

# Cultural Fit of CSR Campaigns and its Impact on Brand Image of Global Companies among Consumers: Evidenced from a First-Class Municipality in the Philippines

Limuel R. dela Cruz, CFMA

Faculty, Accountancy and Management Department, College of Our Lady of Mercy

DOI: <https://dx.doi.org/10.47772/IJRISS.2025.910000458>

Received: 06 November 2025; Accepted: 12 November 2025; Published: 15 November 2025

## ABSTRACT

Corporate Social Responsibility (CSR) plays an increasingly important role in shaping how global companies are perceived by local communities. This study examined the cultural fit of CSR campaigns and its impact on the brand image of global companies among consumers in Guiguinto, Bulacan. Using a quantitative descriptive-correlational design, data were collected from 100 residents through a structured survey. The study measured perceptions of cultural alignment, CSR authenticity, and brand image in terms of trust, reputation, and perceived sincerity. Results indicate that CSR campaigns are generally seen as culturally relevant, aligned with community needs, and visible within the locality. Respondents associated culturally sensitive CSR efforts with higher brand trust, stronger reputation, and greater perceived sincerity. Pearson correlation analysis ( $r = 0.738$ ) confirmed a strong positive relationship between cultural fit and brand image, suggesting that local relevance significantly enhances consumer perceptions of global brands. While the study successfully identified patterns linking CSR cultural fit to brand image, it was limited to a single municipality and did not include longitudinal tracking of consumer behavior. Future research may expand to other regions, investigate long-term effects on brand loyalty, and explore strategies for integrating cultural values into CSR campaigns. The findings provide practical insights for global companies seeking to improve consumer engagement and brand perception through culturally informed CSR initiatives.

**Keywords:** Corporate Social Responsibility (CSR), Cultural Fit, Brand Image

## INTRODUCTION

In recent decades, Corporate Social Responsibility (CSR) has evolved from a peripheral marketing activity into a core element of global business strategy. It represents a company's ethical and sustainable commitment to create positive social and environmental impact beyond profit generation. As global challenges such as climate change, inequality, and public health crises continue to intensify, corporations are increasingly expected to contribute to social welfare and responsible governance (Sharma, 2019).

Multinational corporations (MNCs) such as Unilever, Coca-Cola, and Nestlé have integrated CSR into their mission statements, recognizing that socially responsible behavior enhances reputation, consumer trust, and competitive advantage. In developed economies, CSR has become institutionalized through Environmental, Social, and Governance (ESG) reporting standards that promote transparency and accountability (Alsayegh et al., 2020). However, while CSR frameworks have achieved global adoption, their effectiveness often depends on cultural alignment. Campaigns that succeed in one country may fail in another if they overlook local customs, social norms, and traditions (Hofstede, 2011; Badham et al., 2022).

Cultural fit refers to the degree to which CSR initiatives align with community values and expectations. It has become a critical factor influencing the success of CSR programs. When initiatives reflect local identity and values, they are perceived as authentic and socially meaningful. Conversely, campaigns that lack cultural sensitivity may be viewed as opportunistic or insincere. This concept is particularly relevant in collectivist societies such as the Philippines, where cultural values like bayanihan (community cooperation), malasakit (compassion), and pakikisama (social harmony) strongly shape public perception and behavior (Olazo, 2023).

CSR programs that embody these values, including disaster relief, educational assistance, and livelihood support, tend to gain stronger community acceptance and trust. Although CSR practice in the Philippines continues to grow, existing studies have primarily focused on major urban centers such as Metro Manila, Cebu, and Davao. There is limited research exploring how CSR initiatives are perceived in smaller but rapidly developing municipalities that are becoming more engaged in the global economy. This study addresses that research gap by focusing on Guiguinto, Bulacan, a community that combines economic modernization with deeply rooted cultural traditions. Understanding how Guiguinteño consumers perceive the cultural fit of CSR campaigns provides valuable insight into how global brands can foster trust and credibility through culturally responsive engagement.

This study is guided by two theoretical foundations: Hofstede's Cultural Dimensions Theory and Attribution Theory. Hofstede's framework explains how cultural characteristics, particularly collectivism and power distance, shape individuals' perceptions of CSR's relevance and sincerity. Attribution Theory, on the other hand, clarifies how consumers interpret a company's motives behind CSR efforts, distinguishing between actions driven by genuine concern and those perceived as self-serving (Min et al., 2023). Together, these theories help explain how cultural alignment and perceived authenticity influence brand image in terms of trust, reputation, and sincerity. By examining the cultural fit of CSR campaigns among Guiguinteño consumers, this research underscores the strategic importance of cultural sensitivity in global business practices. The findings are expected to guide companies in developing CSR programs that are both socially responsible and culturally grounded, thereby strengthening brand image and community engagement.

## METHODOLOGY

This chapter outlines the methodological approach undertaken to examine the connection between the cultural alignment of Corporate Social Responsibility (CSR) campaigns and the brand perception of global companies among Guiguinteño consumers. It presents the research design, locale, sampling method, participant profile, data-gathering procedures, and statistical techniques used in the analysis. The chosen methodology ensures that the study is conducted systematically, validly, and reliably, allowing meaningful interpretation of the data in line with the study's objectives.

### Research Design

This study employed a quantitative descriptive-correlational research design to analyze how the perceived cultural alignment of CSR initiatives relates to the brand perception of global companies among Guiguinteño consumers. The descriptive component aimed to present a clear profile of consumer attitudes toward the cultural relevance and authenticity of CSR efforts, while the correlational aspect examined the statistical association between cultural fit, perceived sincerity, and brand image.

This design is appropriate for identifying measurable relationships using structured data collected through survey questionnaires (Creswell & Creswell, 2018). It also allows the examination of naturally occurring variables without manipulation, making it suitable for exploring consumer perceptions in a real-world setting (Polit & Beck, 2021). Furthermore, the correlational approach provides an empirical basis for determining how culturally sensitive CSR strategies influence consumer trust, reputation, and brand connection (Khan & Fatma, 2023). By employing this design, the study offers both a descriptive overview of local consumer sentiments and a statistical understanding of how cultural relevance affects brand image.

### Research Paradigm

The study followed a **positivist quantitative research paradigm**, which assumes that social phenomena can be objectively measured and analyzed using statistical methods. Under this paradigm, the relationship between CSR cultural fit and brand image was treated as an observable and quantifiable connection that can be tested empirically. The positivist stance emphasizes objectivity, reliability, and replicability, ensuring that findings are based on measurable evidence rather than subjective interpretation. This paradigm is appropriate for the study's objectives, as it supports hypothesis testing and the identification of statistically significant associations among defined variables.

## Research Locale

The research was conducted in Guiguinto, Bulacan, a first-class municipality in the province of Bulacan, Philippines. The municipality is known for its strong civic culture, rich traditions, and emerging consumer market, making it a relevant context for exploring how residents respond to CSR efforts by global corporations. The locale offers valuable insight into how CSR initiatives resonate in a non-metropolitan yet culturally grounded community.

## Sampling Design

A stratified random sampling technique was employed to ensure balanced representation across the 14 barangays of Guiguinto, Bulacan. Stratification based on barangay location enabled the study to capture potential variations in perceptions regarding CSR cultural alignment and its impact on brand perception.

A total of 100 respondents were proportionally distributed across all 14 barangays, with approximately 7 to 8 participants from each. Although modest, the sample size was sufficient to identify initial trends and associations within the community. Given the relatively homogeneous demographic and cultural environment of Guiguinto, this sampling approach was considered appropriate for producing reliable and contextually relevant insights.

## Respondents

The respondents were residents of Guiguinto, Bulacan, aged 18 years and above, who identified as Filipino consumers of global or multinational brands. A total of 100 respondents constituted the study's sample. Each barangay was proportionally represented to enhance the accuracy and generalizability of findings within the local setting.

Inclusion criteria required that participants: (1) be residents of Guiguinto, Bulacan; (2) be Filipino consumers of at least one global or multinational brand; (3) be 18 years old or older; and (4) have awareness or experience with CSR initiatives implemented by global companies. These criteria ensured that all participants possessed adequate background knowledge to provide informed perspectives on CSR cultural fit and its influence on brand image.

## Methods of Gathering Data

Data were collected through a structured, self-administered survey questionnaire designed to measure the relationship between perceived CSR cultural fit and brand perception among Guiguinteño consumers. The instrument, based on existing literature and validated by subject matter experts, comprised four sections: demographic profile, perceptions of cultural alignment, perceived authenticity of CSR initiatives, and brand image evaluation.

The questionnaire was distributed online via Google Forms for accessibility and convenience. Stratified random sampling ensured balanced representation across the 14 barangays, resulting in 100 completed responses. Ethical principles, including voluntary participation, informed consent, and confidentiality, were strictly observed throughout the data collection process.

After collection, responses were encoded and analyzed using Microsoft Excel. Categorical variables were numerically coded, while descriptive statistics such as frequency, percentage, mean, and standard deviation were computed. Pearson's correlation coefficient was used to determine the strength and direction of the relationship between CSR cultural fit and brand image. This analytical approach facilitated efficient data processing, ensured statistical accuracy, and enabled interpretation grounded in empirical evidence.

## Statistical Treatment

Both descriptive and inferential statistical methods were utilized to analyze the data. Descriptive statistics summarized demographic characteristics and respondents' evaluations of CSR cultural fit and brand perception.

Inferential analysis tested whether significant correlations existed between cultural alignment, authenticity perceptions, and brand image. These methods provided a comprehensive understanding of how cultural sensitivity influences consumer evaluations of global brands in Guiguinto.

- **Frequency** – Determined how often a specific response or value appeared in the dataset, such as barangay representation or brand familiarity.
- **Percentage** – Expressed the proportion of a response relative to the total, improving clarity when interpreting categorical data such as gender or awareness levels.
- **Mean** – Represented the average of respondents' ratings for CSR cultural fit, perceived authenticity, and brand image, reflecting general consumer sentiment.
- **Pearson's Correlation Coefficient (r)** – Measured the degree and direction of the relationship between CSR cultural alignment and brand perception. A positive coefficient indicated that higher perceived cultural fit was associated with a more favorable brand image, while a negative coefficient implied the opposite.

## RESULTS AND DISCUSSIONS

This study examined the perceptions of Guiguinteño consumers regarding the cultural fit of CSR campaigns and how these perceptions influence the brand image of global companies. The demographic profile of the respondents showed a balanced distribution across age groups and gender, with most participants having reached at least some level of higher education. This provided a reliable base of informed opinions for the study.

The results revealed that respondents generally agreed that CSR campaigns implemented by global companies are culturally aligned, visible, and relevant to the needs of the community. Consumers recognized the presence of local values such as bayanihan, respect, and community welfare in these initiatives. This alignment with Filipino cultural values contributed positively to how global brands are viewed. In terms of brand image, the findings indicate that culturally appropriate CSR efforts improve consumer trust, enhance reputation, and are seen as sincere and credible. Respondents also expressed greater willingness to support and recommend brands that demonstrate a strong cultural connection through their CSR activities. The findings of this study are consistent with prior research demonstrating that CSR initiatives positively influence brand image and brand equity (Araújo, Pereira, & Santos, 2023). Similar effects have also been observed in Philippine contexts, such as CSR impact on branding in Pampanga (Simon, 2023). Furthermore, the significant role of cultural fit in shaping consumer responses aligns with existing literature highlighting the importance of aligning CSR initiatives with local values and norms to enhance brand perception (Pradhan et al., 2025). These studies confirm the results of the present research, reinforcing that culturally aligned CSR campaigns contribute to stronger brand trust, reputation, and perceived authenticity among Guiguinteño consumers. Most notably, the Pearson Correlation Analysis yielded a coefficient of  $r = 0.738$ , indicating a strong positive relationship between the cultural fit of CSR campaigns and the brand image of global companies. This statistically significant correlation suggests that when CSR initiatives are perceived as culturally relevant and aligned with community values, consumers are more likely to view the brand favorably. Consequently, this finding provides sufficient evidence to reject the null hypothesis, which stated that there is no significant relationship between the cultural fit of CSR campaigns and brand image. The results affirm that cultural alignment in CSR efforts plays a vital role in shaping positive consumer perceptions of global brands.

Overall, the results highlight the strategic importance of cultural sensitivity in CSR efforts. Global companies that localize their initiatives and respond to the cultural context of their audiences can strengthen consumer trust and improve their overall brand image.

### Demographic Profile of the Respondents

This section presents the background characteristics of the respondents, including their age, gender, and educational attainment. Understanding these demographic variables provides context for interpreting consumer perceptions and ensures the representativeness of the sample across different segments of the Guiguinteño population.

Table 1. Summary of Respondents' Age

| Response     | Frequency  | Percentage % |
|--------------|------------|--------------|
| <b>Age</b>   |            |              |
| 18–25        | 26         | 26           |
| 26–35        | 38         | 38           |
| 36–45        | 30         | 30           |
| 46–55        | 5          | 5            |
| 56 and above | 1          | 1            |
| <b>Total</b> | <b>100</b> | <b>100%</b>  |

Table 1 presents the age distribution of the respondents. The majority of participants were between 26–35 years old, comprising 38% of the total sample, followed by those aged 36–45, accounting for 30%. Respondents within the 18–25 age group made up 26%, while a smaller proportion fell within the 46–55 age range at 5%. Only 1% of the respondents were aged 56 and above. This distribution indicates that most respondents were young to middle-aged adults, which may influence their level of exposure to CSR campaigns and their perceptions of brand image, given their active consumer engagement and access to media platforms.

Table 2. Summary of Respondents' Gender

| Response      | Frequency  | Percentage % |
|---------------|------------|--------------|
| <b>Gender</b> |            |              |
| Male          | 40         | 40           |
| Female        | 60         | 60           |
| <b>Total</b>  | <b>100</b> | <b>100%</b>  |

Table 2 shows the gender distribution of the respondents. Out of the 100 participants, 60% were female and 40% were male, indicating a slightly higher representation of women in the sample. This gender composition suggests that female perspectives were more prominent in assessing the cultural fit of CSR campaigns and the brand image of global companies. Given that women are often considered influential decision-makers in household and community matters, their views may provide valuable insights into how CSR initiatives are perceived in local contexts.

Table 3. Summary of Respondents' Educational Attainment

| Response                      | Frequency  | Percentage % |
|-------------------------------|------------|--------------|
| <b>Educational Attainment</b> |            |              |
| High School Graduate          | 15         | 15           |
| College Undergraduate         | 40         | 40           |
| College Graduate              | 45         | 45           |
| <b>Total</b>                  | <b>100</b> | <b>100%</b>  |

Table 3 presents the educational attainment of the respondents. The majority were college graduates (45%), followed closely by college undergraduates (40%), while 15% were high school graduates. This distribution indicates that most participants had attained higher education, suggesting a respondent pool that is likely to have greater exposure to corporate social responsibility concepts, access to information, and the ability to critically evaluate brand actions. The relatively high educational background of the sample may contribute to more informed and reflective perceptions regarding the cultural relevance and impact of CSR campaigns.

## Cultural Fit of CSR Campaigns

This section discusses the respondents' perceptions of how well the CSR campaigns of global companies align with Filipino cultural values and local community needs. It highlights the degree to which these initiatives reflect traditions, norms, and relevant social concerns, providing insight into the cultural appropriateness and resonance of CSR efforts among Guiguinteño consumers.



Table 4. Relevance to the Filipino Values

| Indicators                                                                        | Mean Score | Interpretation |
|-----------------------------------------------------------------------------------|------------|----------------|
| The CSR campaigns reflect Filipino values such as bayanihan, respect, and family. | 3.88       | Agree          |
| The CSR efforts appear to consider local traditions and sensibilities.            | 3.93       | Agree          |

Note: Interpretive Scale – 4.01–5.00: Strongly Agree, 3.01–4.00: Agree, 2.01-3.00: Neutral, 1.01-2.00: Disagree, 0.01-1.00: Strongly Disagree

Table 4 highlights how respondents perceived the relevance of CSR campaigns to Filipino values. The statement “The CSR campaigns reflect Filipino values such as bayanihan, respect, and family” received a mean score of 3.88, while “The CSR efforts appear to consider local traditions and sensibilities” received a slightly higher mean of 3.93. Both items fall under the interpretation of "Agree," indicating that respondents generally recognize and appreciate the cultural sensitivity of CSR initiatives. These results suggest that global companies conducting CSR activities in Guiguinto are seen as making an effort to align with deeply rooted Filipino values, which may contribute positively to consumer trust and connection with the brand.

Table 5. Alignment with Community Needs

| Indicators                                                              | Mean Score | Interpretation |
|-------------------------------------------------------------------------|------------|----------------|
| The CSR campaigns address the actual needs of the local community.      | 3.99       | Agree          |
| The CSR campaigns are appropriate to the cultural setting of Guiguinto. | 3.93       | Agree          |

Note: Interpretive Scale – 4.01–5.00: Strongly Agree, 3.01–4.00: Agree, 2.01-3.00: Neutral, 1.01-2.00: Disagree, 0.01-1.00: Strongly Disagree

Table 5 presents respondents’ perceptions of how well CSR campaigns align with the needs and context of the local community. The item “The CSR campaigns address the actual needs of the local community” garnered a mean score of 3.99, while “The CSR campaigns are appropriate to the cultural setting of Guiguinto” received a mean of 3.93. Both scores fall under the “Agree” category, indicating that respondents generally perceive CSR efforts by global companies as responsive to local concerns and sensitive to the town’s cultural environment. These findings suggest that CSR campaigns are not only culturally appropriate but also relevant and beneficial to the specific needs of Guiguinteño residents, potentially strengthening community engagement and brand credibility.

Table 6. Visibility and Familiarity of the Campaign

| Indicators                                                                  | Mean Score | Interpretation |
|-----------------------------------------------------------------------------|------------|----------------|
| I have seen or heard about the CSR campaigns conducted by global companies. | 3.98       | Agree          |

Note: Interpretive Scale – 4.01–5.00: Strongly Agree, 3.01–4.00: Agree, 2.01-3.00: Neutral, 1.01-2.00: Disagree, 0.01-1.00: Strongly Disagree

Table 6 shows the respondents’ awareness of CSR campaigns conducted by global companies. The item “I have seen or heard about the CSR campaigns conducted by global companies” received a mean score of 3.98, interpreted as “Agree.” This suggests that a significant number of Guiguinteño consumers are familiar with or have been exposed to CSR initiatives, either through direct experience or media. The relatively high mean indicates that these campaigns have achieved a notable level of visibility within the community, which is essential for reinforcing the presence and perceived commitment of brands to local development and social engagement.

## Brand Image of Global Companies

This section explores how Guiguinteño consumers perceive the brand image of global companies based on their CSR initiatives. It focuses on key attributes such as brand trust, reputation, and perceived sincerity, providing insight into how socially responsible actions influence overall consumer perception and support for these brands.

Table 7. Brand Trust

| Indicators                                                                    | Mean Score | Interpretation |
|-------------------------------------------------------------------------------|------------|----------------|
| I trust the brands that engage in culturally appropriate CSR campaigns.       | 4.08       | Strongly Agree |
| I am more likely to support a brand if their CSR is aligned with our culture. | 4.00       | Agree          |

Note: Interpretive Scale – 4.01–5.00: Strongly Agree, 3.01–4.00: Agree, 2.01–3.00: Neutral, 1.01–2.00: Disagree, 0.01–1.00: Strongly Disagree

Table 7 presents the respondents' level of trust toward brands that implement culturally appropriate CSR campaigns. The statement "I trust the brands that engage in culturally appropriate CSR campaigns" received a mean score of 4.08, while "I am more likely to support a brand if their CSR is aligned with our culture" scored 4.00. Both were interpreted as "Strongly Agree" and "Agree" respectively indicating a high level of consumer trust and willingness to support companies that demonstrate cultural sensitivity in their CSR efforts. These results emphasize the importance of cultural alignment in fostering brand trust, suggesting that when consumers perceive CSR activities as respectful of their values and culture, they are more inclined to develop loyalty and positive attitudes toward the brand.

Table 8. Brand Reputation

| Indicators                                                                    | Mean Score | Interpretation |
|-------------------------------------------------------------------------------|------------|----------------|
| These global companies have a good reputation in our community.               | 3.94       | Agree          |
| These companies seem genuinely committed to social causes in the Philippines. | 4.02       | Strongly Agree |

Note: Interpretive Scale – 4.01–5.00: Strongly Agree, 3.01–4.00: Agree, 2.01–3.00: Neutral, 1.01–2.00: Disagree, 0.01–1.00: Strongly Disagree

Table 8 illustrates the respondents' perception of the reputation of global companies based on their CSR involvement. The statement "These global companies have a good reputation in our community" received a mean score of 3.94, interpreted as "Agree," while "These companies seem genuinely committed to social causes in the Philippines" scored 4.02, indicating "Strongly Agree." These findings suggest that while global companies are generally seen in a positive light within the community, their perceived genuine commitment to local social issues further enhances their reputational standing. This demonstrates that meaningful and sustained CSR efforts not only contribute to favorable brand perception but also reinforce the public's belief in the sincerity and long-term dedication of these companies to community welfare.

Table 9. Perceived Sincerity of CSR Efforts

| Indicators                                                          | Mean Score | Interpretation |
|---------------------------------------------------------------------|------------|----------------|
| I believe these companies are sincere in helping through their CSR. | 3.97       | Agree          |

Note: Interpretive Scale – 4.01–5.00: Strongly Agree, 3.01–4.00: Agree, 2.01–3.00: Neutral, 1.01–2.00: Disagree, 0.01–1.00: Strongly Disagree

Table 9 reflects the respondents' perception of the sincerity behind the CSR efforts of global companies. The statement "I believe these companies are sincere in helping through their CSR" received a mean score of 3.97, which falls under the interpretation of "Agree." This suggests that consumers generally view the CSR initiatives of global brands as genuine and not merely done for publicity or compliance. The result highlights the importance of authenticity in CSR engagement, as consumers are more likely to develop positive brand associations when they perceive the company's social contributions as heartfelt and community-driven rather than self-serving.

## Relationship Between Cultural Fit and Brand Image

This section examines the connection between the perceived cultural fit of CSR campaigns and the brand image of global companies. It presents the results of the correlation analysis, highlighting the strength and direction of the relationship and explaining how culturally aligned CSR efforts can positively influence consumer perceptions of a brand.

Table 10. Relationship Between Cultural Fit and Brand Image

| Indicators                                                                                                               | Mean Score | Interpretation |
|--------------------------------------------------------------------------------------------------------------------------|------------|----------------|
| Culturally aligned CSR campaigns enhance my trust in the brand.                                                          | 4.03       | Strongly Agree |
| If the CSR campaign feels authentic and relevant, it improves brand reputation.                                          | 3.97       | Agree          |
| The cultural fit of CSR influences how I perceive the sincerity of a brand,                                              | 4.07       | Strongly Agree |
| When I notice that a CSR campaign respects cultural norms, it enhances my perception of the brand's overall credibility. | 3.98       | Agree          |
| I associate culturally sensitive CSR campaigns with long-term brand commitment, not just one-time marketing.             | 4.00       | Agree          |
| Brands that acknowledge local culture in CSR are more likely to gain positive word-of-mouth among my peers.              | 4.04       | Strongly Agree |

Note: Interpretive Scale – 4.01–5.00: Strongly Agree, 3.01–4.00: Agree, 2.01–3.00: Neutral, 1.01–2.00: Disagree, 0.01–1.00: Strongly Disagree

Table 10 illustrates the respondents' level of agreement regarding the relationship between the cultural fit of CSR campaigns and the brand image of global companies. All six indicators received high mean scores, ranging from 3.97 to 4.07, indicating a strong positive perception of this relationship. The statement with the highest mean score, "The cultural fit of CSR influences how I perceive the sincerity of a brand" ( $M = 4.07$ ), suggests that cultural alignment significantly shapes consumer judgments about a company's sincerity. Similarly, respondents strongly agreed that culturally aligned CSR campaigns enhance trust ( $M = 4.03$ ) and that such campaigns are likely to generate positive word-of-mouth among peers ( $M = 4.04$ ). The association of culturally sensitive CSR with long-term brand commitment ( $M = 4.00$ ) also reinforces the view that cultural relevance contributes to sustained consumer loyalty. Meanwhile, respondents agreed that authentic and relevant CSR improves brand reputation ( $M = 3.97$ ) and that respecting cultural norms enhances brand credibility ( $M = 3.98$ ). Overall, the findings emphasize that cultural fit is not only a matter of social sensitivity but also a strategic factor that strengthens trust, reputation, and brand advocacy among Guiguinteño consumers.

## CONCLUSIONS

This study concludes that the cultural fit of Corporate Social Responsibility (CSR) campaigns plays a vital role in shaping how Guiguinteño consumers perceive the brand image of global companies. The results underscore that CSR should not be implemented with a generic, one-size-fits-all approach. Instead, consumers respond more positively when CSR initiatives are thoughtfully designed to reflect local values, address authentic community concerns, and align with culturally embedded practices such as bayanihan and respect for traditions. The statistically significant correlation found in the study ( $r = 0.738$ ) reinforces that cultural alignment is not merely a supplementary element of CSR, it is a strategic and essential driver of brand trust, reputation, and long-term loyalty.

Furthermore, while this research primarily explored the direct relationship between cultural fit and brand image, the inclusion of perceived authenticity in the conceptual framework suggests a deeper psychological mechanism may be at play. Cultural alignment may only translate into a strong brand image if CSR efforts are perceived as genuine, consistent, and community-rooted. Without authenticity, even culturally themed campaigns may be dismissed as performative or insincere. This insight elevates the importance of trust-building and transparency in CSR planning and implementation. The findings point to a broader implication for global companies: successful CSR must go beyond visibility and token symbolism, it must connect meaningfully with the values, culture, and lived realities of the communities it seeks to serve. By doing so, brands not only enhance their image but also cultivate deeper relationships and goodwill with their target audiences. Based on these insights, it is recommended that global companies conduct cultural audits and community consultations before implementing CSR programs, communicate initiatives transparently to reinforce perceived authenticity, and prioritize long-term, impactful projects over one-off activities. Collaborating with local stakeholders, including government units, schools, and civic organizations, can enhance relevance and visibility, while integrating measurable contributions.



Finally, the results of this study also align with several United Nations Sustainable Development Goals (SDGs). In relation to SDG 11 (Sustainable Cities and Communities), culturally aligned CSR strengthens community identity, fosters inclusivity, and ensures that global companies meaningfully contribute to local development. With SDG 12 (Responsible Consumption and Production), the study demonstrates how authentic CSR efforts influence consumer behavior toward responsible consumption, encouraging companies to adopt ethical and sustainable production practices. Regarding SDG 17 (Partnerships for the Goals), the findings highlight the importance of collaboration between global corporations and local communities to design impactful and relevant CSR initiatives. Lastly, the study indirectly contributes to SDG 8 (Decent Work and Economic Growth) by showing how culturally sensitive CSR can promote inclusive opportunities such as local employment, livelihood programs, and skills development. Altogether, the study not only emphasizes the strategic role of CSR in brand building but also illustrates its potential as a pathway for advancing sustainable development.

## AUTHOR'S BIOGRAPHY

Limuel Dela Cruz is a graduate student pursuing a Master of Arts in Business Administration (MBA) at Bulacan State University. He is also a faculty member under the Department of Accountancy and Management at the College of Our Lady of Mercy of Pulilan Foundation, Inc. His academic and research interests include corporate social responsibility, consumer behavior, financial management, and business ethics. Through his research, he aims to contribute to a deeper understanding of how cultural and financial perspectives influence brand strategies and consumer perceptions in the Philippine business environment.

## REFERENCES

1. Alsayegh, M., Rahman, R., & Homayoun, S. (2020). Corporate economic, environmental, and social sustainability performance transformation through ESG disclosure. *Sustainability*, 12(9), 3910. <https://doi.org/10.3390/su12093910>
2. Araújo, J., Pereira, I. V., & Santos, J. D. (2023). The Effect of Corporate Social Responsibility on Brand Image and Brand Equity and Its Impact on Consumer Satisfaction. *Administrative Sciences*, 13(5), 118. <https://doi.org/10.3390/admsci13050118>
3. Badham, M., Romenti, S., Jin, Y., Choi, S., Valentini, C., Kim, S., & Colleoni, E. (2022). Does culture matter? Measuring cross-country perceptions of CSR communication campaigns about COVID-19. *Sustainability*, 14(2), 889. <https://doi.org/10.3390/su14020889>
4. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches*(5th ed.). SAGE Publications.
5. Hofstede, G. (2011). Dimensionalizing cultures: The Hofstede model in context. *Online Readings in Psychology and Culture*, 2(1), Article 8. <https://doi.org/10.9707/2307-0919.1014>
6. Khan, I., & Fatma, M. (2023). CSR Influence on Brand Image and Consumer Word of Mouth: Mediating Role of Brand Trust. *Sustainability*. <https://doi.org/10.3390/su15043409>.
7. Min, J., Kim, J., & Yang, K. (2023). CSR attributions and the moderating effect of perceived CSR fit on consumer trust, identification, and loyalty. *Journal of Retailing and Consumer Services*, 73, 103274. <https://doi.org/10.1016/j.jretconser.2023.103274>
8. Olazo, D. (2023). Measuring the impact of CSR practices on customer satisfaction during pandemic: A quantitative study in the Philippines. *Social Responsibility Journal*. <https://doi.org/10.1108/SRJ-06-2022-0244>
9. Pradhan S, Mishra A, Bashir M, Bose S (2025;), "Role of CSR perceptions in building customer engagement". *Marketing Intelligence & Planning*, Vol. <https://doi.org/10.1108/MIP-03-2024-0167>
10. Simon, N. C. (2023). Corporate social responsibility practices: A study of CSR impact on branding and customer satisfaction [Special issue]. *Corporate Governance and Organizational Behavior Review*, 7(3), 249–259. <https://doi.org/10.22495/cgobrv7i3sip2>
11. Sharma, E. (2019). A review of corporate social responsibility in developed and developing nations. *Corporate Social Responsibility and Environmental Management*, 26(4), 712–720. <https://doi.org/10.1002/csr.1739>