

CSR AS A TOOL FOR BUILDING BRAND REPUTATION IN FAST-FOOD INDUSTRY (PAKISTAN)

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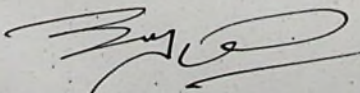
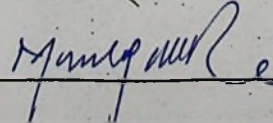
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ABSTRACT

Purpose- This study aims to examine the efficacy of whole range of Corporate Social Responsibility in developing better reputation in fast-food industry. Carroll's pyramid model of CSR was adopted to shed a light in this research that addresses all dimensions of CSR including economic, legal, ethical and philanthropic responsibilities. In this context much research has been conducted in developing countries from the multi stakeholder viewpoint, but CSR is still less focused from consumer's perspective. Moreover, not all the dimensions have been examined.

Methodology/sample- A quantitative research design has been adopted in this study that involves the collection of data through survey questionnaire from 151 university students located in Karachi. Four hypotheses were developed from the literature review. To analyze the data Regression test were used.

Findings- The outcome of this study is that it facilitates with consumer insights into the development of efficient CSR strategies to improve brand reputation and consumer loyalty. This study explores that the only ethical dimension of CSR has link with Brand reputation. It was concluded that respondents in Pakistan consider the ethical responsibility the utmost requirement.

Practical Implications- Findings of this study have number of implications in food industry and restaurants. Firstly, CSR is no more as a gesture as philanthropic practices to attract the public. This research undoubtedly uncovers consumer's expectations towards CSR to encourage hotel managers to develop effective CSR strategies for better reputation mechanisms. Secondly, this study is a source of information for marketers to be responsive towards advertising. Third, as consumers are becoming more ethical conscious this study draws an attention to the need of producing nutritious food and wellbeing for consumers.

Keywords: CSR; (Economic responsibility, Ethical responsibility, Legal responsibility, Philanthropic responsibility), Fast food Industry, Brand reputation