

The Impact of the Ethical Dimension of Social Responsibility on the Relationship Between Brand Image and Consumer Purchase Intention: A Case Study of Henkel – Chelghoum El Aïd – Mila

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Abstract: This study aims to analyze the impact of the ethical dimension of social responsibility on the relationship between brand image and consumers' purchase intention through a field study conducted on a sample of Henkel Company's customers in the city of Chelghoum Laïd, Mila Province. To achieve the objectives of the study, 320 questionnaires were distributed, of which 290 valid responses were retained for statistical analysis. Structural Equation Modeling (SEM) was employed using SmartPLS 4 software to test the proposed hypotheses.

The results revealed no statistically significant effect of the ethical dimension of social responsibility in moderating the relationship between brand image and consumers' purchase intention, indicating that consumers' perceptions of ethical social responsibility do not play a significant role in this relationship within the context of the study.

Keywords: Ethical dimension of social responsibility; consumer purchase intention; brand image.

1. Introduction

In today's highly competitive markets, characterized by rapid changes in consumer tastes and preferences, companies face increasing challenges in meeting customer expectations. As a result, greater attention has been directed toward building and managing brand image, given its crucial role in shaping consumers' perceptions and influencing their attitudes and behaviors. A strong and positive brand image enables companies to differentiate themselves from competitors, maintain a favorable market position, and attract and retain customers.

Among the key determinants of consumer behavior is purchase intention, which represents an individual's conscious willingness to purchase a specific product or service. Purchase intention reflects consumers' preferences, needs, and decision-making tendencies and serves as a strong predictor of actual purchasing behavior. When purchase intention is strong, consumers are more likely to make prompt and confident purchasing decisions, whereas weak or non-existent purchase intention may result in hesitation or the search for alternative options.

In recent years, global economic and social transformations have contributed to the growing importance of corporate social responsibility (CSR) as a contemporary marketing and managerial orientation. CSR has emerged in response to increasing societal expectations regarding ethical conduct, consumer protection, and environmental sustainability, particularly following criticism of traditional business practices that prioritized economic objectives at the expense of social and ethical considerations.

With the development of CSR principles and the growing awareness of their strategic importance, companies have increasingly integrated social responsibility into their business activities. This integration has enabled organizations to enhance their competitive advantage, improve corporate reputation, strengthen customer relationships, and increase market share. Among the various dimensions of CSR, the ethical dimension has gained particular relevance due to its direct association with transparency, fairness, and moral responsibility toward consumers.

Despite the growing body of literature addressing brand image, purchase intention, and corporate social responsibility, limited empirical research has examined the moderating role of the ethical dimension of social responsibility in the relationship between brand image and consumer purchase intention, particularly in emerging market contexts. Accordingly, this study seeks to address this gap by investigating the extent to which the ethical dimension of social responsibility influences the relationship between brand image and consumer purchase intention.

1.1. Research Problematic:

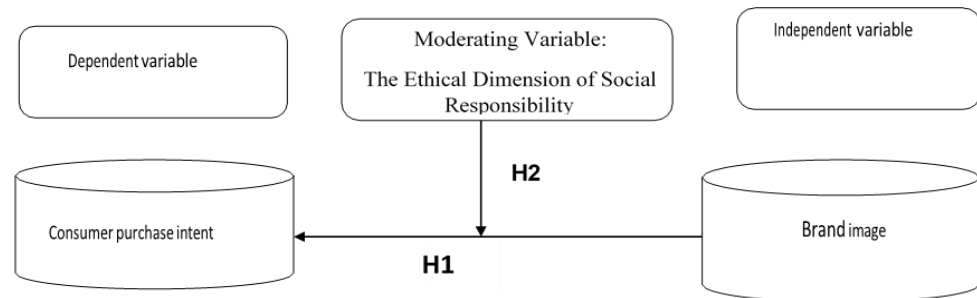
Based on the above discussion, the main research question is formulated as follows:

How does the ethical dimension of corporate social responsibility influence the relationship between brand image and consumers' purchase intention?

To achieve the objectives of the study, the following sub-questions are addressed:

- What is meant by brand image, and what are its main dimensions?
- What is meant by consumer purchase intention?
- What is meant by the ethical dimension of social responsibility?
- Does brand image influence consumer purchase intention?
- How does the ethical dimension of social responsibility affect the relationship between brand image and consumer purchase intention?

Fig. 1: Study model



Source: Prepared by researchers based on (Nazarani & Suparna, 2021)

1.2. Study Hypotheses

First Main Hypothesis (H1):

There is a positive effect of brand image on consumer purchase intention at a significance level of 0.05.

This main hypothesis is divided into the following sub-hypotheses:

- **H1a:** The cognitive dimension of brand image has a positive effect on consumer purchase intention.
- **H1b:** The affective dimension of brand image has a positive effect on consumer purchase intention.
- **H1c:** The behavioural dimension of brand image has a positive effect on consumer purchase

Second Main Hypothesis (H2):

The socio-ethical dimension of social responsibility moderates the relationship between brand image and consumer purchase intention.

The following sub-hypotheses stem from this hypothesis:

- **H2a:** The socio-ethical dimension of social responsibility moderates the relationship between the cognitive dimension of brand image and consumer purchase intention.
- **H2b:** The socio-ethical dimension of social responsibility moderates the relationship between the affective dimension of brand image and consumer purchase intention.
- **H2c:** The socio-ethical dimension of social responsibility moderates the relationship between the behavioural dimension of brand image and consumer purchase intention.

1.3. Research Aims:

The main objective of this study is to provide a comprehensive theoretical background on brand image, consumer purchase intention, and the ethical dimension of corporate social responsibility (CSR), and to examine the impact of brand image on purchase intention in the presence of the ethical dimension of CSR. Specifically, the study aims to test the influence of brand image on consumer purchase intention within the study population.

1.4. Significance of the study:

The significance of this study lies in its contribution to one of the most critical topics in marketing research, namely brand management and corporate social responsibility. It focuses on one key dimension of brand value—brand image—by analyzing its definition, components, and its relationship with consumer purchase intention. Furthermore, the study emphasizes the role of the ethical dimension of CSR in moderating the relationship between brand image and consumer purchase intention, thereby providing insights for marketers and decision-makers seeking to enhance consumer engagement and trust. social responsibility on the relationship between the two.

1.5. Previous studies:

- **Ben Seroud Fatima Al-Zahra & Ben Seroud Nour Al-Huda (2020)**

“The Impact of Brand Image on Algerian Consumers' Intention to Purchase Household Appliances”.

This study investigated the effect of brand image on consumers' intention to purchase household appliances using a random sample of 313 participants. Results indicated that the mental image of the brand significantly influenced consumers' purchase intentions, confirming a positive relationship between brand image and purchasing decisions.

- **Samer Qasim & Zeina Al-Rihya (2017)**

“The Impact of Brand Image on Consumer Trends According to Cognitive and Behavioural Dimensions: A Survey of Sportswear Brands in Latakia”

The study surveyed 500 consumers to assess the influence of cognitive and behavioural dimensions of brand image on consumer attitudes toward sportswear brands. Findings revealed a statistically significant effect of brand image dimensions on consumer attitudes, accompanied by practical recommendations to strengthen brand-consumer relationships.

- **Sharif, Zarouki, & Saïh (2020)**

“The Impact of Brand Image on Algerian Consumers' Purchasing Decisions: An Applied Study on Iris Mobile Phone Consumers”

By distributing 120 questionnaires and analyzing data using SPSS, the study highlighted that all three dimensions of brand image—cognitive, emotional, and behavioural—exert a statistically significant influence on consumers' purchasing decisions.

- **Muljani & Koesworo (2019)**

“The Impact of Brand Image, Product Quality, and Price on Purchase Intention of Smartphones”

Conducted on 150 university students in Serbia, this study showed that brand image and price positively influenced purchase intention, while product quality had no significant effect, highlighting the strategic importance of maintaining a strong brand image alongside competitive pricing.

- **Nazarani & Suparna (2021)**

“The Effect of Luxury Brand, Brand Image, and Product Quality on Purchase Intention”

Surveying 144 consumers of Zara in Denpasar, the study found that luxury brand perception, brand image, and product quality significantly and positively influenced purchase intention, demonstrating that stronger consumer perceptions enhance purchase intentions.

1.6. Commentary on previous studies

Previous research provides a foundational understanding for the current study by clarifying the relationship between brand image and purchase intention, defining key theoretical concepts, informing the design of research instruments, and interpreting the results regarding brand image.

The current study distinguishes itself by incorporating the ethical dimension of corporate social responsibility as a moderating variable in the relationship between brand image and consumer purchase .

1.7. Research Gap and Scientific Contribution of the Study

Despite the growing interest in marketing literature in examining the relationship between brand image and consumer purchase intention, with many studies confirming a positive effect of brand image on purchasing behavior, most of these studies have focused on the direct effects of these variables separately. Meanwhile, studies addressing the moderating role of the ethical dimension of corporate social responsibility (CSR) in the relationship between brand image and purchase intention remain relatively limited, particularly in the context of emerging

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markets.

Moreover, most previous studies have been conducted in developed economic environments, which limits the generalizability of their findings to other contexts such as the Algerian market. This is especially relevant in the **detergent products sector**, where brand strength plays a significant role in influencing consumer purchasing decisions. Accordingly, this study seeks to fill this research gap by analyzing the effect of brand image—through its cognitive, affective, and behavioral dimensions—on consumer purchase intention, while examining the moderating role of the ethical dimension of corporate social responsibility among consumers of Henkel detergent products in the Wilaya of Mila.

2. Literature review:

2.1 Brand image.

Branding is one of the most important elements contributing to the success and growth of companies. It reflects the company's identity, values and vision. In addition, it helps build trust among the organisation's customers and clients. Therefore, it is necessary to build a strong brand that increases the company's value and profitability in the long term. As defined by Kotler, a brand is "a name, term, symbol, design, or combination of these, intended to identify goods or services, or a seller or group of sellers, and to distinguish these goods and services from those of competitors" (Kotler, Keller, Dubois, & Manceau, 2006, p. 31), or as Kapferer said, "it represents the added value of products, as buying expensive brands enables the achievement of financial gains and estimated cash flows that are almost certain" (Aaker & Lendrevie, 1994). From this, we can say that a brand is everything that makes a product distinctive and valuable among competing products, whether it is a symbol, a shape, or something else.

There are many definitions and concepts of the mental image of a brand among researchers and marketers, as each has their own point of view on it. Perhaps the most prominent of these definitions are the following:

- Keller defined it as "a set or sum of mental associations in the consumer's memory that lead him or her to brand awareness" (Anwar, Gulzar, Bin Sohail, & Naeem Akram, 2011, p. 75).
- Porter defined it as "beginning to form from the consumer's first experience with the brand, and over time, this image gradually evolves due to the ideas and feelings associated with subsequent experiences" (Mana, 2014, p. 279).
- It has been said that it is "the consumer's overall perception and feeling towards the brand, and a major influence on consumer behaviour and preference" (Isoraite, 2018, p. 117).

From the above, we can say that the mental image of a brand represents the set of perceptions and mental associations that form in the consumer's mind towards a brand and influence their consumption choices.

2.1.1. Importance of brand image

The brand image of an organization is a powerful tool that expresses its perceptions and expectations. It encompasses not only the physical infrastructure and trademarks, but also expresses the culture, values and achievements of the organization. Therefore, it is of great importance, and perhaps the most prominent of these points are the following: (Boudra, 2016, p. 71)

- A positive brand image helps establish the company's credibility in its industry. This helps earn the respect of consumers and competitors through quality, consistency and honesty.
- Brand image is one of the most important intangible resources and strategic assets that lead to the competitive advantage necessary for survival and development.
- The brand image of a brand also helps it appear professional and organised.

Especially if it is clean, consistent and organised, which helps customers trust the brand and creates expectations for services and products. This increases customer confidence and possibly loyalty to the company.

- The ability of companies to influence consumer and stakeholder perception of the brand image contributes to increasing their ability to survive in the current complex and highly competitive environment.
- Consumers may be guided by the brand image in their choices and opinions. In the presence of similar competing products, consumer decisions will be guided by their perception of the product, brand or organization.

2.1.2. Dimensions of brand image

Various studies have used different terms to describe the dimensions of an organisation's brand image, and models have varied from one researcher to another. Perhaps the most common is Eunjoo Cho's (2011) model for defining the dimensions of brand image, which is derived from Robert's (2004) Lovemarks theory (Mahadi and Majadi, 2018, p. 80), which consists of the following dimensions: Lovemarks theory developed by Robert (2004) (Mahadi and Majadi, 2018, p. 80), which consists of the following dimensions:

- A. Cognitive or perceptual dimension:** This represents the set of information and news about a particular topic or issue, which is important in building and forming an individual's brand image of other individuals or different topics and issues. According to this dimension, the total number of possible errors in the brand image are often errors in the accuracy of the information and knowledge provided to form the image.
- B. Affective or emotional dimension:** refers to the positive or negative inclination toward an object, issue, individual, group, or country within the framework of the brand images formed by individuals. This dimension develops alongside the cognitive component; however, while cognitive aspects may diminish over time, affective aspects—reflected in individuals' attitudes toward people, issues, and topics—tend to persist. The affective dimension fluctuates between positivity and negativity depending on a set of factors, most notably the available sources of information, the nature of the experience, the manner in which the experience is conveyed, and the degree to which the individual accepts the source transmitting the information (Nasser, 2021, p. 26).
- C. Behavioural or sensory dimension:** represents brand-related experiences that involve consumers' interactive responses toward the brand. After internal and external stimuli are processed, individuals tend to behave in a particular manner. This dimension is directly linked to the preceding dimensions, as the presence of cognitive and affective brand images is typically translated in practice into actual behavior, whether toward a company, a brand, or a specific issue (Sharif et al., 2020, p. 422).

2.2. Consumer purchase intention

Purchase intention, also known as customer or buyer intention, is a measure of each shopper's inclination to purchase a product or service, where Purchase intention is an important concept in marketing, the definition of which varies from one researcher to another. Jody Crosno defined it as the probability that a consumer in a given purchasing situation will choose a particular brand from a particular product category. It also illustrates the perceived or felt likelihood of purchasing advertised products, as it is the awareness of individuals to attempt to purchase a particular brand. (Ali, Adam, and Isa, 2019, p. 76).

It has also been considered "the pattern that consumers follow in their behaviour of searching for, purchasing, using, or evaluating goods, services, and ideas that they expect will satisfy their needs and desires" (Bilal, Aksmari, and Awad, 2016, p. 523). It has also been said that it "represents the possibility that consumers will plan or prepare to purchase a particular good or service in the future." (Gharbal, 2020, p.

449).

It can therefore be said that the consumer's intention to purchase represents the stage that expresses the consumer's preference and precedes the decision to purchase a product or service that aims to satisfy their needs and desires.

2.3. Ethical social responsibility

2.3.1. Corporate social responsibility

Has been defined by Drucker as “the organization’s commitment toward the society in which it operates” (Rahalia, Jaber, & Faraj, 2022, p. 208). The World Bank defines it as the commitment of business owners to contribute to sustainable development by working with their employees, their families, and the local community as a whole in order to improve people’s living standards in a manner that simultaneously serves business interests and development goals (Bouderja, 2014, p. 224).

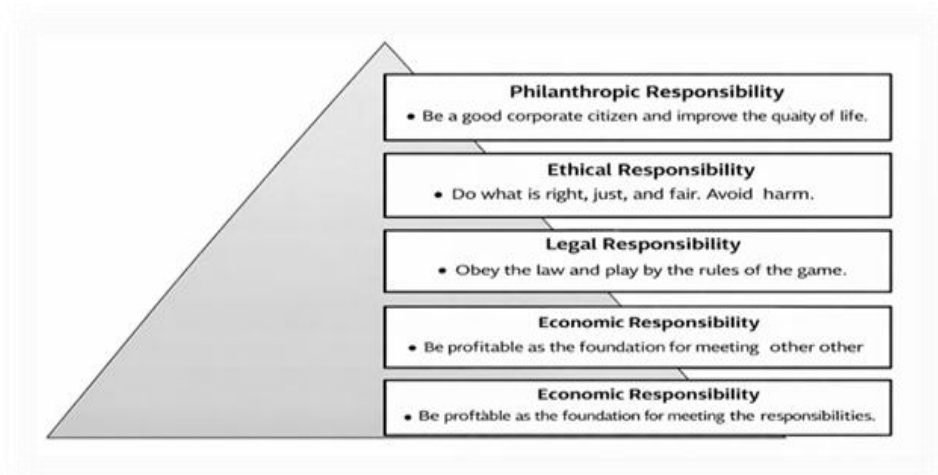
It has also been described as the manner in which organizations behave responsibly and are held accountable not only to shareholders, but also to other stakeholders, including employees, customers, suppliers, governments, business partners, local communities, and future generations (Mokaddem, 2011, p. 5).

Based on the above, corporate social responsibility can be understood as a voluntary stance or activity through which organizations commit themselves to contributing to individuals and their surrounding environment in order to achieve welfare and sustainable growth..

2.3.2. Dimensions of corporate social responsibility

Despite the multiplicity of corporate social responsibility dimensions proposed by researchers and marketing scholars, Archie B. Carroll is considered one of the earliest to identify its comprehensive dimensions. He structured these dimensions hierarchically to illustrate their interrelationships and the extent to which each dimension builds upon another. According to Carroll, for example, it is not possible to discuss charitable initiatives and voluntary activities before an organization has made substantial progress in fulfilling its economic, legal, and ethical responsibilities (Gharai, 2020, p. 26), as illustrated in the following model.

Fig. 2: Carroll's pyramid of social responsibility



Source: (Carroll, 1991, p. 40)

From the above figure, we can distinguish the following dimensions:

- A. Economic responsibility:** This involves the rational use of resources to produce high-quality goods and services with the aim of meeting the needs and desires of consumers.

- B. Legal responsibility:** This represents the obligation to comply with all laws, rules and regulations that the organisation is required to apply.
- C. Charitable responsibility:** This consists of voluntary initiatives that are not binding on the company, undertaken on a humanitarian and voluntary basis, which include all donations and contributions from companies that serve the community and the environment, and are not intended to generate profit.
- D. Ethical responsibility:** The latter is considered to be the incubator of activities and practices expected and unexpected by members of society, even though they are not codified in law. Ethical responsibilities embody those meanings, rules, or expectations that reflect what consumers, employees, shareholders, and society consider fair and just, or in line with respecting or protecting the moral rights of stakeholders.

They represent meeting the expectations of society in an honest and fair manner, as well as understanding the values, ethics, behaviour and beliefs of society. The ethical dimension of social responsibility represents marketing behaviour that is acceptable to customers, shareholders, investors, the organisation and society as a whole. It expresses the organisation's voluntary behaviour based on ethical principles and respect for customs and traditions.

Over the past decade, the business ethics movement has considered ethical responsibility to be a legitimate component of corporate social responsibility (Belhadi, 2019, p. 23).

Although ethical responsibility has been described as the next level of responsibility in the corporate social responsibility hierarchy after legal responsibility, it must be recognised that it interacts dynamically with legal responsibility. This means that it constantly pushes the category of legal responsibility to expand and, at the same time, places higher expectations than ever before on businesspeople to operate at levels that exceed what is required by law.

The ethical dimension of corporate social responsibility refers to behaviours and activities that are permitted or prohibited by members of the company, the local community and society, even if they are not regulated by law.

However, if the theory of social responsibility is based on a moral system, decisions and actions must be verified morally before they are initiated. If an action or decision causes harm to society or the environment, it is considered socially irresponsible.

The ethical responsibility of social responsibility also expresses the extent to which the organisation's goals are consistent with those of society, as well as the non-monopolisation of products, the existence of an ethical code of conduct for the institution, encouraging employees to report negative practices, and not manipulating prices.

3. RESULTS AND DISCUSSION:

3.1. Study population and sample

The study population consists of consumers of cleaning products. A random sample was taken from consumers of Henkel cleaning products in the province of Mila, where the questionnaire was distributed to approximately 320 consumers. Approximately 290 valid questionnaires were retrieved for analysis, with a percentage estimated at 90%.

The data analysis process was based on two basic steps. The first step was to evaluate the characteristics of the measurement model using Confirmatory Factor Analysis (CFA). The second step was to evaluate and test the study model to determine the validity of the study hypotheses, after which the validity of the hypotheses was tested. The data was analysed using Smart PLS 4 software.

3.2. Testing the study model

Before confirming the validity of the model, we must first evaluate the measurement model, then proceed to evaluate the structural model. To evaluate the measurement model, we use convergent validity indicators and verify the absence of

multicollinearity and discriminant validity.

3.2.1. Convergent validity, model reliability, and verification of the absence of multicollinearity:

Table 1. Convergent validity and model reliability

Latent variables	Indicators	Factor Loadings (FL)	Cronbach's Alpha	RHO-A	Composite Reliability (CR)	Average Variance Extracted (AVE)	Variance Inflation Factor (VIF)
Brand image	Cognitive Dimension	0.779	0.779	0.814	0.871	0.694	1,312
	Affective Dimension	0.807					
	Behavioral Dimension	0.907					
Consumer purchase intention	Item 1	0.836	0.931	0.933	0.946	0.694	1.034
	Item 2	0.835					
	Item 3	0.891					
	Item 4	0.821					
	Item 5	0.909					
	Item 6	0.885					
The ethical dimension of social	Item 1	0.833	0.925	0.938	0.941	0.728	1.286
	Item 2	0.751					
	Item 3	0.857					
	Item 4	0.916					
	Item 5	0.884					
	Item 6	0.869					

Source: Prepared by researchers based on SMART PLS 4 outputs

Based on the table above, it can be observed that the factor loadings for all constructs exceeded the acceptable threshold of 0.7. In addition, Cronach's Alpha coefficients, Composite Reliability values, and RHO-A coefficients all surpassed the minimum acceptable level of 0.7. Furthermore, the Average Variance Extracted (AVE) values for all latent variables were statistically significant and acceptable, as all exceeded the threshold of 0.5, indicating that each latent variable explains more than half of the variance of its indicators. The model also shows no multicollinearity issues, as all Variance Inflation Factor (VIF) values were below the permissible limit of 5. Accordingly, the conditions for convergent validity, model reliability, and the absence of multicollinearity are satisfied, in line with the criteria established by Joseph F. Hair (Hair et al. 2022).

3.2.2. Discriminant validity:

This assesses the distinctiveness of the variables, whereby the correlation value of each construct with itself must be greater than its correlation with any other construct in order to conclude that the dimensions are independent, in accordance with the Fornell-Larcker criterion (Hair et al., 2022, p. 148).

Table 2. Distinctive validity

Variables	The ethical dimension of social responsibility	Brand image	Consumer purchase intention
Ethical dimension of social responsibility	0.853		
Brand image	0.471	0.833	

Consumer purchase intention	0.471	0.716	0.864
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Source: Prepared by researchers based on SMART PLS 4 outputs

From the table above, we observe that all latent variables are more related to themselves than to other latent variables, and therefore we can accept the discriminant validity of the model.

3.3. Structural model evaluation:

We evaluate the model through the structural model using the fit indices as shown below.

3.3.1. Coefficient of determination (R Square):

The most commonly used measure for evaluating the structural model is the coefficient of determination (R^2), which serves as an indicator of the model's predictive power. It is calculated as the squared correlation between the actual values of the specified endogenous construct and the values predicted by the model. This coefficient represents the combined effects of the exogenous latent variables on the endogenous latent variable; in other words, it reflects the proportion of variance in the endogenous constructs explained by all associated exogenous constructs. Since R^2 is the squared correlation between the observed and predicted values, it incorporates all the data used in estimating the model to assess its predictive capability (Hair et al., 2020, p. 263).

The coefficient of determination obtained in this study is presented below :

Table 3. Coefficient of determination R^2

Dependent variable	R^2	R^2 AJUSTED	Explanatory power(effect)
Consumer purchase intention	0.536	0.522	Moderate

Source: Prepared by researchers based on SMART PLS 4 outputs

Based on the table above, it can be observed that all R^2 values are statistically significant and acceptable. Brand image explains 53.6% of the variance in consumer purchase intention, which represents a moderate level of explanatory power according to Hair et al. (2022). In addition, the adjusted coefficient of determination (Adjusted R^2) is close to the R^2 value and does not differ substantially from it, indicating the robustness and statistical significance of the model.

3.3.2. Effect size (F-Square):

In addition to evaluating the R^2 values of all endogenous constructs, changes in the R^2 value resulting from the removal of a specific exogenous construct from the model can be used to assess whether the omitted construct has a substantive effect on the endogenous constructs. This measure is referred to as effect size (f^2) and is increasingly recommended by journal editors and reviewers. As a general guideline for assessing effect size, a value of 0.02 indicates a small effect of the exogenous latent variable, a value of 0.15 indicates a medium effect, and a value of 0.35 indicates a large effect. Effect size values below 0.02 indicate the absence of any effect of the exogenous latent variable (Hair et al., 2020, p. 267).

Table 4: Effect size coefficient (F-Square)

Latent variables	Effect size
Ethical dimension of social responsibility -> Consumer purchase intention	0.050
Brand image -> Consumer purchase intention	0.667
Ethical dimension of social responsibility x brand image -> consumer purchase intention	0.00

Source: Prepared by researchers based on SMART PLS 4 outputs

Based on the table above, it is evident that brand image has a substantial effect on consumer purchase intention, with a value of 0.667. In contrast, the ethical dimension exhibits only a slight effect on consumer purchase intention, with a coefficient of 0.050. However, when the ethical dimension of social responsibility is included as a moderating variable in the relationship between brand image and consumer purchase intention, the effect becomes nonexistent, with a value of 0.

3.3.3. Goodness of Fit (GoF)

Determining whether the study model is valid depends on the Goodness of Fit (GoF) criteria (less than 0.1 = poor fit; 0.1 to 0.25 = small fit; 0.25 to 0.36 = medium fit; greater than 0.36 = large fit). The GoF is calculated using the following formula (Wetzels et al., 2009, p. 187).

In this study, the GoF value reached 0.609, which indicates that the study model demonstrates a high level of goodness of fit.

3.4. Hypothesis Testing

3.4.1. Testing the First Main Hypothesis:

There is a significant effect between brand image and consumer purchase intention at the 0.05 significance level.

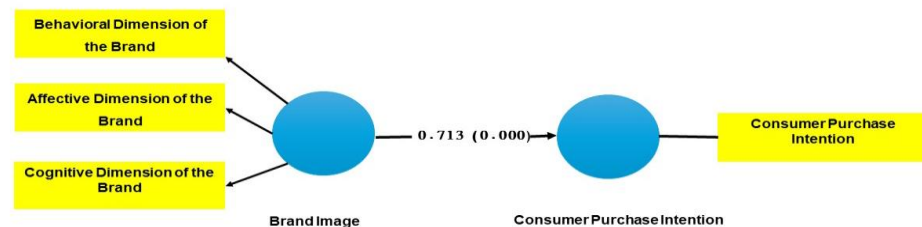
Table 5. Results of the First Main Hypothesis

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand image -> Consumer purchase intention	0.713	0.717	0.05	13.329	0.00

Source: Prepared by researchers based on SMART PLS 4 outputs

Based on the table and figure above, it is evident that the hypothesis stating the existence of an effect between brand image and consumer purchase intention at the 0.05 significance level has been supported, as the effect value reached 0.713 and the significance level was less than 0.05.

Fig. 3: Result of the first main hypothesis



Source: Prepared by researchers based on SMART PLS 4 outputs

Testing the First Sub-Hypothesis:

There is a significant effect of the cognitive dimension of brand image on consumer purchase.

A. Testing the First Sub-Hypothesis:

There is a significant effect of the cognitive dimension of brand image on consumer purchase intention at the 0.05 significance level.

Table 6: Results of the First Sub-Hypothesis

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Cognitive dimension of brand -> Consumer purchase intention	0.529	0.526	0.086	6.181	0.000

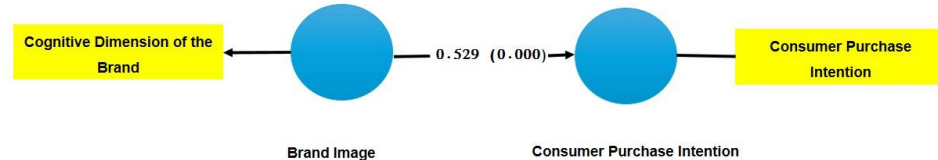
Source: Prepared by researchers based on SMART PLS 4 outputs

Based on the table and figure above, it is evident that the hypothesis stating the existence of an effect between the cognitive dimension of brand image and consumer purchase intention at the 0.05 significance level has been supported, as the effect value reached 0.529 and the significance level was less than 0.05.

Fig. 4. Result of the first sub-hypothesis

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Source: Prepared by researchers based on SMART PLS 4 outputs

B. Testing the Second Sub-Hypothesis:

There is a significant effect of the Affective dimension of brand image on consumer purchase intention at the 0.05 significance level.

Table 7: Results of the second sub-hypothesis

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Affective Dimension of Brand Image -> Consumer purchase intention	0.507	0.508	0.09	5.613	0.000

Source: Prepared by researchers based on SMART PLS 4 outputs

Based on the table and figure above, it is evident that the hypothesis asserting the existence of an effect between the Affective dimension of brand image and consumer purchase intention at the 0.05 significance level has been confirmed, as the effect value reached 0.507 and the significance level was less than 0.05.

C. Testing the Third Sub-Hypothesis:

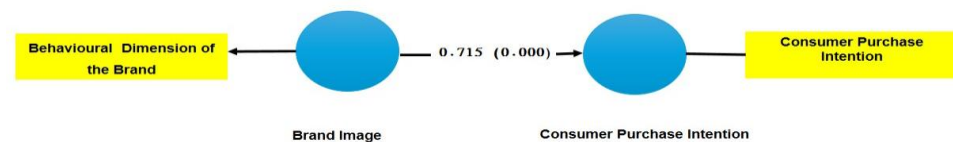
There is a significant effect of the behavioral dimension of brand image on consumer purchase intention at the 0.05 significance level.

Table 8: Results of the third sub-hypothesis

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	TStatistics (O/STDEV)	P Values
Behavioural dimension of the brand -> consumer purchase intention	0.715	0.714	0.059	12.020	0.000

Source: Prepared by researchers based on SMART PLS 4 outputs.

Fig. 6. Result of the second sub-hypothesis



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Source: Prepared by researchers based on SMART PLS 4 outputs.

Based on the table and figure above, it is evident that the hypothesis stating the existence of an effect between the behavioral dimension of brand image and consumer purchase intention at the 0.05 significance level has been supported, as the effect value reached 0.715 and the significance level was less than 0.05.

3.4.2. Testing the second main hypothesis:

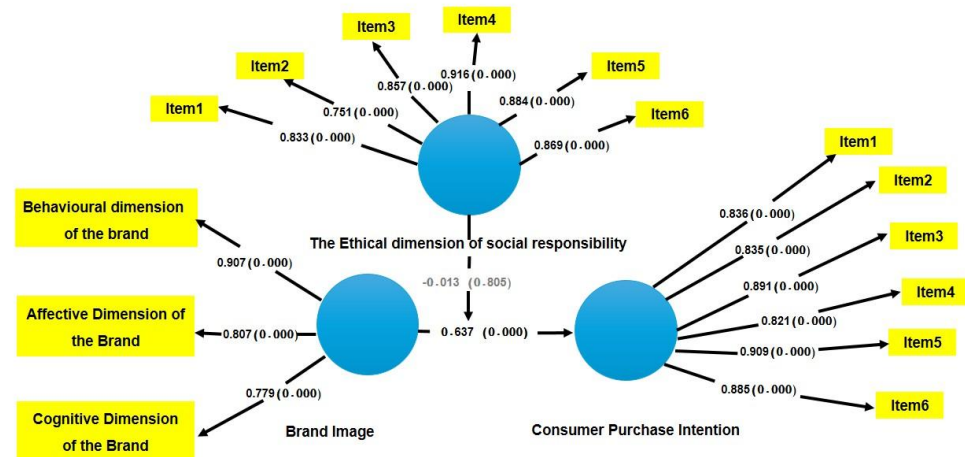
The socio-ethical dimension of social responsibility moderates the relationship between brand image and consumer purchase intention.

Table 9: Results of the Second Main Hypothesis

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	TStatistics (O/STDEV)	P Values
Ethical dimension Of social responsibility -> Consumer purchase intention	0.173	0.174	0.07	2.235	0.025
Brand image->Consumer purchase intention	0.637	0.638	0.073	8.774	0.000
Ethical dimension of social responsibility x brand image -> consumer purchase intention	-0.013	-0.009	0.051	0.246	0.805

Source: Prepared by researchers based on SMART PLS 4 outputs

Fig. 7. Result of the second main hypothesis



Source: Prepared by researchers based on SMART PLS 4 outp

A. Testing the first sub-hypothesis:

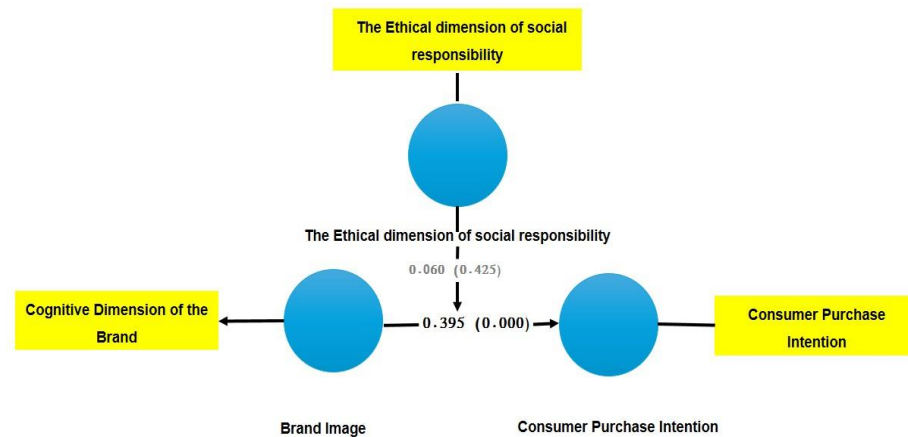
The socio-ethical dimension of social responsibility moderates the relationship between the cognitive dimension of brand image and consumer purchase intention.

Table10: Results of the First Sub-Hypothesis

Variables	Origin al Sampl e (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Ethical dimension of social responsibility -> Consumer purchase intention	0.282	0.284	0.	3.124	0.002
Cognitive dimension of brand -> Consumer purchase intention	0.395	0.387	0.097	4.072	0.000
Ethical dimension of social responsibility x Cognitive dimension of brand -> Consumer purchase intention	0.060	0.064	0.075	0.798	0.425

Source: Prepared by researchers based on SMART PLS 4 outputs

Fig. 8. Result of the first sub-hypothesis



Source: Prepared by the researchers based on SMART PLS 4 outputs.

Based on the table and figure above, it is evident that the hypothesis asserting that the socio-ethical dimension of responsibility moderates the relationship between the cognitive dimension of brand image and consumer purchase intention was not supported. While a statistically significant effect exists between the cognitive dimension of brand image and purchase intention, as well as between the ethical dimension of social responsibility and consumer purchase intention, the inclusion of the socio-ethical dimension of responsibility in the relationship between the cognitive dimension of brand image and consumer purchase intention causes the effect to disappear and become statistically insignificant. Accordingly, it can be concluded that the socio-ethical dimension of responsibility does not moderate the relationship between the cognitive dimension of brand image and consumer purchase intention.

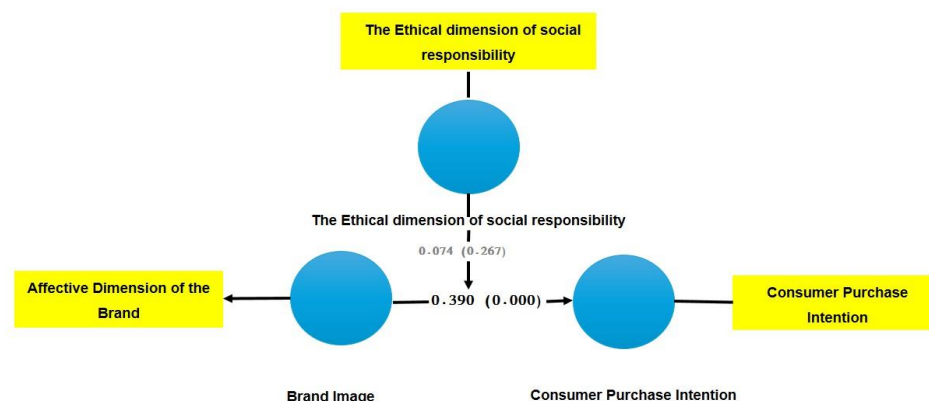
B. Testing the second sub-hypothesis:

The socio-ethical dimension of social responsibility moderates the relationship between the Affective dimension of brand image and consumer purchase intention. Table 11. Results of the Second Sub-Hypothesis

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Ethical dimension of social responsibility -> Consumer purchase intention	0.282	0.277	0.101	2.782	0.005
Affective dimension of the brand -> Consumer purchase intention	0.390	0.389	0.104	3.741	0.000
Ethical dimension of social responsibility x Affective dimension of the brand -> Consumer purchase intention	0.074	0.080	0.066	1.11	0.267

Source: Prepared by researchers based on SMART PLS 4 output

Fig. 9. Result of the second sub-hypothesis



Source: Prepared by researchers based on SMART PLS 4 output

From the table and figure above, it can be observed that the hypothesis stating that the socio-ethical dimension of responsibility moderates the relationship between the affective dimension of brand image and consumer purchase intention was not supported. Although a statistically significant effect exists between the affective dimension of brand image and purchase intention, as well as between the ethical dimension of social responsibility and consumer purchase intention, the inclusion of the socio-ethical dimension of responsibility in the relationship between the affective dimension of brand image and consumer purchase intention causes the effect to disappear and become statistically non-significant. Accordingly, it can be concluded that the socio-ethical dimension of responsibility does not moderate the relationship between the affective dimension of brand image and consumer purchase intention.

B. Testing the third sub-hypothesis:

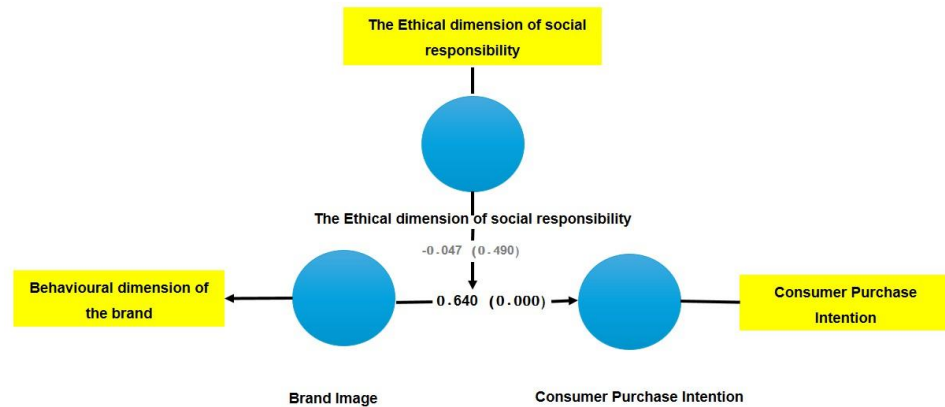
The socio-ethical dimension of responsibility modifies the relationship between the behavioural dimension of brand image and consumer purchase intention.

Table12: Results of the third sub-hypothesis

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Ethical dimension of social responsibility -> Consumer purchase intention	0.25	0.248	0.063	3.958	0.000
Behavioural dimension of the brand -> Consumer purchase intention	0.640	0.632	0.073	8.707	0.000
Ethical dimension of social responsibility x Behavioural dimension of the brand -> Consumer purchase intention	-0.047	-0.037	0.068	0.691	0.490

Source: Prepared by researchers based on SMART PLS 4 output

Fig. 10: Result of the third sub hypothesis



Source: Prepared by researchers based on SMART PLS 4 outputs

From the table and figure above, we observe that the hypothesis stating that the socio-ethical dimension of responsibility moderates the relationship between the behavioural dimension of brand image and consumer purchase intention is not confirmed, as there is a statistically significant effect between the behavioural dimension of the brand and purchase intention, as well as a statistically significant effect between the ethical dimension of social responsibility and consumer purchase intention. However, when the behavioural dimension of social responsibility is included in the relationship between the behavioural dimension of brand image and consumer purchase intention, the effect disappears and becomes statistically insignificant. we can therefore conclude that the ethical dimension of social responsibility does not moderate the relationship between the behavioural dimension of brand image and consumer purchase intention.

4. Conclusion:

This study examined the moderating effect of the ethical dimension of Corporate Social Responsibility (CSR) on the relationship between brand image and consumers' purchase intention in Henkel Cleaning Products Company in Mila Province. This research is motivated by the growing importance of CSR in enhancing corporate reputation and shaping positive perceptions among consumers. The empirical findings of the study reveal several key results.

-The first main hypothesis was supported, indicating that brand image has a significant effect on consumers' purchase intention, with an effect value of 0.713 at a significance level below 0.05. This result suggests that brand image represents a key determinant of consumer behavior when making purchasing decisions. Such influence may be attributed to several factors, including consumers' prior knowledge of the brand, their positive perceptions and impressions, as well as their perceived trust in the quality of Henkel's products.

The results of the sub-hypotheses further confirm this relationship, demonstrating that the three dimensions of brand image—cognitive, affective, and behavioral—each exert a positive influence on purchase intention. The cognitive dimension reflects consumers' awareness and knowledge of the brand's characteristics and product advantages. The affective dimension highlights the role of emotions and positive feelings toward the brand in strengthening consumers'

willingness to purchase. Meanwhile, the behavioral dimension indicates that previous experiences and interactions with the brand contribute to reinforcing consumers' purchasing decisions. These findings demonstrate that the impact of brand image on purchase intention is not limited to a single dimension but rather results from the combined and complementary effect of its cognitive, affective, and behavioral components, making brand image a strategic tool for companies such as Henkel to strengthen purchase intention and develop stronger relationships with their customers.

-In contrast, the second main hypothesis, which proposed that the ethical dimension of CSR moderates the relationship between brand image and consumers' purchase intention, was not supported. The findings indicate that the ethical dimension did not have a statistically significant moderating effect on the relationship between brand image and purchase intention among consumers of Henkel products in Mila Province.

Similarly, the sub-hypotheses related to the ethical dimension revealed that this dimension does not moderate the relationship between any of the cognitive, affective, or behavioral dimensions of brand image and purchase intention. This suggests that consumers' perceptions of the company's ethical responsibility do not directly influence their purchasing decisions. This result may be explained by the relatively limited awareness of ethical issues among consumers or by the fact that such considerations are not perceived as a priority when making purchasing decisions.

Nevertheless, ethical initiatives remain important for enhancing the overall reputation of the brand and strengthening trust in the company, even if they do not currently function as a direct determinant of purchasing behavior. Overall, the findings indicate that brand image and its three dimensions represent the primary drivers of consumers' purchase intention, while the ethical dimension of CSR mainly contributes to strengthening corporate reputation rather than directly moderating consumer purchasing.

Managerial Implications and Recommendations

Based on the study findings, several practical recommendations can be proposed to enhance consumer awareness of corporate ethical social responsibility and strengthen brand image, thereby influencing purchase intention:

- Companies should provide transparent, accurate, and accessible information regarding their ethical and social responsibility practices through official websites and marketing communications.
- Organizations are encouraged to design and implement consumer awareness campaigns and events focused on corporate social responsibility and its societal impact.
- Ethical and social responsibility commitments should be clearly integrated into sales contracts, terms, and conditions where appropriate.
- Firms should publish periodic reports outlining their performance in the area of corporate social responsibility and ethical practices, particularly in relation to customer engagement.
- Companies are advised to foster interactive communication with consumers by conducting opinion surveys and providing platforms for feedback, complaints, and suggestions related to ethical and social responsibility issues.

Limitations and Future Research

Despite the contributions of this study, several limitations should be acknowledged. First, the empirical investigation was conducted on a single company operating in a specific geographic area (Mila Province), which may limit the generalizability of the findings to other industries or regions. Second, the study relied on a cross-sectional research design, capturing consumer perceptions at a single point in time, which restricts the ability to observe changes in attitudes and

purchase intentions over time. Third, data were collected using self-reported questionnaires, which may be subject to response bias and social desirability effects.

Future research could address these limitations by extending the analysis to multiple companies and industries, as well as to different geographic and cultural contexts, in order to enhance the external validity of the results. Longitudinal studies are also recommended to examine how brand image and ethical social responsibility influence consumer purchase intention over time. Moreover, future studies may consider incorporating additional mediating or moderating variables—such as consumer trust, perceived value, brand loyalty, or environmental awareness—to provide a more comprehensive understanding of the mechanisms underlying consumer purchase behavior. Finally, qualitative approaches, including in-depth interviews or focus groups, could complement quantitative findings and offer deeper insights into consumers' ethical perceptions and decision-making processes.

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