

# **The influence of corporate social responsibility on brand equity (Case study : (Sahar Food Industry Customers in Rasht)**

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**The aim of this study was to assess the relationship between corporate social responsibility on brand equity among consumers in Sahar Food Company. The nature or purpose of this study is applied and in terms of data collection, cross-correlation. Morgan used to determine the sample size and sample size is 384, but to ensure that the 420 questionnaires distributed, 403 questionnaires were accepted for analysis. Tools for data collection and sampling is random as well. To analyze the data according to the nonparametric data software is used SmartPLS3. The results showed that both legal and ethical social responsibility includes the positive impact on brand equity. The results showed that the impact of moral responsibility on brand awareness has the highest impact is on the path coefficient of 0.89.**

**Keywords : corporate social responsibility, brand equity, brand awareness, consumer food**

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