

RESEARCH ARTICLE

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Designing a Branding Model for Consumer Goods with a Social Responsibility Approach

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Abstract

The purpose of this study is present the branding model of consumer goods with a social responsibility approach. The research method is exploratory in nature and mixed-in approach. In the qualitative part of the research and using the Delphi method, 30 university experts in the fields of management and marketing, organizational experts, management, and economics included senior managers, professors, and related to the field of management and economics. The quantitative section is an applied research purpose. Using the designed questionnaire after its validation process, it was distributed among the statistical sample (small and medium business experts) and finally led to the extraction and identification of variables. The statistical population was 5450 people, based on Cochran's formula, 357 people were randomly selected as a sample. The variables were identified using the Delphi method, and finally, the model was validated using the smart.pls, software. Based on research literature and experts' opinions, a total of 62 factors were identified. The fuzzy Delphi approach was used to screen the indicators and identify the final indicators, 55 indicators were extracted in the first round, 51 indicators in the second round, and 46 indicators in the third round. The identified barriers were identified in four dimensions, sales management, reasonable price, customer needs, and high accessibility, which have been assigned the first to fourth ranks. Validation of the model also showed that the numerical value of the GOF index was equal to 0.546, which is a strong index and shows the overall high quality of the model. Therefore, based on the results obtained from the research findings, it is suggested that arrangements be made based on knowledge and communication and information innovations to promote the branding of consumer goods with a social responsibility approach.

Keywords: *Branding, Sales management, Reasonable price, Customer needs, High availability, Social responsibility*

Introduction

According to the definition of the American Marketing Association, a brand name includes a name or a set of words, period, sign, symbol, design, or their combination. For brand owners, this is an important and distinct approach that guarantees the future of the product, but an important point that should not be neglected is that creating an ethical brand is a subset of marketing ethics that It determines the right behavior, wrong behavior and moral norms in relation to the individual, organization or

society in the decisions related to creating a brand name (Sethi et al., 2023). In this approach, a name and brand should be evaluated not only with economic criteria but also with ethical criteria, because in the booming market of technology products, the supply of a new product or service with a different technology is only half of the way forward for large manufacturing companies and the other half. The way depends on choosing a suitable name in every way for that product; A name that, while being special and unique, should attract the

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attention of users and then foreign audiences (Shabani et al., 2020). In fact, a look at the market of popular products in the field of technology shows that many of these products are chosen and bought regardless of their quality and capabilities because of their special and interesting names (Sharp et al., 2023).

The important point is that basically the brand name and logo of companies and institutions often add to the "value" of products and services. In such a way that this external and internal "value" becomes the most important driving factor for customers to buy and use products and services. The external value is reflected in the price of the service product and the internal value is reflected in the culture and ethics of that society (Reza Soltani et al., 2023). These two factors make customers willing to buy their products and services. Therefore, ethics is considered as a system of values and dos and don'ts in the organization, a guide for managers and employees in their decisions and choices. Idealist, humanist, relativist and utilitarian ethical viewpoints each deal with an aspect of ethics and raise a specific area of ethics and put the organization in front of this difficult choice of which viewpoint provides and guarantees the interest of the organization and its beneficiaries. It does (Tan et al., 2022).

The main issue is to investigate the ethical principles hidden in the brand name, which both causes the success and fame of that name and brand, and also causes high profitability of the business unit. Today, companies are facing two basic challenges related to their branding activities. On the one hand, consumers face a kind of skepticism towards branding activities, and on the other hand, fierce competition in the market has caused the loss of efficiency of tools, so companies should look for tools to make their competitive advantage more stable. Although some researches have pointed out the importance of social responsibility as one of the dominant social tools in branding activities, no solution has been provided regarding how a social brand can be built

with the help of these policies (Reynolds et al., 2023). Regarding the necessity of the current research, it should be acknowledged that although some researches have pointed out the importance of social responsibility as one of the dominant social tools in branding activities, there has been no discussion about how a social brand is built with the help of these policies. With these preliminaries, the current research aims to design a model for corporate branding with an emphasis on the concept of social responsibility, and the main question is: "What are the most important indicators of the corporate branding model with a social responsibility approach?"

Literature Review

From the moral aspect, the attitude of customers regarding shopping depends on the factor of moral awareness and their intention to buy (Vithanage et al., 2023). In today's era, due to the increase in the right of customers to choose and the change in the lifestyle of people in the society, some views raise this important issue that sometimes unethical practices and the marginalization of ethical business behavior have become a common thing (Jalalzadeh et al., 2021). In other words, nowadays, a famous brand may not necessarily be ethical, and customers are only looking for the quality of their product, despite being concerned about ethics (Dong et al., 2023). Paying attention to this point of view causes concern about ethical branding and raises questions that do users care about ethical issues? Do companies pay enough attention to this in the field of public relations? According to these questions and contrary to the above view and in spite of the contradictions in the society, there is more concern about the principles of business in the society compared to previous years, the main reason for which is the increase of customers, and this causes an increase in moral awareness and the strictness of most of them. Consumers have become more ethical about reviews. As a result, the forces creating the name and logo must pay enough attention to moral responsibility (Andaluz et al., 2023).

One of the common and important concepts that has shown special attention to this issue. It is social responsibility (Wang et al., 2023). In the general definition of this concept, it should be emphasized that social responsibility is an ethical framework and indicates that every institution, whether an organization or an individual, should behave ethically and sensitively towards social, cultural and environmental issues in order to benefit the society used and the result of these actions will benefit the society. Social responsibility is the responsibility that each person must do to maintain the balance between the economy and the ecosystem (Xu et al., 2023). Therefore, corporate social responsibility is a kind of rational philosophy that is related to social contracts in order to comply with business ethics. Compliance with this issue leads to marketing from the point of view, which has the best performance in the long term (Wan et al., 2023).

Regarding the social responsibility of companies, it should be noted that an action may be ethical from the company's point of view, but not from the society's point of view (Aziz & Sassen). Also, another issue that should be considered is that if this attention is only due to reducing the risk of exposure to society, it is doomed to failure and does not improve the company's social position. In this regard, ethical branding has played a big role in the company's credibility and has always focused its efforts on promoting respect for fundamental values. Also, ethical branding in competitive positioning also reduces doubts about the names and logos of companies. Finally, it can be said that ethical branding is considered at two levels

- ✓ At the level of naming decisions (applying moral opinions), naming, naming, segmentation positioning;
- ✓ At the psychological and philosophical level (examining the connection between name and sign or naming and social needs). (Gambetti & Biraghi, 2023).

In any case, this issue has recently been raised and needs more study and work, but

what is clear is that companies should create an ethical balance in the decisions related to naming and communication with regard to the strategic and systemic view. Naming and naming (branding) has a deep effect not only on the people who buy that product or product, but also on the whole society. Also, naming decisions affect the job satisfaction of employees, the credibility of suppliers, the attention of shareholders, and most importantly, the society's attitude towards the company. In general, a good name and logo is a name and logo that creates emotional value for users and society in addition to financial value for its owners. The image of a name and logo is very effective as a result of decisions not related to this field, of course, business decisions should not be ignored. In crises, usually the first victim is the name and logo of the company that is damaged. In general, any wrong policy regarding social responsibility and ethics can damage the brand image in addition to financial loss (Khanh Vuong & Manh Bui, 2023).

Social responsibility approach

It refers to the ethical response of companies to social issues at the level of employees, customers, stakeholders and members of society. This concept is not only a moral proposition but also a legal obligation. This responsibility includes the set of duties and obligations that the company must perform in order to preserve, care and help the society in which it operates. Corporate social responsibility is related to the company's responsibility towards society, people, and the environment in which the company operates, and this responsibility goes beyond economic and financial inquiries. Social issues include activities that promote profit and social benefit and go beyond the interests of the organization and what the law requires. It is the duty of the organization and its management to be accountable to the community. This move from moralism to social responsibility is now highly debated (Balqiah et al., 2023).

The Findings of Zarei et al., (2023) research titled: "Identifying and Prioritizing Effective Factors on Personal Branding of

Commercial Company Managers in Social Networks" showed that the factors affecting the personal branding of commercial company managers in social networks include: organizational performance, knowledge, skill and managerial intelligence, extra-organizational communication, demographic characteristics, having a personal perspective, personality traits, leadership skills, social network skills, social-cultural factors, attention to the audience and paying attention to the content, among which having a personal perspective has the most influence and demographic characteristics has the least influence.

The Findings of Hashemi et al., (2023) research titled: "Analysis of the Masculine and Feminine Brand Personality and the Customer-based Brand Equity on Instagram Pages of Fast-moving Consumer Goods" showed that 75% of the variance in the unique value of the brand can be explained by the influential variables in this model, meaning that the four other variables also demonstrate changes in the unique value of the brand. The coefficient of determination for the variables of customer commitment to the brand and love for the brand is 0.635 and 0.709, respectively, indicating a high explanation of the variance in these two variables through influential independent variables.

The Findings of Dalvand et al., (2023) article titled: "Virtual & Cyber Whistle Blowing Role of Brand Hate among Home Appliance Customers" showed that among main variables, experimental avoidance; among casual condition, marketing and advertisement and among external factors, competition had highest importance.

The Findings of Aghazadeh et al., (2023) article titled: "Investigating the Process and Factors Affecting the Branding of Startups in Iran: A Multiple - Case Study" showed that branding is important to all startups, and they do take measures to improve it. The findings of this research are also different from the extant literature; activities such as public relations and sponsorship, using social media, and partnering with other companies

were studied in this research, while they were not mentioned in earlier studies.

The Findings of Darvish et al., (2023) article titled: "Identifying the Effective Factors of Oral Electronic Marketing on Brand Equity" showed that oral electronic marketing has two dimensions: technical and technological factors and individual factors, and the dimension of technical and technological factors includes the components of electronic marketing tools and situational features, message features, and the dimension of human factors includes the components of individual factors and interpersonal factors. The special value of the brand also has two dimensions of consumer perception and consumer behavior. The dimension of consumer perception includes the components of brand association, perceived quality, and brand awareness, and the dimension of consumer behavior includes the components of brand loyalty, customer relationships, and brand consistency.

The Findings of Dehyadegari et al., (2023) article titled: "Factors Affecting Entrepreneurial Branding in Social Networks Using Data Mining Approach (Case Study: Instagram)" showed that the most important factors were found to include the number of followers, exclusive logo, image and video quality, payment gateway, website, simultaneous attention to face-to-face and online sales, and the small number of unrelated hashtags.

The Findings of Paruzel et al., (2023) article titled: "Corporate social responsibility and employee innovative behaviors: A meta-analysis" showed that the potential of corporate social responsibility for innovation in organizations is discussed. We stress the importance of corporate social responsibility as an organization-level determinant of employee innovative behavior for cleaner production.

The Findings of wan et al., (2023) article titled: "Does local government debt affect corporate social responsibility? Evidence from China" showed that firms with stickier labor costs have lower productivity and market values in the subsequent year, despite

local governments reciprocating them with more subsidies. Overall, LGD not only adversely impacts firm financing through the crowding-out effect but also erodes firm value through local governments' responsibility-shifting effect.

The Findings of Chikr et al., (2023) research titled: "Trust and corporate social responsibility: International evidence" showed that controlling for a set of firm-level and country-level control variables, to employing alternative econometric methodologies, and to using various CSR proxies.

The Findings of Li et al., (2023) research titled: "Share pledging of controlling shareholders and corporate social responsibility disclosure" showed that controlling shareholders use strategic social responsibility disclosure for risk management after pledging their shares; however, controlling shareholders focus on improving the comprehensiveness of

disclosure content rather than its credibility and standardization.

The innovation of this article can be examined from several aspects:

- So far, there has been no research focusing on the branding of consumer goods in Iran;
- Examining the role of social responsibility in branding and considering ethical considerations in this regard;
- Extraction and analysis of the most important branding indicators;
- Finally, the effect of knowledge and communication and information innovations in the best possible branding of high consumption goods in Iran.

The authors will draw the theoretical gap of the current research in the form of a primary model or a conceptual model by checking and examining the theoretical literature of the research as well as the previous researches:



Figure 1. *Research conceptual model*

Research Methodology

This study is exploratory in nature and mixed in approach. The current research in the qualitative phase was exploratory in terms of its purpose and was considered a content analysis method in terms of its approach. In the qualitative method, using the Delphi technique (expert survey), the

researcher-made questionnaire of this research was examined and verified. In the Delphi method, it is necessary to check the desirability of the required research tools (questionnaire) through polling among experts and experts. Examining the questions of the questionnaire and the effectiveness of the questionnaire among the statistical

community and its feedback can be included in this method. To investigate this technique, 30 experts and experienced professors were used to confirm the content and structure of the researcher-made questionnaire and distribute it among the statistical community in the next step. Research in the quantitative phase is an applied research in terms of purpose. In the quantitative part, using a designed questionnaire, which was distributed among the statistical sample after its validation process, statistical analysis was done based on its data, and the integrated research method was used to check the confirmation of both quantitative and qualitative methods. In this research, we use the integrated research method. In fact, this method is a combination of quantitative and qualitative methods. In the qualitative phase of the research and in the process of identifying the branding of consumer products with a social responsibility approach, the participating team, which includes academic experts, small and medium businesses, in a non-random (targeted) way and snowball method, with the number of 30 people, to achieve Theoretical saturation was used. For this purpose, academic experts in the fields of management and marketing, organizational experts, management and economics, including senior managers, experts, professors and related in the field of management and economics, were selected based on the following criteria.

- ❖ Have a Ph.D degree in management, economics and marketing;
- ❖ Have at least 15 years of work experience'
- ❖ Be a member of the university faculty in the field of management, economics and marketing;
- ❖ Regarding the topic of the current research, they should have publications, articles and research activities.

Tables 1 to 3 show the demographic characteristics of the interviewees in the qualitative section:

Table 1.

Characteristics of the interviewees (by age)

Row	Age	Qty	Percent
1	Between 35 and 40 years	5	17
2	From 41 to 50 years	18	60
3	Over 50 years	7	23

Table 2.

Characteristics of the interviewees (by education)

Row	Age	Qty	Percent
1	MA	6	20
2	Ph.D	24	80

Table 3.

Characteristics of the interviewees (by Experience and expertise)

Row	Age	Qty	Percent
1	Between 15 and 20 years	9	30
2	From 21 to 25 years	15	50
3	More than 25 years	6	20

In the quantitative part of, the statistical population included all the customers of the chain stores of Afogh Korosh. The sample in the small part was selected through Cochran's formula. The most important methods of collecting information in this research are as follows: In this research, the library method was used to collect and edit the literature related to the subject of the research and review the research records. For this purpose, the books and articles available in the libraries and the articles available on the Internet, as well as the Latin articles made in the field of the research topic, have been used. In this part, a questionnaire was used to collect data and information for analysis. Questionnaire is one of the common research tools and a direct method for obtaining research data. Questionnaire is a set of questions (items) that the respondent provides the necessary answer by observing them. This answer constitutes the data needed by the researcher. Through questionnaire questions, it is possible to evaluate a person's knowledge, interests, attitude and opinions, understand his previous experiences and find out what he is currently doing. The method of data and

information analysis in this research is the following methods, descriptive statistics were used to estimate the central characteristics and set the statistical frequency distribution tables to analyze the statistical data obtained from the softwares. spss and lisrel were used, and the method of structural equations, factor analysis, path analysis, and simple validity and goodness-of-fit tests were used.

Findings

Qualitative section

Identifying the determining parameters

In the first step, screening and identification of the final indicators of the research were done. Based on research literature and expert interviews, a total of 62 factors have been identified. The fuzzy Delphi approach has been used to screen the indicators and identify the final indicators. Fuzzy average and fuzzy screening of the investigated indicators in the first round of 55 indicators were confirmed in the first round. The indicators were re-examined in the form of a 55-question questionnaire in the second round. Fuzzy average and fuzzy screening of the investigated indicators in the second round, 51 indicators were confirmed in the second round, and the indicators were re-examined in the form of a 51-question questionnaire in the third round. Based on the fuzzy average and fuzzy screening of the investigated indicators in the third round, 46 indicators were approved in the third round, and the final approved 46-question questionnaire was presented in table 4.

Table 4.

Identification of social marketing model in small and medium businesses

Indicator
New technology

Indicator
2. Cost and benefit calculation
3. General motivation
4. Improving financial knowledge
5. Training based on financial literacy needs assessment
6. Training based on customers' tastes and interests
7. Speed in consumption
8. Speed in production
9. Speed in distribution
10. Being persistent
11. Effective strategies
12. Motivational strategies
13. Access to products at reasonable prices
14. Favorable shopping culture
15. Effective communication
16. Effective advertising
17. Sales management skills
18. Customer management skills
19. Time management skills
20. Skill of financial knowledge
21. Life planning
22. Financial planning
23. Self-management
24. High consumption
25. Innovation in product production
15. Appropriate budget
16. Customer Preferences
17. Customer demand
18. Effective communication
19. Low expiration date
20. High consumption
21. Green products
22. Available features
23. Household income
24. Importance of the product
25. Household budget
26. Consumption management
27. Purchasing power
28. Fundamental change in the distribution network
29. Comprehensiveness in the distribution network
30. Advice on sales in the distribution network
31. Internet sales
32. Rethinking sales management training
33. Reducing waste in resources
34. Research and research activities
35. Establishment of comprehensive quality management

Table 5.
Table of research dimensions, components and indicators

Dimensions	Components	Indicators
Quality dimension	Technical quality	Technical quality of service
		Standardization of the technical system
		Affecting services
	Performance quality	The quality of the administrative system
		Standardization of the administrative system
		Support of senior managers
	Communication quality	Reliability of the service
		Employee relations with contacts
		Employee and customer feeling
	Marketing quality	Goods and services and ideas for supply
		Cost of unfavorable behavior and attitude
		Changing behavior from macro policies
Value dimension	Emotional value	A sense of security
		A sense of safety
		A sense of comfort
		A sense of feeling happy
	Functional value	Good quality of service
		Order in providing services
		Providing services
		Acceptable standard
Behavioral dimension	Cooperation of contacts	Use of information technology
		Customer information about services
		Informing the customer of the location of the service
		Informing the customer of his duties
		Customer information about programs
		Customer cooperation with employees
	Motivational desire	Facilitate customer behavior
		Responsibility
		Professional commitment
		Customer request from staff
	Tension tolerance	Customer's belief in problems
		Customers believe in peace
		Facing problems
		Satisfaction with the system
	Customers attitude	The amount of innovation in the system
		Stability
Reducing waste in resources		
Research and research activities		
The level of individual skills and expertise of employees		
The level of skill in the secondary education of employees		
Communication dimension	Democracy	The level of creativity and innovation
		Morality
		The degree of compatibility and communication with different cultures
	Creativity and innovation	Fairness in relation to the beneficiaries
		Benevolence and creativity
		Being productive and avoiding wasting resources

Evaluation of the measurement model

Reliability and validity tests have been used to measure the fit of the reflective measurement model.

Reliability test of the measurement model. Reliability deals with the extent to which a measurement instrument produces the same

results under the same conditions; In other words, the correlation between one set of scores and another set of scores in an equivalent test obtained independently on a group of subjects. Reflective reliability tests include Cronbach's alpha and composite reliability (CR).

Cronbach's alpha. Cronbach's alpha coefficient is usually used to determine the reliability that shows the internal consistency and accuracy of the measurement. Cronbach (1951) declared a value above 0.7 as an acceptable reliability indicator. The results of Cronbach's test are presented in Table 2.

Composite reliability (CR). Composite reliability in structural equation modeling is a better measure than Cronbach's alpha.

Because in the calculation of Cronbach's alpha coefficient for each component, all indicators are included in the calculations with equal importance; while for calculating composite reliability, indicators with higher factor load are more important. This makes the reliability values of the components to be a more realistic and accurate measure than their Cronbach's alpha. According to Nunnally (1978), if the value of CR for each component is above 0.7, it is a sign of appropriate internal stability for measurement models. As a result, Cronbach's alpha and composite reliability were calculated to measure the reliability of the questionnaire better and more accurately.

Table 6.

Cronbach's alpha and composite reliability (CR)

Variables	Cronbach's alpha	Composite reliability (CR)
Dimensions of high access	0.912	0.926
Dimensions of reasonable price	0.896	0.917
Dimensions of customer needs	0.944	0.950
Dimensions of sales management	0.867	0.897

According to Table 2, the value of composite reliability coefficient (CR) and Cronbach's alpha for all dimensions of the studied model is more than 0.7 and therefore it can be claimed that the questionnaire has acceptable reliability.

Validity test of the measurement model

The concept of validity (validity) answers the question of how well the measurement tool measures the desired characteristic. Validity refers to the logical connection between the test questions and the measured material. When it is said that the test has validity, it means that the questions of the test accurately measure what is intended. When one or more traits are measured through two or more methods, the correlation between these measurements provides two important indicators of validity. The validity of

reflective structures is measured by two methods: convergent validity and divergent validity.

Convergent validity. in the convergent validity method, confirmatory validity and average variance extracted index (AVE) are used.

Confirmatory validity. To check the confirmatory validity of the model, factor loadings are used. In fact, until it is proven that the questions of the questionnaire have measured the hidden variables well, the relationships cannot be tested.

A model will be homogeneous if the absolute value of the factor loadings of each of its corresponding observable variables has a minimum value of 0.5. The results of the factor loadings of the measurement model are presented in Table 7.

Table 7.
Factor loadings of research variables

Path	Factor load	t statistics
q01 → Dimensions of high accessibility	0.678	10.752
q02 → Dimensions of high accessibility	0.680	7.303
q03 → Dimensions of high accessibility	0.808	16.572
q04 → high access dimensions	0.623	8.565
q05 → Dimensions of high accessibility	0.647	8.007
q06 → Dimensions of high accessibility	0.619	7.506
q07 → Dimensions of high accessibility	0.859	19.461
q08 → Dimensions of high accessibility	0.797	12.048
q09 → Dimensions of high accessibility	0.708	10.818
q10 → dimensions of high accessibility	0.608	6.552
q11 → dimensions of high accessibility	0.690	10.095
q12 → dimensions of high accessibility	0.821	17.444
q13 → Dimensions of the right price	0.701	11.075
q14 → Dimensions of the right price	0.841	24.083
q15 → Reasonable price dimensions	0.701	10.898
q16 → Dimensions of the right price	0.623	8.771
q17 → Dimensions of the right price	0.813	19.258
q18 → Dimensions of the right price	0.572	5.725
q19 → Dimensions of the right price	0.682	11.047
q20 → Reasonable price dimensions	0.822	19.432
q21 → Dimensions of customer needs	0.817	17.396
q22 → Dimensions of customer needs	0.704	9.933
q23 → Dimensions of customer needs	0.669	9.905
q24 → Dimensions of customer needs	0.707	11.074
q25 → Dimensions of customer needs	0.609	8.013
q26 → Dimensions of customer needs	0.624	7.234
q27 → Dimensions of customer needs	0.746	13.223
q28 → Dimensions of customer needs	0.689	10.588
q29 → Dimensions of customer needs	0.814	17.888
q30 → Dimensions of customer needs	0.751	13.432
q31 → Dimensions of customer needs	0.707	11.074
q32 → Dimensions of customer needs	0.742	16.504
q33 → Dimensions of customer needs	0.749	11.588
q34 → Dimensions of customer needs	0.744	13.770
q35 → Dimensions of customer needs	0.706	13.488
q36 → Dimensions of customer needs	0.711	12.919
q37 → Dimensions of customer needs	0.630	9.202
q38 → Dimensions of customer needs	0.739	13.321
q39 → Dimensions of sales management	0.722	14.429
q40 → Dimensions of sales management	0.745	14.474
q41 → Dimensions of sales management	0.626	7.431
q42 → Dimensions of sales management	0.743	9.099
q43 → Dimensions of sales management	0.723	13.895
q44 → Dimensions of sales management	0.849	32.015
q45 → Dimensions of sales management	0.835	22.409
q46 → Dimensions of sales management	0.840	26.801

Based on the results of the measurement model listed in Table 3, the observed factor loading in all cases has a greater value of 0.5, which shows that there is a proper correlation between the observable variables and their related hidden variables, and also based on

the results of the measurement model, the value of bootstrapping (t statistic) is greater than the critical value of 1.96 in all cases, which indicates that the correlation between the observable variables and the related hidden variables is significant; Therefore, it

can be concluded that each current variable is correctly measured by its manifest variables.

Average index of extracted variance (AVE)

If the correlation between the scores of tests that measure a single characteristic is high, the questionnaire has convergent validity. This correlation is necessary to ensure that the test measures what it is supposed to measure. For convergent validity, average variance extraction (AVE) is calculated and compared with composite reliability (CR). Convergent validity exists when AVE is greater than 0.5 (Fornell and Larcker, 1981). Convergent validity exists

when CR is greater than 0.7. Also, CR must be greater than AVE. If these three conditions exist, there will be convergent validity (Hair et al., 2006).

Transverse load test

The Fornell-Lacker criterion examines the discriminant validity at the structural level, but the transverse load test provides the discriminant validity evaluation at the representative level. In this test, it is expected that the load of each reagent for each dependent variable is higher than the transverse loads or the load of that reagent for other dependent variables. The results of the transverse load test are presented in Table 8.

Table 8.

Differential validity of transverse load test reflective structures

	High access dimensions	Reasonable price dimensions	Dimensions of customer needs	Dimensions of sales management
q01	0.678	0.402	0.177	0.423
q02	0.680	0.344	0.077	0.445
q03	0.808	0.357	0.100	0.454
q04	0.623	0.343	0.053	0.343
q05	0.647	0.344	0.123	0.365
q06	0.619	0.312	0.130	0.431
q07	0.859	0.369	0.123	0.474
q08	0.797	0.337	0.112	0.433
q09	0.708	0.317	0.126	0.404
q10	0.608	0.266	0.098	0.328
q11	0.690	0.373	0.135	0.412
q12	0.821	0.338	0.126	0.465
q13	0.368	0.321	0.485	0.701
q14	0.488	0.405	0.580	0.841
q15	0.373	0.438	0.545	0.701
q16	0.375	0.333	0.465	0.623
q17	0.477	0.447	0.546	0.813
q18	0.306	0.350	0.400	0.572
q19	0.461	0.383	0.481	0.682
q20	0.499	0.422	0.547	0.822
q21	0.083	0.304	0.817	0.537
q22	0.195	0.393	0.704	0.533
q23	0.143	0.358	0.669	0.500
q24	0.142	0.313	0.707	0.495
q25	0.091	0.211	0.609	0.464
q26	0.101	0.273	0.624	0.408
q27	0.109	0.321	0.746	0.488
q28	0.096	0.292	0.689	0.498
q29	0.090	0.302	0.814	0.546
q30	0.135	0.303	0.751	0.557
q31	0.142	0.313	0.707	0.495
q32	0.085	0.317	0.742	0.476
q33	0.116	0.268	0.749	0.553
q34	0.139	0.347	0.744	0.562

	High access dimensions	Reasonable price dimensions	Dimensions of customer needs	Dimensions of sales management
q35	0.112	0.260	0.706	0.484
q36	0.099	0.349	0.711	0.481
q37	0.148	0.281	0.630	0.449
q38	0.064	0.272	0.739	0.500
q39	0.372	0.722	0.268	0.353
q40	0.382	0.745	0.330	0.422
q41	0.273	0.626	0.260	0.363
q42	0.346	0.743	0.347	0.409
q43	0.376	0.723	0.332	0.402
q44	0.407	0.849	0.384	0.493
q45	0.393	0.835	0.294	0.388
q46	0.364	0.840	0.371	0.432

According to Table 6, it can be seen that the factor loadings for each dependent variable are higher than the transverse loadings for other dependent variables. Therefore, divergent validity is also confirmed. In general, with the confirmation of convergent validity and divergent validity, the overall validity of the measurement model is also accepted.

Structural model evaluation

After measuring the validity and reliability of the measurement model, the structural model

was evaluated through the relationships between the underlying variables.

Examining the fit indices of the model. To check the quality or validity of the model, the validity check which includes the share validity check index and the redundancy check index has been used. The sharing index measures the quality of the measurement model of each block. Redundancy index, which is also called Q^2 (Stone and Geisser criterion), the positive values of these indices indicate the appropriate and acceptable quality of the measurement and structural model.

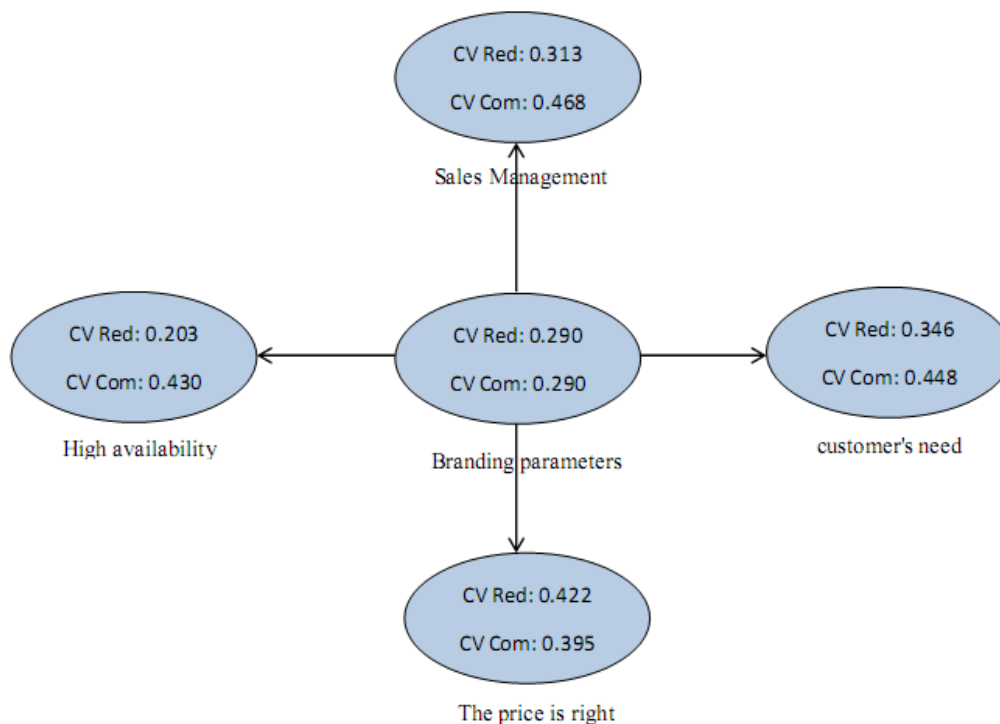


Figure 2. Fit indices of the research model

Table 9.

Participation indices and redundancy index

Variable	Participation indices	Redundancy index
High access dimensions	0.430	0.203
Reasonable price dimensions	0.468	0.313
Customer needs dimensions	0.448	0.346
Sales management dimensions	0.395	0.422
Branding parameters	0.290	0.290

Table 8 shows the values of each of the indicators related to independent and dependent variables. As can be seen, the indicators are positive and greater than zero. It can be said that the model has acceptable quality and reliability.

General test of structural model quality

Tenenhaus et al. (2005) have introduced the goodness of fit (GOF) to check the fit of the model. The general criterion of fit can be obtained by calculating the geometric mean of the mean of common values and the coefficient of determination (R^2). For this index, values of 0.01, 0.25 and 0.36 are described as weak, medium and strong, respectively.

$$GOF = \sqrt{(Communnality) \times (R\ Square)}$$

Table 10.

Common values and R^2

Variable	Common values	R^2
High access dimensions	0.513	0.404
Reasonable price dimensions	0.583	0.535
Customer needs dimensions	0.514	0.677
Sales management dimensions	0.526	0.817
Branding parameters	0.319	---

As seen in the table above, only endogenous variables have an R^2 value. After performing the calculations, the numerical value of the GOF index is equal to 0.546 is a strong index and shows the overall high quality of the model.

Test of relationships between research variables

The relationship between the investigated variables in each of the relationships between the researches variables has been tested based on a causal structure with the partial least squares PLS technique. In the general model of the research, which is drawn in Figure 2, the measurement model (the relationship between each of the observable variables and the hidden variable) and the structural model (the relationship between the hidden variables) have been calculated. To measure the significance of relationships, the t-statistic was calculated using the bootstrapping technique, which is presented in Figure 3. In this model, the output of Smart Pay SmartPLS the summary of the results related to the significance of the standard factor load and the significance of the relationships of the research variables is presented. Path coefficients and their significance are also given in the table.

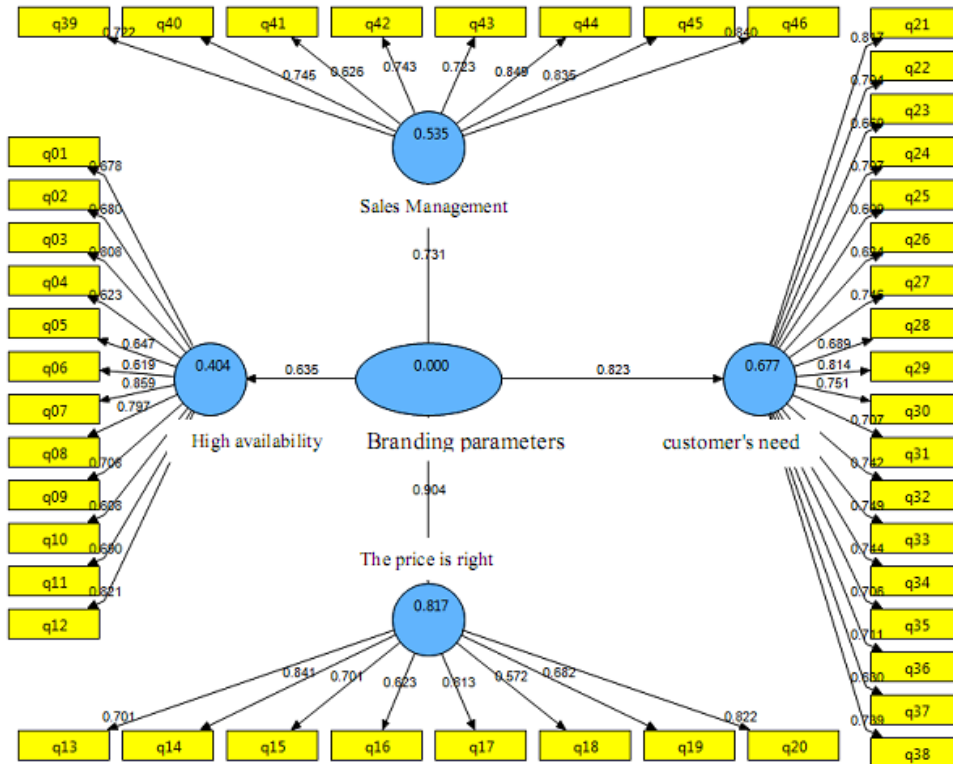


Figure 3. General research model with partial least squares technique

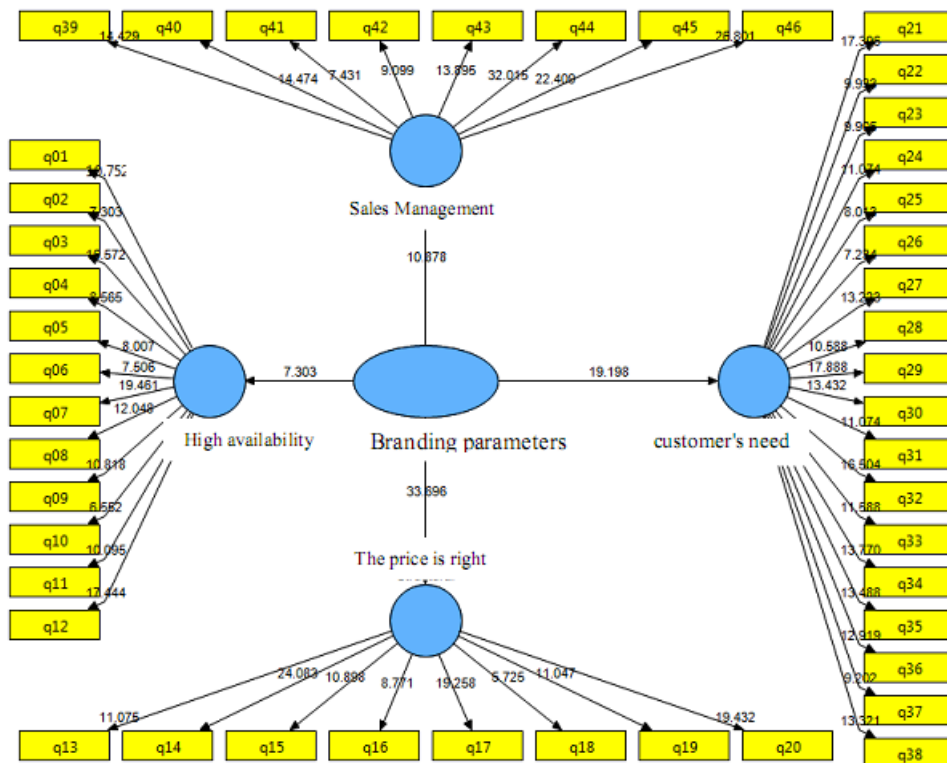


Figure 4. T-statistics of the general research model with bootstrapping technique

Table 11.
Path coefficients

Path direction	Path coefficient	T statistics
Branding parameters → dimensions of high accessibility	0.635	7.303
Branding parameters → dimensions of reasonable price	0.904	33.696
Branding parameters → dimensions of customer needs	0.823	19.198
Branding parameters → dimensions of sales management	0.731	10.878

Examining the variable dimensions of high access

According to table 11, it can be seen that the path coefficient of the parameters of the dimensions of high accessibility on the dimensions of branding has been calculated equal to 0.635 and the test probability statistic has been obtained as 7.303, which is greater than the critical value of t at the 5% error level, i.e. 1.96. Indicates that the observed effect is significant. Therefore, with 95% certainty, the dimensions of high accessibility are significantly among the dimensions of branding parameters.

Examining the variables of Reasonable price dimensions. According to table 9, it can be seen that the path coefficient of the parameters of the right price dimension on the branding dimension is calculated as 0.904 and the test probability statistic is 33.696, which is greater than the critical value of t at the 5% error level, i.e. 1.96, and it shows indicates that the observed effect is significant. Therefore, with 95% confidence, the right price dimension is considered as one of the dimensions of branding parameters in a meaningful way.

Examining the variable of customer needs. According to table 9, it can be seen that the path coefficient of parameters of customer needs dimensions on branding dimensions is calculated as 0.823 and the test probability

statistic is 19.198, which is greater than the critical value of t at the 5% error level, i.e. 1.96. It shows that the observed effect is significant. Therefore, with 95% certainty, the dimensions of customer needs are meaningfully considered as the dimensions of branding parameters.

Examining the variable of sales management. According to Table 9, it can be seen that the path coefficient of sales management parameters on branding dimensions is calculated as 0.731 and the test probability statistic is 10.878, which is greater than the critical value of t at the 5% error level, i.e. 1.96, and it shows the observed effect is significant. Therefore, with 95% confidence, the dimensions of sales management are meaningfully considered as dimensions of branding.

Ranking of research variables

The Friedman's test is a non-parametric test that is used to compare three or more groups measured at the rank level. This test is the non-parametric equivalent of the dependent F test in repeated measures variance analysis. In the Friedman test, the null hypothesis is based on the equality of the average ranks among the groups. Rejecting the null hypothesis means that at least two groups have a significant difference among the groups. The results of the Friedman test are given in the following tables.

Table 12.
Friedman ranking of branding dimensions

Variable	Average	Friedman rating	Priority
High access dimensions	3.4132	2.40	4
Reasonable price dimensions	3.4702	2.55	2
Customer needs dimensions	3.4165	2.43	3
Sales management dimensions	3.4511	2.63	1

Table 13.
Friedman test statistic

Qty	340
Chi- squared	7.215
Freedom degrees	3
Significance level	.045

In Table 13, it can be seen that the value of the chi-square coefficient is equal to 7.215 and the significance value is calculated to be equal to 0.045, which is smaller than the error level of 0.05 and shows the significance of the coefficient, so the hypothesis H0 is rejected. And the claim of the same rank (priority) of these variables is not accepted, which means there is a difference in the rank of the tested variables. Therefore, it can be

said with a probability of 95 that there is a significant difference in the rank of the factors. According to the results obtained in Table 11:

- ✓ Dimensions of sales management with an average rating of 2.63 are in the first priority.
- ✓ Dimensions of reasonable price is the second priority with an average rating of 2.55.
- ✓ Dimensions of customer needs with an average rating of 2.43 are in the third priority
- ✓ Dimensions of high access with an average rating of 2.40 are the last priority.

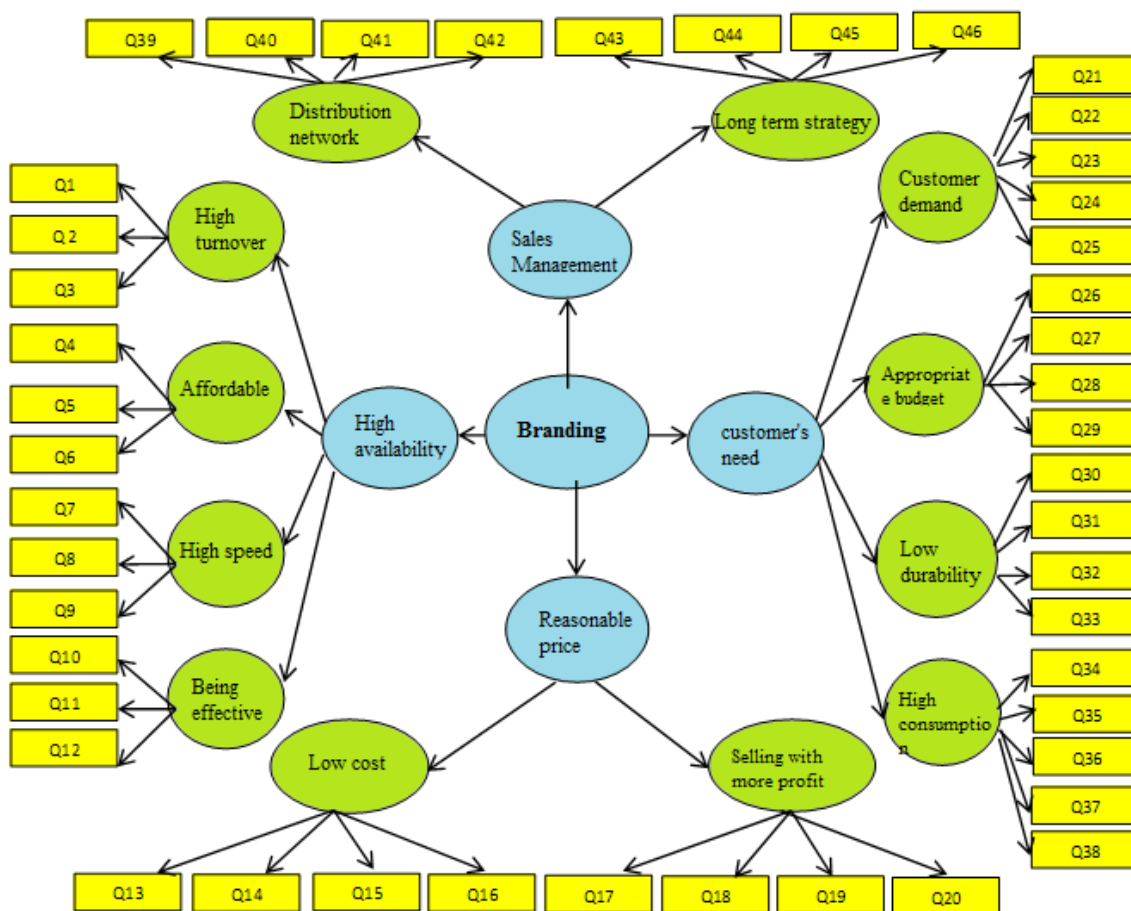


Figure 5. Final research model

Discussion and Conclusion

Social responsibility is an ethical framework in which a person works and cooperates with other people and organizations for the benefit of the

community. An organization can demonstrate social responsibility in several ways, for instance, by donating, encouraging volunteerism, using ethical hiring procedures, and making changes that benefit

the environment. Social responsibility is an individual responsibility that involves a balance between the economy and the ecosystem one lives within, and possible trade-offs between economic development, and the welfare of society and the environment. Social responsibility pertains not only to business organizations but also to everyone whose actions impact the environment. Different models have been explored for incorporating social responsibility and ethical principles into biotechnology development. In the context of biomanufacturing, social responsibility concerns must also address issues around equitable access to these new technologies and biobased products. This includes environmental justice and equitable access to the education and training needed to enter the growing biomanufacturing workforce and contribute to the expanding US bioeconomy. BioMADE defines social responsibility as a principle that acknowledges the impacts of biomanufacturing on stakeholders with respect to associated benefits, risks, and consequences throughout its value chain. This implies taking actions that optimize positive social outcomes through adherence to ethical standards, including seeking ways to make products and processes that improve societal welfare. Attention to this commitment includes equitable distribution of benefits and risks and a responsiveness to society's needs.

Today, with the advancements made in the field of branding and the changes that have occurred in the way they deal with society, presenting a perspective of social responsibility is considered very important. Brand social responsibility has caused positive changes in brands and increased their efforts to promote immaterial values and brand identity. In addition, this concept leads to an increase in the rate of return on investment. When customers see a brand's efforts to create positive environmental impacts, they gain more trust and confidence in the brand's activities.

According to the findings of the research, personal branding as a central phenomenon

and the components of effective communication, professionalism, individual dynamics, creative thinking, ethical behavior, individual characteristics as causal factors; Organizational culture and atmosphere and environmental factors as contextual factors; Constructive negotiations, service compensation system, cognitive skills and human resources management system as intervening factors; Knowledge management, human capital maintenance, strategic plan, personal brand management, performance management, organizational dynamics, employee training system and resilience in the form of strategic factors; Improving the health of the administrative system, self-improvement, idealism, productivity of human resources and optimization of decision-making processes were among the consequences of the research model. The findings of this research are in line with the findings of Li et al (2023), Paruzel et al. (2023), Chikr et al. (2023), Zarei et al (2023), Aghazadeh et al (2023) and Dehyadegari et al (2023).

In order to make proper use of the presented model, some recommendations and suggestions should be made regarding the problem under investigation. Although some of these cases are directly mentioned in the strategies, it is easy to understand that their audience is not only companies and businesses, but other social groups should also feel responsibility and duty. In this regard, it can be mentioned that the issue of social responsibility within marketing, despite the numerous emphasis of experts, has been rarely analyzed and how to have a suitable marketing system for the implementation of social responsibilities (in the field of consumer goods) is a challenging issue for managers and experts in the field of marketing. Another point is the need to provide management grounds in the implementation of social responsibility, which examples such as customer relationship management and green marketing development can be considered as a general reference to the set of measures that managers must follow to make the

implementation and fulfillment of social responsibilities possible and possible. He gave another recommendation for business activists to create transparency and avoid confidential views and information restrictions, which both develop commercial deviations and prevent the progress of all commercial activities in a synergistic manner. As another point regarding the research proposals, we can mention the culture factor, which has many causal, contextual and intervening elements in the cultural approach model, and perhaps it can be stated that the culture of social responsibility, both in the field of green marketing of organic products and in other fields, needs It has more scientific knowledge and more realistic executive adherence.

Also, suggested to researchers for examine the dimensions of social responsibility separately in future researches and examine the relationship of the examined dimension with the special dimensions of the organizational brand. Due to the fact that this research is a case study and was conducted in a specific geographical area, the research is suggested for other businesses as well as its comparison between different businesses.

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