

The Impact of Corporate Social Responsibility on Organisational Brand Image; The Case of Les Brasseries du Cameroun

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Abstract

Purpose: The purpose of this study is to investigate the impact of corporate social responsibility on organizational brand image of Les Brasseries du Cameroun (SABC). The CSR levels used as variables here are Community, Workplace, Environment and Marketplace and it should be necessary to determine if it has either a positive or negative impact on the brand image.

Design/Methodology/Approaches: The study made use of a Quantitative Research Design drawing from target population of 150 participants, out of which an actual sample size of 115 participants was successfully contacted as respondents. Through a structured questionnaire, data were collected and with the help of SPSS, analysis was made in this study.

Findings: Findings of this study revealed that Brand image is considered the basic and significant important part of brand equity. The findings revealed that Corporate Social Responsibility has an influence on the brand image of the organization a level of significance of 5% was used and the overall results of the calculated F-statistics were 95% reliable. Specifically, the CSR Community and Workplace had a positive impact on brand image. Finding of this study also shows that CSR Environment and Marketplace had a negative impact on the brand image of Les Brasseries du Cameroun.

Originality/Value: This research Topic, Questionnaire and methodology are new in the line of evaluating the impact of CSR on Organisational Brand Image especially in Brewery Company like Les Brasseries du Cameroun.

Keywords: Corporate social responsibility, Organisational Brand Image, Brasseries Du Cameroon

Introduction

Background of the Study: Over the decades, the concept of Corporate Social Responsibility (CSR) has continued to grow in importance and significance. It has been the subject of considerable debate, commentary, theory building and research. In spite of the ongoing deliberations as to what it means and what it embraces, it has developed and evolved in both academic as well as practitioner communities worldwide. The idea that business enterprises have some responsibilities to society beyond that of making profits for the shareholders has been around for centuries. For all practical purposes, however, it is largely a post-World War II phenomenon and actually did not surge in importance until the 1960s and beyond. Therefore, it is largely a product of the past half century.

The roots of CSR certainly extend before World War II, but we will not go back that far. It should be noted, however, that Dean Donald K. David's comments to the incoming MBA class at the Harvard Business School in 1946 are especially appropriate to recall. Dean David exhorted the future business executives to take heed of the responsibilities that had come to rest on the shoulders of business leaders (Spector, 2008). In this connection, Bert Spector has argued that the roots of the current social responsibility movement can be traced to the period 1945-1960, the early years of the Cold War. He has argued that Dean David and other advocates of expanded notions of CSR used this as a means of aligning business interests with the defense of free-market capitalism against what was then perceived to be the danger of Soviet Communism (Spector, 2008). In the 1950s, there was some limited discourse about CSR. Frank Abrams, a former executive with Standard

Oil Company, New Jersey, introduced concerns about management's broader responsibilities in a complex world. Abrams argued that, as management was professionalizing, companies had to think not just about profits but also about their employees, customers and the public at large. And Howard R. Bowen published his seminal book, *Social Responsibilities of the Businessman* in 1953 (Bowen, 1953). Bowen's book was noticeably ahead of its time, by at least a decade, but it came to shape significantly future thought on the subject. William C. Frederick, a noted contributor to the CSR literature, argued that there were three core ideas about CSR that stood out in the 1950s. These included the idea of the manager as public trustee, the balancing of competing claims to corporate resources, and corporate philanthropy. During the 1950s, there was scant discussion of linking CSR with benefits for businesses themselves.

The primary focus was on businesses' responsibilities to society and doing good works for society. Theodore Levitt closed out the 1950s by warning the business world about the dangers of social responsibility (Levitt, 1958). In spite of Levitt's warnings, CSR would grow in popularity and take shape during the 1960s, driven largely by the social movements that defined the times, especially in the US, and by the forward-thinking academics who were attempting to articulate what CSR really meant and implied for business. In the US, the most important social movements of the 1960s included civil rights, women's rights, consumers' rights and the environmental movement. Key events, people and ideas in these movements were instrumental in characterizing the social changes ushered in during the 1960s. In each of these arenas, business perceived expectations being communicated which eventually had to be addressed thus; the foundation for CSR was being developed by a quickly changing social environment and pressures from others, especially activists, to adopt CSR perspectives, attitudes, practices and policies. In the 1960s, companies initially did not perceive a 'social' environment in the way that we do today. Yet,

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piece by piece, the overall social environment was being constructed by these movements, and the result would be a dramatically different context, in which business would then have to operate. Though the 1960s seemed ripe for advances in social responsibility thought, the decade was still reeling from Professor Theodore Levitt's admonitions about 'the dangers of social responsibility'. Levitt thought that social concerns and the general welfare were not the responsibility of business, but of government, and that business's job was to 'take care of the more material aspects of welfare'. Levitt feared that attention to social responsibilities would detract from the profit motive that was so essential for business success. But, there were also positive voices advocating the social responsibility movement. In fact, significant progress was made by both government and academics, and businesses were following in parallel.

As the 1960s transitioned into the 1970s and beyond, the particular emphasis in the CSR concept evolved primarily through the academic contributions in the literature and the slowly emerging realities of business practice. Formal definitions of CSR began to proliferate in the 1970s and the overall trajectory was towards an emphasis on CSP (Carroll 1999; Sethi 1975). The 1970s was the decade in which corporate social responsibility, responsiveness and performance became the center of discussions. Ackerman (1973) and Murray (1976) argued that what was really important was not that companies were 'assuming a responsibility', but that companies were responding to the social environment. Frederick (1978) formalized this distinction by differentiating Corporate Social Responsibility (CSR1) from Corporate Social Responsiveness (CSR2). CSR1 emphasized companies 'assuming' a socially responsible posture whereas CSR2 focused on the literal act of responding or of achieving a responsive posture towards society. In the mid-1970s, an emphasis on CSP more clearly emerged. In one respect, CSP was an attempt to reconcile the importance of both CSR1 and CSR2, but it was also about placing an emphasis on achieving results or emphasizing the outcomes of socially responsible initiatives.

Corporate social responsibility also referred to as corporate citizenship is a concept whereby firms commit to improve their environmental and social performance beyond legal obligations. The concept of corporate social responsibility is not new. Its concept began right back as the 1950s and has since continued to grow in significance and importance it has been a subject of numerous debates and research. It is the commitment of business to contribute to sustainable economic development working with employees, their families, the local community and society at large to improve quality of life in ways that are both good for business and good for development.

This study is motivated by the fact that as the global business world is getting more competitive due to globalization and technological change only the effective will continue to maintain the top position and gain competitive advantage.

It's now recognized that sustainable development and reduction of poverty are the key issues that need to be addressed by the governments, mostly in the developing world. However, the government cannot meet this alone without the help of the private sector. Policy makers are paying much attention to the potential contribution of the private sector to such policy objectives. As the issue of sustainable development becomes more important, CSR becomes an element that addresses these issues and therefore it becomes more vital in the daily operations of organizations. According to Pranjali (2011). The World Business Council for Sustainable Development (WBCSD) describes CSR as a contribution to sustainable economic development; It is said that there is no way to avoid paying serious attention to corporate social responsibility: the costs of failing are simply too high. There are countless win opportunities waiting to be discovered: Every activity in

a firm's value chain overlaps in some way with social factors, everything from how you buy or procure to how you do your research, yet very few companies have thought about this. The goal is to leverage your company's unique capabilities in supporting social causes, and improve your competitive context at the same time.

The job of today's leaders is to stop being defensive and start thinking systematically about corporate responsibility according to Michael Porter (2005) who says successful executive or leaders know that CSR is inevitable and their long-term success is based on continued good relationship with the society. CSR is being used today to establish good rapport with the public according to Nolan, Norton and Co (2009). It is also used as pre-emption strategy by the corporations to save their skin from unforeseen risks and corporate scandals, possible environmental accidents, governmental rules and regulations, protect eye-catching profits, brand differentiation, and better relationship with employees based on volunteerism terms. Corporations today are much conscious to publish their CSR activities on their websites, sustainability reports and their advertising campaigns in order to get the sympathy of the customer. CSR is also practiced because customers as well as governments today are demanding more ethical behaviors from organizations. In response, corporations are volunteering themselves to incorporate CSR as part of their business strategies, mission statement and values in multiple domains, respecting labor and environmental laws, while taking care of the contradictory interest of various stake holders. The European commission stipulates that CSR and good practices should become more visible. In order to achieve this vision, a new European award is to be established and stakeholders should meet in a more formal way to set common goals and monitor progress in the CSR strategy of the affected companies.

Challenges to development in Africa remain considerable, where. Eighty percent of Africans still earn US\$2 a day or less. Rapid population growth puts pressure on education systems, and weak infrastructure is a barrier to productivity and growth of industry and to interregional trade.

On May 21st and 22nd 2010, in Beijing a diverse group of practitioners from China, Uganda, Liberia, Nigeria, Ghana, South Africa, the US, and Europe gathered to discuss the role and experience of business in sustainable development in Africa. Each of the contributors brought their own experience of working to advance sustainable development through corporate social responsibility in Africa. The meeting was a chance to share experiences and build relationships for ongoing learning. A pertinent issue was why meeting in Beijing to talk about corporate responsibility and business development in Africa? As Director Jing Ning, of MOFCOM, the Chinese Ministry of Commerce pointed out, the economies of China and Africa are complementary. Since 1999 economic growth in China and Africa has been correlated. The common ground for the meeting was the recognition that businesses, whether from China and other emerging economies or from established foreign investors, have a key role to play in African development.

In Cameroon, the practice of CSR is critical in that the important environmental aspects are often neglected by industrial enterprises (Spence et al, 2008). Despite the positive impacts of the industrial sector in economic and social development, we should consider its contribution to environmental degradation. This necessitates greater environmental conservation. Notwithstanding the fact that affluent discharges by different industries contribute in a great manner to destroy the environment. It therefore seems necessary to evaluate the practice of the environmental dimension of CSR (e-CSR) among enterprises based in Cameroon. Such an evaluation would guarantee the protection of the environment, as well as sustained growth of

SMEs and therefore, development. This study evaluates the practice of CSR by managers of SMEs in Cameroon. More specifically, it aims to analyze the ecological behavior of Brasseries du Cameroun which recently celebrated 60 years of what has been aptly described as a story of constant development and the rendering of valuable social services that contribute to human development in Cameroon. As the company celebrates its 60th anniversary it is even more than ever determine to continue to develop as well as render social services to the people of this country.

Société Anonyme des Brasseries du Cameroun, abbreviated SABC, is one of the most important Cameroonian companies. It is listed on Euronext Paris on Euro list; compartment B, under the code CM0000035113-BCAM. It is one of Castel Group companies). The SABC was founded February 3, 1948 by the French company Breweries and Ice International (BGI) and began its activities in 1950 with the manufacture and sale of beer and soft drinks in Cameroon. In 1963, the company obtained a license to manufacture Coca-Cola then, in 1980 that of the Schweppes brand. In 1982, the first competitor of the SABC is created; the New African Breweries (NOBRA) and other company will be added to the beverage market. In 1990, BGI was bought by the French group Castel. The following year, in 1991, the SABC bought its competitor "International Breweries" in Fotso group and fuses in 1993. In 2008, she repeats the same action by buying its competitor "SIAC Isenbeck".

Problem statement

In this century managers are well aware of the fact that CSR activities are watched closely not only by environmentally friendly organizations but by a large number of consumers and stakeholders. A firm's corporate social responsibility has a great impact on its brand image. Consumers are reluctant to buy goods and services from businesses which are involved in socially or ethically irresponsible activities.

It is rather very unfortunate that giant firms such as Les Brasseries du Cameroun are being perceived by the outside world as a drink inducing company which has blinded people's beliefs that it's all about drinks when it is well known that drinks have a negative effect on the health in the long run be it sweet drinks or alcohol. If this situation persists it will automatically lead to a misconception of the company's brand image. Brasseries have been taking care of the environment and the social wellbeing of the population despite this positive impact people still have a different perception about the organization looking at the brand image they have a wrong mental representation about it so it should be a situation where when people see Brasserie they see a wide range of those activities they are doing for the community The main purpose of this study is to find out if there's any impact of CSR on brand image. CSR can affect the brand image in the minds of consumer. Therefore, it is important to find out the impact of CSR on the different dimensions of brand image from customer perspective and which dimensions of CSR are more effective on which dimension of brand image.

Objectives of the study

The main objectives of this study is to investigate on the impact of corporate social responsibility on brand image.

The specific objectives are

- » To assess the impact of CSR Marketplace on brand image
- » To determine the dimension of CSR Workplace on brand image
- » To examine the relationship between CSR Community and brand image
- » To evaluate the significance of CSR Environment on consumer perception

Hypothesis

H1: Company CSR market place has a significant impact on the brand image

H2: Company CSR workplace has a significant impact on brand image

H3: Company CSR community has a significant impact on the brand image

H4: Company CSR environment has a significant impact on the brand image

Literature Review

Corporate social responsibility

Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large while still making profits since it's the main aim of most businesses (Scilly, 2008). CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and national or international norms. With some models, a firm's implementation of CSR goes beyond compliance and engages in actions that appear to further some social good, beyond the interests of the firm and that which is required by law (Scilly, 2008). CSR aims to embrace responsibility for corporate actions and to encourage a positive impact on the environment and stakeholders including consumers, employees, investors, communities, and others (Scilly, 2008).

The term "corporate social responsibility" became popular in the 1960s and has remained a term used indiscriminately by many to cover legal and moral responsibility more narrowly construed (Windsor, 2001). Proponents argue that corporations increase long-term profits by operating with a CSR perspective, while critics argue that CSR distracts from business' economic role. A 2000 study compared existing econometric studies of the relationship between social and financial performance, concluding that the contradictory results of previous studies reporting positive, negative, and neutral financial impact, were due to flawed empirical analysis and claimed when the study is properly specified, CSR has a neutral impact on financial outcomes. Most consumers agree that while achieving business targets, companies should do CSR at the same time. Most consumers believe companies doing charity will receive a positive response. Consumers are loyal and willing to spend more on retailers that support charity. Corporate social responsibility affects brand image which is also concerned about brand awareness, brand loyalty, perceived quality, and brand satisfaction (Windsor, 2001).

There are four types of corporate social responsibilities which are:

Economic responsibilities

A company's first responsibility is its economic responsibility that is to say; a company needs to be primarily concerned with turning a profit (Windsor, 2001). This is for the simple fact that if a company does not make money, it won't last, employees will lose jobs and the company won't be able to think about taking care of its social responsibilities. Before a company thinks about being a good corporate citizen, it first needs to make sure that it can be profitable (Windsor, 2001).

Legal responsibilities

A company's legal responsibilities are the requirements that are placed on it by the law (Löhman & Steinholz, 2003). Next to ensuring that company is profitable, ensuring that it obeys all laws is the

most important responsibility, according to the theory of corporate social responsibility. Legal responsibilities can range from securities regulations to labor law, environmental law and even criminal law (Löhman & Steinholz, 2003).

Ethical responsibilities

Economic and legal responsibilities are the two big obligations of a company. After a company has met these basic requirements, a company can concern itself with ethical responsibilities. Ethical responsibilities are responsibilities that a company puts on itself because its owners believe it's the right thing to do - not because they have an obligation to do so. Ethical responsibilities could include being environmentally friendly, paying fair wages or refusing to do business with oppressive countries, for example (Report: World Commission on Environment and Development, 1987, Chap.2).

Philanthropic responsibilities

If a company is able to meet all of its other responsibilities, it can begin meeting philanthropic responsibilities. Philanthropic responsibilities are responsibilities that go above and beyond what is simply required or what the company believes is right. They involve making an effort to benefit society - for example, by donating services to community organizations, engaging in projects to aid the environment or donating money to charitable causes (Löhman & Steinholz, 2003).

Taken in order from top to bottom, these four obligations are decreasingly pressing within the theory of corporate social responsibility. After satisfying the top responsibility, attention turns to the second and so on. At the extremes, the logic behind this ranking works easily. A company on the verge of going broke probably doesn't have the responsibility to open up for school visits, at least not if the tours interfere with the accumulation of billable hours and revenue. Obviously, if the firm does go broke and out of business, there won't be any school visits in any case, so faced with financial hardship, companies are clearly obligated to fulfil their economic obligations before philanthropic ones.

More difficult questions arise when the economic responsibility conflicts with the legal one. For example, to remain profitable, an industrial plant may need to dispose of waste and toxins in barrels that barely meet legally required strengths. Assuming those legal limits are insufficiently strict to guarantee the barrels' seal, the spirit of the law may seem violated. The positive economic aspect of the decision to cut corners is the ability to stay in business. That means local workers won't lose their jobs, the familial stresses of unemployment will be avoided, suppliers will maintain their contracts, and consumers will still be served. The negative, however, is the possibility and the reality that those toxins will escape their containers and leave a generation of workers' children poisoned. Anything would have been better than letting the toxins escape. If necessary, the company should have accepted bankruptcy before causing the social damage it did. At the time of the decision, however, there may have been less certainty about exactly what the risks and benefits were. Even among individuals promoting a strong sense of corporate responsibility for the surrounding community, there may have been no clear answer to the question about the proper course of action. Regardless, corporate social responsibility means every business holds four kinds of obligations and should respond to them in order: first the economic, then the legal, next the ethical, and finally the philanthropic (The business ethics workshop).

Research variables and hypothesis development

CSR market place

The success of the firm is based on the people working to understand

our marketplace in order to provide an excellent service (Löhman & Steinholz, 2003). The marketplace demands the highest professional standards and processes and aim to be honest, open and ethical in all of its interactions (Löhman & Steinholz, 2003).

Companies invest a great deal of time in developing relationships with existing and future clients that are driven by creating solutions and working in partnership. They seek to apply and improve standards throughout their supply chain and optimize value, keeping the needs of their customers at the forefront of decision making (Löhman & Steinholz, 2003).

Marketplace issues extend across a wide range of business activities that define a company's relationship with its customers. These activities may be grouped into six categories: (1) Integrity of product manufacturing and quality; (2) Disclosure, labelling and packaging; (3) Marketing and advertising; (4) Selling practices; (5) Pricing; and (6) Distribution and access. Emerging issues include obesity and nutrition; integrity of the food chain, privacy and technology, drug pricing for the poor and elderly, marketing to children, heightened expectations for product safety, and extended product responsibility (Löhman & Steinholz, 2003).

H1: Company CSR Market Place has a significant impact on the brand image.

CSR Workplace

The success of a company depends in large part on its employees (Löhman & Steinholz, 2003). As a result, they focus their energy on attracting and retaining talented individuals and encouraging their growth and development within the organisation. They work hard to achieve an environment in which individual and team efforts are rewarded and recognized, and employees are inspired to be a part of the organization. This includes numerous training, learning and development opportunities at each step along an employee's career path, and reward and recognition programs for which all employees are eligible (Löhman & Steinholz, 2003).

Companies also strive to ensure that the workplace for all employees adheres to the tenets in the Code of Business Conduct and Ethics (Code of Conduct or "Code"). This means that discrimination or harassment in the workplace is not tolerated, and employees are encouraged and supported to report, in confidence, any suspected wrongdoings in a manner that maintains confidentiality and complies with legal requirements (Löhman & Steinholz, 2003).

The relationship between a company and its employees can have a big impact on that other key relationship—that between the company and its customers. After all, whether the customer trusts and values the company is likely to hinge on the impression created by its human face. If the employees are disgruntled or cynical this will lose no time in communicating itself to others who deal with the business. So, the first question comes down to how employees are dealt with, and whether they feel a sense of motivation and pride in working for the company. Traditionally, this has come down to areas such as the following:

Remuneration: Does the company pay a fair wage (The concept of a 'living wage' in developing countries is a point of some dispute, but the basic point being that paying industry norms that do not provide enough to meet basic living requirements is not good enough)? Beurden and Gössling (2008),

Employee development: Does the company invest in training and development for its staff? Is employee development a consistent part of the appraisal process? Beurden and Gössling (2008),

Is the employee consulted about policies and procedures that may affect the working environment? Beurden and Gössling (2008),

Work-life balance: Does the company enable working arrangements that suit the individuals need through approaches such as home/flexi working, provision for religious observance, support for carers etc. Beurden and Gössling (2008),

Health and safety: Does the company comply with all applicable health and safety legislation? Does it go beyond this to show a genuine care about the health and wellbeing of its people? Beurden and Gössling (2008),

H2: Company CSR workplace has a significant impact on brand image.

CSR Community

Wherever business is done priority is to contribute positively to the communities that are being served. Through the network of businesses across the globe, we can reach millions of people on the move (Porter & Kramer, 2002).

We encourage our employees to share their expertise, to help people in their communities and to devote some of their time and energy to making the world a better place. A wide range of local programs are supported by local management and their teams and we endorse and support their activities. Giving back to the world around us should always been a part of who companies are. To solve the world's most pressing issues, it takes more than just writing checks (Porter & Kramer, 2002). That's why we go beyond funding to create comprehensive programs that aim to transform the communities we serve. And, we empower our team members to use their unique skills and expertise to support the causes they're most passionate about (Porter & Kramer, 2002).

The companies should fully consider social, cultural, environmental, governmental and economic factors when evaluating project development opportunities. In those communities in which we operate, we interact with local residents, governments, non-governmental organizations, international agencies and other interested groups to facilitate long-term and beneficial resource development. We give priority to building partnerships in entrepreneurial endeavours that contribute to enhancing local capacity and we also commit to providing financial support of organizations through our charitable donations, budgets and policies. The employment of indigenous peoples and local community members is also a priority. Companies respect the interests of all members of the communities in which they conduct business and encourages open and constructive dialogue and interaction with them. We take the responsibility to listen carefully, be responsive and provide information that is accurate, appropriate and timely (Porter & Kramer, 2002).

H3: Company CSR community has a significant impact on the brand image.

CSR Environment

For many businesses aiming to achieve sustainability, reducing carbon emissions and waste, conserving resources and ensuring energy efficiency are top priorities. Companies are committed to reducing environmental impact through increased environmental controls, investment in clean technologies and innovative product design that reduces total environmental impact.

This commitment is reflected in environmental, health and safety statement and in the variety of programs being undertaken by the Company at the global, regional and local level to reduce waste, promote energy efficiency for their own operations, and those of their suppliers and customers (Wood et al, 2006).

Organisations have a responsibility to protect, reclaim and enhance the environment on the sites that they operate. Also encourage wise environmental stewardship and diligently apply proven management controls to achieve this goal. Through comprehensive environmental management programs, companies are committed to ensuring that environmental effects are being adequately addressed; controls are in place to ensure compliance with corporate environmental policies and obligations; environmental management activities are supported by adequate resources and financial provisions, and that plans are in place to ensure that the environment is protected for future generations and that the sustainability of nearby communities is safeguarded (Wood et al, 2006). Although developed countries' economies have become more information and service intensive, globally, the unsustainable use of raw material and fossil energy has exploded during the past 50 years, with dire consequences for the world environment. Approximately 60% of the ecosystem services that support life on Earth-such as fresh water, oceans, soils, and climate-are being degraded or used unsustainably. In the past two decades, corporate environmental responsibility has evolved and expanded to cover substantially more than legal compliance, waste minimisation and pollution prevention. Companies have embraced a variety of environmental initiatives while integrating environmental responsibility at all levels of their operations. Indeed, it is argued that companies need to go 'beyond greening' from today's pollution prevention and product stewardship towards tomorrow's clean technology and sustainability vision. Over the next decade or so, sustainable development will constitute one of the biggest opportunities in the history of commerce (Wood et al, 2006).

H4: Company CSR Environment has a significant impact on the brand image.

Brand image: Brand image is defined as the unique set of associations within the mind of customers which represent what the brand currently stands for and implies the current promise to customers" or "how customer perceives a brand" (Levy, 1959). Marketers need a good brand image to create the effective brand personality. The image of the brand must be strong, unique and favorable in order to form informational nodes which are linked with brand nodes in associative network (Levy, 1959).

Methodology

Every scientific method has a systematic application: Kothari (2006) perceives methodology as the methods and techniques in a research process. Methodology is literally defined as a set of methods and principles used to perform a particular activity. Saunders, (2000) put it that an investigative study in research is a particularly useful approach when a researcher wishes to improve the understanding of a phenomenon. Case studies are well suited to new research areas or research areas for which existing theory seems adequate (Eisenhardt, 1989) and investigators have less control (Yin, 1994).

Research design

For this study we will use descriptive design. A descriptive study provides a detailed description of the phenomenon under investigation in order to answer the research question (Brink & Wood, 1983). As the name implies, descriptive research methods are used when the researcher wants to describe specific behaviour as it occurs in the environment. There are a variety of descriptive research methods available, and once again, the nature of the question that needs to be answered drives which method is used. According to our study, the usage of descriptive design will help to describe the impact that corporate social responsibility and at Brasseries have on their brand image.

Scope of study

The area of study is focused in the South West Region specifically in the town of Buea that is consumers of Brasseries products and also in the Littoral region, Douala. Cameroon is located in the western part of central African Region and has a total land surface area of 475442 square kilometers making it the 54th largest country in terms of surface area and with a population of 23,130,708 people qualifying her as the world's 53rd populated country in the worlds (CIA World fact book, 2015). Buea is a subdivision in Fako division and located at the foot of mount Fako and has a population of 133,092. Douala on the other hand is the economic capital of Cameroon and has a population of around 5,000,000 inhabitants.

The study covers a period from the year 2012 to 2015 and will be based on the impact of corporate social responsibility on brand image.

The study was limited to Les Brasseries Du Cameroon Head office in Douala and Buea. Conducting the research in Brasseries Head office with quite a good number of clients enabled the researcher to get better outcomes of the research.

In content, the study focused on corporate social responsibility as the independent variable and brand image as the dependent variable using Brasseries Head office as a case study.

The population under study is drawn from consumers of Brasseries du Cameroun's drinks both soft and alcohol in the town of Buea, capital of the South Region of Cameroon. Buea was chosen because it is a university area and young people drink a lot the study equally takes into consideration of the group eighteen and above who constitute the persons with a high marginal propensity to consume and spend on drinks and are of legal consumption age in Cameroon. There are various constrains that may come as a result of carrying out the research but remedies would be provided.

Method of data collection

Data collection involved moving from one place to another and on special times to the discretion of the respondents. Two main methods have been adopted in this study to literally and concretely understand the place of CSR in building brand image in an organization. These include; primary sources of data collection.

Our study imposes us the utilization of primary data collected through questionnaires. Skimmer and Ivancevich (1992) defined primary data as information collected for the first time and specific to the study. Primary data is collected through questionnaires, experiments, observations and surveys to address the specific research objectives. A structured questionnaire, adapted and modified, as used by Divya and Padhmanabhan (2009), was used as a data-gathering instrument in this study. The questionnaire was divided into four parts on questions on the four variables and one part on the dependent variable.

To develop a contextual understanding of the impact of Corporate Social Responsibility on the brand image of an Organization: Case of Brasseries du Cameroun the instrument for data collection (Questionnaires) will be administered using the face to face method and self-administration. The questionnaires will be formulated by the researcher. The target population of the study is 150 respondents drawn from employees, customers and world wishers of Douala and Buea. The actual sample size 515 was collected because Eketa Mirihima proved in her study that social sciences research gives a relevant and reliable result when using 50 or more respondents as a sample size.

Data analyses

Data analysis is the interpretation of the data into intelligible and interpretable form. It was analyzed using the Statistical Package for

Social Scientists (SPSS), which provides Univariate and Multivariate this entails interpreting the research questions, hypotheses and revealing the major findings of the research. Analysis involves descriptive statistics including frequencies count and percentages in reporting the findings. After cleaning and analyzing, the raw data will be interpretation for better understanding even by an ordinary person. The specialized statistical package for social scientist (SPSS) analyses descriptively in the form of frequencies tables which are to use in a bit to better explain the main findings in the research work. In this light, tables will be used to represent our data collected.

Model specification

Since the focus of the study is on « The Impact of Corporate Social Responsibility on the Brand Image of an Organization: Case of Brasseries Du Cameroun makes use of the modified version of model specification propounded by the econometrics model of Miyajima, (2003). Based on this model, there is an extrinsic relationship by implication to this study, between Corporate Social Responsibility and the Brand Image Of a firm. By implication, the more the firm or organization invest on CSR, the more a positive image she will project.

Estimation and validation techniques

This stage of methodology deals principally with the extent to which the study and the instruments used are reliable and true. To ensure the validity of the questionnaire used to gather data on this study, it was given to experts whose research areas are relevant to this study. Their observations and suggestions were used to review the draft questionnaire before final adoption. To ensure the reliability of the instrument, a pilot testing was done on ten participants out of the envisaged population of the study before getting it ready for data collection proper. *Validity* refers to the extent of accuracy of the results of the study while *Reliability on its part* refers to the stability of the measure used to study the relationships between variables (Ghauri & Grønhaug, 2005). This is specifically important because the instrument (Questionnaire) was designed taking into consideration the issues related to the problem and goals of the study.

Interpretation and Discussion of Results

Interpretation of Results

Demographic information: The demographic information shows the characteristics of the elements in the sample size. As such the researcher sought to establish the general information of the respondents, which forms the basis under which the interpretations are made.

On the age brackets of respondents, about half of the respondents (36%) were between 18-24 years, (28%) were between the ages of 35-34 years, (20%) were between the ages 25-34 years and those between the ages 44 and above stood at (16%). This implies that most of the respondents were of the youthful and active age.

Concerning the gender of the respondents, this information was necessary to enable the researcher to obtain information on whether the respondents were either male or female. Sixty-four per cent (64%) were males and thirty-six per cent (36%) were females. Meaning that those responded to the questionnaires were more of males than females.

The information regarding the marital status of the respondents is necessary to enable the researcher to obtain information on whether the respondents were either married, single cohabitated or divorce. Fifty-six per cent (56%) were single and twenty-two per cent (22%) were married, 13% cohabitated and 2% divorced amongst those who responded. Meaning that the researcher's respondents were of various marital status.

Finally, the category of the respondents shows that more of the respondents were in the service sector of business, represented by 32%, 30% from the primary sector, 26% from the tertiary sector and 9% from the secondary sector of business. This means that the researcher had respondents from all works of life to respond to her questionnaires as such giving her a wider range of answers.

Regression result

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Workplace, Community, Marketplace, Environment ^b	.	Enter

a: Dependent Variable: Brand image; b: All requested variables entered

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.837 ^a	0.701	0.674	1,53,593

a: Predictors: (Constant), Workplace, Community, Marketplace, Environment

b: The adjusted R2 measures change in the dependent variables accounted by variations in the independent variable it also explains all the variables that can affect brand image which were included in your model. It shows that 67.4% account all the variables included in the model and the remaining 36.6% explain those variables not included hence our model is best to fit regression line.

ANOVA^a (Analysis of Variance)

Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	248.342	4	62.085	26.318	0.000 ^b
	Residual	106.158	45	2.359		
	Total	354.500	49			

a: Dependent Variable: Brand image; b. Predictors: (Constant), Workplace, Community, Marketplace, Environment

The f-statistics has a value of 26.318 this result is significant the F statistic seek to indicate how the overall variables in the model are significant.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.669	0.546		1.225	0.227
	Community	0.404	0.111	0.607	3.643	0.001
	Environment	-0.107	0.124	-0.171	-0.861	0.394
	Marketplace	0.067	0.088	0.101	0.759	0.452
	Workplace	0.271	0.092	0.383	2.934	0.005

a. Dependent Variable: Brand Image

The table above presents the regression results of our study. The coefficient of community is positive effect on brand image this means that an increase in community will increase the brand image while a decrease in community will decrease brand image. Specifically, a unit increase in community will increase brand image by 0.404 units according to the T-statistics the calculated T value is 3.640 which is more than the tabulated T-table is 2.000 at 5% two tail test this means that our variable is 5% significant that is 95% reliable.

the variable environment has a negative impact on brand image which means that an increase in environment will decrease brand image and a decrease in environment will increase brand image this implies that an increase in environment will decrease brand image by 0.107 units from the tabulated T-statistics the calculated T value is 0.861 which is less than the tabulated T-table is 2.000 at 5% two tail test this means that our variable is 5% insignificant implying it is not 95% reliable.

The variable above presents the regression results of our study. The coefficient of marketplace is negative effect on brand image this means that an increase in marketplace will decrease the brand image while a decrease in marketplace will increase brand image. Specifically, a unit increase in marketplace will decrease brand image by 0.067 units according to the T-statistics the calculated T value is 0.759 which is less than the tabulated T-table is 2.000 at 5% two tail test this means that our variable is 5% insignificant that is not 95% reliable.

The variable above presents the regression results of our study. The coefficient of workplace is positive effect on brand image this means that an increase in workplace will increase the brand image while a decrease in workplace will decrease brand image. Specifically, a unit increase in marketplace will increase brand image by 0.271 units according to the T-statistics the calculated T value is 2.934 which is more than the tabulated T-table is 2.000 at 5% two tail test this means that our variable is 5% significant that is 95% reliable.

The adjusted R2 measures change in the dependent variables accounted by variations in the independent variable it also explains all the variables that can affect brand image which were included in your model. It shows that 67.4% account all the variables included in the model and the remaining 32.6% explain those variables not included in your model hence our model is best to fit the regression line.

F-statistics shows a value of 26.318 this implies that our result is 5% significant at two tail tests. The significance of the F statistics indicates that the overall variables in the model are significant hence our result is 95% reliable even though some variables are not significant

Hypothesis testing

Hypothesis	Status	Reason
H1: CSR marketplace has an impact on brand image	Rejected	The calculated t-value of market place was 0.759 which is lesser than the tabulated t-value 1.684.
H2: CSR Workplace has an impact on brand image	Accepted	The calculated t-value of workplace place was 2.934 which is greater than the tabulated t-value 1.684.
H3: CSR community has an impact on brand image	Rejected	The calculated t-value of community was 3.643 which is greater than the tabulated t-value 1.684.
H4: CSR environment has an impact on brand image	Accepted	The calculated t-value of environment was -0.861 which is lesser than the tabulated t-value 1.684.

Discussion of results

The coefficient of CSR Community has a positive effect on brand image which means that an increase in CSR Community activities will increase the brand image while a decrease in community will decrease brand image. Specifically, a unit increase in community will increase brand image by 0.404 units according to the T-statistics the calculated T value is 3.640 which is more than the tabulated T-table is 2.000 at 5% two tail test this means that our variable is 5% significant that is 95% reliable.

Hence, we accept H3: The variable CSR Environment has a negative impact on brand image which means that an increase in environment will decrease brand image and a decrease in environment will increase brand image this implies that an increase in environment will decrease brand image by 0.107 units from the tabulated T-statistics the calculated T value is 0.861 which is less than the tabulated T-table is 1.684 at 5% two tail test this means that our variable is 5% insignificant implying it is not 95% reliable.

Hence H4 will be rejected: The coefficient of CSR Marketplace has a negative effect on brand image. This means that an increase in marketplace will decrease the brand image while a decrease in marketplace will increase brand image. Specifically, a unit increase in marketplace will increase brand image by 0.067 units according to the T-statistics the calculated T value is 0.759 which is more than the tabulated T-table is 2.000 at 5% two tail test this means that our variable is 5% insignificant that is 95% not reliable.

Hence H1 will be rejected: The variable above presents the regression results of our study. The coefficient of workplace is positive effect on brand image this means that an increase in workplace will increase the brand image while a decrease in workplace will decrease brand image. Specifically, a unit increase in marketplace will increase brand image by 0.271 units according to the T-statistics the calculated T-value is 2.934 which is more than the tabulated T-table is 2.000 at 5% two tail test this means that our variable is 5% significant that is 95% reliable hence we fail to accept the null hypothesis which says that workplace has no impact on brand image.

Hence, we accept H2

Summary of major findings: The analysis above reveals that CSR has an influence on the brand image of the organization a level of significance of 5% was used and the overall results of the calculated F-statistics were 95% reliable. Specifically, the CSR community and workplace had a positive impact on brand image.

Finding of this study shows that CSR environment and marketplace had a negative impact on the brand image of Les Brasseries du Cameroun. This finding shows the insignificant attachment the respondents show on environment and Market place. It can be justified that what the respondents an important aspect of CSR is the contribution of the organization to the Community and the Workplace as shown above.

Recommendations and area of further study

The findings of this study have some valuable recommendations for practitioners and organizations alike. It will be necessary for Les Brasseries du Cameroun to improve their CSR practices especially their contributions to the Community and Market place. They can do this by providing basic Community needs such as farm to market roads, clean water, community health centers, training centers for widows or less privilege in the community, scholarships, etc. This will make the general public and their customers to view them more in terms of their achievements like opening schools and orphanages for those who can't afford.

More CSR must be done in the domain of market place that is they can do it by ensuring an effective supply chain so that the goods leave the company and arrive in the market with no delays and the selling price should be commensurate to the production price so as to avoid over exploitation of the customers in terms of over pricing.

More CSR activities should be done in the domain of the environment because from our findings it has a negative impact on brand image in order to have a positive impact Brasseries need to provide a policy to reduce pollution in the environment. This can be done by implementing ONE EARTH DAY policy in which all the employees of the organization will come out once a month to care for the environment such as cleaning.

Suggestion for further research

The present study focused on the impact of corporate social responsibility on brand image. corporate social responsibility was narrowed down to CSR community CSR workplace CSR marketplace CSR environment this made the research limited by not considering other factors that could influence brand image like which another researcher can research on.

Conclusion

While many companies now practice some form of social responsibility, some are making it a core of their operations. MTN, for instance, uses a unit called MTN foundation to build schools around for the community. Tom's Shoes, another notable example of a company with CSR at its core, donates one pair of shoes to a child in need for every pair a customer purchase. Undertaking socially responsible initiatives is truly a win-win situation. Not only will your company appeal to socially conscious consumers and employees, but you'll also make a real difference in the world. Keep in mind that in CSR, transparency and honesty about what you're doing are paramount to earning the public's trust. It will be very important if other companies like Les Brasseries du Cameroun start engaging in CSR activities in their Communities, Market Place, and Workplace and help the Environment as well. Carrying out these activities won't be enough without proper reporting. It is therefore important for companies to have a proper CRS reporting system where the public can have access to their contributions in other to understand what the company is doing.

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