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ADVANCES IN GLOBAL SERVICES AND RETAIL MANAGEMENT

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Dr. Cihan Cobanoglu

Dr. Valentina Della Corte



Co-Editors

Dr. Cihan Cobanoglu, University of South Florida, USA

Dr. Valentina Della Corte, University of Naples Federico II, Italy

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The Effect of Corporate Social Responsibility on Consumer-Based Brand Equity: A Research on Automobile Brands

Ali K rođlu¹ and İbrahim Avci²

¹Vocational School of Justice
Tokat Gaziosmanpařa University, Turkey

²Social Sciences Vocational School
Gumushane University, Turkey

Abstract

One of the important issues that businesses emphasize in order to gain advantage in today's competitive environment is corporate social responsibility. Because the consumers' expectations from businesses are not only products and services, but also they expect them to behave responsibly towards society. Consumers care about the corporate social responsibility of businesses and brands of businesses with corporate social responsibility are more accepted by consumers. The aim of the research is to examine the effect of corporate social responsibility on consumer-based brand equity dimensions and the effects of these dimensions on purchasing intention. In this context, an online survey form was prepared on Google Forms. Data were collected with the online questionnaire form and the obtained data were analyzed with SPSS and AMOS programs. As a result of the factor analysis, the consumer-based brand equity was determined as three dimensions: brand association / awareness, brand loyalty and perceived quality. As a result of the hypothesis tests, it was concluded that corporate social responsibility has a significant positive effect on all dimensions of brand equity and all dimensions of brand equity have a significant effect on purchasing intention.

Key Words: corporate social responsibility, brand equity, brand loyalty, perceived quality, purchase intention

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Introduction

Corporate social responsibility is one of the most important issues for businesses in today's competitive conditions. For this reason, businesses try to create a positive perception for the society about their businesses and their products by contributing to the society on economic, legal, ethical and charity issues.

Nowadays, consumers also think that businesses have some responsibilities towards the society and they are not satisfied with only quality goods or services. Aware of this, businesses spend some of their budgets on social responsibility activities and include social responsibility activities in their year-end reports. For example, Turkcell company has been providing scholarships to thousands of students since 2010 within the scope of social responsibility.

Similarly, the Milliyet newspaper in Turkey, "Daddy Send Me to School" project are examples of the social responsibility activities of the company. However, social responsibility activities of businesses are not limited to charity activities. Society also expects businesses to be sensitive to the environment. Studies show that there is a positive relationship between environmental awareness and brand equities (Yıldız and Kırmızıbiber, 2019: 581). The brand equity perception of the consumers can also be strong towards the businesses that create the image of being environmentally sensitive in the society, and the products of these businesses can be more preferred by the consumers. Businesses have to take into account the legal regulations and the moral equities of the society while carrying out their activities. However, the expectations of the society and the interests of the business are not always parallel. Therefore, when a business is performing its activities, it must balance both its own interests and the expectations of the society. When the business creates this balance, in other words, when it is perceived as a trustworthy and respectful business by the society, its image in the eyes of consumers will also increase. When businesses fulfill their corporate social responsibilities, consumers will have positive associations towards the business, businesses will be perceived as better quality by consumers, the image of businesses will increase and consumers will be able to become more loyal to the business. Businesses that create a positive perception on consumers, will also gain an advantage over their competitors.

This study aims to contribute to the literature by examining the effect of corporate social responsibility perception on consumer-based brand equity and purchasing intention. In this context, a survey was prepared to determine consumers' perceptions of automobile brands' brand equity and social responsibility activities, intention to buy cars from these brands and the prepared questionnaire was applied to consumers. The obtained data were analyzed in SPSS and AMOS programs and the results were evaluated.

Conceptual Framework

Corporate Social Responsibility (CSR)

Although the development of technology has facilitated the production conditions and increased the number of businesses in the market, it has also brought many problems such as environmental problems, depletion of natural resources and climate change. State practices were insufficient in solving the problems related to education and health services etc., which emerged with environmental problems and population growth and as a result, it has caused the social responsibility areas of enterprises to expand. Therefore, today it is not possible for businesses to focus only on profitability or to offer their products in line with the benefits that consumers want. Because consumers expect businesses to focus on social benefits and also prefer businesses that are sensitive to social benefits (Akkoyunlu and Kalyoncuoğlu, 2014: 126). For this reason, businesses interact more with the society, take care of the interests of the society in their activities and aim to make the society feel that they are different from their competitors (Karatepe and Ozan, 2017: 80).

Corporate Social Responsibility (CSR) is defined as taking into account the issues beyond the economic, technical and legal requirements in order to obtain social benefits as well as the targeted economic gains and improving the environment and the welfare of the society by voluntarily taking action on these issues (Davis, 1973: 312. Kotler and Lee, 2004: 3). The focus

of CSR definitions is society and the inner circle and it is underlined that CSR practices are based on volunteerism (Battal and Karabey, 2020: 607). CSR emerged in the USA in the 1950s as a field of study within the scope of management activities, and business practices that can be called social responsibility in the 1900s took different forms such as donations to charities, serving the society, increasing the welfare of the employees and promoting religious behavior. CSR emerged in the USA in the 1950s as a field of study within the scope of management activities and in the 1900s, social responsibility activities emerged as donations to charities, service to the community, enhancing the well-being of employees, and promoting religious behavior. Especially after the 1990s, the concept of social responsibility has been discussed from an institutional perspective and CSR has moved towards a more strategic level that tries to connect it to corporate goals (Subhabrata, 2007: 5-6; Vural and Coşkun, 2011: 61).

Carrol (1991) argues that corporate social responsibility is the sum of four types of social responsibility: economic, legal, ethical and charity. Charity includes corporate actions of businesses that respond to the expectations of society and it requires active participation in actions and programs carried out to increase human well-being. Economic responsibility is the responsibility of producing the products that society needs and gaining profit in return. Legal responsibility means that businesses comply with the rules determined by law while performing their economic activities. Ethical responsibility includes the behaviors and activities that are not included in the laws, but that society expects from businesses to perform. Social stakeholders' perceptions of rights and justice constitute the content of ethical responsibility (Cingöz and Akdoğan, 2012: 332; Özdemir, 2009: 59). There are three basic principles that all these corporate social responsibility activities have. The basic principles of all these corporate social responsibility activities are sustainability, accountability and transparency. The concept of sustainability relates to the impact of the action taken now on the current situation in the future. Accountability is about an organization accepting that its actions affect the external environment and therefore being responsible for the effects of its actions. Transparency is that the external impact of the organization's activities can be determined from the reporting of that organization (Crowther and Aras, 2008: 14-16).

When the main social responsibility areas of businesses are examined, it can be said that they have responsibilities towards employees, nature, environment, customers (consumers), shareholders, competitors, suppliers, society and the state. While responsibilities towards shareholders and managers are within the internal responsibility area of the businesses; Responsibilities towards competitors, suppliers, society, environment, customers (consumers) and the state (government) are within the external responsibility area of the businesses. Businesses are included in these two areas of responsibility and tries to fulfill its social responsibilities by balancing the expectations and wishes of the stakeholders on these two sides (Aktan and Börü, 2007: 15-16). Social responsibility practices provide many benefits to businesses such as competitive advantage, business commitment, branding, social identity creation and reputation (Aktan and Börü, 2007: 29). In addition, with CSR, businesses promote their goods and services in the market and strengthen their brand image (Özdemir, 2009: 57). For this reasons, businesses care about CSR practices. Businesses that do not pay attention to CSR may encounter undesirable consequences such as cost increase, performance decrease, failure to fulfill legal obligations and loss of reputation (Cingöz and Akdoğan, 2012: 338).

Brand Equity

The brand concept, which has become very important today, emerged at the end of the 19th century, and became an important marketing strategy for businesses in the 1950s. The brand includes all the tangible and intangible equities of the business (Biyani, 2019: 152). According to the American Marketing Association (AMA), a brand is defined as "a name, term, sign, symbol or design or a combination of these created to describe the goods and services of a seller or a group of vendors and to distinguish goods and services from their competition." (Keller, 2019: 2). Without a brand, products can be easily imitated. Therefore, the equity creating element of a product is the brand, and if a product does not have a brand, the product is just a good. The brand gives the product an identity (Aydın and Ülengin, 2011: 60). Therefore, businesses are separated from other businesses thanks to their brands in the market and gain power in the market (Yıldız and Avcı, 2019: 190). For the business to gain power in the market, its brand must be strong and the strength of the brand depends on its equity perceived by its customers. This equity is obtained by forming the desired thoughts, images, perceptions, feelings, beliefs and ideas in customers. Therefore, brand equity, which is a series of assets and liabilities (Avcılar, 2008: 13) depending on the distinctive features of the brand such as name and symbol, is shaped according to the brand perception and knowledge of the consumers (Biyani, 2019: 152).

Studies that define and try to understand the phenomenon of brand equity do not have a consensus on what brand equity is and how it should be measured (Yoo and Donthu, 2001: 1). Therefore, different definitions are made by many researchers about the concept. Keller (2019: 41) defines consumer-based brand equity as the effect of brand awareness on consumers' reactions to the marketing activities of the brand; Yoo and Donthu (2001: 1) are defined as the reactions of consumers to branded and non-branded products. According to Aaker (1991) who studies on brand equity, brand equity is a collection of equities based on the brand, name and symbol of the brand provided by a product or service to a firm and / or its customers. For assets or liabilities to form the basis of brand equity, they must be associated with the brand name or symbol. If the name or symbol of the brand changes, some or all of the assets or liabilities may be affected and some may even be shifted to the new name and symbol. In addition, Aaker (1996: 105) divides brand equity into four dimensions: loyalty, perceived quality, association and awareness. These four dimensions, which constitute the brand equity perceived by consumers, provide equity to businesses and customers (Avcılar, 2008: 13).

Brand loyalty, which is the first element, means that the consumer always prefers the same brand in his purchasing behavior. Consumers with brand loyalty behave consistently in choosing a brand and avoid choosing other brands. Brand awareness or familiarity with the brand is also very important at the first stage of brand loyalty. Therefore, brand awareness is another dimension that creates brand equity. However, awareness does not mean just knowing the name of the brand or having seen the brand before. In addition, the brand should combine associations such as brand symbol and brand name in the minds of the consumer. In other words, it means that all the associations of the brand take place in the mind of the consumer at the same time. Consumers' awareness of the brand also helps them perceive the quality of the brand. Perceived quality shows the quality of the brand according to its general and intended use, its superiority and reliability compared to different alternatives. It does not matter whether the brand's product is actually of good quality and the important thing is the quality perceived by the consumer. If the consumer perceives a product as higher quality than competitors, it does not matter whether

the product is actually of higher quality than competitors and the consumer will use his / her preference for that product. Studies show that perceived quality affects customer satisfaction, customer equity and purchase intention. Brand association, another dimension of brand equity, is everything visual and auditory, such as name, symbol, symbol, associated with the brand in memory. Brand association creates brand equity with the functions of helping to remember information, providing purchasing, creating positive attitude and behavior and be a basis between the brand and the brand's new products (Erdil and Uzun, 2009: 264; Toksarı and İnal, 2011: 74; Ayas, 2012: 168-170; Koçoğlu and Aksoy, 2017: 76; Aydın and Ülengin, 2011: 62; Demir and Yıldız, 2020: 115).

“How strong is our brand? How can we be sure if our marketing activities are creating equity? How do we measure this equity? ” are the questions faced by business top managers frequently (Keller, 2019: 264). Many brands are facing challenges in developing reliable and accurate brand strength metrics that complement their financial metrics with brand asset metrics. Accordingly, Aaker (1996) states that brand equity measurements should reflect certain criteria. First, the measurements should reflect the measured structure, in other words brand equity. The structure and conceptualization of brand equity should guide the development of the measurement set. The main goal should be to take full advantage of the scope of brand equity, including awareness, perceived quality, loyalty and associations. Brand equity ensures that the quality of the brand is perceived high, the consumers make easy decisions in the purchasing process and are loyal to the brand. In addition, it establishes an emotional bond between the brand and the target group, makes them feel positive towards the brand, reduces the perceived risk, increases the likelihood of the brand being preferred and the trust in the brand (Koçoğlu and Aksoy, 2017: 72).

Literature Review

Studies show that there is a positive relationship between corporate social responsibility and brand equity. Parılı et al. (2018), in their study on students to determine the effect of social responsibility activities of banks on brand equity perception, found that if students' perception of corporate social responsibility towards bank activities increased, their brand equity perception also increased. Urkut and Cengiz (2019), as a result of their research on customers who have received services from private hospitals at least once, concluded that corporate social responsibility perception has a positive effect on consumer-based brand equity dimensions and overall consumer-based brand equity. Koçyiğit et al. (2018) found that corporate social responsibility positively affected the brand equity in their research on customers of a GSM operator brand in Konya. Kang and Namkung (2018) researched on Starbucks customers in Korea. As a result of the research, they concluded that the ethical, legal and economic dimensions of corporate social responsibility have a positive effect on brand equity. Based on these studies, the following hypotheses have been created;

- H1: Corporate social responsibility activities of businesses positively affect brand associations/awareness
- H2: Corporate social responsibility activities of businesses positively affect brand loyalty.
- H3: Corporate social responsibility activities of businesses affect the perceived quality positively.

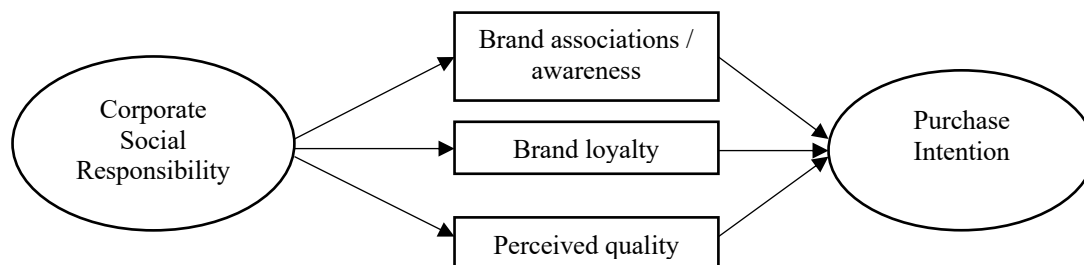
Studies on the relationships between brand equity and purchase intention show that brand equity positively affects the purchase intention. Atıgan and Yükselen (2018), who researched on university students to determine the effect of brand equity on purchasing intention, found that brand equity has a positive effect on purchase intention. Kazaçoğlu and Baybars (2016) found in their study on the fans of football clubs that the perceived equity of licensed products had a positive effect on purchase intention. Onurlubaş and Öztürk (2020), in their research on consumers who buy a clothing brand, concluded that the dimensions of awareness, association, perceived quality and loyalty of brand equity have a positive effect on purchasing intention. As a result of their research on consumers who buy personal computers, Ural and Perk (2012) found that brand equity has a positive effect on purchasing intention. As a result of their research on young Iranian consumers, Moradi and Zarei (2011) concluded that brand equity has a positive effect on purchasing intention. Based on these studies, the following hypotheses have been created;

- H4: Brand associations/awareness positively affect the purchase intention
- H5: Brand loyalty positively affects purchase intention
- H6: Perceived quality positively affects purchase intention.

Methods

The model created as a result of the literature review is shown in Figure 1. A descriptive study was conducted to examine the effect of corporate social responsibility perception on brand equity dimensions. In addition, the effect of brand equity dimensions on purchasing intention was also examined. The population of this research is the consumers who live in Turkey. Due to the covid-19 pandemic, the sampling method was determined as convenience sampling, which is one of the non-random sampling methods. The data were collected by a questionnaire method, as it allows for mass data collection. A 5-point Likert-type scale (1 = Strongly Disagree, 5 = Strongly Agree) was used to measure corporate social responsibility, brand equity and purchase intention. In order to measure the perception of corporate social responsibility, the scale belonging to Stanaland et al. (2011) and adapted from Çakır's (2020) study was used. The scale developed by Yoo and Donthu (2001a) was used for brand equity dimensions among the research scales. In order to measure the purchasing intention of consumers, the scale developed by Yoo and onthu (2001b) and adapted from Kuşçu et al's (2019) study was used. The prepared questionnaire was applied as a pre-test on 23 participants, and the updated questionnaire form after the pre-test was transferred to the google forms platform as an online questionnaire. Later, the link of the online survey was delivered to consumers through social media channels, providing information on the subject. The survey link was left active between the dates of 21.02.2021-07.03.2021 and 409 consumers participated in the survey during this period. When the data obtained were examined, it was determined that there was a problem in the data of 9 participants and the data of 400 participants were included in the analysis. The obtained data were analyzed with SPSS 21 and AMOS 24 programs.

Figure 1: Research Model



Analysis and Results

The Descriptive Data on Social Demographics

Frequency analysis was performed in the SPSS program with the data obtained in order to determine the demographic characteristics of the participants and consumer opinions on the subject. The demographic characteristics of the participants and the consumers’ opinions about subject were tried to be determined with the frequency analysis. The frequency values for the relevant results are included in Table 1.

Table 1: Information About Participants

Variable	Level	n	%
Gender	Female	124	31
	Male	276	69
Age	17 years and below	7	1,8
	18-28	139	34,8
	29-39	211	52,8
	40-50	40	10
	51 years and above	3	0,8
Income	3.000 TL and below	69	17,3
	3.001-6.000 TL	166	41,5
	6.001-9.000 TL	88	22
	9.001-12.000 TL	29	7,2
	12.001 TL and above	48	12
Marital Status	Married	212	55,5
	Single	178	44,5
Educational Level	Primary	4	1
	Secondary	92	23
	Associate	86	21,5
	Bachelor	158	39,5
	Postgraduate	60	15
Occupation	Self-employment	41	10,3
	Craft	19	4,8
	Government Official	131	32,8
	Contract Employee	22	5,5
	Employee	55	13,8
	Housewife	9	2,3
	Student	86	21,5
	Other	37	9,3
	Do you have a car that belongs to you or your family?	Yes	312
No		88	22
I've never used		46	11,5
How many different car brands have you used until today?	1	59	14,8
	2	50	12,5
	3	56	14
	4 and above	189	47,3
	Total		400

As seen in Table 1, the majority of the participants are men (%69). In addition, participants aged 18-39 (%96.6), income between 3001 TL-6000 TL (%41.5), married (%55.5), undergraduate (%39.5) and government official (%32.8) rate is higher than other categories. Most of the participants (%78) in the study have a car belonging to them or their family and a significant part of them used 4 and more (47.3%) different vehicles. Almost all of the participants (%90,8) are considering purchasing a car in the future.

Factor, Validity and Reliability Analysis

As a result of the factor analysis, the brand equity scale consists of three dimensions in accordance with the original scales. These dimensions are association / awareness, loyalty and perceived quality. As a result of the factor analysis, 2 items (AA1: The features of this car brand come to my mind immediately, AA6: I immediately notice this car brand and its products) belonging to the association / awareness dimension were excluded from the analysis since expressions with factor loads above 0.50 were taken into account. As a result of the analysis, KMO equity of corporate social responsibility scale is 0,791, Bartlett's Sphericity test 613,423, $p < 0,000$; KMO equity of the brand equity scale was 0.795, Bartlett's Sphericity test was 1698.073, $p < 0.000$, and KMO equity of the purchase intention scale was 0.657, Bartlett's Sphericity test was 744.077, $p < 0.000$. The equities obtained show that the data are suitable for factor analysis. Factor analysis results are shown in Table 2.

Table 2: Factor and Reliability Analysis Results

Variables	Factor Load	Variance %	Eigenvalue
Corporate Social Responsibility (Cronbach Alpha: 0,836)		67,074	2,683
CSR1	0,804		
CSR2	0,853		
CSR3	0,795		
CSR4	0,823		
Brand Equity (Cronbach Alpha: 0,806)	63,088		2,441
BAA2	0,788		
BAA3	0,683		
BAA4	0,814		
BAA5	0,859		
BS1	0,704		
BS2	0,822		
BS3	0,682		
BS4	0,772		
PQ1	0,788		
PQ2	0,839		
PQ3	0,744		
PQ4	0,638		
Purchase Intention (Cronbach Alpha: 0,819)		64,913	2,597
PI1	0,815		
PI2	0,853		
PI3	0,757		
PI4	0,794		

Structural Equation Model Evaluation and Results

Goodness of fit values are used to evaluate the appropriateness of the research model, which consists of corporate social responsibility, brand equity and purchase intention variables. The goodness of fit values obtained as a result of the Structural Equation Model analysis are shown in Table 3. If the chi-square value in the table is less than 3, it shows that the model has a good fit, while value between 3-5 show acceptable fit. If the chi-square value is above 5, it means that the model is not suitable. Likewise, RMSEA value less than 0.05 indicates that the model has a good

fit, while values between 0.05-0.08 indicate acceptable fit. If this value is greater than 0.08, it means that the model is not suitable. If CFI, IFI and TLI values are higher than 0.90-0.95 and GFI value is higher than 0.85, it shows acceptable fit (Jöreskog & Sörbom, 1982: 408; Bollen, 1989: 304; . When Table 3 is examined, it is seen that the model has acceptable fit indices.

Table 3: Goodness of Fit Values

	X2	df	X2/df	GFI	CFI	IFI	TLI	RMSEA
Model Fit Indices	426,197	160	2,664	0,907	0,924	0,924	0,909	0,065
Good Fit Indices			≤ 3	≥ 90	≥ 0,97	≥ 0,95	≥ 0,95	≤ 0,05
Acceptable Fit Indices			≤ 4 - 5	≥ 85	≥ 0,90	≥ 90	≥ 90	0,05-0,08

When Table 3 is examined, it is seen that the fit indices obtained as a result of the analysis are within the acceptable fit indices. These fit indices help determine the fit of the model and test results of the hypotheses. In addition, these indices show that the research model is structurally appropriate. As a result of the structural equation analysis, it was determined that all the research hypotheses were significant. Hypothesis test results of the research can be seen in Table 4.

Table 4: Hypothesis Table

Hypotheses	Estimate	S.E.	p	Result
H1 CSR → BAA	0,057	0,013	,000*	Accepted
H2 CSR → BL	0,478	0,060	,000*	Accepted
H3 CSR → PQ	0,131	0,039	,000*	Accepted
H4 BAA → PI	0,347	0,187	,000*	Accepted
H5 BL → PI	0,468	0,063	,000*	Accepted
H6 PQ → PI	0,478	0,066	,000*	Accepted

CSR: Corporate Social Responsibility, PI: Purchase Intention
 BAA: Brand Associations/Awareness, BL: Brand Loyalty, PQ: Perceived Quality

Basically six hypotheses were examined in the structural model. H1: Corporate social responsibility activities of businesses positively affect brand associations/awareness. H2: Corporate social responsibility activities of businesses positively affect brand loyalty. H3: Corporate social responsibility activities of businesses affect the perceived quality positively. H4: Brand associations/awareness positively affect the purchase intention. H5: Brand loyalty positively affects purchase intention. H6: Perceived quality positively affects purchase intention. As a result of the analysis, the path coefficients between corporate social responsibility and brand equity dimensions was found to be statistically significant. ($\beta = 0.057, p = 0.000; \beta = 0.478, p = 0.000; \beta = 0.131, p = 0.000;$). Thus, the H1, H2 and H3 hypotheses were supported. The path coefficients between brand equity dimensions and purchase intention ($\beta = 0.347, p = 0.000; \beta = 0.468, p = 0.000; \beta = 0.478, p = 0.000;$) were also found to be significant. These results show that the H4, H5 and H6 hypotheses are also supported.

Conclusion and Recommendations

Today, consumers' expectations from businesses have increased. In the past, price reductions, promotions and advertising activities carried out by businesses to win customers were sufficient, but today these activities are not sufficient. Consumers believe that businesses also have responsibilities towards society and expect businesses to fulfill these responsibilities. Businesses also gain competitive advantage by meeting these expectations of consumers in terms of economic, legal, ethical and charity issues. The social responsibility activities carried out by the businesses also affect the image of the business on the consumers and the quality perception of the consumers towards the products of the business. When the results of the research are

examined, it is seen that corporate social responsibilities of businesses have a positive effect on the dimensions of association / awareness, loyalty and perceived quality of brand equity. These results show that the H1, H2 and H3 hypotheses are supported. According to another result, it was determined that the dimensions of association / awareness, loyalty and perceived quality of brand equity have a positive effect on purchase intention. These results support the results of H4, H5 and H6. These results are in line with the findings in the literature. Parıltı et al. (2018) Koçyiğit et al. (2018) Kang and Namkung (2018), Urkut and Cengiz (2019) concluded that corporate social responsibility has a positive effect on brand equity dimensions. Moradi and Zarei (2011), Ural and Perk (2012), Kazançoğlu and Baybars (2016), Atıgan and Yükselen (2018), Onurlubaş and Öztürk (2020), concluded in their research that brand equity dimensions have a positive effect on purchasing intention.

Today, the increasing expectations of consumers from businesses in terms of social responsibility have brought along differences in quality perception. Now, besides the quality of the products of the enterprise, it is important that the consumers perceive these products as quality. For this reason, it is not enough for businesses to produce high quality products, they must produce different equities. Businesses can gain competitive advantage against their competitors by meeting the expectations of consumers regarding social responsibility. Society also has economic expectations from businesses. Although businesses seem to respond to these expectations by creating employment areas, this situation may not be considered sufficient by consumers. Businesses have responsibilities such as paying sufficient wages for their employment and keeping working hours at a reasonable level as well as employing them. In addition, businesses' charity activities by organizing social activities or supporting social activities or providing support to disadvantaged groups will also affect consumers' perceptions of the business. Therefore, businesses will be able to increase their brand equity by meeting the expectations of the society and gain competitive advantage against their competitors.

It is thought that the research will make significant contributions to the literature on corporate social responsibility, brand equity and consumer behavior. The fact that the research sample is small due to the Covid 19 pandemic and that the research is only conducted in a certain sector (automobile sector) are important limitations. For this reason, it is recommended that future studies should be conducted on a larger sample and on different consumer groups. In addition, the effect of corporate social responsibility on the brand equity and purchasing intention of foreign originated products may vary depending on different factors such as foreign product hostility and ethnocentric tendencies of consumers. It is thought that future studies will contribute to the literature by investigating the effects of these factors on the relationship between corporate social responsibility, brand equity and purchase intention.

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