

Saint-Petersburg State University
Graduate School of Management

**The impact of corporate social responsibility (CSR)
on brand equity and costumer purchase intention**

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ЗАЯВЛЕНИЕ О САМОСТОЯТЕЛЬНОМ ХАРАКТЕРЕ ВЫПОЛНЕНИЯ ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЫ

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06.06.2021 (Дата)

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Аннотация

Автор	Лодяная Алена Михайловна
Название ВКР	Влияние корпоративной социальной ответственности (КСО) компании на потребительский капитал бренда и намерение совершить покупку
Образовательная программа	Менеджмент
Направление подготовки	Менеджмент (Master in Management – MiM)
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Описание цели, задач и основных результатов	<p>Цель: определение влияние КСО политики компании на капитал бренда и намерение покупателя совершить покупку</p> <p>Задачи (сформулированные как исследовательские вопросы):</p> <ol style="list-style-type: none"> 1) Какие составляющие КСО влияют на формирование капитала бренда и намерение сделать покупку потребителем? 2) Какой эффект оказывает воспринимаемый КСО на формирование капитала бренда и намерение сделать покупку? <p>Результаты:</p> <ol style="list-style-type: none"> 1) Адоптирована классическая модель КСО Triple Bottom Line, в соответствии с целями доминирующего среди компаний стратегического подхода КСО 2) Определено положительное влияние воспринимаемого КСО на капитал бренда и намерение сделать покупку 3) Разработаны рекомендации для компаний по формированию капитала бренда и создания стимулов в совершению покупки со стороны потребителей
Ключевые слова	КСО, Капитал бренда, Намерение сделать покупку

Annotation

Author	Lodyanaya Alyona Mikhailovna
Master Thesis Title	The impact of corporate social responsibility (CSR) on brand equity and costumer purchase intention
Educational program	Management
Main field of study	Management (Master in Management – MiM)
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Scientific adviser	Alkanova Olga Nikolaevna, Candidate of Economic Sciences, Senior lecturer
Description of the goal, objectives and main results	<p>Purpose: to determine the impact of the company's CSR policy on Brand equity and the Purchase intention</p> <p>Objectives (formulated as research questions):</p> <ol style="list-style-type: none"> 1) What components of CSR influence Brand equity and Purchase intention? 2) What effect does perceived CSR have on brand equity and purchase intentions? <p>Results:</p> <ol style="list-style-type: none"> 1) The classic model of CSR Triple Bottom Line was adopted in accordance with the goals of the dominant strategic CSR approach among companies 2) Determined the positive impact of perceived CSR on Brand equity and Purchase intentions 4) It was found that the congruence of the CSR policy with the core business of the business has a positive effect on the CSR perceived by the consumer, Brand equity and unmeasured purchase 3) Developed recommendations for companies to build Brand equity and influence Purchase intention
Keywords	CSR, Brand equity, Purchase intention

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Introduction

Research gap

Over the past two decades, businesses have widely adopted corporate social responsibility (CSR), and the focus has shifted from simply engaging in disparate CSR activities to defining the strategic role of CSR in business (McWilliams et al. 2006; Porter and Kramer 2006). Strategic CSR implies the implementation of a Win-Win strategy, according to which the company implements socially oriented actions that will bring it profit. At the same time, many researchers emphasize the likely development of strategic CSR and its transformation into other Shared Value strategies, according to which the company does not consider gaining profit as a primary focus of activity, but contributes to society, creating a value that will bring income in the long term.

However, as researchers (GSOM, 2019) observe, today, strategical CSR cannot fully meet the requirements of a new external effect of developing the participation of companies in the life of society, such as the UN Sustainable Development Goals (UN Foundation). The Sustainable Development Goals encourage a new approach - the creation of Shared Value. This approach differs from the strategic one in that the company's actions do not determine the receipt of profit in the short term. The focus is on campaigns that will create value for a wide range of stakeholders in the long term. At the same time, as studies show, the strategic approach still remains one of the dominant CSR approaches (GSOM, 2019).

Despite the fact that strategic CSR has been developing for more than two decades, researchers still have not come to a common conclusion about whether CSR activity influences the marketing outcomes of companies, especially on Brand equity and Purchase intention. However, researchers emphasize the importance of marketing policy in implementing CSR activities for strategical CSR. Thus, marketing results from CSR activities are important for strategic CSR from the point of view of tracking how the company's actions in relation to CSR affect the perception of consumers, and as a result, their intentions to make purchases, ensuring the economic stability of the company. Understanding how perceived CSR affects the consumer is also important in Shared Value creation, since one of the first levels of Shared value creation is reconvincing the needs of products and customers. That is, understanding what kind of marketing results the activity brings will help build more effective communication with the consumers in the formation of new values.

To sum up, there is lack of research on the impact of perceived CSR on marketing outcomes: Brand equity and Purchase intention.

Research problem

Nowadays, there are works that consider the results of CSR on Brand Equity and Purchase intention. However, as the researchers point out, these results cannot be generalized, as there are geographic, indigenous limitations to these studies. In addition, studies do not demonstrate a dominant research result, some prove the influence of CSR on Brand Equity and Purchase intention, other demonstrated opposite results. Thus, the problem of research is formulated as follows:

What are the effects of consumer perception of a firm CSR activities provided on its Brand equity and purchase intention?

Research questions

Considering marketing results, the analysis of the existing literature made it possible to make an conclusion that there is a limited number of studies that would comprehensively assess the impact of perceived CSR on such a marketing result as Brand Equity. It is a complex model with several components. Today, the most widely studied component is Brand loyalty. There is a limited number of studies examining the impact of CSR on other components of Brand equity, but their number is insignificant. At the same time, many researchers consider Brand equity as a full-fledged resource of the company, which emphasizes the need for its comprehensive assessment. In addition, the influence of perceived CSR on Purchase intention has also been insufficiently studied. The number of studies that have been carried out at the moment cannot demonstrate general trends, since they have limitations of a geographic, industrial nature. In addition, different studies demonstrate different effects of CSR on marketing outcomes

For a long time, there was no single framework for the theory of strategic CSR approach that would describe strategic CSR management. The lack of a framework made it difficult to define CSR components for research to determine their impact on marketing outcomes. If analyze the latest research in the field of CSR influence on marketing results, it can be observed that the combination of factors is different: the works include both the components of the Carroll model and the components of the Triple Bottom Line, as well as the components of the Stakeholders' approach. The lack of a unified model consistent with the strategic approach makes it difficult to generalize the few studies on this topic.

1) What components of CSR influence Brand equity and Purchase intention?

2) What effect does perceived CSR have on Brand equity and Purchase intention?

CHAPTER 1. CORPORATE SOCIAL RESPONSIBILITY

The intensive development of CSR continues for more than 60 years (Ramesh, Saha, Goswami, 2019). During this time, the concepts of defining CSR have been developed dynamically, in accordance with the development of CSR and the company's activities in this direction. CSR has evolved from executives' idiosyncratic philanthropic activities to widespread acceptance as a valuable component of stakeholder management and has been incorporated into strategic performance models (Kolodinsky, Madden, Zisk and Henkel, 2010).

Today there are many approaches to the definition, they are determined by the model or approach of CSR. Taking it into account, this work will consider a more general definition of CSR: CSR is a self-regulating business model that helps a company be socially accountable – to itself, its stakeholders, and the public (Investopedia).

1.1 Corporate social responsibility models

1.1.1 Carroll model

One of the most classic and fundamental CSR model proposed by Carroll (Carroll, 1991). According to Carroll (1991), the primary concern of business is to priorities their profitability (economic obligation) and their responsibility to conduct business within the law (legal obligation). Only in the second instance would ethical concerns (norm-imposed obligation) such as minimizing environmental impacts; and lastly, philanthropic or discretionary concerns, such as corporate donation, play a significant role:

- economic,
- philanthropic,
- legal,
- ethical responsibilities.

1.2.2 Stakeholders model

According to Stakeholder model, CSR is considered as the responsibility of corporations under an explicit or implied social contract with internal and external stakeholders, subject to government laws and regulations, and acting in an ethical manner that exceeds statutory requirements (Khan et al., 2012).

For the first time, the theory of Stakeholders was presented by Freeman (1984), where he identified the main stakeholders. Later, he divided the stakeholders into internal and external stakeholders.

From Stakeholders model perspectives, the goal of the firm is to maximize profits from total net profits, while profits are defined not as money, but as the well-being of people. Total net income is the cumulative effect of a company's actions for all stakeholders.

In the same time, some researchers underline the fact that from a practical point of view, however, a strict stakeholder theory—one that insistently gives the authority to make ethical claims to anyone who has been harmed by the company's actions—would be unworkable. There will be no end to just figuring out whose rights need to be taken into account. There should be a continuous line that companies can follow from a corporate decision to the life of an individual. In reality, the stakeholders surrounding the business should be defined as those who are significantly affected by the company's actions.

1.2.3 Triple bottom line model

Elkington (1994) proposed a CSR model that balances the social, environmental, and economic impact of a company. Elkington (1994) later clarified that the path to achieving outstanding triple outcomes (social, environmental, and economic) lies through effective and long-term partnerships between the private and public sectors and among stakeholders.

In most cases, the Triple Bottom Line is viewed as a sustainability approach, where sustainability is understood as “meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987). However, many researchers consider that sustainability is about shaping policy in the long term, while CSR is of a shorter-term nature, being one of the elements of sustainability. So, in this case it can be argued that the Triple bottom line is also applicable to CSR.

Triple bottom line concept also requires that the company's responsibility is to "stakeholders", not "shareholders". In this case, "stakeholders" refers to anyone who is directly or indirectly affected by the firm's actions. Typical stakeholder groups are owners, financiers, suppliers, customers, employees, trade unions, trade associations, competitors, government, and political groups. According to the stakeholder theory, the business entity should be used as a means of coordinating the interests of stakeholders, rather than maximizing the profit of shareholders. If we analyze the components of the Triple bottom line approach, it can be noted that the activities of companies adhering to this approach can have a positive effect on a much larger circle of people than direct stakeholders. So, concern for the environment can spread to local communities that are not directly related to the company's activities.

Some studies (ILO, 2008) demonstrate that the scope of CSR and what is meant by "social", the whole philosophy behind it, can be summarized in the theory of "triple result": people, planet, profit. A business, regardless of where it operates, directly or indirectly, must be

evaluated according to three criteria: how it treats its employees, how its activities affect the environment and what profit it brings.

Researchers (Rosen and Kishawy, 2012) have identified the interconnection of the components (Figure 1). Thus, economic approaches such as efficiency, growth, and development, which have been of concern over the past five decades, cannot be sustained without considering the environmental issues that have been replaced in the process and the social consequences they have caused. As the rate of depletion of the environment and natural resources becomes more dramatic, it is corporate's responsibility to reorient companies' activities towards promoting sustainable development.

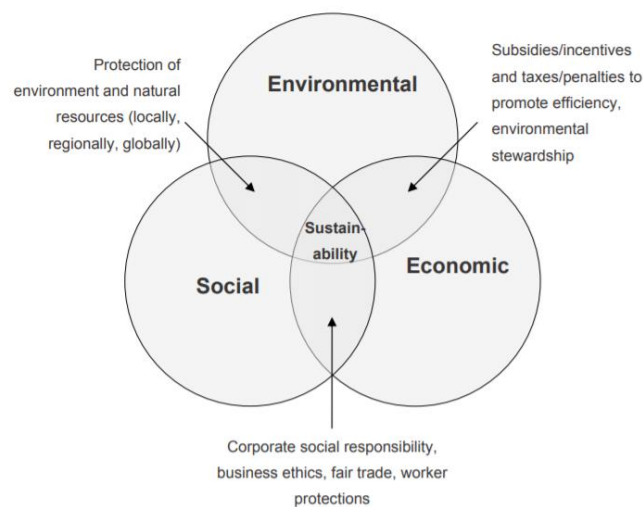


Figure 1. Sustainability as the intersection of its three key parts, and examples of features at the intersection of any two parts

(Source: Rosen and Kishawy, 2012)

Triple Bottom Line is a form of corporate social responsibility that requires executives to summarize the bottom line not only in terms of economic performance (cost versus revenues), but also in terms of the company's social and environmental impact. There are two keys to this idea. First, the three focuses of responsibility must be separated, and the results must be reported independently for each. Second, the company must achieve sustainable results in all three areas.

Thus, the Triple bottom line approach emphasizes the shift of the focus of CSR activity from ensuring economic sustainability to solving social problems that are relevant for all stakeholders. That is, the CSR policy is aimed at the implementation of the interests not only of shareholders and major interested groups of persons, but also of other persons less involved in the company's activities. In addition, such a multidimensional activity creates the potential for development and influence on potential stakeholders too.

1.2 Strategic Corporate social responsibility approach

1.1.1 CSR Strategic approach

For the past 15-20 years, companies have been actively pursuing a strategic approach, identifying CSR policies. Researchers noted that with the growth of CSR among society, the CSR policy of companies has changed (Smith, 2001). In other words, companies now needed to reach a wider range of stakeholders than before. As a result, Smith (2001) predicted the following definition of CSR, within the framework of new trends: “Corporate social responsibility (CSR) refers to the obligations of the firm to its stakeholders – people affected by corporate policies and practices. These obligations go beyond legal requirements and the firm’s duties to its shareholders. Fulfillment of these obligations is intended to minimize any harm and maximize the long-run beneficial impact of the firm on society”. This definition gave rise to a new strategic approach to CSR, as Smith (2001) emphasized that CSR policy should consider long-term activities in order to fulfill obligations to society. Lantos (2001) also reaffirmed the idea that societies would require corporations to integrate social issues into their strategies. At the same time, Lantos (2001) explained that corporate social responsibility can become strategic if it is part of the company's management plans for profit, which means that the company will only engage in activities that can be considered socially responsible if they lead to financial return for a solid and not necessarily holistic approach, such as a triple outcome.

As mentioned above, the strategic approach to CSR significantly expands the list of stakeholders in relation to the classic stakeholder model. Freeman (2001) ranked among the circle of stakeholders: suppliers, consumers, employees, shareholders and the local community, considering that CSR activity should be directed to this circle of persons. However, Friedman and Miles (2002) in their study determined that the circle of stakeholders can significantly and intensively expand, which suggests the need to take these persons into account when shaping CSR strategies.

In addition, many researchers note, an important feature of the strategic approach is the need to introduce CSR at all stages of the creation of the value chain, as this creates a competitive advantage (Werther and Chandler, 2005). Competitive advantage ensures the stability of the corporation in the market, which increases the need for strategic CSR in companies. Porter and Kramer (2006) considered the order of formation of CSR activity for the formation of competitive advantage, which includes two steps: look inside out and look outside in. At the first step, companies determine how they can apply CSR mechanisms within the processes, at the second stage, how the social context of their behavior can be applied in terms of the company's business strategy. Thus, Porter and Kramer (2006) developed a holistic approach

that shows the relationship between the social environment and business strategy. This approach encourages companies not to focus CSR on specific objects and goals, but to flexibly track new prospects for its application in order to develop in the most efficient way the company's entire potential to create social benefits while supporting their business goals.

Husted and Allen (2007) created four dimensions of strategic CSR to then provide their own definition of strategic CSR as the company's ability to:

1. provide a coherent focus to a portfolio of firm resources and assets – centrality
2. anticipate competitors in acquiring strategic factors – proactivity
3. build reputation advantage through customer knowledge of firm behavior – visibility
4. ensure that the added value created goes to the firm – appropriability

Later Husted and Allen (2007) established that visibility, appropriability can be considered the main strategic dimensions of CSR that can be linked to the creation of value. In addition, the most significant contribution made by Husted and Allen (2007) to the strategic CSR concept is twofold: first, strategic CSR creates new areas of opportunity through the constant pursuit of value creation, which in turn leads to innovation. Secondly, the introduction of strategic CSR for the purpose of creating value is inevitably associated with social demand.

Heslin and Ochoa (2008) in their study continued to develop the study of creating competitive advantage as a result of developing CSR policies. Thus, after analyzing the activities of a significant number of companies, Heslin and Ochoa (2008) established a list of company principles that ensure the creation of value and competitive advantage:

1. cultivate the needed talent
2. develop new markets
3. protect labor welfare
4. reduce the environmental footprint
5. profit from by-products
6. involve customers
7. green the supply chain

The relevance of the principles developed by Heslin and Ochoa (2008) stems from the belief that companies can improve their business opportunities by providing benefits to the social context in which they operate. Strategy theory states that in order to be successful, a company must create a distinctive value proposition that meets the needs of a select group of customers. The firm wins a competitive advantage from how it configures a value chain or set of activities engages in the creation, production, sale, delivery and support of its products or services.

Researchers consider strategic CSR as win-win approach (Afrin, 2013), emphasizing that companies make profit and benefit society. In this case, CSR activities are implemented through

subdivisions CSR or sustainable development with limited coordinating role. That is, CSR divisions develop special programs for key business activities, considering them as additional to the main activity. With the implementation of these activities, a balance is achieved between making a profit and providing social benefits. Thus, CSR policy is integrated into all stages of the company's value chain.

1.2.2 Shared value approach

The concept of creating total value was developed by Porter and Kramer (2011), who explained this as a necessary step in the evolution of a business and defined it as: “policies and operating practices that increase the competitiveness of a company while improving its economic performance and the social conditions in the communities in which it works. Shared value creation seeks to identify and expand the links between social and economic progress” (Porter and Kramer, 2011).

According to Porter and Cramer (2011), there is a need for shared value (CSV) creation, which often arises from narrow-minded business strategies that usually do not take into account the general factors that affect their long-term success. It is noteworthy that Porter and Kramer place CSR in this category, considering it an outdated and limited concept that emerged as a way to improve the company's reputation, and as a result, they argue that CSV should replace CSR.

The purpose of the corporation must be redefined as creating shared value, not just profit per se. This will drive the next wave of innovation and productivity growth in the global economy. It will also reshape capitalism and its relationship to society.

Strategy theory states that in order to be successful, a company must create a distinctive value proposition that meets the needs of a select group of stakeholders. A firm gains a competitive advantage by how it configures a value chain or set of activities associated with creating, producing, selling, delivering and supporting its products, or services. Businessmen have studied positioning and the best ways to design and integrate activities. However, companies have missed opportunities to meet the fundamental needs of society and misunderstood how harm and weakness in society impacts value chains. In this case, companies often did not provide for social needs, which indirectly influenced the effectiveness of the strategy and profitability. As a result, social difficulties have developed, which currently have a negative impact on the activities of companies. As a consequence, there is a need to develop value, more than a focus on profit, since this can really ensure the well-being and sustainability of the company in the long term.

The importance of value creation is highlighted by Chandler's (2016). Researcher, in contrast to Porter and Kramer (2011), considers the concept of Shared Value as a development of

a strategic CSR approach. He proposed five main components of the implementation of Strategic CSR:

1. **Full integration** of the CSR perspective into the strategic **planning process** of the company and its corporate culture
2. Understanding that all the company's actions are directly **related** to its core business;
3. The belief that companies are committed to understanding and responding to the **needs** of their stakeholders, which means that taking into account the perspective of stakeholders is a strategic imperative
4. The company is moving from a short-term perspective to a medium- to long-term process of **planning and managing the firm's resources**, in which its key stakeholders participate;
5. Firms seek to optimize **value creation**

Value optimization reinforces the updated view of Chandler (2016) that profit maximization or trade-offs are no longer an acceptable goal. Instead, companies should strive to optimize value over the long term by focusing on their areas of expertise, thereby reorienting efforts towards creating shared value instead of maximizing profits (Chandler, 2016). For this, an important aspect of strategic CSR is the integration of the five components into the corporate structure, which sets the parameters for the decision-making process, as well as their integration into the corporate culture with clear guiding values (Chandler, 2016). This reflects Chandler's belief that SCSR must be part of daily business for it to be successful.

Thus, the strategy of forming the Shared Value can be considered as (Lose) - Win. In this case, companies are proactively working towards the implementation of obligations to the public at all levels of strategy, considering the creation of a public good not as an element of strategy, but a philosophy of decision-making, creation communication with staunch stakeholders and society, and ensuring processes. Thus, the company does not view making a profit as a fundamental goal. But at the same time, as the experience of companies shows, the campaign addressed clear social and global problems, they still reflected and realized typical business goals at the expense of the created shared value. This is due to the fact that socially oriented actions create unique competitive advantages and cut costs in the long term (Trapp, 2012).

Moreover, today, a global trend of business transformation in the interests of sustainable development with a corresponding modification of the corporate sustainability model can be observed (GSOM, 2019). Thus, the UN Sustainable Development Goals (UN Foundation) influenced the transformation of the application of this or that approach. It is a set of 17 interconnected goals, developed in 2015 by the UN General Assembly as a "blueprint for a better and more sustainable future for all." The Sustainable Development Goals are a call to action

from all countries - poor, rich and middle-developed. It aims to improve the welfare and protection of our planet. States recognize that action to end poverty must go hand in hand with efforts to boost economic growth and address a range of issues in education, health, social protection and employment, as well as climate change and environmental protection.

The global adoption of the United Nations Sustainable Development Goals has changed what society should expect from companies in their communities and their role as leaders in the transition to global sustainability (ElAlfy et al., 2020). Thus, clients of companies will expect corporations to act in a broader spectrum of actions than the company's interests in realizing their own strategy. This prompts the likely transition of companies from strategic CSR (win-win) to a shared value approach (win-(lose)).

Moreover in Russia, the development of United Nations Sustainable Development Goals concept leads to the fact that the previously more actively developing strategic approach to the development of CSR, which implied an orientation towards creating interconnected value for business and society (win-win), has demonstrated its limitations in the context of the implementation of the UN SDGs that require new approaches to competition and development of internal and cross-sectoral cooperation that can ensure more active business engagement (GSOM, 2019). Thus, the UN Sustainable Development Goals encourage the widespread implementation of goals aimed at a wide range of people, which significantly goes beyond the company's stakeholders. Moreover, the Goals encourage the development of internal and cross-sectoral cooperation, for a more effective implementation of programs to support society, as well as the development of economic sectors by companies themselves, through the introduction of innovations. Thus, a possible change in the dominant approach is expected: from strategic CSR to Shared Value.

1.2.3 Strategical Corporate social responsibility model

Considering strategical CSR model it is necessary to underline the fact that, the main goal of strategic CSR is to gain an edge in an ethical marketplace by focusing primarily on consumers. (Kuokkanen and Sun,2020). Consequently, strategic CSR model should ensure a positive consumer response.

If talk about Carroll's model, then it was formed with the prospect that the main task of the company is to ensure economic sustainability. From this perspective, the model can be applied to a strategic approach. However, its applicability to strategic CSR is also controversial and does not correspond to the concept of strategic CSR, in which it considers CSR not as additional spending, which can be viewed from the position of Carroll's model, but as an

investment in obtaining future profits. Thus, the economic aspect for strategic CSR plays a big role, but in this case, ensuring economic sustainability also occurs at the expense of CSR. Thus, Carroll's model is irrelevant for modern approaches to strategic CSR.

For the subsequent analysis, the Triple Bottom Line was taken for analysis as a potential strategic CSR model. An economic perspective is also reflected in the Triple Bottom Line model. At the same time, this CSR dimension is also considered of equal importance along with Environmental and Social activities. However, in this case, economic sustainability values long-term financial solidity over more volatile, short-term profits, no matter how high. Thus, within the framework of the Triple Bottom Line approach, the idea is supported that the development of sustainability in processes, investing in this, contributes to the reduction of financial costs in the future. This idea is reflected in strategic CSR approach. However, this dimension of CSR can be excluded from the analysis, since modern researchers argue that there is no need for this component by the fact that CSR exceeds the usual business (economical) requirements of the company's activities (Baron 2009).

In terms of the environmental dimension, practically speaking, environmental CSR is easy to understand and highly regarded by the general public and the media (Rahbar and Wahid, 2011). CSR in relation to society refers to activities that contribute to the well-being of society (Turker, 2009). Murray and Vogel (1997) argued that corporate CSR activities that address social issues can predispose people to a more positive business experience. Singh et al. (2008) demonstrated that CSR behavior aimed at enhancing social interests is positively associated with brand image in a study involving several well-known brands and a diverse group of citizens. Thus, from the point of view of strategic CSR, the environmental and social components are relevant for consideration in the model.

In addition, there is another model that can be part of the strategic CSR models, as an addition to the Triple Bottom Line. That is stakeholder model. Stakeholder focus is the firm's intention to give importance and prioritize its responsibilities to meet the expectations of key stakeholder groups for corporate social responsibility (Kuokkanen and Sun, 2020). In their research on developing a CSR model that is relevant to a strategic approach, Kuokkanen and Sun (2020) considered the combination of the three models, and also identified Stakeholders CSR as one of the component of the model along with the environmental, ethical and philanthropic dimensions. Researchers argue this combination by the fact that consumers may be interested in how the company interacts with the main stakeholders: shareholders, employees, customers, suppliers, local communities, and the natural environment; in the case if the consumers have an interest to it. From this point of view, such a dimension as stakeholders should also be included

in the model. In addition, the perceived positive corporate reputation of a service provider has a significant positive impact on brand preference (Alamro and Rowley, 2011).

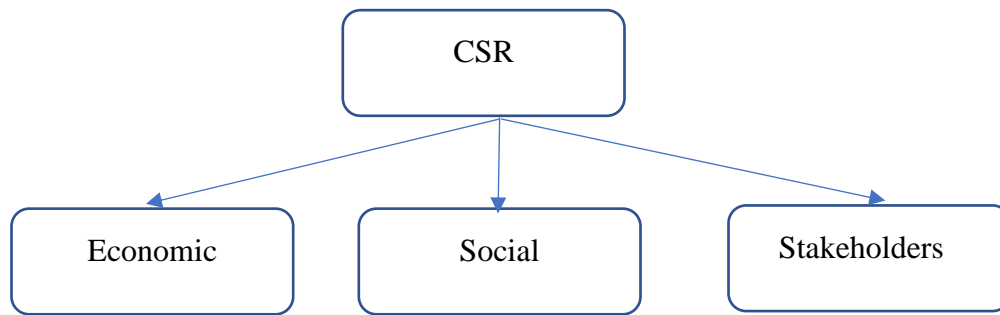


Figure 2. CSR adopted model

(Source: developed by author)

1.3 Corporate social responsibility and marketing outcomes

Over the past two decades, businesses have widely adopted corporate social responsibility (CSR), and the focus has shifted from simply engaging in disparate CSR activities to defining the strategic role of CSR in business (McWilliams et al. 2006; Porter and Kramer 2006). A theoretical view of corporate social responsibility (McWilliams and Siegel 2001) implies that corporate social responsibility can be an integral part of a differentiation strategy, either directly through product characteristics or indirectly through reputation and brand image. From the point of view of a strategic approach, CSR activity can be identified CSR as a group of factors that influence brand building (Chomvilailuk and Butcher, 2010; Hoeffler and Keller, 2002; Roll, 2006). This is due to the fact that, with a strategic approach, companies consider CSR activity from a win-win perspective: the company pursues an active CSR policy, while expecting to receive financial results in response to the activities carried out. From the point of view of marketing and brand building, this can be considered as a marketing response of buyers (loyalty, intention to make a purchase, etc.) to the company's CSR activity. Identifying how CSR activity is perceived by buyers is important, as it allows you to strategically assess which CSR activities affect consumer behavior and which do not. This is important when drawing up marketing strategies, it allows you to use only those marketing tools that are relevant for the business in communication with consumers.

There are a number of studies that have assessed the impact of perceived CSR on various marketing outcomes. Perceived CSR (PCSR) refers to the degree of consumers' perception about the support provided by their consumers to the CSR-related activities (Choi and Yu, 2014).

Some researchers investigated the influence of CSR on Brand loyalty (BL). Pratihari (2018) consider the CSR dimensions according Carrol CSR pyramid and established that

economical, society, legal CSR dimension have the influence on Brand Loyalty, but philanthropic does not affect this marketing outcome. Dend and Xu (2017) also established that CSR has the positive influence on Brand Loyalty.

In terms of other marketing results, a number of studies show that CSR has an impact on Brand quality (BQ). Ramesh et al. found that perceived CSR affects perceived brand quality. Also, a study by Liu et al. (2013) established a positive influence of perceived CSR on Brand quality.

It should be noted that Brand Loyalty and Brand quality are components of the Brand equity (BE). Many researchers point out that brand equity should be viewed as a separate company asset. However, there has been limited research in the literature on the impact of perceived CSR on Brand equity. Thus, the study by Iglesias et al. (2017) demonstrated a positive impact of CSR on Brand equity. A study by Guzmán and Davis (2017) demonstrated that CSR fit influences Brand equity.

Taking into account the fact that the main goal of strategic CSR is to make a profit through the creation of social benefits, it is no less important to consider such a marketing outcome as a Purchase intention (PI). There is a limited amount of research that looks at the Effect of CSR on purchase intentions. Ramesh et al. (2018) and Dend and Xu (2017) found that perceived CSR influences Purchase intention. However, in a study by Ramesh et al. (2018), no direct effect was observed, only those who were ahead of them, where the following were used as mediators: Brand attitude, Brand image, Perceived quality.

Table 1. Research summary (Source: developed by author)

Author	CSR model	Marketing outcome	Investigated effect	Result, effect
Ramesh et al., 2018	Not specified	Perceived quality	CSR-PQ	Direct, positive
		Purchase intention	CSR-PI	Indirect, positive
Deng and Xu, 2017	Not specified	Brand loyalty	CSR-BL	Direct, positive
		Purchase Intention	CSR-PI	Direct, positive
Pratihari, 2017	Economic Legal Ethical	Brand loyalty	CSR-BL	Direct, positive; except CSR(phil,)-BL: insignificant effect

	Philanthropic			
Iglesias et al., 2017	Ethical	Brand equity	CSR-BE	Direct, positive
Liu, 2014	Environment Society Stakeholders	Perceived quality	CSR-PQ	Direct, positive

The authors of the recent studies cited above note that the results of their studies cannot be generalized for a number of reasons. Firstly, due to geographical features: all studies were conducted in different countries. Second, the studies were done for different industries. The authors emphasize that there is an industrial peculiarity of CSR development. Thirdly, the number of studies is limited, which does not provide an opportunity to carry out comparative analysis across countries and industries in order to come to a common conclusion about the impact of CSR on marketing outcomes.

Today, the most widely studied component is Brand loyalty. There is a limited number of studies examining the impact of CSR on other components of Brand equity, but their number is insignificant. At the same time, many researchers consider Brand equity as a full-fledged resource of the company, which emphasizes the need for its comprehensive assessment. In addition, the influence of perceived CSR on Purchase intention has also been insufficiently studied.

In addition, the table above shows the CSR dimensions that measured the perceived CSR. As it was discussed above, today the framework of strategic CSR management does not developed, however from the existing research analysis it can be concluded that the considered components of the CSR model do not correspond to the model of strategic CSR approach adopted above. The results of the considered models cannot be generalized, since the components of CSR in the models do not correspond or do not give an idea of whether the components of the model that are relevant for strategic CSR were considered or not.

Thus, the main research question is:

What effect does perceived CSR have on Brand equity and Purchase intention?

CHAPTER 2. DEVELOPMENT OF RESEARCH MODEL

2.1 Development of the theoretical framework and research hypothesis

2.1.1 Brand equity

Brand equity definition

Many researchers assess the concept of Brand equity as important for implementation in a company; Brand equity study requires special attention, since it can significantly affect the company's performance. As the concept of Brand equity has developed and studied, researchers have developed a number of approaches to defining this concept. Before giving a definition of Brand equity in the framework of this study, it is necessary to determine perspective from which the Brand equity concept is considered.

Generally speaking, Brand equity is the "added value" with which a brand endows a product; this added value can be viewed from the perspective of the firm, the trade, or the consumer (Farquhar, 1989).

From the *firm's perspective*, brand equity can be measured by the incremental *cash flow* from associating the brand with the product. Incremental cash flow also results from premium pricing and reduced promotional expenses. This definition of Brand equity is also followed by Simon and Sullivan (1990) in their study. Brand equity also imparts *competitive advantages* to the firm. These aspects of brand equity typically involve uncertainties that are difficult to quantify in brand valuation studies. First, a strong brand provides a platform for new products and for licensing. The strategic potential of a *brand platform* should be part of measuring brand equity. Second, a strong brand has the *resiliency* to endure crisis situations, periods of reduced corporate support, or shifts in consumer tastes. Strong brands offer another advantage by providing resistance from competitive attack. A *dominant brand* name can be a barrier to entry in some markets.

Brand equity from the *trade's perspective* is measurable in *brand leverage* over other products in the market. This source of added value comes from easier acceptance and wider distribution of a strong brand. Well-known consumer brands typically pay lower slotting allowances and have more shelf facings for their new food products (Gibson 1988). The other side of brand leverage is protection against private labels. Now there are a large number of small brands with similar products, but at lower prices. Brand leverage helps to maintain the visibility of the old player and to secure purchases from the consumers.

Brand equity from an individual consumer's perspective is reflected by the increase in attitude strength for a product using the brand. An attitude is defined here as the association between an "object" and the "evaluation" of that object stored in an individual's memory (Fazio

1986). Continuing to develop the Brand equity business from a buyer's perspective, Keller (1993) has also considered the customer-based brand equity. From his point of view customer-based brand equity is defined as the differential effect of brand knowledge on consumer response to the marketing of the brand.

In this study, the concept of Brand equity will be considered from the perspective of the consumer, since within the study it is necessary to determine the influence of CSR on the consumer's brand perception.

Talking about customer-based brand equity definition there is a set of different variation developed by researchers. The summary of possible definition is presented in the table below.

Table 2 . Consumer-based brand equity definition (Chieng, 2018)

Study	Description of the Concept
The Marketing Science Institute (Leuthesser 1988)	The set of associations and behaviors on the part of the brand's consumers, channel members, and parent corporation that permits the brand to earn greater volume or greater margins than it would without the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors
P. Farquiard (1989)	Brand equity from an individual consumer's perspective is reflected by the increase in attitude strength for a product using the brand. An attitude is defined as the association between an "object" (e.g., the branded product) and the "evaluation" of that object stored in an individual's memory
Aaker (1991)	The value consumers associate with a brand, as reflected in the dimensions of brand awareness, brand associations, perceived quality, brand loyalty and other proprietary brand asset.
Swait et al (1993)	The consumer's implicit valuation of the brand in a market with differentiated brands relative to a market with no brand differentiation. Brands act as a signal or cue regarding the nature of product and service quality and reliability and image/status.
Kamakura & Russell 1993 (Lassar et al.1995)	Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in the memory
Keller 1993	The differential effect of brand knowledge on consumer response to the marketing of the brand. Brand knowledge is the full set of brand associations linked to the brand in long-term consumer memory

Lassar et al.(1995)	The consumers' perception of the overall superiority of a product carrying that brand name when compared to other brands. Five perceptual dimension of brand equity includes performance, social image, value, trustworthiness and attachment.
Aaker (1996)	Brand equity is: (1) Loyalty (brand's real or potential price premium), (2) loyalty (customer satisfaction based), (3) perceived comparative quality, (4) perceived brand leadership, (5) perceived brand value (brand's functional benefits), (6) brand personality, (7) consumers perception of organization (trusted, admired or credible), (8) perceived differentiation to competing brands, (9) brand awareness (recognition & recall), (10) market position (market share), prices and distribution coverage.

Thus, there are many definitions. What they have in common is that each of them reflects in the content one or more components of the Brand equity developed by Aaker (1991). However, no single method of conceptualizing and measuring brand equity may be applicable to all brands (Kartono and Rao, 2005). For this reason, when choosing the definition of Brand equity, it can be quite subjective to create summary list of specific consumer reactions, as associations, liking, preference, meaning, repeat purchase. In this case, it is necessary to consider the definition developed by Ha et al. (2010) where Brand equity is conceptually defined as overall consumer response to the primary predictors of brand purchase intent and behavior. This definition was based on the concept of consumer response, where consumer response is defined in terms of consumer perceptions, preferences, and behavior arising from marketing mix activity (Hartman and Spiro, 2005). Also Aaker (1991) defined Brand equity as a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers. In the research this definition of Brand equity is considered as basic, due to it is the most objective definition that also specifies some functional features of Brand equity.

Taking into account the fact that many researchers have emphasized multidimensionality of the Consumer-based Brand equity construct, in terms of this research the classical set of dimensions developed by Aaker (1991) is considered for further investigation, specifically: brand awareness, brand associations, perceived quality and brand loyalty.

Perceived Brand quality as Brand equity dimension

There is a list of research that investigate the influence of Perceived CSR on various Consumer-based Brand equity dimensions.

Perceived quality is the customer's judgment about a product's overall excellence or superiority that is different from objective quality (Zeithaml 1988). Objective quality refers to the technical, measurable parameters of a product, services and producers. However, high objective quality does not necessarily contribute to brand equity (Anselmsson et al. 2007). This is due to the fact that it is often difficult for a consumer to make a full, comprehensive and correct assessment of the quality based on objective characteristics, due to the lack of information. Therefore, consumers use quality attributes that are associated with quality (Olson and Jacoby 1972, Zeithaml 1988). In addition, a number of researchers (Boulding et al., 1993) emphasize the fact that quality is directly determined by perception. Perception is formed by evaluating a product through the measurement of attributes. For this reason, it is important to understand how a particular attribute can affect the perception of a brand.

The concept of perceived quality can be attributed to a two-dimension concept, which is determined by two groups of factors: intrinsic attributes and extrinsic attributes (Zeithaml, 1988; Steenkamp, 1997). The intrinsic attributes include physical aspects: appearance, smell, color, and others that are relevant to a particular product or service. Extrinsic attributes refer to attributes of a product or service, but these are non-physical aspects, for example brand name, stamp of quality, price, store, packaging and production information and other (Bernue's et al.2003). These whole complex influences creation the Perceived quality of the brand.

CSR activity of a company can be considered as extrinsic attributes, since customers may consider a brand with societal reputation when evaluating two similar brands (Hea & Laib, 2014). Researchers highlight the fact that CSR activities, in the long run, will create a favorable attitude and behavior among consumers, including perceived brand quality (Du et al.,2010).

The research of Ramesh et al (2018) demonstrated that CSR has a direct positive relationship with perceived quality. *Thus, CSR activities can be considered as extrinsic attribute of a brand, that reflects brand values, can positively influence the perception of brand quality.*

Brand loyalty as Brand equity dimension

Aaker (1991) considers brand loyalty as the attachment that a customer has to a brand. A number of researchers emphasize that Brand loyalty has a dual perspective: behavioral and cognitive ones (Baldinger & Rubinson, 1996). From behavioral perspective, loyalty is linked to consumer behavior in the marketplace that can be indicated by number of repeated purchases (Keller 1998) or commitment to rebuy the brand as a primary choice (Oliver 1997). Cognitive loyalty which means that a brand comes up first in a consumers' mind, when the need to make a purchase decision arises, that is the consumers' first choice. Cognitive loyalty is closely related

to a high degree of recognition, that is, in the memory of the buyer, a particular brand should appear first to be considered as a supplier for the purchase of a product or the provision of a service. Thus, a brand should be able to become the respondents' first choices (cognitive loyalty) and is therefore purchased repeatedly (behavioral loyalty) (Keller 1998). A behavioral orientation of customer Brand loyalty depicts that the customers' perception of corporate brands has major effect on the purchase decision (Hsieh et al., 2004; Anisimova, 2007). However, only the behavior view alone is not sufficient in explaining the process of loyalty development (Dick and Basu, 1994). Therefore, firms are increasingly shifting themselves through the association, value and emotions symbolized by the whole organization (Hatch and Schultz, 2003). This can be seen as part of cognitive loyalty. With its CSR activity, the company reflects the values on the basis of which it builds processes and interacts with society.

Pratihari (2018) found in his research that perceived CSR influences loyalty positively. However, the study has limitations such as:

- 1) the samples of respondents were limited to the banking sector,
- 2) the samples were collected from respondents belongs to the same country.

Researchers emphasize the fact that the study of the influence of CSR on the components of brand equity is determined by the mentality of the country in which it is conducted. As a consequence of this, it is necessary to conduct a study in Russia because of their lack.

Other researchers consider loyalty as part of consumer responses concept (Deng and Xu, 2015). As a result, it was found that CSR has positive influence on loyalty directly. Lu et al. (2020) also established positive influence of CSR on brand loyalty.

Thus, the perceived CSR can have a positive influence on cognitive loyalty of the client, as well as his behavioral loyalty as a consequence.

The influence of perceived CSR on Brand equity

There are relatively few studies that have examined the impact of CSR on brand equity as a whole. So there is a fairly big number of studies that have established the impact of CSR on certain components of brand equity. Some studies show positive influence of CSR on Brand equity. Iglesias et al. (2019) have established that Customer perceptions of corporate services Brand ethicality positively and directly affects Brand equity.

As discussed above, there are a number of studies that have established a positive impact of perceived CSR on Brand loyalty and Brand quality. In this regard, there is reason to believe that when these variables are jointly considered as observable for the brand equity, it is possible to see the positive impact of perceived CSR on the Brand equity.

H1: Perceived CSR has positive influence on Brand equity

In this research Brand equity consists of the items that characterize Brand quality and brand loyalty.

2.1.2 Purchase intention

Purchase intention

Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012). Morinez et al. (2007) define purchase intention as a situation where consumer tends to buy a certain product in certain condition. Customers purchase decision is a complex process. Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product. Ghosh (1990) states that purchase intention is an effective tool to predict buying process. This means that identifying aspects that affect the intention can significantly improve the company's performance, in particular the financial ones. In view of the rapid development of CSR and the proven effects that affect the company's financials, it is reasonable to identify how CSR purchase affects intentions.

However, in the reviewed studies on CSR, the problem of lack of accurate determination of purchase intention was identified, as well as a clear distinction between the concepts of purchase intention and brand preference. Liu et al. (2013) used the definition of brand preference in the following manner: “brand preference is almost identical with purchase intention”. However in several other studies, the authors distinguish between these concepts. So, Ramesh et al. (2008) in their study consider that consumer behavior can be emotional, cognitive, or action-oriented like brand preference, purchase intention, brand loyalty, or brand equity. This study focuses on the impact of CSR activities on purchase intention. The items under purchase intention capture respondents' willingness to purchase a specific brand and their willingness to repurchase it. Moreover, another study (Jeon et al., 2020) also distinguishes between these concepts. Brand preference eventually affects purchase intention and they are connected to each other and can be interchanged. Authors confirm that there might be some gaps in defining the terms of variables. Other authors (Bianchi and Bruno, 2018) in the study also investigated the effect of CSR on purchase intention and established positive affect.

As for conducted research, some researchers have determined the impact of CSR on purchase intention. Ramesh et al (2019) could not find any direct impact of CSR on the purchase intention. However, these results have several limitations:

- 1) the study considered only one product category (FMCG companies),
- 2) the samples were collected from respondents belongs to the same country

Thus, the effect of CSR on the intention to make a purchase requires further study in Russian conditions.

At the same time, Deng and Xu (2017) established that there is positive relationship between CSR and Purchase intent.

Thus, we can test the following hypothesis about the impact of perceived CSR on purchase intent:

H2: Perceived CSR has positive influence on Purchase intent

2.1.3 Congruence

Congruence and perceived CSR

When looking at the models that companies use to reinforce brand, image and other customer responses, cause and effect marketing (CRM) is becoming an increasingly common practice in corporate social responsibility, with a lot of emphasis on understanding the role of firm compliance and cause in overall campaign performance. In the CRM literature, the positive impact of firm cause compliance has been documented in several different studies. The essence of CRM is to implement marketing activities with the provision of certain interconnections and perceptions of the consumer through the matching of various strategic aspects of the company or advertising campaign. So, in the theory of CRM, different types of fit are considered. Fit is defined in modern marketing as a perceived connection between a goal and a company's products, reputation, and customers (Varadarajan & Menon, 1988), it has often been narrowly operationalized as a conceptual fit between the firm and the cause at the organizational level. Researchers tend to focus on the relationship of individual attributes (e.g., corporate values, brand image, and product positioning) that imply the transfer of expertise or assets between the firm and the sponsored organization. The other type of perceptual congruence is defined as the overlap of perceptual attributes, such as color, size, and shape, between firm and cause that do not imply portability of experience.

Congruence is the one type of conceptual fit between the firm activity and the cause at the organizational level. If consider company activity from CSR perspectives, congruence with a company and its socially responsible performance refers to the consumer's perception of the similarity or consistency between the company and the socially responsible activities it undertakes (Varadarajan & Menon, 1988). The congruence theory (Osgood & Tannenbaum, 1955) suggests that where there is a good correspondence between the company's activities and its social actions, the consumer is more likely to relate to the company (Lafferty, 2007).

According to the Theory of Congruence, people remember and prefer harmony and consistency in their thoughts and therefore tend to avoid conflicting thoughts, that is, we naturally value the consistency between what we know and new information. The principle of consistency has recently been found to be relevant in various business and marketing contexts, such as international business collaboration (Buckley, Cross, & De Mattos, 2015), referral programs (Stumpf & Baum, 2016), and advertising (Kwon, Saluja, & Adaval, 2015; Zhang and Mao, 2016). In the area of corporate social responsibility, Lacke and Heinze (2015) found that consumers value associations and try to assimilate differences between their thoughts and objects and place greater confidence in the social initiatives of companies that demonstrate congruence. *Thus, it can be assumed that the perception of CSR is influenced by the congruence of CSR and the main activity of the business, since if the buyer does not have harmony in his thoughts when comparing CSR activity and the main business, then he will not perceive CSR activity.*

A few studies demonstrate that congruence influences the perception of CSR. Thus, Becker-Olsen et al. (2006) concluded that low-fit CSR activities negatively impact on the consumer's beliefs and perception of a company's CSR. Recent studies also show a direct relationship between fit and perceived CSR (Du et al., 2007; Bigné et al., 2012; Marín et al., 2016). Researchers recommend that companies maintain social goals that are consistent with their brand image, product line, positioning, or target market (Marín et al., 2016; Wang et al., 2016).

Thus, the following hypothesis about the influence of congruence on the perceived CSR is provide:

H3: Congruency has positive influence on Perceived CSR

Congruence and marketing outcomes

According to the Theory of Congruence, several studies show congruence affects marketing outcomes. Cha et al. (2016) investigated the impact of CSR brand compliance (CSR brand compliance) on service brand loyalty and found that CSR brand compliance strengthens both personal and social brand identity, which in turn increases consumer loyalty to the service brand. In addition, Gupta and Pirsch (2006) state that a high level of consistency between company and cause should materialize in a positive evaluation of the products, which will ultimately lead to increased purchase intent.

Thus, the following hypotheses can be tested:

H4: Congruency positively influence on Purchase intent

H5: Congruency positively influence on Brand equity

If we consider the CSR congruence, then in this case it is necessary to consider the Model of Effects, which describes how knowledge, emotions and motives determine the behavior of the buyer. The Effect hierarchy model describes three stages of consumer behavior:

- 1) cognitive, related to the client's knowledge.
- 2) affective, referring to feelings and emotions.
- 3) conditional, referring to the intentions and actions of the consumer.

This model, which can be synthesized as awareness, attitudes, and intentions, is suitable for describing the logical process of a person's transition from ignorance of the company's CSR activities to becoming a supporter of the company's CSR activities (Murray & Vogel, 1997). Companies communicate their CSR activities, thereby promoting consumer awareness of these activities, which forms the attitude and feelings of the consumer that influence their behavior (e.g., repurchase intention, recommend the product, be committed to one product). In this case, the perceived CSR can be viewed as a mediator in relation to the congruence of CSR and the intention to make a purchase (repurchase).

Thus, congruence forms knowledge about what CSR does and determines the investigative relationship in the mind of a person about the relationship between CSR and the company's activities. The perceived CSR acts as an affective component that shows how the buyer relates to the activity, whether he perceives the company's activities as socially oriented. Then these perceptions influence his behavior - to make a purchase.

Ahn and Shiwen (2020) established that CSR fit mediates the relationship between CSR perception and behavioral intention. García-Jiménez et al. (2017) found that perceived CSR influences intention to buy when it mediates between congruence and intention to buy. Therefore, the following hypothesis will be tested in this study:

H6: Perceived CSR mediates Congruency influence on Purchase intent

García-Jiménez et al. (2017) also established that that perceived CSR mediates Congruency influence on recommendation. Considering the recommendation as a behavioral unit of Brand equity, it gives reasons to test the following hypothesis:

H7: Perceived CSR mediates Congruency influence on Brand equity

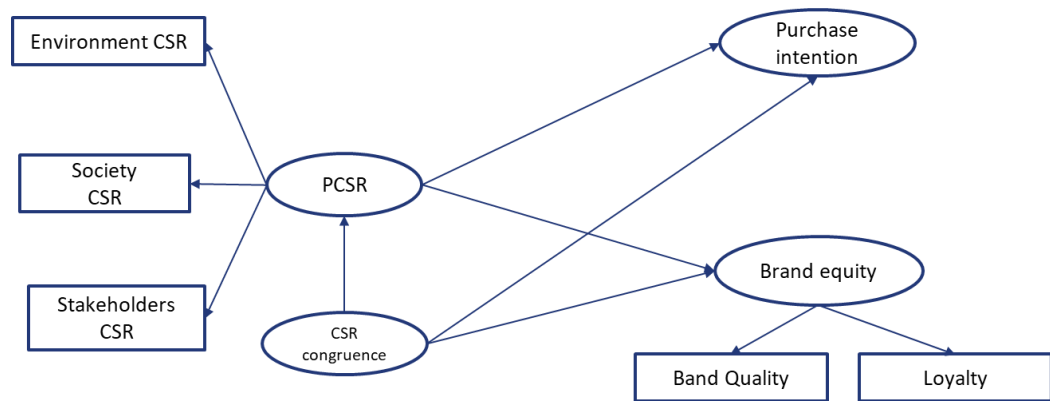


Figure 3. Research framework

(Source: developed by author)

2.2 Research design development

According with this research empirical study was conducted. The research design is based on a combined methods of qualitative and quantitative research. So, at the first stage, the analysis of existing research and secondary data was carried out in order to determine the research questions and the framework, as well as the validity of the tested hypotheses. At the second stage, a qualitative research was carried out. The study consisted of collecting data for analysis and subsequent data processing, creating a mathematical model for testing hypotheses. Data collection was carried out on the basis of a survey. This method of data collection was justified by the fact that the results obtained on large amounts of data can be generalized, in comparison with conducting focus groups or interviews. More respondents demonstrate more objective assessments of the results. The survey was conducted through the dissemination of answers and in Internet, it ensured the participation of respondents from different geographic regions.

2.1.1 Industry choice

To select an industry for analysis, it was first of all necessary to determine the sector of the economy that is most actively developed in the field of CSR. Thus, the analysis of Russia Social Investment Report-2019¹ allows us to conclude that there are three main sectors of the economy that are most actively developing in CSR policy in Russia: raw materials, processing and the service sector. Analysis of the research results allows us to conclude that the service sector is the most suitable for further analysis. There are a number of reasons for this.

First of all, companies in this sector consider the concept of CSR as fundamental for determining the policy of interaction between the company and society (Figure 1.4). While representatives of the industrial and processing sectors are also considering the concept of

Sustainable Development. The focus of companies on CSR policy creates conditions for assessing the impact of CSR tools on the brand's event and intentions to make a purchase. Thus, CSR tools and Sustainable Development strategies may be relatively similar, which can negatively affect the analysis, since the heterogeneous results of public relations policy can be ambiguously divided into the results of applying CSR or Sustainable Development policies.

If we analyze the goals of implementing the strategy of business participation in the life of society, then the “creation of shared value” is very relevant for the majority of respondents. The creation of “shared” value, associated with “corporate sustainability 2.0” and the win-win paradigm, implies the creation of value for business and for society, rationalizing the participation of companies in solving specific social and environmental problems. Significantly, this goal was identified by 76% of the responding companies in the service sector, while in the sub-samples of the processing sector, such companies were 71%. Considering that for the analysis of the CSR construct, Environmental and Social CSR were identified as independent components, such attention to these areas from the service sector identifies this sector as the most suitable for analysis.

In addition, the service sector is more realistic from the point of view of analysis, since there is a stronger connection between the direct relationship between the B2C segment buyer and the company.

To identify a specific industry, the composition of industry representatives who participated in the implementation of the study for the Social Investment Report 2019 was analyzed. Thus, it was revealed that the largest share of the sample is made up of companies in the telecommunications industry and communications, as well as the financial sector – 20% and 15% respectively.

At the same time, representatives of these industries re-participate in the study. So, if we talk about the frequency of participation in a series of reports on social investments in Russia, in studies based on reports from 2014 and 2019. 35.5% of companies took part (16 out of 45), including MegaFon, Mobile TeleSystems, KB Citibank. This suggests that representatives of this sector have been pursuing CSR policy for a while, it can be assumed that they have a sufficient portfolio to analyze their activities. Moreover, these companies have already had a certain impact on their relationship with end users. Thus, industries such as telecommunications companies and the financial sector were considered for further analysis.

For the subsequent selection of the industry, the results of the study “Indices RUIE in the region sustainable development, corporate responsibilities and reporting – 2017”² were analyzed. The Responsibility and Transparency Index and The Sustainable Development Vector index are used to assess the performance of companies.

The Responsibility and Transparency Index reflects the general situation in the area of disclosure information on sustainable development (SD) and CSR in public corporate reporting of the largest Russian companies in Russian, assessing the extent to which the structure, volume and the quality of this information reflects the impact of companies on the social and natural Wednesday.

The Sustainable Development Vector index reflects the dynamics of indicators of socio-economic and environmental performance of companies. Movement in which direction do the public reporting indicators reflect? How much more tangible becomes the social contribution of companies? Is the environmental “price” going down production?

If we talk about the Responsibility and Transparency Index, then first of all it is necessary to analyze the "profiles" of openness.

The analysis of the diagram allows us to conclude that financial companies are less open to disclosing the results of their activities in the field of CSR, while telecommunications companies have high indicators in all aspects of CSR in terms of information disclosure.

If we talk about the results of calculating the index, then the industry average value of the technology communications industry is significantly higher than the similar index of banks.

Considering the Values of the Sustainable Development Vector Index, it can be noted that the telecommunications industry and banks is practically have the same index values.

This suggests that the implementation of CSR programs in the following areas determines the vector of development of CSR policy equally for both industries:

- 1) labor productivity,
- 2) industrial safety, labor protection,
- 3) salaries and expenses for social programs for personnel,
- 4) staff training,
- 5) staff turnover,
- 6) emissions into the atmosphere, including emissions of greenhouse gases,
- 7) water consumption and discharges into water sources,
- 8) energy efficiency and energy consumption,
- 9) waste management,
- 10) social investment

However, if we take into account the fact that telecommunications companies are more actively involved in research to determine the development and specifics of CSR in Russia, for example, stable participation in the study of the Report on Social Investment in Russia, and also

have higher indicators of openness of CSR reporting, then with an equal value of the indicator " Sustainable development vectors " versus banks, the telecom industry should be selected to further analyze the impact of CSR on brand equity and purchase intentions.

2.1.2 Questionnaire development

The survey included sections on familiarity with CSR activities of major telecom companies, defining perceived CSR by respondents, assessing congruence by respondents, identifying respondents purchase intention, as well as their loyalty and perceived brand quality. In addition, Sociodemographic parameters were determined, such as gender, age group, city of living, education level, area of employment and income level.

It is worth clarifying that for participation, respondents were considered who currently use one of the four largest telecom operators: MTS, Beeline, Megafon or Tele2. In order to identify relevant respondents, the survey included the question of whose subscriber they are. If it was determined that the respondent does not belong to any of the four operators, then he did not participate in the survey further.

Depending on which operator out of the four the respondent chose, he was provided with a profile describing the CSR activities of the selected company. All subsequent questions about familiarity with the company and congruence were asked in relation to a particular company.

There is also the question about establishing how carefully the respondent got acquainted with the profile to consider his answers for further research and to exclude the likelihood of random answers.

Company CSR profiles development

One of the main stages of the survey was familiarizing the respondent with the company profile (Appendix). Thus, the company profile had to reflect the activities of CSR in three areas: environment, stakeholders, society, in accordance with the CSR model proposed for analysis in the first chapter of this study. For these purposes, the analysis of CSR reports of the companies MTS, Megafon, Beeline and Tele-2 was carried out. In the course of the analysis of the activity, the CSR carried out by these companies were grouped according to the developed CSR model. Within each subgroup of examples, the activities were divided into smaller subgroups according to their semantic meaning for a more convenient perception by the respondents. Thus, activities in relation to stakeholders were divided into subgroups: development of personnel and partners, as well as quality and improvement of customer experience. Social activity included the subgroups of community participation, digital environment, and education. The environmental group was not divided into components.

Perceived CSR

The formation of questions about the perception of CSR activities was carried out on the basis of questions that were previously successfully used in similar studies of the perception of CSR (Jeon et al, 2015; Liu,2014; Pratihari, 2018). These questions characterized the measurements of the CSR question, which showed high indicators of the loading factor in the studied models.

Table 3. Perceived CSR activities (Source: developed by author)

CSR dimension	CSR policy activities	Scale
Environment	Support for environmental protection projects	Likert 5-point Totally agree ... Totally disagree
	Environment protection	
	Resource reduction programs	
	Energy reduction programs	
	Alternative energy sources	
	Implementing Separate Garbage Collection	
Society	Support for environmental protection projects	
	Environment protection	
	Resource reduction programs	
	Energy reduction programs	
	Alternative energy sources	
	Implementing Separate Garbage Collection	
Stakeholders	Protection of personal information	
	Respect for consumer rights	
	Compliance with legal regulations	
	Providing accurate product information	
	Healthy and safe working conditions	
	Developing the potential of employees	
	Providing maximum customer benefit	
	Personal attention to clients	

The questions were asked after reviewing CSR activities by the respondents, in order to determine to what extent, the activities of companies are perceived by the respondents in accordance with the above-defined activities of the CSR policy.

Brand equity

The questions for assessing Brand equity have been selected from existing brand equity valuation studies (Guzmán and Davis) that have shown a high degree of explanation for the Brand equity factor.

Table 4 . Brand equity (Source: developed by author)

Brand equity dimension	Brand equity indicators	Scale
Brand quality	Brand quality	Likert 5-point Totally agree ... Totally disagree
	Likely brand quality	
	The likelihood that the brand's products and services are reliable	
Loyalty	Comparative brand loyalty	
	Brand loyalty	
	Consistency of purchase	
	Willingness to pay more	
	Price condition for switching to another brand	
	Willingness to give a brand a chance	

Purchase intent

The intent-to-buy questions were adapted to those suggested by Deng, X (2016). In addition, one of the questions was developed by the author. This is due to the fact that in this study, as the studied industry, the telecommunications industry is considered, in which the main point of purchase is the subscription fee in most cases is carried out automatically without the physical participation of the client. In this regard, the author worked out a question related to the lack of reflections on changing the operator on a monthly basis.

Table 5 . Purchase intent (Source: developed by author)

Purchase intent	Purchase intent indicators	Scale
Purchase intent	Purchase intent	Likert 5-point Totally agree ... Totally disagree
	First priority to buy	
	Purchase of actual goods	
	Purchase of new products	

CSR Congruence

Due to the fact that at the moment there is a limited number of studies that determine the congruence of CSR activities and the main activities of the company, in this study, to determine congruence, scales were adopted that measure another type of fit - the image of cause-brand fit (Bigne et al., 2010). After research investigation, it was concluded that the developed scales that measure the fit between the company and the NPO with which it cooperates can be transformed into scales that measure the comparability of the company's activities with its CSR activities, since NPO and CSR activities can belong to the same group of perceptions among consumers.

Table 6 . CSR Congruence (Source: developed by author)

CSR Congruence	Congruence indicators	Scale
CSR Congruence	CSR Congruence	Semantic differential scale, 5 points Incongruent...Congruent
	Compatibility	Semantic differential scale, 5 points Incompatible...Compatible
	Significance	Semantic differential scale, 5 points Meaningless...Meaningful
	Logicity	Semantic differential scale, 5 points Logical...Illogical

2.1.2 Data collection and analysis

General population

When formulating the study, there were no foreseeable conditions for the characteristics of the respondents. All users of mobile operators aged 17 and over, in all cities, were considered for participation. This is due to the fact that the study does not suggest any hypotheses related to age. Thus, any user has access to information about the company's activities equally or can assess the existence of CSR activities.

Sampling method and sample size

In order to ensure the representativeness of the data, a quotation of the expected answers was carried out. Thus, it was found that three age groups among two genders will be considered:

17-26; 27-36; 37-52. The quota size was chosen to exceed the ‘small sample’ size, which is usually set at 30 observations (Sergeant, Bock, 2002). Since the sample does not imply the reflection of the main trends in the gender-age distribution of the general population, equal quotas for each group were established.

Table 7. Quotas1 (Source: developed by author)

	Male	Female
17-26	30	30
27-36	30	30
37-52	30	30
Total	90	90

According to the quotas, 180 repositories must be involved for participation. However, if we turn to the data of researchers who identify a representative sample size in accordance with the purpose of the study, it can be noted that the study that has the aim – “problem or phenomenon exploration”, so research requires a sample size of at least 200 people (Source: Malhotra, Birks, Wills, 2012). Thus, when collecting data, it is necessary to achieve the amount set in the quota, with an even distribution of 20 more answers among all six groups.

Data collection method and survey distribution

The dissemination of data was carried out through an online survey on social networks. The advantages of this method include the possibility of reaching respondents of different geographic locations, low cost and fairly high speed of data collection, which was ensured to stimulate the dissemination of the survey - a lottery.

Data analysis methods

Within the framework of the analysis, two methods were applied. The first of these is exploratory factor analysis (EFA). This analysis is carried out at the first stage in order to determine which observed units explain a particular factor. EFA explains how and to what extent are the observed variables related to the underlying latent constructs. The need for this analysis in the work was due to the following factors. First of all, some of the questions explaining the observed variable were adopted by the author. Consequently, it was necessary to check their reliability. Second, in the model of the study, the latent variable of the perceived CSR consisted of a significant number of observable variables that had a probability of overlapping with each other. For example, the monitored unit of Caring for the Environment refers to Environment CSR, however, since this factor monitors the company's attitude to society as well, as people and

the environment are inextricably linked, caring for the environment directly affects the well-being of society and can be questioned as a concern So there was a possibility that Environmental Concerns could also be attributed to the Social Factor.

The next step of the analysis is Structural equation modeling (SEM). SEM is a method of multivariate statistical analysis that is used to analyze structural relationships. This method is a combination of factor analysis and multiple regression analysis, and it is used to analyze the structural relationship between measured variables and hidden constructs. Researchers prefer this method because it allows us to evaluate multiple and interrelated dependencies within a single analysis. This analysis uses two types of variables: endogenous variables and exogenous variables. Endogenous variables are equivalent to dependent variables and equal to an independent variable. The application of this method identifies the effect of the observed variables on the latent one, making it possible to assess the effect of the influence: positive or negative, as well as its significance.

Summary and conclusions

Thus, the final research framework is presented below.

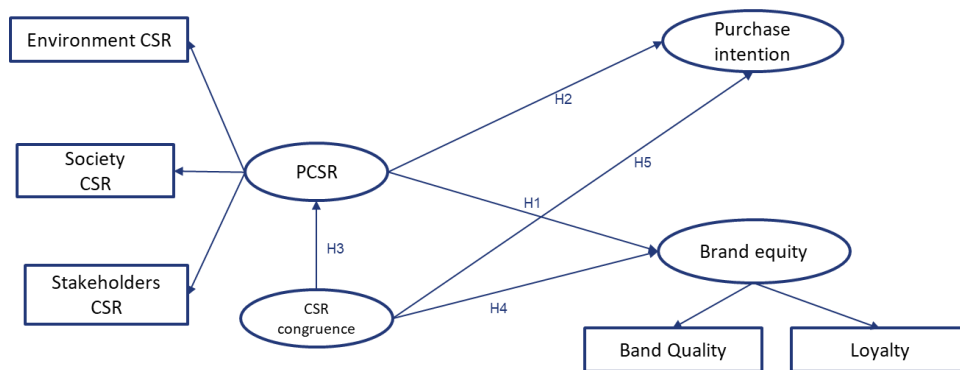


Figure 4. Research hypothesis

(Source: developed by author)

During the data analysis, the following hypotheses were tested:

Table 8. Research hypothesis (Source: developed by author)

H#	Hypothesis
H1	Perceived CSR has positive influence on Brand equity
H2	Perceived CSR has positive influence on Purchase intent
H3	Congruence has a positive effect on the perception of CSR
H4	Congruence has a positive effect on the Brand equity
H5	Congruence has a positive effect on the Purchase intent
H6	Perceived CSR mediates Congruency influence on Purchase intent
H7	Perceived CSR mediates Congruency influence on Brand equity

The text of the survey can be found in the appendix. If we talk about the response assessment scales, then in most cases a 5-point scale with descriptors from ‘Totally agree’ to ‘Totally disagree’. was used. In studies, in most cases, a 7-point scale is used, however, during the test surveys, it was found that respondents had difficulty using a 7-point scale for answers, so it was decided to reduce the scale to 5 points. The collection of responses will be regulated by the established quota conditions: 30 responses for each sex-age group. It is expected to receive 200 answers.

Methods exploratory factor analysis and structural equation modeling were used to analyze and test hypotheses.

CHAPTER 3. DATA ANALYSIS AND PRACTICAL IMPLICATIONS

3.1 Data analysis

3.1.1 Obtained sample

A total of 200 responses were collected. In general, the collected responses are in line with the above quotation.

Table 9. Quates2 (Source: developed by author)

	Male	Female
17-26	35	40
27-36	31	33
37-52	30	31
Total	96	104

Distribution by city is presented as follows:

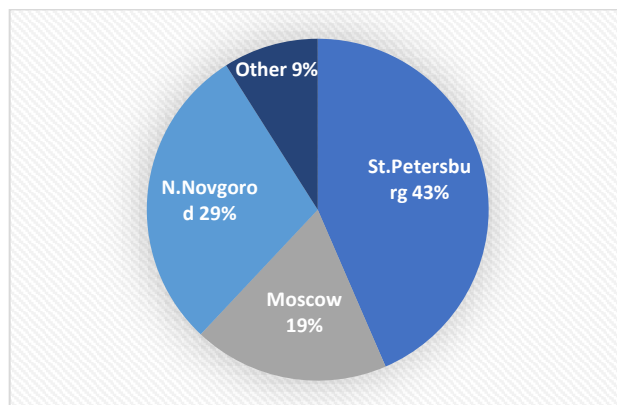


Figure 5. Survey geography

(Source: developed by author)

The distribution by mobile operator was as follows

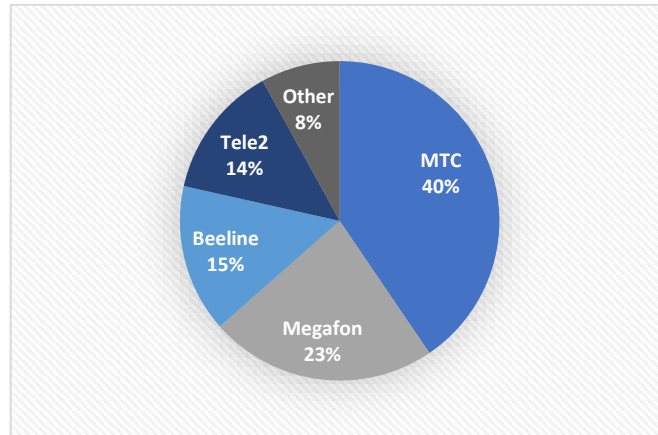


Figure 6. Distribution by operators

(Source: developed by author)

3.1.2 Exploratory factor analysis

The first step of the research was EFA analysis. The EFA analysis was carried out for each of the factors. The test conditions were met. All sets of factors met the conditions: The KMO measure > 0.5 was reached, with communalities above 0.4 and significant Bartlett's test $p < 0.5$. In the course of the EFA analysis, some factors related to the perceived CSR and Brand equity were removed, since their absence significantly increased the quality of the models.

Table 10. EFA analysis (Source: developed by author)

Construct/items Standardized Regression Weights	Standardized factor loading 0.5, $p < 0.05$	Cronbach's Alpha >0.7	CR >0.7	AVE >0.5
Stakeholders CSR				
StakeCSR1	0,757	0,860	0,86	0,55
StakeCSR2	0,856			
StakeCSR3	0,745			
StakeCSR4	0,702			
StakeCSR8	0,648			
Society CSR				
SocCSR1	0,658	0,882	0,88	0,61
SocCSR2	0,849			
SocCSR3	0,815			
SocCSR4	0,823			
EnvCSR2	0,733			

Environment CSR				
EnvCSR1	0,686	0,825	0,83	0,53
EnvCSR3	0,458			
EnvCSR4	0,88			
EnvCSR5	0,723			
EnvCSR6	0,725			
BrandEquity				
Loyalty1	0,816	0,902	0,89	0,63
Loyalty2	0,864			
Loyalty3	0,782			
RercievedQuality1	0,715			
RercievedQuality2	0,771			
Intent				
Intent1	0,783	0,855	0,86	0,61
Intent2	0,798			
Intent3	0,618			
Intent4	0,906			
Congruence				
Congruence1	0,831	0,874	0,88	0,64
Congruence2	0,722			
Congruence3	0,749			
Congruence4	0,883			

3.1.3 Research model and hypotheses testing

Below is the renewed theoretical model with applied changes concerning prior exploratory factor analysis. After the EFA analysis, it was decided to combine the factors of the Quality of the brand and the Loyalty into one factor in the Quality of the brand, since the model showed a better fit.

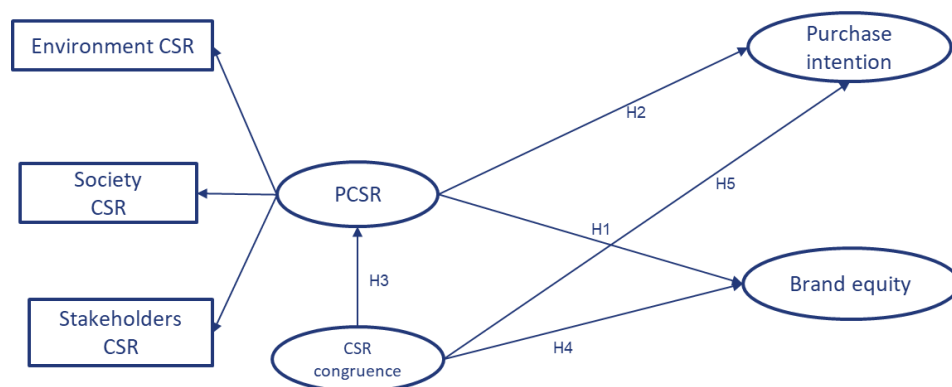


Figure 5. Model for hypothesis testing

(Source: developed by author)

The table below shows the results of testing the hypothesis. Only two of them were accepted partly, while the majority were accepted.

Table 10. Hypothesis testing results (Source: developed by author)

Hypothesis	Path	Std.coeff	Significance	Result	Model fit				
					CMIN/DF	GFI	TLI	CFI	RMSEA
H1	PCSR->BE	0,552	****	Accepted	1,49(0,5)	0,954	0,974	0,982	0,5(0,474)
H2	PCSR->PI	0,68	****	Accepted	1,53(0,52)	0,953	0,968	0,978	0,052(0,434)
H3	CNGR->PCSR	0,743	***	Accepted	1,269(0,106)	0,954	0,985	0,99	0,037(0,771)
H4	CNGR->BE	0,448	***	Accepted	1,483(0,71)	0,968	0,984	0,991	0,049(0,477)
H5	CNGR->PI	0,48	***	Accepted	2,191(0,02)	0,955	0,96	0,973	0,77(0,77)
H6	CNGR->PCSR->BE	dir 0,048	***	Part. Mediation	1,309(0,05)	0,945	0,981	0,987	0,039(0,766)
		indir 0,417							
H7	CNGR->PCSR->PI	dir 0,095	***	Part. Mediation	1,178	0,951	0,988	0,992	0,3(0,905)
		indir 0,435							

Conclusions from the results of testing hypotheses

H1 Perceived CSR has positive influence on Brand equity

Perceived CSR has a positive impact on Brand Equity. This means that perceived CSR has a positive effect on marketing results such as brand quality assessment and loyalty. The more consumers perceive CSR as a real activity of the company, the higher their assessment of the quality of the brand, commitment to the brand, willingness to recommend the brand. Consequently, CSR activity is seen as a factor in the high quality of the brand, as well as an incentive to continue long-term interaction with the company.

H2 Perceived CSR has positive influence on Purchase intent

Perceived CSR has a positive effect on the buyer's intention to make a purchase. This means that buyers tend to give preference to buying those brands that are active in social activities. This is due to the fact that CSR activity creates a desire to make a purchase. At the same time, CSR activity affects their desire directly, and not indirectly, which suggests that buyers tend to give preference to buying those companies that conduct CSR activity in accordance with the actual existence of such practices.

H3 Congruence has a positive effect on the perception of CSR

Ensuring compliance of CSR activities with the company's core business has a positive impact on the perception of CSR. This can be explained by the fact that the more the compliance of CSR with the main activity of the company, the more consumers find this activity logical, focused on real proactive actions in organizing assistance to the development of society, rather than

pursuing the personal goals of the company. If the company in the mind of the consumer makes actions that are illogical from the point of view of the main activity, the less in their perception the CSR policy looks plausible and perceived as taking actions to improve society.

H4 Congruence has a positive effect on the Brand equity

Congruence has a positive effect on the capital of the brand. This suggests that the follow-up of CSR actions is perceived as a brand. The consumer, comparing the sequence of actions of the company, values consistency, focus on the result. If a company acts in this manner, it enhances the brand's credible quality as well as its commitment to it.

H5 Congruence has a positive effect on the Purchase intent

The sequence of actions has a positive effect on the intention to make a purchase. Consistency in CSR activities and core activities characterizes the stability of the company's policy, its comprehensive approach, which can probably be reflected both in the creation of products and in the policy of communicating with customers. This perception of consistency creates the conditions for the buyer to interact with it on a regular basis - namely, to make a purchase.

Hypotheses 6 and 7 showed no mediation effect of perceived CSR on congruence and brand equity and purchase intentions.

3.2 Discussion of the results

3.2.1 Theoretical implementation

Strategic CSR model development

Within the framework of this work, the triple bottom line CSR model was adapted. So, this model was adapted to the following type and demonstrated high reliability indicators of the model. Thus, this model can be considered for further application in research related to strategic CSR.

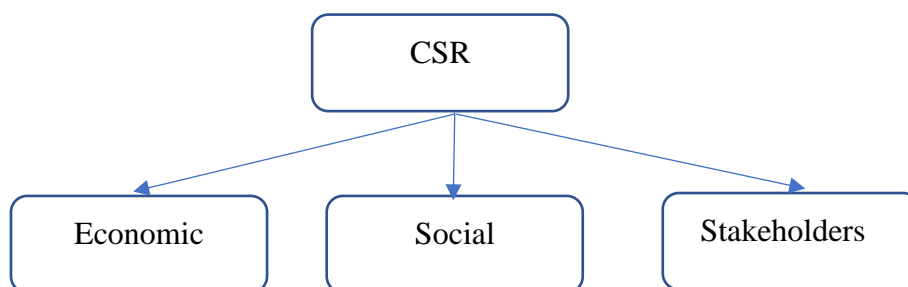


Figure 2. CSR adopted model

(Source: developed by author)

Influence of PCSR on Brand equity and Purchase intention

This study allows us to fill the gap in the lack of CSR research on Brand equity and Purchase intention. From the point of view of the theory of strategic CSR, the determination that perceived CSR influences the marketing results proves the implementation of the Win- Win principle. Thus, companies invest in CSR activity, and this brings them benefits from the perception of brand by buyers. This result can become the basis for the formation of new hypotheses about marketing results influenced by the perceived CSR

3.2.2 Practical implementation

Communication about CSR policy will lead to the strengthening of the Brand equity and the purchase intention among customers

Today, many companies are active in CSR activities, as the analysis of CSR reports on the example of telecommunications companies shows. At the same time, if we analyze the media resources, as well as the results of the survey, it turns out that a very small proportion of buyers are aware of the company's CSR activities. At the same time, as the testing of hypotheses shows, the questioned CSR has a positive effect on the buyer's intention to make a purchase, as well as on the brand equity. From this we can conclude that companies need to use CSR activity as an info-reason, to involve buyers in their activities. So, considering the facts of social activity will lead to an increase in loyalty, an increase in the perceived quality of the brand, as well as the intention to make a purchase or continue serving.

It is necessary to pursue a congruent CSR policy

The study has shown that the perception of CSR by consumers is influenced by the congruence of the policy pursued and the main activities of the company. From this it can be concluded that if a company considers a strategic CSR approach and adheres to a win-win strategy, then it is profitable for companies to conduct and broadcast CSR events that are more obvious for buyers in terms of consistency and consistency to the main business of CSR. Otherwise, if the company conducts unrelated events, this can be perceived as an image policy that is not aimed at strengthening society, which can reduce the perceived CSR. Thus, in the course of the survey, the author received negative comments from respondents who were deliberately negatively disposed to conduct CSR policy. There were few such comments, but if

consumers of this category observe unrelated actions of the company, it is likely that this will strengthen their conviction in image policy, which will negatively affect the perceived CSR and, as a result, the marketing outcomes.

In addition, the congruent policy also affects the brand equity and the intention to make a purchase directly, which suggests that the elimination of contradictions in the company's activities has a positive effect on the marketing results.

3.2.3 Limitations and further research

The main limitations of this study are related to the industry in which the study was conducted. Thus, the telecommunications industry was chosen as an industry for research. This limits the generalization of conclusions to other areas, including the results of the Intention to Purchase analysis, since in the case of the telecommunications industry, buyers do not make a purchase physically at every moment of payment, therefore the results may differ if we consider other industries in which the buyer confirms each purchase, for example FMCG.

Also, speaking about restrictions, it is necessary to indicate a fairly small sample size of 200 people. Perhaps conducting an analysis on a larger number of answers will allow you to check or refute the results obtained.

In terms of future research, it may be necessary to take a closer look at the conceptual framework of strategic CSR management recently developed (Kuokkanen and Sun, 2020). The fact is that within the framework of this work, the considered CSR model is similar to that adopted in this work, however, within the framework of the Kuokkanen and Sun (2020) model, instead of Social CSR, Philanthropic and Ethical components of CSR are considered, according to the Carroll (1991) model, that the social aspect coincides with the ethical and charitable orientation. In this regard, in the framework of testing the framework of strategic CSR management, it is possible to consider a model similar to the model of this study, but replacing Social CSR with philanthropic and Ethical CSR.

Moreover, the present study did not show an indirect effect of congruence on Brand Equity and Purchase Intentions, so the following studies need to conduct a condensing study of these links.

In addition, in the framework of this study, only one fit model was considered, while there are other fits that can also affect the perceived CSR: perceptual, company-customer fit.

Conclusion

Thus, in the course of this study, two research questions were solved:

- 1) What components of CSR influence Brand equity and Purchase intention?
- 2) What effect does perceived CSR have on Brand equity and Purchase intention?

First of all, it was found that the existing CSR models need to be adapted in the context of a rapidly developing strategic CSR approach. Thus, it was concluded that now an integration of the three most famous models can be relevant for consideration.

It was also found that perceived CSR has a positive effect on Brand equity and Purchase intentions. Of course, these findings are limited to a small sample of the industry. However, the study was carried out on the basis of an adapted CSR model, which had not been previously performed. The positive results obtained make it possible to conduct repeated studies, based on a new model.

From a practical point of view, this study shows that companies need to annotate their CSR policy, as this has a positive effect on the Brand equity and Purchase intentions. Moreover, the broadcast policy should be consistent with the main business, since consistency has a positive effect on the perceived CSR and the considered marketing outcomes.

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Appendix

Appendix 1. Questionnaire

Ваше отношение к телекоммуникационным брендам и политике КСО

Добрый день, уважаемый респондент!

Мы рады приветствовать Вас в начале прохождения анкеты о Вашем отношении к брендам телекоммуникационных услуг и реализуемой ими политике корпоративно-социальной ответственности.

В данной анкете под корпоративно-социальной ответственностью рассматривается концепция, в соответствии с которой организации учитывают интересы общества, беря на себя ответственность за влияние деятельности компании на заинтересованные стороны общественной сферы.

В случае возникновения вопросов Вы можете обратиться по электронному адресу:

st048708@student.spbu.ru

Лодяная Алена,

студентка магистратуры СПбГУ

1. Выберите, пожалуйста, одно утверждение, которое наилучшим образом характеризует степень Вашей осведомленности о четырех указанных компаниях

	МТС	Мегафон	Билайн	Теле2
Мне не знакома эта компания				
Я слышал об этой компании				
Я в целом знаком с этой компанией				
Я достаточно хорошо знаком с этой компанией				
Это широко известная компания, все про нее знают				

2. Как часто Вы пользуетесь следующими типами услуг мобильной связи:

Телефонная связь: звонки												
SMS-сообщения												
Мобильный интернет: звонки, мессенджеры												
Мобильный интернет: игры												
Мобильный интернет прослушивание музыки, просмотр видео												
Шкала:												
<table border="1"> <thead> <tr> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> </tr> </thead> <tbody> <tr> <td>Совсем не пользуюсь</td> <td>Пользуюсь крайне редко, примерно раз в год</td> <td>Пользуюсь раз в несколько месяцев</td> <td>Пользуюсь каждый месяц</td> <td>Пользуюсь несколько раз в неделю</td> <td>Пользуюсь ежедневно</td> </tr> </tbody> </table>	1	2	3	4	5	6	Совсем не пользуюсь	Пользуюсь крайне редко, примерно раз в год	Пользуюсь раз в несколько месяцев	Пользуюсь каждый месяц	Пользуюсь несколько раз в неделю	Пользуюсь ежедневно
1	2	3	4	5	6							
Совсем не пользуюсь	Пользуюсь крайне редко, примерно раз в год	Пользуюсь раз в несколько месяцев	Пользуюсь каждый месяц	Пользуюсь несколько раз в неделю	Пользуюсь ежедневно							

3. Отметьте, пожалуйста, Ваш уровень согласия с утверждением ниже о Вашем пользовании услугами мобильной связи, где 1 – категорически не согласен, 7 – полностью согласен

Я слежу за новостями мобильных операторов и знаю о событиях, происходящих с основными игроками телекоммуникационной отрасли														
Шкала:														
<table border="1"> <thead> <tr> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> </tr> </thead> <tbody> <tr> <td>Категорически не согласен</td> <td>Не согласен</td> <td>Скорее не согласен, нежели согласен</td> <td>Не могу согласиться я или не согласиться я</td> <td>Скорее согласен, нежели не согласен</td> <td>Согласен</td> <td>Полностью согласен</td> </tr> </tbody> </table>	1	2	3	4	5	6	7	Категорически не согласен	Не согласен	Скорее не согласен, нежели согласен	Не могу согласиться я или не согласиться я	Скорее согласен, нежели не согласен	Согласен	Полностью согласен
1	2	3	4	5	6	7								
Категорически не согласен	Не согласен	Скорее не согласен, нежели согласен	Не могу согласиться я или не согласиться я	Скорее согласен, нежели не согласен	Согласен	Полностью согласен								

4. Отметьте, насколько Вы согласны с приведенными утверждениями про компании мобильной связи, которые Вы выбираете, по шкале от 1 (категорически не согласен) до 7 (полностью согласен)

Для меня важно, чтобы компания, чьи товары и услуги я приобретаю, была социально-ответственной
Для меня важно, чтобы компания проводила мероприятия по защите окружающей среды
Для меня важно, чтобы компания оказывала поддержку слабо защищенным слоям населения

Для меня важно, чтобы компания реализовывала проекты, влияющие на развитие страны в целом

Для меня важно, чтобы компании при принятии решений и реализации проектов учитывала интересы будущих поколений

Шкала:

1	2	3	4	5	6	7
Категорически не согласен	Не согласен	Скорее не согласен, нежели согласен	Не могу согласиться я или не согласиться я	Скорее согласен, нежели не согласен	Согласен	Полностью согласен

5. Клиентом каких операторов Вы являетесь (являлись) в течение последнего года)?

МТС
Мегафон
Теле2
Билайн
Другое (указать)

6. Какой из операторов мобильной связи является для Вас сейчас основным для получения телекоммуникационных услуг?

МТС
Мегафон
Теле2
Билайн
Другое (указать)

6а. Каким из операторов мобильной связи, кроме основного, указанного в предыдущем вопросе, Вы пользуетесь чаще всего?

МТС
Мегафон
Теле2
Билайн
Не пользуюсь

7. Знакомы ли Вы с политикой компании XX в сфере Корпоративной социальной ответственности(далее – КСО)? Отметьте утверждение, наиболее соответствующее Вашему уровню знаний об этом:

Участвую в проектах компании в этой сфере
Внимательно слежу за этой деятельностью компании
Встречал информацию о мероприятиях компании в этой сфере
Слышал(-а) о том, что такая политика у компании есть
Впервые об этом слышу
Затрудняюсь ответить

Далее будет представлен краткий профайл компании XX в сфере КСО с примерами проектов по нескольким направлениям деятельности. Пожалуйста, внимательно с ним ознакомьтесь – это займет 2-3 минуты

8. Оцените, насколько Вы были знакомы с этими инициативами компаний раньше, по шкале от 1 до 7

1	2	3	4	5
Ничего из перечисленного мне не знакомо	Знал(а) менее, чем о половине инициатив	Примерно 50/50	Знал(а) о большинстве инициатив	Знаю обо всех перечисленных инициативах

9. Насколько действия компании ХХ соответствуют причисленным ниже утверждениям с точки зрения защиты окружающей среды? Отметьте степень Вашего согласия с приведенными утверждениями по шкале от 1 (категорически не согласен) до 5 (полностью согласен)

Компания оказывает финансовую поддержку проектам по защите окружающей среды
Компания защищает природу
Компания реализует специальные программы по снижению потребления ресурсов
Компания реализует специальные программы по снижению потребления энергии
Компания активно применяет технологии выработки энергии альтернативными источниками
Компания поддерживает раздельный сбор мусора

10. Насколько действия компании ХХ соответствуют перечисленным ниже утверждениям с точки зрения выполнения обязательств перед обществом? Отметьте степень Вашего согласия с приведенными утверждениями по шкале от 1 (категорически не согласен) до 5 (полностью согласен)

Компания поддерживает некоммерческие организации, работающих в проблемных зонах
Компания реализует проекты, которые способствуют повышению благополучия общества
Компания инвестирует в жизнь будущих поколений
Компания настроена на устойчивый рост с учетом интересов будущих поколений

11. Насколько действия компании ХХ соответствуют перечисленным ниже утверждениям с точки зрения выполнения обязательств перед основными заинтересованными группами? Отметьте степень Вашего согласия с приведенными утверждениями по шкале от 1 (категорически не согласен) до 5 (полностью согласен)

Компания ведет эффективную политику защиты персональных данных
Компания уважает права потребителей, выходящие за рамки требований закона
Компания полностью и своевременно соблюдает правовые нормы
Компания предоставляет клиентам полную и точную информацию о своих продуктах
В компании созданы здоровые и безопасные условия труда для сотрудников
Компания способствует развитию потенциала сотрудников
Сотрудники компании уделяют большое внимание получению максимальной выгоды для клиентов
Сотрудники компании уделяют индивидуальное внимание клиентам
Удовлетворенность клиентов очень важна для компании

12. Как Вы думаете, политика корпоративной социальной ответственности компании ХХ... (отметьте, какое утверждение в паре больше подходит, выбрав соответствующее

значение на шкале от 1 (полностью подходит утверждение слева) до 7 (полностью подходит утверждение справа))

Не соответствует основной деятельности компании	1	2	3	4	5	Соответствует основной деятельности компании
Не дополняет основную деятельность компании	1	2	3	4	5	Дополняет основную деятельность компании
Не имеет значения для основной деятельности компании	1	2	3	4	5	Имеет значение для основной деятельности компании
Не логична для реализации в соответствии с основной деятельностью компании	1	2	3	4	5	Логична для реализации в соответствии с основной деятельностью компании

13. Отметьте, насколько Вы согласны с приведенными утверждениями про выбранный бренд оператора мобильной связи, по шкале от 1 (категорически не согласен) до 7 (полностью согласен)

Brand quality

Это высококачественный бренд
Вероятное качество этого бренда высокое
Вероятность того, что сервисы и продукты этого бренда надежны – высокая

Loyalty

Даже если другой бренд имеет те же характеристики, что и выбранный бренд, я бы предпочел купить товары этого бренда
Считаю себя верным этому бренду
Я не буду покупать другие бренды, если товары этого бренда есть в наличии в магазине
Я готов заплатить большую цену за использование продуктов этого бренда
Цена на сервисы и продукты этого бренда должна немного подрасти, чтобы я переключился(-ась) на другой бренд
Если этот бренд совершит что-то, что мне не понравится, я готов дать ему еще один шанс

Retention

Я рассматриваю этот бренд как первый приоритет для совершения покупки продукта или услуги в тех категориях, где он представлен
Я куплю наиболее актуальные товары у выбранного бренда
Я бы очень хотел(-а) попробовать новые товары и услуги, разработанные брендом

Шкала:

1	2	4	6	7
Категорически не согласен	Не согласен	Не могу согласиться или не согласиться	Согласен	Полностью согласен

14. Укажите, пожалуйста, свой пол

Женский
Мужской

15. Укажите, пожалуйста, к какой возрастной группе Вы относитесь?

17-22
23-26
27-31

32-36
37-51
52+

16. В каком городе Вы проживаете на данный момент?

Санкт-Петербург
Москва
Другое: укажите

17. Укажите ваш текущий род деятельности:

Учащийся
Студент
Совмещаю учебу и работу
Работаю
Предприниматель
Фрилансер
Временно не занят
Другое: укажите

18. Укажите текущий уровень Вашего образования:

Среднее
Среднее профессиональное
Неоконченное высшее
Высшее
Ученая степень
МВА

19. Укажите Ваше семейное положение

Свободен/Свободна
В отношениях
Женат/Замужем
Разведен(а)
Вдовец/ вдова

20. Есть ли у Вас дети?

Да
Нет

21. Какое из приведенных ниже утверждений наиболее точно характеризует материальное положение Вашей семьи?

Денег хватает только на приобретение продуктов питания и продуктов первой необходимости
Денег хватает на приобретение продуктов и одежды, более крупные покупки приходится планировать заранее
Покупка бытовой техники и электроники не вызывает трудностей, но автомобиль или квартиру позволить себе не могу
Денег достаточно, чтобы ни в чем себе не отказывать

Appendix 2 Company profiles



Участие в жизни общества

Make your Mark — это международная инициатива Компании по поддержке талантливой молодежи и инновационных цифровых решений. Цель программы — обеспечение равного доступа к качественному образованию, создание условий для развития предпринимательства в цифровой сфере и реализации бизнес-идей для решения социальных проблем и проблем окружающей среды

С 2011 года Билайн является телекоммуникационным партнером поисково-спасательного отряда «Лиза Алерт», который занимается поиском потерявшихся людей.

«ВымпелКом» выступил партнером проекта по разработке тифлокомментариев в рамках специального приложения, с помощью которого люди с нарушением зрения могут просматривать фильмы в общедоступных кинотеатрах

Билайн совместно с хосписом «Вера» разработал горячую линию по вопросам получения паллиативной помощи.



Экология и окружающая среда

Внедрена функция «Экопечать» на принтерах

Введена система электронного документооборота

Производится передача на утилизацию использованных картриджей, люминесцентных ламп и офисной техники

В целях снижения потребления топлива произведен перевод ряда деловых встреч в формат видеоконференций и обновлен автопарк для перехода к использованию более экологичных автомобилей



Цифровая среда и образование

В 2016 году «ВымпелКом» стал партнером государственной программы «Информационный город», в рамках которой была развернута сеть Wi-Fi на территории выставочного комплекса ВДНХ

«ВымпелКом» выступает в качестве учредителя АНО «Цифровая экономика» и участвует в реализации программы «Цифровая экономика Российской Федерации»



Развитие персонала и партнеров

- ✓ **BEE Woman** – женский клуб, целью которого является развитие лидерских качеств и новаторского мышления у сотрудников женского пола, повышение их роли в бизнесе, создание возможностей для применения лидерских качеств в рамках текущей деятельности
- ✓ **«Билайн Университет»** — многофункциональный портал по обучению и развитию сотрудников, предоставляющий широкий спектр возможностей для обучения в удобном формате и режиме
- ✓ **«Открытый диалог»** — конференция для поставщиков. Одними из ключевых вопросов конференции являются единые этические стандарты ведения бизнеса и развитие благоприятной бизнес-среды



Качество и улучшение клиентского опыта

Технология HD Voice — это расширенный диапазон звука на телефонных линиях, обеспечивающий повышенное качество передачи голоса и создающий «эффект присутствия» собеседника

SecretNet представляет собой ряд защитных механизмов, обеспечивающих безопасность информации одновременно на уровне данных, приложений, сети, операционной системы и оборудования



Участие в жизни общества

Проект «**Универсальный мобильный помощник**» расширяет возможности социально-бытовой реабилитации инвалидов по зрению. Обучение включает освоение общезвестных и специальных функций: чтение «говорящих» книг, распознавание и маркировка предметов, спутниковая навигация, видеосопровождение, тифлокомментирование

Программа **корпоративного наставничества «Включайся и будь успешен»** нацелена на повышение профессиональной мотивации **детей-сирот**, содействие осознанному выбору профессии и успешному трудоустройству, организацию стажировок и временной занятости с помощью информационных технологий

Соревнования по футболу «Будущее зависит от тебя» - проект для детей-сирот, направленный на их физическое развитие, социализацию и семейное устройство

Развитие бочча - «спорта равных возможностей», доступного для спортсменов с самыми тяжелыми формами ДЦП

МегаФон поддерживает деятельность **волонтерских поисково-спасательных отрядов** по всей России. Компания обеспечивает волонтеров поисково-спасательных отрядов «Лиза Алерт» мобильной связью и интернетом



Экология и окружающая среда

В 2019 году был запущен проект **«Без бумаг – 2020»**, чтобы к концу 2020 года сделать документооборот МегаФона полностью электронным.

При строительстве базовых станций МегаФон стремится использовать **альтернативные источники энергии**, например, ветрогенераторные установки и солнечные батареи



Цифровая среда и образование

В 2019 году МегаФон запустил **Цифровую лабораторию «5GDreamLab»** на базе кампуса СПбГУ, в которой студенческие команды разрабатывают новые продукты и услуги на основе технологии сетей пятого поколения

Осенью 2019 завершился **всероссийский конкурс для IT-специалистов**, дизайнеров и управленцев в сфере цифровой экономики, который вошел в Книгу рекордов Гиннеса как самый массовый хакатон в мире

В 2019 году была запущена открытая 5-дневная очная программа обучения **BigDataCamp** по технологиям работы с Big Data для всех желающих по всей России по результатам конкурса

Образовательные программы Компании предлагают ученикам задания, максимально приближенные к актуальным задачам бизнеса Компании, которые открывают двери в мир IT-профессий



Развитие персонала и партнеров

Корпоративный университет МегаФона «МегаАкадемия» обеспечивает возможности для **обучения и развития сотрудников и партнеров** Компании

Согласно **Кодексу этики и корпоративного поведения**, МегаФон не допускает ограничения в трудовых правах и свободах или получения преимущества в зависимости от обстоятельств, не связанных с деловыми качествами работника.



Качество и улучшение клиентского опыта

МегаФон придерживается **принципа неприкосновенности частной жизни** и обеспечивает **защиту персональных данных**, находящихся в распоряжении компании. Компания обеспечивает соблюдение тайны связи, гарантируя своим абонентам тайну телефонных переговоров и сообщений, тайну информации, передаваемой по сетям связи МегаФона.



Участие в жизни общества

- В 2019 году МТС реализовала **480 проектов помощи локальным сообществам** по всей стране:
- собраны необходимые вещи для людей, оказавшихся в зонах затоплений;
 - оказана помощь многодетным и малоимущим семьям в подготовке детей к школе;
 - обустроены спортивные площадки и велотрассы;
 - восстановлены старинные дома;
 - поисковые отряды обеспечены необходимым для их работы оборудованием;
 - оказана помощь при оснащении сенсорных комнат и др.

Более 24 тыс. детей стали зрителями театральных постановок **театра кукол МТС «Мобильный театр сказок»**

Реализуется проект **«В школу с МТС»** адресной поддержки воспитанников детских социальных учреждений



Экология и окружающая среда

МТС участвует в **разработке отраслевой дорожной карты мероприятий по минимизации воздействия телекоммуникационной отрасли на климатические изменения** и раскрыла информацию о собственном экологическом следе

Парк энергетических установок МТС, использующих **возобновляемые источники энергии (ВИЭ)**, достаточно широк: системы электроснабжения на основе солнечной генерации расположены в разных частях России вблизи крупнейших водных бассейнов

В компании также реализуется реализует проекты для сотрудников, связанные с **популяризацией бережного отношения к природным ресурсам**, а проект **«Экоофис»** направлен на рациональное потребление ресурсов сотрудниками Компании и организацию раздельного сбора отходов



Цифровая среда и образование

МТС созданы:

- ✓ **центр «Умный город»** для реализации региональных программ по цифровизации городов и регионов
- ✓ **Smart University** для проведения онлайн-занятий (преимущественно в сфере дополнительного школьного образования и частного репетиторства)
- ✓ международный конкурс социальных проектов с применением цифровых технологий **Social Idea**



Развитие персонала и партнеров

- ✓ В компании реализуется проект **«МТС — компания для всех возрастов»**. Проект ориентирован в первую очередь на аудиторию 40+, в его рамках активно изучается вопрос найма, адаптации и удержания сотрудников этой возрастной категории
- ✓ Эксперты **корпоративного университета МТС** разрабатывают образовательные программы для сотрудников, развивают дистанционное обучение и проводят очные тренинги и мастер-классы
- ✓ Количество **трудоустроенных людей с ограниченными возможностями здоровья** в 2019 году выросло до 508 человек
- ✓ Заполнение **анкеты участника по КСО** является неотъемлемой частью закупочной документации и обязательна для заполнения всеми контрагентами Группы МТС
- ✓ МТС также разработала курс **«Устойчивое развитие бизнеса»** для партнёров по цепочкам поставок



Качество и улучшение клиентского опыта

Клиент может **оставить обратную связь в любой точке взаимодействия**, сообщить о проблеме и быть уверенным, что ему обязательно ответят



Участие в жизни общества

С 2019 года Tele2 предоставляет связь фонду **психологической поддержки молодежи «Твоя территория»**. Подростки могут обращаться за помощью не только по телефону, а также через интернет-чат

Tele2 запустила социальную кампанию **«Переведи бабушку в интернет»**. Ее цель – привлечь внимание к неудобствам, с которыми сталкивается старшее поколение из-за неумения использовать современные технологии

Развитие бочка – «спорта равных возможностей», доступного для спортсменов с самыми тяжелыми формами ДЦП

Проект **«Спичка»** – бесплатные лектории по всей стране. Лидеры мнений, эксперты и ведущие блогеры регионов делятся секретами мастерства и тем, что наполняет их жизнь смыслом

Tele2 является соорганизатором значимых арт-событий, предлагая своим клиентам ряд привилегий, которые делают их культурный досуг более сбалансированным и комфортным



Экология и окружающая среда

В офисах компании установлено **энергоэффективное светотехническое оборудование**. Круговое остекление позволяет в дневное время суток снизить потребление электроэнергии для освещения помещений

В компании целенаправленно **сдерживается рост корпоративного парка автотранспортных средств**

Tele2 с вниманием относится к вопросам **переработки и повторного применения материалов и изделий**



Цифровая среда и образование

Tele2 заключила соглашения с правительствами 9 регионов о взаимодействии в сфере развития услуг связи, в рамках которых **оператор инвестирует в развертывание телекоммуникационной инфраструктуры в регионах и модернизацию оборудования**



Развитие персонала и партнеров

Система внутреннего обучения Tele2 охватывает все группы сотрудников и все регионы присутствия. Она строится на принципах непрерывного образования

Tele2 рассматривает сотрудников — полноправных создателей успеха компании — как своих клиентов. **Управление персоналом строится на основе трех ключевых ценностей: быстро, честно, интересно**

Внутренняя обучающая платформа Level Up – это элемент в образовательной экосистеме Tele2 для сотрудников

Платформа Skill Cup позволяет обучать сотрудников в любом месте и в любое время



Качество и улучшение клиентского опыта

Внедренная Tele2 **система активного мониторинга** непрерывно оценивает качество связи разного вида сервисов. Это позволяет оператору устранить возможную проблему до того, как с ней столкнется пользователь

Tele2 следует тренду цифровизации и активно развивает **обслуживание в digital-каналах**. Клиенты компании обращаются за поддержкой в соцсети, а традиционным звонкам все чаще предпочитают мессенджеры

Один из приоритетов системы абонентского обслуживания — **защита персональных данных**. Доступ к такой информации есть у ограниченного числа сотрудников, работа которых регламентирована и подвергается строгому контролю

Appendix 3 Moderation analysis

Moderation analysis 1

	Model 1 (Step 1)	Model 2 (Step 2)	Model 3 (step 3)	Model 4 (step 4)		
Path coefficients						
Congr – BrEq	0,448***		0,053 (0,673)	0,048 (0,684)		
Congr – PCSR		0,743***		0,713***		
PCSR - BrEq			0,587***	0,585***		
Model fit	CMIN/DF=1,483(0,071) GFI=0,968 TLI=0,984 CFI=0,991 RMSEA=0,049(0,447)	CMIN/DF=1,269(0,106)) GFI=0,954 TLI=0,985 CFI=0,99 RMSEA=0,037(0,771)	CMIN/DF=1,233(0,083) GFI=0,989 TLI=0,985 CFI=0,989 RMSEA=0,034(0,878)	CMIN/DF=1,309(0,05) GFI=0,945 TLI=0,981 CFI=0,987 RMSEA=0,039(0,766)		
Squared multiple correlation						
PCSR	50,8%					
BrEq	38,5 %					
Effect of	Effect on					
	PCSR			Brand Equity		
	Direct	Indirect	Total effect	Direct	Indirect	Total effect
Congruence	0.713***	-	0.713***	0,048	0,417***	0,568***

Moderation analysis 2

	Model 1 (Step 1)	Model 2 (Step 2)	Model 3 (step 3)	Model 4 (step 4)		
Path coefficients						
Congr – Intent	0,480***		0,103 (0,414)	0,095***		
Congr – PCSR		0,743***		0,744***		
PCSR - Intent			0,453(0,002)	0,585(0,431)		
Model fit	CMIN/DF=2,191(0,02) GFI=0,955 TLI=0,96 CFI=0,973 RMSEA=0,077(0,77)	CMIN/DF=1,269(0,106) GFI=0,954 TLI=0,985 CFI=0,99 RMSEA=0,037(0,771)	CMIN/DF=1,292(0,075) GFI=0,953 TLI=0,981 CFI=0,987 RMSEA=0,038(0,766)	CMIN/DF=1,178(0,158) GFI=0,951 TLI=0,988 CFI=0,992 RMSEA=0,03(0,905)		
Squared multiple correlation						
PCSR	55,4%					
Intent	26%					
Effect of	Effect on					
	PCSR			Intent		
	Direct	Indirect	Total effect	Direct	Indirect	Total effect
Congruence	0.744***	-	0.744***	0,095***	0,435	0,562

Appendix 4

AMOS output

Reliability

Environment CSR

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,838	,837	6

Inter-Item Correlation Matrix

	SMEAN(env1)	SMEAN(env2)	SMEAN(env3)	SMEAN(env4)	SMEAN(env5)	SMEAN(env6)
SMEAN(env1)	1,000	,370	,444	,606	,517	,470
SMEAN(env2)	,370	1,000	,392	,377	,540	,377
SMEAN(env3)	,444	,392	1,000	,445	,279	,276
SMEAN(env4)	,606	,377	,445	1,000	,622	,639
SMEAN(env5)	,517	,540	,279	,622	1,000	,557
SMEAN(env6)	,470	,377	,276	,639	,557	1,000

Purchase intent

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,850	,855	4

Inter-Item Correlation Matrix

	SMEAN(intent1_2)	SMEAN(intent2_2)	SMEAN(intent3_2)	Я не раздумываю о переключении на другого оператора ежемесячно
SMEAN(intent1_2)	1,000	,652	,441	,707
SMEAN(intent2_2)	,652	1,000	,483	,716
SMEAN(intent3_2)	,441	,483	1,000	,582
Я не раздумываю о переключении на другого оператора ежемесячно	,707	,716	,582	1,000

Loyalty

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,790	,780	6

Inter-Item Correlation Matrix

	SMEAN(loyal1_2)	SMEAN(loyal2_2)	SMEAN(loyal3_2)	SMEAN(loyal4_2)	SMEAN(loyal5_2)	SMEAN(loyal6_2)
SMEAN(loyal1_2)	1,000	,719	,640	,268	,369	,181
SMEAN(loyal2_2)	,719	1,000	,657	,320	,352	,196
SMEAN(loyal3_2)	,640	,657	1,000	,204	,482	,276
SMEAN(loyal4_2)	,268	,320	,204	1,000	,148	,443
SMEAN(loyal5_2)	,369	,352	,482	,148	1,000	,316
SMEAN(loyal6_2)	,181	,196	,276	,443	,316	1,000

Perceived Quality

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,907	,907	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SMEAN(qual1_2)	6,6481	4,210	,758	,582	,912
SMEAN(qual2_2)	6,6701	3,984	,863	,756	,827
SMEAN(qual3_2)	6,7615	3,826	,825	,719	,857

Social CSR

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,866	,865	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SMEAN(soc2)	10,0663	5,729	,751	,655	,814
SMEAN(soc1)	10,3649	6,810	,632	,418	,860
SMEAN(soc3)	10,2425	5,546	,802	,707	,791
SMEAN(soc4)	10,0945	6,500	,687	,512	,840

Stakeholder CSR

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,880	,879	8

Inter-Item Correlation Matrix

	SMEAN(stake1)	SMEAN(stake2)	SMEAN(stake3)	SMEAN(stake4)	SMEAN(stake5)	SMEAN(stake6)	SMEAN(stake7)	SMEAN(stake8)
SMEAN(stake1)	1,000	,670	,530	,505	,331	,343	,544	,512
SMEAN(stake2)	,670	1,000	,646	,603	,496	,385	,476	,502
SMEAN(stake3)	,530	,646	1,000	,514	,470	,529	,440	,519
SMEAN(stake4)	,505	,603	,514	1,000	,505	,316	,578	,502
SMEAN(stake5)	,331	,496	,470	,505	1,000	,360	,316	,355
SMEAN(stake6)	,343	,385	,529	,316	,360	1,000	,225	,541
SMEAN(stake7)	,544	,476	,440	,578	,316	,225	1,000	,618
SMEAN(stake8)	,512	,502	,519	,502	,355	,541	,618	1,000

Congruence

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,871	,874	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SMEAN(congr1)	10,6152	7,214	,745	,593	,828
SMEAN(congr2)	10,5663	7,347	,680	,463	,853
SMEAN(congr3)	10,7734	6,742	,700	,497	,849
SMEAN(congr4)	10,4825	7,147	,789	,643	,812

EFA

Congruence

Communalities		
	Initial	Extraction
Не соответствует основной деятельности XX...Соответствует основной деятельности XX	1,000	,749
Не дополняет основную деятельность XX...Дополняет основную деятельность XX	1,000	,672
Не имеет значения для основной деятельности XX...Имеет значение для основной деятельности XX	1,000	,690
Не логична для реализации в соответствии с основной деятельностью XX...Логична для реализации в соответствии с основной деятельностью XX	1,000	,795

Extraction Method: Principal Component Analysis.

Communalities		
	Initial	Extraction
Не соответствует основной деятельности XX...Соответствует основной деятельности XX	1,000	,749
Не дополняет основную деятельность XX...Дополняет основную деятельность XX	1,000	,672
Не имеет значения для основной деятельности XX...Имеет значение для основной деятельности XX	1,000	,690

Не логична для реализации в соответствии с основной деятельностью		
XX...Логична для реализации в соответствии с основной деятельностью	1,000	,795
XX		

Extraction Method: Principal Component Analysis.

CSR

Communalities

	Initial	Extraction
SMEAN(env1)	1,000	,698
SMEAN(env2)	1,000	,737
SMEAN(env3)	1,000	,559
SMEAN(env4)	1,000	,808
SMEAN(env5)	1,000	,741
SMEAN(env6)	1,000	,775
SMEAN(soc2)	1,000	,773
SMEAN(soc3)	1,000	,799
SMEAN(soc1)	1,000	,634
SMEAN(soc4)	1,000	,673
SMEAN(stake2)	1,000	,678
SMEAN(stake1)	1,000	,621
SMEAN(stake4)	1,000	,688
SMEAN(stake5)	1,000	,588
SMEAN(stake3)	1,000	,664
SMEAN(stake6)	1,000	,755
SMEAN(stake7)	1,000	,699
SMEAN(stake8)	1,000	,767

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component			
	1	2	3	4
SMEAN(soc3)	,841			
SMEAN(soc2)	,833			
SMEAN(stake6)	,825			
SMEAN(env2)	,668	,402	,360	
SMEAN(soc4)	,624	,341		,301
SMEAN(soc1)	,521		,350	,486

SMEAN(stake7)		,793		
SMEAN(stake8)	,418	,748		
SMEAN(stake1)		,717		
SMEAN(stake2)		,671		,413
SMEAN(stake4)		,642		,495
SMEAN(env6)			,824	
SMEAN(env4)			,822	,336
SMEAN(env5)	,348		,760	
SMEAN(stake5)		,344		,660
SMEAN(env3)				,658
SMEAN(env1)			,540	,573
SMEAN(stake3)	,432	,456		,513

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Brand Equity

Communalities

	Initial	Extraction
SMEAN(qual1_2)	1,000	,709
SMEAN(qual2_2)	1,000	,797
SMEAN(qual3_2)	1,000	,756
SMEAN(loyal1_2)	1,000	,675
SMEAN(loyal2_2)	1,000	,691
SMEAN(loyal3_2)	1,000	,697
SMEAN(loyal4_2)	1,000	,627
SMEAN(loyal5_2)	1,000	,374
SMEAN(loyal6_2)	1,000	,764

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component	
	1	2
SMEAN(qual2_2)	,829	,331
SMEAN(qual1_2)	,828	
SMEAN(loyal3_2)	,828	
SMEAN(loyal2_2)	,826	
SMEAN(loyal1_2)	,819	
SMEAN(qual3_2)	,766	,411
SMEAN(loyal5_2)	,551	
SMEAN(loyal6_2)		,865

SMEAN(loyal4_2)		,772
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Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 3 iterations.

Purchase intent

Communalities

	Initial	Extraction
SMEAN(intent1_2)	1,000	,712
SMEAN(intent2_2)	1,000	,737
SMEAN(intent3_2)	1,000	,531
SMEAN(intent4_1)	1,000	,822

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
SMEAN(intent4_1)	,907
SMEAN(intent2_2)	,859
SMEAN(intent1_2)	,844
SMEAN(intent3_2)	,729

Extraction Method: Principal Component Analysis.

a. 1 components extracted.