «Activia»; the level of perception of the quality of the brand «Activia» is high; the satisfaction with the ratio of the price of «Activia» brand products is positive; and, the «Activia» brand is likely to be the first choice.

3.3. Research Hypotheses Validation

The purpose of this research is to describe and analyze how the company's a CSR activities are persuading its customer based brand equity. In order to answer the main objective of this current research it will be carried out the results for the seven research hypotheses, in accordance with the explanation presented in sub section 2.3.

This section of the study focuses on the results of statistical tests of research hypotheses and respective conclusions. Should be notice that to corroborate the hypotheses was established the criterion that it was only confirmed the hypotheses since at least two groups presented statistically significant results. And to decide about corroboration of the research hypotheses it will be assumed a 5% level of significance.

To answer to the first research hypothesis "*H₁: There are differences between gender related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics)*" it was performed the Student t test and for that it was follow the assumptions (sample size for each independent group and the Levene's Test for Equality of Variances). In the follow Table 17 is possible to observe that at least two groups achieve the results statistical significance, it is means that there are differences between gender related with CSR customer perception for the groups Customer's expectations and Brand Recognition. In this sense the first research hypothesis is validated, once at least two groups presented statistically significant results.

Table 17. Differences between gender related with CSR customer perception.

CSR customer perception	p-value	Conclusion
Associated Brand Characteristics	0,404	Not Corroborated
Customer's Expectations	0,003	Corroborated
Brand Recognition	0,007	Corroborated
General Brand's Characteristics	0,100	Not Corroborated

To answer to the second hypothesis "*H₂: There are differences between nationalities related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics)*" it was performed the Student t test and for that it was follow the assumptions (sample size for each independent group and the Levene's Test for Equality of Variances). In the follow, Table 18 is possible to observe that all groups do not achieve the results statistical significance, it is means that there are no differences between nationalities related with CSR customer perception for the groups Customer's Expectations and Brand Recognition. In this sense the second research hypothesis is not validated.

Table 18. Differences between nationalities related with CSR customer perception.

CSR customer perception	p-value	Conclusion
Associated Brand Characteristics	0,489	Not Corroborated
Customer's Expectations	0,871	Not Corroborated
Brand Recognition	0,643	Not Corroborated
General Brand's Characteristics	0,115	Not Corroborated

To answer to the third hypothesis "*H₃: There are differences between ages related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics)*" it was performed the Student t test and for that it was follow the assumptions (sample size for each independent group and the Levene's Test for Equality of Variances). In the follow, Table 19 is possible to observe that only one group achieves the results statistical significance, it is means that there are no differences between ages related with CSR customer perception for the groups Associated Brand Characteristics, Customer's Expectations and General Brand's Characteristics. In this sense the third research hypothesis is not confirmed.

Table 19. Differences between ages related with CSR customer perception.

CSR customer perception	p-value	Conclusion
Associated Brand Characteristics	0,075	Not Corroborated
Customer's Expectations	0,080	Not Corroborated
Brand Recognition	0,044	Corroborated
General Brand's Characteristics	0,179	Not Corroborated

To answer to the four research hypothesis "*H₄: There are differences between academic qualifications related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics)*" it was performed the Kruskal-Wallis Test and for that it was follow the assumptions. In the follow Table 20 is possible to observe that at least two groups achieve the results statistical significance, it is means that there are no differences between ag academic qualifications related with CSR customer perception for the groups Customer's Expectations, Brand Recognition and General Brand's Characteristics. In this sense is possible to say that the four research hypothesis is Corroborated. There are differences between academic qualifications related with CSR customer perception.

Table 20. Differences between academic qualifications related with CSR customer perception.

CSR customer perception	p-value	Conclusion
Associated Brand Characteristics	0.060	Not Corroborated
Customer's Expectations	0,025	Corroborated
Brand Recognition	0,003	Corroborated
General Brand's Characteristics	<0,001	Corroborated

To answer to the fifth hypothesis "*H₅: There are a positive correlation between Items of CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics)*" it was implemented the Pearson Coefficient Correlation and for that it was follow the assumptions. In the follow Table 21 is possible to observe that all item achieves the results positive and statistical significance, it is means that there a strong relation between the items that comprise the CSR customer perception. Is possible to say that there is a strong correlation between Customer's Expectations and Brand Recognition ($r=0,905$); and, Associated Brand Characteristics and Customer's Expectations ($r= 0,804$). This research hypothesis is validated.

Table 21. Pearson Coefficient Correlation between CSR customer perception item.

CSR customer perception	Associated Brand Characteristics	Customer's Expectations	Brand Recognition	General Brand's Characteristics
Associated Brand Characteristics	1	0,804	0,798	0,796
Customer's Expectations	-	1	0,905	0,730
Brand Recognition	-	-	1	0,765
General Brand's Characteristics	-	-	-	1

Note: All values significant at 5% level of significance.

For the sixth research hypothesis " H_6 : There are a positive correlation between CSR customer perceptions" is was calculated the Pearson Coefficient Correlation (Table 22). The results show that there is a very strong positive correlation between CSR customer perception and all of the variables. Hence, it can make a conclusion that all indicators of CSR customer perception highly connected with total perception. The highest correlation it was found for Brand Recognition ($r=0,939$), where is possible to say that is the factor which contribute for the CSR customer perceptions, following the Customer's Expectations ($r=0,930$), and Associated Brand Characteristics ($r=0,920$). Lastly, with a high correlation but lower than the previous ones are General Brand's Characteristics ($r=0,897$). This research hypothesis is validated.

Table 22. Pearson Coefficient Correlation for CSR customer perceptions.

	CSR customer perception
Associated Brand Characteristics	0,920
Customer's Expectations	0,930
Brand Recognition	0,939
General Brand's Characteristics	0,897

The last research hypothesis it was to know if " H_7 : There are an association between the level of CSR and the Sociodemographic variable (gender, age and nationality)". To answer this hypothesis and analysing the p-value for the Chi-Square test, once only one situation presents statistically significant value, the research hypothesis is not corroborating. Is possible to say that there are a positive association between Nationality and the level of CSR customer perception; and between gender and age related with the CSR customer perception, there are no association.

Table 23. Association between the level of CSR and the Sociodemographic Characteristics.

	CSR customer perception
Gender	0,102
Age	0,605
Nationality	0,039

According, with the obtained results is possible to say that statistically significant differences were found with gender and academic qualifications related with CSR customer perception (Associated Brand Characteristics, Customer's Expectations, Brand Recognition, and General Brand's Characteristics). There are a positive correlation among Items that comprise the CSR customer perception; and there are a positive correlation between the Item and the CSR customer perceptions.

Conclusions, Limitations and Future Research

Studies of the impact of corporate social responsibility on the brand's consumer value and consumer loyalty to the brand are quite a new and relevant topic. The study links the company's efforts in the field of CSR, the consumer appeal of the brand and the degree of brand loyalty. This is the first study of the brand «Activia», which studies and compares Russian and European consumers.

For quite a long time the estimation of an organization was measured as far as its structures and land, and after that its unmistakable resources (plant and equipment). It is just as of late that everybody have understood that its genuine esteem lies outside, in the brains of potential clients.

In the present conditions, when the market offers a large number of the same type of services, goods, services, approximately at the same price and the same quality, the existence of a customer loyalty program is perhaps the main argument in the competition. The development of the loyalty program is relevant for almost all companies, regardless of the scope of their activities, from the stage of development and sales. In a difficult economic situation, the need for companies to support, customer loyalty program is simply necessary.

It is possible to see that there is direct link between CSR of the company, its reputation and loyalty of consumers. If the companies develop the CSR strategy and invest in it means, that the opinion of consumers concerning a brand improves. This research proved that there is a direct strong dependence between CSR activities and Customer-Based Brand Equity perceived by customers.

The sample size of selection imposes the first limitation for the done work: sample presented only by 136 respondents (64 from Russia and 72 from rest of the world) they might not be sufficiently representative of consumers in general. Respondents answered 63 questions, which concerned (Associated Brand Characteristics, Customer's Expectations, Brand Recognition and General Brand's Characteristics). After analysis it possible to say that the main satisfaction level of the sample is quite high. It is clear which issues need improvement and which ones work well. It is possible to see that there are differences between male and female satisfaction level that means necessary pay more attention for different gender. It is necessary to pay attention that almost 70 % of respondents can recognize the «Activia» brand among other competing brands. It became clear that company should pay more attention to CSR activities to persuading its customer based brand equity.

It is suggesting a future analysis for get new information about it: it could be interesting develop a new survey only for these students, with the objective to understand what they would like to change in order to improve their satisfaction level. Future research lines is including Corporate Social Responsibility of entire company not only one brand.

The customer is the most effective determinant of corporate behavior, and this is the reason why the CSR focus should be on the consumer. Consumer Social Responsibility is the true Corporate Social Responsibility.

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APPENDIX

Appendix 1 - Questionnaire Booklet

Q1. Nationality

Q2. Your age

Q3. Your gender

Q4. Academic qualification:

1. Less than high school;
2. High school;
3. Vocational school/colleage;
4. Bachelor degree;
5. University degree (Specialitet);
6. Master degree;
7. Aspirantura;
8. PhD degree;
9. Others.

Regarding the information's, the «Activia» brand products (Please rate where the minimum score is "1" and "5" is maximum) ...

Q5. ...seems to be environmentally oriented;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q6. ...seems to be socially oriented;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q7. ...seems to be financially oriented;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q8. ...seems to act in corporate social responsible (CSR) manner;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q9. ...demonstrate CSR activities which meet my expectations;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q10. ...demonstrate CSR activities which exceed my expectations;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q11. ...demonstrate CSR efforts which are of high interested to me;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q12. ...seems to be charitably involved;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q13. ...seems to care for the community;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q14. ...seems to support employee volunteerism;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

- Q15. ...would reduce its profits to ensure a clean environment;
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q16. ...seems to offer safe products for users;
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q17. ...seems to offer products safe for the environment (e.g. easy to dispose;
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q18. ...seems to use environmental protection practices;
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q19. ...seems to emphasize employee relations;
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q20. ...seems to support diversity.
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.

The knowledge of these activities supports my perception of the brand «Activia» to offer products (Please rate where the minimum score is "1" and "5" is maximum)...

- Q21. ...that I would enjoy;
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q22. ...that would make me want to use them;
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q23. ...that I would feel relaxed about using;
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q24. ...that would make me feel good;
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q25. ...that would give me pleasure;
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q26. ...that would help me feel accepted by peer groups;
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q27. ...that would improve the way I am perceived;
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.

Q28. ...that would make a good impressions on their people;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q29. ...that would give me social approval;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q30. ...that offer value for money;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q31. ...that have consistent quality;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q32. ...that are well made;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q33. ...that have an acceptable standard of quality;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q34. ...that are likely to have high quality;

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q35. ...that are likely highly functionally.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

The knowledge of these activities of the «Activia» brand supports that (Please rate where the minimum score is "1" and "5" is maximum)...

Q36. ...I consider the likelihood that the «Activia» brand would be reliably very high.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q37. ...I know what the «Activia» brand looks like.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q38. ...I can recognize the «Activia» brand among other competing brands.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q39. ...I am more aware about «Activia» brand.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q40. ...some characteristics of the «Activia» brand come to my mind quickly.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

- Q41. ...I perceive the «Activia» brand as a good brand.
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q42. ...I think the «Activia» brand has a good image.
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q43. ...I'd feel good when using products of the «Activia» brand.
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q44. ...I consider myself to be loyal to the «Activia» brand.
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q45. ...the «Activia» brand would be my first choice.
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q46. ...I would not buy other brands if products of «Activia» brand were available at the store.
1. Strongly disagree;
 2. Disagree;
 3. Neither agree nor disagree;
 4. Agree;
 5. Strongly agree.
- Q47. How likely is it that you would recommend "Activia" brand products to a friend or colleague (Please rate where the minimum score is "1" and "5" is maximum)?
6. Strongly disagree;
 7. Disagree;
 8. Neither agree nor disagree;
 9. Agree;
 10. Strongly agree.

Q48. Overall, how satisfied or dissatisfied are you with this brand (Please rate where the minimum score is "1" and "5" is maximum)?

1. Very dissatisfied;
2. Somewhat dissatisfied;
3. Neither satisfied nor dissatisfied;
4. Somewhat satisfied;
5. Very satisfied;

Q49. Which of the following words would you use to describe "Activia" brand products? Select all that apply.

1. Reliable;
2. High quality;
3. Useful;
4. Unique;
5. Good value for money;
6. Overpriced;
7. Impractical;
8. Ineffective;
9. Poor quality;
10. Unreliable.

Q50. How well do «Activia» brand products meet your needs (Please rate where the minimum score is "1" and "5" is maximum)?

1. Not at all well;
2. Not so well;
3. Somewhat well;
4. Very well;
5. Extremely well.

Q51. How would you rate the quality of the «Activia» brand products? Please rate where the minimum score is "1" and "5" is maximum.

1. Very low quality;
2. Low quality;
3. Neither high nor low quality;
4. High quality;
5. Very high quality.

Q52. How would you rate the value for money of the brand «Activia» products? (Please rate where the minimum score is "1" and "5" is maximum.

1. Well below average;
2. Below average;
3. Average;
4. Above average;
5. Well above average;

Q53. How often do you buy "Activia" brand products per month?

1. 1-7 times;
2. 8-15 times;
3. 16 -21 times;
4. 22 or more times;

Q54. What are you looking for when buying "Activia" brand products?

1. On advertising;
2. On the useful qualities;
3. On price;
4. On the advice of friends;
5. Other.

Please give your opinion about "Activia" brand products, according with Likert scale. Please rate where the minimum score is "1" and "5" is maximum.

Q55. I consider myself to be loyal to the "Activia" brand products.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q56. The "Activia" brand products would be my first choice.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q57. I will not buy other brands if the "Activia" brand products is available.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q58. The likely quality of the "Activia" brand products is extremely high.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q59. The likelihood that the "Activia" brand products would be functional is very high.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q60. I can recognize the "Activia" brand products among other competing brands.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q61. I am aware of the "Activia" brand products.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q62. Some characteristics of the "Activia" brand products come to my mind quickly.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Q63. I can quickly recall the symbol or logo of the "Activia" brand products.

1. Strongly disagree;
2. Disagree;
3. Neither agree nor disagree;
4. Agree;
5. Strongly agree.

Thank you for your collaboration!