

Using CSR Communication for Improving Corporate Image a Survey of Consumers of Algerian Food Industries

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Received 11/08/ 2023; Accepted 08/01/ 2024, Published 19/01/2024

Abstract

This study aimed to examine the impact of corporate social responsibility communication on the corporate image from the consumer's standpoint, the study was conducted on the most important Algerian food industry companies. A survey design was employed in carrying out this study with two scales of the effectiveness of social responsibility communication factors, which are (informativeness, personal connection, third-party endorsement, transparency, consistency, the realistic tone) and the corporate image. An online survey was directed to a sample of food products consumers of these companies, the sample size was 408 individuals. Basic descriptive statistics were calculated (mean value and standard deviation). Reliability analysis, Pearson correlation, and multiple regression analysis. The study showed that there is a positive effect of CSR communication on corporate image from the consumer's standpoint.

Keywords: CSR communication, corporate image, stakeholders, dimensions of effective CSR - communication

TobRegul Sci.™ 2024;10(1):747 - 765

DOI: doi.org/10.18001/TRS.10.1.50

1. Introduction

Companies are increasingly seeking the support of internal and external stakeholders to improve or maintain business operations, by demonstrating the extent of their commitment to corporate social responsibility and showing how they contribute to the development of society and confronting problems and crises that affect the environment in which they carry out their activities, however, all of these activities may not be beneficial for the company if it can't deliver information about itself to stakeholders in an appropriate manner, by providing accurate information about the companies' commitment to social responsibility and its contribution in supporting society and its individuals and preserving the environment.

Communication about corporate social responsibility activities and programs has become an important part of corporate communication in recent years (Hetze, Winistörfer. 2016), however

companies face difficulty in communicating about corporate social responsibility efforts professionally and intelligently, especially with the developments that the communication environment has witnessed with the spread of electronic means of communication similar to social media, which has made companies lose control over the direction and intensity of communication content, companies no longer control the content of communication between them and stakeholders, who in turn have the ability to affect the Company through posts, comments, and other means of interaction.

Corporate social responsibility has a positive impact on society within which companies carry out their activities. It also limits the negative effects of industrial and commercial activities. It contributes to enhancing the confidence of stakeholders, which reflects positively on their perceptions of it. It also affects consumers' loyalty and their intention to purchase the institution's products and adopt its services.

In light of the companies' certainty of the importance of studying their mental image among various stakeholders and working to develop plans and programs to improve and enhance it, especially corporate social responsibility programs, and working to accompany them with appropriate communication plans for each category of stakeholders that contribute to develop their positive perceptions and reducing negative perceptions towards the institution, especially consumers who are no longer satisfied with just a product of good quality and a reasonable price, but rather demand that the brand has a competitive advantage. They prefer socially responsible products. This is why companies are increasingly interested in communicating corporate social responsibility, to reduce concerns related to corporate social responsibility and influence perceptions and consumer behavior. (Morsing,2006)

Therefore, it is expected that CSR communication will contribute for enhancing corporate image among consumers, by informing them about the companies' programs and activities in the field of social responsibility, and even more than that by opening a continuous dialogue with them to learn about their fears and concerns related to the companies' social and environmental performance, and researching through the outcomes of this dialogue are to achieve compatibility between the institution's programs and the evolving and increasing expectations of stakeholders. (Morsing & Schultz. 2006)

From this standpoint, this study is interested in highlighting the CSR communication of Algerian food industry companies, especially those who are interested in the CSR and its reflection on the various dimensions of corporate image due to the lack of studies that addressed this topic in Algeria.

I.Literature Review

1-Corporate Social Responsibility Communication:

The companies are interested in improving their environmental and social performance in response to legislation imposed by governments and the spread of awareness among stakeholders, so they voluntarily take the initiative to implement programs and activities for the benefit of society and various stakeholder groups, but that is usually not enough. Companies must take the initiative to contact stakeholders to learn about their aspirations for the institution's social and environmental performance, as well as to inform them of its activities and programs in the field of corporate social responsibility.

Morsing (2006) defines CSR communication as “the communication that is designed and distributed by the company itself about its efforts and activities in the field of CSR.” . It is also defined as the process of monitoring stakeholder expectations, clarifying the CSR policy and managing various communication tools designed to provide true and transparent information about a Company or brand's integrity of its business operations, social and environmental concerns, and manage interactions with stakeholders.” (Podnar 2008)

From the previous two definitions, it is clear that corporate social responsibility communication is not only related to informing stakeholders about the corporate social responsibility activities and initiatives that companies implement in service of the public good, but rather it is a two-way interactive communication between the institution and stakeholders, through which the institution seeks to know their aspirations about its social performance, and then develop the necessary plans and strategies that would be compatible with these aspirations.

CSR communication may not reflect the full reality of CSR, as it represents the image that the company wants to portray, and therefore communication can be used as a signal of the companies' intentions to participate in corporate social responsibility to various stakeholders in addition to enhancing the corporate image (Morsing and Schultz, 2006).

We see through this study that CSR communication is not just a communication activity carried out by companies to provide information about their efforts and commitments to CSR, but rather it is a communication that requires planning and study to manage the dialogue with internal and external stakeholders, through prior identification of the interests and aspirations of stakeholders on the one hand, and planning and developing transparent and clear communication messages about corporate social responsibility and choosing appropriate means of communication.

CSR communication and stakeholder theory:

The emergence of the term stakeholders is linked to Edward Freeman (1984), who defines them as: “any group or individuals that may influence or be affected by the achievement of the companies' goals.” Managing the relationship with stakeholders is an important factor for the success of the company. Therefore, it is the responsibility of the company to identify direct and indirect stakeholders and determine their concerns and aspirations by building a dialogue with

them. The success of the company in this context depends on the extent of its communication about social responsibility initiatives, which in turn contributes to strengthening the identification of stakeholders and keeping them informed of the company's initiatives to address social and environmental responsibility issues, CSR communication becomes a link between the company and its stakeholders. It does not only create awareness of CSR initiatives, but also helps improve their views and perceptions of the company, and also contributes to presenting CSR as a relationship between the company and its stakeholders. The more social responsibility communication includes images that illustrate the companies' commitment to social and environmental issues, and the more effective it is, the stronger the relationship between the companies' positive impacts on these issues, thus the company gets to know the stakeholders concerned with this issue, communicate with them, and convinces them of its programs. Even more than that, effective communication allows them to be involved in implementing these programmes. (Morsing and Schultz, 2006) (Maignan& Ferrell 2004).

Corporate social responsibility communication strategies.

Through CSR communication, companies work to inform stakeholders of their initiatives to address social and environmental responsibility issues. The companies' messages can also emphasize the connection that brings together its stakeholders, based on a common interest or commitment to a specific issue. thus, CSR communication is considered a link between the company and stakeholders, it does not only provide information on CSR initiatives, but also searches for stakeholders' aspirations and answers their questions regarding their concerns about the companies' performance and programs. It is also supposed to conduct dialogue with them and negotiate in order to achieve understanding and continuous agreement.

Morsing & Schultz (2006.326) developed three practical strategies for corporate social responsibility communication, based on modern public relations management models developed by Gruning and Hunt, which show the development of public relations practice, which includes four models.

CSR Communication strategies developed by Morsing & Schultz (2006) include the following models (strategies):

Stakeholder information strategy: Companies disseminate the desired information about CSR programs and activities to the companies' audience, focusing on the good intentions of the organization, with the aim of informing the largest possible categories of stakeholders with a significant amount of information related to CSR programs and their positive effects on employees and various stakeholders and environment.

The distinctive feature of this model of communication is that the direction is one, from companies to stakeholders, with the focus on informing rather than listening, and the purpose of communication is not to persuade stakeholders, but to reach the point where they can provide as

much information as possible about CSR programs and activities to the largest possible group of them. (KIM.Y.2019)

In this model, companies use means of communication that allow them to disseminate the information to be communicated to the institution's audience, such as relations with the press, brand advertising and marketing campaigns, reports, and issuing brochures and pamphlets. (Morsing & Schultz.2006)

Stakeholder response strategy:

Companies believe that they are in constant need of support from stakeholders, and for this reason they try to involve them in the organization's decision-making process. However, companies in this model are satisfied with identifying the trends and tendencies of stakeholders in order to convince them of the organization's attractiveness and defense. (Morsing & Schultz. 2006) For their decisions, companies rely on two-way communication, from the company to stakeholders and from stakeholders to the company, but its impact is not the same.

The Company controls communication and tries to persuade stakeholders and change their positions without delving into the possibility of changing its strategy in the field of CSR, it focuses on studying their trends and positions through an opinion poll. (KIM.Y.2019) This communication strategy aims to improve and upgrade the public's attitude towards it, and its efforts in the field of corporate social responsibility.

Stakeholder involvement strategy:

The company pays attention to the interests and concerns of stakeholders , initiating a dialogue with them to understand their expectations regarding the companies' social and environmental impact, and cooperating together to develop, propose, and evaluate corporate social responsibility programs. This communication model is characterized by the symmetry and two-way direction of the communication process, which enhances continuous dialogue and exchange of interests between the institution and its stakeholders.

Companies adopting this model recognize that they are influenced by the interests and concerns of their stakeholders, and they do not seek only to influence them, but also taking into account the local and global concerns of their stakeholders, as a result, they remain open to changing their behavior if alternative appropriate approaches are explored. Companies that rely on a stakeholder engagement strategy seek to engage in ongoing negotiations with stakeholders to uncover their concerns regarding the company and its activities. (Morsing & Schultz. 2006) This enables them to align with the ever-increasing and evolving expectations of stakeholders while also assessing their ability to influence those expectations.

Dimensions of Effective CSR Communication:

Awareness of CSR is one of the goals that companies seek to achieve from CSR communication, which in turn allows for improving stakeholders' perceptions of the companies' direction. Kim & Ferguson (2014) identified the dimensions of effective CSR communication in the following points: Informativeness, third party endorsement, personal relevance, factual tone of CSR communication messages, consistency and transparency.

CSR Informativeness:

It is considered one of the most important factors in the effectiveness of CSR communication and it represents the nature of the information that the Company communicates to stakeholders, including its goals of social responsibility programs, the groups that benefit from them, the results of CSR programs, and the emphasis on the commitments and budget allocated to the companies' social responsibility activities and the results achieved. (Du et al., 2010).

Third-Party Endorsement:

Kim & Ferguson (2014) confirm that the source of the message is very important in the effectiveness of corporate social responsibility communication. The message increases persuasiveness and legitimacy if it is issued by a third party other than the organization, such as non-profit companies or from various stakeholders, and thus, there is less skepticism about the companies' intentions regarding corporate social responsibility programs.

Personal Relevance:

The impact of CSR communication increases if it is linked to realistic examples to increase its acceptance rates from stakeholders, and it makes them feel a personal connection to it, (Wan Afandi.2021), and thus increases stakeholder acceptance and support of the companies' programs.

Factual tone of CSR messages:

Companies should stay away from promotional CSR communication messages and self-congratulatory messages and be honest about their motivations for social responsibility. Kim & Lee (2012) assert that stakeholders are intelligent and recognize social responsibility promotional messages which increases their doubts about the companies' direction and its programs in the field of corporate social responsibility.

Consistency:

It is linked to the stability and continuity of communication and the lack of contradiction in its messages from one period to another. Companies are required to achieve continuity in communication to confirm the durability of the company's commitments, and to avoid

communicating randomly about its activities by changing its discourse from one period to another, which creates a kind of doubt and lack of trust in the company. (Kim & Ferguson 2018)

Transparency :

Transparency is linked to the company's honesty in conveying positive and negative information related to corporate social responsibility, this increases the company's credibility and level of trust in it, and reduces doubts related to its intentions (Tangngisalu et al. 2020). Therefore, it is required to address in the institution's communication the successes and failures recorded in its activities and programs in the field of social responsibility.

CSR Communication and Corporate Image:

Managing the image and reputation of the company in light of the digital environment in which we live has come to pose great challenges to companies and those charged with communicating within them, as they have to take into account what is said about the institution by various stakeholders, especially consumers, via digital platforms about their feelings and perceptions. The positive or negative views emanating from their experiences with the institution, which collectively constitute the mental image.

Philippe Boistel (2007) defines it as the positive or negative viewpoints that form among the various audiences of the institution, as a result of their experiences, beliefs, feelings, and knowledge that are formed during the process of perception, thus, it is possible for consumers to share their experiences quickly and immediately, through various electronic platforms such as Facebook, Twitter, etc., so that they become widely known and are viewed by those interested in the company and its products, and stakeholders interact with it positively or negatively, which affects their perceptions of the company. Therefore, it must be electronically vigilant and get to know it at the appropriate time, on what is said about it by stakeholders.

The corporate image affects the knowledge, emotions, and behaviors of individuals, as Kotler & Dubois (2007) confirm that it is a set of ideas, impressions, and beliefs that an individual has regarding something, and as such it affects the feelings, attitudes, and behaviors of individuals related to this thing, and from this standpoint, the company's communication has a significant impact on the perceptions of stakeholders, especially in light of the digital environment that requires companies to engage in dialogic communication with their internal and external audiences, in order to exchange ideas and work to convince them of the institution's programs, positions and support through organized, planned, coordinated and persuasive communication efforts.

Companies must improve and support their mental image among various stakeholders, by becoming familiar with the principles and values that various stakeholders believe in and working

through the company's communication to bring the company's values closer to the values in which they believe. (Kotler & Dubois 2007)

Companies must improve and support their mental image among various stakeholders, by becoming familiar with the principles and values that various stakeholders believe in, and working through the company's communication to bring the company's values closer to the values in which they believe. Studies that focused on the communication of corporate social responsibility indicate that consumers' views have changed in light of the new business environment that has known the spread of the principles of corporate social responsibility and moral commitment towards society and the environment.(Araújo et al, 2023)

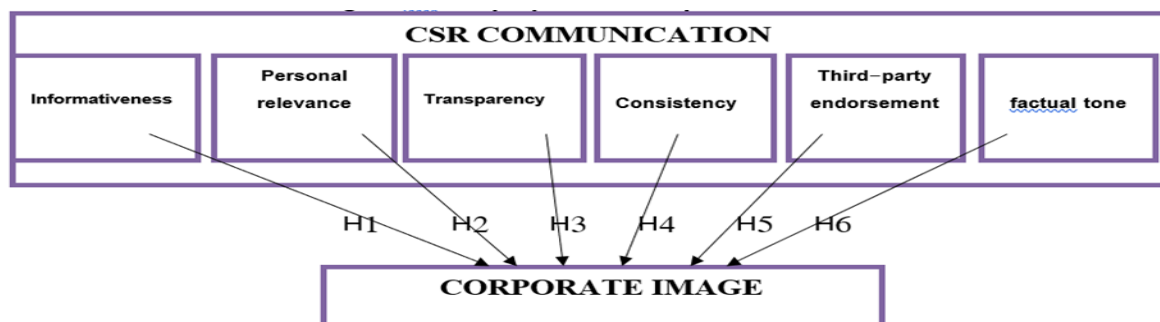
The impressions of the perceptions and evaluation of the stakeholders of the companies have become relatively related to the extent of interest in corporate social responsibility issues, and from this standpoint effective communication of corporate social responsibility contributes to managing dialogue with stakeholders about social responsibility programs and activities (Morsing & Schultz. 2006), including improving stakeholders' perceptions of the company and giving it a reputation that contributes to reducing negative impacts on the company during crises. (Kim & Ferguson.2018) .

II.Methodology

Hypotheses :

- The informativeness of CSR messages positively affects affects corporate image.
- The personal relevance of CSR communication messages positively affects corporate image.
- The transparency of CSR communication messages positively affects corporate image.
- Consistency in CSR communication messages positively affects corporate image.
- The third-party endorsement in CSR communication messages positively affects corporate image.
- The factual tone of CSR communication messages positively affects corporate image.

Figure 1 : the proposed conceptual framework



1-methodology:

The study relies on a survey approach to measure the impact of CSR communication on the companies' perceived image among consumers, based on the communication effectiveness factors developed by (Kim & Ferguson. 2014.2018). An online questionnaire was designed and distributed via social media platforms to a sample of Algerian consumers of the products of the most widespread food industry companies in Algeria.

Survey instrument :

The research tool was designed based on the research conducted by Morsing &Schultz (2006), Kim & Ferguson (2014, 2016, 2018) as well as the study of Mylène Hardy (2008) Araújo et al (2023) on corporate social responsibility, the CSR communication and the corporate image..., the questionnaire included 30 statements to measure the effectiveness of CSR communication based on the factors and dimensions of the effectiveness of corporate social responsibility communication developed by Kim & Ferguson (2014, 2016, 2018), which are (Informativeness, third party endorsement, personal relevance, factual tone of communication messages, consistency and transparency), and also 09 statements to measure the companies' perceived image among consumers, in addition to demographic variables represented by gender, age, profession, and educational level.

The questionnaire was reviewed by expert lecturers to ensure its validity and consistency with the objectives of the study, then 30 form were distributed to conduct a pilot test to ensure the comprehensibility of the questionnaire from the respondents, relying on the Cronbach's coefficient of reliability of the study tool, where its value reached 0.837, which is an accepted reliability value that confirms the comprehensibility and reliability of the questionnaire in its use in the study. Internal consistency was also calculated to ensure the construct validity of the Construct Validity questionnaire, where 4 improper items were removed, and the draft was modified in line with the recommendations.

35-item was put into final form in line with the expert opinion, content validity and the reliability became ready to use.

Sample:

The researcher chose a random sample representing the research population to use statistical tools that allow studying the subject, such as means, variance analysis, and regression testing, which are methods that require selecting a random sample so that its distribution is normal and allows generalizing the results with a sample size exceeding 384 individuals. (Sekaran.2003) A total number of 408 consumers had participated in the study, they were reached via email and social media sites (Facebook, Instagram...). They were also invited to distribute the questionnaire to their acquaintances. 408 questionnaires were received from consumers, and the sample

consisted of 52.2% of Males and 47.8% of females, while the life stage from 18 to 29 years was the most responsive with a rate of 40.7%, followed by the life stage from 30 to 39 and 40 to 49 years with a rate of 20.1%, while the life stage over 49 years represented a rate of 19.1%. The sample was also characterized by a high percentage of those with university degrees, 49.5%, and 42.6% of secondary school degrees, while those with postgraduate degrees, doctorates and masters, reached 7.8%. 29.9% of the sample consisted of employees, 23% of those who practiced self-employment, and 21.1% of university students, while the percentage of retirees was 13.7% and the unemployed was 12.3%.

Procedure:

The respondents were invited to answer the questionnaire after ensuring their understanding of the research variables and providing some information related to corporate social responsibility communication. They were also directed to choose one of the most famous Algerian food industry companies that is interested in the field of corporate social responsibility, and the official websites of the companies were placed at their disposal for viewing CSR communication and links to the social media sites of these companies, allowing them to view the techniques and the content of CSR communication. 24% of the study sample chose the Soummam company, followed by the Cevital company with 23.5%, then the NCA Rouiba with 15.7%, and the Sim company with 10.3%, the Ballat company and SBC Setif with 7.4%, while 6.4% of the sample chose the Mama company. The scale was designed on the lines of a 5-point Likert scale according to the following factors: 1 strongly disagree, 2 disagree, 3 neutral, 4 agree, 5 strongly agree.

Table 01 : Display the results of descriptive statistics

varbl	statements	MEAN	ST D	a
Informativeness : The corporate provides information about		3.83	0.382	0.932
INF01	What a corporate is doing for communities such as how	3.82	0.503	
INF02	A specific social cause that a corporatesupports (e.g.	3.87	0.443	
INF03	A corporate's expertise to support a specific CSR initiative	3.84	0.476	
INF04	What kinds of things a corporate has achieved from its	3.86	0.461	
INF05	Potential results of a corporate's current CSR activities	3.81	0.516	
INF06	Why society needs a corporate's CSR initiatives	3.84	0.487	
INF07	A corporate's motives or intentions for doing CSR	3.82	0.513	
INF08	What the corporate wants to achieve by doing CSR	3.82	0.538	
INF11	The consistency of the corporate's commitment to its CSR	3.77	0.522	
Personal relevance: The corporate informs consumers about		3.81	0.388	0.911
PR01	The relevance of its CSR activities to the consumer	3.81	0.506	
PR02	How CSR initiatives are personally relevant to the	3.83	0.452	
PR03	How its activities and programs in the field of social	3.82	0.430	
PR04	How can the consumer participate in the organization's	3.76	0.436	
Transparency: I believe that the company		3.42	0.505	0.912

TRS01	Providing information about the companies' failures in the field of social responsibility and not only the achievements	3.41	0.584	
TRS02	Inform the public if any CSR initiatives fail	3.31	0.649	
TRS03	Informing the public of good and bad information about	3.29	0.682	
TRS04	Informing the consumer of the progress made in the companies' social responsibility activities	3.69	0.493	
Consistency: I believe that		3.87	0.378	0.912
CNS01	CSR communication is characterized by consistency (lack of contradiction in the content of communication)	3.83	0.445	
CNS02	Consistency in CSR communication is important to me	3.88	0.434	
CNS03	Incoherent CSR communication is a real problem for an	3.90	0.439	
Third-party endorsement: The corporate publishes messages		3.91	0.365	0.901
THP01	Endorsing and supporting other companies or public	3.86	0.451	
THR03	Participation of non-governmental companies in the	3.91	0.434	
THP04	Obtaining certificates related to corporate social	3.98	0.464	
THP05	Its strong partnership with third parties in the field of	3.88	0.434	
Message factual tone: I believe that:		3.73	0.445	0.914
TON01	The corporate's csr communication messages are based on	3.80	0.473	
TON02	csr communication messages are non-promotional (not an	3.68	0.569	
TON03	CSR communication messages are not self-congratulatory	3.71	0.503	
corporate image. Determine your degree of agreement with the		3.73	0.358	0.888
CIM02	I have a positive attitude towards companies that are committed to their social environmental and ethical	3.77	0.460	
CIM03	I will only say good things about socially, environmentally	3.67	0.518	
CIM04	I feel good about a corporate that is socially,	3.68	0.516	
CIM05	My confidence in a corporate that is socially,	3.73	0.504	
CIM06	I have a good image in my mind of a corporate that is	3.78	0.488	
CIM07	I take into consideration the reputation and ethics of	3.79	0.492	
CIM08	I avoid buying from a corporate whose name is associated	3.71	0.551	
CIM09	I am willing to pay a higher price to buy goods from a	3.68	0.525	

Table 02 : Correlation by Pearson

INDPDT.VARBLE	CORPORATE IMAGE	
	R	SIG
informativeness	0.688**	.000
Personal relevance	0.637**	.000
Transparency	0.438**	.000
Consistency	0.488**	.000
Third-party endorsement	0.599**	.000

Message factualtone	0.493**	.000
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** The correlation is significant at the 0.01 level (two-tailed).

The Pearson correlation coefficient was used to determine the strength of the linear correlation between the independent and dependent variables. The results indicate that there is a positive direct correlation between all six independent variables (CSR communication effectiveness factors) and the dependent variable (corporate image), and its values ranged between a strong correlation of 0.688 and a moderate correlation 0.438, and it is significant at the significance level of 0.01, where it is clear that there is a strong correlation between the informativeness and the corporate image perceived by the consumer, with a strength of correlation amounting to $R=0.688$.

The results also confirm that personal relevance of CSR communication messages, in turn, has a strong relationship with the perceived corporate image, which is a positive with a strength of 0.637, as well as third-party endorsement with a value of 0.599. As for the factual tone of CSR communication messages, their consistency, and transparency, they have a positive, moderate relationship with values that ranged between 0.493 and 0.438 at the level of significance. 0.001.

-Hypothesis testing:

To test the hypotheses, we rely on the results of the multiple regression model to determine the effect of the independent variables (Informativeness, third party endorsement, personal relevance, factual tone of communication messages, consistency and transparency) on the dependent variable, the corporate image of the food industry companies studied, and the following table shows the results of the multiple regression analysis :

Table 03 : Multiple linear regression analysis

Dependent variable	Independent variables	R	R ²	F	F SIG	BETA	T	T SIG	statistic VIF
Corporate image	Informativeness					0.431	7.259	.0000	3.224
	Personal relevance	.7500	.5620	85.775	.0000	0.126	2.202	.0280	2.984
	Transparency					0.183	4.954	.0000	1.256



	Consistency					0.206	3.65 0	.000 0	2.919
	Third-party endorsement					0.274	4.54 2	.000 0	3.323
	Message factual tone					0.085	1.98 6	.048 0	1.667

The results of the multiple regression model indicate that the regression is significant through the F value of 85.775 (F sig = 0.000). The results showed that the independent variables explain 56.2% of the change in the value of the dependent variable ($R^2 = 0.562$). Therefore there is a statistically significant effect for the CSR communication effectiveness factors (Informativeness, third party endorsement, personal relevance, factual tone of communication messages, consistency and transparency) on the corporate image of food industry companies in Algeria, based on the calculated T value, which was higher than its tabulated value in the six hypotheses at the significance level SIG = 0.000 to SIG = 0.048, which is lower than the approved significance level of 0.05. The B values were also positive and ranged between (0.431 and 0.085).

The results of the statistical analysis also show that the informativeness has the greatest impact on corporate image with value evidence (B=0.431), followed by third party endorsement (B=0.274), consistency of csr communication messages (B=0.206), and transparency (B= 0.183), and the personal relevance of csr communication messages (B=0.126), while the effect value of the factual tone of corporate social responsibility communication messages was the lowest (B=0.085).

Therefore, through the previous results, we say that the validity of the hypotheses has been confirmed after they have been tested and are accepted, confirming that corporate social responsibility communication has a positive impact on the image of food industry companies in Algeria from the consumer's point of view.

Table 04 : the structural model results

hypotheses	Correlations	Hypothesetesting
H1	informativeness  corporate image	supported
H2	Personal relevance  corporate image	supported

H3	Transparencycorporate image →	supported
H4	Consistencycorporate image →	supported
H5	Third-party endorsement → corporate image	supported
H6	Message factual tone → corporate image	supported

III. Conclusions and Discussions :

The aim of our study revolved around analyzing the impact of corporate social responsibility communication on corporate image perceived by the consumer. Although some studies have dealt with this topic, no field study has been recorded on Algerian companies, especially food industry companies, and accordingly our study aimed to explore the nature of Algerian corporate social responsibility communication and its impact on the corporate image from the consumer's point of view.

The results of our study show that corporate social responsibility communication positively affects the companies' perceived image by applying it to Algerian food industry companies. All six hypotheses were also confirmed and supported, as the influence of the factors of the effectiveness of social responsibility communication on the corporate's image varied. It was found that there is a direct positive effect and strong of CSR informativeness in the corporate image. Results from this study were similar to those found in the study of (Kim & Ji. 2017). Consumers want abundant, more accurate, detailed and continuous data about the company's social and environmental commitment, which would achieve their awareness of corporate social responsibility, which contributes to modifying their perceptions of the company, because what most hinders companies from benefiting from social responsibility initiatives is the lack of awareness of stakeholders about corporate social responsibility. Therefore, CSR communication must include details about commitments, motives, donations, and the extent of their impact on each group of them. (Du et al.2010) Accordingly, previous research (Morsing. 2006) has proven that consumers are positively affected by accurate information that identifies the motives for , the beneficiaries, and their expected results.

In addition, the source that transmits social responsibility communication messages has a major role in achieving the goals assigned to it, especially if it comes from parties external to the organization, as the results showed that the support of the third party in conveying corporate social responsibility messages would achieve the desired goals of communication. It is more convincing, which explains that its positive impact on consumer perceptions of corporate image

came second after informativeness. These results are largely similar to the results obtained in the study of (Wanderley et al. 2008), knowing that stakeholders, especially consumers, doubt the credibility of messages if they are issued by the company, thinking that it has hidden goals to promote its social and environmental commitments, which increases its credibility if issued by parties external to the company.

The transparency factor is linked to questioning the companies' intentions when communicating about corporate social responsibility. There is a category of stakeholders that whenever they receive positive information about CSR, they become suspicious of the companies' intentions and consider it propaganda in their favor, especially if it is promotional or in the form of self-congratulation for the organization. Accordingly, companies should be more realistic in communicating corporate social responsibility so as not to arouse doubts among categories of stakeholders. This is similar to the studies of (Kim & Ferguson.2018) (Tixier.2004). Thus, companies are required to talk about the deficiencies in the corporate social responsibility programs and the obstacles that prevent without effectively embodying it, as well as talking about its failure in this area, which increases its transparency with stakeholders, improves their perceptions of it, and reduces doubts about its intentions.

Consistency of CSR communication messages is also very important in achieving the desired goals of the corporate social responsibility strategy, which makes it one of the factors that positively affects the corporate image, which must achieve continuity in conveying CSR messages to stakeholders and avoid randomness that causes many problems (Kim & Ferguson. 2018). Sometimes the contents of communication vary and the concepts of discourse change and fluctuate, which increases doubts about the reality of the companies' environmental and social obligations, which is similar to the results of the study of (Wan Afandi et al. 2021).

On the other hand, the influence of personal relevance and factual tone of social responsibility communication messages have a weak positive impact on the corporate image. The promotional factual tone of communication messages adopted by companies would create a kind of doubt about the companies' intentions and motives for social commitments, which sometimes makes its impact negative. However, a study of (Kim & Rim.2019) showed the opposite and its positive results led to greater consumer knowledge and awareness of companies' commitments. Also, the inability of companies to sensitize stakeholders, especially consumers, to the consistency of the companies' goals with their interests in the field of corporate social responsibility is important for achieving the desired results from communication, and this can only be achieved by making the messages relevant to consumers who accept CSR communication messages as being in line with their interests. (Chua & Chan.2022).

IV.Conclusions and Recommendations:

Our study examined the impact of corporate social responsibility communication on the consumer-perceived corporate image of Algerian food industry companies, through CSR communication effectiveness factors (informativeness, personal relevance, transparency, consistency, third-party endorsement, and the factual tone of csr communication messages). There is very little research on this topic in the Algerian business environment, especially in the context of institutional communication and public relations.

The results of the field study showed that all csr communication effectiveness factors had a positive impact on the companies's perceived image from consumers, and the intensity of this effect varied from one factor to another (Kim & Ferguson.2018). Csr informativeness, third-party endorsement and consistency had the greatest impact because they allow unifying and continuing corporate social responsibility communication messages and providing information necessary to achieve awareness. Consumers are aware of the companies' environmental and social commitments, as well as achieving credibility and legitimacy through the support of parties external to the Company and their transfer of CSR messages, (Bentele and Nothhaft .2011) which reduces the amount of doubt about the company's intentions among consumers and positively affects trust and their perceptions of its image.

Personal relevance, transparency, and the factual tone of CSR communication messages also have a lesser impact on corporate image because they are also linked to consumers' skepticism about information conveyed by companies as self-congratulatory or promoting their commitments for their own purposes at the expense of the public good. Therefore, companies must practice more realistic communication with commitment. As transparently as possible, by reducing the display of positive aspects and exaggerating the value of social responsibility programs, (Kim & Ferguson.2018) and highlighting some of the negative aspects or deficiencies in their application or the problems they face, which reduces doubts about the companies's intentions, and opens the way for owners to The interest in entering into a dialogue with the Company for the purpose of discussing the programs and activities of CSR programs and also participating in their implementation, as stated in the strategic models for corporate social responsibility communication developed by Morsing & Schultz (2006) and stakeholder theory, and technological developments, especially the spread of the use of social media, would provide the appropriate ground for this dialogue and the participation of stakeholders in the planning and implementation of corporate social responsibility programs.

Suggestions:

Based on what has been discussed, the researcher suggests that managers of companies and those charged with corporate social responsibility files should avoid confusion between the charitable work of companies and corporate social responsibility, as the latter is based on long-term

strategic planning that relies on open dialogue communication with stakeholders and is characterized by consistency. Companies must also distinguish between CSR communication and implementation of CSR programs, which are realistic activities and programs while communication about fictitious CSR activities as a matter of promotion would negatively affect the corporate image.

Research limitations:

The limitations of our study are its reliance on an electronic questionnaire for a sample of N=408 people. Despite the natural distribution of randomly selecting them and supporting them with links to the companies' websites, the possibility of them interacting with the questionnaire without a real understanding of the reality of corporate social responsibility communication is possible, as future studies must focus on other aspects of the topic and the impact of the mediating factors between the communication of corporate social responsibility and the corporate image and reputation, such as trust and knowledge of corporate social responsibility, in addition to the fact that this study focused on food industry companies and not other companies, which limits the possibility of generalizing the results to other sectors, which require more studies through focusing on a larger number of companies active in various economic fields.

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