

EFFECT OF CORPORATE SOCIAL RESPONSIBILITY AND BRAND IDENTITY (A CASE STUDY OF NESTLE NIGERIA PLC)

¹SABITU OLALEKAN OWOTUTU ²AVOSEH OLUWATOSIN ESTHER

^{1,2}Department of Business Administration, Ogun state Institute of Technology Igbesa, Ogun State

ARTICLE INFORMATION

Received: 22nd July 2025

Accepted: 25th August 2025

Published: 5th Sept. 2025

KEYWORDS: Effect,
Corporate, Social Responsibility
Brand Identity

Publisher: Empirical Studies and
Communication - (A Research
Center)

Website: www.cescd.com.ng

ABSTRACT

In the past few decades, corporate social responsibility, or CSR, has become more prominent. Companies have been using CSR as a tactic to enhance their reputation. The CSR approach addresses employee life and work balance, charitable giving, and sponsorship initiatives for the local populations. Brand identity has a key role in how customers and other stakeholders perceive an organization. In the recent years, firms have incorporated CSR to enhance their brand identity. This is as a result of traditional brand identity tools degrading with time. The study examined and determines the effects of CSR activities on the trademark identity of a firm utilizing case of Nestle Nigeria Plc., Agbara, and Ogun State. Objectives of the investigation include:

(i) To determine the effects of economic corporate social responsibility on the brand identity of the Nestle Nigeria Plc., Agbara (ii) To evaluate the effect of moral corporate social responsibility on the brand identity of the Nestle Nigeria Plc., Agbara (iii) To determine the effect of philanthropic corporate social responsibility on the brand identity of the Nestle Nigeria Plc., Agbara. It utilized Carroll's Pyramid of CSR and Creating Shared Value theory. The study examined the effects of financial, ethical and philanthropic CSR on brand identity of Nestle Nigeria Plc. target population being employees and customers of the firm. The study implemented descriptive study design utilizing questionnaires and secondary data. Data was presented in tables and the validity as well as reliability of the investigation was measured utilizing Cronbach alpha test model. The findings concluded that economic, ethical and philanthropic CSR have a greater influence on brand identity of Nestle Nigeria Plc. however other factors such as work culture contribute to the brand identity. The findings concluded that CSR not only fulfils the duty of providing for the needy in our society but also performs a critical function in building brand identity. The findings also revealed that CSR is not only beneficial to Nestle Nigeria Plc. stakeholders in terms of building a connected society, creating a digitally transformed nation but also it helps in creating awareness and mandate of the Nestle Nigeria Plc., Agbara.

Such issues can be addressed through policy by publicizing of CSR activities and creating linkages and relations with the media which is a major stakeholder of the organization. The efforts by the organization to deploy resources are conducted in a fashion which is equally helpful to both parties and the communities that they serve. If well implemented CSR is a mutually beneficial scenario for both the organization as well as the beneficiaries. This information can be used by Nestle Nigeria Plc. as a means of creating new interventions as a matter of policy.

Introduction

Corporate Social Responsibility (CSR) continues to rise significantly in the current times. Organizations continue to execute CSR as a way of improving their brand (Clegg et al., 2011). According to DiPietro, (2014) CSR strategy entails gifts, sponsorship projects to the neighboring populations, life, and work equilibrium among the workforce, as well as environmentally sustainable matters. This idea holds an incredible impact with regards to a company's settling on choices which affect the partners of the company, the investors, and

existing buyers of the commodities produced by the company. CSR and sustainability ideas continue to be interlinked by several researchers and this has been taken to be one idea which companies implement for coming systems (Clegg et al., 2011). As indicated by the European Commission (Piercy & Lane, 2009) CSR is a system utilized by various organizations combining social and ecological aspects in their business tasks and their relationship with the partners voluntarily. In an organization, social initiatives and strategies are defined by Woods (1991) and have an impact on the relationship the organization has with the general public. Ibrahim (1993) describes the term "corporate social responsibility," or "CSR," as the policies, procedures, and educational programs that a business implements to handle its responsibilities toward society and address the problems that society faces. Considering the Nestle Nigeria Plc. Agbara as a case study, this investigation will concentrate on evaluating the effect of corporate social responsibility on the brand identities of Nigerian businesses. The study will explore the different social responsibilities of the Companies of Nigeria about brand identity.

Background

CSR was created and developed during the 1950s (Clegg et al., 2011). This concept has been utilized by most organizations all around the world with the system of offering back to society and yet creating the organization's brand name and advertising their products (Bronn & Vrioni 2001). This concept dates back to the mid-to-late 1800s, throughout the Industrial Revolution when there were instances of a significant shift of events and a commercial insurgency. The prosperity of the workers in the enterprises and the success of the industrialists was a consequence that became problematic throughout this period (Martinez & Pina, 2003). The effect that this had on working conditions intensified over the course of this period. According to Chandler (2005), the production line framework that was being used around then, child labor and women were being brought up particularly in the US. The policymakers that held power during that time saw work as the cradle of social issues. Amongst them were poverty, delinquency, and business turmoil. Throughout this period, modern development as far as government assistance was seen as a combination of philanthropic and business substances (Blombäck & Scandelius, 2013). The overwhelming majority of businesses that have grown in the market are over a century old, according to Becker-Olsen et al. (2006). The notion of corporate social responsibility (CSR) was first introduced in 1953 by American economist Howard Bowen in his book *Social Responsibilities of the Businessman*. That being said, the idea gained more widespread prominence in the 1970s. Several enterprises actualized the concept particularly in the United States. Before the strategy was internationally utilized by various organizations and getting more worried about their partners (Balmer, 2009). In a study by Piercy and Lane, (2009) corresponding to the opinion of an organization according to clients' perception, propose that singular clients are empathetic and that they rarely envision faultlessness but foresee responsibility and transparency. They in a way foresee that organizations should advance strategies to change their leadership and focus to handle the various CSR issues. This has led to greater awareness of corporate responsibility, particularly when it comes to regard to internal relations, as a solid organizational strategy is the primary tool for managing the issues at hand (Balmer, 2009). Maignan and Ralson (2002), looked at the advantages of CSR, programs and activities, and the organization's partners on the CSR corporate mark sites of wealthy 200 wealthy businesses from four different countries. The four countries (the Netherlands, France, the United Kingdom, and the United States) contrasted in the manner in which they applied stage life to transmit their sense of social responsibility to the external state of the organization. The fact that corporate social responsibility (CSR) is often seen as an investment significance, there is an incentive for firms to demonstrate to the public that they are thoughtful about CSR matters. This encourages investigation into the use of

corporate social responsibility (CSR) as a means by which corporations might "green wash" to the general population (Glegg et al., 2011). With the expansion in innovation and the online media power, organizations won't have the option to deceive the open by utilizing CSR strategy to develop their brand if they are not drawing in building up the general public that is surrounding the organization rather, they should engage and connect with consumers in CSR practices (Brown, 1998). Using CSR strategy to propel a brand, upgrades incredible responsibility, and over the long haul fortifies the brand identity of the firm. It comes about by drawing in partners as well as remaining open about its CSR activities inside as well as outside the company (Cone Communications, 2015). Research reveals that 96% of customers will undoubtedly acknowledge a business, and 93% are going to pledge to be devoted to a company that deals with social and health concerns (Cone Communications, 2015). As a result, CSR is crucial for organizations. A particular strategy is to use CSR to strengthen an organization's brand identity. It involves more than simply creating the brand identity; it also necessitates carrying out thorough internal surveys, the results which in turn help the organization's brand to grow throughout the years (Martinez, 2003). This can frequently be achieved by making sure partners are fully engaged in the firm's social responsibility efforts and enhancing the firm's level of transparency with regard to its CSR initiatives for the appropriate stakeholders. The findings from Cheruiyot and Maru's (2012) study, which centered exclusively on Nigerian customers in Africa, 96% of consumers were confirmed to have an excellent view, and 93% of consumers will pledge their allegiance to organizations that align with their principles in dealing with social and issues related to the environment. Regarding brand identity, CSR is crucial for businesses.

Brand Identity

Brand identity refers to the visionary elements such as corporate color, logo or design that identifies and distinguishes a brand in the consumers' minds (Fombrun, 1996). Brand identity can be enhanced by an organization executing things that modify and get related to their firm (Sen and Bhattacharya 2001). These incorporated the logo, signage, attire, promoting guarantee, products, and bundling among different parts. These segments can be emphatically connected to the brand picture which is the psychological picture that is shaped on the consumers and other partners' brains (Fombrun, 1996). Organizations have to commit to brand identity principles in order to achieve a positive perception of their brand, which is an indispensable requirement for each company to raise ratings that are positive in the eyes of their clients. Organizations work to expand their brand awareness among partners and clients. Eda (2009) asserts that a brand's identity rating is heavily dependent on the connections a company makes with stakeholders and customers who agree with the business's objectives. Brand identity is more of the established relationship and perception that the organization creates on consumers and stakeholders.

Problem Statement

Due to the low brand identity in Nigerian Corporate firms, many companies have struggled to established and maintain a strong, recognizable, and unique brand image in the marketplace. This lack of a distinct brand identity has result to several negative impacts on the companies and their overall business performance. First, without a strong brand identity, most of the Nigerian corporate firms have struggled to differentiate themselves from their competitors and peers in the market. The lack of differentiation has led to a situation where potential customers have difficulty distinguishing one company from another, resulting in a commodity-like perception of the products or services offered. Also, weakened brand identity continues to hinder the building of trust and loyalty among customers. Most corporate firms in Nigeria lack a compelling brand, finding it challenging to retain their customer base. Other

negative impacts of low brand identities in Nigerian corporate firms include lack of awareness of services offered by organization, difficulty in attracting talent, and difficulty in talent retention. Therefore, there is a need to boost brand identity in corporate firms. Brand identity plays a key role in the business world. Customer preferences and taste have radically shifted. Perception of an organization is not centered on the products and services but also how it is engaged with the community around it. The use of visual messages, promotions, advertisements, and sound marketing has not been performing well in establishing brand identity for many of the organizations (Idemudia 2014). Organizations opted to implement CSR strategy in their business processes along the traditional tools. Carroll's pyramid hypothesis of CSR (Carroll 1991) states that ethical, legal, philanthropic and economic corporate social responsibilities of a firm ought to be accomplished in a specific way to satisfy them. Creating Share Value theory (Porter and Kramer, 2011) majors on joining both social responsibilities and objectives of a firm for it to create share an incentive in the community and achieve financial performance. In an investigation by Kwalandu (2007) on Corporate Social Responsibility in Safaricom Limited Company found that the organization built up a CSR strategy under the Safaricom Foundation which it uses to express its responsibility to handle cultural issues such as training, ecological assurance, water disinfection and medical care among different causes. While these studies focus on CSR, there is a gap to determine the effects of CSR on brand identity of government organizations in the Nigerian setting. This study determined the impact of CSR on the brand identity of Nestle Nigeria Plc. Agbara. The research analyzed CSR activities that were implemented in the company against the influence it has on the brand identity of the company. The researcher subsequently believed this study adds to research that exists regarding influence of CSR on brand identity in Nigeria.

Research Objectives

The general objective is establish the effect of Corporate Social Responsibility on the brand identity of Nigerian Corporate firms using Nestle Nigeria Plc. Agbara as a reference case.

- i. To establish the effect of financial corporate social responsibility on the brand identity of the Nestle Nigeria Plc. Agbara
- ii. To evaluate the effect of moral corporate social responsibility on the brand identity of the Nestle Nigeria Plc. Agbara

Research Questions

- i. In what manner does economic corporate social responsibility influence the brand identity of the Nestle Nigeria Plc. Agbara?
- ii. In what way does ethical corporate social responsibility influence the brand identity of the Nestle Nigeria Plc. Agbara?

Research Hypotheses

- H₀₁: Economic corporate social responsibility has no significant effect on the brand identity of the Nestle Nigeria Plc. Agbara.
- H₁₁: Economic corporate social responsibility has a significant effect on the brand identity of the Nestle Nigeria Plc. Agbara.
- H₀₂: Ethical corporate social responsibility has no significant effect on the brand identity of the Nestle Nigeria Plc. Agbara.

- H₁₂: Ethical corporate social responsibility has a significant effect on the brand identity of the Nestle Nigeria Plc. Agbara.

Significance of the study

This research aims to help the company when deciding on its brand-building strategy. The research is going to supply the company with straightforward and comprehensive details on stakeholders who are interested and potential customers with a particular focus on corporate social responsibility. The most successful methods to integrate CSR into their brand development will be suggested by the study. Stakeholders as well as clients are the primary targets of most organizations. Customers and stakeholders like to associate themselves with organizations that carry out social responsibilities. The study will focus on the Ethical, economic, and philanthropic corporate social responsibilities of the Nestle Nigeria Plc. Agbara giving its stakeholders and customers a clear view of how the three aspects of CSR influence on the brand identity of the firm. Considering that the Nestle Nigeria Plc. Agbara is a regulatory body, the government is going to benefit from the study by obtaining clear knowledge regarding corporate social responsibility (CSR). Through this information, the government will be able to come up with policies and plans that are going to assist them in fulfilling the 2030 vision by strengthening their reputation as a brand and improving the effectiveness and efficiency of its public services. The study will support politicians in creating rules that will oversee the nation's CSR procedures without brainwashing the populace with fraudulent reports and initiatives that some businesses support.

Scope of the study

The investigation shall focus on the Corporate Social Responsibility of the Nestle Nigeria Plc. Agbara. The target population will be customers and employees of the organization for the gathering of data. The investigation will use Carroll's pyramid model and Creating Share Value Theory in explaining how the CSR responsibilities of an organization influence brand identity.

LITERATURE REVIEW

Conceptual Review

Corporate Social Responsibility Overview

From the previous chapter, there is evidence that different researchers from various parts of the world have attempted to define CSR as well as its role in different functions and objectives in an organization. This chapter contains the different research on the effect of CSR in the process of a company trying to build a brand and how CSR affects the brand identity of an organization. Basing on all this research that has been carried out by different researchers, there is still a gap to show substantial evidence on the role of CSR in developing a brand in a firm. CSR refers to an organization's policies and strategies that are set by an organization to satisfy the social needs of the society surrounding the organization (Angelidis & Ibrahim, 1993; Enderle & Tavis, 1998). This concept involves an extensive range of actions that are involved in the organization trying to satisfy the needs of the community around it. They involve natural environment conservation, the welfare of the stakeholders' internal and external stakeholders among other groups that are interested in the benefits of the organization. CSR has a wide variety of perspectives that try to define and explain the concept. Considering CSR follows the societal values that the community around it lives by, it has been redefined into four main aspects; Ethical, legal, economical, and philanthropic.

Carroll (1996) and Lantos (2001) defined CSR basing their definitions and explanation of the concept on the four main aspects that have been used to redefine the concept. According to economic responsibility of CSR, Carroll states that an organization should make sure in their operations, they are making profits from their business processes, and are economically viable in the business. According to Lantos (2001), for an organization to earn the ultimate return of its capital for it to be able to satisfy its stakeholders, an organization needs to create new jobs in their organization, deliver the value expected by consumers, promote creativity and innovation in the firm. In line with Carroll's view, enterprises typically prioritize their ability to turn a profit (economic responsibility) over their need to operate legally (legal duty). After taking these things into account, a company may prioritize the ethical issues that are related to it, such as adopting environmental regulations in order to minimize its impact on the environment as well as giving back to the public. In consideration of this, Esrock and Leichty (1998) investigated CSR communication tactics employed by several corporations across a number of industries in order to develop a CSR policy that would represent the companies they represent as environmentally and socially conscious enterprises. These authors discovered a glaring disparity in the ways that different business sectors convey their CSR concerns regarding ethics based on their findings. Porter and Kramer (2002) described CSR as a function used by a firm in implementing social responsibility while at the same time having business benefits like earning a competitive benefit of the firm from the strategy. Apart from the strategy focusing on satisfying social responsibilities, it performs an important function in the business process of a firm such as enhancing brand identity of the organization which in turn might boost the competitive advantage of the business.

Economic CSR

Corporate social responsibility (CSR) continues to increase significant consideration within the recent decades and firms presently gradually attempt to become, or to portray themselves as socially dependable. Though the concept of CSR lines up with sustainable development goals, the topic of why firms take part in CSR and its effect on society is a significant one. As Friedman (1970) stated, the sole responsibility of organizations in that period was to develop its income and increase profits. He further contended that organizations were not intended to substitute chosen governments whose duty was to offer public products, by spending shareholders' assets on benefiting citizens. However, as stated by Bénabou and Tirole (2016), CSR frequently emerges as a reaction to the market and different insufficiencies that surface because of government deficiencies. CSR can be utilized by organizations to advance qualities that are regularly neglected or not sought after by governments because of resource constraints or absence of prioritization. As indicated by Fontaine (2013), defining CSR has not been completely conceivable as the concept of CSR offers shifting speculations and numerous dissimilar strategies which regularly raise difference and contention. The principal meaning of CSR was introduced by Bowen (1953) who described CSR as the obligations placed on businesspeople to pursue those policies, choose courses of action, or make judgments that are beneficial in light of our society's goals and values. Earlier, theoretical work about corporate social responsibilities were addressed by Sethi (1975) who set up a three-level model for organizing corporate conduct which he marked "corporate social performance". The three degrees of corporate social performance depend on social responsibility which reacted to legal and market requirements; a social duty that research cultural standards, qualities, and expectations for execution and social responsiveness which talks about expectant and preventive adjustment to social needs. Sethi's subsequent level necessitates that an organization looks past consistence, recognizes and addresses cultural expectations. The third level includes an organization building up the competence to include partners adequately and take proactive practices to address their challenges and concerns. Sethi (1957) likewise underscored the social and time-based needs of corporate obligations

and the significance of having stable management systems and standard procedures that can facilitate the assessment of progress and comparative analysis. This study will help in accessing the influence of CSR on brand identity of a company using a case study of Nestle Nigeria Plc. Agbara.

Operational Efficiency

To maximize shareholders' wealth, managers should be reasonable in their utilization of resources that are accessible to a firm. Nkundabanyanga and Okwee (2011) stated that managers are answerable for settling on decisions related to skills, resources, and activities that will guarantee the organization's well-being in the present moment just as decisions related to how organizations will keep up long term consistency between their practices and their working condition. Ochoti et al. (2013), stated that CSR positively affects the company's financial performance. Those organizations which don't focus on CSR's activities had poor financial performance when compared to those that were socially responsible and work towards the well-being of its workers, suppliers, investors, and consumers. This differs from Balabanis, Phillips, and Lyall, (2014) who stated that, a negative connection dwells between social responsibility and financial outcomes. They contended that high interest in social responsibility, for example, the expenses of making gifts, starting community development plans, and so on, brought extra expenses to the firm. These expenses may end up putting a business at a financial constraint when compared with different firms that are less socially responsible. As indicated by Nwoke (2017), it is irrational to put an excessive amount of expectation on CSR as a tool for development, more so in rising economies because of operational constraints which make it hard for CSR to viably prompt sustainable development. Businesses in this era have focused on sustainable development since it has a direct relationship to corporate social responsibility which has a desirable effect to the firm's brand identity.

Sustainable Business Value

Wheeler (2013) in his framework for the formation of business significance accommodated the ideas of corporate social responsibility and sustainability, specifically through the partner approach. Balabanis et al. (2014) contended that supportable CSR practices and engagement prompted a firm to get an intangible value. However, they neglected to relate this to long term financial performance. They put into consideration a strategy of action in their value creation approach, which embraced the concepts of CSR and sustainability. Mattera and Baena (2015) found that organizations taking part in sustainable business practices had the option to improve their intangible assets, for example, reputation and philanthropy among their global partners and that by respecting their implicit understandings with stakeholders, firms had the option to make a win-win situation while simultaneously positively adding to social well-being. As indicated by Porter and Kramer (2011), effectiveness in business procedures can be additionally accomplished through the involvement of stakeholders for them to implement sustainable business practices. They further highlighted that to effectively make sustainable business value, managers ought to comprehend that a business is as beneficial as it is to stakeholders over a long period. In a research to determine how firm attributes influence the utilization of sustainability motivating forces and their effect on shareholders return by Abdelmotaal (2016), found a significant relationship between the implementation of sustainability benefits in CSR and resource mobilization approach factor. This has a positive influence on shareholders' goal which is a sustainable business value. A sustainable business value plays a key role in identifying a firm's brand identity.

Ethical CSR

Corporate social responsibility (CSR) is progressively turning into a key primary tool that managers and directors use to situate their organizations in the mind of the client. Subsequently, business ethics has gotten big attention, and various books have been expounded regarding this matter during the past twenty years. The practice of CSR isn't uniform among all business entities yet its target of offering back to society reverberates over the different models utilized by organizations. Davis, (2014) holds that the practice of CSR manages how business entities in various political environments, financial situations, and cultural practices get, respect and without a doubt perform social responsibility. He further states that committed firms frequently get lower levels of outer weight as their reputation shields them. Nicholls (2008), states that most organizations had an increasingly fundamental way to deal with the corporate, social, and environmental responsibility. This is by joining brilliant human relations strategies with thorough management as far as the environment, resident's activities using sponsorship, and adjusting their products and services. Amin (2016), emphasized that societal expectations combined with shareholders' demands shifted significantly on account of changes in socio-political, cultural, and environmental issues. Additionally, organizations' responsibility in corporate responsibility has been affected by both internal and external components including financial, management, analysis from global nongovernmental organizations, peer pressure, and competitive advantage. A significant determinant of environmental disclosures is subject to a few components including firm size, money-related influence, profit-making, and the age of the firm.

Ethical Code of Conduct

Ethical code of conduct is a set of principles, policies and regulations that are used to govern the conduct of members of an organization (Al-Tawil, 2016). CSR is turning into a focus point that positively influences brand identity thus viewed as a primary requirement, instead of a factor that only adds to the customer's social value. Research by Ahmad, et al, (2016), found that the financial and philanthropic CSR practices essentially prompted a progressively positive degree of both brand identity segments and corporate reputation management than legal and ethical CSR practices. Leiva, Ferrero, and Calderón (2016) found that the result of acting admirably ought to be and should be a decent and positive assessment by stakeholders. This concurs with Swaen (2014) who likewise found that consumers' CSR discernments are probably going to prompt a positive brand identity of the firm and consumers think about these organizations as working ethically. Al-Tawil (2016) stated that there has been an expansion in the number of organizations concocting moral sets of principles to coordinate their corporate activities. Organizations today distribute reports to represent the environmental effect of their practices, with some going similarly as attempted different types of environmental effect appraisals before the endorsement of any project. Firms are starting to value their responsibility of being acceptable corporate residents by including communities as significant authoritative stakeholders. Clients are made aware of issues, for example, child labor, abuse of laborers, and decimation of the environment through the prevailing press and the website. Therefore, pressure from various stakeholders alongside media inclusion has constrained many organizations to act morally to protect their public reputation (Boyle, 2016). Ethical responsibilities speak to the standards and norms of what employees, buyers, investors, and the community consider as reasonable while protecting the stakeholders' ethical rights. As indicated by Carroll's (1991) pyramid, an organization initially should satisfy financial (profit) and legal (law) level, then the ethical level. Every individual who is charged with the responsibility of settling on these decisions must remember the responsibilities that tag along. In the words of Benavides-Velasco et al. (2014), commitment to the environment encompasses managing and protecting resources, particularly the ones

that are essential for life support or are not inexhaustible. While undertaking their practices, organizations have specific social responsibilities, for example, limiting environmental contamination, securing natural resources and water and energy saving. Trust building is an essential resource in each business relationship and a significant inspiration for an organization crediting to CSR activities. A reliable organization is more averse to take caution as it takes part in CSR than an untrustworthy organization. Canli and Fries (2015) contended that an organization that sticks to the recommended codes of ethics and participates in socially responsible practices earns client trust. Ongoing researches from studies in the tourism and hospitality business likewise show that moral CSR practices prompted improved brand identity because of increment in client loyalty (Duzgun and Uyuger 2017). When CSR is communicated, it turns into a strategic branding tool to deal with the client's expectations. The CSR activities impact the inspirational mentality and conduct of a client (Amin-Chaudhry, 2016). This consequently strengthens the organization's brand identity, which is one of the principal reasons an organization takes part in CSR activities.

Environmental Protection

Concerns related to the environment are becoming more and more prevalent throughout the world, and businesses of every type are beginning to understand how CSR and sustainable strategy plans might encourage environmental stewardship in general (Atudo, 2014). At the moment, investors are making greater consideration and active investments in advancing the development of CSR strategies. Dillon and Back (2014), found that managers who focused to comprehend their key stakeholders increased extensive knowledge that was valuable when creating environment conservation techniques. The firm benefited by putting significance into consumer loyalty while creating environmental CSR plans. This concurs with Abdelmotaal (2016), who contended that consumers' perception of an organization is emphatically affected by its environmental protection practices and clients develop a long-term connection to the organization and clients come back to an organization because of CSR engagement. Accordingly, it is a key for managers to guarantee that their environmental conservation practices are sustainable and important to the general public. Businesses are progressively allocating a greater amount to environmentally conscious initiatives, embracing workable laws and regulations, and redesigning their products and services in order to fit into the low-carbon economy. As reported by Reuters (2015), the public's perception of company operations has continually demonstrated that the efforts they make to decrease waste, develop green structures, carry out green chores, and implement conservation programs have had a beneficial effect on their image as a brand. Al-Tawil, (2016) stated that CSR has come to depend on a more complex set of variables than corporate governance only. It relies upon an economical turn of events, environmental effect, and sustainable supplier organizations.

Employee Relations

Organizations show this responsibility through safety programs, wellbeing, and employee volunteer program. The advantages of this strategy incorporate organizations having the option to draw in and retain the ability and improve employee confidence (Evans, et al., 2011). Because of this developing pattern, the organization estimates and freely details their employees' health and volunteer programs using their sites along with yearly and sustainable reports (Nord & Fuller 2009). A company's workers are viewed as a costly asset and a significant stakeholder. If an organization doesn't treat employees well and develop responsibility towards them and society, it might risk to losing their capability. Davenport (2000) consider CSR practices towards employees as works on giving a family-accommodating workplace; practicing responsible human resource management; giving an

impartial reward and compensation system for workers; taking part in open and adaptable communication with employees and putting resources into worker advancement. According to Magbool, et al. (2016), work candidates had a higher expectation to join and were ready to acknowledge a proposition for employment from organizations with economical strategic approaches. Showing a positive relationship between CSR and organization appeal is vital, the same number of organizations keep on seeing economical strategic approaches to be expensive, yet it presents a success win paradigm. Krasodomska (2015) found that many employees in the finance department felt slanted to work for managers who have mutual comparative qualities identifying with social responsibility, sustainable business practice, and environmental conservation. There might be comparative sentiments among employees working in different areas of the economy. Although the Employment Act (2007) explains the significant laws that are to be trailed by firms, voluntary responsibilities are anticipated from organizations towards their workers to additionally cultivate their dedication towards ethical CSR.

Theoretical Framework

Carroll's pyramid of CSR

The idea of CSR has secured a plethora of economic, lawful, moral, and philanthropic activities of corporate execution (Carroll, 1979). In light of other authors' contribution to CSR, Carroll updated his four-dimensional pyramid, which turned into a hypothetical system for CSR. It has been uncommonly used in the business and management field. Visser (2005) contends that the explanation for this enduring model could be from its effortlessness and that the model has been empirically tested and held by the findings. Carroll (1991) contends that all squares in the pyramid must be engaged with some route to arrive at the purpose of acknowledgment. The pyramid encompasses duties connected with philanthropy, morality, law, and the economy as a whole. The fundamental obligations are closer to the bottom. An organization can advance to more major-level responsibilities that are beneficial to society once it fulfills the lower responsibilities of the pyramid, among them commitments to investors and the law. Carroll (1991) calls attention to that the entirety of the duties has somewhat consistently been there, however, that the moral and philanthropic obligations have been taken serious lately. For a firm to benefit from CSR especially through enhancing their brand identity, they need to put in place all these obligations in consideration in their business processes. Brand identity also carries with it economic, legal, ethical and philanthropic responsibilities. CSR activities will definitely enhance brand identity of a firm when it takes care of their social responsibilities.



Figure 1.The pyramid of Corporate Social Responsibility model by Carroll, 1991.

Creating Shared Value (CSV)

Porter and Kramer enhanced the CSV hypothesis in 2011. The CSV concept expands further to CSR in order to establish mutually beneficial principles via the development of society and financial achievement. In contrast to CSR, CSV places a greater emphasis on integrating ethical principles and distinctive initiatives with the organization's core business operations (Porter and Kramer, 2011). The drawbacks of CSR led to the evolution of CSV as a step forward. Porter and Kramer (2011) characterized CSV as strategies and procedures that improve an organization's competitiveness while primarily enhancing the social and economic circumstances in the areas where it operates. Porter and Kramer (2011) argue that most enterprises remain mired in their conception of social responsibility, considering social concerns from the periphery rather than from the core of their beliefs. Entrepreneurs are obligated to refuel their organizational achievement with improvements in society. In the words of Porter and Kramer (2011), cooperative value constitutes a paradigm for achieving financial development as opposed to charity, social responsibility, or sustainability. It places emphasis on the business community and the areas that are relevant to them. Organizations must have to create cultural value in order to further develop their brand identity and achieve financial value. This can be obtained in three methods such as by redefining efficacy in the value chain, reinventing products and markets, and setting up powerful industry associations in the business areas. Alternatives in several locations are going to develop when an incentive in one zone becomes stronger (Porter and Kramer, 2011). Visser (2010) advocated for a CSR revolution, consequently broadening the CSV paradigm. An overhaul that would establish an alternative type of corporate social responsibility (CSR) that moves away from arrogant partnerships linked to prejudice and toward an increasingly egalitarian organization that is advantageous to both the company along with its customers (Visser, 2010). CSR will no longer just be needed as a precautionary measure; instead, it will be characterized by effective tactics and an intention to promote ethical businesses, such as technology.

Empirical Review

Ochoti et al. (2013) found that firms actively engaging in community development projects and local sourcing strategies improved their public image and attracted loyal customers. Similarly, Nkundabanyanga and Okwee (2011) reported that efficient use of resources in CSR activities leads to enhanced brand trust and recognition. In contrast, Balabanis, Phillips, and Lyall (2014) argued that excessive CSR expenditure without clear strategic alignment could reduce profitability, indirectly affecting brand equity. These studies imply that for Nestle Nigeria Plc. Agbara, economic CSR activities such as job creation, sustainable supply chains, and investment in local infrastructure could significantly shape brand identity. Ahmad et al. (2016) observed that ethical CSR practices, including fair treatment of employees and adherence to environmental standards, positively influence corporate reputation and customer loyalty. Leiva, Ferrero, and Calderón (2016) confirmed that acting ethically leads to favorable stakeholder evaluations, strengthening brand identity. Likewise, Swaen (2014) found that consumers' perceptions of ethical responsibility contribute directly to long-term brand image sustainability. For Nestle Nigeria Plc. Agbara, initiatives like transparent food sourcing, ethical marketing, and environmental conservation would align with these findings. Cheema et al. (2017) demonstrated that philanthropic efforts, such as scholarships, sponsorships, and infrastructure donations, enhance competitive positioning by generating goodwill. Robinson and Eilert (2018) showed that companies integrating philanthropic acts into their brand strategy achieve deeper consumer resonance. Ochoti et al. (2013) also highlighted that CSR strategies focused on societal welfare lead to improved client loyalty and positive brand attitudes. For Nestle Nigeria Plc. Agbara, philanthropic acts tied to nutrition, health, and education could be key drivers of brand loyalty. Dillon and Back (2014) emphasized that firms with effective stakeholder communication strategies for CSR enjoy higher consumer trust and repeated patronage. Abdelmotaal (2016) found that environmental conservation efforts, when communicated transparently, increase brand attachment. However, Brown (1998) warned that CSR used solely as a marketing tool without genuine commitment risks damaging brand identity through perceptions of "greenwashing."

METHODOLOGY

Research approach (quantitative research approach)

Research approach involves the methods that are employed by a researcher in data collection and analysis. Bryman and Bell (2015) listed three types of research approaches that deal with traits of research elements hence they are not measurable; mixed, qualitative and quantitative research approach. Quantitative deals with research elements that can be measured. The study implemented a quantitative research approach. Quantitative approach allows the research to utilize a larger sample and objectivity and accuracy is highly acknowledged by the approach since the data is close ended information.

Research methods (Case Study)

Research methods are procedures and processes that are utilized by the scholar to collect and analyze data. Bryman and Bell (2011) outline different research methods: observation, surveys, interviews, case study, and secondary data analysis and experiments. The study is case study based; it implemented questionnaires and secondary data research methods. This allowed the research to capture all relevant data from the population that aided in the research.

Data needs, types, and sources

Data is classified into two main groups; Primary as well as secondary data. Primary data is amassed from the source by the researcher while secondary data is gathered from published sources to utilize the information for research purposes (Kothari, 2013). Both primary and secondary data have been utilized in the investigation. The target group was supplied with questionnaires that they completed in order to collect primary data, whilst the firm's website and library generated secondary data.

Population, sampling procedure, and data collection

Population

Population refers to all elements that enable a researcher to make inferences and it can be a finite or infinite collection of individuals (Cooper and Schndler 2009). The study targeted employees and customers of Nestle Nigeria Plc. of Agbara. The population can easily be accessed through inquiring for their information and contact from the firm for research purposes which makes it more convenient for the study.

Sampling Frame

The sampling frame refers to an all-inclusive list of elements used in research where the population sample is drawn from (Cooper & Schnindler 2001). Saunders and Lewis (2012) concur by stating that the sample frame is a list of all research cases where the probability sample is drawn from. The study utilized Nestle Nigeria Plc. of Agbara staff that can be accessed from their Human Capital and Administration (HCA) department and other departments' that handle customer databases within this organization.

Sampling Technique

The sampling technique refers to scientific approaches implemented on the population to get a small portion of the whole population that would be used for examination purposes by the research about estimates with associated margins of uncertainty (George Mason Uni 2017). The study implemented a simple random sampling technique.

Data Collection

Data was gathered from respondents via questionnaires. Distributed research instruments to the customers through emails. Sampled customers and staff filled the questionnaire and resend through email to the researcher. The questionnaires were sectioned in different sections about the study objectives to make sure the data gathered is also in line with the investigation. The benefits of using a questionnaire are; easy to analyze, do not intrude on respondents' privacy, familiarizes the respondent with the study, and are easy to administer and collect.

Data Analysis

Data analysis involves breaking down facts that have been collected from the field combining them and drawing meaningful information from them (Sigh 2006). This study was conducted using descriptive analysis which involves central measures tendency such as average, standard deviation as well as inferential statistics such as relationship co-efficient, co-relation. Secondary data collected was analyzed using descriptive analysis. Microsoft Excel is scientific software used to analyze data in research. MS Excel was implemented in measuring the relationship between different variables through correlation.

Data Presentation

Data presentation is how a researcher presents final results after analyzing the collected data (Kothari, 2013). According to Kimbelin and Winterstein (2008), it is the way a researcher arranges the results gotten from data analysis following a specific model of data presentation. This study adopted tables and charts. They are easy to formulate and interpret.

Validity and reliability

Research must be of quality. Its quality is measured through validity and reliability (Saunders et al, 2009). Validity measures the precision of the data while reliability establishes the consistency of sample data about the whole population, research, and findings (Bryman and Bell, 2011). Saunders et al (2009) outlined three challenges faced by participant error, participation bias, and researcher error, research validity and reliability. Participant error happens in situations where the respondents might not have a good time for filling the questionnaire for instance after a long day of work. Participant's bias happens when the respondent fills a questionnaire with bias while researcher's error happens through the researcher's values and beliefs (Saunders et al (2009). This study adopted the Cronbach alpha test to establish the interior dependability of different components in the research. Internal validity gives to research on the credibility and validity of study research (Bryman and Bell, 2011). The Cronbach's alpha assessed reliability by comparing the amount of shared variance, or covariance, among the items in the questionnaire to the amount of overall variance. The researcher calculated the Cronbach's Alpha using the formula below;

$$\alpha = \frac{N * \bar{C}}{\bar{v} + (N - 1) * C}$$

Where: N was the number of items, \bar{C} was the mean covariance between items, and \bar{v} was the mean item variance. From the analysis, the Cronbach's alpha for the 21 items that used the 1-5 Likert scale was 0.986. The value was very high, close to 1, suggesting extremely high internal consistency among the Items in the tests or questionnaire. Hence, the items in the test are increasingly dependability as well as reliable in computing what they are expected to measure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.986	21

Fig 2.

Demographic Results

A critical examination of the demographic variables showed that the sample differed significantly throughout the major demographic factors. With an average frequency of 295, the gender variable's distribution of frequency showed that men accounted for the majority of the population under consideration (51.7%). Females were the minority, with a frequency of 276 (48.3%). Since the study was interested in analyzing the influence of CSR activities on brand identity, more males than females are interested in the brand identity of firms, leading to their willingness to participate in the study. The results support findings from the available literature.

According to Figueroa-Domecq, De Jong, and Williams (2020), women are less likely to be entrepreneurs than men, which may lead to less interest in business research among women compared to their male counterparts.

Table 1: Distribution of the sample across Gender

		Frequency	Percent	Valid Percent	Cumulative
Valid	Male	295	51.7	51.7	51.7
	Female	276	48.3	48.3	100.0
	Total	571	100.0	100.0	

The distribution of age produced frequencies equal to 104 (18.2%), 119 (20.8%), 211 (37.0%), and 137 (24.0%), for the age groups 20-25, 26-30, 31-35, and over 35 years, respectively. The distribution produced a frequency histogram, whose tail to the left side was longer than the right side. The shape implied a negatively skewed distribution. Hence, the analysis exposed that a bulk of the sampled individuals were younger than expected. The results support Haenlein et al.'s (2020) argument that a glut of marketing messages encourages young people to tie brand choices to their identity. Hence, there was a higher interest in brand identity research among young people than in old ones.

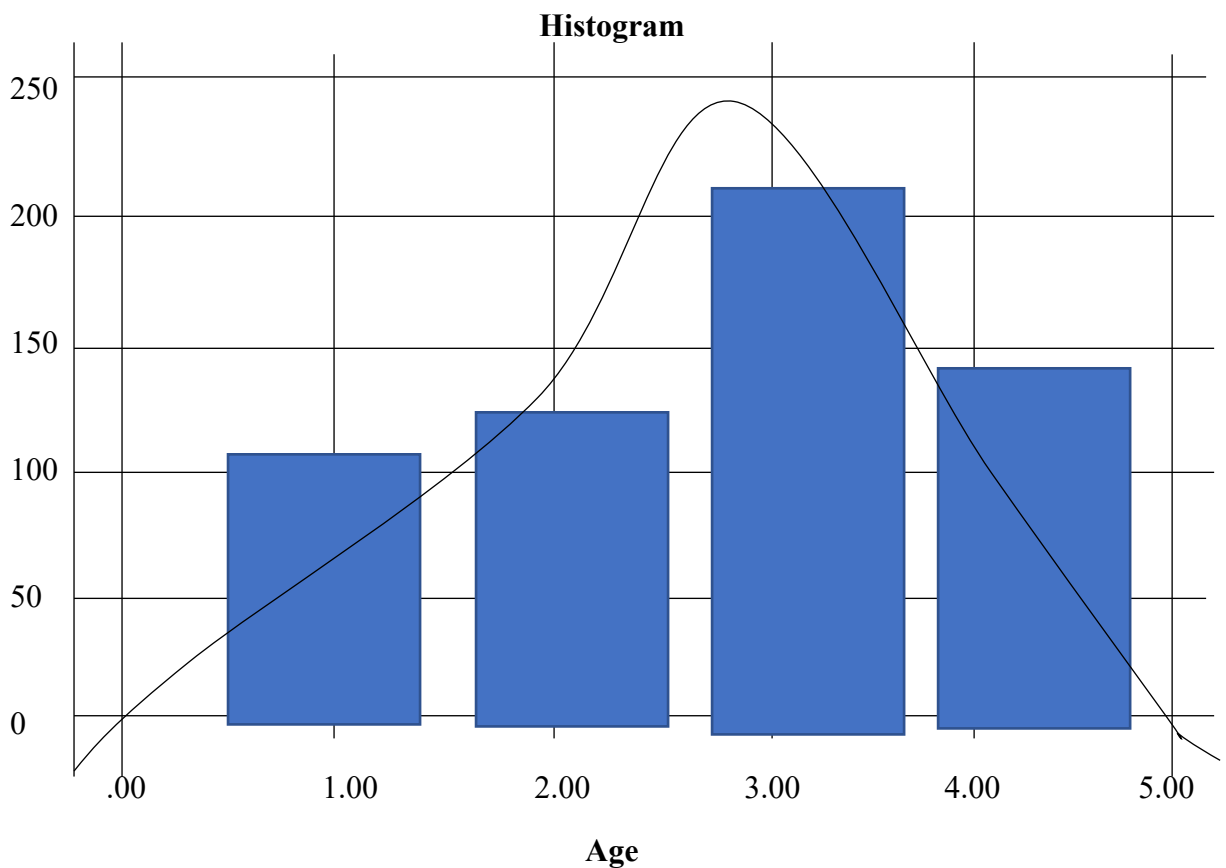


Fig 3: Distribution of the respondents by age

The employment statuses of the respondents varied across three major categories, employed, student, and self-employed, with frequencies equal to 188 (32.9%), 183 (32.0%), and 200 (35.0%), respectively. The results implied that a majority of the individuals in Nigeria are self-employed. Generally, self-employment has been viewed as a rewarding way to make a living. Some reasons why a majority of Nigerians prefer self-employment include flexibility, work-life balance, self-fulfillment, mission, and impact (Koimburi, 2021).

Table 2: Distribution of the sample across Employment Status

	Frequency	Percent	Valid Percent	Cumulative
Valid				
Employed	188	32.9	32.9	32.9
Student	183	32.0	32.0	65.0
Self Employed	200	35.0	35.0	100.0
Total	571	100.0	100.0	

Further, the study conducted a descriptive analysis to assess the general characteristics of the brand identity at the Nestle Nigeria Plc. of Agbara. The analysis measured brand identity using a scale of 1-5. The mean score was 3.6203, with the standard deviation of 1.12028. The mean value was in the upper half of the measuring scale (3-5), implying that the brand identity at the Nestle Nigeria Plc. of Agbara was above expectations.

Table 3: Descriptive Statistics for the Brand Identity

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Identity	571	1.00	5.00	3.6203	1.12028
Valid N (List wise)	571				

The influence of economic corporate social responsibility on the brand identity

Finding out how economic corporate social responsibility affected Nestle Nigeria Plc. Agbara brand identity was the first goal. Using a multiple linear regression model, the study examined the impact of economic corporate social responsibility on brand identification. The economic corporate social responsibility was gauged by utilizing six variables, namely, CSR programs, top management, Nestle monitoring and evaluation program, sponsorship programs, community-based initiatives, and the desire to serve customers and stakeholders. The six variables were set as the independent and brand identity as the dependent variables. The model summary produced R and R-squared values of 0.949 and 0.901, respectively. The R-squared value implied that the six economic corporate social responsibility variables explained 90.1 percent of the variations in the brand identity.

Table 4: The economic Corporate Social Responsibility Model's Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.949 ^a	.901	.900	.35381

Predictors: (Constant), CSR programs greatly contribute to enhancing Nestle brand, The top management of Nestle gives social responsibilities the desired support., The Nestle Plc. monitors and evaluates the impact of CSR activities on its brand., Nestle Nigeria Plc. Agbara has developed sponsorship programs to strengthen its brand identity, Community based initiatives like sponsorships implemented by Nestle Nigeria Plc. Agbara contributed positively towards the growth of entrepreneurship in the surrounding society, The primary objective of Nestle is to serve its customers and stakeholders. The investigation established the model significance and goodness of fit using the ANOVA technique. The analysis generated a test statistic equal to $F=858.452$, $p=0.000$. The p-value was less than 0.05, suggesting that the test rejected the null hypothesis of non-significance. As a result, the study came to the conclusion that the regression model, which evaluated the impact of economic corporate social responsibility on brand identity, matched the data well and was statistically significant.

Table 5: The economic Corporate Social Responsibility Model’s ANOVA

Model		Sum of Square	D F	Mean Square	F
1	Regression	644.63	6	107.461	858.452
	Residual	70.601	564	.125	48.3
	Total	715.364	570		

a.

Dependent Variable: Brand identity

The results of the model’s coefficients produced values equal to 0.149 ($p=0.003$), 0.169 ($p=0.000$), 0.164 ($p=0.000$), 0.143 ($p=0.000$), 0.163 ($p=0.000$), 0.157 ($p=0.000$), and 0.164 ($p=0.000$) for the constant, the desire to serve customers and stakeholders, community-based initiatives, sponsorship programs, Nestle monitoring and evaluation program, top management commitment, and CSR programs, respectively. All six of the economic corporate social responsibility indicators had a substantial impact on brand identification, as evidenced by the p-values being less than 0.05. Consequently, the study came to the statistically significant conclusion that economic corporate social responsibility had an impact on Nigeria corporate organization brand identity.

Table 6: The economic Corporate Social Responsibility Model’s Coefficients

Model	Unstandardized Coefficient		Standardized	t	Sig.
	B	Std. Error	Coefficient B		
1 (Constant)	.149	.051		2.935	.003
The primary objective of Nestle is to serve Its Customers and stakeholders.	.169	.024	.183	7.158	.000
Nestle Nigeria has developed sponsorship Programs to strengthen its brand identity	.164	0.23	.177	7.239	.000

Community based initiative like sponsorship .143 Implemented by Nestle contributed positively Toward the growth of entrepreneurship in the Surrounding society	.023	.158	6.343	.000	
The top management of Nestle gives Social Responsibilities the desired support.	.163	.022	.182	7.351	.000
The organization monitors and evaluates The impact of CSR activities on its brand.	.157	.022	.175	7.020	.000
CSR programs greatly contribute to Enhancing Nestle brand	.164	0.23	.184	7.142	.000

a. Dependent Variable: Brand identity

The results were in much agreement with the information found in the literature. Nestle places a high level of importance on catering to the requirements and anticipations of its clients and stakeholders as a central focus of its mission and activities. While fulfilling its objectives, Nestle makes a direct impact on the organization’s reputation, credibility, and differentiation in the market, all of which contribute to shaping its brand identity. However, while the results suggested statistically significant relationship between economic CSR measures and brand identity for the Nestle Nigeria Plc. of Agbara, the researcher failed to provide information on practical and causal significance.

The effect of ethical corporate social responsibility on the brand identity

The second objective was to evaluate the effect of ethical corporate social responsibility on the brand identity of the Nestle Nigeria Plc. of Agbara. The study investigated the effect of ethical corporate social responsibility on brand identity using a multiple linear regression model. The ethical corporate social responsibility was measured using five variables: ethical practices by the Nestle Nigeria Plc. of Agbara, conduct by employees, internal ethical policies, following what is socially acceptable, and giving employees training to elevate in careers. The five variables were set as the independent and brand identity as the dependent variables. The model summary produced R and R-squared values equal to 0.938 and 0.881, respectively. The R-squared value implied that the five ethical corporate social responsibility variables explained 88.1% of the variations in the brand identity.

Table 7: The ethical corporate social responsibility Model Summary

Model Estimate	R	R Square	Adjusted R Square	Std. Error of the
1	.938 ^a	.881	.880	.38867

a. Predictors: (Constant), Nestle gives its employees training to elevate in career, Internal ethical policies of Nestle contributes positively to social responsibility, I believe Nestle follows what is socially acceptable in all its business processes and procedures basing on my experience with the firm., Nestle Nigeria follows societal ethical practices, The manner in

I believe Nestle follows what is socially acceptable in all its business processes and procedure basing on my experience with the firm	.211	.024	.236	8.630	.000
Nestle gives its employees training to elevate in career	.198	.026	.219	7.675	

a. Dep
endent Variable: Brand identity

The results were in much agreement with the information found in the literature. As observed by Davis, (2014) and Amin (2016), ethical CSR practices may have a profound and desirable effect on a company’s brand identity by enhancing its reputation, fostering customer loyalty, providing a competitive edge, attracting talent, generating positive PR, strengthening stakeholder relationships, mitigating risks, and signaling a commitment to long-term sustainability. The literature added that ethical values can become a core element of the brand’s identity, shaping how it is perceived and differentiating it from competitors (Amin, 2016).

Summary of findings

The study investigated the relationship between corporate social responsibility (CSR) and brand identity with particular reference to Nestlé Nigeria Plc. The findings revealed that CSR initiatives play a critical role in shaping and strengthening brand identity in the Nigerian business environment. Specifically, economic, ethical, and philanthropic CSR practices were found to have a positive and significant impact on how stakeholders perceive the company. It was observed that CSR initiatives such as community development projects, environmental sustainability efforts, employee welfare programs, and sponsorships greatly contributed to enhancing Nestlé’s image as a socially responsible brand. These initiatives improved trust, loyalty, and overall corporate reputation, thereby differentiating the company from competitors in the highly competitive food and beverage industry. Furthermore, the findings indicated that stakeholders, particularly consumers, are more inclined to associate with and patronize brands that demonstrate social responsibility. However, the research also noted that awareness of some CSR activities among stakeholders remains relatively low, which may reduce the full potential impact of CSR programs on brand identity.

Conclusions

Demographic Results

This investigation concluded that the sampled population differs greatly across the demographic variables. These differences explain the differences in various groups' interests in business activities. In particular, the study expressed differences among demographic groups on brand identity topics. The study revealed that males were the majority while females were the minority in the sample. This indicated that males were more willing to participate in the study than females, which was interpreted as a varying interest between the two genders on the topic. The age variable was skewed to the left. The shape implied a negatively skewed distribution. Hence, the analysis exposed the reality of the larger percentage of the sampled individuals were younger than expected. The results explained the

argument that a lot of marketing messages encourages young people to tie brand choices to their identity. Therefore, there was a higher interest in brand identity research among young people than in old ones. Further, the sample differed across employment status. According to the study, a majority of the individuals in Nigeria are self-employed. Generally, self-employment has been viewed as a rewarding way to make a living. Some reasons why a majority of Nigerians prefer self-employment include flexibility, work-life balance, self-fulfillment, mission, and impact

The effect of financial corporate social accountability on the brand identity

This study made a conclusion that the brand identity of the Nestle Nigeria Plc. of Agbara was above expectations. The descriptive statistics revealed a mean score of 3.6203 with a standard deviation of 1.12028. The mean value was in the upper half of the measuring scale (3-5), implying that the scores were higher than expected. The study came to the conclusion that corporate social responsibility and the economy had a big impact on brand identification. According to the study, CSR programs, top management, Nestle Nigeria Plc. of Agbara monitoring and evaluation program, sponsorship programs, community-based initiatives, and the desire to serve customers and stakeholders explained 90.1% of the variations in the brand identity. Individually, all six measures of economic-corporate social responsibility significantly influenced the brand identity. In accordance with the investigation, the brand identity was presumed to increase by 0.169 units for a unit change in how Nestle Nigeria Plc. of Agbara served its customers and stakeholders, holding other economic corporate social responsibility factors constant. Similarly, the brand identity was expected to increase by 0.164 units for a unit change in how Nestle Nigeria Plc. of Agbara developed sponsorship programs to strengthen its brand identity, holding other economic corporate social responsibility factors steady. Additionally, assuming other economic corporate social responsibility criteria remained constant; a unit change in how Nestle Nigeria Plc. of Agbara executed community-based activities to positively contribute to the growth of entrepreneurship in the surrounding society was predicted to result in an increase of 0.143 units in the brand identity. Furthermore, it was anticipated that, while other economic corporate social responsibility elements remained same, the brand identity would rise by 0.163 units in response to a unit shift in how Nestle Nigeria Plc. of Agbara top management supported social duties. Furthermore, keeping other economic corporate social responsibility elements constant, a unit change in how Nestle Nigeria Plc. of Agbara tracked and assessed the effects of CSR activities on its brand was predicted to result in an increase in the brand identity of 0.157 units. Furthermore, keeping other economic corporate social responsibility criteria constant, a unit change in how CSR initiatives enhanced Nestle Nigeria Plc. of Agbara brand was predicted to result in an increase of 0.164 units in the brand identity.

The influence of ethical corporate social responsibility on the brand identity

The study came to the conclusion that brand identity was significantly influenced by ethical corporate social responsibility. According to the analysis, ethical practices by the Nestle Nigeria Plc. of Agbara, conduct by employees, internal ethical policies, following what is socially acceptable, and giving employees training to elevate in careers explained 88.1% of the variations in the brand identity. The brand identity was significantly impacted by each of the five ethical corporate social responsibility metrics separately. The study came to the conclusion that, while other ethical corporate social responsibility-related parameters were constant, brand identity was predicted to grow by 0.190 units for every unit change in how Nestle Nigeria Plc. of Agbara adhered to societal ethical principles. Additionally, the study found that, while other ethical aspects connected to corporate social responsibility were held constant, brand identity was predicted to grow by 0.211 units for every unit change in the

way employees at Nestle Nigeria Plc. of Agbara behaved themselves to favorably affect people's view of it. Similarly, the study found that, while other ethical corporate social responsibility-related criteria were constant, brand identification was predicted to rise by 0.129 units for every unit change in the way internal ethical policies of Nestle Nigeria Plc. of Agbara contributed favorably to social responsibility. Additionally, based on my experience with the company and other ethical factors related to corporate social responsibility, the study found that, for every unit change in Nestle Nigeria Plc. of Agbara adherence to socially acceptable practices in all of its business processes and procedures, brand identity was expected to increase by 0.211 units. The study also found that, while other ethical aspects connected to corporate social responsibility were held constant, brand identity was predicted to grow by 0.198 units for every unit change in the manner Nestle Nigeria Plc. of Agbara provided its workers with training to advance in their careers.

Recommendations

The study revealed that corporate responsibility was significantly making an impact on the Nestle Nigeria Plc. of Agbara. Companies that can demonstrate an excellent track record of responsible behavior, especially when it comes to environmental protection, tend to attract personnel in a competitive labor market. The investigation found that brand identity is substantially affected by economic corporate social responsibility. Therefore, this study recommends steps enabling the Nestle Nigeria Plc. of Agbara and other organizations to make strides towards improved economic corporate social responsibility. A major recommendation would be to prioritize economic performance while ensuring that the operations do not negatively impact society or the environment. The study recommends developing a comprehensive sustainability strategy that outlines the goals and objectives for environmental, social, and economic sustainability. The strategy should highlight specific targets and timelines for achieving the goals. Also, organizations should conduct regular sustainability audits to help them identify areas to improve their sustainability performance. Audits should be conducted regularly to ensure the company is on track to achieve its sustainability goals. Further, organizations should embrace sustainable production practices. Such practices reduce waste, conserve energy, and minimize the use of natural resources. Other undertakings which can ensure improved economic corporate social responsibility include engaging stakeholders and investing in employee training. Clients, staff members, suppliers, and local communities ought to all take part in stakeholder engagement in order to properly understand their sustainability problems and provide solutions that meet their requirements. On the other hand, sustainability best practices and awareness should be emphasized through employee training programs. Secondly, the research findings indicate that brand identity was profoundly affected by ethical corporate social responsibility. As a result, businesses ought to strive for more moral corporate social responsibility. It is first advised that organizations create a code of ethics outlining their moral standards, beliefs, and guiding principles. All staff members should be informed of the code of ethics, and compliance should be continually reviewed. Also, organizations are recommended to implement strong compliance programs that ensure adherence to ethical standards, laws, and regulations. Such programs should include regular training and education, risk assessment, and internal audits. Other recommendations that would ensure improved ethical corporate social responsibility include promoting transparency and fostering a culture of ethics.

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