

PAPER DETAILS

TITLE: THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES ON BRAND
IMAGE AND BUYING BEHAVIOUR: COMPARATIVE ANALYSIS OF TURKEY-MALAYSIA
COCA-COLA CONSUMERS

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PAGES: 487-504

ORIGINAL PDF URL: <https://dergipark.org.tr/tr/download/article-file/2827473>



The Effect of Corporate Social Responsibility Activities on Brand Image and Buying Behaviour: Comparative Analysis of Turkey-Malaysia Coca-Cola Consumers

Kurumsal Sosyal Sorumluluk Faaliyetlerinin Marka İmajı Bağlamında Satın Alma Davranışına Etkisi: Türkiye-Malezya Coca-Cola Tüketicilerinin Karşılaştırmalı Analizi

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Geliş Tarihi (Received): 12.12.2022

Kabul Tarihi (Accepted): 21.02.2023

Yayın Tarihi (Published): 30.03.2023

Abstract: Today, brands benefit from marketing communication tools while communicating with their target audience. Corporate Social Responsibility activities are considered one of these tools. These activities also form a part of the marketing strategies of the brands. This study comparatively examines the extent to which the corporate social responsibility activities of the Coca-Cola brand, one of the most important global brands in the world, affect the buying behaviour of the target audience. It has been determined that there is no comparative study between two countries in the literature regarding the perception of corporate social responsibility activities organized by Coca Cola. As a result of the comparative analysis of Turkey-Malaysia consumers with this research; It has been determined that the corporate social responsibility activities carried out by the Coca-Cola brand have an effect on the purchasing behavior of the consumer.

Keywords: Corporate Social Responsibility, Brand Image, Purchase Behavior, Turkey-Malaysia comparison Coca-Cola

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Öz: Günümüzde markalar, hedef kitle ile iletişim kurarken pazarlama iletişimi araçlarından yararlanmaktadır. Kurumsal Sosyal Sorumluluk faaliyetleri bu araçlardan biri olarak değerlendirilmektedir. Bu faaliyetler, aynı zamanda markaların pazarlama stratejilerinin de bir parçasını oluşturmaktadır. Bu çalışma, dünyanın en önemli küresel markalarından biri olan Coca-Cola markasının gerçekleştirdiği kurumsal sosyal sorumluluk faaliyetlerinin hedef kitlenin satın alma davranışını hangi boyutta etkilediğini karşılaştırmalı olarak incelemektedir. Literatürde Coca Cola'nın düzenlediği kurumsal sosyal sorumluluk faaliyetlerinin algısına yönelik iki ülke karşılaştırmalı bir çalışma olmadığı tespit edilmiştir. Bu araştırma ile Türkiye-Malezya tüketicilerinin karşılaştırmalı analizleri neticesinde; Coca-Cola markası tarafından gerçekleştirilen kurumsal sosyal sorumluluk faaliyetlerinin tüketicinin satın alma davranışına etkisinin olduğu saptanmıştır.

Anahtar Kelimeler: Kurumsal Sosyal Sorumluluk, Marka İmajı, Türkiye-Malezya karşılaştırılması, Coca-Cola

Atıf/Cite as: Kılıç, H., Türker, O., Yurtsever, A. E., Ohajionu, U. C. (2023). The Effect of Corporate Social Responsibility Activities on Brand Image and Buying Behaviour: Comparative Analysis of Turkey-Malaysia Coca-Cola Consumers. *Abant Sosyal Bilimler Dergisi*, 23(1), 487-504. doi: 10.11616/asbi.1218052

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1. Introduction

Corporate Social Responsibility activities carried out by brands are evaluated within the scope of marketing-oriented Public Relations. Particularly profit-oriented businesses' efforts to establish emotional bonds with consumers are at the forefront of their sensitivity to social events. Brands, whose main purpose is to make a profit, try to create a positive impact on the target audience with non-profit and voluntary corporate social responsibility activities. Corporate social responsibility activities, which are also used as a marketing communication tool and known as an effective method in the image and reputation management processes of brands, require planned process management. The foundation of a brand's corporate social responsibility initiatives is comprehending society. Increasing competition in today's world forces brands to develop positive relationships with customers. Corporate social responsibility is one of the most important tools used by brands to develop positive relationships with customers. Corporate social responsibility, which is an important marketing tool, enables customers to have positive attitudes towards businesses (Salahzadeh, Pool and Najafabadi, 2015, p. 107). Many world-famous businesses have succeeded in increasing their brand image in the eyes of consumers by realising social responsibility projects on issues that society attaches importance to. The relationship between corporate social responsibility and brand image has been examined in many studies in the literature. In their 2018 study, Naqvi et al. determined that the brand image created based on corporate social responsibility positively affects brand loyalty, brand awareness, perceived quality, and brand satisfaction. In their study, Mohammed and Rashid (2018) determined that brand image plays a mediating role in the effect of corporate social responsibility on customer satisfaction. Phan et al. (2021), in their study, understood that corporate social responsibility activities carried out by universities increase student satisfaction and the brand image of the university.

There are also important studies in the literature examining the effect of corporate social responsibility activities on brand image in Turkey. Eren and Eker (2012), in their study on 475 consumers, revealed that brand image affects perceived value, customer satisfaction, and brand loyalty. Güneş and Koçyiğit (2018) found that sports clubs significantly increased their brand image with their social responsibility activities. Similarly, in Sucu's (2020) study, they concluded that the corporate social responsibility projects carried out by Turkcell, one of the important telephone operator brands, make the brand's image significantly positive in the eyes of its consumers.

This study aims to explain how the brand image shaped by the corporate social responsibility projects of Coca-Cola, one of the global brands, affects the buying behaviour of consumers. The target audience of the research is Turkey and Malaysia Coca-Cola consumers. The importance of the study is to determine whether the consumers of both countries buy the product in question in the context of brand image and to examine them comparatively.

The reason why the Coca-Cola brand was chosen in this study is that it is a global brand, has a significant portion of the market in the sector in which it operates, and stands out with its activities that raise awareness in the target audience with its corporate social responsibility projects. It is seen that the Coca Cola brand organizes corporate social responsibility activities in both countries, especially on sustainability. In addition to projects on waste management and efficient use of water resources, there are activities organized for women entrepreneurs in Coca Cola Malaysia. It is seen that corporate social responsibility activities with similar content are organized by Coca Cola Turkey, especially in the form of climate change, contribution to agricultural production, and activities that encourage women's participation in social and economic life. In the literature, it is seen that there is no two country comparative study on the perception of corporate social responsibility activities organized by Coca Cola. It is believed that a comparative scientific study for customers from various countries will advance this field of study. The primary reason Malaysian customers are targeted for the research is due to Coca-Cola's "World Without Waste" initiatives there. It has been discovered that there have been several corporate social responsibility efforts. In addition, the minimum level of constraints and limitations in the collection of survey data facilitated the acquisition of data.

2. Literature Review

2.1. Corporate Social Responsibility

Corporate Social Responsibility is that any organisation carries out activities within the framework of an ethical and responsible understanding towards nature, the environment, and internal and external stakeholders (Aktan and Börü 2007: 13). These activities are also accepted as one of the important elements that brands use to communicate with consumers today. Public Relations is used in the execution of these activities and such activities are mostly carried out by the Public Relations units of the relevant institutions.

Some of the studies in the literature that corporate social responsibility activities provide a positive perception of the brand image on the target audience of the brands are as follows. In a study conducted in the context of the GSM operator Turkcell brand, it was concluded that corporate social responsibility activities provide a positive perception of the brand's image in the eyes of the consumer and positively affect the brand's reputation (Sucu, 2020, p.6). According to data collected from 341 customers for a different study titled The Effect of Consumers' Perceptions of Corporate Social Responsibility on Brand Value, the perception of corporate social responsibility has a positive and significant impact on brand value and brand loyalty (Engizek and Yasin, 2016: 81-82). In another study conducted to examine the effect of social responsibility campaigns on brand awareness of young consumers, as a result of the survey applied to 404 university students studying in Istanbul; It has been concluded that social responsibility campaigns positively affect young consumers' brand awareness and brand loyalty. (Tl, Pirtini and Elik, 2007: p. 86-92). Living in the province of Kirsehir; In another study conducted on individuals purchasing Coca Cola and Pepsi beverage brands, it was aimed to determine the effect of consumer's perception of corporate social responsibility on brand image and marketing performance. In the study, it was determined that the corporate social responsibility perceptions of the consumers had a partial and positive effect on the brand image.(Külter Demirgüneş and Dağıstan, 2022:81-83)

Having a high share in the market as a global brand; Coca-Cola has been carrying out its corporate social responsibility campaigns on the axis of Sustainability, a concept with high awareness both in academic circles and in the business world in recent years. Aiming to build a sustainable future for our planet, The primary sustainability initiatives of Coca-Cola involve giving consumers more beverage options with less added sugar, rethinking product packaging, and returning water to communities and nature. Adapting to the effects of climate change also involves efficient water use, and high standards for wastewater treatment, and production while lowering carbon footprints anywhere along the value chain. The studies conducted under the headings of Sustainable Agriculture, Human Rights, Water Leadership, Our Total Beverage Portfolio Offering More Choices and Reducing Added Sugar, Packaging World Without Waste, Climate, Diversity, Equity & Inclusion, and Giving Back are part of Coca-Cola's corporate social responsibility and its initiatives to raise social awareness on a global level (Coca-Cola Company, 2021, C0.1).

There are examples of Coca-Cola organizing corporate social responsibility activities on similar issues in Turkey and Malaysia. These activities aim to raise people's awareness of environmental and social issues. The table below lists a few of these initiatives built around the idea of sustainability.

Table:1 Corporate Social Responsibility Activities

COCA-COLA TURKEY	COCA- COLA MALAYSIA
"My Sister Project": This program encourages women to participate in social and economic life. (https://www.aa.com.tr/tr/sirkethaberleri/gida/coca-cola-turkiye-nin-sosyal-sorumluluk-projelerine-iki-odul-birden-/645636)	Women Entrepreneurship Project: Coca-Cola Komuniti Usahawan (KU) Over 16,000 women in Malaysia have benefited from this project's program since it began in 2017. (https://amcham.com.my/coca-cola-malaysia/)
"Future of Agriculture Project": It is a project that aims to create a model that will make it easier for farmers to combat climate change by highlighting sustainable land and water use in agricultural practices carried out in cooperation with Coca-Cola and the Hayata Artı Foundation. (https://www.cocacola.com.tr/kurumsal/duyurular/coca-cola-turkiye-nin-gelecegin-tarimi-projesi-ne-odul)	Water Stewardship (Water Conservation Project): Muslim Aid Malaysia The Humanitarian Fund, the Johor Forestry Department, and the Forest Research Institute Malaysia oversee the Water for Life program. This program aims to protect the peat swamp forests in Ayer Hitam. In collaboration with Raleigh International and the Malaysian Environment Society to promote water conservation among students and to assist communities in using clean water. (https://amcham.com.my/coca-cola-malaysia/)
"World Without Waste Project": It is a project implemented with the cooperation of the Nature Conservation Center (DKM) and the United Nations Development Program (UNDP), and with the support of the Mavi brand and the KOLLEKT mobile app that helps community-based recycling. It aims to make sure that natural wastes are gathered and recycled. (https://www.coca-cola.com.tr/surdurulebilirlik/atiksiz-bir-dunya/coca-cola-turkiye-mavi-is-birligi)	Coca-Cola organizes various awareness campaigns in Malaysia to achieve its global vision of "World Without Waste". In partnership with several NGOs such as the Malaysian Nature Society (MNS), UPM and Malaysian Waste Management Association, they announced hosting; river cleaning activities; Rethink, Reduce, Reuse, Recycle, Compost and Close the Loop initiative; and environmental competitions. (https://amcham.com.my/coca-cola-malaysia/)
Coca-Cola Turkey, During the Pandemic Period; contributed to society and the economy with projects and campaigns such as "Public Support for Small Businesses", "Buy a Menu, Get a Menu", "Hygiene Kit Support to Cafes and Restaurants", "This Coca-Cola is On Us" and "Digital Education for Neighborhood Grocers". (https://www.coca-cola.com.tr/surdurulebilirlik)	Coca-Cola Malaysia donated to an elderly home in Seremban as a part of their corporate social responsibility projects. The donation consisted of; washing machines, medical equipment, wheelchairs and air conditioning units, as well as the elderly home's daily requirements. (https://www.minimeinsights.com/2021/12/01/press-release-of-coca-cola-malaysia-donating-essential-items-to-elderly-home-in-seremban)

2.2. Brand Image

When new brands join the market, their main priority is to catch the attention of customers. Their second priority is to inform customers about their products and the advantages they offer. After achieving these goals, brands focus on creating a positive image of themselves in the mind of consumers. Brands carry out many communication activities intended for consumers to create a positive image. The positive image created as a result of these communication activities strengthens the position of the brand in the mind and heart of the consumer (Wijaya, 2013: 57). Brand image significantly affects consumers' perception of quality towards the brand. Consumers perceive the products or services of brands with a better image in

their minds as much higher quality than the products or services of brands with a worse image in their minds (Kim and Chao, 2019: 11). For a brand to create a positive image, they need to provide consumers with information that will differentiate them from its competitors. Brands have a more positive image compared to their competitors with different product features and different types of services they offer (Ahmed, 2014: 188). The corporate identity, products, visual elements such as logo, emblem, slogan etc., prices, communication efforts, etc. offered by the brand are effective in the formation of the set of beliefs for the brand (Huang et al., 2020: 3).

Brand image is divided into two categories; functional brand image and emotional brand image. While the functional brand image is related to the concrete features of the brand, the emotional brand image is related to the psychological state that emerges with the feelings and attitudes towards the brand (Martínez, Pérez and DelBosque, 2014: 268). Functional brand image refers to the functional features, quality and performance of brands and the perception and impressions they create in consumers. The quality levels, functional benefits and prices of the products offered by the brands are effective in the formation of a functional brand image in the minds of consumers. For example, automobile brands that have a good functional brand image in the minds of consumers generally have functional features such as aesthetic appearance, a comfortable interior, a good engine, etc. (Raji, Rashid and Ishak, 2019: 305). Emotional brand image refers to the perceptions that brands create with consumers by associating their goods and services with emotional qualities such as sincerity, reliability, etc. The values offered by the brand are effective in the formation of an emotional brand image in the minds of consumers. The values offered by the brand contribute to the development of the emotional brand image by improving the consumer's love and bond with the brand (Alwi and Kitchen, 2014: 2326).

The brand image consists of the consumer's knowledge and ideas about the brand's products, and the benefits they offer. The consumer's experience with the brand and the marketing communication efforts of the brand is effective in the formation of the brand image (Bilgin, 2018: 133). Advertising, which is one of the marketing communication efforts, has a very important role in the development of the brand image. Advertisements provide different and new information to consumers about brands, making it easier for brands to settle in the minds of consumers (Janonis and Virvilaitė, 2007: 79). Another important marketing communication activity that plays a role in the development of the brand image is public relations. Consumers believe that brands that do not have a good ethical reputation, produce poor quality products and do not carry out any activities for the benefit of society. This situation causes these brands to have a bad brand image in the eyes of consumers. On the other hand, brands that show that they comply with ethical rules, keep their promises and give importance to society through their public relations activities have a more positive image in the minds of consumers (He and Lai, 2014: 252).

Consumers' intent to buy is determined by the perception that brands inspire in their thoughts. Consumers tend to have more information about the products of brands that they think have a positive image and to make faster buying decisions regarding these brands (Malik, Naeem and Munawar, 2012: 13070). Consumers, who have a positive brand image as a result of experiencing the brand, show loyalty to the brand and always intend to buy the products of that brand (Zhang, 2015:60).

Significant studies are focusing on the connection between brand image and corporate social responsibility actions in the literature. In their study, Rodrigues and Real (2011: 10) concluded that the corporate social responsibility activities carried out by Delta Cafe, one of the important cafes of Portugal, greatly affect the positive image of the brand in the eyes of consumers. Naqvi et al. (2013: 80) found in their study that the image created by businesses in Pakistan by carrying out corporate social responsibility activities increases the perceived quality of the brand, provides more recognition of the brand and increases the number of loyal consumers using the brand. In their study, Salehzadeh, Pool, and Najafabadi (2016) found that the image created by the corporate social activities of banks in Iran increases the value of brands in the eye of consumers. Guzman, Castro and Morales (2017: 38) concluded

in their study, that the corporate social responsibility activities carried out by small-scale businesses in Mexico make both the reputation of brands and the image of brands more positive in the eyes of consumers. As a result of their work in 2018, Mohammed and Rashid saw that the positive image created by the corporate social responsibility activities of the hotels in Malaysia increased customer satisfaction. In their study, Phan, Le, Duong and Phan (2021: 423) determined that universities create a positive brand image and provide customer satisfaction by carrying out corporate social responsibility activities.

Also, significant studies are focusing on the connection between brand image and buying behaviour in the literature. As a result of their studies, Fionto et al. (2014: 58) understood that the brand image created based on the trust given to the consumer in the service sector positively affects the buying behaviour of the consumer. Blom, Lange and Hess Jr. (2017: 256) determined in their study that the brand image developed through digital channels has a positive effect on the buying behaviour of the consumer. According to Yaman's research (2018: 181), people buy more when they have a favourable perception of a company thanks to word-of-mouth advertising.

2.3. Consumer Buying Behaviour

Schiffman and Wisenblit (2019), defined the concept of consumer behaviour as researching, buying, using and evaluating products and services that consumers think will meet their needs. Hanna and Wozniak (2013), added to the definition of consumer behaviour in their study that it is the way consumers buy, use and dispose of goods or services cognitively and actively. In another definition, consumer buying behaviour is the purchase of products or services by individuals for personal or household use, without business purposes (Pride and Ferrell, 2005). All factors that affect people also affect the consumer because consumer behaviour is primarily human behaviour. Consumer behaviour is not a sudden process, but a long-term process (Altunışık and İslamoğlu, 2013). When a consumer wants to buy a product, they go through a series of successive decision process stages (Çetin, 2016, p. 24). These stages are (Gürbüz and Doğan, 2013; Sudha and Sheena, 2017; Kotler and Keller 2009; Erdem, 2006; Blackwell, et al., 2001):

Buying behaviour can be expressed as the evaluation process involving the product/service, its purchase and its use (Muratoğlu, 2016). The process of consumer behaviour may be prolonged depending on the importance and complexity of the buying decision (Babaoğlu et al., 2016). The buying process begins when consumers feel they have a demand that needs to be satisfied, while unsatisfied requirements begin when consumer satisfaction changes from the current level of their satisfaction (Levy and Weitz 2004). Moreover, the feeling of need can be triggered by internal or external environmental factors or by the consumer himself; needs arise from psychological or physiological conditions and when a need is felt, the consumer looks for a way to satisfy that need (Sullivan and Adcock 2002). Cox and Brittan (2004) stated in their study that consumers have basic needs that can be satisfied in very simple ways. However, sometimes when some complex needs are felt, it turns into a problem and this leads to searching for data and demanding solutions (Semenik, 2002).

These stages are affected by many internal and external factors. People change over the years, and the factors affecting their consumption habits change every year. The changing consumer profile has greatly affected their buying behaviour and habits. Consumer behaviour patterns change over the years and as opportunities increase. Consumer buying behaviour is influenced by five main factors. These factors are (Hacıoğlu-Deniz, 2012, p. 249; Ramya and Ali, 2016, p. 76; Mucuk, 1999, p. 81; Abrahamse and Steg, 2009):

Cultural Factors:

Following the cultures of the consumers, the lifestyles and consumption behaviours they are accustomed to may change according to the situations and environmental conditions. Today's cultural activities, for instance, show that it works well for routine tasks like shopping and eating habits (Karalar, 2009).

Social Factors:

Family, peer groups, roles, and status are social elements that influence consumer buying behaviour and have an impact on their brand preferences and choices.

Personal Factors:

Consumer buying behaviour can be affected by extrovert features such as age, periods of life with family, lifestyle and character. People have different lifestyles at different ages. Consumers' lifestyles have an impact on the type of product or service they will buy (Cömert & Durmaz, 2006). Many factors affect the consumer's decision to buy. One of these factors is personal and demographic factors. Also, many concepts make up demographic factors. These are; age, income, occupation, lifestyle and personality.

Psychological Factors:

The experiences and products developed taking into account the psychological consequences reinforce the relationship of the brand with the consumer and allow it to establish an emotional bond, leaving traces that will be retained in the memory of the consumer (Güzel, 2013). The psychological factor, which is one of the factors affecting the buying decision of consumers, consists of subjects such as motivation, perception, learning and beliefs and attitude.

Economic Factors:

The income of the individual and their family greatly affects the goods and services they consider buying. The economic status of the individual; varies depending on income expectations, liquid assets, and government policy. However, there are certain instances where people choose to buy goods that are above their means because they want to fit into a more privileged social group (Tek & Özgül, 2005).

3. Methods and Models

The major goal of this study is to clarify how Coca-Cola's, one of the most well-known brands in the world, corporate social responsibility initiatives, impact customers' purchase decisions and the brand's reputation using the examples of Turkey and Malaysia. The study also examined the differences in the variables between the two countries. An online survey tool was used to gather the data for this study. Data were obtained from a total of 310 participants, 155 from Malaysia and 155 from Turkey. *Roscoe (1975) indicated that rules of thumb for determining sample size as follow:*

1. *Sample sizes larger than 30 and less than 500 are appropriate for most research.*
2. *Where samples are to be broken into sub-samples (male/females, juniors/seniors, etc.), a minimum sample size of 30 for each category is necessary.*
3. *In multivariate research (including multiple regression analyses), the sample size should be several times (preferably 10 times or more) as large as the number of variables in the study.*
4. *For simple experimental research with tight experimental controls (matched pairs, etc.), successful research is possible with samples as small as 10 to 20 in size."*

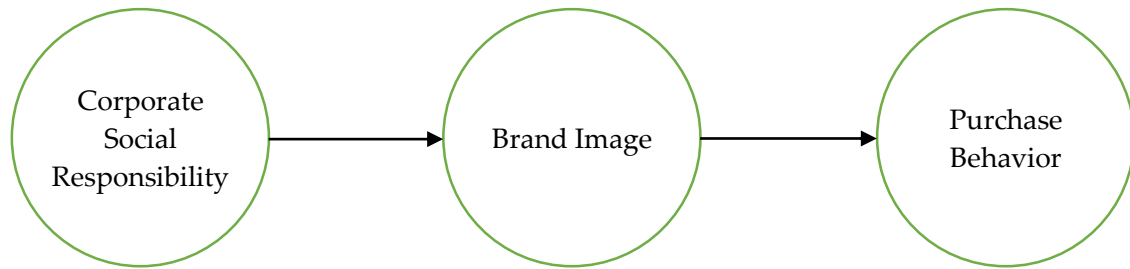
Relationships between variables were evaluated using regression analysis via the SPSS program. In addition, a T-test was performed to examine the differences between the variables. The corporate social responsibility variable was measured with 5 expressions, brand image with 3 expressions, and buying behaviour with 6 expressions. Participants were asked to evaluate all questions on a 5-point Likert-type scale. The questionnaire also included questions about gender, age, marital status, monthly household income, degree of education, and occupation.

The data collection process of the research was carried out between February and June 2022 through an online questionnaire prepared via Google Forms. Research data were collected by convenience sampling, one of the non-random sampling methods. The reason why this method is preferred is that it facilitates the rapid collection of data. In the research, frequency analysis was performed primarily to reveal the demographic information of the participants. Additionally, factor and reliability analyses were performed to evaluate the research's validity and dependability. Regression and the T-test were used to test the research hypotheses. With the use of the SPSS software, all of the research's data were examined.

The purchasing behaviour scale developed by Dutta, Biswas, and Grewal (2007), the brand image scale developed by Chinomona (2016), and the corporate social responsibility scale developed by Folse, Niedrich, and Grau (2010) were all employed in the creation of the questionnaire used in the research.

The research model and related hypotheses are listed below:

Figure 2: Research Model



H1: The perception of corporate social responsibility has a statistically significant effect on brand image.

H2: Brand image has a statistically significant effect on buying behaviour.

H3: Coca-Cola conducts different corporate social responsibility initiatives in the two countries.

H4: The brand image of Coca-Cola differs for both countries.

H5: Coca-Cola consumers in the two countries have different buying habits.

3.1. Findings of the Research

Regression analysis was utilised in the research to evaluate the hypotheses after frequency analysis and factor analysis was used to identify the participants' demographic profile.

3.2. Demographic Characteristics of Participants

Consumers from Malaysia and Turkey participated in the research. In the research, in which 310 people participated in total, 50.0% of the participants were Turkish and 50.0% were Malaysian citizens. 47.4% of the respondents are women and 52.6% are men. 16.5% of the respondents are 18-24, 20% are 25-30, 22.9% are 31-36, 20.3% are 37-44, and 20.3% are 45 ages and above. The educational status of the participants, on the other hand, varies between primary education and doctoral level. 0.3% of the participants had primary education, 9.0% had high school, 45.8% had bachelor, 29.7% had master's education and 15.2% had doctorate education. Demographic findings from the survey research are shown in the table below.

Table 2: Frequency Table of Demographic Variables

		Frequency	%
Country	Turkey	155	50.0
	Malaysia	155	50.0
	Total	310	100.0
Gender	Women	147	47.4
	Men	163	52.6
	Total	310	100.0
Age	18-24	51	16.5
	25-30	62	20.0
	31-36	71	22.9
	37-44	63	20.3

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	45 and above	63	20.3
	Total	310	100.0
Educational Status	Primary Education	1	0.3
	High School	28	9.0
	Bachelor's	142	45.8
	Master's	92	29.7
	Doctorate	47	15.2
	Total	310	100.0

Table:3 Demographic Characteristics Of Turkish Respondents

Gender	Number of Participants	Percentage
Male	84	54.2
Female	71	45.8
Total	155	100.0
Age	Number of Participants	Percentage
Between 18-24	24	15.5
Between 25-30	23	14.8
Between 31-36	28	18.1
Between 37-44	30	19.4
45 years and older	50	32.3
Total	155	100.0
High School	14	9.0
Bachelor	85	54.8
Master	24	15.5
Doctorate	32	20.6
Total	155	100.0

In Turkey, 54.2% of the respondents are male and 45.8% are female. 15.5% of the respondents are 18-24, 14.8% are 25-30, 18.1% are 31-36, 19.4% are 37-44, and 32.3% are 45 ages and above. The educational status of the participants, 9.0% had high school, 54.8% had bachelor, 15.5% had master's education and 20.6% had doctorate education.

Table:4 Demographic Characteristics Of Malaysian Respondents

Gender	Number of Participants	Percentage
Male	78	50.3
Female	77	49.7
Total	155	100.0
Age	Number of Participants	Percentage
Between 18-24	27	17.4
Between 25-30	39	25.2
Between 31-36	43	27.7
Between 37-44	33	21.3
45 years and older	13	8.4
Total	155	100.0
Elementary School	1	0.6
High School	11	7.1
Bachelor	59	38.1
Master	69	44.5
Doctorate	15	9.7
Total	155	100.0

In Malaysia, 50.3% of the respondents are male and 49.7% are female. 17.4% of the respondents are 18-24, 25.2% are 25-30, 27.7% are 31-36, 21.3% are 37-44, and 8.4% are 45 ages and above. The educational status of the participants, 0.6% elementary school, 7.1% had high school, 38.1% had bachelor, 44.5% had master's education and 9.7% had doctorate education.

3.3. Factor Analysis Results

Before moving on to the hypothesis tests, factor analysis was employed to see if the variables in the research model had sub-dimensions and, if they did, to see how closely they matched those in the relevant studies. The variables of public relations perception, brand image, customer value, and customer loyalty were subjected to exploratory factor analysis utilising Varimax rotation in this situation.

To evaluate the results of factor analysis applied to the variables, firstly, the results of Kaiser-Meyer-Olkin (KMO) Sampling Adequacy and Bartlett sphericity test, which are the prerequisites of factor analysis, were examined. Following the analyses, the values for the selected variables were discovered; the corporate social responsibility (KMO= .911; Bartlett's Test of Sphericity: Approx. Chi-Square = 1589.667; df=10; Sig=0.00), the brand image (KMO= .935; Bartlett's Test of Sphericity: Approx. Chi-Square = 1888.538; df=28; Sig=0.00) and buying behaviour (KMO= .933; Bartlett's Test of Sphericity: Approx. Chi-Square = 1836.090; df =21; Sig=0.00). The fact that the Kaiser-Meyer-Olkin values of all examined variables were not below the required limit value of 0.50 and that the Bartlett sphericity test was also significant for each variable (P), revealed that it was appropriate to perform factor analysis for these variables.

As a result of the exploratory factor analysis, a single factor structure was obtained for each variable. Only one item connected to the Brand Image variable was removed from the analysis when the factor loads of the scale items were looked at because they fell below the necessary limit value of 0.50. After

removing this item, it was concluded that the data were valid since all variables were single-factorial and all factor loadings and explained variances were above 0.50. In addition, as a result of the reliability analysis performed after the factor analysis, it was determined that Cronbach's Alpha values of all variables were higher than the required limit value of 0.70, which showed that the data were reliable. Factors, factor loads, explained variance and Cronbach's alpha values related to research variables are summarised in Table 2.

Table 5: Factor Analysis Results Regarding Research Variables

Factor Name	Factor Expressions	Factor Loading	Variance	Reliability (Cronbach's Alpha)
Corporate Social Responsibility	This brand is genuinely interested in issues that society is sensitive to.	0.896	84.140	0.953
	This brand attaches importance to corporate social responsibility.	0.928		
	This brand shows the importance it attaches to corporate social responsibility in the country it is in.	0.928		
	This brand shows that it helps people with its corporate social responsibility projects.	0.940		
	The corporate social responsibility projects of this brand provide benefits to society rather than benefits to the brand.	0.894		
Brand Image	The image of this brand in my eyes is very different from its competitors.	0.821	67.699	0.944
	This brand has a good image.	0.885		
	This brand is very well designed.	0.833		
	The products of this brand are of high quality.	0.891		
	The products of this brand have better characteristics than their competitors.	0.877		
	Products from competing brands are often cheaper.	0.438		
	This brand does not disappoint its customers.	0.864		
	This brand is one of the best in the industry.	0.873		
Buying Behaviour	I buy this brand often.	0.879	75.054	0.954
	I buy this brand often and regularly.	0.899		
	I often buy this brand as it is environmentally friendly.	0.919		
	I would buy this brand because it is against testing on animals.	0.893		

	I often buy this brand as it is safe to consume.	0.902		
	I buy this brand because I think it gives importance to human health.	0.922		

3.4. Correlation Analysis

Correlation values between all variables of the research are statistically significant. These findings indicate that all of the research model's variables have a positive association with one another. Correlations between research variables are shown in Table 3 below.

Table 6: Correlations, Means, and Standard Deviations Between Latent Variables

	Mean	Standard Deviation	Corporate Social Responsibility	Brand Image	Buying Behaviour
Corporate Social Responsibility	3.130	1.1942	1		
Brand Image	3.5032	1.11404	0.806**	1	
Buying Behaviour	2.8661	1.280040	0.776**	0.753**	1
**There is significant correlation at the 0.01 significance level.					

3.5. Regression Analysis and Evaluation of Hypotheses

Simple linear regression analyses were used to test the research hypotheses. The results of the simple linear regression analysis performed to test the hypotheses are summarised in Table 4 and Table 5:

Table 7: Simple Linear Regression Analysis Results for Brand Image Dependent Variable

Dependent Variable	Brand Image		
Independent Variables:	Beta	t value	P value
Constant		10.914	0.000
Corporate Social Responsibility	.806	23.785	0.000
R=0.806 R ² =0.649 F=570.000 p=0.000			

According to the results of simple linear regression analysis, the model is statistically significant with F=570.000 and p =0.000 values. As can be seen from Table 4, sig. values were below 0.05. This result shows that the H1 hypothesis is accepted.

Values related to the explanatory power of the model are summarised as R=0.806, R²=0.649, F=570.000 p=0.000. As a result, the percentage explaining the independent variable, corporate social responsibility, which is the brand image, is 64.9%.

Analysing the Beta values in Table 4 will reveal how much the independent variables have an impact on the dependent variable. As a result, the corporate social responsibility variable affects the brand image variable at a level of beta=0.806.

Table 8: Simple Linear Regression Analysis Results for the Dependent Variable of Purchasing Intent

Dependent Variable	Buying Behaviour		
Independent Variables:	Beta	t value	P value
Constant		-1.037	0.301
Brand Image	.753	20.062	0.000
R=0.753 R ² =0.566 F=402.466 p=0.000			

According to the results of simple linear regression analysis, the model is statistically significant with F=402, 466 and p =0.000 values. As can be seen from Table 5, sig. values of all factors were below 0.05. This result shows that the H2 hypothesis is accepted.

R=0.753, R²=0.566, F=402,466 and p=0.000 are the values linked to the model's explanatory ability. Therefore, the rate of explaining the dependent variable of the brand image, which is the independent variable, of buying behaviour is 56.6%.

Examining the Beta values in Table 5 gives information about the level of influence of the independent variables on the dependent variable. Therefore, the brand image variable affects the buying variable at the Beta=0.806 level.

3.6. Difference Tests

Within the framework of the research, it is important to explain the differences between the survey participants according to the country they live in. Since the country of residence (Turkey-Malaysia) variable consists of two independent groups, the t-test was used to analyse the difference.

The t-test was performed to examine whether there was a difference based on the respondents' countries of residence using the variables in the research model. There are 155 Turkish and 155 Malaysian citizens in the sample of 310 people in total. The t-Test performed with the variables in the research is shown in Table 6 below:

Table 9: T-Test Results of the Country of Residence Variable

Variables	Country	N	Mean	Standard Deviation	tValue	p Value
Corporate Social Responsibility	Turkey	155	2.477	1.2038	-11.470	0.000
	Malaysia	155	3.782	0.7457		
Brand Image	Turkey	155	2.9760	1.26493	-9.447	0.000
	Malaysia	155	4.0304	0.56396		
Buying Behaviour	Turkey	155	2.0419	1.12183	-14.803	0.000
	Malaysia	155	3.6903	0.81460		

After the t-test, which was conducted to compare the answers of the participants to the variables within the framework of the research, there is a difference according to the country of residence for corporate social responsibility, brand image and buying behaviour. (p < 0.05). Therefore, hypotheses H3, H4, and H5 were accepted.

4. Conclusion

The main purpose of this research is to reveal the difference between Turkey and Malaysia on the effect of corporate social responsibility activities carried out by Coca-Cola, a global brand, on purchase intention in the context of brand image. Research findings show that the corporate social responsibility activities carried out by Coca-Cola in both Turkey and Malaysia have a positive effect on the consumer's purchase intention through brand image. When other studies in the literature are examined, it is seen that corporate responsibility activities positively affect brand image. In the study of He and Lai (2014), it was concluded that the brand image created by corporate social responsibility activities is effective in gaining the loyalty of the consumer. In the study of Shabbir et al. (2018), it was concluded that the corporate social responsibility projects carried out by the banks of the brands in Pakistan created a positive effect on the brand images and created loyalty in the consumer. In the research of Mohammed and Rashid (2018) on the hotel industry in Malaysia, it was concluded that the corporate social responsibility activities of the hotels have an impact on the brand image and the customers are more affected by the activities of the brand. The same could be said for this research. According to the findings of this study, Malaysian consumers prefer brands that show genuine interest in societal issues, brands that value corporate social responsibility, and brands that demonstrate that they help people or communities through corporate social responsibility projects.

When all these studies in the literature are examined, it has been seen that corporate social responsibility activities have an effect on the brand image and affect the buying decisions of consumers. Research findings have shown that the corporate social responsibility activities carried out by Coca-Cola affect consumers in Malaysia more than consumers in Turkey. This situation; is thought to be because Coca-Cola's corporate social responsibility activities were announced to consumers in Malaysia more frequently and more effectively. Again, the research findings showed that the brand image of Coca-Cola in the eyes of consumers is higher in Malaysia than in Turkey. This situation reveals that the corporate social responsibility activities of Coca-Cola in Malaysia create a more positive perception in the eyes of the consumers and affect the brand image more positively than in Turkey. In addition, research results show that consumers in Malaysia tend to buy Coca-Cola more than consumers in Turkey. Malaysian consumers' higher perceptions of corporate social responsibility activities and brand perceptions than Turkish consumers could be as a result of some factors. First, there is evidence that Malaysian consumers are highly aware about CSR and the type of CSR activities organizations should undertake. Singh & Islam, (2017) found that consumers being one of the most important stakeholder groups are becoming highly aware about CSR and are beginning to demand for a commitment in CSR and the responsibility organizations have with the society at large. Hence, Malaysian consumers consider an organization's CSR involvements when making a purchase decision.

Moreover, in its bid to encourage CSR practices, the government launched the Prime Minister's CSR award since 2007 to recognize companies that are making a difference through their CSR programmes. The award is given to various types of organizations for outstanding CSR initiatives on eleven different categories (Capital Corporate Communications Sdn Bhd, 2013). As a result, many large and small organizations are incorporating CSR into their cause-related marketing strategy as they do not want to be left out and want to be seen as socially responsible because they believe it will improve their corporate image and reputation (Tsao and Chen, 2011). An interesting finding from Abdul et al. (2011) indicates that Malaysian consumers seem to view CSR priority differently from other nations and gravitate towards organizations committed to CSR.

Finansman/ Grant Support

The author(s) declared that this study has received no financial support.

Yazar(lar) bu çalışma için finansal destek almadığını beyan etmiştir.

Çıkar Çatışması/ Conflict of Interest

Yazar(lar) çıkar çatışması bildirmemiştir.

The authors have no conflict of interest to declare.

Yazarların Katkıları/Authors Contributions

Çalışmanın Tasarlanması: Yazar-1 (%30), Yazar-2 (%30), Yazar-3 (%30), Yazar-4 (%10)

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Veri Toplanması: Yazar-1 (%30), Yazar-2 (%30), Yazar-3 (%30), Yazar-4 (%10)

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Makalenin Yazımı: Yazar-1 (%30), Yazar-2 (%30), Yazar-3 (%30), Yazar-4 (%10)

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Makale Gönderimi ve Revizyonu: Yazar-1 (%30), Yazar-2 (%30), Yazar-3 (%30), Yazar-4 (%10)

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