

INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN BRAND EQUITY OF LOLA NENA'S IN QUEZON CITY: BASIS FOR SUSTAINABILITY PROGRAM

ABSTRACT

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This study explores the impact of Corporate Social Responsibility (CSR) initiatives on brand equity at Lola Nena's, a Filipino food enterprise known for its commitment to sustainability and community support since 2019. Established in 2012 as a family-run business, Lola Nena's has evolved into a well-loved brand recognized for its traditional snacks and ethical practices, such as sourcing ingredients from local farmers, providing disaster relief, offering medical assistance, and supporting educational initiatives. However, the effectiveness of these CSR efforts is limited by challenges including low consumer awareness, resource constraints (e.g., cassava shortages due to agricultural issues), and occasional misalignment between CSR activities and the brand's core identity. This study employed a descriptive correlational design and gathered responses from 30 customers at Lola Nena's Quezon City branches. Using both convenience and purposive quota sampling methods, the research aimed to explore how the company's Corporate Social Responsibility (CSR) initiatives influence brand awareness, customer loyalty, and overall brand image. Findings indicated moderately favorable perceptions of CSR's impact, with mean ratings of 3.50 for brand image, 3.57 for customer loyalty, and 3.36 for brand awareness. Despite this, statistical analysis revealed a negligible negative correlation between CSR initiatives and overall brand equity ($r = -0.0837$, $p = 0.6628$), leading to the acceptance of the null hypothesis that CSR efforts alone do not significantly influence brand value. Key barriers identified were the lack of effective communication—83% of respondents were unaware of existing CSR programs—along with minimal customer engagement and limited visibility of CSR activities. The study concludes that while Corporate Social Responsibility (CSR) strengthens community engagement and supports ethical branding, its direct impact on brand equity is limited and depends heavily on strategic communication. To enhance effectiveness, the study recommends using social media to highlight CSR efforts, forming partnerships with local organizations, and adopting transparent reporting to improve public awareness. By aligning CSR initiatives with consumer values and ensuring they are scalable and sustainable, Lola Nena can reinforce its reputation as a socially responsible brand. This research contributes to a deeper understanding of CSR's role in small and medium-sized food enterprises, emphasizing the need to integrate ethical practices with long-term business strategies to achieve meaningful and lasting growth.

RECOMMENDED CITATION

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