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Impact of CSR on Brand Equity through mediating role of Customer Satisfaction in
Beverage Industry of Pakistan



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Abstract

The purpose of this study is to evaluate the impact of CSR on brand image of beverage industry of Pakistan. The aim is to elaborate various aspects and dimensions of three variables i.e. customer satisfaction, brand equity and corporate social responsibility. This study examines how brand equity and customer satisfaction is influenced by CSR and how it is evolving with the passage of time. Developed economies have a more mature approach towards social image of companies. Pakistan has income conscious population and it shapes the buying behavior of consumer. Although corporate sector has been experiencing some sort of public criticism in case of not taking into consideration public interest.it supports the mediating role of customer satisfaction between customer satisfaction and brand equity. Qualitative research method was used. 224 questionnaires were distributed online among young population. Three hypothesis were generated and data was run though SPSS. Overall results were found in favor of relationship between CSR and brand equity. The moderating role of customer satisfaction is also approved.

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