

T.C.
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SOSYAL BİLİMLER ENSTİTÜSÜ
İNGİLİZCE İŞLETME ANABİLİM DALI
ÜRETİM YÖNETİMİ VE PAZARLAMA (İNGİLİZCE) BİLİM DALI

**THE AFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON
Y-GENERATION CONSUMER PURCHASE DECISION AND SOCIAL MEDIA
INFLUENCE**

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Danışman: Doç. Dr. A. Müge YALÇIN

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TEZ ONAY BELGESİ

İŞLETME (İNGİLİZCE) Anabilim Dalı ÜRETİM YÖNETİMİ VE PAZARLAMA (İNGİLİZCE) Bilim Dalı TEZLİ YÜKSEK LİSANS öğrencisi Nadin Özçelik'nin THE AFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON Y- GENERATION CONSUMER PURCHASE DECISION AND SOCIAL MEDIA INFLUENCE adlı tez çalışması, Enstitümüz Yönetim Kurulunun 15.06.2015 tarih ve 2015-21/21 sayılı kararıyla oluşturulan jüri tarafından oy birliği / oy çokluğu ile Yüksek Lisans Tezi olarak kabul edilmiştir.

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İmzası

1.	Tez Danışmanı	Doç. Dr. AZİZE MÜGE YALÇIN	
2.	Jüri Üyesi	Doç. Dr. İREM ERDOĞMUŞ	
3.	Jüri Üyesi	Prof. Dr. KENAN OK	

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ABSTRACT

In today's globalized world, corporate social responsibility (CSR) strategy has become an important topic in both academic and business world. Firms have started to use CSR strategy in order to influence their consumers. This study aims to examine the current state of corporate social responsibility (CSR) in Turkey with Y-generation consumers' experience including social media and assess changes in consumer purchase decision. The furniture industry, which is the focus of this study, is the main consumer of nature and perceived as having the greatest impact on environment. After an extended literature review, first CSR is defined and proposed a conceptualization through six core dimensions: Economic responsibilities, legal responsibilities, ethical responsibilities, philanthropic responsibilities, social responsibilities, environmental responsibilities. Then, social media usage aspects listed as: word-of-mouth (WOM) communication, viral and interactivity. Through those dimensions the relationship between variables is explored. The distinctive feature of this study is that there aren't any similar studies conducted at furniture industry in Turkey.

Keywords: Corporate social responsibility, Consumer purchase decision, Social media usage, Furniture Industry, Y-Generation

ÖZET

Kurumsal sosyal sorumluluk (KSS) stratejisi, günümüzün küresel dünyasında hem akademik çevrelerde hem de iş dünyasında önemli bir konu haline gelmiştir. Kurumlar tüketicileri etkilemek amacıyla kurumsal sosyal sorumluluk kavramı olgusunu, kurumsal bir strateji olarak benimsemeye başlamışlardır. Bu çalışmanın amacı, Türkiye’de KSS kavramının son durumunu Y-kuşağı tüketicilerin deneyimlerini, sosyal medya kavramını göz önüne alarak tüketicilerin satın alma kararlarında ne gibi değişikliklere sebep olduğunu test etmektir. Bu çalışmanın konusu olan mobilya endüstrisi, doğanın esas tüketicilerinden biri olmasıyla birlikte çevre üzerindeki etkileri de büyüktür. Geniş kapsamlı bir literatür taraması yapıldıktan sonra, öncelikle KSS kavramı tanımlanıp, altı farklı alt boyutları ile kavramsallaştırılmıştır. Bu alt boyutlar: ekonomik sorumluluklar, yasal sorumluluklar, etik sorumluluklar, yardımsever sorumluluklar, sosyal sorumluluklar ve çevresel sorumluluklar. Ardından, sosyal medya kullanımında yer alan özellikler şu şekilde belirlenmiştir: Ağızdan ağıza pazarlama, viral ve interaktiflik. Değişkenleri oluşturan bu alt boyutlar aracılığı ile aralarındaki ilişkiler keşfedilmiştir. Bu çalışmayı diğer çalışmalardan ayırt eden en önemli özellik ise Türkiye’deki mobilya endüstrisinde daha önce benzer bir çalışmanın gerçekleştirilmemiş olmasıdır.

Anahtar Kelimeler: Kurumsal sosyal sorumluluk, Tüketici satın alma kararı, Sosyal medya kullanımı, Mobilya Endüstrisi, Y-Kuşağı

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1. INTRODUCTION

Over the last decades, expectations of society for responsible business institutions have increased. Societies have started to expect socially responsible behavior from corporations. They expect companies to consider the environment, society, fulfill legal requirements, and act ethically. Among those societal issues, especially the environmental issues have become one of the most important topics during the last decades (Chai, Aguilar, 2013). The environment has a great impact on well-being and economy of every community. It affects a large spectrum of social and economic criteria that have an important impact on the quality of community life. Unsustainable use of the natural resources damages either the ecosystem or health and living standards (Srinivas, Pallen, 2005; EEA, 2015). Environmental issues are stated as: pollution and environmental degradation, land use and transportation, the quality and availability of water and sanitation services, air quality, solid and liquid waste management, noise pollution, loss of soil functions, climate change, deforestation (Srinivas, Pallen, 2005; Gallego-Álvarez et al., 2013; EEA, 2015).

Expectations of societies from corporations differ from one industry to another regarding their impact on society and the environment (Panwar, Hansen, 2008; Panwar, et al., 2010). Forest products industry has been main consumer of the nature and is considered that it has the greatest effect on environment among other industries (Bhambri, Sonnenfeld, 1988; Panwar et al., 2010). Forest products sector includes growing, harvesting and processing wood and wood fiber, manufacturing pulp, paper and paperboard products from both virgin and recycled fiber, and producing engineered and traditional wood products. Firms at lumber and wood products industry cut timber and pulpwood, mill raw materials into lumber and building materials, and manufacture finished articles such as wood panels (EPA). Wood products generate substantial part of the raw materials in furniture industry.

Furniture industry processes wood material that is supplied from forests into end product by intensive manufacturing activities and offers at marketplace. In 2011,

furniture industry used 30 m³ of industrial wood per day and 15 million m³ industrial woods per year (TOBB, 2013). According to the MÜSIAD report, 2012, it has an important position both in global economy and Turkish economy (MÜSIAD, 2012). In 2012, world furniture production costs USD\$450 billion. Between 2002 and 2012 production grew at a yearly average of 18% in emerging countries and +1% in advanced economies (Csil, 2013). According to TUIK, 2009, the production cost 6.5 billion TL in Turkey. Moreover, the employment rate is at high level in furniture industry (TOBB, 2013).

Even if furniture industry has an important position in global economy and society, most of the companies implement CSR practices because of the legal requirements (Panwar, Hansen, 2008). However, furniture companies have to behave responsibly in terms of material and their business activities. Moreover, it is a labor-intensive industry so firms should consider their impact on employment among the society.

Another point which is also important is the conceptualization of CSR differs according to the socio-economic context. At advanced economies -high level of economic development and strong democratic traditions- societies expect that businesses are vehicles for the CSR activities. However in developing economies –less economically developed- societies expect that businesses run pure economic activities which provide jobs and achieve other economic activities (Panwar, Hansen, 2008). It can be concluded that societies go from developing economies to advanced economies, their perception towards CSR changes. The importance of CSR in advanced economies is higher than developing economies. At advanced economies businesses perform for CSR, however in developing societies it is only an outcome for economic activities. According to World Bank Turkey is developing country. This study is conducted in Turkey.

Corporations increasingly communicate about their CSR practices through social media in order to increase their stakeholders' awareness (Eberle et al., 2013; Reilly, Hyan, 2014). Interactive social media channels enable to develop stronger feelings towards the corporation and consumers enhance trust to the content of message. As a result, interactive social media channels boost corporate reputation and word-of-mouth (WOM) communication (Eberle et al., 2013). Social media is defined "Electronic communication channels such as social networking web sites, blogs, chat rooms, discussion boards, and customer service rating web sites, all of which can provide ample opportunities for two-way communication between marketers and consumers" (Bernhardt et.al, 2012, pg 132). With the diffusion of social media such as Facebook and Twitter, firms start to contact with their end-consumers directly and timely. The communication has turned into an interactive, two-way communication. Companies can create active community for low cost and can receive higher efficiency. However, companies have no control over the information on social media since there are no centralized entities of control in social media. The new media communication is referred as viral because ideas and opinions spread like an epidemic disease through the social networks via word-of mouth communication. Social media allows people to share information/content everywhere to anyone who are connected to the social networks (Kaplan, Haenlein, 2010; Colleoni et al., 2011; Colleoni, 2013). Due to those characteristics –interactive, efficient, WOM, viral, low cost- of social media, it has become a prominent concept for many business executives today. Managers and consultants try to identify ways that firms can make profitable use of applications such as Facebook, Twitter, and Wikipedia etc. (Kaplan, Haenlein, 2010).

This study emphasizes young (Y-generation) consumers as a target group. Those trustful, tolerant, globalized, experienced advances in communication technology and social networking consumers support social causes and socially responsible companies (Park, Gursoy, 2012; Valentine, Powers, 2013). According to Turkish Statistical Association (TUIK), Turkey holds highest rate of young population with 16.6% among other EU countries in 2013.

The aim of this study is to understand the relationship between CSR practices and consumers' trust, loyalty and purchase decision in Turkish furniture industry. Furthermore, social media has been selected as a moderating factor to find out if it has any effect on this relationship.

2. CORPORATE SOCIAL RESPONSIBILITY (CSR)

At market economies, corporations are basic economic units which provide goods and services to society. The primary purposes of corporations are maximization of shareholder value and maximization of profit. Simultaneously, they have to comply with the legal and regulatory obligations which embrace the specific social and environmental issues (Carroll, 1991; Katsoulakos, Katsoulakos, 2006). So, firms/corporations must consider the legal and ethical requirements along with their business activities.

It is essential to firms to maintain their micro-economic values such as maximization of profit and shareholder value. In order to provide a long-term success, corporations should benefit from valuation analysis during their business decision-making processes. Traditionally, the prices of inputs, the return on capital, the value of a product or service in the minds of consumers and customers, calculations of gross and net profit margins, and similar financial considerations are taken into account to create an intellectual framework for valuation analysis. However, consideration of internal criteria brings short-term success at free market economies (Young, 2004).

Corporations which aim to achieve for a long term success should also consider the external factors such as communities, and environment. According to Collins, there are certain approaches that lead businesses to sustain their success and it is suggested that corporations should make their analysis by using “both/and” instead of using “either/or”. It can be concluded that “Both/or” analysis provides corporations to integrate virtue and self-interest into their business decisions and preserve their wealth at free market economy (Young, 2004). It can be said that corporations must consider economical interest and CSR activities together in order to sustain their business for a long period.

In order to clarify why CSR concept is important and must be taken into account with corporate strategy, first various definitions of CSR is given at the

“Definitions of CSR” section. After the evolution of CSR is provided with “CSR: A Growing Concern” topic. There are also some other concepts which are related to CSR and causes misunderstandings for CSR definition. For this purpose, these related concepts are identified under the “Concepts Related to CSR”. In order to create the framework of this study, studies which discuss about the dimensions of CSR are analyzed and explained at “Dimensions of CSR” section. After, “CSR and Y-Generation” part is provided in order to explain the relationship between CSR and Y-Generation. Finally, the importance of communication strategy in CSR is discussed at “Communication Strategy in CSR” section.

2.2. Definition of CSR

For many years, scholars and practitioners have been trying to establish a particular and a common definition of CSR. However, there are various definitions of CSR have been developed by scholars and practitioners. Those various definitions have been done in different eras of the historical development of CSR concept and contain significant attributes of each era. Due to this fact, the term CSR still remains as a confusing concept at the minds of individuals (Davis, 1960; Carroll, 1991; Carroll, 1999; Dahlsrud, 2008).

In order to clarify the CSR concept, it is appropriate to give the prominent definitions of CSR. One of the oldest and important definitions of CSR is done by Keith Davis:

“Businessmen’s decisions and actions taken for reasons at least partially beyond the firm's direct economic or technical interest” (Davis, 1960, p.70).

CSR has also been defined by many practitioners and some other international institutions not only by scholars as it is mentioned before. In 1971, Committee for

Economic Development (CED) has made contributed a landmark definition to the literature:

“Business functions by public consent and its basic purpose are to serve constructively the needs of society- to the satisfaction of society” (CED, 1971, pg11).

Archie B. Carroll who has made important contributions to CSR literature has suggested another definition of CSR in 1979:

“For a definition of social responsibility to fully address the entire range of obligations businesses has to society, it must embody the economic, legal, ethical, and discretionary categories of business performance” (Carroll, 1979, pg. 499). In 1991, Carroll named the discretionary component of CSR as philanthropic component of CSR (Carroll, 1991).

One of the prevalent definitions is developed by Commission of the European Committees. In 2001, EU Commission published the “Green Paper” and CSR is defined as:

“A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis” (EU Commission, 2001, p. 6).

Kotler and Lee (2005) have also developed a definition to the CSR concept:

“Corporate social responsibility is a commitment to improve community well-being through discretionary business practices and contributions of corporate resources” (Kotler, Lee, 2005, p. 3).

Klaus Schwab (2008) defines Corporate Social Responsibility as:

“Responding to stakeholder expectations while maximizing the corporation’s profitability; wider financial, environmental and social impact; minimizing negative and maximizing positive effects on corporate stakeholders”.

So, after all the prominent definitions of CSR have been revised, it is possible to define CSR as following:

“A concept that businesses integrate ethical, social and environmental aspects into their business strategies besides the economical and technical aspects for their stakeholders’ will in order to meet the communities’ demands.”

CSR concept shouldn’t be approached as a trend by corporations. If firms/corporations ignore CSR, it wouldn’t be integrated to the company’s strategic decision. As a result, it won’t bring a long-term success. Corporations should adopt a long-term, strategic CSR approach. Besides, they need to develop innovative products, services and business models that contribute to societal well-being and lead to higher quality and more productive jobs. In order maximize shareholder value corporations should integrate CSR approach into their business strategies (Arredondo Trapero et al., 2010; EU Commission, 2011).

Management of CSR activities should be integrated other activities of the company rather than delegating CSR activities to the public relations activities or corporate foundation activities. The CEO should lead the management team to identify and implement CSR activities in a strategy focused discipline on developing the context. It is also important for companies to identify the contextual conditions in order to develop a successful strategy. In addition, it is also important for companies to consider their corporate capabilities while they develop their strategies. In a competitive context, a successful strategy integrated with CSR, corporations can change the

contextual conditions and can hold the competitive advantage at the market (Porter, Kramer, 2002). The subject of CSR is becoming one of the most dynamic and challenging subjects for managerial agenda. Corporations confer with one of the most important concept for today and probably for the future which shapes the world agenda (Katsoulakos, Katsoulakos, 2006).

Regarding the literature, corporations must adopt CSR approach align with their business strategies. CSR approach shouldn't be perceived as a temporary trend. If corporations aim to maintain long term, they need to integrate CSR activities into their core corporate strategies. Corporations must carefully analyze the market environment where they operate and compete with other corporations. It is essential to identify the dynamics and conditions of the context. Moreover, they need to figure out their capabilities and characteristics. Afterwards, they can develop a successful strategy aligned with CSR approach. In order to create a competitive advantage among other rivals at the market, corporations should developing innovative products and services which create a value for well-being of society will be achieved with a successful strategy. As a result, it can be said that CSR approach contributes to create a competitive advantage at the market.

2.3. CSR: A Growing Concern

The notion of corporate social responsibility is not new. The evolution of CSR has a long and varied history in managerial agenda. However, it has started to draw more attention since 1990. The reasons can be explained as arising corporate scandals, improvement of globalization which connects global companies with local communities around the world with significant social implications, realization of economic growth based development is unsustainable (Katsoulakos et al., 2004; Katsoulakos, Katsoulakos, 2006; Panwar, Hansen, 2008; Rosamaria C. Moura-Leite Robert C. Padgett, 2011). In early writings of literature CSR is referred as social responsibility instead of CSR. In 1953, Howard R. Bowen has published his prominent book "Social Responsibilities of the Businessman" which forms the basis of the modern period of the

literature about this subject (Carroll, 1999; Garriga, Melé, 2004). In his prominent book, Bowen (1953) has given the initial definition of social responsibilities of businessman as: “It refers to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society”. Bowen (1953) has mentioned that firms are the centers of power and their action has an important effect on public in various ways. It is also discussed that social responsibility is not a panacea for all social problems of businesses; however it specifies an important truth that must guide businesses in the future (Carroll, 1999; Rosamaria et al., 2011). Regarding the literature, Bowen (1953) has set forth the institutional statements about CSR and he made the prominent contributions to the CSR literature. According to Carroll (1999), Bowen should be called the “Father of Corporate Social Responsibility”, since his early and seminal work (Carroll, A., B., 1999).

Another prominent book has been published in 1954 by Peter Drucker. It is called “The practice of Management”. According to Drucker (1954), businesses should set objectives regarding eight key areas and it is included that public responsibility is also one of these eight key elements. He claimed that it has to be considered that whether the action is likely to promote public good, to improve the basic beliefs of the society, to make contribution towards its stability, strength and harmony (Rosamaria et al., 2011).

In 1960s, there was a significant improvement on CSR studies. Keith Davis (1960) has made substantial contributions to the CSR theory:

“Social responsibility has two rather different faces. On the one hand, businessmen recognize that since they are managing an economic unit in society, they have a broad obligation to the community with regard to economic developments affecting the public welfare (such as full employment, inflation, and maintenance of competition). A quite different type of social responsibility is, on the other hand, a

businessman's obligation to nurture and develop human values (such as morale, cooperation, motivation, and self-realization in work)” (Davis, 1960, pg 70). In addition to this, he also mentioned: “social responsibilities of businessmen need to be commensurate with their social power” (Davis, 1960, pg. 71).

William C. Frederick has also significant contributions to the development of CSR theory. According to Frederick (1960) social responsibilities mean that:

“Businessmen should oversee the operation of an economic system that fulfills the expectations of the public. And this means in turn that the economy's means of production should be employed in such a way that production and distribution should enhance total socio-economic welfare. Social responsibility in the final analysis implies a public posture toward society's economic and human resources and a willingness to see that those resources are utilized for broad social ends and not simply for the narrowly circumscribed interests of private persons and firms” (Frederick, 1960, pg 60).

In 1971, the Committee for Economic Development has made a breakthrough contribution to the CSR literature:

“The contract between society and business are, in fact, changing in substantial and important ways. Business is being asked to assume broader responsibilities to society than ever before and to serve a wider range of human values. Business enterprises, in effect, are being asked to contribute more to the quality of American life than just supplying quantities of goods and services. In as much as business exists to serve society, its future will depend on the quality of management's response to the changing expectations of the public” (CED, 1971, pg. 16).

In 1973, Davis again made a breakthrough survey about CSR topic. At his prominent article he discussed:

“For purposes of this discussion it refers to the firm's consideration of and response to, issues beyond the narrow economic, technical, and legal requirements of the firm. It is the firm's obligation to evaluate in its decision-making processes the effects of its decisions on the external social system in a manner that will accomplish social benefits along with the traditional economic gains which the firm seeks. It means that social responsibility begins where the law ends. A firm is not being socially responsible if it merely complies with the minimum requirements of the law, because this is what any good citizen would do. A profit maximizing firm under the rules of classical economics would do as much. Social responsibility goes one step further. It is a firm's acceptance of a social obligation beyond the requirements of the law” (Davis, 1973).

In 1979, the landmark contribution has been done by Archie B. Carroll. His prominent article has become one of the most inspiring articles in literature. The theories at this article have created a great basis for other scholars. Carroll (1979) proposed a four-part conceptual model of CSR. These are economic responsibilities, legal responsibilities, ethical responsibilities and discretionary responsibilities. Carroll (1979) stated the economic responsibilities as following:

“Before anything else, the business institution is the basic economic unit in our society. As such it has responsibility to produce goods and services that society wants and to sell them at a profit. All other business roles are predicated on this fundamental assumption” (Carroll, 1979, pg. 500). In terms of legal responsibilities, it is mentioned that: “society expects business to fulfill its economic mission within the framework of legal requirements” (Carroll, 1979, pg. 500). The other two responsibilities are beyond the obedience to the law. He explained ethical responsibilities as: “Society has expectations of business over and above the legal requirements”. Finally, there are discretionary responsibilities. It is represented as: “societal expectations do exist for businesses to assume social roles over and above those described thus far. These roles are purely voluntary, and the decision to assume them is guided only by a business's

desire to engage in social roles not mandated, not required by law, and nor even generally expected of businesses in an ethical sense” (Carroll, 1979, pg. 500).

In 1980s, researchers emphasized on developing new definitions of CSR and a splintering of writings into the alternative concepts such as corporate social responsiveness, CSP, public policy, business ethics, and stakeholder theory/management and so on (Carroll, 1999).

In 1984, Peter Drucker mentioned that businesses should convert social responsibilities into business opportunities:

“But the proper "social responsibility" of business is to tame the dragon, that is to turn a social problem into economic opportunity and economic benefit, into productive capacity, into human competence, into well-paid jobs, and into wealth” (Drucker, 1984, pg. 62).

In 1987, Edwin M. Epstein has made a significant contribution to the CSR concept:

“Corporate social responsibility relates primarily to achieving outcomes from organizational decisions concerning specific issues or problems which (by some normative standard) have beneficial rather than adverse effects upon pertinent corporate stakeholders. The normative correctness of the products of corporate action have been the main focus of corporate social responsibility” (Epstein, 1987, pg. 104).

From 1990 until now the CSR concept has been approved and promoted by all parts of society from governments and corporations to consumers and non-governmental organizations. Also international organizations such as The World Bank, The United Nations, the Organization for Economic Co-operation and Development, the

International Labor Organization, etc. have supported the CSR and developed guidelines to the continuous movement (Rosamaria et al., 2011).

In 1991, Archie B. Carroll revised his four-part definition of CSR and put it forward by referring to the discretionary component as a philanthropic and offered that it embraces corporate citizenship. Carroll (1991) claims philanthropic responsibilities:

“Philanthropy encompasses those corporate actions that are in response to society's expectation that businesses be good corporate citizens” (Carroll, 1991, pg. 42).

In 2004, Garriga and Melé contribute a clarification to the field of business and society, they aimed to map territory with relevant CSR theories and related approaches. According to Garriga and Melé:

“Most of current CSR theories are focused on four main aspects: (1) meeting objectives that produce long-term profits, (2) using business power in a responsible way, (3) integrating social demands and (4) contributing to a good society by doing what is ethically correct. This permits us to classify the most relevant theories on CSR and related concepts into four groups, which we have called instrumental, political, integrative and value theories. Most of the theories considered do not make explicit the implications of each specific approach for the aspects considered in others groups of theories” (Garriga, Melé, 2004, pg. 65-66).

In 2005, Kotler & Lee published a book for practitioners. In their remarkable book they distinguished six major types of corporate social initiatives- also called six options for doing good: cause promotions, cause-related marketing, corporate social marketing, corporate philanthropy, and finally community volunteering. These initiatives include ones that are marketing related (i.e., cause promotions, cause-related marketing, and corporate social marketing) as well as ones that are outside the typical functions of marketing departments (i.e., employee volunteering and socially

responsible business practices). Besides, they included some perspectives from professionals for each of the corporate social initiatives. In addition, they highlighted the strengths and weaknesses of each of the corporate social initiatives.

Regarding the literature, with the proliferation of globalization, CSR concept has become more prominent. For decades, the CSR concept has evolved in a systematic order. Each decade, the concept has been improved by scholars and practitioners by prominent publications. However, this evolution differs from one country to another. According to Hofstede (1986), nationality has a great impact on management in organizational science. The reason behind of this statement is the culture. The culture differs from one nation. Traditions and common way of thinking of a particular society distinguish to another society (Hofstede, 1986). As a consequence, approaches toward CSR concept can differ among societies. At this study, Turkey is selected as the field of study. The evolution of CSR theory in Turkey should be discussed.

CSR in Turkey doesn't have a long history. However, philanthropy concept –a dimension of CSR- has rooted back to Ottoman era. During the Ottoman era “waqf” or foundation were the major institutional mechanisms for the philanthropic practices of the public service. The basic functions of these institutions are to meet with the public needs (Bikmen, 2006). Turkish culture has a strong philanthropy tradition and according to World Bank (2003) Turkish people help to those people, who need help, through waqfs and foundations. In Ottoman era, waqfs and foundations provide the maintenance of public services. The Ottoman Empire provided government incentives and tax exemption to those institutions. However, by time Ottoman Empire restricted the role of waqfs and foundations. In addition, the government increased its control over those institutions. As a result, this tradition got damaged (Özturan, 2011). It can be said that, CSR concept is new for the Turkish business agenda. However, philanthropy which is separate from the business agenda took a place during the Ottoman era through waqf and foundations.

After the establishment of Turkish republic in 1923, especially from 1930s, state had played a major economic role on the economic development. Until 1945, the state was the major economic actor and subsidizes the development of Turkey's private sector. After 1945, there was a pro-market economic policy started to take shape however state continued to enroll to the economy heavily. The state involvement to the economy continued through the 1960s and 1970s. In the meantime the private sector has been fledging and market economy institutions require a new dynamism. In 1980s, the liberalization reforms towards the market economy have been established (Ararat, Ugur, 2003). The last fifty years in Turkey the volatile economic and political structure has created an unstable economy. Thus, it was not appropriate to make long term plans and provide a sustainable development programs for a long term. After the liberalization of economy in 1980s, Turkey has made a progress however, it caused some unfavorable results. The increasing competitive conditions and price pressures lead companies to preserve their profitability. As a result companies ignored CSR activities. The last five years, the stable inflation and growth rate lead companies to consider their social responsibilities (Corporate Social Responsibility Association, 2008).

Another study reports that with the establishment of Turkish Republic, the role of foundations and waqfs had disappeared since state took control of the philanthropic activities. However, the collaboration between non-governmental organizations and businesses and liberalization of non-governmental organizations improved non-governmental organizations and with the development of market economy non-governmental organizations have started to rise again (Özturan, 2011). According to Bikmen (2004), CSR among Turkish corporations is highly proliferated however they approach to CSR as corporate philanthropy and it differs from the main idea of CSR (Özturan, 2011).

Ascigil (2003) explored the management attitudes towards CSR. Regarding the study, 75% of the managers attended to survey give priority to economic criteria when they make decisions. 19.11% of them consider ethical criteria and 6% of them consider legal criteria. Turkish managers do not differentiate the legal and ethical aspects of

CSR. 53.5% of the managers would not consider the ethical criteria if the economic performance would be affected negatively. The study concluded that CSR is not approached as a management behavior in Turkey. It remains a public relations matter (Ararat, 2008).

In Turkey, multinational companies are the main actors to create awareness of CSR practices. Local companies have different perceptions than the multinational ones. In Turkey, there are certain initiatives which are associated with CSR: Eczacıbaşı, TOBB, Yapı Kredi Bank, Koç Holding, Garanti Bank. Istanbul Foundation for Culture and Arts which is primarily financed by Eczacıbaşı Group, led to the establishment of “Istanbul Modern Art Museum”. Besides, Istanbul Foundation for Culture and Arts is a non-profit, non-governmental organization established by Dr. Nejat F. Eczacıbaşı. The foundation organizes international arts festival in Istanbul such as Istanbul Film Festival which is a popular international festival established in 1983 (Ararat, 2008; Özturan, 2011; IKSÜ). Koç Holding has established in 1926 and now it is one of the top five hundred companies in world. In 1967, Koç Holding established “Vehbi Koç Vakfı (VKV)” and it is the first biggest non-governmental organization in Turkey. Since then VKV contributes to education, culture and health for a better society. Besides, Koç Holding pioneered the establishment of TEMA –The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats- in order to preserve the environment and pioneered the foundation of TEGV - Educational Volunteers Foundation of Turkey- in order to contribute to education. TOBB (Turkish Chambers of Commerce) set up a foundation which established a modern university in Ankara (Özturan, 2011). Yapı Kredi Pension Fund sponsored a project to protect genetic sources and promote commercial cultivation of Turkish saffron plant. Garanti Bank in cooperation with the World Wildlife Foundation sponsored a project to protect the wild life in Kure Mountains. According to the examples it is possible to interpret that the actions are not related to core business of the corporations and they do not indicate a strategic commitment to the core stakeholders (Corporate Social Responsibility Association, 2008; Ararat, 2008).

Regarding the literature, CSR concept has a long historical development process since 1950s. Especially, the scholars and institutions in advanced economies put so much effort to define, develop and integrate into organizational strategy. Eventually, they achieved their goal. For example; the meeting which is held by EU Commission in Brussels on 25.10.2011 discussed to integrate CSR as a strategic approach to the firms in EU. While CSR concept has been developing in advanced economies, the situation in Turkey was different. Even if there are some efforts by companies in terms of CSR practices, firms do not approach as a corporate strategy towards CSR concept until recent years. The political and economic fluctuations in Turkish market economy have made it even harder. Recently, pioneer firms have started to develop philanthropy projects such as Boyner Group's projects "Nar Taneleri". Some of them also offered some green products e.g. Eczacıbaşı Building Products division Vitra has developed a project called Blue Life. Blue Life is a production, design and management approach for all building products division brands such as Vitra and Vitra Therm (BlueLife). So, it can be said that there are some firms that integrate CSR into their organizational management approach. However, it is still weak and need to be improved.

2.4. Concepts Related to CSR

During the evolution of CSR concept, some other alternative concepts such as corporate citizenship, business ethics, sustainability and corporate social performance (CSP) have been also developed. Even if these concepts can be competing or overlapping, CSR concept is most popular and widely accepted concept at social business literature (Carroll, 1999; Carroll, Shabana, 2010). At this section, those concepts related to CSR are discussed: Sustainability, corporate citizenship, corporate philanthropy, corporate governance, corporate social performance, business ethics, corporate social irresponsibility, corporate accountability and green marketing.

Sustainability and sustainable development has become a prominent concept in corporate agenda. In 1987, United Nations published a report which is called "Our Common Future" or "The Brundtland Report". At this significant report, sustainable

development concept has been discussed in detail. Sustainable development concept has received more attention after UN published the report (OECD, 2008; Too, Bajracharya, 2015). Sustainable development is defined by UN at the Brundtland report as following:

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (UN, 1987).

At this definition “needs” refer to the needs of people mostly from developing countries. On the other hand, there are limitations over the environmental resources to meet with the present and future needs (UN, 1987).

Sustainability is defined:

“An integrated understanding of the interconnectedness of human activity with all related man-made and naturally occurring systems” (Sage Publications, 2012, p223).

Corporate Citizenship is another concept which describes the accountability of firms/brands towards the society at the marketplace (Crittenden et al., 2011). Corporate citizenship concept is defined by Crittenden et al. (2011):

“Corporate citizenship really means developing mutually beneficial, interactive and trusting relationships between the company and its many stakeholders—employees, customers, communities, suppliers, governments, investors and even nongovernmental organizations (NGOs) and activists through the implementation of the company’s strategies and operating practices” (Crittenden et al., 2011).

Corporate philanthropy is another approach adopted by firms/brands in order to act well. Kotler & Lee (2005) has explained corporate philanthropy as following:

“A corporation makes a direct contribution to a charity or cause, most often in the form of cash grants, donations, and/or inkind services” (Kotler, Lee, 2005, pg23).

Dell Inc. Company’s “Direct Giving” program can be a good example for corporate philanthropy. Dell is a global company which delivers enterprise computing products, desktops, monitors, printers, notebooks, handhelds, software, and peripherals to more than 190 countries. It has 40,000 employees around the world. With their “Direct Giving” program Dell gives opportunity to make contributions/donations to Earth Share project which supports preservation of environment (Kotler, Lee, 2005).

Corporate governance is explained by Klaus Schwab, in Foreign Affairs Magazine (2008):

“Corporate governance is more than the way in which a company is run. It means that a company complies with local and international laws, transparency and accountability requirements, ethical norms, and environmental and social codes of conduct” (Schwab, 2008).

Corporate social performance (CSP) is defined as:

“A construct that emphasizes a company’s responsibilities to multiple stakeholders, such as employees and the community at large, in addition to its traditional responsibilities to economic shareholders” (Turban, Greening, 1997).

Carroll (1979) has made a landmark contribution towards the CSP concept. In his prominent article Carroll (1979) created a conceptual model that describes the main aspects of CSP. According to his model CSP requires three main aspects: first a firm’s social responsibilities be assessed, second the social issues must be addressed and identified and finally a response philosophy must be chosen. The model explains

regarding aspects clearly in a conceptual framework that will be useful for both academicians and practitioners (Carroll, 1979).

Business ethics is another important term in corporate agenda. It is described as:

“Business ethics represent the broad principles of integrity and fairness associated with governance, human rights and ethical trending” (Katsoulakos, Katsoulakos, 2006).

In today’s business world, companies report ethical codes and standards in order to show that they run responsible business activities at the society they operate. By this way they aim to avoid corporate scandals. However, the ethical codes and standards must comply with the organizational culture of the company. Otherwise, companies can’t avoid from the corporate scandals even if they have the perfect ethical codes and standards (Katsoulakos, Katsoulakos, 2006).

Corporate social irresponsibility (CSI) is a recent concept in today’s corporate agenda (Nunn, 2012). CSI can be explained as following:

“CSI is about being reactive as opposed to proactive addressing corporate issues and the ways and means by which they are relate to wider society. As its extreme CSI may entail breaking the law society” (Jones et al., 2009).

Corporate accountability is another concept that exists in CSR literature. It is explained:

“Corporate accountability represents a corporation’s social responsibility to explain its actions (past, present, and future) in an accessible, reasonable, and meaningful way to the society in which it operates” (Sage Publications, 2012, pg. 48).

The last concept which is also articulated in this research is “*Green Marketing*”. American Marketing Association (AMA) provided three different definitions for *Green Marketing*: The first one is from retailing point of view: “The marketing of products that are presumed to be environmentally safe”. The second definition belongs to social marketing approach: “The development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality”. The last one is from environments point of view: “The efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns”.

Consequently, those concepts mentioned above take an important place in CSR literature. They have been discussed by academicians and also business institutions.

2.5. Dimensions of CSR

The definition of CSR varies among scholars and practitioners. Each of these definitions contains different aspects of the CSR. Based on those definitions, there are several aspects of CSR from different writers (Dahlsrud, 2008). CSR encompasses human rights, labor and employment practices -training, diversity, gender equality and employee health and well-being-, environmental issues -such as biodiversity, climate change, resource efficiency, life-cycle assessment and pollution prevention-, and combating bribery and corruption. CSR agenda also contains community involvement and development, the integration of disabled persons, and consumer interests and privacy (EU, 2011). According to the literature, CSR includes many aspects. Many writers mention about those dimensions differently. However, there are prominent articles which form a basis for CSR literature. At this topic, prominent writers and their relevant articles are discussed.

According to Carroll (1991), there are four dimensions of social responsibility which constitutes total CSR approach. These dimensions are: economic, legal, ethical and philanthropic. Moreover, these four components of CSR can be depicted as a pyramid. It is important to mention that all of these components have always existed at some extent, however at recent years ethical and philanthropic functions have become significant (Carroll, 1991). These four components are explained in details in order to understand the concepts better.

The first component of CSR is economic responsibilities of business which is mentioned by Carroll (1991). Business organizations are the basic economic units in society that have intentions to produce goods and services based on consumers' needs and wants. During this process they need to make profit. The profit motive was mentioned as a primary goal for entrepreneurship and the idea of profit motive has turned into a notion of maximum profits. This notion has become the most enduring one ever since. All other responsibilities of business are based upon economic responsibility. Without it other responsibilities become unimportant (Carroll, 1991). There are five sub-dimensions of economic responsibilities in order to identify the criterion better:

- “It is important to perform in a manner consistent with maximizing earnings per share.
- It is important to be committed to being as profitable as possible.
- It is important to maintain a strong competitive position.
- It is important to maintain a high level of operating efficiency.
- It is important that a successful firm be defined as one that is consistently profitable” (Carroll, 1991).

The second component of CSR is a legal responsibility which is mentioned by Carroll (1991). Businesses are expected to comply with the laws and regulations of the state, federal and local government where they will operate. Firms are expected to fulfill

their economic mission with the framework of the law. According to Carroll (1991), legal responsibilities can be seen as codified ethics which is established by lawmakers in order to provide fair operations in the business. It contains five features in order to identify the activity as a legal responsibility. These are:

- “It is important to perform in a manner consistent with expectations of government and law.
- It is important to comply with various federal, state, and local regulations.
- It is important to be a law-abiding corporate citizen.
- It is important that a successful firm be defined as one that fulfills its legal obligations.
- It is important to provide goods and services that at least meet minimal legal requirements” (Carroll, 1991).

The third component of CSR is ethical responsibilities. Carroll (1991) explained ethical responsibilities embody with standards, norms, or expectations that reflect a concern about what consumers, employees, shareholders, and the community consider as fair or keeping with the respect or protection of stakeholders' moral rights. Changing ethics or values precede the establishment of law because they become the driving force behind the creation of laws or regulations. Ethical responsibilities are also approached as embracing the new emerging values and norms of the society which businesses should meet with them. Those norms and values are meant high standard of performance than the current law require. However, these kinds of norms and regulations are generally under the debate among the society members (Carroll, 1991). Ethical responsibilities include five dimensions to identify:

- “It is important to perform in a manner consistent with expectations of societal mores and ethical norms.
- It is important to recognize and respect new or evolving ethical/ moral norms adopted by society.

- It is important to prevent ethical norms from being compromised in order to achieve corporate goals.
- It is important that good corporate citizenship be defined as doing what is expected morally or ethically.
- It is important to recognize that corporate integrity and ethical behavior go beyond mere compliance with laws and regulations” (Carroll, 1991).

The last component of CSR is philanthropic responsibilities. Corporate actions which are in response to society’s expectations are viewed as philanthropic. Those expectations include that businesses are being good as a corporate citizens. An active engagement to acts or programs in order to promote human welfare is included to the philanthropic responsibilities of businesses. Contributions of financial resources or executive time are viewed as philanthropic activities of companies. Contributions to the arts, education or the community are the examples of this approach (Carroll, 1991). The distinguishing feature of two components - philanthropic and ethical responsibilities- of CSR has been mentioned at the article. The demand of community from the firms is to contribute their money to humanitarian programs. However, they don’t insist when those contributions don’t happen at a desired level. Although the societal expectations in terms of ethical or moral sense always exist, firms will try to satisfy this demand at a certain level. If firms do not satisfy those ethical or moral demands at desired level, society won’t call the firm as unethical. So, at philanthropic aspect is identified that is expected in moral or ethical sense. Ultimately, it is important to mention that this aspect of the CSR is less important than other three aspects of social responsibility (Carroll, 1991). The five dimensions of philanthropic responsibilities are mentioned as following:

- “It is important to perform in a manner consistent with the philanthropic and charitable expectations of society.
- It is important to assist the fine and performing arts.
- It is important that managers and employees participate in voluntary and charitable activities within their local communities.

- It is important to provide assistance to private and public educational institutions.
- It is important to assist voluntarily those projects that enhance a community's quality of life” (Carroll, 1991).

Another study which is focused on the dimensions of CSR is conducted by Schwartz and Carroll (2003). At their relevant article, they discuss about three dimensions of CSR which is called ‘The three-domain model of CSR’. According to this model CSR contains three aspects. These are: economic, legal and ethical. It basically relies on the same Carroll’s four-part model except the philanthropic dimension. At this model philanthropic dimension is embodied into the ethical and economical aspects, reflecting the possible distinguishing motivations for philanthropic activities. Moreover, at this article those three dimensions are depicted with a Venn diagram in order to show overlapping points of those three aspects. It is not discussed economic aspect is the main aspect and the other two aspects are built on economic responsibilities. It identifies that none of them is important by themselves and they are related to each other by the intersecting points (Schwartz, Carroll, 2003).

According to Schwartz and Carroll (2003), the economic domain identifies those activities which have direct or indirect positive impacts on corporate economy. The positive impact is based on two criteria:

- Maximization of profits
- Maximization of share values (Schwartz, Carroll, 2003).

Actions which are planned to increase sales or avoid litigation are given as an example for the direct economic activities. For the indirect economic activities, activities which are designed to improve employee moral or company’s public image

can be given as an example. So, activities which are pursued by the corporation in order to improve the profits or share value are considered economic responsibilities.

Majority of corporate activities are economic in nature. However, there can be some activities which are not included into the economic ones. Only if those activities are not planned to maximize profit when there is more profitable alternative or they are not any considerations of the possible economic consequences of the firm. The results of those kinds of activities may cause a decline at profit or share value. Based on these results, it can be said that the activities are non-economic motive however; it can represent an unsuccessful business decision which can be considered within the economic domain (Schwartz, Carroll, 2003).

The 'Legal Domain' is mentioned as a second dimension by Schwartz and Carroll (2003). The legal domain of CSR means that firm's responsiveness to governmental, federal, state and local legal regulations in order to meet with the society's expectations. At this context, legality can be observed in terms of three general categories. These are:

- Compliance
- Avoidance of civil litigation
- Anticipation of the law.

Compliance has been divided into three dimensions: passive, restrictive and opportunistic. First type of compliance is called passive and it is mentioned that it has passive and accidental nature. At this context, it can be explained that firms do what they want and it just ends up by complying with the law. For example, even if there are no legal requirement about safety standards for a certain product, company has stuck with these safety standards for their product. By doing this, company fulfill the passive compliance mode (Schwartz, Carroll, 2003).

The second type of compliance is called restrictive. At this type of compliance, firms are compelled to follow the rules which are established by governments. At this point, it is important to highlight that the term restrictive means legal system is limiting, constraining, or modifying the intended behavior. For example, a firm offers a product which has lower safety than the standards require. Due to this reason it wouldn't be allowed to meet with the market and the consumer by the authorities (Schwartz, Carroll, 2003).

The third type of compliance is opportunistic compliance. There are two types of opportunistic compliances: first, corporations seek for loopholes at the laws and regulations in order to take advantage of it, and the second one is corporations prefer to operate at a particular jurisdiction since it has weaker standards (Schwartz, Carroll, 2003).

After the identification of sub-dimensions of compliance it will be appropriate to explain the second dimension of legality. Avoidance of litigation is the second dimension of litigation. Corporations struggle to run their activities based on legal requirements in order to avoid possible current and future civil litigation for their negligent behavior (Schwartz, Carroll, 2003).

The last dimension of legality is anticipation of the law. It refers to the anticipation of changes for legislation. As it is known that the legal processes are slow in their nature (Schwartz, Carroll, 2003). All those dimensions are summarized with a table by the writers. Table 1 depicts all the legal sub-dimensions of CSR.

Table 1: Legal Sub-Dimensions of CSR

Type of legal motive	Typical corporate/managerial response
Passive Compliance (Outside legal domain)	"Well, looking back on it, we did happen to comply with the law."
Restrictive Compliance	"We wanted to do something else but the law prevented us."
	"We did it in order to comply with the law."
Opportunistic Compliance	"Well, the law allows us to do it."
	"We operate in that jurisdiction because of the less stringent legal standards."
Avoidance of Civil Litigation	"We did it because we might get sued otherwise."
	"Lawsuits will be dropped."
Anticipation of the Law	"The law is going to be changed soon."
	"We wanted to pre-empt the need for legislation."

Source: Schwartz, M., S., Carroll, A., B., (2003). Corporate Social Responsibility: A three domain approach. *Business Ethics Quarterly*, 13, 503-530

The last dimension which is mentioned at the article is ethical domain. It refers to ethical responsibilities of business which is expected by society and stakeholders. Corporations should be responsive either domestic or global ethical obligations. According to the article ethical domain includes three sub-dimensions: conventional, consequentialist and deontological (Schwartz, Carroll, 2003).

The conventional standards are limited into a concern for justice or moral rights. The purpose of the new model standard of conventions has been identified that those norms and standards are accepted by the organization, the industry, the profession or society in order to proper business operations. At this point the word society means the stakeholders of the corporation which contains shareholders employees, consumers, competitors, suppliers, local community and the general citizens. Society norms vary regarding the societal groups' point of view such as different consumer groups. In order

to reduce this limitation, formal codes of conduct or ethics should be developed according to the reference group. By this way, it is possible to understand whether the company acts ethically or not according to the conventional standards (Schwartz, Carroll, 2003).

The second sub-dimension is consequentialist standard. It emphasizes on ends or consequences of the actions. According to Velasquez (2002); in order to decide whether an action is ethical or not the results of the action has to promote the good of the society. In addition to this, it is also mentioned that if the action is designed to produce the greatest net benefits to the society among the other alternatives it can be said that it is ethical according to the consequentialist standards (Schwartz, Carroll, 2003).

The last sub-dimension is deontological standards which are opposed to emphasize on consequences or results of actions. It is identified that embodying those activities which reflect a consideration one's duty or obligation (Schwartz, Carroll, 2003). At three domain model, deontological principles are also considered in order to capture more specifically a broader range of potential ethical justifications which are suggested by the literature as duty-based nature (Schwartz, Carroll, 2003). According to this criterion; activities such as amoral in their nature, although it conflicts with a certain moral principle it still exists, or are only planned to produce a net benefit for the corporation and not for the affected stakeholders (Schwartz, Carroll, 2003).

Another study, which is conducted by Alexander Dahlsrud, conducts an analysis towards the existing definitions of CSR. Five dimensions are categorized through analyzing 37 definitions based how consistently these dimensions are invoked. The five dimensions are classified below:

- The environmental dimension
- The social dimension

- The economic dimension
- The stakeholder dimension
- The voluntariness dimension (Dahlsrud, 2008).

The environmental dimension has been identified as the natural environment of the business. It is expressed with the following sub-dimensions: a cleaner environment, environment stewardship, environmental concerns in business operations.

The social dimension has been identified as the relationship between the business and the society in which business operates. The sub-dimensions of this aspect are expressed as contribution for a better society, integration of the social concerns towards the business operations, consideration of the full scope of their impact on communities (Dahlsrud, 2008).

The economic dimension means socio-economic or financial aspects by including the description of CSR in terms of business operation. The sub-dimensions of the economic dimension are: contribution to the economic development, preservation of the profitability and business operations.

The fourth dimension which is included by Dahlsrud (2008) is the stakeholder dimension. It can be identified as the stakeholders or stakeholders groups which have a relationship with the corporation. The sub-dimensions are expressed as following: interaction with their stakeholders, how organizations interact with their employees, suppliers, customers and communities, treating the stakeholders of the firm.

The last dimension of CSR is the voluntariness dimension which is described as the actions are not prescribed by law. It contains three sub-dimensions; based on ethical values, beyond the legal obligations and voluntary (Dahlsrud, 2008).

Garriga and Melé (2004) have stated that there are four groups to classify CSR theories: instrumental theories, political theories, integrative theories, ethical theories. Instrumental theories refer that corporations are perceived as a device or an instrument for prosperity creation. Social activities are run by businesses target only to achieve in economic results. Political theories refer to corporations are perceived as power units in society and corporations are responsible to use their power in political arenas. Integrative theories refer that the corporation is emphasized on the satisfaction of social demands. The last one, ethical theories refer to the ethical responsibilities of corporations to the society they operate. Instrumental theories are divided into three dimensions: maximization of shareholder value, strategies for competitive advantages and cause related marketing. Political theories are divided into four dimensions: corporate constitutionalism, integrative social corporate theory, integrative social contract, and corporate (business) citizenship. Integrative theories are divided into four groups: issues management, public responsibility, stakeholder management, and corporate social performance. Ethical theories are divided into four groups: stakeholder nominative theory, universal rights, sustainable development and the common good (Garriga, Melé, 2004). Since cause-related marketing and sustainable development are prominent concepts in CSR literature nowadays, only those two factors are included to the dimensions of CSR at this study. Cause-related marketing refers to differentiate products by adding socially responsible attributes to the product that influences corporate reputation and increases company revenues (Garriga, Melé, 2004). According to World Business Council for Sustainable Development (2002) sustainable development refers to the integration of social, environmental and economic concerns to make balanced decisions for the long term (Garriga, Melé, 2004).

After those four prominent articles- Carroll (1991), Schwartz and Carroll (2003), Garriga and Melé (2004), Dahlsrud (2008) - from CSR literature were reviewed, the main dimensions of CSR concept are noted. Among those four studies, Carroll (1991)'s research is widely accepted at the literature. So, for the purpose of this study, the dimensions of CSR mainly based on Carroll's four part CSR pyramid model: economic, legal, ethical and philanthropic. In addition, the dimensions which are developed by

Dahlsrud (2008) social and environmental dimensions of CSR are included to the Carroll's dimensions of CSR for this study and a matrix is developed to depict the dimensions of CSR for this study (Table 2).

Table 2: Dimensions of CSR

Dimensions of CSR	Carroll (1991)	Schwartz & Carroll (2003)	Dahlsrud (2008)	Garriga & Melé (2004)
The Economic Dimension				
Maximization of earnings	X	X	X	
Maximization of share value		X		
Profitability	X	X	X	
Competitive position	X			
Operating efficiency	X		X	
Cause-related Marketing				X
The Legal Dimension				
Government and law expectations	X	X		
Comply with federal, state and local regulations	X	X		
Law-abiding corporate citizen	X	X		
Legal obligations	X	X		
Legal requirements	X	X		
The Ethical Dimension				
Moral and ethical norms	X	X	X	
New or evolving ethical moral norms	X			
Acting morally or ethically	X	X		
Beyond laws and regulations	X		X	
Corporate goals	X			
Sustainable development				X
The Philanthropic Dimension				
Philanthropic and charitable expectations	X			
Assist fine and performing arts	X			
Participation of charitable and voluntary activities	X		X	
Assist private and public educational institution	X			
Support voluntary projects	X			
The Social Dimension				
Contribute to a better society			X	
Integration of social concerns in their business operations			X	
Consideration of their impact on communities			X	
The Environmental Dimension			X	
Cleaner environment			X	
Environmental stewardship			X	
Environmental concerns in business operations			X	

Source: Developed by the author

2.6. CSR and Y-Generation

Y- Generation –children of baby boomers aka X generation- is perceived as next big generation. As an emerging generation, they have a strong spending power. Thus, businesses strive to find ways to reach those customers in order to capture this market (CuiElizabeth et al., 2003)

Regarding the conducted research there aren't any certain information provided who are called Y generation. Howe and Strauss (2000) claims that individuals who were born from 1982 to 2002 is called Y generation. Cone (2006) claims that individuals who were born between the years 1979 - 2001 are called Y generation. According to Park and Gulsoy (2012) individuals who were born from 1981 to 1999 is Y-Generation in other words Millennials (Howe, Strauss, 2000; Cone, 2006; Park, Gulsoy, 2012).

Regarding Rasmussen (2009) this generation is more narcissistic than earlier generations and they consider their own needs before others. Regarding Kongsholm (2009) Gen Y has grown up in a world of possibilities. They have experienced long periods of economic prosperity and rapid advances in communication technology (Park, Gursoy, 2012; Schmeltz, 2012). Members of Y generation are trustful, more tolerant, better traveled than their parents. They are also better educated, more disciplined, challenging and success-oriented than other generations before. Y-generation has higher expectations and they participate actively to the projects they attend. Since, they take responsibility for making the project they attend lasting, it creates a positive impact for the future (Cone, 2006; Furlow, 2011). They lived in more globalized world where the news travelled rapidly because of the technological improvements in communication. They heavily rely on internet for their most activities (Schmeltz, 2012).

In fact, those well-educated and responsible generation is socially conscious. They care about the environmental and social issues. They are actively volunteering and try to be a part to make world a better place to live (Cone, 2006; Furlow, 2011). They lived in more globalized world where the news travelled rapidly because of the

technological improvements in communication. They learn current issues immediately, so it is normal that Y generation is aware of the world around them. (Cone, 2006; Schmeltz, 2012). Y-Generation volunteers for the social or environmental causes. Since they actively participate to the environmental or the social cause, they question their efforts whether has worked or not (Cone, 2006). They also questions companies' activities whether it is socially responsible or not. If the company acts in a socially responsible manner they reward the company however if they realize the company has negative impact on environment and society, they punish the company via not shopping from them. So, it can be said that company's social commitment plays a critical role on Y generation's purchase decision and which products to recommend their friends (Cone, 2006).

The success of CSR in the future highly related to the attitude of the young generations. They will have an impact over the relationship business and society. Since, they will be the future citizens, managers or consumers (Sobczak et al., 2006). According to Sarkissian et al. (2009), communities are the hearts and hands of the sustainable movements. Community engagement is prior to achieve for successful CSR practices in a sustainable way (Too, Bajracharya, 2015). In order to develop environmentally sensitive behavior, the individuals must be informed by the consequences of their behavior. However, knowledge has a limited effect to sustain the success of socially conscious behavior. Consumer-centered approach is also needed to develop a sustainable behavior change. Firms/ managers must understand how consumer value those green products they buy and which benefits do they expect by purchasing these socially responsible products (Too, Bajracharya, 2015). Regarding the literature, successful green products include five benefits which are demanded by the consumers: efficiency and cost-effectiveness, health and safety, performance, symbolism and status, finally the last one is convenience (Too, Bajracharya, 2015).

Efficiency and cost-effectiveness means that the initial price of the green products can be high however, the long-term operational cost savings can convince consumer to purchase those products (Too, Bajracharya, 2015).

Health and safety are the prior choice consideration for those consumers who purchase green products. Some demographic groups such as elderly people or pregnant women give high importance to those criteria (Too, Bajracharya, 2015).

Performance is the core attribute of the product demanded by the customers who purchase the product. Consumers who purchase the green products also expect some environmental features near by the core performance of the product (Too, Bajracharya, 2015).

Symbolism and status is also another benefit received by the consumers. In today's world there is a social pressure on public, so consumers prefer to buy green products to show that they support a positive social cause. As a consequence, green products can become a status symbol (Too, Bajracharya, 2015).

Convenience is the last benefit received by the consumers. In today's globalized world time is the greatest luxury for individuals. Consumers want to save their time and they prefer those products which help them to save their time (Too, Bajracharya, 2015).

Based on the literature in order to build a successful and sustainable CSR strategy, community must engage with this goal align with the company and managers. It is needed to change the community's attitude towards the social issues and socially responsible companies. To improve the knowledge of consumers for this case is a method but it is not enough by itself. It should be supported with a consumer-oriented approach by firms and other institutions both governmental and private. Corporations which want to build a successful CSR strategy they need to understand what consumers wants from them, which attributes they expect from the green products they offer. If they offer those benefits (efficiency and cost-effectiveness, health and safety, performance, symbolism and status, convenience) to the consumers with their products

then firms can sustain with their CSR strategies and consumers' attitudes can change towards the social issues.

According to Sarkissian et al. (2009) there are also other facts that develop effective community engagement towards the social causes. These facts can be listed as education, trust, action inclusion and strong governance (Too, Bajracharya, 2015). In order to create knowledge for socially responsible behavior for future generations education is an important activity. The culture of the academic institutions such as universities has an effect on the perception of companies and their CSR practices. Academic institutions should offer special courses related to CSR practices. However, if those courses are optional, they would be insufficient. In order to raise the consciousness towards the social environmental issues these courses must be compulsory and must be embedded to the curriculum. However, integrating the courses related to CSR is not enough by itself. It should be also integrated to the culture of the academic institution. Since, organizational behavior impacts the view of students and managers towards the responsibilities in society, their attitudes can change in a positive manner (Sobczak et al., 2006). Besides the organizational culture the national culture and traditions have impact on attitudes toward the CSR. So firms should consider those cultural differences while they prepare their CSR practices and policies for their organization if they operate their business in different countries (Hofstede, 1986; Sobczak et al., 2006).

Cornell University, in New York, in United States of America (USA) can create a good example for the relevant literature. Cornell University has embedded sustainability into their core organizational values through research, education, and outreach and campus management. Cornell Climate Action Plan has been developed by the students and staff in order to lead university's sustainability progress. The plan aims to cut carbon emissions of campus to zero by 2050. The students, staff and academicians participate to achieve this goal and they develop innovative projects for this purpose (Cornell University, 2013).

Consequently, Y generation is the next big generation for the future world. Generation-Y is well-educated, socially conscious, trustful, and self-confident. They have better economic conditions, grown up in a more globalized world. They had everything they need while they grow up. They experienced advanced improvement of technology and had all the technological communication opportunities. Since they are educated well and socially conscious it is important to develop their behavior towards the CSR practices. Universities or other academic institutions can be key factor this aim. As it is carried out in US in Cornell University, universities should integrate CSR practices into their organizational values in order to increase the awareness to social and environmental issues. By this way, the future members of community can behave in a socially responsible manner.

2.7. Communication Strategy in CSR

Nowadays, there are no distinction between doing business and doing good. These two concepts must be coherent when companies engage to CSR activities. According to Maon et al. (2009) the implementation process of CSR is hard and complicated. Especially, communication of CSR seems to be the hardest at this process. Companies must communicate with relevant stakeholder groups. For a long term success it is needed to build corporate image, improve the corporate relationships with stakeholders and enhance advocacy behaviors of stakeholders. Corporations must increase the awareness of stakeholders in order to build favorable attitudes. For this purpose communication is essential to companies (Du, et al., 2010; Schmeltz, 2012).

It is appropriate to give the definition of communication first. According to Belch & Belch (2009) communication is defined:

“Passing of information, the exchange of ideas, or the process of establishing a commonness or oneness of thought between a sender and a receiver” (Belch, Belch, 2009, pg. 145). Based on the definition, there must be a common thinking between the participants –corporation and its stakeholders- of the communication activity.

Experts have realized that building good relationships with customers is beyond developing a good/quality product, pricing it attractively and making it easily accessible to the target customer. It is also essential to communicate the value propositions to customers (Kotler, Armstrong, 2010, pg. 426). In order to develop an effective communication strategy, all of the communication activities must be well organized and blended into the integrated marketing communications (IMC) program. Through IMC program marketers and advertising agencies can control all promotional activities: advertising, direct marketing, personal selling, sales promotion, and public relations to produce customer-focused promotional strategy. Besides they offer total communication solutions to the companies in order to create and sustain relationships between companies or brands and their customers (Belch, Belch, 2003; Kotler, Armstrong, 2010; Kurtz, Boone, 2011).

Message and channel are the two key factors in creating communication strategy towards their target audience. Message must be compatible with the organizational values. Likewise CSR efforts of the firm must be compatible with the core organizational values. There must be a fit between the perceived message and corporation's perceived value by consumers. If the fit is at high level, consumer skepticism is low and the vice versa. In case of low fit; high consumer skepticism occurs, perceptions of corporate credibility, corporate position and purchase intention diminishes (Becker-Olsen et al., 2006). Consequently, the fit between organizational core values and the social efforts that company engages is critical for consumer skepticism. If consumers perceive the message that company is not trustworthy with the adopted social effort than corporate credibility will be affected negatively and consumers will be skeptical towards the company. This harms to build and enhance the relationship with consumers which are the aim of communication strategy (Du et al., 2010).

Channel, the other key factor in developing communication strategy, can be defined as “the method by which the communication travels from the source or sender to receiver”. Basically, there are two types of communication channels: personal and

non-personal. Personal channels of communication are direct interpersonal (face-to-face) contact with target individuals or groups. Salespeople are the example of personal channels of communication. Companies convey their messages to their customers or buyers through salespeople. Friends, family, neighbours, colleagues are also personal channels. Non personal channels of communication are those carry a message without interpersonal contact between sender and receiver. It refers to as the mass media or mass communications, since the message is sent to many individuals at one time. Non-personal channels of communication consist of two major types, print and broadcast. Print media include newspapers, magazines, direct mail, and billboards; broadcast media include radio and television (Belch, Belch, 2009). Information about CSR activities of the corporation can be transmitted to customers through these varieties of channels. For example, a company can communicate through official documents such as annual reports or press releases, the dedication of a section on its official website to the CSR, TV commercials, magazine or billboard advertisements and product packaging to communicate its CSR efforts (Du., Bhattacharya, Sen, 2010). Companies can use a combination of these channels in order to communicate their CSR activities. For example, ETİ developed a project with Active Leaving Association (Aktif Yaşam Derneği) which is named “Yellow Bicycle” (Sarı Bisiklet). The aim of the project is to create awareness for a healthier life by cycling. ETİ has released a TV commercial, dedicated a section for the project on the website and developed a website <http://www.saribisiklet.com/>.

There are many factors that are changing the ways of today’s marketing communications. Consumers are changing. However, the prominent changes occur in technology and internet. Improvement of technology and internet created new opportunities to companies to communicate with their consumers. As mass marketing once gave rise to a new generation of mass-media communications, the new digital media have given birth to a new marketing communications model (Drury, 2008; Kotler, Armstrong, 2010).

New media differs from traditional media in some aspects. For example, it is not only controlled by marketers, but also the consumers can control the message. The message sometimes can be consumer generated and consumers can control the content of the communication. Based on the literature the new media provides an opportunity for two-ways communication between companies and its consumers or consumers to consumers. Interactivity is the distinguishing and prominent characteristic of the new media. As it is mentioned above among the traditional tools of marketing, social channels of marketing such as friends, colleagues, family, etc. are member of personal channel of marketing and they generate a powerful resource of information. This is also known word-of-mouth (WOM) communication and it has a strong effect on corporate credibility, corporate reputation and consumer attitudes. However WOM communication is not only limited with the traditional marketing tools, the new media provides a broad possibility to WOM communication by interactivity characteristic (Belch, Belch, 2009; Varnalı, 2013; Drury, 2008).

As a consequence, corporations can develop CSR strategies as they corporate goal however they have to share it with their target and potential consumers. They need communicate with their consumers about their CSR practices otherwise those efforts have been put by companies will not be known by the consumers. Target consumers and potential consumer will not be aware of the company/brand. So, corporations must plan their marketing communications strategy carefully. Another point which is important in marketing communications strategy is the communication tool. According to literature, with the development of technology marketing communications restricted with the traditional advertising tools such as commercials and advertising. The modern tools of marketing communications are much more effective and have lots of benefits to marketers. Marketers can develop an effective communication strategy through the combination of these traditional and modern tools.

3. SOCIAL MEDIA MARKETING

One of the major alterations among the individuals communication is the proliferation of social networking websites. The rapid growth in web technologies has significantly changed the human activities and interactions: the real world relationships between individuals have moved to virtual platforms. It also has changed the important dynamics at the marketplace: customers are hard to impact and persuade (Pinheiro et al., 2014; Constantinides, 2014).

In today's world managers have to consider those changes in communication and new dynamics at the marketplace. The improvement in social media and web technologies offers lots of opportunities and threats to managers (Berthon et al., 2012).

At this section, this new communication channel is discussed with its opportunities and threats.

3.1. Definition of Social Media Marketing

Since social media has become one of the famous communication tools, many scholars have been attracted to study at this field. Due to this fact, there are many social media definitions at the marketing literature. At this study, the prominent definitions of social media are given. After the description of social media, it is appropriate to explain social media marketing concept.

Social media – in other word consumer-generated media- is described as following:

“A variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues” (Blackshaw, Nazzaro, 2004, pg 2).

According to this definition, social media includes online tools which provide to create, share information among consumers about a product, a service or a brand. Moreover, interactivity among consumers via social media tools causes word-of-mouth activities. The definition doesn't include the social media tools in detailed, just gives a clue about the marketing activity.

Social media can also be defined as following:

“Social media describes online resources that people use to share ‘content’: video, photos, images, text, ideas, insight, humor, opinion, gossip, news — the list goes on. These resources include blogs, vlogs, social networks, message boards, podcasts, public bookmarking and wikis. Popular examples of social media applications include Flickr (online photosharing); Wikipedia (reference); Bebo, Facebook and MySpace (networking); del.icio.us (bookmarking) and World of Warcraft (online gaming)” (Durry, 2008, pg. 274).

According to definition, individuals can share content such as videos, photos, texts, ideas, news through the various social media tools like Facebook, Myspace, and Wikipedia etc.

Bernhardt et al. made another definition on social media concept:

“Electronic communication channels such as social networking web sites, blogs, chat rooms, discussion boards, and customer service rating web sites, all of which can provide ample opportunities for two-way communication between marketers and consumers” (Bernhardt et al., 2012, pg. 132).

Social media contains a broad online, WOM forums including blogs, company sponsored discussion boards and chat rooms, consumer to consumer e-mail, consumer

product or service ratings websites and forums, Internet discussion boards and forums, moblogs (sites containing digital audio, images, movies, or photographs) and social networking websites (Mangold, Faulds, 2009).

According to the literature, social media can be defined as: a set of online tools –web sites, social networks, blogs, chat rooms, discussion boards, forums, vblogs, moblogs- which provide interactive communication between marketers and the consumers or consumers to consumers about products, services and brands by creating content.

Marketers conduct their promotion activities via these social media tools. Social media marketing can be described as implementing IMC (Integrated marketing communications) strategies via the social media tools (Mangold, Faulds, 2009).

Tuten (2009) is also defined social media marketing:

“Social-media marketing is a form of online advertising that uses the cultural context of social communities, including social Networks (e.g., YouTube, MySpace, and Facebook), virtual worlds (e.g., Second Life, There, and Kaneva), social news sites (e.g., Digg and del.icio.us), and social opinion sharing sites (e.g., Epinions), to meet branding and communication objectives” (Tuten, 2009, pg 19).

Based on literature social media marketing can be defined as following: developing an advertising campaign through the social media channels about a product, service or brand towards the target audiences.

3.2. Social Media Usage

Social media provides companies to build a relationship with their customers. Companies can use social media platforms such as blogs, Facebook and Myspace

groups in order to talk with their customers and also customers can communicate with the companies through social media platforms. Besides, social media gives an opportunity to customers to talk with each other through blogs or Facebook groups. Marketing is no longer one dimensional; now with the social media it is a two-way process to engage with the company/brand and the consumer (Drury, 2008; Mangold, Faulds, 2009; Bernhardt et al., 2012). The interactive features of social media gives opportunity to individuals share and talk with each other. Audiences have begun to create content about the brand/firm without any control by the firm. The content has become more democratized than ever before (Drury, 2008). Since it is interactive it is more reliable (Eberle et al., 2013). Besides, the interactive nature of social media channels enables social marketers to become a part of the conversation and gives opportunity to lead audiences for a social change (Bernhardt, Mays, Hall, 2012). The communication among audiences about the brand/firm or the product/service is an extent WOM communication (Mangold, Faulds, 2009). WOM communication is defined by AMA as following:

“Information imparted by a consumer or individual other than the sponsor. It is sharing information about a product, promotion, etc., between a consumer and a friend, colleague, or other acquaintance” (AMA). The evolution of social media, audiences started to share those opinions/experiences with other audiences through social media platforms such as blogs, Facebook, Twitter, company-owned or independent websites instead of their friends, families and colleagues with face-to -face. Electronic type of WOM has a higher diffusion speed for new pieces of information and it is hard to control. Marketers lose control over the content of the information (Mangold, Faulds, 2009; Kaplan, Haenlein, 2011).

One of the prominent aspects of social media is being active and fast moving domain. A particular content can be up-to-date today however the day after it can be outdated in the virtual landscape (Kaplan, Haenlein, 2010).

With the development of internet technology, individuals took an opportunity to access internet from their home and their workplace. New ad formats have inspired digital creatives and they have started to produce engaging and innovative online advertising campaigns. Increased use of videos has given a chance for creatives to build successful online branding campaigns to engage consumers with the brands. Those engaged audiences talk about the brand both online and offline. It spreads rapidly via the social media channels. So, the video or the content becomes viral (Drury, 2008). Firms can also contact directly with their end-consumers in time and respond to their requests rapidly by social media. Since, social media is low-cost and has a high level of efficiency (Kaplan, Haenlein, 2010).

Researchers can reach information about individuals, society and around the world through social media since social media is a rich source of easily accessible information in nature (Schoen et al., 2013).

Consequently, social media offers a wide range of opportunities to its users. Besides those advantageous opportunities, marketers can also face disadvantageous results of the social media usage. Those pros and cons of social media marketing rely on the characteristics of social media. According to the information provided by literature, the characteristics of social media can be listed as follows: Interactive, WOM communication, content, rapid, hard to control, viral, easy to access, low-cost and effective. If marketers have knowledge about how to develop brilliant strategies on social media, those characteristics provide a successful marketing campaign and communication to the firms.

3.3. Social Media Channels

Social media is a product of Internet-based applications. The content of social media includes text, pictures, videos and network. Regarding the aim of the firms or marketers, there are many channels offered by the social media. The most popular social media channels can be listed as follows: blogs, microblogs (Twitter), social

networking sites (Facebook, LinkedIn, and Myspace), media-sharing sites (Youtube, Flickr), review websites (TripAdvisor.com) and Wikis (Wikipedia) (Mangold, Faulds, 2009; Zarella, 2010; Berthon et al., 2012).

Blogs can be defined as following:

“A blog is a type of content management system (CMS) that makes it easy for anyone to publish short articles called posts” (Zarella, 2010). Blogs are the websites owned by those individuals who provide the content regularly. This content can be commentaries or diaries of a person which can include text, pictures, videos and links of the other blogs or web pages. Also, blogs provide other social features such as leaving comments, trackbacks and subscriptions which are perfect for the marketing activity (Berthon et al., 2012; Zarella, 2010).

Microblogs refers to a common information medium which provides to create brief textual entries (Efron, 2011). Microblogs provide to write very short messages which are limited with a certain number of characters in a message. Those short messages are texted and shared by a person or an organization and it can be read by thousands of followers all around the world (Efron, 2011; Berthon et al., 2012). Twitter is a good example of microblogs (Mangold, Faulds, 2009; Zarella, 2010; Kaplan, Haenlein, 2011; Efron, 2011; Berthon et al., 2012).

Social networking sites refer to a website which provides individuals to connect with their friends online or offline. People can create a profile on social networking websites, find and add their friends, send messages to their friends and update their profile. Social networking sites attract marketers since firms can interact with their target consumers through, groups, fan pages and plug-in applications (Zarella, 2010; Berthon et al., 2012). Facebook and LinkedIn are the best example for this type of social media channels (Mangold, Faulds, 2009; Kaplan, Haenlein, 2011; Berthon et al., 2012).

Media sharing websites such as Youtube and Flickr allow individuals to upload, store and share pictures or videos on websites (Berthon et al., 2012).

Review websites are websites where individuals can share their opinions and experiences about a product, a company, a brand or a service. Firms/Marketers can also provide information about their products, services or brands through joining the conversation or discussion (Zarella, 2010). TripAdvisor.com is a good example for this kind of websites. TripAdvisor.com provides travel-related content via user reviews.

Wikis are collaborative websites which allow collaborative creation, modification or deletion of its content and structure (Mangold, Faulds, 2009; Mathews, 2011). Wikipedia is well-known example for Wikis. People can create the content or they edit the information which is already created by others (Mathews, 2011).

Regarding literature, there are many social media channels which can attract marketers. They all provide marketers to communicate and interact with their target consumer groups. There are also other social media channels. According to GlobalWebIndex report (2014), Facebook is the leader in terms of members. It has 81% of adults (16-64 ages) all around world. The halves of the members are using Facebook actively. In terms of members Youtube, Twitter and LinkedIn follow Facebook with the rates of 60%, 53% and 34%. The active usage of LinkedIn is reported as 13%. In Turkey more than 80% of internet users have visited or used the service of Facebook and Youtube in 2014. More than 60% of internet users have used the service of Twitter in Turkey, in 2014 (GWI, 2014). As a result, at this study the most prominent social media channels have been selected.

Social media channels are used for marketing strategy by firms and marketers. There are two approaches exist:

- The Passive Approach: Social media is used as a source of customers. The aim of the marketers is to provide information about the market needs, customer experiences, competitive movements and trends. E.g. Blogs, review websites.
- The Active Approach: Social media is used for marketing activities such as communication, direct sales, customer acquisition and customer retention by the firms or marketers. E.g. Blogs, Wikis, Facebook, Twitter, Youtube (Constantinides, 2014).

Consequently, marketers can use those mentioned social media channels such as blogs, Facebook, Twitter for their marketing activity. The decision about which social media channel they use mostly depends on their marketing strategy. Marketers can use a combination of channels for their relevant marketing activity such as advertising or public relations. In order to develop a successful marketing program, marketing strategy must comply with the right social media channel.

3.4. Y-generation Media Habits

At section “2.6 CSR and Y-Generation” the prominent characteristics of Y-Generation is mentioned. At this section mostly the characteristics related to communication is discussed. Y-generation was born into a world where they could experience all the improvements in technology. They grow up in an era where exists instant global communication, rapid and easy access to information and media saturation (Valentine, Powers, 2013). According to Kongsholm (2010); Generation-Y are so technologically competent compared with earlier generations that they often pose as the tech experts of the family providing guidance, solving technological problems, etc. Members of this cohort can easily multitask between different kinds of media and expect their surroundings to do the same (Schmeltz, 2012).

According to Rasmussen (2009), Gen Y actively uses different communication platforms and it seems to them natural to share their private life on those social networking websites such as Facebook , Twitter and Myspace as a part of their

everyday life (Schmeltz, 2009; Furlow, 2011). Gen Y actively contributes, shares, searches and consumes content on social media platforms. Managers and researchers are interested in Gen Y's social media usage since it can be helpful them to forecast how people will behave in the future (Bolton, et al., 2013).

Absolutely, Y generation is claimed as socially conscious individuals and they develop loyalty to those brands which have CSR strategy integrated to corporate strategy. Y generation supports those brands/firms through developing brand loyalty. Brands/firms aim to reach those consumers via social media platforms such as Facebook. Social media strategy provides brands/firms to involve active community and constantly connect with their consumers (Furlow, 2011).

The active social media usage of Gen Y gives marketers an opportunity to reach those consumers easily. Social media marketing activities such as E-WOM, social media groups and online advertising has a great impact on promoting brand and products among Y-generation consumers. Y-generation consumers tend to share their experiences about a product or a brand through social media which affects the purchase intentions (Balakrishnan et al., 2014). Purchase decision is also affected by consumer satisfaction and consumer loyalty. Firms try to be perceived as socially responsible. However, the CSR activities adopted by the firm must be compatible with firms' business activities. If not, consumers do not develop positive attitudes toward the brands/firms. Therefore, customers do not develop satisfaction and loyalty towards the company (Gould, 1995; Becker-Olsen, Cudmore, Hill, 2006).

So, Y generation is grown up as "technies". They were born into a world where the technology is rapidly developed. They have been using the technology intensively in their daily life when they were growing up. Moreover, they never confer with scarcity. Generally, they have reached everything whenever they need, whenever they want. They have better conditions for their education; they have abundant resources for the information. They reach the information easily and immediately through the internet.

Since, they are mingle with technology too much they are interested in social media more than ever other generations. They use it often and share their views, thoughts and life on social media. They follow the companies through social media. They gather information about the companies through social media channels such as blogs. As a result, companies can reach to Y-generation consumers through the social media channels easily. They can run successful marketing campaigns and programs by targeting Y-generation consumers through social media.

After the literature review, it is decided that CSR has six main dimensions: economic, legal, ethical, philanthropic, social, and environmental (Carroll, 1991; Schwartz, Carroll, 2003; Dahlsrud, 2008; Garriga, Melé, 2004). The six dimensions are used in order to measure CSR. Consumer purchase intention/decision is affected by two factors: customer trust and customer loyalty and they are decided to measure consumer purchase decision. Finally, social media usage has aspects: WOM communication, viral and interactivity which is determined to measure social media usage.

4. RESEARCH DESIGN AND METHODOLOGY

Regarding the literature review relevant theoretical background is gathered for this study. At this section research objective is identified; conceptual framework and hypotheses are developed; research type, variables of the study, sampling method, data collection method and data analysis method is discussed.

4.1. Research Objective

The main objective of this study is to measure the effects of corporate social responsibility practices on Y generation consumers' purchase decision. The relationship between CSR practices and Y generation consumer' purchase decision is measured in furniture industry which has a strong connection with environment as it is explained in literature. For this purpose, Y generation consumers who purchased wooden furniture products such as chair, table, etc. are selected. Social media marketing –takes a great role in marketing communication- is also included into this relationship as a mediating factor. Along with the main objective, it is also measured whether social media affects this relationship or not.

In order to measure the effects of CSR practices over the Y generation consumers' purchase decision, the relationship between economic, legal, ethic, philanthropic, social and environmental dimensions of CSR and the dimensions of consumer purchase decision customer trust and customer loyalty-customer satisfaction and word-of-mouth communication- is tested. The effect of social media marketing on this relationship is tested by three prominent features of social media: Interactivity, viral and word-of-mouth.

In addition to the main objective, a compare between consumer groups has been done towards the CSR perception and social media marketing.

4.2. Conceptual Model and Hypotheses Development

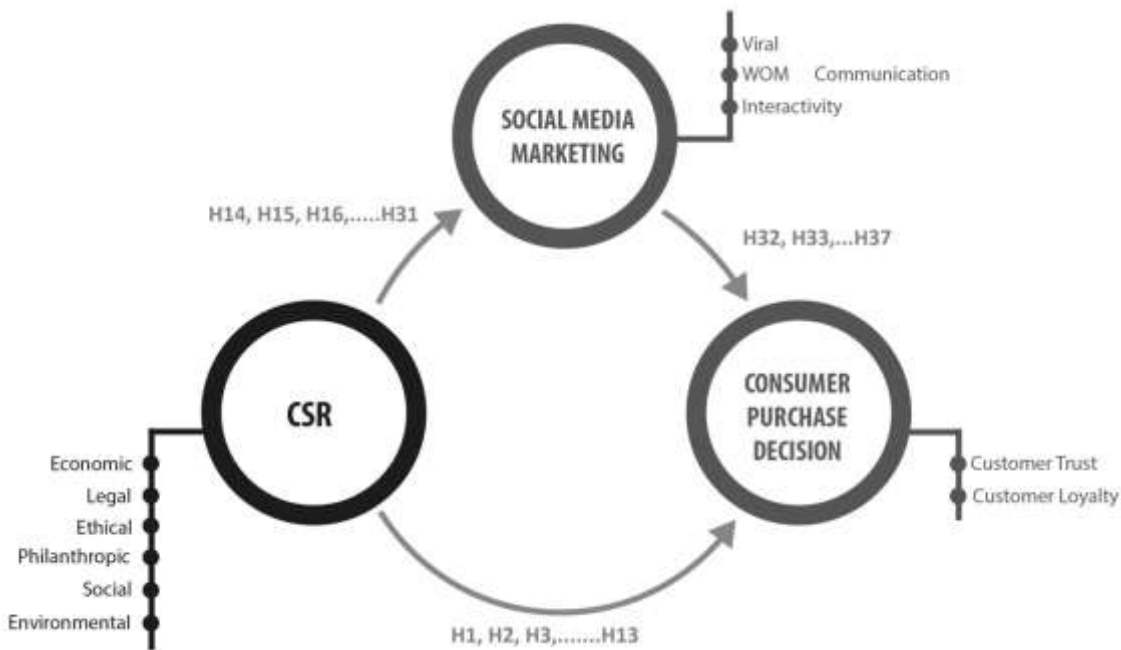
Regarding the literature review, the variables are developed for this study. The scale to measure the effects of CSR practices have been provided by the previous researches (Ramasamy, Yeung, 2008; Lee, Lee; 2015). In addition to this scale, two more dimensions are included based on literature review (Dahlsrud, 2008). There are six independent variables to measure the effects of CSR: (1) Economic, (2) legal, (3) ethical, (4) philanthropic, (5) social and (6) environmental.

Based on literature customer trust and customer loyalty are the prominent aspects that have significant impact on consumer purchase decision. According to Gould (1995); consumers who are satisfied with the product/service by a particular brand or firm, they talk positively about the brand/firm with their friends and recommend the product or brand to their friends: word-of-mouth communication. As a result, they develop loyalty towards the brand/firm. Thus, customer loyalty has two consist of two aspects: customer satisfaction and word-of-mouth communication. So, there are three two main independent variables to measure consumer purchase decision: (1) customer trust and (2) customer loyalty.

There are many studies have been conducted that measures the direct effect of CSR on consumer buying behavior or consumer purchase intention, also some other studies have been conducted CSR effects on consumer buying behavior or consumer purchase intention through a mediating factor (Lee, Lee, 2015). It is assumed that there are many researches that investigate consumers' awareness towards the CSR concept. If consumers are familiar with the CSR concept companies may create influence on consumer purchase decision (Hartmann et al., 2013). At literature review, it is discussed that CSR communication has an important role to develop consumers' awareness. At this context, social media marketing is the mediating factor of this study. The mediating variables are identified: (1) Interactivity, (2) viral and (3) word-of-mouth communication.

The relationship between independent, dependent and mediating variables is depicted through a conceptual framework. The conceptual framework was developed by the author for this research (Figure 1).

Figure 1: Conceptual Framework



Source: Developed by the Author, 2015

Relevant hypotheses are developed based on conceptual framework:

H₁: CSR has an effect on consumer purchase decision.

H₂: Economic responsibilities of CSR have effect on customer trust.

H₃: Legal responsibilities of CSR have effect on customer trust.

H₄: Ethical responsibilities of CSR have effect on customer trust.

H₅: Philanthropic responsibilities of CSR have effect on customer trust.

H₆: Social responsibilities of CSR have effect on customer trust.

H₇: Environmental responsibilities of CSR have effect on customer trust.

- H₈: Economic responsibilities of CSR have effect on customer loyalty.
- H₉: Legal responsibilities of CSR have effect on customer loyalty.
- H₁₀: Ethical responsibilities of CSR have effect on customer loyalty.
- H₁₁: Philanthropic responsibilities of CSR have effect on customer loyalty.
- H₁₂: Social responsibilities of CSR have effect on customer loyalty.
- H₁₃: Environmental responsibilities of CSR have effect on customer loyalty.
- H₁₄: Economic responsibilities of CSR have effect on interactivity.
- H₁₅: Legal responsibilities of CSR have effect on interactivity.
- H₁₆: Ethical responsibilities of CSR have effect on interactivity.
- H₁₇: Philanthropic responsibilities of CSR have effect on interactivity.
- H₁₈: Social responsibilities of CSR have effect on interactivity.
- H₁₉: Environmental responsibilities of CSR have effect on interactivity.
- H₂₀: Economic responsibilities of CSR has effect on viral.
- H₂₁: Legal responsibilities of CSR has effect on viral.
- H₂₂: Ethical responsibilities of CSR has effect on viral.
- H₂₃: Philanthropic responsibilities of CSR has effect on viral.
- H₂₄: Social responsibilities of CSR has effect on viral.
- H₂₅: Environmental responsibilities of CSR has effect on viral.
- H₂₆: Economic responsibilities of CSR have effect on WOM communication.
- H₂₇: Legal responsibilities of the CSR have effect on WOM communication.

H₂₈: Ethical responsibilities of CSR have effect on WOM communication.

H₂₉: Philanthropic responsibilities of CSR have effect on WOM communication.

H₃₀: Social responsibilities of CSR have effect on WOM communication.

H₃₁: Environmental responsibilities of CSR have effect on WOM communication.

H₃₂: Interactivity aspect of social media marketing has effect on customer trust.

H₃₃: Viral aspect of social media marketing has effect on customer trust.

H₃₄: WOM communication aspect of social media marketing has effect on customer trust.

H₃₅: Interactivity aspect of social media marketing has effect on customer loyalty.

H₃₆: Viral aspect of social media marketing has effect on customer loyalty.

H₃₇: WOM communication aspect of social media marketing has effect on customer loyalty.

4.3. Research Type

This study has been conducted through exploratory research and descriptive research. Exploratory research is conducted to explore the problem, identify the problem, collect information and formulate the problem (Kurtuluş, 1989; Malhotra, 2002). There are several resources such as secondary data analysis, qualitative research, discussions with the decision makers and interviews with the experts in order to collect data for the exploratory research. Thus, it forms a basis for the further researches (Kurtuluş, 1989; Malhotra, 2003). The problem of this research is to find out whether CSR practices has an effect on Y generation consumers' purchase decision when they purchase wooden furniture in Turkey. It is also aimed to find out whether social media

has an effect on this relationship or not. For the purpose of this study, first secondary data analysis has been conducted. Then pre-questionnaire is prepared and conducted in order to test the main questionnaire for possible problems such as misunderstanding of the questions or redundant cases. Questionnaire is defined by Sekaran (2003):

“Set of questions to which respondents record their answers, usually within rather closely defined alternatives”.

The pre-questionnaire has been conducted among fifty Y generation consumers. The aim of the pre-questionnaire is to explore which variables should be eliminated for the main questionnaire in order to avoid errors.

After exploratory research, descriptive research has been conducted for the purpose of this study. Descriptive research is a conclusive research which aims to describe a particular case, the variables of the case, and the relationship between those variables. Based on the description of a particular case, it makes assumptions for the further situation (Kurtuluş, 1989; Malhotra, 2003). After the analysis of pre-questionnaire the main questionnaire for this study is developed for descriptive research.

4.4. The Questionnaire and Variables of the Study

The questionnaire includes three main parts which represents the variables of this study. First section asks about CSR approach of respondents. The questions at the first section are based on CSR variables. At the second section, consumer purchase behavior is investigated. Relevant questions are prepared according to the variables of consumer purchase decision. The last section asks about respondents social media marketing activities related to their post-purchase era. The questions of the last section are based on social media marketing variables.

In addition to those questions, social media usage habits are investigated and it is asked whether they receive CSR messages through social media or not. Demographic questions such as age, occupation, education level and income also included to the questionnaire.

The main variables, sub-variables, questions represent the variables and their resources are demonstrated by tables (Table 3). The questionnaire is added at the appendix section.

Table 3: Variables of the Research

Dimensions of CSR	Question Number	Variable Number	Questions	Source
Economic Dimension (Carroll,1991; Schwartz & Carroll, 2003; Dahlsrud; 2008; Garriga&Melé, 2004)	Q1	V1.1	I believe that businesses must always improve economic performance.	Ramasamy, Yeung, (2009)
	Q2	V1.2	I will buy the products from the companies who maximizing earning per share to their shareholders	Min et al., (2014)
	Q3	V1.3	I believe that businesses must maximize profits.	Ramasamy, Yeung, (2009)
	Q4	V1.4	I think businesses must preserve their competitive position	Developed by the author, (2015)
	Q5	V1.5	I believe that businesses must control their production costs strictly.	
	Q6	V1.6	I would like to buy products from businesses which contribute to the economic development.	
	Q7	V1.7	It is important for me to buy products from businesses which run cause-related marketing activities.	
Legal Dimension (Carroll,1991; Schwartz & Carroll, 2003)	Q8	V2.1	I believe that businesses must ensure that their employees act within the standards defined by the law.	Ramasamy, Yeung, (2009)
	Q9	V2.2	I will buy the products from the companies which committed to follow the laws and regulations	Min et al., (2014)
	Q10	V2.3	I believe that businesses must always submit to the principles defined by the regulatory system	Ramasamy, Yeung, (2009)
	Q11	V2.4	I believe that businesses must refrain from bending the law even this helps improve performance.	
	Q12	V2.5	I believe that businesses must refrain from putting aside their contractual obligations.	
	Q13	V2.6	I will buy the products from companies that meet the legal requirement for products safety.	Min, et al., (2014)

Table 3: Variables of the Research

Dimensions of CSR	Question Number	Variable Number	Questions	Source
Ethical Dimension (Carroll,1991; Schwartz & Carroll, 2003; Dahlsrud; 2008; Garriga&Melé, 2004)	Q14	V3.1	I would go several miles out of my way to buy from companies that I knew to be extremely ethical.	Min et al., (2014)
	Q15	V3.2	I will buy the products from the companies which committed to moral and ethical manners.	
	Q16	V3.3	I believe that businesses must be committed to well-defined ethical principles.	Ramasamy, Yeung, (2009)
	Q17	V3.4	As a consumer, i prefer companies which follow new or evolving ethical moral norms as they operate.	Developed by the author, (2015)
	Q18	V3.5	I expect the companies that I deal with to act ethically at all times.	Min et al., (2014)
	Q19	V3.6	I believe that businesses must permit ethical concerns to negatively affect economic performance.	Ramasamy, Yeung, (2009)
	Q20	V3.7	I believe that businesses must avoid compromising ethical standards in order to achieve corporate goals.	
	Q21	V3.8	I prefer to buy products from companies which support sustainable development.	Developed by the author, (2015)
Philanthropic Dimension (Carroll, 1991; Dahlsrud, 2008)	Q22	V4.1	When given a chance, I tend to switch to brands where a portion of the price is donated to charity.	Min et al., (2014)
	Q23	V4.2	I believe that businesses must allocate some of their resource to philanthropic activities.	Ramasamy, Yeung, (2009)
	Q24	V4.3	I believe that companies must support to fine and performing arts.	Developed by the author, (2015)
	Q25	V4.4	I will buy the products from companies which committed to voluntary and charitable activities.	Min et al., (2014)
	Q26	V4.5	I believe that businesses must participate in the management of public affairs.	Ramasamy, Yeung, (2009)
	Q27	V4.6	I think businesses must assist private and public educational institutes.	Developed by the author, (2015)
	Q28	V4.7	I think businesses must support voluntary projects.	

Table 3: Variables of the Research

Dimensions of CSR	Question Number	Variable Number	Questions	Source
Social Dimension (Dahlsrud, 2008)	Q29	V5.1	I believe that businesses must help to solve social problems.	Ramasamy, Yeung, (2009)
	Q30	V5.2	I believe that businesses play a role in our society that goes beyond the mere generation of profits.	
	Q31	V5.3	Would you buy the product made with CSR, even if it were more expensive?	Arredondo Trapero et al., 2010
	Q32	V5.4	I prefer to buy products from businesses which care about thier operations impact on communities they involved.	Developed by the author, (2015)
Environmental Dimension (Dahlsrud, 2008)	Q33	V6.1	I prefer to buy the products from companies which contribute a cleaner environment.	Developed by the author, (2015)
	Q34	V6.2	I would like to buy products from businesses which are environmental stewardships.	
	Q35	V6.3	I prefer to buy the products from businesses which integrate environmental concerns into their business operations.	

Table 3: Variables of the Research

Dimensions of Consumer Purchase Behavior	Question No.	Variable Number	Questions	Source
Customer Trust (Gould, 1995; Lau, Lee, 1999)	Q36	V7.1	I believe that this company will not try to cheat me.	Lau, Lee, 1999
	Q37	V7.2	I feel that I can trust this company completely.	
	Q38	V7.3	I prefer to use the products of this company	Bobălcă et. Al, 2013
	Q39	V7.4	The brand meets with my expectations.	Developed by the author, 2015
Customer Loyalty (Gould, 1995)	Q40	V7.5	I think this company has the best offers in the present.	Bobălcă et. Al, 2013
	Q41	V7.6	I am satisfied with my decision to buy this brand/company.	Lau, Lee, 1999
	Q42	V7.7	I would like to buy these products from this brand more often.	Developed by the author, 2015
	Q43	V7.8	I would like to buy more products from this brand.	
	Q44	V7.9	I say positive things about this brand to other persons.	Bobălcă et. Al, 2013
	Q45	V7.10	I recommend this brand those who ask my advice	

Table 3: Variables of the Research

Dimensions of Social Media Communication	Question Number	Variable Number	Questions	Source
Interactivity (Bernhardt, J.M., Mays, D., Hall, A., K., 2012; Drury, G., 2008; Mangold, W., G., Faulds, D.,J., 2009)	50	V8.1	The website was very slow in responding to my requests	Liu Y., 2003
	51	V8.2	I prefer brands that I have a easy access to their social media pages.	Developed by the author
	52	V8.3	The website processed my input very quickly.	Liu Y., 2003
	53	V8.4	While surfing the website, I had absolutely no control over what I can do on the site.	Liu Y., 2003
	54	V8.5	This website facilitates two-way communication between the visitors and the site.	Liu Y., 2003
	55	V8.6	The website gives visitors the opportunity to talk back.	Liu Y., 2003
	56	V8.7	The website is effective in gathering visitors' feedback.	Liu Y., 2003
Viral (Bernhardt, J.M., Mays, D., Hall, A., K., 2012; Drury, G., 2008; Mangold, W., G., Faulds, D.,J., 2009)	57	V9.1	Brands can spread the message rapidly to large amounts of audiences via social media.	Developed by the author, 2015
	58	V9.2	Brands can reach large amounts of audiences in a short time via social media.	
	59	V9.3	Brands can lose the control over the shared content.	
WOM (Mangold, W., G., Faulds, D.,J., 2009)	60	V10.1	I share my positive views about the brand via my social media account such as Facebook, Twitter.	Developed by the author, 2015
	61	V10.2	I share my negative views about the brand through blogs, complaint forums.	
	62	V10.3	I write down my complaints about the brand on the "comments and complaints" sections of the brand's website.	
	63	V10.4	I share my experiences with the brand through my personal social media account.	
	64	V10.5	I recommend the brand to my friends through my personal social media account.	

4.5. Sampling Method

The research was conducted with females and males who are members of Y-generation. The respondents were selected from various ages from 18 to 35, different educational levels, occupational groups and incomes. The respondents were selected according to convenience sampling and snowball sampling methods. Convenience sampling refers to gather information among the members of a population who are selected conveniently by the researcher (Malhotra, 2002; Sekaran, 2003). Convenience sampling is inexpensive, fast, easy to access, easy to measure and cooperative (Malhotra, 2002). Snowball sampling refers to select randomly initial group of respondents. After being interviewed the respondents are asked to specify others who belong the target population of interest. This process continues resulting in a snowball effect. Snowball sampling increases the probability to find the desired characteristic in the population (Malhotra, 2002). Since there are time and financial constraints, convenience sampling and snowball sampling is appropriate for the purpose of this study.

In order to determine sample size, the confidence interval approach which refers to an equation with desired confidence interval was used (Malhotra, 2002). According to the formula, sample size should include 317 people with 95% and $\pm 5\%$ precision for this study. The standard error of the proportion is decided as 0,055. The following equation shows the calculation for this study:

$$n = \frac{pqz^2}{e^2} = \frac{(0,5) \cdot (0,5) \cdot (1,96)^2}{(0,055)^2} = 317$$

Based on calculation, the questionnaire was collected among 341 respondents between March 8th 2015 and May 5th 2015 who purchased wooden furniture at least once in their lifetime.

4.6. Data Collection and Analysis Method

Relevant data has gathered by the questionnaire. The questionnaire has prepared after the secondary data analysis and pretest carried out. Data was collected among 341 respondents who are member Y generation and lives in Istanbul, Turkey. For this purpose, the questionnaire was distributed among university/college students, postgraduate students and post graduates, young professionals who are from different occupational groups. The questionnaire is distributed through the online channels such as Facebook, forums (eksiduyuru.com), and e-mails and face-to-face. The questionnaire was distributed and collected from 8th of March, 2015 to 5th May, 2015. The questionnaire consists of three main parts: CSR approach, consumer purchase decision and social media usage. At the first part, respondents are asked about their degree of agreement to the statements on CSR perception through the six dimensions of CSR: economic, legal, ethic, philanthropic, social and environmental. The second part respondents asked their level of agreement to the statements through the dimensions of consumer purchase decision: customer trust and customer loyalty. At the third section respondents are asked about their level of agreement to the statements which measures the social media usage through interactivity, viral and WOM communication dimensions. In order to measure the level of agreement to the statements, Likert scale is used and respondents are asked to select a value from 1 “Strongly disagree” to 5 “Strongly agree”. Besides those three main parts a few questions are included to the questionnaire which asks about the respondents social media usage habits. The questionnaire used for this study is included at the Appendix.

In order to analyze the data acquired through the questionnaire a statistical program is used: SPSS (Statistical Package for the Social Sciences) 17.0 version. The acquired data entered to the program. Relevant data is analyzed by frequency tests, factor analysis, linear regression, and finally difference in means (ANOVA, t-test) methods in order to explain the relationship between variables. In order to analyze the demographics of respondents and social media usage of respondents frequency tests are implied by SPSS1 17.0 version. After frequency tests, *exploratory factor analysis* is conducted to the variables of CSR, consumer purchase decision and social media usage.

Exploratory factor analysis includes a set of processes that reduce a vast numbers of variables into meaningful, interpretable and manageable set of factors. The relationship between many interrelated variables is analyzed and they are represented with a few major factors (Sekaran, 2003; Malhotra, 2007). Regarding literature review and pre-questionnaire, vast number of variables that help to measure CSR, consumer purchase decision and social media usage are explored. Then, questions that represent the relevant dimensions of each variable were developed to measure the effects of CSR on consumer purchase decision through social media usage.

In order to imply factor analysis to the variables of CSR, consumer purchase decision and social media usage, data set must be tested whether it is appropriate for the factor analysis or not. For this purpose, there must be a correlation between variables. If correlations between variables are small factor analysis is not appropriate. There are two types of statistical methods to test the appropriateness of factor model: Bartlett's test of sphericity and Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) (Malhotra, 2007; Durmuş et al., 2013). Regarding the literature Bartlett's test of sphericity indicates that the variables are related with each other in a compatible way. The Bartlett's test of sphericity is significant when it is less than 0, 05 ($p < 0, 05$) (Durmuş et al., 2013). KMO index compares the magnitudes of correlation coefficients to the magnitudes of the partial correlations. If the KMO values are small, it means that the correlations between pairs of variables cannot be explained by other variables and it is not appropriate for the factor analysis (Malhotra, 2007). The KMO value should be more than 0, 5. The higher KMO values, the better variables can be explained by other variables (Durmuş et al., 2013).

Once, it is decided that factor analysis is suitable to analyze the data; the next step is to decide which method should be selected for an appropriate analysis. There are two basic methods: Principle component analysis and common factor analysis. Principle component analysis is an approach that considers the total variance of relevant data. Principle component analysis is recommended when it is prior to determine the minimum number of factors which will explain the maximum variance among the data for the following multivariate analysis (Malhotra, 2007). The other approach is common

factor analysis. It is an approach which estimates the factors according to the common variance. It is preferred when the primary issue is to identify the underlying dimension (Malhotra, 2007). For the purpose of this study, questions which represent the dimensions are analyzed by principal components methods and Varimax rotation method on SPSS 17.0.

After the factor analysis conducted reliability analysis must be performed to the entire factor groups. At reliability tests the Cronbach's Alpha must be 0,7 or greater than 0,7 in order to define the scale reliable (Durmuş et al., 2013).

Multiple linear regression analysis was conducted after the factor analysis finished and new factors were decided. Regression analysis is statistical procedure that analyzes the associative relationship between dependent and independent variable/variables (Malhotra, 2002). Regression analysis helps to determine the dependent variable is explained by the independent variable/variables. Multiple linear regression analysis contains one dependent variable and more than one independent variable (Durmuş et al., 2013). Bivariate regression is a procedure to provide a mathematical relationship between the dependent and independent variable as an equation form (Malhotra, 2002). Bivariate regression model formed by the following equation:

$$Y = \beta_0 + \beta_1 X + e_i$$

Y: Dependent variable

X: Independent variable

β_0 : Intercept of the line/Constant

β_1 : Slope of the line/Coefficient of the independent variable

e_i : the error term associated with the i th observation (Malhotra, 2002; Durmus et al., 2013).

Multiple regression analysis is a statistical analysis method that provides a mathematical relationship between two or more independent variables and dependent variable (Malhotra, 2002). The mathematical equation that explains the results of multiple regression analysis:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_k X_k + e$$

At this study, multiple linear regression analysis is implied to analyze the relationship between CSR and customer loyalty; social media usage and customer loyalty; CSR and social media usage; and finally the moderating effect of social media usage on the relationship between CSR and customer loyalty.

Finally, the difference test it is examined whether there is a significant difference between consumer groups or not. There are two different statistical methods in order to analyze whether a significant variable differs among different consumer groups: t-test and one-way analysis of variance (ANOVA). T-Test is a statistical method which generates a significant mean difference in a variable among two groups (Sekaran, 2003). One way analysis of variance (ANOVA) is a statistical method that forms a significant mean difference in a variable between more than two groups (Durmus, et al., 2013). At this study, since there are more groups than two in terms of education level, occupation and income, ANOVA is implied as a difference test.

5. FINDINGS OF THE RESEARCH

5.1. Demographic Characteristics of Respondents

At this section, brief information is given about the demographic characteristics – age, occupation, education level and income- of the sample. Demographics are provided by the frequency tests on SPSS 17.0 and demonstrated by the frequency tables.

5.1.1. Age

Relevant data is obtained from 18 to 35 years old individuals. Age is divided into 7 groups: 16,0% of the respondents are younger than 20; 16,3% of the respondents are 21 years old; 13,8% of the respondents are 22 years old; 11,1% of the respondents are 23 years old; 6,5% of the respondents are 24 years old; 9,5% of the respondents are 25 years old and finally 26,8% of the respondents are older than 26 years old (Table 4).

Table 4: Frequency of the Respondents' Age

Age	Frequency	Percent
<20	52	16,0
21	53	16,3
22	45	13,8
23	36	11,1
24	21	6,5
25	31	9,5
26<	87	26,8

5.1.2. Occupation

The sample of this study contains various occupational groups such as students and employees. At this study, the occupational group is divided into two main groups: students and employees. However, there are also students (undergraduate or

postgraduate) who are working at the same time. 20% of the employees consist of students (undergraduate or postgraduate). As a result, the occupational group is divided into three groups: students, both students and employees, employees (Table 5).

Table 5: Frequency of the Respondents' Occupation

Occupation	Frequency	Percent (%)
Student	183	55,1
Both students and employees	73	22,0
Employees	67	20,2

5.1.3. Education Level

The sample includes respondents' from various education level; 58,4% are undergraduates and lower degree; 15,2% are graduate students and 26,4% are Postgraduate students or holds a higher degree. The majority of sample contains undergrads (Table 6).

Table 6: Frequency of the Respondents' Education Level

Education Level	Frequency	Percent
Undergrads and lower degree	192	58,4
Graduates	50	15,2
Postgraduate students and upper degree	87	26,4

5.1.4. Income

Incomes of the respondents are aggregated by five groups: 23% of the respondents' have less than 500,00 TL income; 28,8% of the respondents' have between 501-1000 TL income; 13,9% of the respondents' have between 1001-2000 TL income; 18,2% of the respondents have 2001-3000 TL income and 15,3 of the respondents have more than 3000 TL income (Table 7).

Table 7: Frequency of the Respondents' Income

Income	Frequency	Percent (%)
<500	65	23,7
501-1000	79	28,8
1001-2000	38	13,9
2001-3000	50	18,2
3001<	42	15,3

5.1.5. Social Media Usage

Respondents were also asked whether they use social media or not. Regarding the frequency test 96,4% of respondents use social media however 3,6% of respondents don't use social media (Table 8). The respondents were asked to indicate which social media channels they use through a multiple choice question. Those social media channels are listed as following: Facebook, Myspace, Linkedin, Twitter, Blogger, Wordpress, Flickr, Instagram, Wikipedia, Youtube, Vimeo, Dailymotion, Foursquare, and Other (Table 9). It is important to note that those who replied "No" for the social media usage question are removed from the analysis since there are questions based on social media marketing.

Table 8: Frequency of the Respondents' Social Media Usage

Do you use Social Media?	Frequency	Percent
Yes	329	96,4
No	12	3,6

Table 9: Frequency of the Respondents' Social Media Channel Choice

Channel	Frequency	Percent
Facebook	309	90,6
Youtube	274	80,3
Instagram	245	71,8
Twitter	215	63
Wikipedia	157	46
Foursquare	135	39,5
LinkedIn	131	38,4
Dailymotion	111	32,5
Other	55	16,1
Vimeo	46	13,4
Blogger	36	10,5
Wordpress	23	6,7
Flickr	14	4,1
Myspace	330	3,2

5.2. Factor Analysis

Factor analysis is implied to the sub-dimensions of CSR, consumer purchase decision and social media usage. After the factor analysis conducted to the all variables of this study new factor groups were depicted on tables.

5.2.1. Factor Analysis of Corporate Social Responsibility

Based on literature, first, dimensions of CSR are tested by Bartlett's test of sphericity and KMO on SPSS 17.0 in order to decide that factor analysis is appropriate to imply. The results are demonstrated at Table 10:

Table 10: KMO and Bartlett's Test for CSR

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,904
Bartlett's Test of Sphericity	Approx. Chi-Square	5156,738
	df	595
	Sig.	,000

As it is seen, KMO test result is 0,904 which is higher than 0,50 and the Bartlett's test result is 0,000 (p value is represented as Sig. at the table) which is less than 0,05. Consequently, the factor analysis is applicable.

Factor analysis is performed six times for CSR dimensions. Factor loadings less than 0,50 were removed from the analysis. Besides, questions that represent a factor alone and have similar factor loading are removed from the analysis. As a consequence, six factor groups with twenty-nine items were obtained.

Regarding the reliability analysis two factor groups F5 (Contribution to the economic development and Cause-related marketing) and F6 (Maximization of share value and profitability) Cronbach's Alpha value are less than 0,7. Factor group F5 $\alpha = 0,642$ and F6 $\alpha = 0,543$. After the F5 and F6 factor groups eliminated, factor analysis repeated again and new factor groups are formed. Reliability analysis performed to those factor groups and all the values are higher than 0,70. There are five new factor groups: Ethic, legal and economic efficiency, environmental / green, voluntarism and societal (Table 11).

Table 11: Factor Groups of Corporate Social Responsibility

Factor Group	Questions	Factor Loadings	Variance Explained (%)	Reliability
Ethic	As a consumer, I prefer companies which follow new or evolving ethical moral norms as they operate.	0,835	14,397	0,833
	I believe that businesses must be committed to well-defined ethical principles.	0,832		
	I expect the companies that I deal with to act ethically at all times.	0,729		
	I will buy the products from the companies which committed to moral and ethical manners.	0,704		
	I will buy the products from the companies which committed to follow the laws and regulations	0,443		
	I believe that businesses must refrain from bending the law even this helps improve performance.	0,346		
Legal and Economic efficiency	I believe that businesses must control their production costs strictly.	0,737	12,582	0,808
	I believe that businesses must always improve economic performance.	0,714		
	I think businesses must preserve their competitive position	0,681		
	I believe that businesses must ensure that their employees act within the standards defined by the law.	0,606		
	I believe that businesses must refrain from putting aside their contractual obligations.	0,597		
	I believe that businesses must always submit to the principles defined by the regulatory system	0,491		
Environmental /Green	I prefer to buy the products from companies which contribute a cleaner environment.	0,771	11,962	0,846
	I prefer to buy the products from businesses which integrate environmental concerns into their business operations.	0,732		
	I prefer to buy the products from companies which contribute a cleaner environment.	0,727		

Table 11: Factor Groups of Corporate Social Responsibility

Factor Group	Questions	Factor Loadings	Variance Explained (%)	Reliability
Voluntarism	I believe that businesses must allocate some of their resource to philanthropic activities.	0,784	11,287	0,835
	When given a chance, I tend to switch to brands where a portion of the price is donated to charity.	0,662		
	I believe that companies must support to fine and performing arts.	0,655		
	I will buy the products from companies which committed to voluntary and charitable activities.	0,521		
	I think businesses must support voluntary projects.	0,516		
Societal	I believe that businesses must help to solve social problems.	0,726	11,057	0,792
	I believe that businesses play a role in our society that goes beyond the mere generation of profits.	0,618		
	I prefer to buy products from businesses which care about their operations impact on communities they involved.	0,609		
	I think businesses must assist private and public educational institutes.	0,596		
	Would you buy the product made with CSR, even if it were more expensive?	0,495		
		Kaiser Meyer Olkin Measure of Sampling Adequacy.		0,917
		Bartlett Test of Sphericity	Chi Square	4127,028
		df		300
		Sig.		0

5.2.2. Factor Analyses of Consumer Purchase Decision

Factor analysis applied to the dimensions of consumer purchase decision. Based on literature, first of all Bartlett's test of sphericity and KMO tests are conducted to the questions that represent dimensions of consumer purchase decision (Table 12).

Table 12: KMO and Bartlett's Test for Consumer Purchase Decision

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,912
Bartlett's Test of Sphericity	Approx. Chi-Square	2620,523
	df	45
	Sig.	,000

Regarding the Table 12 KMO test result is 0,912 which is higher than 0,50 and the Bartlett's test result is 0,000 (p value is represented as Sig. at the table) which is less than 0,05. As a result, factor analysis is appropriate to perform.

Factor analysis was repeated three times. Again, factor loadings less than 0,50 were removed from the analysis. In addition, questions that represent a factor alone and have similar factor loading are removed from the analysis. Consequently, one factor group with eight items was acquired. Subsequently, reliability test is performed to the relevant factor group and Cronbach's alpha is measured 0,918 ($\alpha > 0,70$) which means that factors are reliable. The factor group is called "Customer Loyalty" (Table 13).

Table 13: Factor Groups of Consumer Purchase Decision

Factor Group	Question	Factor Loading	Variance Explained (%)	Reliability
Customer Loyalty	I recommend this brand those who ask my advice	0,868	64,400	0,918
	I say positive things about this brand to other persons.	0,861		
	I would like to buy more products from this brand.	0,847		
	I would like to buy these products from this brand more often.	0,860		
	I am satisfied with my decision to buy this brand/company.	0,826		
	I think this company has the best offers in the present.	0,773		
	I feel that I can trust this company completely.	0,745		
	I believe that this company will not try to cheat me.	0,603		
		Kaiser Meyer Olkin Measure of Sampling Adequacy.		0,883
		Bartlett Test of Sphericity	Chi Square	1924,432
		df		28
		Sig.		,000

5.2.3. Factor Analyses of Social Media Usage

The last factor analysis applied to the dimensions of social media usage. Bartlett's test of sphericity and KMO tests are conducted to the questions that represent dimensions of social media usage in order to decide whether factor analysis can be applied or not (Table 14).

Table 14: KMO and Bartlett's Test for Social Media Usage

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,880
Bartlett's Test of Sphericity	Chi-Square	2304,474
	df	105
	Sig.	,000

Regarding the Table 14 KMO test result is 0,880 which is higher than 0,50 and the Bartlett's test result is 0,000 (p value is represented as Sig. at the table) which is less than 0,05. As a result, factor analysis is appropriate to perform. Factor analysis is applied to the dimensions of social media usage two times. Again, factor loadings less than 0,50 were removed from the analysis. In addition, questions that represent a factor alone and have similar factor loading are removed from the analysis. Consequently, there are three factor groups with twelve items. After the factor analysis, reliability test is performed. Cronbach's Alpha value for all the factor groups are greater than 0,70 so the factors are reliable. The factor groups are: Word-of-mouth (WOM) communication, virality and interactive communication (Table 15).

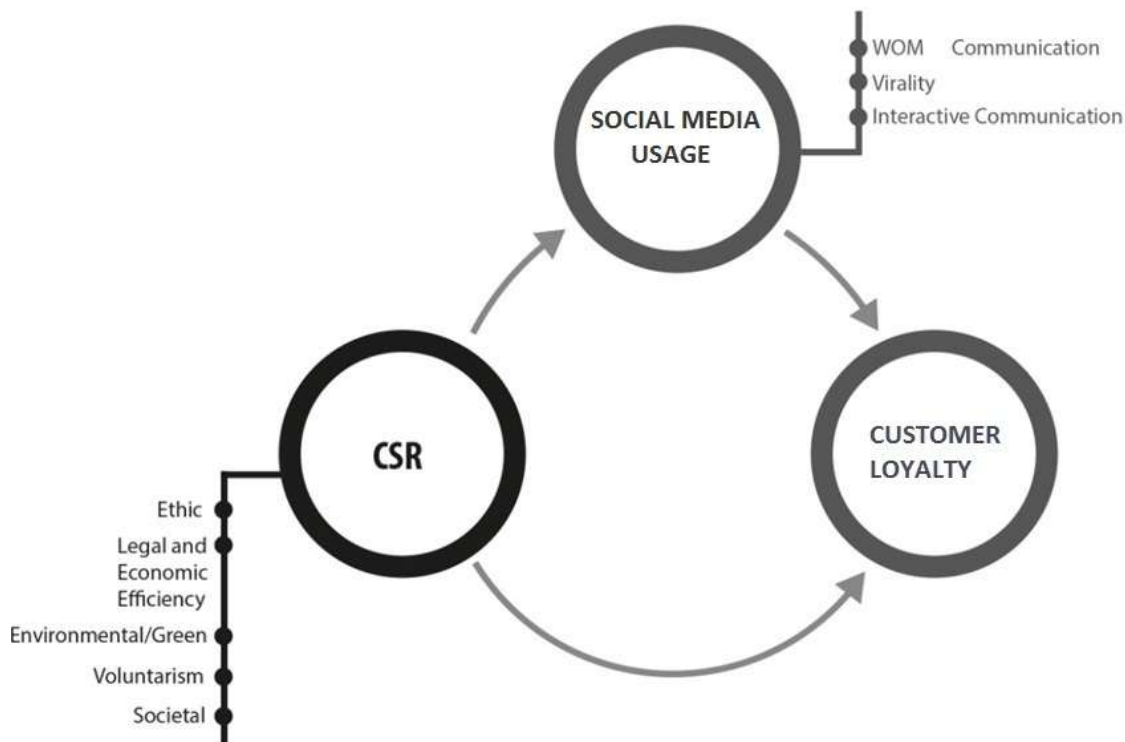
Table 15: Factor Groups of Social Media Usage

Factor Group	Questions	Factor Loading	Variance Explained (%)	Reliability
WOM Communication	I recommend the brand to my friends through my personal social media account.	0,829	25,082	0,844
	I share my negative views about the brand through blogs, complaint forums.	0,634		
	I share my experiences with the brand through my personal social media account.	0,864		
	I write down my complaints about the brand on the "comments and complaints" sections of the brand's website.	0,581		
	I share my positive views about the brand via my social media account such as Facebook, Twitter.	0,709		
Virality	I prefer brands that I have an easy access to their social media pages.	0,748	22,723	0,829
	The website was very slow in responding to my requests.	0,751		
	Brands can spread the message rapidly to large amounts of audiences via social media.	0,745		
	Brands can reach large amounts of audiences in a short time via social media.	0,697		
Interactive Communication	The website gives visitors the opportunity to talk back.	0,834	20,367	0,834
	The website is effective in gathering visitors' feedback.	0,812		
	This website facilitates two-way communication between the visitors and the site.	0,738		

Kaiser Meyer Olkin Measure of Sampling Adequacy.	0,871
Bartlett Test of Sphericity Chi Square	1928,678
df	66
Sig.	,000

After the factor analysis the dimensions of CSR are gathered under five factor groups –Ethic, legal and economic efficiency, environmental/green, voluntarism, societal- and the factors of consumer purchase decision are gathered under one factor group: Customer Loyalty. Social media marketing characteristics are gathered under three factors: WOM communication, virality and interactive communication. So, the new model of this study is developed according to the results of factor analysis (Figure 2). Also, relevant hypotheses are developed according to new framework.

Figure 2: Conceptual Framework after Factor Analysis



Source: Developed by the Author, 2015

H₁: CSR has an effect on customer loyalty

H₂: Ethic factor of CSR has effect on customer loyalty.

H₃: Legal and economic efficiency factor of CSR has effect on customer loyalty.

H₄: Environmental/green factor of CSR has effect on customer loyalty.

H₅: Voluntarism factor of CSR has effect on customer loyalty.

H₆: Societal factor of CSR has effect on customer loyalty.

H₇: WOM communication factor of social media usage has effect on customer loyalty.

H₈: Viral factor of social media usage has effect on customer loyalty.

H₉: Interactive communication factor of social media usage has effect on customer loyalty.

H₁₀: Ethic factor of CSR has effect on WOM communication factor of social media usage.

H₁₁: Legal and economic efficiency factor of CSR has effect on WOM communication factor of social media usage.

H₁₂: Environmental/green factor of CSR has effect on WOM communication factor of social media usage.

H₁₃: Voluntarism factor of CSR has effect on WOM communication factor of social media usage.

H₁₄: Societal factor of CSR has effect on WOM communication factor of social media usage.

H₁₅: Ethic factor of CSR has effect on virality factor of social media usage.

H₁₆: Legal and economic efficiency factor of CSR has effect on virality factor of social media usage.

H₁₇: Environmental/green factor of CSR has effect on virality factor of social media usage.

H₁₈: Voluntarism factor of CSR has effect on virality factor of social media usage.

H₁₉: Societal factor of CSR has effect on virality factor of social media usage.

H₂₀: Ethic factor of CSR has effect on interactive communication factor of social media usage.

H₂₁: Legal and economic efficiency factor of CSR has effect on interactive communication factor of social media usage.

H₂₂: Environmental/green factor of CSR has effect on interactive communication factor of social media usage.

H₂₃: Voluntarism factor of CSR has effect on interactive communication factor of social media usage.

H₂₄: Societal factor of CSR has effect on interactive communication factor of social media usage.

H₂₅: Social media usage has moderating effect on relationship between CSR and customer loyalty.

H₂₆: There is a significant difference between different educational groups in terms of ethic factor of CSR.

H₂₇: There is a significant difference between different educational groups in terms of legal and economic efficiency factor of CSR.

H₂₈: There is a significant difference between different educational groups in terms of environmental/green factor of CSR.

H₂₉: There is a significant difference between different educational groups in terms of voluntarism factor of CSR.

H₃₀: There is a significant difference between different educational groups in terms of societal factor of CSR.

H₃₁: There is a significant difference between different occupational groups in terms of ethic factor of CSR.

H₃₂: There is a significant difference between different occupational groups in terms of legal and economic efficiency factor of CSR.

H₃₃: There is a significant difference between different occupational groups in terms of environmental/green factor of CSR.

H₃₄: There is a significant difference between different occupational groups in terms of voluntarism factor of CSR.

H₃₅: There is a significant difference between different occupational groups in terms of societal factor of CSR.

H₃₆: There is a significant difference between different income groups in terms of ethic factor of CSR.

H₃₇: There is a significant difference between different income groups in terms of legal and economic efficiency factor of CSR.

H₃₈: There is a significant difference between different income groups in terms of environmental/green factor of CSR.

H₃₉: There is a significant difference between different income groups in terms of voluntarism factor of CSR.

H₄₀: There is a significant difference between different income groups in terms of societal factor of CSR.

H₄₁: There is a significant difference between different educational groups in terms of WOM communication of social media usage.

H₄₂: There is a significant difference between different educational groups in terms of virality of social media usage.

H₄₃: There is a significant difference between different educational groups in terms of interactive communication of social media usage.

H₄₄: There is a significant difference between different occupational groups in terms of WOM communication of social media usage.

H₄₅: There is a significant difference between different occupational groups in terms of virality of social media usage.

H₄₆: There is a significant difference between different occupational groups in terms of interactive communication of social media usage.

H₄₇: There is a significant difference between different income groups in terms of WOM communication of social media usage.

H₄₈: There is a significant difference between different income groups in terms of virality of social media usage.

H₄₉: There is a significant difference between different income groups in terms of interactive communication of social media usage.

5.3. Multiple Linear Regression Analysis

Multiple linear regression analysis is implied in order to analyze the relationship between dependent variables and independent variables of this study. For this purpose hypotheses H₁-H₂₄ were tested by the multiple linear regression analysis.

5.3.1. Linear Multiple Regression Tests CSR and Customer Loyalty

Multiple linear regression analysis was implied between the CSR factors and customer loyalty in order to determine whether independent variables - Ethic, legal and economic efficiency, environmental/green, voluntarism, societal- explain the dependent variable –customer loyalty-. In other words H₁₋₆ was tested through analysis. Multiple regression analysis was conducted by SPSS 17.0 to the model in Figure 2. The results are depicted at Table 16.

Table 16: Regression Analysis Results for CSR Factors and Customer Loyalty

Dependent Variable: Customer Loyalty			
Independent Variables:	Beta	t	p
Ethic	,047	,681	,497
Legal and Economic Efficiency	,175	2,667	,008
Environmental/Green	,076	1,117	,265
Voluntariness	,113	1,539	,125
Societal	,178	2,504	,013

Regarding the results of multiple linear regression analysis, it is obvious that legal and economic efficiency, and societal are the most influential factor in explaining customer loyalty. Among those two variables societal factor is the most descriptive one $\beta=0,178$. After societal factor, the legal and economic efficiency factor is the most descriptive one $\beta=0,175$. The other factors ethic, environmental / green and voluntariness are not significant to describe the customer loyalty. According to literature p must be less than 0,05 in order to decide independent variables explain dependent variables (Durmuş et al., 2013).

$$Y=0,970+0,175 X \text{ Legal and Economic Efficiency} +0,178 X \text{ Societal}$$

Regression results are significant when the results of regression assumptions analysis shows that there are no multiple correlation between the variables and there are no co-variance problem among the variables (Durmus et al., 2013). The correlation between variables shouldn't be greater than 0,70 and variance inflation factor (VIF) is not greater than 10. Condition Index shouldn't be greater than 30 (Durmuş et al., 2013). Based on literature, the correlation between variables is less than 0,70, VIF is less than 10 and condition index is less than 30. As a consequence, it is significant to explain the customer loyalty through legal and economic efficiency, and societal factors. In order to determine how much independent variable explain the dependent variable correlation analysis must be implied. The output demonstrates R^2 which is the square of correlation coefficient. R^2 provides researchers to determine whether the independent variable explains the dependent variable through the percent value (Durmuş et al., 2013). Table

17 shows the results of correlation analysis. According to Table 17 independent variables explains dependent variables 22,1% which means there is a low-medium correlation among variables.

Table 17: Correlation analysis between CSR factors and customer loyalty

Model	R	R Square	Adjusted R Square
1	,470 ^a	,221	,209

5.3.2. Linear Multiple Regression Test Social Media Usage and Customer Loyalty

Linear multiple regression analysis is implied in order to test the Hypotheses H₇– H₉ Social media usage and customer loyalty are involved multiple regression analysis. The factors that are involved to the multiple regression analysis are presented by a model.

Multiple linear regression analysis is also implied to social media usage factors and customer loyalty. The independent variables are factors of social media usage- WOM communication, virality and interactive communication- and the dependent variable is customer loyalty (Table 18).

Table 18: Multiple Linear Regression Analysis Results for Social Media Usage Factors and Customer Loyalty

Dependent Variable: Customer Loyalty			
Independent Variables:	Beta	t	p
WOM Communication	,169	2,852	,005
Virality	,212	3,181	,002
Interactive Communication	,116	1,774	,077

Regarding the results of multiple linear regression analysis, it is obvious that WOM communication, virality are the influential factors in explaining customer loyalty.

Among those variables virality factor is the most descriptive one $\beta=0,212$. WOM communication factor follows virality $\beta=0,169$. Since interactive communication factor has greater value than 0,05, it is not taken into account to explain the customer loyalty. The mathematical equation for the relationship between social media usage factors and customer loyalty can be demonstrated:

$$Y=1,805+0,169 \text{ X WOM Communication} + 0,212 \text{ X Virality}$$

The correlation between variables is less than 0,70, VIF is less than 10 and condition index is less than 30. So, it is significant to explain the customer loyalty through WOM communication and virality factors. In order to determine how much independent variable explain the dependent variable correlation analysis was also conducted. The R^2 is 0,236, that means the variables explain each other 23,6% which means there is a low- medium correlation between social media usage factors and customer loyalty (Table 19).

Table 19: Correlation Analysis between Social Media Usage Factors and Customer Loyalty

Model	R	R Square	Adjusted R Square
1	,486 ^a	,236	,216

5.3.3. Linear Multiple Regression Analyses CSR and Social Media Usage

Finally, multiple linear regression analysis is applied to test the hypotheses H_{10} - H_{24} which means that CSR factors and social media usage factors are also involved in multiple linear regression analysis.

First, the factors of CSR variables are selected as independent variables and WOM communication is selected as dependent variable and hypotheses H_{10} - H_{14} are tested. Second, virality is selected as a dependent variable and hypotheses H_{15} - H_{19} . Lastly interactive communication is selected as a dependent variable and hypotheses H_{20} - H_{24} . The results are depicted at Table 20a, Table 20b and Table 20c.

Table 20a: Multiple Linear Regression Analysis Results for CSR and WOM Communication

Dependent Variable: WOM Communication			
Independent Variables:	Beta	t	p
Ethic	,129	1,839	,067
Legal and Economic Efficiency	,113	1,694	,091
Environmental/Green	-,105	-1,502	,134
Voluntariness	,068	,911	,363
Societal	,305	4,212	,000

Table 20b: Multiple Linear Regression Analysis Results for CSR and Virality

Dependent Variable: Virality			
Independent Variables:	Beta	t	p
Ethic	,283	4,990	,000
Legal and Economic Efficiency	,276	5,102	,000
Environmental/Green	,024	,431	,667
Voluntariness	,083	1,383	,168
Societal	,182	3,109	,002

Table 20c: Multiple Linear Regression Analysis Results for CSR and Interactive Communication

Dependent Variable: Interactive Communication			
Independent Variables:	Beta	t	p
Ethic	,119	1,742	,082
Legal and Economic Efficiency	,059	,906	,365
Environmental/Green	,005	,072	,943
Voluntariness	,090	1,233	,218
Societal	,302	4,261	,000

Regarding the results of multiple linear regression analysis, it is obvious that societal factor is the influential factor in explaining WOM communication ($\beta=0,305$). Table 20b demonstrates that ethic, legal and economic efficiency, and societal factors are influential factors in explaining virality ($\beta=0,283$, $\beta=0,276$, $\beta=0,182$). Table 20c demonstrates that societal factor is influential factor in explaining interactive

communication ($\beta=0,302$). The mathematical equation for the relationship between social media usage factors and CSR can be demonstrated:

$$Y_{\text{WOM}} = 0,641 + 0,305 \times \text{Societal}$$

$$Y_{\text{Virality}} = -0,10 + 0,283 \times \text{Ethic} + 0,276 \times \text{Legal and Economic Efficiency} + 0,182 \times \text{Societal}$$

$$Y_{\text{Interactive Communication}} = 0,928 + 0,302 \times \text{Societal}$$

The correlation between variables is less than 0,70, VIF is less than 10 and condition index is less than 30. So the results are significant. Based on correlation results CSR factors can explain WOM communication 19,3% which means low correlation, virality 47,2% which means medium correlation, and interactive communication 22,9% which means low-medium correlation.

Table 21a: Correlation Analysis between CSR factors and WOM Communication

Model	R	R Square	Adjusted R Square
1	,440 ^a	,193	,181

Table 21b: Correlation Analysis between CSR factors and Virality

Model	R	R Square	Adjusted R Square
1	,687 ^a	,472	,463

Table 21c: Correlation Analysis between CSR factors and Interactive Communication

Model	R	R Square	Adjusted R Square
1	,479 ^a	,229	,217

5.3.4. Multiple Linear Regression Analysis to the Moderating Effect of Social Media Usage

After the multiple linear regression analyses is implied to test H_{25} in order to test the moderating effect of social media usage on CSR and customer loyalty

relationship. According to the results of multiple linear regression analysis social media usage doesn't affect the relationship between CSR and customer loyalty (Table 22).

Table 22: Moderating Effect of Social Media Usage on CSR and Customer Loyalty Relationship

Dependent Variable: Customer Loyalty			
Independent Variables:	Beta	t	p
CSR	,341	5,055	,000
Social Media Usage	,201	3,283	,001
CSR * Social Media Usage	-,003	-,046	,963

5.4. Analyzing the Differences between Consumer Groups towards the CSR Perception

The main objective of this research is to examine the effects of CSR on consumer purchase decision with the moderating effect of social media usage. Relevant data is gathered from various consumer groups which have different demographics from each other. At this section, it is examined whether there is a significant difference between consumer groups or not. There are two different statistical methods in order to analyze whether a significant variable differs among different consumer groups: t-test and one-way analysis of variance (ANOVA). T-Test is a statistical test which generates a significant mean difference in a variable among two groups (Sekaran, 2003). One way analysis of variance (ANOVA) is a statistical method that forms a significant mean difference in a variable between more than two groups (Durmus, et al., 2013).

At this study, there are various consumer groups based on their ages, education level, occupation and income. Since the study aims to analyze effects of CSR on consumer purchase decision among Y-generation with a holistic approach, the difference tests wasn't conducted to the age groups. So, the ANOVA tests are practiced in order to test hypotheses between H_{26} - H_{49} .

5.4.1. One-Way Analysis of Variance (ANOVA) on CSR Factors and Education Level

The differences in CSR perception would be examined among different education groups: Undergraduates and lower degrees (such as high school graduates); graduate students and finally postgraduate students, postgraduates and higher degrees. For this purpose, five CSR factors are examined: Ethic, legal and economic efficiency, environmental/green, voluntarism and societal. In other words the hypotheses between H_{26} - H_{30} were tested. Different education groups are compared with each other by LSD, Bonferroni and Tukey tests which are Post Hoc Tests. Bonferroni test is one of the most common in use and sample size can differ (Kayri, 2009). So, the results are considered regarding the Bonferroni test.

According to the one way ANOVA test results, there are only significant difference between ethic ($F= 3,904$; $p=0,021$); and legal and economic efficiency ($F=7,380$; $p=0,001$) with the 95% confidence interval (Table 21). In order to understand which education levels differ from each other, Bonferroni test results are checked. There are no significance differences among the environmental/green, voluntarism and societal factors of CSR (Table 23).

Table 23: ANOVA Results for CSR Perception Regarding the Education Level

Factor	Education Level	N	Mean	F	p
Ethics	Undergraduates and lower degrees	192	3,9852	3,904	,021
	Graduate Students	50	4,1133		
	Postgraduate Students and Higher Degrees	87	4,2337		
Legal and Economic Efficiency	Undergraduates and lower degrees	192	4,0095	7,380	,001
	Graduate Students	50	4,2133		
	Postgraduate Students and Higher Degrees	87	4,3257		
Environmental / Green	Undergraduates and lower degrees	192	4,0174	1,494	,226
	Graduate Students	50	4,1133		
	Postgraduate Students and Higher Degrees	87	4,2031		
Voluntarism	Undergraduates and lower degrees	192	3,8437	1,439	,239
	Graduate Students	50	3,9880		
	Postgraduate Students and Higher Degrees	87	4,0000		
Societal	Undergraduates and lower degrees	192	3,7333	1,561	,211
	Graduate Students	50	3,5240		
	Postgraduate Students and Higher Degrees	87	3,6345		

Regarding the Bonferroni test results there is a significant difference between undergraduates and lower degrees ($\mu=3,98$), and postgraduate students and higher degrees ($\mu=4,23$) in ethics. In terms of legal and economic efficiency it is founded that there is a significant difference between undergraduates and lower degrees ($\mu= 4,00$), and postgraduate students and higher degrees ($\mu=4,32$) (Table 24).

Table 24: Bonferroni (Post Hoc) Test Results for Ethics, Legal and Economic Efficiency and Education Level

Bonferroni Results			Mean Dfr.	St. Er.	Sig.
Ethics	Undergraduates and lower	Graduate Students	-,12809	,11084	,746
		Postgraduate Students and Higher	-,24847*	,09022	,019
	Graduate Students	Undergraduates and lower	,12809	,11084	,746
		Postgraduate Students and Higher	-,12038	,12389	,996
	Postgraduate Students and Higher	Undergraduates and lower	-,24847*	,09022	,006
		Graduate Students	,12038	,12389	,332
Legal and Economic Efficiency	Undergraduates and lower	Graduate Students	-,20378	,10497	,159
		Postgraduate Students and Higher	-,31612*	,08545	,001
	Graduate Students	Undergraduates and lower	, 20378	,10497	,159
		Postgraduate Students and Higher	-,11234	,11733	1,000
	Postgraduate Students and Higher	Undergraduates and lower	,31612*	,08545	,001
		Graduate Students	,11234	,11733	1,000

5.4.2. One-Way Analysis of Variance (ANOVA) on CSR Factors and Occupation

The differences in CSR perception would be examined regarding different occupational groups. The occupational group divided into three groups: Student, both as students and as employees, and employees. Since there are three independent groups, it is appropriate to conduct ANOVA test. In other words the hypotheses between H_{31} - H_{35} were tested. In order compare those groups Post Hoc –LSD, Bonferroni and Tukey- test are also conducted; however for the purpose of this study Bonferroni test was taken into account.

According to the one way ANOVA test results, there is a significant difference among occupational groups in following CSR factors with the 95% confidence interval: ethic ($F=5,993$; $p=0,003$), legal and economic efficiency ($F=4,901$; $p=0,008$), environmental / green ($F=3,836$; $p=0,023$), and societal ($F=3,103$; $p=0,046$). However, in voluntarism factor of CSR the results are not significant ($F=1,827$; $p=0,163$). The results of ANOVA can be observed in Table 25.

Table 25: ANOVA Results for CSR Perception and Occupation

Factor	Occupation	N	Mean	F	p
Ethics	Students	183	3,9800	5,993	0,003
	Both students and employees	73	4,3105		
	Employees	67	4,0846		
Legal and Economic Efficiency	Students	183	4,0310	4,901	0,008
	Both students and employees	73	4,3037		
	Employees	67	4,2065		
Environmental / Green	Students	183	4,0055	3,836	0,023
	Both students and employees	73	4,3105		
	Employees	67	3,9900		

Table 25: ANOVA Results for CSR Perception and Occupation

Factor	Occupation	N	Mean	F	p
Voluntarism	Students	183	3,8372	1,827	0,163
	Both students and employees	73	4,0411		
	Employees	67	3,9522		
Societal	Students	183	3,7060	3,103	0,046
	Both students and employees	73	3,7863		
	Employees	67	3,4716		

According to the Bonferroni test results there is a significant difference between only students ($\mu=3,98$), and both students and employees ($\mu=4,31$) in ethics. In terms of legal and economic efficiency it is founded that there is a significant difference between only students ($\mu=4,03$), and both students and employees ($\mu=4,30$). In case of Environmental factor of CSR it is obvious that there is a significant difference between only students ($\mu=4,00$), and both students and employees ($\mu=4,31$). According to Bonferroni test in societal factor of CSR there is not that significant difference among occupational groups (Table 26).

Table 26: Bonferroni (Post Hoc) Test Results Ethics, Legal and Economic Efficiency, Environmental / Green and Occupation

Bonferroni Results			Mean Dfr.	St. Er.	Sig.
Ethics	Students	Both students and employees	-,33054*	,09552	,002
		Employees	-,10461	,09853	,867
	Both students and employees	Students	,33054*	,09552	,002
		Employees	,22593	,11674	,162
	Employees	Students	,10461	,09853	,867
		Both students and employees	-,22593	,11674	,162
Legal and Economic Efficiency	Students	Both students and employees	-,27269*	,09262	,010
		Employees	-,17550	,09553	,201
	Both students and employees	Students	,27269*	,09262	,010
		Employees	,09719	,11319	1,000
	Employees	Students	,17550	,09553	,201
		Both students and employees	-,09719	,11319	1,000
Environmental / Green	Students	Both students and employees	-,30504*	,11627	,027
		Employees	,01541	,11993	1,000
	Both students and employees	Students	,30504*	,11627	,027
		Employees	,32045	,14210	,074
	Employees	Students	-,20394	,11993	1,000
		Both students and employees	-,11508	,14210	,074

5.4.3. One-Way Analysis of Variance (ANOVA) on CSR Factors and Income Level

The differences in CSR perception would be examined regarding different income groups. Income groups were divided into five groups: less than 500, 501-1000, 1001-2000, 2001-3000, more than 3001. Since there are five independent groups, it is appropriate to conduct ANOVA test. In other words the hypotheses between H_{36} - H_{40} were tested. According to the one way ANOVA test results, unfortunately there is not a significant difference among various income levels in following CSR factors with the 95% confidence interval: ethic ($F=1,389$; $p=0,238$), legal and economic efficiency ($F=1,845$; $p=0,121$), environmental / green ($F=0,760$; $p=0,552$), voluntarism ($F=0,663$; $p=0,618$), and societal ($F=0,901$; $p=0,464$).

5.4.4. One-Way Analysis of Variance (ANOVA) on Social Media Usage Factors and Education Level

Social media usage factors - WOM communication, virality and interactive communication- are tested with ANOVA among different education levels with 95% confidential interval. In other words the hypotheses between H_{41} - H_{43} were tested. According to one way ANOVA test results, there is only significant difference in interactive communication factor among different education levels ($F=7,281$; $p=0,001$). There are not any significance difference in WOM communication ($F=0,465$; $p=0,629$) and virality ($F= 0,799$; $p=0,451$) among different education levels (Table 27).

Table 27: ANOVA Results for Social Media Usage for Education Level

Factor	Education Level	N	Mean	F	p
WOM Communication	Undergraduates and lower degrees	191	3,3372	,465	,629
	Graduate Students	50	3,2000		
	Postgraduate Students and Higher Degrees	86	3,3628		
Virality	Undergraduates and lower degrees	191	3,9058	,799	,451
	Graduates	50	3,9650		
	Postgraduate Students and Higher Degrees	86	4,0436		
Interactive Communication	Undergraduates and lower degrees	191	3,5445	7,281	,001
	Graduates	50	3,0333		
	Postgraduate Students and Higher Degrees	86	3,4457		

Regarding the results at Bonferroni test, what social media usage evokes in the minds of consumers has a significant difference between undergraduates and lower degrees, and graduates in terms of interactive communication factor of social media usage. Also there is a significant difference between graduates, and postgraduate students and higher degrees in terms of interactive communication (Table 28).

Table 28: Bonferroni (Post Hoc) Test Results Interactive Communication and Education Level

Bonferroni Results			Mean Dfr.	St. Er.	Sig.
Interactive Communication	Undergraduates and lower	Graduate Students	,51117*	,13398	,000
		Postgraduate Students and Higher	,09877	,10952	1,000
	Graduate Students	Undergraduates and lower	-,51117*	,13398	,000
		Postgraduate Students and Higher	-,41240*	,14999	,019
	Postgraduate Students and Higher	Undergraduates and lower	-,09877	,10952	1,000
		Graduate Students	,41240*	,14999	,019

5.4.5. One-Way Analysis of Variance (ANOVA) on Social Media Usage Factors and Occupation

The factors that social media usage evokes in the minds of consumers are also tested in order to understand whether there is significant difference among different occupational groups. Since there are three independent occupational groups ANOVA was implied to the factors. In other words the hypotheses between H_{44} - H_{46} were tested. According to one way ANOVA test results, there is only significant difference in interactive communication factor between different occupational groups ($F=7,720$; $p=0,001$). However, it is observed that there are not any significance difference in WOM communication ($F=0,769$; $p=0,464$) and virality ($F=1,821$; $p=0,164$) among different education levels (Table 25). In order to understand which occupational group differs from each other Bonferroni test is implied. Regarding the results there is a significant difference between employees ($\mu=3,08$) and students ($\mu= 3,53$). Also there is a significant difference between employees, and both students and employees ($\mu=3,56$) (Table 29).

**Table 29: ANOVA Results for Social Media Usage and Occupation /
Bonferroni (Post Hoc) Test Results for Interactive Communication and
Occupation**

Factor	Occupation	N	Mean	F	p
WOM Communication	Students	182	3,3000	,769	,464
	Both students and employees	73	3,4521		
	Employees	66	3,2636		
Virality	Students	182	3,8901	1,821	,164
	Both students and employees	73	4,1096		
	Employees	66	3,9548		
Interactive Communication	Students	182	3,5311	7,720	,001
	Both students and employees	73	3,5616		
	Employees	66	3,0859		
Bonferroni Result			Mean Dfr.	St. Er.	Sig.
Interactive Communication	Students	Both students and employees	-,03051	,11617	1,000
		Employees	,44528*	,12048	,001
	Both students and employees	Students	,03051	,11617	1,000
		Employees	,47579*	,14242	,003
	Employees	Students	-,44528*	,12048	,001
		Both students and employees	-,47579*	,14242	,003

5.4.6. One-Way Analysis of Variance (ANOVA) on Social Media Usage Factors and Income

Social media usage perceptions of different income groups are also examined. Since there are five different income groups one-way ANOVA was implied. In other words the hypotheses between H_{47} - H_{49} were tested. Regarding the results of one-way ANOVA, the social media usage perception of different income groups is similar with each other: WOM communication ($F= 0,254$; $p=0,907$); virality ($F=1,331$; $p=0,259$) and interactive communication ($F=0,787$; $p=0,535$) (Table 30).

Table 30: ANOVA Results for Social Media Usage and Income

Factor	Education Level	N	Mean	F	p
WOM Communication	<500	65	3,2462	,254	,907
	500-1000	79	3,2354		
	1001-2000	38	3,3579		
	2001-3000	50	3,3520		
	3000<	42	3,3810		
Virality	<500	65	3,8269	1,331	,259
	500-1000	79	3,9715		
	1001-2000	38	3,8092		
	2001-3000	50	4,0850		
	3000<	42	4,1190		
Interactive Communication	<500	65	3,4769	,787	,535
	500-1000	79	3,4979		
	1001-2000	38	3,3246		
	2001-3000	50	3,3933		
	3000<	42	3,2381		

6. DISCUSSION

This study aims to examine whether CSR practices affect consumer purchase decision or not. According to multiple linear regression analysis results, customer loyalty is affected by CSR practices of the corporations. Y-generation consumers in Turkey rank two factors of CSR named as “legal and economic efficiency” and “societal” have an impact on customer loyalty. The results are consistent with the Ramasamy and Yeung (2009) study which specifies that among Carroll’s (1991) four responsibilities -economic, legal, ethic and philanthropic- of CSR, Chinese consumers perceive economic and philanthropic responsibilities as CSR responsibilities of businesses and support those two responsibilities. Since China has turned into a market economy from a communist regime there are income inequalities among society. Economic responsibilities of CSR are more than maximization of profits. Corporations provide employment, food, and sometimes shelter to their employees so consumers perceive economic responsibilities are the most important responsibilities of CSR (Ramasamy, Yeung, 2009).

However, the results of this study differs another research which is conducted among French, German and U.S. consumers (Maignan, 2001). The research indicates that economic responsibilities are the least important responsibilities among other CSR responsibilities based on Carroll’s (1991) four-part pyramid. However, U.S. consumers rated economic and legal responsibilities as leading responsibilities of CSR. French consumers rated legal responsibilities as the leading responsibilities followed by ethical responsibilities of CSR. German consumers rated both legal and ethical results as leading responsibilities of CSR. For German and French consumers it is more important to follow laws, regulations and norms, ethical standards than economic achievements. U.S. consumers stated ethical responsibilities are the second and philanthropic responsibilities are third important one (Maignan, 2001).

The results at this study indicates that legal and economical – at this study legal and economic efficiency- responsibilities are the prominent factors of CSR for Y-generation consumers which is similar with their U.S. counterparts. Also, at this study it is indicated that societal dimension which means that corporations care about the

impacts of their operations within the society they operate. Besides, consumers support the idea that businesses must assist the private and public educational institutes. Lastly, consumers prefer to pay more money if the product produced with CSR. This results are consistent with another study which is conducted with Turkish consumers indicates that CSR practices impact consumer purchase behavior. They prefer to buy products or services from companies which perform CSR practices. Regarding the study social and environmental responsibilities of companies affect the consumers buying decision. Especially, environmental dimension effects consumers' purchase behavior. They prefer to buy products or services from companies (Ekmekçi, 2014).

Also another study which is conducted in forest products sector indicates that consumers rank social dimension of CSR as the most important dimension (product safety). Environmental and legal dimensions of CSR are also other dimensions which are expected by consumers from the companies at forest products sector (Gedik, Durusoy, 2012). It is obvious that societal factor of CSR has an important place in Turkish consumers' mind. However, environmental dimension of CSR isn't ranked as an important factor that affects customer loyalty.

As it is mentioned above, consumers' CSR perception and the importance of each CSR factor varies among different cultures. Consumers may rate the importance of those dimensions differently. According to Ararat (2005) CSR is a context dependent concept and it is affected by various criteria such as culture, economy, corruption, transparency, environmental concerns, public governance reform and corporate governance etc (Ararat, 2005). According to Hofstede (1986) national culture has a great affect on individuals' beliefs and attitudes. Also, culture affects individuals' perceptions towards a significant concept. Culture has impact on business management and organizational behavior. In order to run a successful international business, leaders/managers must pay attention on cultural difference (Hofstede, 1986).

Hofstede offered four dimensions of culture: individualism vs. collectivism, large or small power distance, strong and weak uncertainty avoidance; and masculinity and femininity. Hofstede scored countries based on these dimensions and explained the cultural characteristics of each nation (Hofstede, 1986). The scores of Turkey for each

dimension can be stated as following: power distance scores 66; which means power is centralized, hierarchy is prior to the members of this society. Control is expected from upper levels of the hierarchy. Turkey is a collectivist society with 37 score of individualism. For Turkish society “We” is more important than “I”. People belong to groups such as family or organizations. Also, individuals give importance to other individuals’ opinions. In relationships trust is essential. Masculinity scores 45 which means Turkey remains at the feminine side of the scale. Individuals are sensitive to indigents and weak people. Members of Turkish society avoid from the conflicts and they prefer to enjoy in their leisure time with their families and friends. Finally, uncertainty avoidance scores 85 which means society relies on laws and regulations. Individuals of Turkish society stick to rituals and give importance to their traditions (Hofstede).

Since, Turkish society is collectivist and feminine society, Turkish people consider about other individuals at the society, instead of saying “I”, they say “We”. So, it is reasonable that Y- generation consumer’s loyalty is affected by societal factors of CSR. Regarding Maignan (2001) study, since U.S. is an individualistic society, economic responsibilities of CSR are the most important ones. As it is mentioned before, Y generation Turkish consumers also rank economic efficiency as the prominent one, even if Turkish society is a collectivist society. Similarly, in this study it is founded that Y-generation consumers are sensitive to the societal issues; they consider other members of the society. This result is reasonable with Hofstede scorecard- collectivist society and feminine.

Also economic situation has a great effect on CSR. The transition from state control economy to free market economy has lead managers to consider about maximizing and preserving their profits; and protect their competitive position among their rivals at the market. The market development in Turkey accelerated after 1980’s and in 2001 with the IMF support Turkey took serious steps in order to achieve micro economic stability. EU-related reforms in market economy have lead development in Turkish economy and private sector (Ararat, 2008). However, OECD reported that in 2014 the economic growth has lost momentum. Turkey has conferred with current

account deficit, increased volatility in capital flow. Due to the political uncertainties, a sharp deceleration in private consumption and investment is observed. In addition to this, Turkey is one those countries which holds the highest income inequalities among public (OECD, 2011; OECD, 2014). At this context, it is meaningful that legal and economic efficiency become prominent factor among other CSR factors in this study.

Another finding of this study is WOM communication and virality features of social media marketing have an impact on customer loyalty. Unfortunately, interactive communication feature of CSR has nothing to do with customer loyalty. Bobălcă et al. (2013) indicates that individuals recommend the company or brand to others or they say positive things about the brand or company when customer loyalty is developed by individuals. Also Gould (1995) mentioned that customers recommend the brand or product to others when customer loyalty occurs. So, the results of this study are consistent with literature those claims WOM communication and customer loyalty. Based on literature; viral marketing is related with WOM communication through social media tools. The content which is shared by a company spreads like virus through the social media channels. Consumers take active role to share the content. They, actively participate to the advertising activities of the firms or brands they support (Goyette et al., 2010).

Virality is another feature of social media marketing that affects customer loyalty at this study which also matches with the literature. The last feature of social media marketing is interactive communication. According to Eberle et al. (2013), the interactive communication between brand/company and consumer influence individuals' attitudes towards the corporation. Interactive communication builds a bridge between company and its stakeholders which enhances feeling of identification towards the company. Consumers feel connected to the firm which develops loyalty towards the brand/company (Eberle et al., 2013). However, findings of this study show that interactive communication has no effect on customer loyalty which is consistent with another research conducted in Turkey by Dinçer and Dinçer, (2012).

Dinçer and Dinçer (2012) mentions that company managers claim that interactive communication through social media helped to increase customer loyalty

however customers claim that interactive communication through social media do not increase their loyalty towards the company. Even if consumers like to interact with the company/brand, interactive communication on social media doesn't enhance customer loyalty (Dinçer, Dinçer, 2012). Consumers prefer to connect with network of their friends and family (68%) instead of connecting with brands (25%). The reason that consumers don't want to engage with brands or firms is privacy issues and spams. Besides, they need to trust to the company whether they are honest or not before they communicate with the company on social media platforms (Dinçer, Dinçer, 2012). The results showed that two main aspects of social media marketing –WOM communication and virality- influences customer loyalty of Y-generation consumers who utilizes social media often towards the furniture brands/companies. Interactive communication doesn't affect the customer loyalty since consumers do not prefer to engage with brands through social. They wanted to trust with the company before they interact with them. There must a strong fit between the companies' /brands' activities and their association in the minds of consumers which is mentioned by Becker-Olsen et al. (2006).

Correlation analysis between CSR factors and social media marketing factors indicates that factors of CSR explain WOM communication factor 19,3%; virality can be explained 47,2% and finally interactive communication can be explained 22,9%. Based on this results, Y-generation consumers who are sensitive to factors of CSR (ethic, legal and economic efficiency, environmental/green, voluntarism and societal), they are prone to share those factors of CSR through the features of social media marketing (WOM communication, virality and interactive communication). In this case, Y-generation consumers who are sensitive to societal dimension of CSR they are prone to share it through WOM communication aspect of social media marketing. The other result shows that consumers who care about the ethic and societal dimensions of CSR they are prone to make those types of issues go viral. This represents the virality aspect of social media marketing. It is important to highlight that virality aspect of social media marketing holds the highest rate with 47,2% which indicates that there is a reasonable correlation with CSR factors. Lastly, consumers who are sensitive to the societal dimension of CSR, they are prone to share those issues through interactive communication feature of social media marketing.

According to results, societal issues are common for all aspects of social media marketing. In other words, consumers prone to share societal issues through WOM communication, virality and interactive communication aspects of social media marketing. Among those aspects of social media usage virality is the most prominent one with its highest correlation -47,2%. According to Schmeltz (2012), young consumers like to discuss the corporate behavior and CSR with their friends, colleagues and family. This is a good motive for corporations to share to communicate about CSR with consumers. Especially, Y- generation who holds great population for the current and future consumer group actively uses social media (Furrow, 2011). Since, consumers in Turkey highly sensitive to societal issues, they prefer to share CSR activities of companies with the societal dimension focus through WOM communication aspect of social media marketing. So the first result is consistent with literature. Since, WOM communication and viral marketing or virality aspect of CSR strongly related to each other, an ethic, societal or environmental issues can spread rapidly around world and it is hard to control. Nestlé, Kit Kat case is a good example. In 2010, Greenpeace released a Youtube video which is called “Have a Break?”. Nestlé purchases palm oil from suppliers that damages rainforests. The video went viral and 1.5 million people watched it, Nestlé received 200.000 protest e-mails. Company’s Facebook page was full of with negative messages and Nestlé couldn’t stop the video from spreading (Eberle et al., 2013). As it is seen from correlation analysis results and literature show that virality aspect of social media has a great affect in social issues.

Another finding of this study indicates that CSR partially effects on Y generation consumer purchase decision however social media marketing doesn’t have moderating effect on this relationship. Since, multiple regression analysis between CSR and customer loyalty showed that only legal and economic efficiency; and societal factors of CSR are associated with customer loyalty. Based on correlation results CSR factors can explain customer loyalty with 22,1% which means low-medium correlation (Durmuş et al.,2013). So, it can be said that CSR partially influences customer loyalty.

Since Y-generation consumers use social media marketing a lot, and as it is mentioned above consumers who are sensitive to one of those CSR factors share the

information through the social media marketing factors such as WOM communication, virality and interactive communication the moderating effect of social media marketing on this relationship is examined. According to the multiple regression analysis results social media marketing doesn't have moderating effect - $p=0,963$ value is greater than 0,05 which means there is no significant difference with social media marketing- on this relationship (CSR and customer loyalty).

Based on literature, in order to enhance CSR perception, consumer awareness must be increased. An effective communication strategy increases CSR awareness of consumers. With the emergence of new media channels, corporations can develop effective communication strategies for the young consumers (Schmeltz, 2012). However, in Turkey marketing communications and branding is a serious problem in furniture industry. The furniture industry mostly consists of small medium enterprises and they do not employ professional marketers. So, marketing activities are weak and unsystematic. Branding issues also creates serious problems. Companies cannot create successful brand images in the minds of consumers (TOBB, 2013). So, inadequate marketing activities and weak marketing communications can explain why social media marketing aspects have no moderating effect on CSR and customer loyalty relationship.

CSR perception and social media usage aspects differs between certain groups. In contrast to some previous studies, CSR perception differs according to education level, occupational groups. Ethic, legal and economic efficiency dimensions differs among undergraduates or lower degrees and postgraduate student or higher degrees. Also ethic, economic and environmental / green factors of CSR differs among students and both students and employees. However, income doesn't have any role on CSR perception. Among social media marketing factors used by consumers only interactive communication differs among education level and occupational groups. Again income has no effect on it.

7. CONCLUSION

Corporate social responsibility has become a prominent topic in business agenda over the last decades. Majority of the firms has started to engage CSR practices along with their products and services. Consumer expectations have also increased towards responsible businesses. They started to question those companies that provide products or services to the community.

Businesses as economic institutions have to consider about their profitability, costs and also their competitive position among other rivals in the industry they operate. CSR concept doesn't affect economic interest of a firm negatively; contrarily it can create advantages to businesses. Companies can differentiate themselves by implementing CSR strategy and create a competitive advantage against their rivals. However, CSR is a concept that depends on context mostly. There are many factors that affect CSR perception such as culture, political environment, economic conditions, corruption etc. Therefore, CSR in developing countries and CSR in developed economies differ from each other.

The political situation in developed economies is constant, the economic conditions are stable. Ethical and moral norms are one of the most important criteria for them. Contrary to developed economies, emerging markets have political uncertainty and their economy is volatile. They are mostly collectivist society such as China, Brazil, and Turkey. Corruption is also a great issue for developing countries. For example, in China counterfeiting is a big issue. It holds one of the world's largest counterfeit markets. Turkey defined by IMF as a developing economy, the political environment and economy is mostly volatile. The economic instability leads Turkish consumers to consider price or cost of a product /service firstly. Since, Turkey experienced serious economic crises; it is prior to consumers first to consider about economic efficiency.

Due to the high rate of uncertainty avoidance (85%), Turkish consumers need rules and laws for a regular life and follow bunch of rituals. The results of this study also indicate that legal dimension of CSR is prior for Y-generation consumers in Turkey when they purchase furniture products. In this case, it can be recommended that

furniture companies should use certified wood products such as FSC certification - ensures that the wood product procured from sustainable forests- for their furniture products. They should show this certificate on their products' labels. This certificate can proof the product is manufactured according to socially responsible norms. Another result which is consistent with literature is Turkish consumers have sympathy those individuals who are in bad condition. Moreover, tradition is important for Turkish society. Voluntarism or charitable activities have a long history in Turkish culture. The results of this study indicate that societal dimension of CSR affects customer loyalty which is consistent with Turkish culture and traditions. As a result Y-generation Turkish consumers purchase decision is affected by legal and economic efficiency and societal dimension of CSR.

Turkey holds one of the highest young population rates among other European countries. Y-generation consumers constitute large numbers of current and future market place. Y-generation consumers were grown up in a global world. They are well-educated, traveled more countries than their parents; they have a chance to experience international education environment in abroad. However, there is still significant difference between the education level of Y-generation in Turkey and their counterparts from developed economies. So, Y-generation from developed economies such as Germany, Belgium, or Austria is better educated than Y-generation consumers from Turkey.

Y-generation grew up in a technology world. They experienced different types of communication channels such as internet, TV, magazines, cell-phones and finally social media. They also experienced prosperity and welfare however this approaches depends on the context. Another important point differs Y-generation from others is they are socially conscious than previous generations. This study indicates that CSR partially affects Y-generation consumers' purchase decision in Turkey when they purchase wooden furniture. However, only two dimensions- legal and economic efficiency; and societal- affect their purchase decision. Even if furniture industry highly related to nature/environment, the environmental dimension of CSR doesn't affect their purchase decision. The reason behind can be stated as education level.

As it is mentioned above, Y-generation from developed economies are well-educated and they are aware of the importance of environmental issues. In contrary, Y-generation from Turkey is not as much as well-educated like their counterparts from developed countries. So, they are not as much as aware of environmental issues like them. So, the awareness towards environmental issues is low. The importance of education also observed from the results of this study. There is a significant difference between undergraduates or lower degrees and postgraduates or higher degrees in legal and economic efficiency; and societal dimension of CSR. Besides, the cultural characteristics such as collectivist, education level also plays a significant role in consumer awareness. This can be explained by cultural context, or weak CSR communication which increases consumer awareness.

Marketing communications strategy is a tough issue for marketers and companies. It is important to identify the target consumers well. Then, appropriate IMC strategy must be developed and the right communication channel must be selected. Firms targeting Y-generations as their customers, social media marketing can be an effective channel to reach them. Since, Y-generation consumers actively use social media tools in their daily routine. Besides, the results of this study specify that social media usage experience affects customer loyalty.

The WOM communication and virality features of social media affect the customer loyalty but interactive communication do not have any effect on customer loyalty. The reason is Turkish consumers prefer to be interactive with their friends, family or acquaintances. In other words, Turkish consumers want to interact with their own network. They do not want to interact with company because of the privacy issues. Another reason is Turkish Y-generation consumers have interactive communication with firms on social media when there are some product campaigns or rewards offered for competition. It is again related with cost issue. Finally, it is also possible that consumers do not trust to the company and consider that even if they communicate with the company, there would be no feedbacks to them.

The research shows that Y-Generation consumers who are sensitive to CSR issues they prefer to make CSR issue go viral on social media channels. In addition,

they share this issue with their friends, acquaintances, families, etc. through social media channels. However, interactive communication is not so preferred by Y-Generation consumers. Virality is the most important aspect among other aspect of social media usage. Virality is a strong aspect of social media usage if corporations want to spread the word to the large mass. It is possible to take Y-generation consumers' attention to CSR issues or their brands/firms and inform them about CSR practices and issues. Through virality aspect of social media firms/brands or non-governmental/non-profit organizations can create and improve the awareness of Y-generation consumers. This can cause a change in their purchase decision.

Regarding the results, it is important to underline that this study shows that social media marketing do not affect the relationship between CSR and consumer purchase decision relationship. There can be two reasons for this case. First, furniture industry has weak marketing communication and branding issues. In order to attract consumers firms need to create a strong brand image in the minds of consumers and develop effective marketing strategies. Firms in furniture industry need employees who have education and experience with marketing. Second, firms in furniture industry consist of mostly small medium enterprises. However, social media marketing is a great opportunity those small medium enterprises in order to increase consumer awareness. Firms in furniture industry must utilize from social media marketing to reach Y-generation. Firms can share activities related to CSR, products or services through social media channels.

The importance of education in CSR concept mentioned above. When people are informed about the importance of social or environmental issues, their perception towards CSR is changed. Since, the study indicates the legal and economic factors and societal factors of CSR differs among undergraduates or lower degrees and postgraduate or higher degrees, education must be focus among Y-generation CSR perception. Firms in furniture industry can collaborate with universities in order to educate this future generation towards the CSR concept. Employees of the firms can become a volunteer for the education of university students. Besides, they can develop some projects with universities such as sustainable campus or responsible campus and make student behave

in a socially responsible manner. Also, another collaboration can be done with industry and universities in order to inform students about certified wood products such as Forest Stewardship Council (FSC) certificate- an organization that certifies that wood comes from a sustainable forest and environmentally friendly production methods such as ISO 14000 standards. Social media can be used as a communication channel for this project. In order to declare the education on university campus an event can be created or what have been done for the purpose of project. Instructive content can be shared on corporate or universities' pages in order to utilize from the WOM communication and viral activities of social media marketing. Especially, the virality aspect of social media usage can help to reach this instructive content to large numbers of students and young people.

One of the prominent limitations this study is sampling method: convenience sampling and snowball sampling method. In addition, sample is limitation of this study. It is only conducted with Y-generation consumers who live in Istanbul. Due to time and budget constraint, the research wasn't conducted with former generations. Also, individuals from other cities weren't participated to the survey. Besides, sample limitation, there is industry limitation. The study conducted in furniture industry. If the study was conducted in telecommunications industry the results may be different. However, this feature makes this research different from other studies about CSR in literature. Finally, certified wood products aren't integrated to this research which is another limitation.

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APPENDIX-I

QUESTIONNAIRE IN TURKISH

Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, Üretim Yönetimi ve Pazarlama (İngilizce) Yüksek Lisans programı kapsamında, Doç. Dr. Müge Yalçın danışmanlığında hazırlamakta olduğum tezimde kullanılmak üzere yürüttüğüm anket çalışmama katıldığınız için teşekkür ederim. Araştırmanın geçerliliği açısından aşağıdaki soruların tamamını dikkatli bir şekilde okumanızı ve size en yakın olan şıkkı işaretlemenizi rica ederim. Ankete vereceğiniz cevaplar gizli tutulacak ve sadece akademik çalışmam kapsamında kullanılacaktır.

Nadin Özçelik

Yaşınız:					
Mesleğiniz:					
Eğitim seviyeniz:	Lise ☐	Üniversite öğrencisi ☐	Üniversite ☐	Yüksek Lisans öğrencisi ☐	Yüksek Lisans ve üzeri ☐
Aylık geliriniz:					

Bölüm I Lütfen aşağıdaki ifadelere katılım derecenizi satın aldığınız veya gelecekteki beş yıl içerisinde satın almayı planladığınız aħsap mobilyaları göz önünde bulundurarak belirtiniz.	1 Kesinlikle katılmıyorum	2 Katılmıyorum	3 Kararsızım	4 Katılıyorum	5 Kesinlikle katılıyorum
1. Firmaların, ekonomik performanslarını her zaman geliştirmeleri gerektiğini düşünürüm.	☐	☐	☐	☐	☐
2. Ürün satın alırken, ortaklara düşen hisse başına kazanç miktarını maksimize eden firmaları tercih ederim.	☐	☐	☐	☐	☐
3. Firmaların, kârlarını maksimize etmeleri gerektiğini düşünürüm.	☐	☐	☐	☐	☐
4. Firmaların rekabet konumlarını korumaları gerektiğini düşünürüm.	☐	☐	☐	☐	☐
5. Firmaların üretim maliyetlerini sıkı bir şekilde kontrol etmeleri gerektiğini düşünürüm.	☐	☐	☐	☐	☐

	1 Kesinlikle katılmıyorum	2 katılmıyorum	3 Kararsızım	4 katılıyorum	5 Kesinlikle katılıyorum
6. Ürün satın alırken, ekonomik gelişmelere katkı sağlayan firmaları tercih ederim.	☐	☐	☐	☐	☐
7. Ürün satın alırken, amaca yönelik pazarlama faaliyetleri yürüten firmaları tercih ederim.	☐	☐	☐	☐	☐
8. Firmaların, çalışanlarının yasalar tarafından belirlenen standartlara göre davranacağını garanti etmesi gerektiğini düşünürüm.	☐	☐	☐	☐	☐
9. Yasa ve yönetmelikleri takip ettiklerini taahhüt eden firmalardan ürün satın alırım.	☐	☐	☐	☐	☐
10. Firmaların, yasa ve yönetmelikler tarafından belirlenen ilkelere her zaman ibraz etmeleri gerektiğini düşünürüm.	☐	☐	☐	☐	☐
11. Firmaların, performanslarını geliştirmelerine yardımcı olsa bile, kuralları ihmal etmekten kaçınmaları gerektiğini düşünürüm.	☐	☐	☐	☐	☐
12. Firmalar, sözleşmelerde belirtilen yükümlülükleri göz önünde bulundurmaları gerektiğini düşünürüm.	☐	☐	☐	☐	☐
13. Güvenli bir ürün için gereken yasal zorunluluklara uyan firmalardan ürün satın alırım.	☐	☐	☐	☐	☐
14. Satın alacağım ürünü, son derece etik olan bir firmadan satın almak için kilometrelerce uzağa giderim.	☐	☐	☐	☐	☐
15. Ahlaki ve etik tutumlara bağlılık gösteren firmalardan ürün satın alırım.	☐	☐	☐	☐	☐
16. Firmaların, açık bir şekilde ifade edilen etik ilkelere bağlı olması gerektiğini düşünürüm.	☐	☐	☐	☐	☐
17. Firmaların faaliyetleri süresince yeni veya gelişmekte olan etik standartları takip etmeleri gerektiğine inanıyorum.	☐	☐	☐	☐	☐
18. Etkileşim içerisinde olduğum firmaların her zaman etik davranmasını beklerim.	☐	☐	☐	☐	☐
19. Firmalar, etik kaygıların ekonomik performanslarını olumsuz etkilemesini göze almaları gerektiğini düşünürüm.	☐	☐	☐	☐	☐

	1 Kesinlikle katılmıyorum	2 katılmıyorum	3 Kararsızım	4 katılıyorum	5 Kesinlikle katılıyorum
20. Firmaların, kurumsal amaçlarına ulaşmak için etik standartları dikkate almamaları gerektiğini düşünürüm.	☐	☐	☐	☐	☐
21. Ürün satın alırken, sürdürülebilir gelişmeyi destekleyen firmaları tercih ederim.	☐	☐	☐	☐	☐
22. Ürün için ödediğim miktarın bir kısmını hayır kurumuna bağışlayacak olan bir markayı diğerlerine tercih ederim	☐	☐	☐	☐	☐
23. Firmaların, kaynaklarının bir kısmını hayır işlerine ayırmaları gerektiğini düşünüyorum	☐	☐	☐	☐	☐
24. Firmaların güzel sanatları ve sahne sanatlarını desteklemesi gerektiğini düşünürüm.	☐	☐	☐	☐	☐
25. Kendilerini gönüllü ve yardımsever faaliyetlere adanmış firmalardan ürün satın alacağım.	☐	☐	☐	☐	☐
26. Firmaların kamu işleri yönetimine katılması gerektiğini düşünürüm.	☐	☐	☐	☐	☐
27. Firmaların özel ve devlet eğitim kurumlarını desteklemesi gerektiğini düşünürüm.	☐	☐	☐	☐	☐
28. Firmaların gönüllü projeleri desteklemesi gerektiğini düşünüyorum.	☐	☐	☐	☐	☐
29. Firmaların toplumsal problemleri çözmeleri gerektiğini düşünüyorum.	☐	☐	☐	☐	☐
30. Firmaların toplumdaki rollerinin kâr üretmenin ötesinde olduğunu düşünüyorum.	☐	☐	☐	☐	☐
31. Bir ürün satın alırken, fiyatı daha fazla olmasına rağmen kurumsal sosyal sorumluluk kavramı dikkate alınarak üretilmiş ürünü tercih ederim.	☐	☐	☐	☐	☐
32. Ürün satın alırken, içinde bulunduğu toplum üzerine etkisini düşünerek işletme faaliyetlerini yürüten bir firmayı tercih ederim.	☐	☐	☐	☐	☐
33. Ürün satın alırken, daha temiz bir çevre için katkıda bulunan bir firmayı tercih ederim.	☐	☐	☐	☐	☐
34. Ürün satın alırken, çevresel anlamda öncü olan firmayı tercih ederim.	☐	☐	☐	☐	☐
35. Ürün satın alırken, işletme faaliyetlerine çevresel kaygıları entegre eden firmaları tercih ederim.	☐	☐	☐	☐	☐

Bölüm II Lütfen aşağıdaki ifadelere katılım derecenizi son satın aldığınız <u>ahşap mobilya markasını</u> göz önünde bulundurarak belirtiniz.		1 Kesinlikle katılmıyorum	2 katılmıyorum	3 Kararsızım	4 katılıyorum	5 Kesinlikle katılıyorum
36. Bu markanın beni aldatmayı deneyeceğini düşünmüyorum.		☐	☐	☐	☐	☐
37. Bu markaya tamamen güvenebileceğime inanırım.		☐	☐	☐	☐	☐
38. Bu markanın ürünlerini kullanmayı tercih ederim.		☐	☐	☐	☐	☐
39. Bu marka beklentimi karşılamaktadır.		☐	☐	☐	☐	☐
40. Bu markanın şu anda en iyisini sağladığını düşünüyorum.		☐	☐	☐	☐	☐
41. Bu markayı satın almış olmaktan memnunum.		☐	☐	☐	☐	☐
42. Bu markanın ürünlerini daha sık satın almak isterim.		☐	☐	☐	☐	☐
43. Bu markanın ürünlerinden daha fazla satın almak isterim.		☐	☐	☐	☐	☐
44. Bu marka hakkında diğer insanlara olumlu şeyler söylerim.		☐	☐	☐	☐	☐
45. Bu markayla ilgili benden öneri isteyenlere bu markayı tavsiye ederim.		☐	☐	☐	☐	☐

46. Sosyal medya kullanıyor musunuz?

Evet ☐ Hayır ☐

47. Cevabınız evet ise aşağıda belirtilen sosyal medya araçlarından hangilerini kullanıyorsunuz? Ekleme istediklerinizi lütfen “Diğer” seçeneğini işaretleyerek belirtiniz. **Birden fazla seçebilirsiniz.**

Facebook ☐	Myspace ☐
Linkedin ☐	Twitter ☐
Blogger ☐	Wordpress ☐
Flickr ☐	Instagram ☐
Wikipedia ☐	Youtube ☐
Vimeo ☐	Dailymotion ☐
Foursquare ☐	Diğer ☐

48. Sosyal medya hesabınıza erişim için aşağıdaki cihazlardan hangisi ya da hangilerine sahipsiniz? **Birden fazla seçebilirsiniz.**

Smartphone (Akıllı Telefon) ☐ Tablet ☐ Laptop ☐ Desktop ☐

49. Sosyal medya hesaplarınızı hangi sıklıkta kontrol edersiniz?

Her gün ☐
Haftada bir veya daha fazla ☐
Ayda bir veya daha fazla ☐
Üç ayda bir veya daha fazla ☐

Bölüm III Lütfen aşağıdaki ifadelere katılım derecenizi <u>ahşap mobilya</u> <u>alışverişinizde</u> bilgi veya satın alma amaçlı <u>sosyal medya</u> (Facebook, Twitter, Youtube vs.) kullanımınızı düşünerek belirtiniz.	1 Kesinlikle katılmıyorum	2 katılmıyorum	3 Kararsızım	4 katılıyorum	5 Kesinlikle katılıyorum
50. Sosyal medya kanallarında taleplerime hızlı bir şekilde geri dönüş yapan markaları tercih ederim.	☐	☐	☐	☐	☐
51. Sosyal medya üzerinde kolay bir şekilde erişebildiğim markaları tercih ederim.	☐	☐	☐	☐	☐
52. İlgili markanın sosyal medya sayfasında yazdıklarım hızlı bir şekilde işlemde geçirildi.	☐	☐	☐	☐	☐
53. İlgili markanın sosyal medya sayfasında gezinirken, bu sayfada yapabileceklerimin üzerine herhangi bir kontrolüm bulunmamaktadır.	☐	☐	☐	☐	☐
54. İlgili markanın sosyal medya sayfası ziyaretçi ile marka arasında iki yönlü iletişim sağlamaktadır.	☐	☐	☐	☐	☐
55. İlgili markanın sosyal medya sayfasında ziyaretçilerine cevap hakkı tanımaktadır.	☐	☐	☐	☐	☐
56. İlgili markanın sosyal medya sayfası ziyaretçilerin geri bildirimlerini etkili bir şekilde toplamaktadır.	☐	☐	☐	☐	☐
57. Markalar, sosyal medya aracılığı ile vermek istedikleri mesajı hızlı bir şekilde hedef kitlelerine iletebilirler.	☐	☐	☐	☐	☐
58. Markalar, hazırladıkları içerikler ile Youtube, Facebook gibi sosyal medya kanalları aracılığıyla kısa sürede çok fazla kişiye ulaşabilirler.	☐	☐	☐	☐	☐
59. Markalar, paylaştıkları içerik üzerinde kontrollerini yitirebilirler.	☐	☐	☐	☐	☐
60. Marka ile ilgili olumlu görüşlerimi, markanın Facebook, Twitter gibi sosyal medya sayfalarında paylaşıyorum.	☐	☐	☐	☐	☐
61. Marka ile ilgili şikâyetlerimi/olumsuz görüşlerimi konu ile ilgili bloglarda, şikâyet forumlarında paylaşıyorum.	☐	☐	☐	☐	☐
62. Marka ile ilgili şikâyetlerimi, markanın web sayfasındaki şikâyet bölümünde paylaşıyorum.	☐	☐	☐	☐	☐
63. Marka ile ilgili deneyimlerimi kişisel sosyal medya hesabımda paylaşıyorum.	☐	☐	☐	☐	☐
64. Markayı, kişisel sosyal medya hesabımda arkadaşlarıma öneririm.	☐	☐	☐	☐	☐

65. Firmalardan kurumsal sosyal sorumluluk faaliyetlerine ilişkin herhangi bir sosyal medya kanalıyla bildiriler alıyor musunuz?

Evet ☐ Hayır ☐

66. Cevabınız evet ise hangi sosyal medya kanalı aracılığıyla alıyorsunuz? Eklemek istediklerinizi lütfen “Diğer” seçeneğini işaretleyerek belirtiniz. **Birden fazla seçebilirsiniz.**

Facebook ☐	Myspace ☐
Linkedin ☐	Twitter ☐
Blogger ☐	Wordpress ☐
Flickr ☐	Instagram ☐
Wikipedia ☐	Youtube ☐
Vimeo ☐	Dailymotion ☐
Foursquare ☐	Diğer ☐

APPENDIX-II

QUESTIONNAIRE IN ENGLISH

In the scope of my master thesis research at Marmara University Social Sciences Institute Production Management and Marketing (English) department, I am conducting a research on the affects of corporate social responsibility (CSR) on consumer purchase decision and social media influence. Please read the questions carefully and choose the appropriate answer for yourself. The validity of information is possible if the questions are replied correctly. Data which is provided for this research will be kept confidential and it will be used only with the scientific purpose. Thank you for your participation and contribution.

Nadin Özçelik

Age:					
Occupation:					
Education level:	High-school ☐	Undergraduate ☐	Graduate ☐	Postgraduate ☐	Master and Upper Level ☐
Income:					

Section I Please evaluate the following questions by considering the <u>wooden furniture</u> that you have already bought or you will buy in next five years.	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly Agree
1. I believe that businesses must always improve economic performance.	☐	☐	☐	☐	☐
2. I will buy the products from the companies who maximizing earning per share to their shareholders.	☐	☐	☐	☐	☐
3. I believe that businesses must maximize profits.	☐	☐	☐	☐	☐

	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly Agree
4. I think businesses must preserve their competitive position.	☐	☐	☐	☐	☐
5. I believe that businesses must control their production costs strictly.	☐	☐	☐	☐	☐
6. I would like to buy products from businesses which contribute to the economic development.	☐	☐	☐	☐	☐
7. It is important for me to buy products from businesses which run cause-related marketing activities.	☐	☐	☐	☐	☐
8. I believe that businesses must ensure that their employees act within the standards defined by the law..	☐	☐	☐	☐	☐
9. I will buy the products from the companies which committed to follow the laws and regulations.	☐	☐	☐	☐	☐
10. I believe that businesses must always submit to the principles defined by the regulatory system	☐	☐	☐	☐	☐
11. I believe that businesses must refrain from bending the law even this helps improve performance.	☐	☐	☐	☐	☐
12. I believe that businesses must refrain from putting aside their contractual obligations.	☐	☐	☐	☐	☐
13. I will buy the products from companies that meet the legal requirement for products safety.	☐	☐	☐	☐	☐
14. I would go several miles out of my way to buy from companies that I knew to be extremely ethical.	☐	☐	☐	☐	☐
15. I will buy the products from the companies which committed to moral and ethical manners.	☐	☐	☐	☐	☐
16. I believe that businesses must be committed to well-defined ethical principles.	☐	☐	☐	☐	☐
17. I believe that companies which follow new or evolving ethical moral norms as they operate.	☐	☐	☐	☐	☐
18. I expect the companies that I deal with to act ethically at all times.	☐	☐	☐	☐	☐
19. I believe that businesses must permit ethical concerns to negatively affect economic performance.	☐	☐	☐	☐	☐

	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly Agree
20. I believe that businesses must avoid compromising ethical standards in order to achieve corporate goals.	☐	☐	☐	☐	☐
21. I prefer to buy products from companies which support sustainable development.	☐	☐	☐	☐	☐
22. When given a chance, I tend to switch to brands where a portion of the price is donated to charity.	☐	☐	☐	☐	☐
23. I believe that businesses must allocate some of their resource to philanthropic activities.	☐	☐	☐	☐	☐
24. I believe that companies must support to fine and performing arts.	☐	☐	☐	☐	☐
25. I will buy the products from companies which committed to voluntary and charitable activities.	☐	☐	☐	☐	☐
26. I believe that businesses must participate in the management of public affairs.	☐	☐	☐	☐	☐
27. I think businesses must assist private and public educational institutes.	☐	☐	☐	☐	☐
28. I think businesses must support voluntary projects.	☐	☐	☐	☐	☐
29. I believe that businesses must help to solve social problems.	☐	☐	☐	☐	☐
30. I believe that businesses play a role in our society that goes beyond the mere generation of profits.	☐	☐	☐	☐	☐
31. I would buy the product made with CSR, even if it were more expensive.	☐	☐	☐	☐	☐
32. I prefer to buy products from businesses which care about their operations impact on communities they involved.	☐	☐	☐	☐	☐
33. I prefer to buy the products from companies which contribute a cleaner environment.	☐	☐	☐	☐	☐
34. I would like to buy products from businesses which are environmental stewardships.	☐	☐	☐	☐	☐
35. I prefer to buy the products from businesses which integrate environmental concerns into their business operations.	☐	☐	☐	☐	☐

Section II Please evaluate the following questions by considering the <u>wooden furniture</u> that you have already bought or you will buy in next five years.	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly Agree
36. I believe that this company will not try to cheat me.	☐	☐	☐	☐	☐
37. I feel that i can trust this company completely.	☐	☐	☐	☐	☐
38. I prefer to use the products of this company.	☐	☐	☐	☐	☐
39. The brand meets with my expectations.	☐	☐	☐	☐	☐
40. I think this company has the best offers in the present.	☐	☐	☐	☐	☐
41. I am satisfied with my decision to buy this brand/company.	☐	☐	☐	☐	☐
42. I would like to buy these products from this brand more often.	☐	☐	☐	☐	☐
43. I would like to buy more products from this brand.	☐	☐	☐	☐	☐
44. I say positive things about this brand to other persons.	☐	☐	☐	☐	☐
45. I recommend this brand those who ask my advice.	☐	☐	☐	☐	☐

46. Do you use social media?

Yes ☐ No ☐

47. If your answer is “Yes” which social media channels do you use from the following items? Please indicate other social media channels that you want to add to the list by choosing “Other” option. **You can select more than one option.**

Facebook ☐	Myspace ☐
Linkedin ☐	Twitter ☐
Blogger ☐	Wordpress ☐
Flickr ☐	Instagram ☐
Wikipedia ☐	Youtube ☐
Vimeo ☐	Dailymotion ☐
Foursquare ☐	Other ☐

48. Which device(s) do you have in order to reach your social media account? **You can select more than one option.,**

Smartphone ☐ Tablet ☐ Laptop ☐ Desktop ☐

49. How often do you check your social media account(s)?

Everyday ☐
Once in a week or more ☐
Once in a month or more ☐
Once in three months or more ☐

Section III Please evaluate the following items by considering your social media usage experience with information seeking purpose or purchase purpose during your past wooden furniture shopping or next wooden furniture shopping process.	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly Agree
50. The social media page was very slow in responding to my requests.	☐	☐	☐	☐	☐
51. I prefer brands that i have a easy access to their social media pages.	☐	☐	☐	☐	☐
52. The social media page of the related brand processed my input very quickly.	☐	☐	☐	☐	☐
53. While surfing the social media page of the related brand, I had absolutely no control over what I can do on the site.	☐	☐	☐	☐	☐
54. The social media page of the related brand/firm facilitates two-way communication between the visitors and the site.	☐	☐	☐	☐	☐
55. The social media page of the related brand/firm gives visitors the opportunity to talk back.	☐	☐	☐	☐	☐
56. The social media page of the related brand/firm is effective in gathering visitors' feedback.	☐	☐	☐	☐	☐
57. Brands can spread the message rapidly to large amounts of audiences via social media.	☐	☐	☐	☐	☐
58. Brands can reach large amounts of audiences in a short time via social media channels such as Youtube, Facebook.	☐	☐	☐	☐	☐
59. Brands can lose the control over the shared content.	☐	☐	☐	☐	☐
60. I share my positive views about the brand via my social media account such as Facebook, Twitter.	☐	☐	☐	☐	☐
61. I share my negative views about the brand through blogs, complaint forums.	☐	☐	☐	☐	☐
62. I write down my complaints about the brand on the "comments and complaints" sections of the brand's website.	☐	☐	☐	☐	☐
63. I share my experiences with the brand through my personal social media account.	☐	☐	☐	☐	☐
64. I recommend the brand to my friends through my personal social media account.	☐	☐	☐	☐	☐

65. Do you receive any news from firms about their corporate social responsibility activities through social media channels?

Yes ☐ No ☐

66. If your answer is “Yes” which social media channels do you use from the following items? Please indicate other social media channels that you want to add to the list by choosing “Other” option. **You can select more than one option.**

Facebook ☐	Myspace ☐
Linkedin ☐	Twitter ☐
Blogger ☐	Wordpress ☐
Flickr ☐	Instagram ☐
Wikipedia ☐	Youtube ☐
Vimeo ☐	Dailymotion ☐
Foursquare ☐	Other ☐