

The Socially Responsible Brand as a Strategic Vector for Competitive Advantage from The Perspective of The Algerian Female Consumer: A Case Study of Celanie Bio Company.

*SI AHMED Wafaa Hibet Allah, * Stratégie de Développement des Secteurs de L'agriculture et du Tourisme (SDSAT)Laboratory, University of Ain Temouchent (Algeria),*

wafaa.siahmed@univ-temouchent.edu.dz

NAIT Ibrahim Boussad, Stratégie de Développement des Secteurs de L'agriculture et du Tourisme (SDSAT)Laboratory, University of Ain Temouchent (Algeria),

boussad.naitibrahim@univ-temouchent.edu.dz

Received: 17/01/2025

Accepted: 24/01/2025

Published:30/03/2025

Abstract:

The current study shed light on the deep understanding of the effect of socially responsible brand with its dimensions on the competitive advantage in the company of Celanie Bio. We follow the descriptive analytical method. A questionnaire is designed to be delivered to a sample of 130 Algerian clients (women). The answers obtained were analyzed through SPSS (Statistical Package for Social Sciences) V26.

The findings have demonstrated that there is a statistically significant relationship and influence of the dimensions of socially responsible branding (economic, legal, ethical and charitable responsibility) on the competitive advantage.

Keywords: Brand; Social Responsibility; Competitive Advantage; Celanie Bio.

Jel Classification Codes: L25, M14

* Corresponding author

1. INTRODUCTION

Business has undergone changes where organizations have not focused only on profits but also have sought the need to bear responsibility towards environment and society to be at the level of their expectations that raises the need for social responsibility. It is not only a choice but rather a vital strategy to realize competitive advantage under a different dimension like flexibility, quality, creativity and reputation.

These aspects help to improve the reputation of organizations which has led to the emergence of new concept known as Brand Socially Responsible (BSR) aware of its commitment towards environment and society.

1.1 The problem of the study and its Sub-questions

The research problem revolves around the impact of the socially responsible brand along with its dimensions (economic, legal, ethical and charitable responsibility) on the competitive advantage in the company of Celanie Bio. Consequently, the question raised is as follow:

Does the socially responsible brand have an influence on the competitive advantage of Celanie Bio from the perspective of Algerian clients (women)?

To further clarify the problem, the following sub-questions arose:

- 1) What is socially responsible brand?
- 2) Can all dimensions of socially responsible brand be considered equal in term of importance?
- 3) Is there any relationship between socially responsible branding and competitive advantage?

1.2 Study hypotheses:

To answer the problem of the study, the following hypotheses were formulated:

- ✓ There is no relationship between socially responsible brand with its dimensions and competitive advantage at a significance level of 0.05.

- ✓ There is no statistical effect of socially responsible brand on competitive advantage at a significance level of 0.05.

This hypothesis is divided into four partial hypotheses as follows:

- There is no statistical effect of economic responsibility on competitive advantage at a significance level of 0.05.
- There is no statistical effect of legal responsibility on competitive advantage at a significance level of 0.05.
- There is no statistical effect of ethical responsibility on competitive advantage at a significance level of 0.05.
- There is no statistical effect of philanthropic responsibility on competitive advantage at a significance level of 0.05.

1.3 Study importance:

We chose this topic as being a contemporary influential one. It affects both organizations and society, especially in the current circumstances of ethical scandals that influence the reputation of brand. Social responsibility is considered as one of the essential elements that help to trait these problems by respecting its principles so it gives the organizations the competitive advantage.

1.4 Study objectives

The purpose of this study paper is to identify the key concept of social responsible brand (BSR) and its relationship to competitive advantage in Celanie Bio; a company of skin and hair care products. Thus, the objectives of the Study are:

- Demonstrating social responsibility brand's dimensions being realized in the latter company through customers' opinions.
- Deep understanding of the socially responsible brand.
- Determining the relationship between socially responsible brand and competitive advantage.

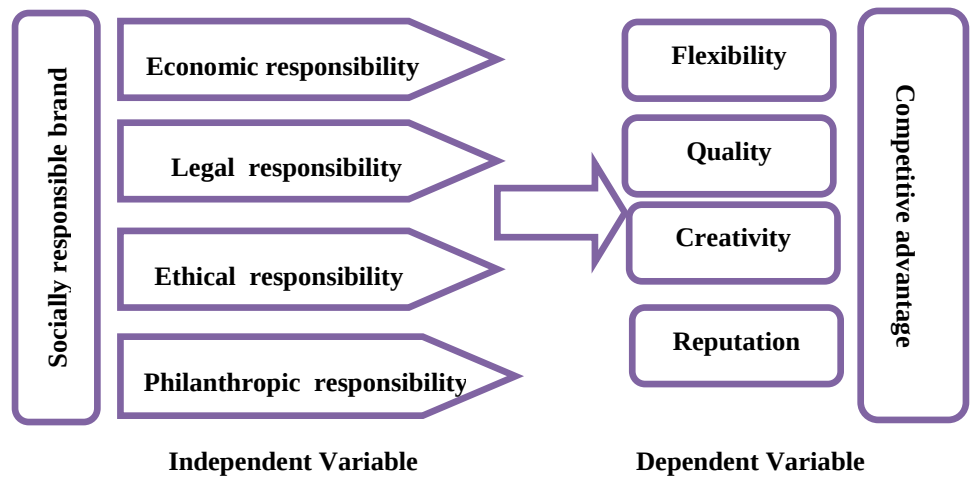
1.5 Study methodology:

To achieve the purpose of this study, a descriptive analytical method is followed by means of analyzing literature review. It is useful to explain the impact of socially responsible brand on competitive advantage.

1.6 The research analytical model:

After reading and analyzing previous studies and gaining a precise understanding of the topic, we developed the study model shown in the following figure:

Fig.1. the study model.



Source: own elaboration on the basis of the gathered literature review.

1.7 Literature review:

Here are brief overviews of some previous studies related to brand, social responsibility and competitive advantage, which can be highlighted through the following table:

Table .1. Previous studies

The author of the study	Study name	Purpose	Methodology
(Ashour, Nafez, & Allan, 2020)	Corporate social responsibility and competitive advantage: relationships and mechanisms	Intended to gain insight into association of corporate social responsibility implementations and the achievement of competitive advantage focusing on the mediation role of company reputation in this relationship.	Semi-Structural interview technique, about 300 questionnaires was distributed and 211 were valid and usable.
(Wedysiag e, Samuel, & Devie, 2021)	Corporate social responsibility and competitive advantage: the evaluation of the mediator of employee commitment and customer satisfaction (Study on Manufacturing companies in Surabaya)	Identifying the impact of corporate social responsibility on competitive advantage using the employee commitment and customer satisfaction variables on the manufacturing companies listed in Surabaya.	Distributing a questionnaire to a group of companies and analyze it using the SPSS software and smart PLS and FIT model tests.
(Soleimani, Ebrahimi, & Fekete-Farkas, 2021)	The impact of corporate social responsibility on brand-related consequences with the mediating role of corporate branding-A case study from the Iranian Sector	Exploring the impact of corporate social responsibility on brand awareness, brand equity and brand loyalty through the mediating role of corporate branding	The study sample was limited to 257 people and analyzing them by using the structural equation modeling with the partial least squares approach, and R-

Title: The Socially Responsible Brand as a Strategic Vector for Competitive Advantage from The Perspective of The Algerian Female Consumer: A Case Study of Celanie Bio Company.

			PLS software.
(Zhou, Yucheng, Zheng, & Liu, 2023)	Effects of brand community social responsibility: roles of collective self-esteem and altruism.	The study seeks to demonstrate the effect of brand community social responsibility on brand loyalty behavior to a brand community.	Posting a questionnaire on www.wjz.com a popular Chinese online survey platforms to 546 individuals and there are 539 questionnaires were used. and analyzing them by using the structural equation modeling

Source: prepared by the researchers based on previous studies.

It is worth noting that almost literature review indicated the existence of a relationship between social responsibility and competitive advantage. It often includes brand elements as intermediate variables such as brand loyalty, brand community...etc. Consequently, this study aims to explaining the relationship between socially responsible branding along with its dimensions and competitive advantage. The importance of this new concept; the social responsibility, should be adopted by all brands (economic, legal, ethical and charitable responsibility) to enhance their competitive advantage.

On the other hand, in the previous studied the sample population was targeted exclusively the employees; whereas, our study focuses on the customers (women) due to their great interest in hair and skin care products. Regarding the research tools, they were similar in both studies. Most of them used the Statistical Package for Social Sciences (SPSS) program to examine the relationships between the variables.

2. Socially responsible brand.

Before discussing the concept of socially responsible branding, it is necessary to define brand and social responsibility.

2.1 Brand definition:

A brand can be defined as all that aim to figure out the products and the services of institutions so they can be distinguished from other

competitors' products like name, term, sign and symbol or the mixture of all these elements (Karimu, 2022).

From another point of view, brands can be featured in the target market through rank, value, and the image attached to the name or the design of the product (service) so the customers can be aware of its superiority over the other competitors (Rehman, Yusoff, Ismail, & Javed, 2018).

Through the two previous definitions, we can consider that the brand name, term, symbol and sign aim to introduce the products and services and to distinguish it from other organizations in the target market where customers can differentiate it from others.

2.2 Social Responsibility definition:

Social responsibility It is an important new term; it is the commitment of enterprises to contribute to sustainable development in order to improve the quality of life (Messan, 2013-2014).

It can be also defined as a voluntary specification of all the resources held by the companies to ameliorate the social life as being a good process to make positive relations with the stakeholders (Valimo, Gutierrez, Garcia, & Nunez, 2024).

There is another important sense for organizations which is social responsibility of companies; according to another definition it is all the efforts being exerted by the companies to improve its relation with the stakeholders to build the reputation of the company (Sahnoune & Backache, 2019).

In a nutshell, the social responsibility is the ability of individuals or organizations to hold responsibility towards society with its dimensions (economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility).

2.3 Socially Responsible Brand (BSR) definition:

This new concept points out that customers are aware of the brand's commitment to human, ethical, charitable values attached to social responsibility as it can be considered as an effective and distinctive tool

Title: The Socially Responsible Brand as a Strategic Vector for Competitive Advantage from The Perspective of The Algerian Female Consumer: A Case Study of Celanie Bio Company.

that create the competitive advantage (Zhou, Yucheng, Zheng, & Liu, 2023).

2.4 Competitive Advantage definition:

Competitive advantage is “the delivering of superior value to consumers and, in doing so, earning an above average returns for the company and its stakeholders” (Benaboud & Ounis, 2022). Therefore, Porter defines the competitive advantage from the implementing of competitive strategy according to specific steps (Ghamari, 2008). This means that any company or enterprise should pay attention to the others companies in order to know the key elements that make her stand out from them. And it can be said that reputation, quality, flexibility and creativity the most important elements on which competitive advantage is built.

3. Practical Framework:

In this part we try to apply the social responsibility dimensions and competitive advantage dimensions on the Celanie Bio Company.

3.1 Study sample:

Our study focuses on the female customers of Celanie Bio Company specialized in hair and skin care products. We distributed 150 questionnaires, 130 were retrieved. The five points Likert scale is used as a tool of evaluation. The SPSS-V26 to examine the hypothesis and counting the research's results.

The questionnaire composed of three parts which are:

- ✓ The first part designed to obtain personal information about the responder(sex, age, educational level, income)
- ✓ The second part related to the dimensions of social responsibility composed of 15 expressions.
- ✓ The third part related to competitive advantage composed of 15 expressions.

An English version of the questionnaire has been developed to help the responders understand. Then, it is worth noting that the questionnaire was sent to the supervisor after the correction. As a last step we transform the questionnaire into Arabic to facilitate the task of responding.

In our study, we rely on a number of methods, the most prominent of which are:

- ✓ Cronbach's Alpha coefficient to measure the reliability and validity of the study tool.
- ✓ Pearson's correlation coefficient to determine the relationship between the study variables.
- ✓ The arithmetic mean and standard deviation to measure the degree of customer's responses of the study questions.
- ✓ Simple Linear Regression to study the impact of the independent variable (socially responsible brand) on the dependent variable (competitive advantage).

Table .2. Personal Data Of Customers

Variable		Frequency	Percentage
Gender	Female	130	100%
Age	18-30 years	51	39.2%
	30-40 years	43	33.1%
	40-50 years	19	14.6%
	>50 years	17	13.1%
Educational level	Below basic	10	7.7%
	Intermediate	19	14.6%
	University level	70	60.8%
	Postgraduate studies	22	16.9%
Income level	<15000 DZD	34	26.2%
	15000-28000 DZD	23	17.7%
	28000-35000 DZD	38	29.2%
	>35000 DZD	35	26.9%

Source: Own Elaboration

With a view to understanding the demographic of the respondents, a list of relevant information has been obtained from the questionnaire. Table 02 lists descriptive statistics of the respondents, and we observed that all

Title: The Socially Responsible Brand as a Strategic Vector for Competitive Advantage from The Perspective of The Algerian Female Consumer: A Case Study of Celanie Bio Company.

members of the sample are female, which is due to the study's subject, as we decided to focus exclusively on Algerian female as consumers of Celanie Bio products. There are 39.2% of them in the age bracket of 18-30 years, 33.1% are in the interval of 30-40 years, and about 13.1% are of 50 or more years of age. As we can see also that 60.8% of the sample have a university level of education, and 14.6% have reached the level of postgraduate studies, while 7.7% are below the basics.

As for income, the majority of the sample representing 29.2% has an income ranging between 28000 DZD and 35000 DZD.

3.2 Validity and reliability of research variables.

In this field study, the stability of the terms and axes of the questionnaire was verified by calculating the alpha coefficient as shown in the following table:

Table .3. Validity And Reliability

Variables	Number of questions	Alpha cronbach
Economic responsibility	04	0.747
Legal responsibility	04	0.741
Ethical responsibility	03	0.748
Philanthropic responsibility	04	0.872
Social responsibility	15	0.861
Flexibility	03	0.705
Quality	04	0.888
Creativity	04	0.824
Reputation	04	0.870
Competitive advantage	15	0.930
Σ	30	0.936

Source: prepared by the researchers, based on SPSS 26 outputs.

Through the previous table, it is clear that the values of the cronbach's alpha coefficients are high for each of the axes of the survey, reading 0.861 for all dimensions of socially responsible brand, and 0.930 for all competitive advantage dimensions. As for the level of all the terms of the

questionnaire, it was 0.936, which are ratios greater than 0.60, which is the minimum allowed for stability, which individuals that the questionnaire measures what was set to measure it. Therefore, this survey is allowed to be used and reliable in its findings.

3.3 Descriptive Statistics:

To study and analyze the trends of the sample, we used means, standard deviations, and rankings according to the five-point Likert scale, as shown in the following table:

Table .4. The Five-Point Likert Scale

Degree of approval	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Weight	1	2	3	4	5
Field	[1-1.8]	[1.81-2.6]	[2.61-3.4]	[3.41-4.2]	[4.21-5]
Level of importance	Low		Medium	High	

Source: Own Elaboration

we have used each of the computational averages, standard deviations, and the order according to the degree of importance for each dimension of socially responsible brand and competitive advantage as shown in the following tables:

Table .5. Statistical description of socially responsible brand dimensions

The dimension	Mean	S.D	Rank	Acceptance level
Economic responsibility	3.97	0.664	2	High
Legal responsibility	3.86	0.840	3	High
Ethical responsibility	4.06	0.756	1	High
Philanthropic responsibility	3.22	0.836	4	Medium
Social responsibility	3.77	0.774		High

Source: prepared by the researchers, based on SPSS 26 outputs.

Based on the above results, we concluded that the level of adopting the concept of social responsibility in Celanie Bio Company was high according to the study scale. The mean of the customer's answers about the social responsibility dimensions reached (3.77), and as we remark the first rank of the relative importance is given to the ethical responsibility by the

Title: The Socially Responsible Brand as a Strategic Vector for Competitive Advantage from The Perspective of The Algerian Female Consumer: A Case Study of Celanie Bio Company.

respondents. The mean of the answers for this dimension was high (4.06), this indicates that Celanie bio company generally works according to the ethical and social standards and values of society.

Table .6. Statistical Description Of Competitive Advantage Dimensions

The dimension	Mean	S.D	Rank	Acceptance level
Quality	4.04	0.664	4	High
Flexibility	4.16	0.719	2	High
Creativity	4.06	0.707	3	High
Reputation	4.28	0.718	1	High
Competitive advantage	4.13	0.702		High

Source: prepared by the researchers, based on SPSS 26 outputs

We notice from the results of competitive advantage dimensions (4.13) that Celanie Bio Company has a competitive advantage largely based on reputation (4.28) and flexibility (4.16).

3.4.1 Test of the first hypothesis:

- **H0:** there is no statistically significant relationship between socially responsible brand with its dimensions and competitive advantage at a significance level of 0.05.
- **H1:** there is a statistically significant relationship between socially responsible brand with its dimensions and competitive advantage at a significance level of 0.05.

To test the first hypothesis, we relied on Pearson's correlation coefficient, as shown in the table below:

Table .7. Pearson Test Correlation

Variables	Competitive advantage	
	Pearson correlation	Sig
Economic responsibility	0.640	0.000
Legal responsibility	0.567	0.000
Ethical responsibility	0.721	0.000
Philanthropic responsibility	0.226	0.010
Social responsibility	0.706	0.000

Source: Prepared By The Researchers, Based On SPSS 26 Outputs.

From the table, we observe that the correlation coefficient between socially responsible brand and competitive advantage reached a 0.706 at a significant level of 0.000 indicating a strong positive correlation. This suggests the rejection of the first hypothesis.

So there is a statistically significant relationship between socially responsible brand with its dimensions and competitive advantage at a significance level of 0.05.

3.4.2 Test of the second hypothesis with its sub-hypotheses:

- **H0:** there is no statistically significant effect of socially responsible brand on competitive advantage at a significance level of 0.05.
- **H1:** there is a statistically significant effect of socially responsible brand on competitive advantage at a significance level of 0.05.
- **The first sub-hypothesis:**
 - **H0:** there is no statistically significant effect of economic responsibility on competitive advantage at a significance level of 0.05.
 - **H1:** there is a statistically significant effect of economic responsibility on competitive advantage at a significance level of 0.05.
- **The second sub-hypothesis:**
 - **H0:** there is no statistically significant effect of legal responsibility on competitive advantage at a significance level of 0.05.
 - **H1:** there is a statistically significant effect of legal responsibility on competitive advantage at a significance level of 0.05.
- **The third sub-hypothesis:**
 - **H0:** there is no statistically significant effect of ethical responsibility on competitive advantage at a significance level of 0.05.
 - **H1:** there is a statistically significant effect of ethical responsibility on competitive advantage at a significance level of 0.05.

Title: The Socially Responsible Brand as a Strategic Vector for Competitive Advantage from The Perspective of The Algerian Female Consumer: A Case Study of Celanie Bio Company.

■ **The forth sub-hypothesis:**

- **H0:** there is no statistically significant effect of philanthropic responsibility on competitive advantage at a significance level of 0.05.
- **H1:** there is a statistically significant effect of philanthropic responsibility on competitive advantage at a significance level of 0.05.

Simple linear regression was used to test the hypotheses to determine whether the independent variable, with its dimensions, explains significant variations in the dependent variable at a significance level of 0.05 as shown in the following table:

Table .7. Results of the simple linear regression analysis

Independent variable	Dependent variable	R²	β	T	Sig	Results
Economic responsibility	Competitive advantage	0.410	0.639	9.432	0.000	Reject H0
Legal responsibility	Competitive advantage	0.321	0.448	7.781	0.000	Reject H0
Ethical responsibility	Competitive advantage	0.516	0.585	11.772	0.000	Reject H0
Philanthropic responsibility	Competitive advantage	0.051	0.159	2.627	0.010	Reject H0
Social responsibility	Competitive advantage	0.498	0.776	11.265	0.000	Reject H0

Source: prepared by the researchers, based on SPSS 26 outputs

From the table shown above, we observe that the coefficient of determination (R^2) for the socially responsible brand is (0.498).this means that socially responsible brand explains 49.8% of the variance in competitive advantage, with remaining variance explained by other variables which are not included in this study. The p-values for the dimensions of the socially responsible brand are less than 0.05, indicating

their impact on competitive advantage of Celanie Bio Company. Therefore, we can confirm that the zero hypotheses is rejected, and we accept the alternative hypothesis (H1), which states that there is a statistically significant effect of the socially responsible and its dimensions on competitive advantage at a 0.05 significance level.

4. CONCLUSION

Social responsibility is a new concept for companies that seek to satisfy the needs and desires of customers in which credibility and flexibility are mainly focused on selling products and providing services owing to its focus on economic, ethical, and social dimensions. It is a strategic tool that promotes competitive advantage to reach sustainability and continuity.

In this context, we seek to clarify the dimensions of social responsibility brand; and their impact on competitive advantage by applying these dimensions to Celanie Bio. Through analysis and statistical tests, we obtained a set of findings and recommendations, which we present below:

Study Results:

Based on the study conducted on the customers of Celanie Bio Company which is specialized in hair and body care products, several conclusions were reached by interpreting and discussing the results, including the following:

- ❖ There is a statistically significant relationship between socially responsible brand with its dimensions and competitive advantage at a significance level of 0.05.
- ❖ there is a statistically significant effect of socially responsible brand on competitive advantage at a significance level of 0.05.
- ❖ There is a statistically significant effect of economic responsibility on competitive advantage at a significance level of 0.05.
- ❖ There is a statistically significant effect of legal responsibility on competitive advantage at a significance level of 0.05.
- ❖ There is a statistically significant effect of ethical responsibility on competitive advantage at a significance level of 0.05.

Title: The Socially Responsible Brand as a Strategic Vector for Competitive Advantage from The Perspective of The Algerian Female Consumer: A Case Study of Celanie Bio Company.

- ❖ There is a statistically significant effect of philanthropic responsibility on competitive advantage at a significance level of 0.05.

Recommendations:

Based on the study, we reach the following results and recommendations:

- Celanie Bio must prioritize the charitable responsibility, and support the local communities and help charitable organizations.
- Rely on quality when studying customer's preferences in order to diversify competitive advantages.
- Contribute to raise awareness about social responsibility as crucial element in the sustainable development.
- The government encourages companies that adopt a social responsibility through tax benefits.

5. Bibliography List:

- Ashour, M. L., Nafez, N., & Allan, M. (2020). corporate social responsibility and competitive advantage: relationships and mechanisms. *International Journal of Economics and Business Administration*, 08(03).
- Benaboud, c., & Ounis, a. (2022). achieving competitive advantage through porter's generic competitive strategies: Wal-Mart case study. *journal of studies in economics and management*, 05(02), 779.
- Rehman, F. U., Yusoff, R. B., Ismail, F. B., & Javed, F. (2018). What is Brand? Some Insights in the Historical Development. *Information Management and Business Review*, 10(4), 9.
- Ghamari, J. (2008). Conceptualization of Competitive Advantage and Sustainable Competitive Advantage, the question of diversity. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1673322, 2.

- karimu, i. (2022). the effect of brand differentiations on firms competitive advantage. *international journal of business and management invention*, 11(01), 32.
- Messan, K. (2013-2014). Social Responsibility and Consumer Protection in Algeria: A Case Study of Enterprises Operating In Saida. <http://dspace1.univ-tlemcen.dz/112/6500>, 38. Tlemcen, Human Resources Management and Corporate Governance, Algeria.
- Sahnoune, m., & Backache, o. (2019). the impact of corporate social responsibility on the promotion of the Hodna Milk sustainability. *finance and business economics review*, 03(02), 93.
- Soleimani, M., Ebrahimi, P., & Fekete-Farkas, M. (2021). The Impact of Corporate Social Responsibility Dimensions on Brand-Related Consequences with the Mediating Role of Corporate Branding- a Case Study from the Iranian Insurance Sector. *Forum Scientiae Oeconomia*, 9(3).
- Valimo, p. c., Gutierrez, r. p., Garcia henche, b., & Nunez barrio pedro, e. (2024). the impact of corporate social responsibility on consumer brand engagement and purchase intention at fashion retailers. *Psychology and marketing*, 41(03), 650.
- Wedysiage, M., Samuel, H., & Devie. (2021). Corporate Social Responsibility and Competitive Advantage: The Evaluation of the mediation role of employee commitment and customer satisfaction,(study on manufacturing . *PETRA INTERNATIONAL JOURNAL OF BUSINESS STUDIES*, 04(01).
- Zhou, z., yucheng, w., zheng, y., & Liu, S. (2023). effects of brand community social responsibility: roles of collective self-esteem and altruism. *journal of brand management*, 30(04), 349.