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**[THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMER
PERCEPTION: A CASE STUDY OF INVESTIGATING ON TURKISH CONSUMER]**

A dissertation submitted in partial fulfilment of the requirements of the Royal Docks Business School, University of East London for the degree of **[International Business Management M.s.c]**

[May- 2014]

[14653]

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Author Affiliation <i>Name of school where you were based</i>	University of East London Royal Docks Business School
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ABSTRACT

Corporate social responsibility is of great importance for understanding consumer perception in the current business world. Though extensive research has been done in this area of business, there is lack of availability of study on corporate social responsibility and consumer perception in developing countries, especially in Turkey. In this circumstance, this dissertation aims to find out the impact of CSR activities on the perception of consumers in Turkey. For this reason, the author of the dissertation has conducted an online survey of a set of 27 questionnaires with three demographic questions about the gender, age, and educational level of the respondents. The respondents represent the consumers of Turkey. A total of 49 online users have attended the survey.

From the findings of the survey, it can be analysed that, Turkish consumers are aware of corporate social responsibility of the companies. Many of them have clear understanding of the concept of CSR and the activities required of the firms to confirm CSR. Firms are now bound to perform various social activities. Even, consumers now believe that, they have to change their habit of purchase and consumption based on the social responsibility of the companies. The findings have also suggested various kinds of CSR initiatives including economic growth, social development project, ethical obligations, and philanthropic activities. Moreover, a positive relationship has been established between the perception of consumers and the CSR initiatives of the companies. Last of all, some positive impacts of CSR have been found on consumer perception of the consumers.

..... To my family who always supported me during my studied.

Thank you so much for all your help and support.....

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CHAPTER ONE: INTRODUCTION

1.1 Introduction:

In recent years, companies have been pressurized from consumers, government, and other major stakeholders to be socially responsible (Beckmann, 2007). Corporations have become bound to focus on corporate social responsibility (CSR) by investing money on their operations or by doing well for the society. Though companies are doing for social welfare, consumer perception toward all kinds of CSR activities have become a major concern as it reflects the profitability of the company. For this reason, more research is necessary in the field of consumer perception toward corporate social responsibility of companies.

1.2 Background of the research:

Corporate social responsibility is, nowadays, an unending debate in both literary and business environment. Numerous studies revealed that, corporate social responsibility is related to corporate ethics which is linked with the financial performance of the company (McGuire et al., 1988), while some researchers have shown their effort in establishing the impact of CSR on consumer perception (e.g. Brown and Dacin, 1997; Sen and Bhattacharya, 2001). Various companies are also doing numerous activities to perform corporate social responsibilities. There is no doubt that, there is a positive correlation between socially responsible activities and corporate image, which largely depends on the perception of consumers toward the company. People are more acknowledged about social and environmental issues of the companies. Most of the consumers perceive that, companies are bound to be the most responsible citizens of the society. In this circumstance, this dissertation aims to investigate the impact of corporate social responsibility on the perception of Turkey consumers.

1.3 Rationale of the research:

Corporate social responsibility receives attention from various researchers in the field of consumer perception of CSR (Bhattacharya and Sen, 2004; Beckmann, 2007), though research on CSR started in 1930s to ensure more transparency and accountability for only the

shareholders of a company (Carroll, 1991). Beckmann (2007) described that, there exists a positive relationship between the CSR activities of a company and the perception and reaction of the consumers. However, quite all of these research studies have been conducted in developed countries (e.g. Brown and Dacin, 1997; Maignan and Ferrell, 2004). So, more effort should be shown in research on the perception of consumers toward CSR in developing countries.

1.4 Significance of the study:

This research work will assist the authors and researchers who want to conduct in-depth study in the field of corporate social responsibility and consumer perception. In addition, the practitioners will use the information of the research study and its analysis to understand the impact of corporate social responsibility on consumer behaviour and perception. This paper will also be a guideline for the Turkey companies when they use and implement various strategies for corporate social responsibility. The work of this dissertation will ultimately make the researcher capable of becoming more professional by implementing the findings in the real business world. Overall, it can be said that, this dissertation is very much significant in the field of corporate social responsibility.

1.5 Aim of the research:

The main purpose of the research is to investigate the impact of corporate social responsibility on consumer perception in Turkey.

1.6 Objectives of the research:

According to the aim, four objectives have been set. These are:

- To investigate the literary view of the concept of corporate social responsibility.
- To illustrate various types of corporate social responsibility among the companies of Turkey.
- To examine the relations of corporate social responsibility and consumer perception toward it in Turkey.

- To analysis the impact of corporate social responsibility on the perceptions of Turkey consumers.

1.7 Research Questions

The main question of the research is:

How corporate social responsibility impacts on consumer perception in Turkey?

Under this question, four sub-questions have been set according to the objectives. These are:

- What is the consumer perception in Turkey about the concept of corporate social responsibility?
- What are the types of corporate social responsibility among the companies of Turkey?
- What is the relation of corporate social responsibility and consumer perception toward it in Turkey?
- How corporate social responsibility impacts on the perceptions of Turkey consumers?

1.8 Structure of the research:

This research paper has been divided into six chapters.

Chapter 1 – Introduction: This chapter will reveal the aim and objectives of the research along with the background and rationale of the research. How the other five chapters will be organized is also described in this section of the chapter.

Chapter 2 – Literature Review: This chapter will critically review the existing literatures in the field of corporate social responsibility and consumer perception on it. The literatures will show how CSR is important in developing countries to manage positive consumer perception on company's products.

Chapter 3 – Methodology: This chapter will reveal the design and methodology of the research. The researcher will described here how and why the researcher has chosen the philosophy, approach, method, and strategy of the research. Moreover, data collection and data analysis methods will be revealed along with the validity and ethical issues of the dissertation.

Chapter 4 – Data Analysis and Discussion: Findings from the collected data from both primary and secondary data will be described and investigated in this chapter. In order to meet the objectives of the research, the collected data will also be critically discussed with the arguments stated in literature review chapter.

Chapter 5 – Conclusion: The key findings of the dissertation and the contribution of the research in the field of CSR and consumer perception on it have been described in this section of the dissertation.

Chapter 6 – Recommendations: The researcher will face several limitations in conducting the dissertation. However, some recommendations for future research will be given. Moreover, the researcher will also give some suggestions to the Turkey companies to implement better and more CSR activities in the country.

1.9 Summary of the chapter:

Corporate social responsibility has become a major concern among the companies to analyse the perception of the consumers. For this reason, this dissertation has been set up to investigate the impact of corporate social responsibility on consumer perception in Turkey. Literatures are available in the field of consumer perception on CSR, but most of these are done for developed countries. So, the researcher has chosen Turkey as it is one of the developing countries in the world. Six chapters will constitute this dissertation. The next chapter will discuss the existing literatures critically that are related to CSR and its impact on consumer perception.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction of the chapter:

There has been increasing concern about corporate social responsibility due to altering entire world. Corporate social responsibility has become a common subject in terms of principle and implementation in the view point of academia and business environments (Sharma and Kiran, 2013). Over ten years, the importance and influence of corporate social responsibility has been reflected in literature (Carroll, 1999; Pearce and Doh, 2005; cited in Galbreath, 2009). Moreover, the strategic implication of CSR in organizations has been discussed in literature as well (McWilliams et al, 2006).

This dissertation aims at finding out the perception of the consumers towards CSR activities of the companies. So, this chapter intends to investigate the existing literatures regarding the perception of the consumers about CSR. At first, the definitions of CSR have been identified. Economic, legal, ethical, and discretionary aspects of CSR have been analyzed in this chapter also. Next, consumer perception and CSR has been critically described according to the concurrent literatures in this field.

2.2 Corporate social responsibility:

In spite of ongoing discussion regardless of CSR as to what does it mean and what does it cover, CSR has been developed and progressed by scholars and communities (Carroll and Shabana, 2010). Nevertheless, the definition of CSR is inexplicit and it was found that there is no one definition of CSR that many scholars explore in the field of CSR (Jackson and Hawker, 2001 cited in Dahlsrud, 2008). Many intellectuals have tried to explain what CSR means perhaps, one of the best known is Carroll's (1999) CSR interpretation in academia (Dahlsrud, 2008). Apart from this, Moir (2001) ensued to improve the analysis of CSR which is used by business. In addition, many scholars Such as Joyner and Payne (2002) and Carter and Jennings (2004) have attempted to clarify CSR (Dahlsrud, 2008).

The development of corporate social responsibility in literature is based on different theories. As the scope of CSR has been elaborated, Academics have researched CSR which is related to

different theories. These theories are classified stakeholder, management, institutional, and resource based theories (Mc Williams et al, 2002; Carroll, 1979; Wartick and Cochran, 1985; Windsor, 2006) that bring about numerous approaches of CSR (Lindgreen and Swaen, 2010). During the research on CSR by Aguinis and Glavas (2012), they have pointed that many scholars have addressed discrete questions in their particular research for example, Peloza (2009) worked on how CSR affect company`s finance. Carroll (1999) and Waddock (2004) investigated the operational side of CSR showing the similarities and differences between different elements of CSR. Peloza and Shang (2011) pointed how CSR might be able to create stakeholder value. Furthermore, Marketing discipline (Enderleand Murphy 2009; Maignanand Ferrell (2004); human research management discipline, organization and industry operations (Brammer et al., 2011) have also looked at literature reviews of the CSR (Aguinis and Glavas, 2012).

The history of CSR has been studied for a long time and in various aspects. However, the contemporary period of CSR started in 1950s and “A corporate responsibility of businessman” was published in 1953 by Howard R. Bowen as a first up to date authoritative book for CSR (Carroll, 1979). One of the most common leading concepts was Carroll`s dimensions (1979) that has touched on various aspects of CSR (Blowfield and Murray, 2011, pg 18). Carroll (1979) has introduced four main dimensions that needed to be considered by businesses. He (2000) has also considered that good corporate citizenship (CC) is required to commit four main responsibilities as economic, ethical, legal and philanthropic (Shahin and Zairi, 2007). The dimensions are:

Economic Responsibility: it reflects responsibility of businesses that operate in society and generate good product with affordable price, which the member of society can buy and businesses can make a profit from. All businesses are based on inevitable business roles (Carroll, 1979).

Legal Responsibility: business must be accepted and obey regulations and roles which have been set by government (Carroll, 1979). Carroll also stated that business should also go beyond basic regulation of laws and integrated their strategy into formal rules. This is also one of the good citizenship requirements (Carroll, 1998).

Ethical Responsibility: it reflects that business should act morally and avoid any harmful activities. Firms should protect people, community as well as environment and are agreed to behave ethical in society while operating in the country (Carroll, 1998).

Discretionary Responsibility: it is considered that business voluntarily gets involved in charity programmes which are not compulsory by laws and government. It improves the quality of community as well as society; earning from society and giving them back in a humanitarian way (Carroll, 1979).

Another broad definition of CSR published by Draft ISO26000, International Guidance Standard on Social Responsibility (4 sep. 2004) as “*Corporate Responsibility is the responsibility of an organization for the impact of its decisions activities on society and environment, through transparent and ethical behaviour that a) contributes to sustainable development, health and welfare of society; b) takes into account the expectation of stakeholders; c) is in compliance with applicable law and consistent with international norms of behaviour; and d) is integrated through the organization and practised in its relationships*” (Blowfield and Murray, 2011). Similarly The World Business Council for Sustainable Development (WBCS) describes CSR as the engagement of business to contribute to boost economic sustainability, collaborating with employees and their families as well as whole society that businesses live in (Jamali et al, 2008).

Researchers are underlying that what are the main reason that company are interested in CSR (Hanke and Stark, 2005, 2009). There are many reasons why firms choose to behave more responsible to the whole society (Vagon, 2005 cited in Lingreen and Swaen, 2010). One of the significant reasons is to gain competitive advantages by avoiding harmful activities and creating value between society and businesses that differentiated themselves in market than other firms (Porter and Kramer, 2006). Likewise, Fombrun and Shanley (1990) concluded that firms could create better brand imagine and reputation by implementing CSR strategy (Lindgreen et al, 2009). There is also positive correlation between CSR and cutting down the cost of operations and risk (Carroll and Shabana, 2011). For instance, DuPont has reduced energy usage and \$ 2 billion has been saved in the company since 1990 (Porter and Kramer, 2006). When firms fit CSR activities within strategy such as involving communities and cultures, firms can create positive attitude towards its stakeholders. CSR may help business boost their transparency as well as their reputations in the eyes of customers, workers and shareowners (Carroll and

Shabana, 2011). German Forsa institute (2005) surveyed different firms and arguments which related to why company intend to have CSR actives, survey showed that one of the main reasons is reputation internally as well as externally (Hanke and Stark , 2009). Furthermore, effective CSR in organization is likely to affect employee behaviour in positive ways. Employees willingly commit and spend their time in order to create good value in organization (Rupp et al, 2006).

2.3 Impact of CSR on different stakeholders:

In recent years, researchers and authors have been considering the impact of corporate social responsibility on various stakeholder groups. In this regard, the research studies of Brown and Dacin (1997) and Sen and Bhattacharya (2001) can be valid examples. From these studies, it is evident that, the impact of CSR initiatives on the attitudes of various stakeholders is positive. The following figure illustrates the potential effects of CSR on key stakeholders including employees, government, shareholders, community, and NGOs.

Stakeholders	Potential benefits of CSR
Employees	<ul style="list-style-type: none"> • High calibrate graduates are more likely to want to work for socially responsible companies. • Increased staff retention. • Increased employees motivation, morale, commitment, job satisfaction, productivity, involvement.
Government	<ul style="list-style-type: none"> • Avoid more restrictive regulations. • Facilitate relations with regulatory authorities.
Shareholders	<ul style="list-style-type: none"> • Attract and retain certain categories of investors (those with social concerns), give them more reasons to invest in this company. • Investors sensitive to CSR values are more stable and loyal.
Community	<ul style="list-style-type: none"> • Diminish the threat of negative publicity. • Securing the right to operate in the community. • Positive image among community leaders.
NGO	<ul style="list-style-type: none"> • Stimulate NGO support (in debate, newspapers...). • Diminish the threat of negative publicity.

Figure 1: Potential benefits of CSR

Source: Swaen (2003)

From the above figure, it has been noticed that, CSR increases employee retention, motivation, and job satisfaction. CSR can also make the governmental regulations flexible for socially

responsive firms. Moreover, shareholders are also keen to invest more in socially responsible companies. Firms can also gain positive image in the community and avoid negative publicity from the NGOs. In this regard, the survey of Conference Board reported that, corporate social responsibility enhanced the productivity and morale of the employees by increasing team work and developing skills (Leonard, 1997). Another survey conducted in the same year revealed that, 84% of the managers think that, brand image of corporate social responsibility of a firm can increase employee morale (Business Ethics, 1997). Thus, CSR can make a link with the companies and the employees and make employees think about the loyalty and commitment.

2.4 Customer perception and CSR

CSR has been an attractive subject matter in the field of marketing research and it means “doing well and doing good” when you make strategic decisions in terms of operation and marketing. (Kotler and Lee, 2005; cited in RehmanSheikh and Zee, 2011). Although, increasing interest of CSR in marketing, there is a lack of information about the impact of CSR on consumers (Bhattacharya, 2001). Bhattacharya also emphasizes that there is a positive correlation between CSR initiatives and consumer behaviour towards companies and their products but little is acknowledged how and when CSR activities affect on consumer behaviour (Sen and Bhattacharya, 2001).

2.4.1 Customer company relationship:

One of the most important arguments that scholars have been discussing is customer and company relationship. What is the nature of relations that is likely take place and how is the relationship built up between company and customer. However, Many scholars such as Fournier et al. (1998) have pointed that the relationships between company and customer is indefinable for managers until managers are likely to understand deeply when and why customers are strongly supportive of companies to build positive firm, customer and product relationship (cited in Bhattacharya and Sen, 2003). From this point of view, customer company identification becomes much more vital. Classification of companies as well as consumers may help companies to improve mutual and effective communications between company and customers. There are much positive consequence of customer and company identification such as increasing customer loyalty, trying new products and using promotion (Bhattacharya and Sen, 2003).

Besides, another significant advantage is to gain new customer in long term planning that positively impact on company finance. In order to content of CC identification, company need to create intensely, rationally and convincing recognition strategy in terms of customer as well as company itself (Bhattacharya and Sen, 2003). Reichheld, (1993); Stephens et al., (1996) have also concluded that greatest profit could be seen by customer loyalty and retention when companies get involved in its customer relationship (cited in Marin and Ruiz, 2007).

2.4.2 Stakeholder theory:

One of the most important discussions in marketing is the stakeholder theory. Stakeholder perception is widely accepted in marketing. Socially responsible firms are believed to be taking in hand the main thoughts and demands of stakeholders (Beckmann, 2007). The stakeholder approach has been generally utilized in marketing as the same comprehension of the basis of CSR as do others. Socially responsible organizations are thought to be more responsible of stakeholders and to consider stakeholder expectations (Beckmann, 2007). A number of stakeholder groups such as media, government, workers, communities, suppliers and customers whom are one of the main stakeholders for firms could shape CSR and some of business ethics practice that companies are undergoing (Panapanaan et al, 2003 ; cited in Oberseder et al, 2013). According to Freeman (1984), stakeholders can be individual as well as group and society. On the other hand, Mitchell et al (1997) pointed that stakeholders are mainly dependant on company facilities, time and resources. As a result of that companies need to identify stakeholders that are more important than others (cited in Oberseder et al, 2013). There is no certainty that CSR activities will impact stakeholders equally and positively. Campbell (2007) pointed that CSR activities take place in various times, as numerous activities with diverse stakeholders. The important thing is how manager will bring into play the design of CSR (cited in Peloza and Shang, 2011). Balmer and Powell (2006) also suggested corporate marketing which covers corporate brand imaging and reputation, customer relationship would encounter the expectation of stakeholders (cited in Stanaland et al, 2011).

2.4.3 Socially responsible consumer:

It is necessary to characterize is the socially responsible consumer whom CSR activities has an impact on their perception and altitude. According to Weber (1975), social responsible

consumerism is the consumer who considers the public implications of his or her private consumption or perhaps a person who attempts to use her or his purchasing power to create social changes. This comprehensive definition gives deep understanding of consumer power that brings about beneficial act to the whole society (Mohr et al, 2001). Mohr et al (2001) also concluded survey that took place in 1999 by Communications Press Release shows that given equality in value and feature, most of participants said that they will particularly choose brand which is more ethical than others. Consumers also expect companies to be more ethical and protect environment (Mohr et al, 2001). Furthermore, Consumer behaviour and ethical consumerism have become much more central when firms are dealing with customers (Auger et al, 2003). There have been much evidence that customers are willing to pay more money for products which are produced in good conditions, especially with regard to workers conditions; for example, Marymount University (1999) made research and found that 75 percent of buyers could ignore brands if product has been done in bad work conditions. In other way customers are likely pay more money when products is more environmental (Auger et al, 2003) nevertheless, some investigations have shown that consumers are normally buying products according to their interest, price of products and brand name which reflects personal concerns (Boulstridge et al, 2000). Although, Roberts (1998) pointed that ethical consumer exists, there is a lack of link between their ethical thoughts and purchase intentions. It was also accepted by Roberts (1998) that consumers are willing to buy products for their interest and consumer personal attitude is more stronger rather than social issues (Boulstridge et al, 2000).

2.4.4 Consumers are informed and educated:

Some researcher have agreed that today consumers are much more informed and educated about the products that firms are producing in every day than ever before (Hirschman, 1980; Barnes and McTavish, 1983; cited in Carrigan and Attalla, 2001). However, there is not certain proof that consumer knowledge about products may lead to the real action. In addition it has not yet been assured that consumers act in a wise and ethical behaviour (Titus and Bradford, 1996; Carrigan and Attalla, 2001). Sproles et al, (1978) have discussed that strategic choices have required that consumers are needed to be informed. Proper and efficient information about products may lead to significant amount of sales. As a result of that, managers could analyse those consumers who care environmental and ethical products. Consumer sophistication could be

analysed by firms and marketers in order to understand consumer behaviour (Sproles et al, 1978). One significant action from consumer is boycotts. Consumer could reject products or companies which are related to environmental and humanity issues for instance, during the 1990, business had huge pressure from media, government and consumer due to unethical business such as Nike`s supplier condition in Asia (Smith, 2003).

2.4.5 Consumer behaviour and loyalty:

As it is discussed, one of the most important stakeholders of company is its customer. Many survey have shown that there is a favourable link between CSR activities and consumer behaviour due to fact that CSR initiatives must be unique and cannot be imitable, that leads to consumer associations with firms as well as its CSR activities (Bhattacharya and Sen , 2004). Bhattacharya and Sen (2004) emphasised that the link between CSR activities and customer support encourages companies to spend significant amount of energy and facilities on its CSR activities. The important question has emerged in business is that whether and how CSR activities will apply in business cases (Bhattacharya and Sen, 2004). Creating appropriate strategy and the implementation of CSR activities has become essential in order to provide greatest profits for firms. Therefore company need to analyse its interior and exterior outcome of CSR initiatives. For instance, customer purchasing and customer loyalty that reflect the outcome of CSR activities would be focused as well as customer awareness and behaviours about CSR activities that firms take part in. This gives company a great chance to gain competitive advantages (Bhattacharya and Sen, 2004). Furthermore, In order to decrease the risk of uncertainty in terms of company and its products, firms need to have highly reputational positions in competitive environments. This allows customers to understand the firm`s position in market (Brown and Dacin, 1997; cited in Becker Olsen et al, 2006). Consumer perception and buying intentions have been largely investigated and awareness of consumer on CSR activities has a key role for efficiency of CSR. While the influence of CSR initiatives on consumer has been indicated but the result of research are still not accurate and it is not certain that whether consumer are aware of CSR initiatives when consumption takes places. This is a gap between the practise of CSR and real consumer links that need to be clarified (Pomeroy and Dolnicar, 2009).

2.4.6 Brand equity and consumers:

Attitude of consumers toward brand and company causes their involvement in CSR activities and having a critical role in the concept of CSR practice (Oberseder et al, 2011). Ellen et al (2006) have described different attributions of consumers. Other centered (stakeholder-driven and values driven attributions) means that consumers feel that companies are doing CSR activities as their duty and morality admit to responsible society. Self-centred (strategic driven) consider that firms are doing CSR because of their strategic aims and objectives. A lot of purchasers have both the feeling of other centred and self-centred. They have a positive perception towards firms when CSR activities and strategic aims are combined (cited in Oberseder et al., 2011). On the other hand, consumers who are categorised in strategic driven has negative aspect of business activities and if consumer understand CSR activities as a strategic tactic that is part of marketing and advertising, their belief, support and recommendation feeling will reduce. (Vlachos et al, 2009).

2.4.7 Cause related marketing:

The practices of CSR initiatives are various. Corporations have done many activities related to social, environment and cause-related marketing (Bhattacharya and Sen, 2004). Fit is explained in marketing as the connection between cause and brand, product position or customer intention and firms strongly intend to do cause-related marketing that reflect corporate social responsibility. Cause-related marketing is a process of design and apply marketing strategy that are beneficial for organizational as well as individual (Varadarajan and Menon, 1988). In addition cause marketing strategy is kind of 'doing well by doing good' including charitable organization or sponsorship for example, Coca Cola provided sponsorship of combating homeless and hunger in USA (Williams, 1986; cited in Varadarajan and Menon, 1988). Why companies are interested in cause related marketing. There are many positive sides such as increasing revenue, building reputation and including preventing negative word of mouth (Varadarajan and Menon, 1988). Bigné-Alcañiz et al (2012) have research the impact of cause and brand fit. They have found that cause related marketing on consumer perception by firms' high fit or low fit campaign of CRM. When purchasers receive high social cause fit with brand, positive attitude from consumers toward brand and products can be noticed. Although, low cause and brand received fit, consumer responsiveness would be a less than it is expected for example

a company which provides insurance would improve its brand imaging by doing high cause – brand fit rather than low- cause brand fit. When company can help homeless to provide household budget causes high fit which greater potential of consumer awareness. On the other hand, When company could provide car insurance, this lead to least attention on campaign as well as brand imaging in the eyes of consumer (Bigné-Alcañiz et al, 2012). Lee et al (2012) have indicated that fit between cause and brand product or customer depend on variety issues. For example lifestyle of consumer is a mental creation that hugely affects human behaviours (Brunso and Grunert, 1998 cited in Lee et al, 2012). Human interest, behaviour and opinions have also been research by scholars in order to obtain clarity between value and social and environmental behaviour for instance Fraj and Martinez (2006) has pointed out that it has been optimistic view on lifestyle include value and environmental behaviour (Lee et al 2012). In addition, more positive behaviours have been shown by people when the fit is very high between purchaser value and firm CSR activities compare to which one is little (Lee et al, 2012).

2.4.8 Sustainable corporate performance:

Sustainable corporate performance is corporation action that creates sustainability. It requires the balancing of economic, social and environmental performance. Customers who are leading stakeholders for companies may impact on hugely company sustainability. Customer beliefs, perceptions and values must take into account when corporation create its strategic plan (Collins et al, 2007). Customer beliefs, perceptions and values will provide customer to have an opinion towards firms negatively or positively. Managers could shape corporation performance related to economic, environment and social issues by informing consumers and paying attention demand of consumers (Collins et al 2007). This also leads firms to create effective communication with stakeholders. The awareness of stakeholder on CSR activities will be supported by effective communication. Interaction stakeholders around CSR activities and CSR in organization are just some of steps to build effective communication (Maignan and Ferrell, 2004). Morsing and Schultz (2006) have divided communication strategy in to three steps such as information, response and involvement. Those three strategies are suitable to communicate to stakeholders. Appropriate communication strategy could be enhanced by firms that stakeholder are engage in CSR initiatives (Schmeltz, 2011). Furthermore, the communication tools which are official

website, advertising, promotions and corporation speech will enhance the reputation of firms when they are used effectively and adequately (Maignan and Ferrell, 2004).

2.5 Consumer perception of CSR in developed countries

There are a vast of studies on the perception of consumers toward corporate social responsibility in developed countries. World Bank (2007) described that, developed countries are those nations which have \$11, 456 or above Gross National Income per capita. In the case of developed countries, positive impact of CSR has been proved as consumers are concerned about CSR and consider CSR as a dimension of purchase behaviour. Creyer and Ross (1997) argued that, some consumers are likely to pay higher prices for products of those companies which are socially responsible. Moreover, corporate citizenship is also considered in the developed countries while deciding to purchase products from the companies. However, Beckmann (2007) argued that, most of the consumers in the developed countries are not interested to compromise price or quality with CSR initiatives of the firms.

On the other hand, it is also evident that, CSR can increase loyalty to the socially responsible firms (Brown and Dacin, 1997; Bhattacharya and Sen, 2004). Hence, cultural differences can be measurable in CSR perception among developed countries. In this regard, Beckmann (2007) claimed that, *“there are cultural differences that suggest a strong influence of the economic, technological, political and social context within which any assessment of the (communication) effects of CSR activities on consumers’ responses need to be analysed”* (pp. 32). So, cultural impact cannot be ignored in case of measuring the perception of consumers toward socially responsible firms in developed countries. However, this research focuses on the impact of CSR on consumer perception in developing countries, especially in Turkey.

2.6 Summary of the chapter:

This chapter has critically described the literatures in the field of consumer perception and corporate social responsibility. At first, the term corporate social responsibility has been defined. It has been found from the critical review of literatures of various researchers that, CSR is the

responsibility of the firms to conduct activities for the welfare of the society and the environment to get profit in return. There are four dimensions of CSR including economic, legal, ethical, and discretionary or philanthropic. These dimensions are of various types while finding the relations between the perceptions of consumers and CSR. This chapter have identified some of these including customer company relationships, stakeholder theory, socially responsible consumerism, informed and educated consumerism, loyalty, brand equity, sustainable corporate performance, and cause related marketing. However, these cannot prove the impact of corporate social responsibility upon consumer purchasing behaviour and perception towards brands. For this reason, the researcher wants to contribute in this field by filling the gap. In order to conduct the dissertation, the researcher has to design the methodology. The researcher, therefore, organizes the next chapter revealing the methodology of this dissertation.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction of the chapter:

According to Collis and Hussey (2014) literature review contributes researchers to discover the gaps between literature and research problems. This may lead to find particular problem that researcher will investigate. Based on this, research problem was found in literature review and will be investigated with appropriate research methodology (Collis and Hussey, 2014). After ascertain question which was found in literature, the following step is to design of research paradigm which reflects how to carry out research. In addition, how to collect data is decided upon research question. Consequently, Information is collected which suits the strategy of methodology. That information will be analysed and interpreted (Collis and Hussey, 2014).

As corporate social responsibility and the impact of corporate social responsibility on consumer perceptions have been discussed in critical literature review. This dissertation will discover the relationship between corporate social responsibility initiatives and consumer perception based upon Turkish consumer. This will be explored as:

How do CSR initiatives impact on consumer perception in Turkey?

3.2 Research Design:

The design of the research paves the way how to conduct and complete the research. This design can be classified as two types; exploratory and conclusive (Malhotra and Dash, 2011). Further, conclusive research has been divided into two types as mentioned by the authors. These are descriptive and causal. This dissertation has been designed according to descriptive nature. The aim of descriptive research is to examine specific hypothesis and test the relationship of various variables and constructs. This nature of descriptive researcher is similar to the aim of this dissertation as the purpose of this dissertation is to investigate the impact of corporate social

responsibility on the perceptions of consumers in Turkey. The process and design is also structured and the sample size of the dissertation is also large. So, descriptive research is appropriate for the design of this research.

3.3 Research philosophies

The research philosophy determines the understanding of collecting information and how knowledge is formed based upon research area. Research philosophy show us the way of the improvement of knowledge (Saunders et al, 2009). Johnson and Clark (2006) pointed out that, research philosophies show researchers how to create the strategy of methodology. Philosophies of research are involved many assumptions and this has an impact on research strategy (Saunders et al, 2009). Two main paradigms are positivism and interpretive, which reflect research philosophies.

3.3.1 Positivist Paradigm

Positivism paradigm is reflected by the nature of science and mostly used in science research (Collis and Hussey, 2014). As said by positivism, knowledge can be produced by exploring social facts throughout monitoring reality (Blumberg et al, 2011). Positivism provides that social issues is described and investigated by science. It is also presumed that social issues can be considered and is connected with quantitative research methodology that is shown with statistical approach (Collis and Hussey, 2014). The way of creating knowledge in positivism is different than interpretive paradigm. The researcher who use positivism paradigm will need to look at social phenomenon as progression, hypothesis and cause- effect (Anderson Hudson and Ozanne, 1988).

3.3.2 Interpretive Paradigm

Interpretive paradigm is the method of researching social issues that are needed to be analysed and detail information will be given about social facts. Nevertheless, it can be said that interpretive does not explore simplification of discoveries. Interpretive is related to qualitative methods such as interviews and case study (Hackley, 2003). In addition, it is believed that social reality that is shaped by people is not objective, it is kind of subjective which is analysed (Collis

and Hussey, 2014). Smith (1983) and Creswell (2014) also pointed that, it cannot be said the reality that exists in the world is separated with researchers' thoughts. Social issues have an influence on the research (cited in Collis and Hussey, 2014). Positivism will try to explain and put a figure on the social issues while interpretive paradigm will look at complication of social challenges in view of interpretive paradigm (Collis and Hussey, 2014).

3.4 Quantitative and Qualitative Methods

Quantitative method is understood as collecting information with the way of statistics. The main difference between quantitative method and qualitative methods are statistical and non numeric data (Saunders et al, 2012). Quantitative data reflect numbers, graphs and statistics and the main figures would be numbers therefore information will be explained statistically. Because of that, researcher needs to evaluate its question and problems critically in order to get appropriate results and knowledge (Horn, 2012). The differences between quantitative and qualitative methods are controversial because of a variety of argument. For example, the researcher may use questionnaire which is a quantitative method, but some of question will be open trying to understand participants' thoughts (Saunders et al, 2012). Hackley (2003) also discussed that, the number of qualitative method can be used in a quantitative methods. From this point, it can be said that, the differences between both method are not generally limited (Hackley, 2003).

On the other hand, qualitative data will be collected by non numeric such as expression, visual material, video and audio. Qualitative methods will be used for analysing and giving more detail information about social issues (Saunders et al, 2012). In addition, quality data is used with interpretive paradigm whereas positivist research will use quantitative methods (Collis and Hussey, 2014).

3.5 Adopted research philosophy and research method

Qualitative and quantitative methods have been used in marketing research. The position based on quantitative or qualitative depends on which methods are the best to express clear understanding of consumer behaviour (Malhotra and Birks, 2006). It should be noted that, there are many ways to answer research question. According to Saunders et al (2009), researchers

decide the aim of research and need to clarify the strategy of research. Furthermore, many strategies in research are explained such as experiment, survey, case study, action research, grounded theory, ethnography and archival research (Saunders et al, 2009).

Good academic research paper contains high quality information which is one of the most important aspects of academy. It is expected from researcher to explain which particular question will be answered and how is information going to be gathered (Preece, 1994) There are two ways to gather information as primary and secondary data. Primary data refers that information is collected by researcher through observation and experimental research (Preece, 1994). On the other hand, secondary data was done by someone and research was prepared. Secondary data can be external and internal data. Internal data could be company documents in terms of customer information, sales and financial documents, whereas external data can be governmental research, academic data and agency research (Bradley, 2010).

This study will investigate research question in quantitative methodology based on positivism paradigm. Survey research strategy will be chosen because survey is deductive research approach in quantitative methodology (Saunders et al, 2009). In addition, Black (1999) also recommended that questionnaire is practical way to collect all information to social behaviour and point out that:

“Questionnaires for quantitative research in social sciences are usually designed with the intention of being operational definitions of concepts, instruments that reflect strength of attitudes, perceptions, views and opinions. This involves trying to measure and quantify how intensely people feel about issues, as opposed to what they know or can do” (Black, 1999, pp.21).

3.6 Research Approach:

While conducting a dissertation, it is essential to determine the approach of the research. In this regard, Saunders et al. (2007) claimed that, *“research approach can be divided into two categories: deductive approach and inductive approach”* (pp. 117) as shown in the following figure.

Deductive approach	Inductive approach
<ul style="list-style-type: none"> • Positivist • Quantitative • Follows a predetermined design • Confirms theory • The necessity to select samples of sufficient size in order to generalize conclusions 	<ul style="list-style-type: none"> • Interpretative • Qualitative • Follows a flexible research design, that may be continually adapted • Develops theory • Less concern with the need to generalize

Figure 2: Deductive and Inductive research traditions

(Source: Saunders et al., 2007)

This dissertation has taken deductive approach as the nature of deductive approach largely matches the characteristics of this research. Deductive research starts with the establishment of a hypothesis and examines the hypothesis according to some specific designs. In this regard, Snieder and Lerner (2009) argued that, deductive approach begins with a theory and hypothesis which can be accepted or not according to the findings of the research as shown in the following figure.

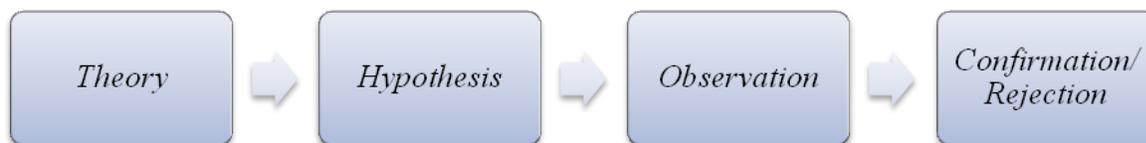


Figure 3: Deductive Research

Source: Snieder and Lerner (2009)

As shown in the figure, deductive approach goes from theory and ends with confirmation or rejection. This dissertation has also taken corporate social responsibility and consumer perception as theory and made hypothesis that, there is positive impact of CSR initiatives on the perception of the consumers in Turkey. The hypothesis will be accepted or rejected after analyzing the findings of the research.

On the other hand, the researcher has not chosen inductive approach for this dissertation as Bernard (2011) argued that, inductive research “*involves the search for pattern from observation*

and the development of explanations – theories – for those patterns through series of hypotheses” (pp. 7) as shown in the following figure.

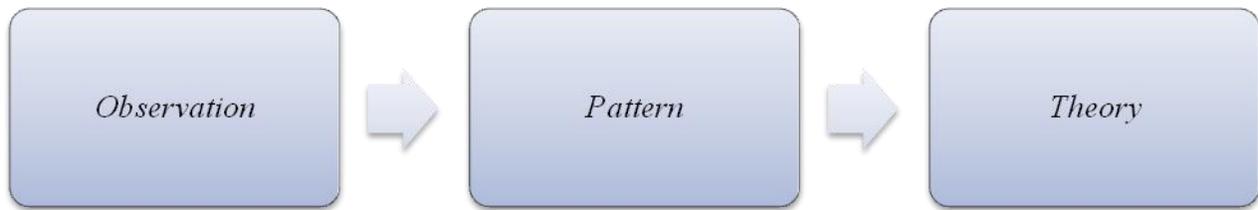


Figure 4: Inductive research

Source: Bernard, 2011

The above figure demonstrates that, inductive research observes the findings and then demonstrates the patterns in order to develop theory. Here, no theories will be applied at the very beginning of the research and the researcher is free to change or alter the direction of the researcher as any stage of the research. However, the nature of inductive approach does not support this dissertation. The researcher has already chosen the hypothesis and he cannot choose any other direction without the specific design of the research. There is no opportunity to demonstrate findings without reflecting the previous studies in the field of consumer perception and corporate social responsibility. So, the selection of deductive approach for this dissertation is appropriate.

3.7 Research Strategy and Data Collection

Survey is one of the most widespread strategies in marketing. Questionnaire is prepared to gather perception, thoughts and beliefs from participants (Ghauri and Gronhaug, 2010). Questionnaire allows researcher to gather data that includes many varieties of questions which are planned by researcher and will be responded with verbal as well as written by participant (Malhotra, 2010). Questionnaire is set by many particular objectives. First important stage is that preparing question that will be responded by participant. Developing question is more difficult part in questionnaire and appropriate information will be needed to cover in survey. Secondly, researcher must encourage participant by providing interesting question that will support of collaborating and fulfilling interviews. A final important objective is that, researcher will be

careful when people answer all questions because some of the questions may not be completed by respondents. In order to reduce the risk of collecting less information from participant, answer will be recorded properly (Malhotra, 2010). After preparing questionnaire based upon the information will be investigated, researcher is going to decide how to collect all information. There are a number of ways about how information will be taken. This will be managed by phone, internet and interactive way (Churchill and Brown, 2007). Questionnaire method is also essential and Saunder et al (2009) have pointed that, method is the process how to manage questionnaire and what kind of way researcher will follow to implement questionnaire. Questionnaire could be self administered or interview administered. Self-administered methods include postal questionnaire, online questionnaire and delivery- collection questionnaire (Saunders et al, 2009). Online (mail) questionnaire is used in this study because online questionnaire is appropriate way to reach participant. Research could reduce time consumption and the cost of the research by using online questionnaire strategy (Saunders et al, 2009).

Cameron and Price (2009) have also pointed that, *“there are two important key components such as theme and construction for successful questionnaire. In order to prepare well questionnaire, some of issues such as what are you going to research, where you are going to research and how you are going to do should be clarified as if you think questionnaire is the best option to collect data”* (pp. 125). Researchers need to think about objective in terms of practice and real in order to build effective questions.

3.8 Research Sample

All questionnaires are included with defining the research population that will present the information. It can be noted that, chosen population is a part of whole society and would be selected by researcher that shows the reality (Churchill and Brown, 2007).

Sampling is divided to two main categories as probability sample and non probability. Probability sample is a system of sampling that provides using form of random. Any target of population will be integrated in order to have a random. Non probability sample is not included object population. Sample in non probability takes part in individual perception in the method of choosing component (Churchill and Brown, 2007). Convenience sample, judgemental sample,

quota sample and snowball sample are non probability samples. The suitable sampling for this study is convenience sample. Participant for research is readily available to researcher in convenience sampling because it takes place in the true position and at the exact time. Fellow, student, community and the participant in street would be convenience sampling in the research (Malhotra and Birks, 2006).

Roscoe (1975) suggested that, sample should be more than 30 and should be less than 500 for most studies (cited in Rahim et al, 2011). As a result of that, the researcher wanted to take responses from 100 people of Istanbul. However, because of time limitation, the researcher has decided to conduct the survey in online and the responses of online participants have been considered as the perceptions of Turkey consumers. 49 responses have been collected from the online survey.

3.9 Data analysis

After questionnaire is implemented in the process of research, researcher identifies the data by using computer. Quantitative data is likely show numerical information about researching. Qualitative analysis data includes bar charts, some of graphics and statistics. These enable to researcher to explain research visually. In addition, primary and secondary data can be presented in quantities data analysis (Saunders et al, 2009). Bogdan and Biklen (1998) in Golafshani (2003) concluded that, charts and graphs indicate the consequence of research and the information will be shown and explained as variable, populations and outcomes. Statistical data and deductive research are part of quantitative methodology and assumptions are designed and developed by experimenting hypothesis. Research is conducted to collect information through survey. Research is proposed to test hypothesis (Cameron and Price, 2009). Hypothesis is correlation between two variation objects and is known that a precise statement of researcher`s ideas (Cameron and Price, 2009).

Some technological tools such as computer and data programme are beneficial for researcher to access, accumulate and examination the information. Some statistical programme as SPSS, SAS and Excel office programme can be used in quantitative methodology. Excel programme allows

researcher to save time and analyse research appropriately (Ghauri and Gronhaug, 2010). The researcher will use excel program for the analysis of the research.

Two main sections will be examined in this research study. One of research area would be demographic aspects of participants such as gender, age and educational level. A second important aspect is that measuring respondents thought, perception and attitude to understand the responding of corporate social responsible activities. Furthermore, the correspondence between people's thoughts and social responsible initiatives in terms of economic, social and ethical, and discretionary will be identified to measure actual reality.

3.10 Ethics of the research:

In every research, researchers have to follow some ethical standards and principles. In this regard, Trochim (2006) revealed that, ethical issues should be considered in every research in order to make it ethically standard. For this reason, the researcher has followed ethical principles of the university in conducting data collection of survey. The researcher has revealed the aim of the research at the very beginning of the survey so that the respondents can easily understand how their responses will be used. Moreover, the respondents have been ensured that, all the data given by the respondents will be stored privately and this survey will not impact negatively in their personal lives. As the survey has been taken online, the respondents have been ensured that their facial expression and behaviour have not been observed. Thus, the researcher has maintained ethical standard in this dissertation.

3.11 Validity and Reliability

Valid research can provide the certainty and demonstrate the truth of findings. Validity is related to the truth of questionnaire and its measurement. It should be noted that the information is collected by using questionnaire needed to be obtained actual reality that is research finding. (Saunders et al, 2009). This dissertation has taken online survey for collecting valid information about the perception of consumers about corporate social responsibility. Online users are mostly educated and they can give better answers than mass people. Thus, validity has been ensured in this dissertation.

On the other hand, reliability refers the result of study should be reliable. The instrument of research is expected to be reliable when study is retested. Correspondence, steadiness and the extent of research should be alike when research is done with different time. (Golafshani, 2003). The researcher has used Excel software for analyzing the findings, which is reliable to most of the researchers and authors. Moreover, the dissertation is related to the perception of consumers and online respondents can perceive well about CSR initiatives.

3.12 Limitations of the research:

Saunders et al. (2007) argued that, researchers have to encounter some limitations. In conducting this dissertation, the researcher has encountered these following limitations.

- The researcher has been given very short time period. For this reason, the researcher has collected data of only 49 online users.
- Geographic location is another limitation as the researcher could not collect information from Istanbul citizens about their perception on CSR. So, the researcher had to depend on online users in the questionnaire survey.
- It is believed that, the information is valid, but the researcher cannot ensure the validity as the survey is conducted online.
- In addition, the analysis of the findings has been done via Excel, but the researcher had no previous experience with this software.

Whatever, the researcher has completed the dissertation by proper management of these limitations.

3.13 Summary of the chapter:

Overall, this chapter is an explored description of methodology. Each methodology has own strategy and techniques. Quantitative research methodology based upon positivist paradigm is explained and online survey had been chosen to be strategy of methodology because of providing some advantages such as low cost and less time consumption. Positivist paradigm and quantitative perspectives are required represent of findings with statistical and hypothesis in this research. For this reason, online survey has been done where three demographic questions and 24

topic related questions have been asked to the respondents. 49 online users have responded in this survey, the findings of which have been analyzed through Excel software. The following chapter has been organized with the analysis of the findings and the discussion of the findings with the literature review.

CHAPTER FOUR: DATA ANALYSIS AND DISCUSSION

4.1 Introduction of the chapter:

Data analysis and discussion is the most important chapter as it reveals the contribution of the research in the literary and practical world. This chapter will summarize the findings from the collected responses of the participants. Quantitative data has been collected from the questionnaire survey where 49 people answered to the questionnaire. This chapter will discuss the answers of the respondents in order to fulfil the objectives of the research. To investigate the perception of Turkish consumers toward corporate social responsibility of the companies, five hypotheses have been selected by the researcher. These are:

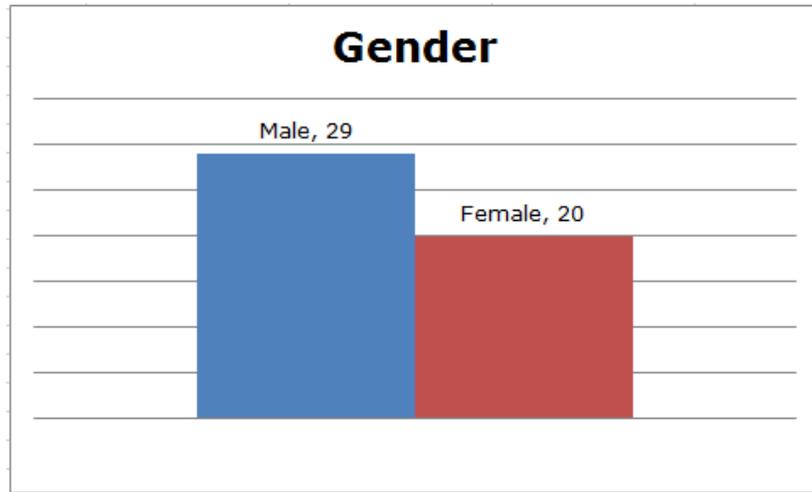
- Consumers understand the concept of corporate social responsibility.
- Economic perception of the Turkey consumers is good.
- Social and environmental or legal understating of the consumers Turkish consumers is moderate.
- Consumers are concerned about the ethical aspects of corporate social responsibility.
- Consumers have good discretionary perception regarding CSR initiatives of the Turkey companies.

The researcher will try to examine all these five hypotheses in this chapter whether they are accepted or not. Moreover, the researcher will critically analyse the findings with the literary arguments described in chapter two. For this reason, the key findings of the questionnaire answers will be discussed and analysed at first. Then, the discussion will be held between the findings and the literature review chapter.

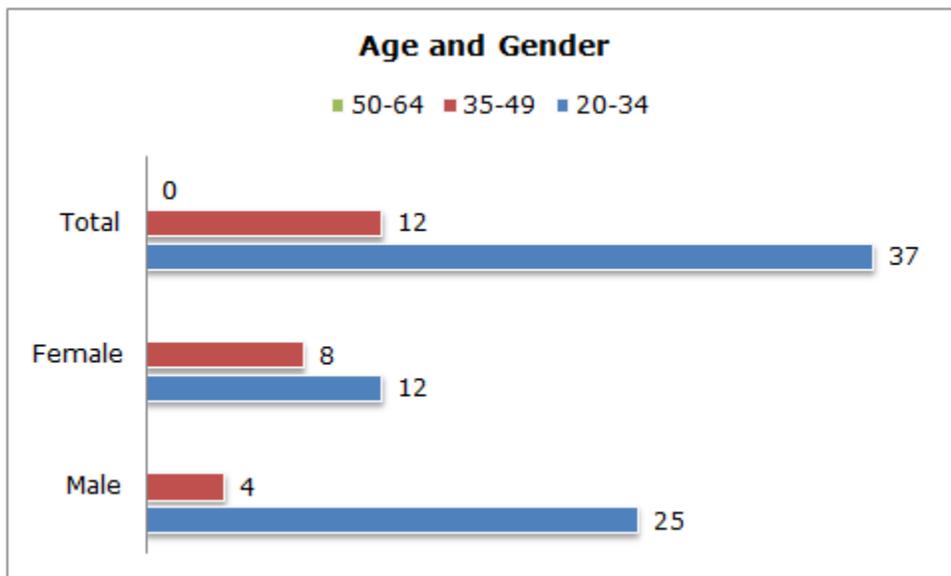
4.2 Analysis of the findings of questionnaire:

In order to meet the objectives of the research, the researcher has asked the respondents several questions about their demographics. Three demographic characteristics have been selected here in the online survey. First of all, the respondents have been asked to answer about their gender. Among 49 respondents, 29 are male and 20 are female as found from the answers of

questionnaire (see the following figure). This result indicates that, male are more acknowledged about the corporate social responsibility and eager to attend surveys and occasion regarding it.

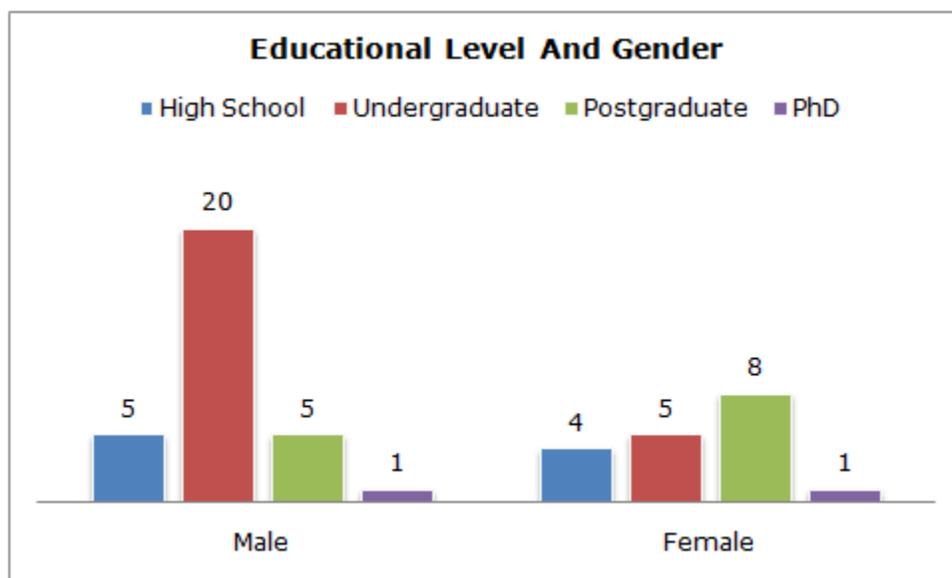


The second question about the demographic features of the respondents is age. Three categories have been provided for choosing; these are: 20-34, 35-49, and 50-64. All the respondents have answered to the question, but no one has chosen the age group of 50-64. This assumes that, the adults over 50 are not eager to participate in any occasion of corporate social responsibility. The academics and researchers should consider why these people are not interested in attending these social and academic occasions.



The above figure also reveals that, 37 of the respondents are in the age group of 20-34, which clearly indicates that, young and young adults are more eager in social initiatives than the age group of over 34. Though 12 of the participants are in the age group of 35-49, this is only 24.5% of the total sample.

The third and last question regarding the demographics of the respondents is about the educational level of them. Among the 49 participants, 9 are high school students; 25 are undergraduate students; 13 are postgraduate students, and 2 are PhD holders as shown in following figure in male and female category.



However, in the above figure, the most important thing to reveal is that, 20 of the male participants are undergraduates, which is quite half of the total participants. On the other hand, 8 of the postgraduate respondents are female, which indicates higher participation of higher educated female in the survey.

After the demographic section, the researcher has provided 24 statements in the questionnaire which would be answered via 5 point Likert scale from strongly disagree to strongly agree. These statements are the key to determine whether the hypotheses of the research are accepted or rejected. In the following, the findings of each statement have been analyzed under each research hypothesis.

H1: Consumers understand the concept of corporate social responsibility.

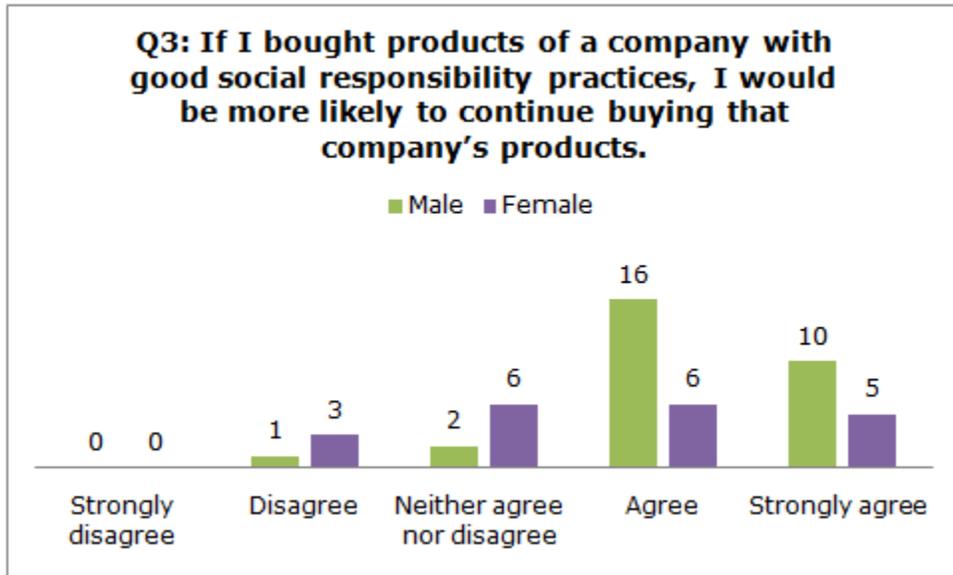
The first hypothesis assumed that, consumers understand the concept of corporate social responsibility. In order to examine the hypothesis, the researcher has asked six questions about CSR. The first statement of the six is that, the respondents are familiar with the concept of corporate social responsibility. 27 agreed and 7 respondents strongly agreed that, they are aware of social initiatives of the corporations. The agreement of about 70% participants clearly illustrates that, people are now concerned about corporate social responsibility. However, a handsome percentage of people (30%) have revealed that, they are not even clear about the concept and activities of corporate social responsibility as shown in the following table.

Q1: You know the meaning of the term “Corporate Social Responsibility”.		
<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Strongly disagree	0	0.00%
Disagree	0	0.00%
Neither agree nor disagree	15	30.61%
Agree	27	55.10%
Strongly agree	7	14.29%

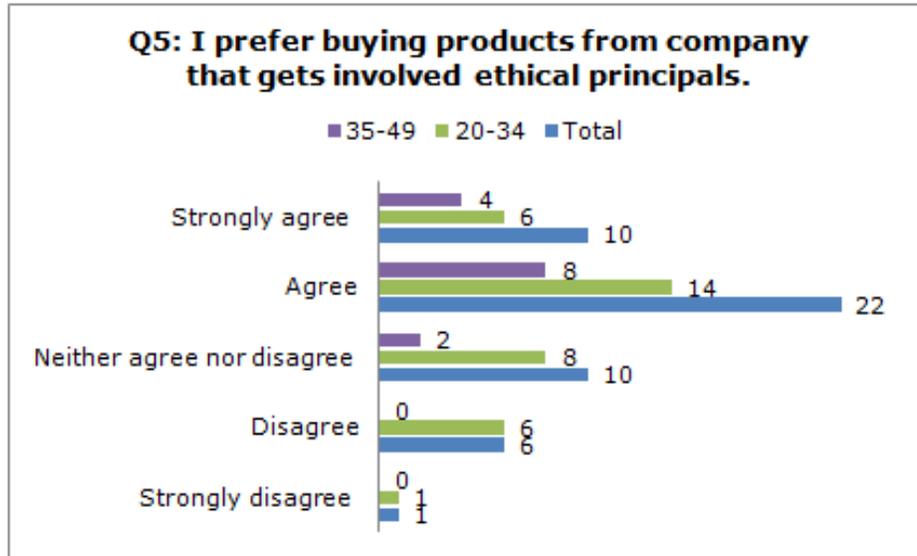
It is found from the survey that, 8 of the 20 females are not aware of the CSR initiatives of the companies (see Appendix B). 22 of 27 males and 12 of 20 males have knowledge about corporate social responsibility. So, it can be said that, males are more concerned about the social activities of the corporations than female.

The researcher also found that, respondents have agreed upon the social responsibility initiatives of the companies. From the findings of the survey data, it can be said that, companies are bound to conduct socially responsible works as they are corporate citizens of the society. The findings also emphasized that, people of Turkey have been starting to behave ethically as they prefer the products of the companies which perform social responsibility well. From the following table, it is also evident that, 16 of the male respondents have agreed upon the statement that, it they

bought products of a company with good social responsibility practices, they would be more likely to continue relationship with the company.



On the other hand, females are ahead in agreeing strongly with the statement as they are double compared to the male respondents. So, it can be demonstrated from this situation that, both male and female are concerned about the firms which produce and market healthy products or perform corporate social responsibility. Moreover, the findings also confirmed that, people of Turkey are interested in bringing out changes in their attitude and purchasing behaviour for socially responsible activities. More importantly, the evidences proves that, people of Turkey are interested in purchasing products from the companies which consider ethical principles in their activities as shown in the following figure.



The above figure also reveals that, 20-34 aged people are more concerned about the corporate social responsibility as 20 of the agreed respondents are in this age group. However, some people in this group (about 15) may not be aware of the CSR activities or have little knowledge as they do not consider ethical activities important. So, it can be recommended that, more research and practice is needed in order to make CSR initiatives popular among the mass people. In addition, ethical obligation should be created among the customers of Turkey.

From the above analysis of Q1-Q6, it is evident that, H1 is accepted. Most of the Turkish people are concerned about the CSR activities of the companies.

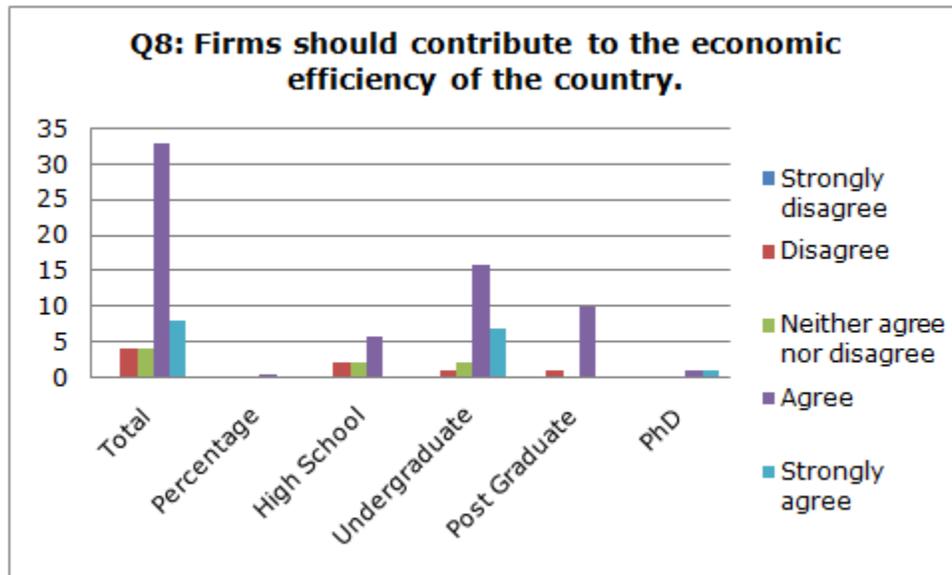
H2: Economic perception of the Turkey consumers is good.

H2 assumed that, Turkey consumers perceive corporate social responsibility important for economic growth. For this reason, questions 7-10 have been asked in order to highlight the economic aspects of corporate social responsibility. In the seventh statement, the respondents are asked to answer if firms should only consider profit and seek economic growth of their own selves without considering the economic benefit of the society they belong to. It is evident from the questionnaire result that, 28 of the respondents strongly disagreed and disagreed in this statement and argued that, companies are obliged ethically or lawfully to do economic good to their society as shown in the following figure.

**Q7: Firms should only consider profit
And seek economic growth.**

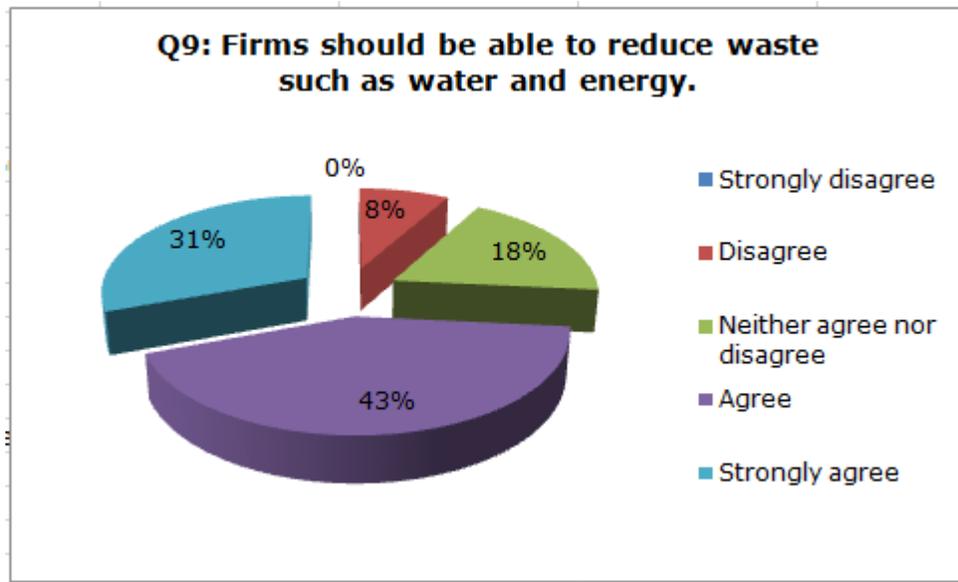
<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Strongly disagree	8	16.33%
Disagree	20	40.82%
Neither agree nor disagree	5	10.20%
Agree	10	20.41%
Strongly agree	6	12.24%

Not only that, Turkey consumers wish that, the companies will contribute to the economic efficiency of the country as shown in the following figure. The figure also releases that, undergraduate and postgraduate people are more concerned with the initiatives of corporate social responsibility and are willingly participating in these initiatives. More of the undergraduate students agreed and strongly agreed with the economic contribution of the firms for the country. High school students are also coming forward in giving their thoughts about the economic growth of the country.



It is also evident from the findings of the questionnaire survey that, companies of Turkey have the responsibility to lessen the wastage of natural resources of the country. Especially, the researcher wants to focus on water and energy and the respondents have agreed upon it. The

figure below reveals that, 74% of the respondents have agreed and strongly agreed in this regard. This indicates the care for natural resources of the country by the consumers of Turkey.



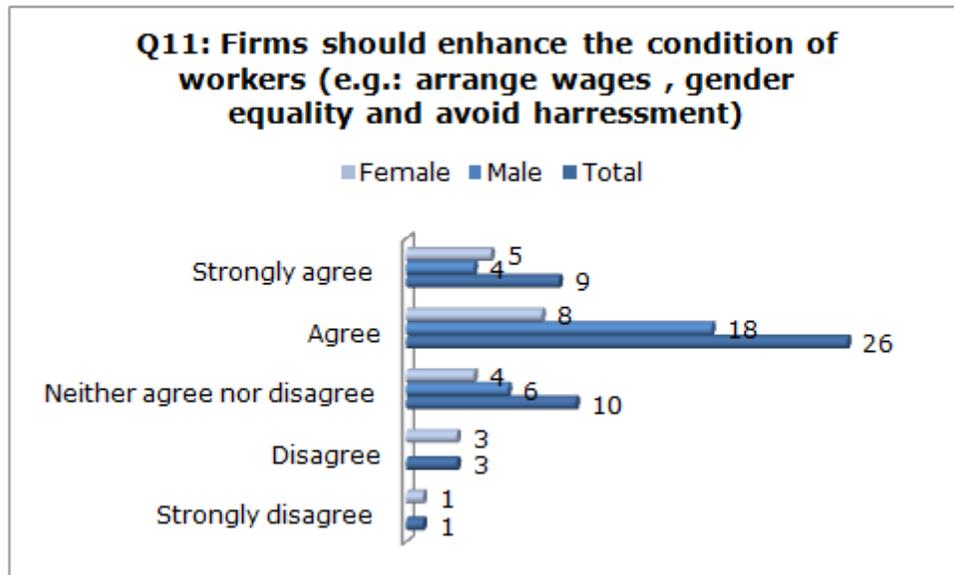
On the other hand, about 82% of the respondents have argued that, firms should be able to inform customers about the quality and health issues of products in the labels. Moreover, firms of Turkey should concentrate on manufacturing fair products and distribute it in fair price. The consumer world wants changes in the quality of products and most of them argue for healthy products which have no negative impact on society and environment. The consumers of Turkey have revealed the same concern regarding the corporate social responsibility of the Turkish companies.

From the above findings of Q7-10, it is noticed that, Turkish consumers are concerned about the ethical aspects of corporate social responsibility. So, it is evident that, the assumption of H2 is appropriate.

H3: Social and environmental or legal understating of the consumers Turkish consumers is moderate.

The third hypothesis has claimed that, Turkish consumers are aware of social, environmental, and legal aspects of corporate social responsibility. For this to clarify, the researcher has chosen five questions from Q11 to Q15. In considering social and environmental understanding, the

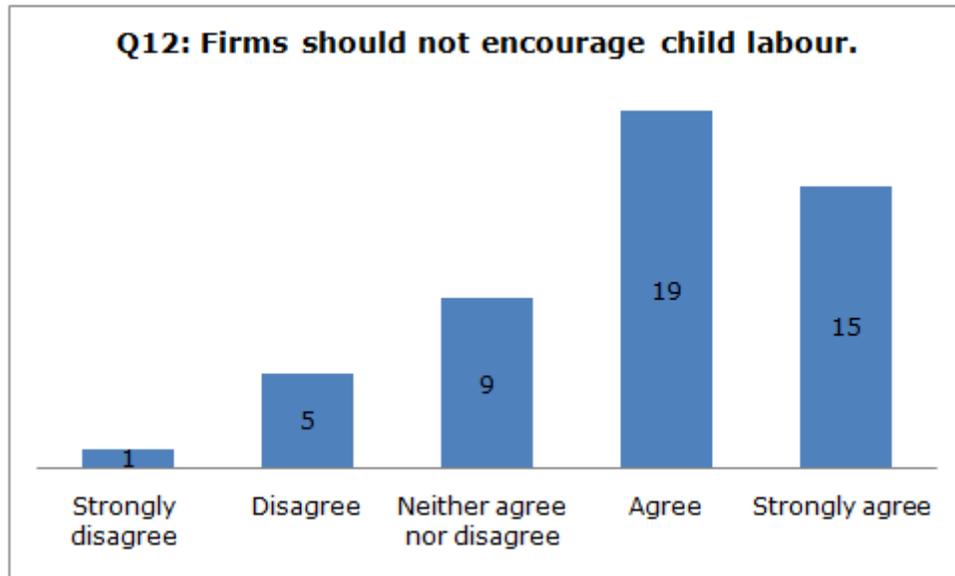
condition of workplace is of great importance. So, the researcher has asked the respondents about the necessity of the improvement of workplace conditions for enhancing the life of the workers. Firms of Turkey need to ensure health and safety of the employees in the workplace environment. As evident in the following figure, the respondents claimed that, firms should enhance the condition of the workers by arranging healthy wages, gender equality, and avoiding harassment.



The findings also show that, a huge percentage of male respondents (22 of 29) have agreed and strongly agreed with the statement along with a moderate percentage of female (13 of 20). So, it can be said that, both male and female consumers of Turkey are interested in the improvement of the workers' lives in order to ensure social and environmental development. However, 20% (10 of 49) of both the male and female respondents remain neutral in giving any comment on this issue, which surely makes the researcher worry about the present thought of consumers about the social improvement or environmental development.

In order to ensure the improvement of the society, legal issues can also be considered which are fixed by the government. It is already legally forbidden that, children cannot be a part of the pool of labours. Turkey government strictly prohibits child labour. It is also the duty of the companies not to encourage child labour considering both the social and legal perspective. The people of

Turkey also want the firms to behave like that as 69% of the respondents agreed and strongly agreed upon the statement (see the following figure).



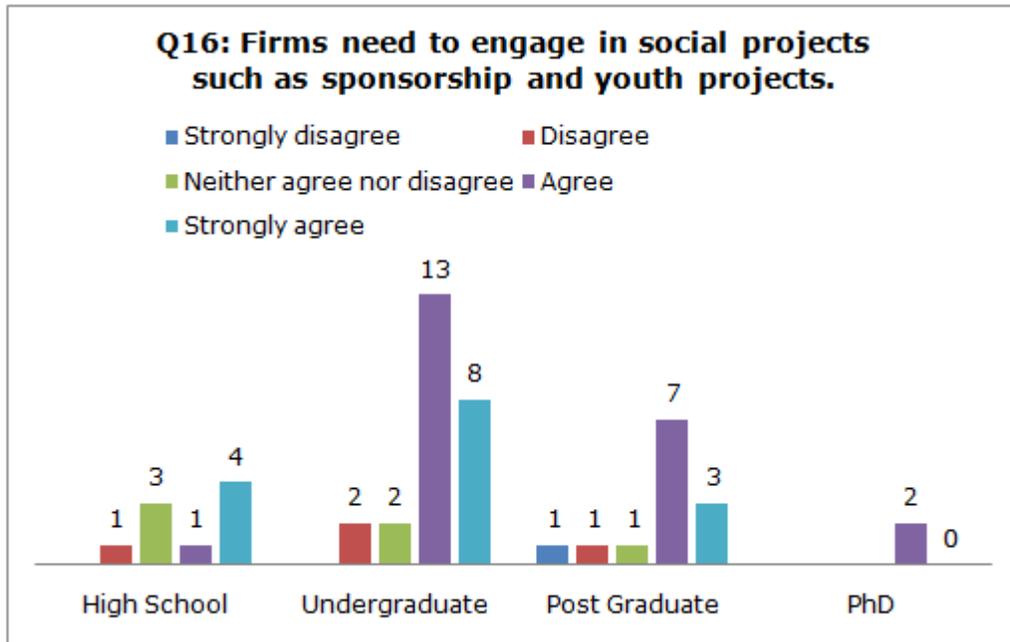
On the other hand, it has been revealed from the questionnaire result that, turkey consumers have become informed and educated about the government regulations of corporate social responsibility. It is for sure that, companies have to accept the rule of the country, establish transparency, and report important statements to the stakeholders of the companies. It is also evident from the findings that, consumers of Turkey want the firms to commit all the rules of the country to ensure corporate social responsibility in the country.

From the above analysis of the findings from Q11-Q15, H3 has been accepted as it has been noticed that, consumers are aware of the social, environmental, and legal issues of corporate social responsibility.

H4: Consumers are concerned about the ethical aspects of corporate social responsibility.

H4 assumed that, Turkey consumers consider corporate social responsibility as ethical principles. In order to prove that the hypothesis is accepted or rejected, the researcher has asked five questions from Q16 to Q20. The researcher aims to investigate the ethical concerns of the consumers about CSR initiatives in these questions. It is evident from the survey that, consumers want firms to engage in social projects such as sponsorship and youth projects. As shown in the

following figure, undergraduate and postgraduate people are likely to consider the engagement in social projects most. 21 of the undergraduate people and 10 of the postgraduate people have shared their opinion arguing the importance of social consideration of the firms from the ethical viewpoint. Moreover, the participation of the high school students cannot be ignored as 5 of them agreed and strongly agreed that, corporations have to do something for the society from moral perspective.



Not only that, the findings also reveal that, it is time for the Turkish firms to make them able to protect environment by producing green products and having recycling facilities. Consumers are eager to take green products for their necessity as found it the following figure.

Q17: Firms should be able to protect environment by producing green products and having recycling facilities.

<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Strongly disagree	0	0.00%
Disagree	1	2.04%
Neither agree nor disagree	6	12.24%
Agree	38	77.55%
Strongly agree	4	8.16%

Moreover, Turkey consumers think that, it is the ethical responsibility of the firms to manufacture healthy products and avoid harmful activities such as animal testing. It is evident that, healthy products can enhance the credibility of the firms and consumers prefer those which concentrate on the quality of products without compromising the health issues. In addition, the commitment of maintaining comprehensive code of conduct by the firms can also add extra point in the market of ethics.

From the analysis above, it is clear that, the third hypothesis of this research can be taken into acceptance as Turkey consumers are ethically concerned about corporate social responsibility.

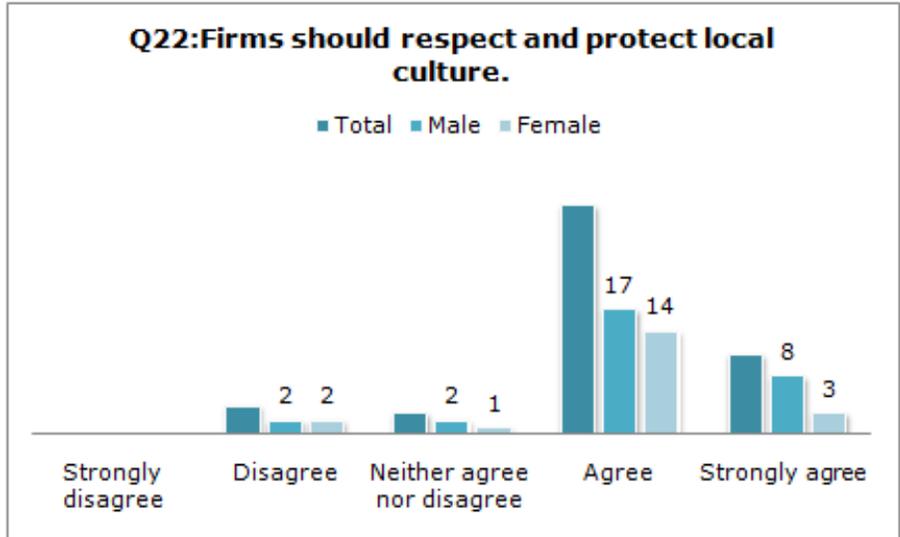
H5: Consumers have good discretionary perception regarding CSR initiatives of the Turkey companies.

The fifth and last hypothesis of this research suggested that, discretionary perception of Turkey consumers against the CSR initiatives is moderate. For evaluating the hypothesis, the researcher has organized four statements about how firms can aid the local community considering the discretionary perception. As shown in the following figure, approximately 82% of the respondents claimed that, firms can improve the local community and facilitate the society in terms of education. Though there is no disagreement in this regard, the neutral status of 18% participants can be a concern for the practitioners and can lead to further research on the factors of consideration while thinking for the improvement of local community.

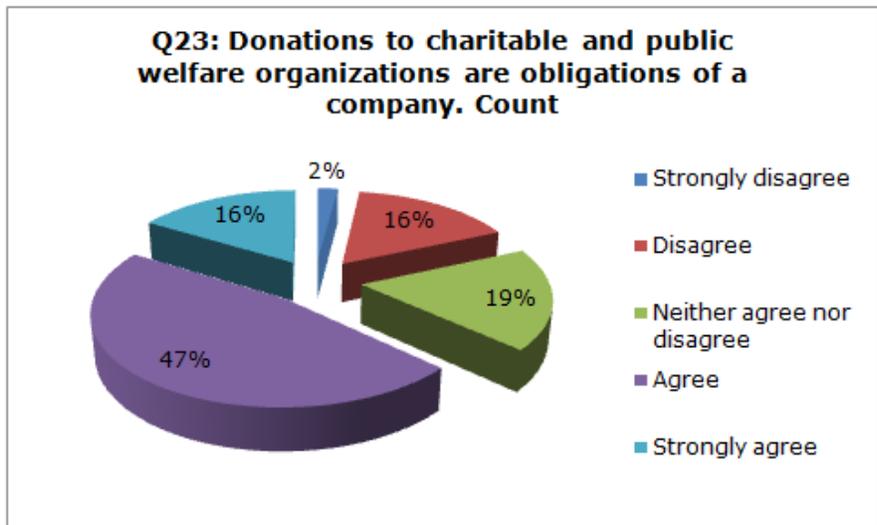
Q21: Firms are able to improve local community and support them in terms of education.		
<u>Answer</u>	<u>Count</u>	<u>Percentage</u>
Strongly disagree	0	0.00%
Disagree	0	0.00%
Neither agree nor disagree	9	18.37%
Agree	24	48.98%
Strongly agree	16	32.65%

It is also evident from the findings that, consumers consider firms to respect and protect local culture. In this regard, male and female consumers are hand in hand as the researcher has found

little difference in the agreements of the male and female respondents. 25 of 29 males and 17 of 20 females have strongly agreed and agreed that, firms should honour local community and protect the sovereignty of the local culture.



In addition, the researcher has also noticed that, consumers of the country are likely to see their firms engaged in charitable and public welfare considering the discretionary perspective of corporate social responsibility. As revealed in the following figure, Turkey consumers stated that, donations to charitable organizations are obligations of the firms in Turkey.



From the above discussions, H5 has been accepted as Turkey consumers have enough discretionary perception towards corporate social responsibility of the Turkey firms.

4.3 Discussion:

After a thorough analysis of the findings of the survey questionnaire, it is now needed to evaluate the findings with the literatures of other researchers and authors and analyze critically. The discussion has been done according to the four objectives of the research.

Objective 1: To investigate the literary view of the concept of corporate social responsibility

The first objective of this research was to demonstrate the concept of corporate social responsibility in the perspective of Turkish consumers. In order to fulfil this objective, the researcher has set H1 has been accepted by the findings of the survey questionnaire. The answers of the respondents to the first six questions revealed that, Turkish consumers are aware of the concept of corporate social responsibility and the companies are bound to conduct social responsibility initiatives. Similarly, in the literature review, it has been noticed that, the essence and impact of corporate social responsibility has been considered in the literatures of Carroll (1999), Pearch and Doh (2005), and Galbreath (2009). Moreover, Blowfield and Murray (2011) described in the literature review chapter that, corporate social responsibility is the duty of a firm for the influence of its decisions and activities on society and environment, via ethical and transparent manner that fosters sustainable development through development and welfare of the society, fulfils the expectations of the important stakeholders, follows the legal constraints with the integration of the relationships of the firm. These have been appreciated in the findings.

In addition, the literature of Weber (1975) described in the second chapter that, socially responsible consumer is likely to consider the reactions of the public in this or her personal consumption or utilize his or her bargaining power to bring about changes in the society. It has also been found from the findings analysis that, Turkish consumers are likely to purchase products of a firm which practices social responsibility. Consumers are also eager to bring about changes in their buying behaviour and loyalty for socially responsible activities. In this regard, Mohr et al. (2001) argued that, the purchasing power of the consumers is mostly used to bring about beneficial changes in the society as well as the whole country. Ethically responsible firms get preference in this regard by the Turkish consumers. It is also evident that, consumers are

ethically obliged to buy products from those firms which maintain good corporate social responsibility.

Objective 2: To illustrate various types of corporate social responsibility among the companies of Turkey

The researcher has set the second objective of the research as to demonstrate different types of corporate social responsibility among Turkish companies. For this reason, H2 to H5 can be considered in some respects. Companies are thought to not only consider profit and own economic growth, but also concentrate on the corporate social responsibility. It is the duty of the companies to contribute to the economic efficiency of the country. Various types of CSR initiatives can be taken according to the demand of the stakeholders. In the literature review chapter, it has been found that, socially responsible companies seem to consider the demand of the stakeholders (Bechmann, 2007). In this regard, the stakeholder theory can be appreciated as Bechmann (2007) argued that, organizations which take corporate social responsibility can be able to fulfil the expectations of the stakeholders. On the other hand, the literature of Freeman (1984) claimed that, stakeholders can be individuals or groups for which varieties of CSR activities can be done. For instance, the findings have revealed that, the reduction of waste of water and energy, proper communication of the benefits and ingredients of the products, and production of fair goods can be done considering the economic perspective. In contrast, from social, environmental, and legal perspective, companies require focusing on the workplace environment of the employees, discouraging child labour, ensuring health and safety of the employees, and summiting to the principles defined by the regulatory system of the country. Similar view has been found in the literatures of Rupp et al. (2006) as they claimed that, effectiveness of CSR initiatives is necessary to impact positively upon employees. Employees feel valued if they get proper wage, health, and safety in their workplace.

Transparency of reporting to the stakeholders can be another legal responsibility of the Turkish firms. In this regard, the literature review claims that, corporate social responsibility can be helpful for business firms to increase transparency and reputation in the eyes of shareholders, employees, and the consumers (Carroll and Shabana, 2011). Ethically, there are various types of corporate social responsibility such as engaging in social projects like sponsorship and youth projects, protecting environment by manufacturing green and fair trade products, reducing the

usage of natural resources, and avoiding harmful effects in producing healthy products. It is also the discretionary duty of the firms to enhance the development of the local community by providing aid in charitable organizations or providing facilities of education along with respecting and protecting local tradition and culture.

Objective 3: To examine the relations of corporate social responsibility and consumer perception toward it in Turkey

In order to fulfil the aim of the research, the researcher has set the third objective as to examine the relations of corporate social responsibility and consumer perception toward it in Turkey. For this reason, the researcher has tried to investigate the consumer perception against the concept of corporate social responsibility initially. From the analysis of the answers to the questions in H1, the researcher has found that, Turkish consumers consider corporate social responsibility as an important aspect in various aspects. In this regard, Bhattacharya (2001) argued that, there is a positive relation between corporate social responsibility and consumer perception towards companies and their goods or services. The answer of the first question clearly expresses that, consumers become informed and knowledgeable about the term corporate social responsibility. Consumers are now concentrating on their purchase behaviour more and more. They are likely to buy products from those firms which have a strong backup and reputation of corporate social responsibility. In this perspective, Hanke and Stark (2009) argued in the literature review that, reputation is a major cause of corporate social responsibility. They referred to a survey of German Forsa Institute (2005) which revealed that, companies are engaged in corporate social responsibility for both internal and external reputation.

Moreover, consumers are not only considering CSR as the only activity of only the companies, but also the duty of themselves. For this reason, they assumed it unethical to purchase products from those firms which are not good at all in their socially responsible initiatives. This viewpoint indicates the information and education of consumers about corporate social responsibility. Hirschman (1980) argued that, consumers are, nowadays, educated and informed about the products of the firms. Though consumer education and knowledge has not proved the ethical behaviour of the consumers (Titus and Bradford, 1996), Sproles et al. (1978) preferred the education of the consumers about the information of the products produced by socially responsible or irresponsible firms.

The findings in H2 have revealed that, economic growth of a country largely depends on the CSR initiatives of the companies.

Objective 4: To analyze the impact of corporate social responsibility on the perceptions of Turkey consumers

The fourth and last objective of this dissertation was to analyze the impact of corporate social responsibility on the perceptions of consumers in Turkey. In order to fulfil this objective, the first hypothesis can be useful. It has been found from findings of the questionnaire survey that, consumers are now concentrating the CSR initiatives of the companies. For this reason, corporate social responsibility has a huge positive impact on the perceptions of the Turkey consumers. Most of the consumers prefer those firms which are good at corporate social activities. There is no doubt that, consumers will reject the products of the firms which do not take enough care of social activities. Similarly, in the literature review, Bhattacharya and Sen (2004) claimed that, the positive relationship between CSR initiatives and consumer perception can lead the companies to spend more facilities and energy in its CSR activities. As a consequence, the perception of consumers is increased toward the brand. So, there is a huge positive influence of corporate social responsibility among the consumers of Turkey.

It has become a firm thought among the Turkish consumers that they are also responsible for enhancing CSR activities in the country. From the ethical viewpoint, the consumers of Turkey realize that, they have ethical duty to promote socially responsible companies as well as to boycott socially irresponsible firms of the country. In the regard, the example of the research of Marymounth University (1999) can be useful to understand. In the research of the university, 75 percent of the respondents expressed that, they were ready to ignore companies if the products had been done in a workplace which is not suitable for the workers as well as employees. However, the literature of Boulstridge et al. (2000) reflected different views as it argued that, consumers are generally purchasing goods based on their interest, price, and name of the brand rather concentrating on the social perspective. Similar viewpoint has been found in the writing of Roberts (1998) that, there remains a gap between ethical consideration and buying behaviour of the consumers. However, this trend has been changing over the decade and now social issues

come in front among the minds of most of the consumers. Similar thought has also been found in this dissertation.

4.4 Summary of the chapter:

This chapter has analyzed the findings of survey questionnaire. With the help of Excel software, the researcher has shown the findings in this chapter via charts, graphs, and tables so that the future users of the research can easily understand the contribution of the dissertation. At first, five hypotheses have been set up to understand the core concept of corporate social responsibility and its economic, social, environmental, legal, and ethical, and discretionary aspects that are perceived among the minds of the Turkish consumers. All the hypotheses have been accepted according to the findings.

After that, the researcher has described the findings with the literatures of previous researchers and authors in order to show how the objectives of the research have been met with these hypotheses. After thorough analysis and discussions of the findings, it can be said that, corporate social responsibility has become important in the considerations of the Turkish consumers. So, the researcher will give some recommendations to the Turkish firms about how to perform CSR activities well in the recommendation chapter. The next chapter will draw conclusions to this dissertation.

CHAPTER FIVE: CONCLUSION

5.1 Introduction of the chapter:

The literatures and research studies of previous researchers and authors have been critically discussed with the findings earlier in order to find out new results in the field of the influence of corporate social responsibility among Turkish consumers. This chapter will describe how this research has contributed to the literary world of corporate social responsibility and its impact on consumer perception.

5.2 Conclusion:

Corporate social responsibility has become an important topic among the researchers and practitioners when it comes with consumer perception. Though significant research has been done on the consumer perception on CSR initiatives in developed countries, little evidence have been found in case of developing countries. For this reason, the researcher intends to investigate the impact of CSR activities on consumer perception in Turkey. According to the aim, the four objectives are to identify the concept of corporate social responsibility, demonstrate different kinds of corporate social responsibility, establish the relationship of consumer perception and CSR, and to investigate the influence of CSR on the perceptions of consumers in Turkey.

From the review of the existing literatures, several issues of CSR come into consideration. CSR is the responsibility of the businesses to the society, local community, and environment that can benefit the businesses consequently. The four dimensions of CSR are: economic, legal, ethical, and discretionary. These four dimensions can pave the way how CSR can be done in a society. Moreover, the researcher has collected literatures in consumer perception and CSR. Here, the relationship of the customers with the company, demand of stakeholders according to stakeholder theory, socially responsible and informed consumers, customer loyalty and brand equity, and sustainable corporate performance have been analyzed in order to show the relations of corporate social responsibility and consumer perception. However, these literatures were merely able to show the influence of CSR among the consumers in developing countries. For this reason, the researcher has chosen online users, and conducted a survey with close ended

questionnaire following 5 point Likert scale from strongly disagree to strongly agree. A total of 49 people have attended the survey all of whom have given all the answers to the questions.

From the findings of the survey, it is evident that, Turkish consumers are focusing on the corporate social responsibility of the companies. Most of them have clear knowledge about what is CSR and how it works in the society. The consumers consider CSR for their economic, social, environmental, legal, ethical, and discretionary development. CSR has become an unavoidable duty of the companies in the eyes of the consumers. Even, consumers think that, they are ready to change their purchase and consumption behaviour considering the CSR initiatives of the firms. Moreover, they are interested in purchasing products from those brands which maintain good corporate social responsibility. It reveals the knowledge and understanding of CSR among the Turkish consumers.

There are numerous types of corporate social responsibility that can be done by the Turkish companies. These types of CSR activities can be divided into four dimensions according to the literature review. In the economic perspective, firms can contribute to the economic efficiency of the country by reducing the consumption of natural resources, revealing the benefits and components of the products in order to ensure health safety, and manufacturing and distributing products in fair way. On the other hand, the companies can manage good working condition for the workers and employees; ensure health and safety for the workers considering the social or legal perspective. Firms can also engage in various types of social projects like youth projects, protect local community and its culture, avoid using harmful elements in the production of goods and reduce the usage of the country's natural resources in order to confirm its ethical image. At last, firms can be philanthropists which provide facilities to the local community by donation or education support. These initiatives can be taken by companies to ensure good consumer perception.

There is a huge positive relationship of corporate social responsibility and consumer perception toward it in Turkey. It has been shown in chapter four that, consumers are eager to purchase products from those companies which have focused on corporate social responsibility. Moreover, consumers are likely to purchase fair products which are labelled with the necessary information about the quality and ingredients. In addition, companies with healthy products are more

preferable to companies with heavy brand image without maintaining the quality of the products. So, the findings clearly reveal that, corporate social responsibility and consumer perception are related to each other.

On the other hand, the impacts of corporate social responsibility among the minds of the Turkish consumers are many. It has been found in the fourth chapter that, Turkish consumers are aware of corporate social responsibility and they wish companies to perform various kinds of CSR initiatives. It is also the duty of the corporations to reconsider their effort on corporate social responsibility because it has a huge impact on consumers' minds and increase brand image of the firms. Consumers claim that, they willingly buy healthy products from socially responsible firms.

5.3 Summary of the chapter:

This chapter has summarized the total proceedings of the dissertation. The aim, objectives, and the contribution of previous research studies in the field of corporate social responsibility and consumer perception have been described in this chapter. The findings also shows how corporate social responsibility impacts upon the perception of Turkish consumers. So, this dissertation will suggest Turkish companies how to manage good consumer perception by corporate social responsibility in first part of the following chapter.

However, the researcher has faced several limitations while conducting this dissertation. Though the researcher is able to complete the researcher with these limitations, he thinks that, further research studies should not be done like this. For this reason, several recommendations have been given for the future researchers in the last part of the next chapter.

CHAPTER SIX: RECOMMENDATIONS

6.1 Introduction of the chapter:

This chapter has been organized into two sections. The first section will give some recommendations to the Turkey companies how to organize their corporate social responsibility initiatives in order to get better consumer perception. The second section will describe the limitations that are faced by the researcher in conducting this dissertation and the way to overcome these limitations in future research works.

6.2 Recommendations to the Turkey Companies:

The researcher has collected responses from the consumers about how they perceive corporate social responsibility of the firms. Based on the findings, the researcher has suggested the Turkey companies to do the following.

- Firms have to consider the economic perception of consumers. Consumers want that, firms will not only think about their own economic benefit and profitability, but also work for the overall economic development of the country. For this reason, Turkey companies will work for reducing the wastage of water and energy. Moreover, companies have to be able to inform customers about the components and health benefits of the products. Last of all, the manufacturing of fair products cannot be ignored at all.
- Turkey companies should focus on social, environmental, and legal perception of the consumers. For this, firms have to spend time and effort to enhance the condition of workers by giving appropriate wages, ensuring gender equality, and diminishing inequality in the workplace. Child labour should be prohibited by the company rules. Health and safety issues of the employees should also be considered seriously. Moreover, the obligations and principles of the regulatory bodies of the government should be maintained.
- The ethical perception of Turkey consumers should be considered. The companies need to involve themselves in various social initiatives. For instance, sponsorship in youth projects may be fruitful for the companies. Work for the protection of environment by

manufacturing green products and focusing of recycling. The reduction in consumption of natural resources can be a handy tool for becoming socially responsive. The business trends with only healthy products can also add some points for social responsiveness.

- Turkey companies cannot avoid the discretionary perception of the consumers. Consumers want that, companies will do some philanthropic activities for the local community as well as the whole society. For this reason, Turkish companies can improve local community and provide education facilities. Moreover, the firms should respect and protect the community in which they operate. There are several charitable and social welfare organizations for the betterment of the society. Companies can donate money in these non-profit organizations. Furthermore, the cooperation with universities, schools, municipal office, and other social communities can be done.

Turkey companies can take the above corporate social responsibility initiatives in order to receive better consumer perception.

6.3 Recommendations for future research:

The researcher has faced some limitations and here he tries to recommend some ways to overcome these in future research.

- The researcher has faced time constraint in conducting this research. Due to the lack of available time, the researcher could not show enough effort in completing the research. For instance, the researcher wished to collect at least 100 responses from the questionnaire survey and all of them from the people of Istanbul, but due to time limit, the researcher had to submit the survey online assuming that, the respondents are from Istanbul. This assumption is valid in the sense that, consumerism is same in most of the countries of the world. Moreover, the respondents who have participated online are surely educated consumers about corporate social responsibility. However, the researcher could collect only 49 responses from the survey. Further research can be possible taking more responses from the mass people in online or face to face.
- The researcher has worked on the impact of corporate social responsibility on consumerism, where little effort has been shown in revealing the relationship of these

terms. Future research can highlight the relations of CSR and consumer perception. Moreover, the perception of the companies regarding their CSR activities can also be a matter of research. How the managers perceive CSR and how they fulfil the responsibility of the society can be studied in further investigation.

- The researcher has conducted the research in only one method, which is survey. More research methods can be used here. For instance, participant and non-participant observations can be effective here. Moreover, in-depth interview with the informed and educated consumers can be a handy tool to understand consumer perception. Case study analysis, on the other hand, can give more insights about the topic. By taking cases of various companies of Turkey, the CSR initiatives and their benefits can be assessed in order to visualize the impact of CSR on the perception of consumers.
- Data analysis is the most important tool in every research. Due to lack of knowledge and time, the researcher has only used Excel software showing a simple analysis of the findings. By the use of different specialized software like SPSS, more analysis can be done, such as, frequency table analysis and chi square analysis. By taking in-depth interview, template analysis can be done. Further research studies may focus on these analysis methods in order to get more accurate findings.

Future researchers should follow these suggestions in order to find out the best result from their studies.

6.4 Summary of the chapter:

This chapter has given suggestions to the companies in Turkey to get better response from the consumers by implementing various kinds of CSR activities. Moreover, the researcher has revealed several recommendations that can be followed by the future researchers in the field of CSR and consumer perception.

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Appendices:

Appendix A: Survey Questionnaire

CORPORATE SOCIAL RESPONSIBILITY ON CONSUMER PERCEPTION SURVEY

First of all, I would like to thank you for your participation in this questionnaire. Your participation is highly appreciated.

This survey is conducted as part of Master's degree completion. The purpose of this survey is to examine the perception of Turkish consumers on corporate social responsibility initiatives.

You are eligible to complete survey as part of Turkey's population, living in Istanbul. This survey would take less than 5 minutes if you favourably do that. Please choose the best option that suits you. Thank you again.

If you have any queries , please do not hesitate to contact with researcher via email at u1248363@uel.ac.uk

SECTION A: Demographic Information

Gender

MALE

FEMALE

Age

20- 34

35-49

50-64

Educational Level

High school

Undergraduate

Postgraduate



SECTION B: Consumer perception towards corporate Social Responsibility

The following statements address consumer perception towards CSR. Place a check (✓) under the column that describes your level of agreement (Strongly Agree, Agree, Neutral, Disagree or Strongly Disagree) to each statement.

General Perception towards CSR:

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1. You know the meaning of the term “Corporate Social Responsibility”					
2. Companies should conduct social responsibility initiatives.					
3. If I bought products of a company with good social responsibility practices, I would be more likely to continue buying that company’s products.					
4. I will make some changes in behaviour for social responsibility.					
5. I avoid buying products from company that gets involved ethical principals.					
6. I believe that, I have an ethical obligation to purchase socially responsible products.					

Economic Perception:

7. Firms should only consider profit and seek economic growth.					
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8. Firms should contribute to the economic efficiency of the country.					
9. Firms should be able to reduce waste such as water and energy.					
10. Firms should be able to inform customer about products and produce fair products.					

Social and Environmental/Legal Perception

11. Firms should enhance the condition of workers (e.g.: arrange wages , gender equality and avoid harassment)					
12. Firms should not encourage child labour.					
13. Firms need to ensure health and safety of the employees.					
14. Companies have to accept the rule of country, establish transparency and reporting firms stakeholders.					
15. Submit to the principles defined by the regulatory system					

Ethical Perception:

16. Firms need to engage in social projects such as sponsorship and youth projects.					
17. Firms should be able to protect environment by producing green products and having recycling facilities.					
18. Companies should reduce consumption of natural resource.					

19. Firms should produce healthy products and avoid harmful activities such as animal testing.					
20. Committing comprehensive code of conducts					

Discretionary Perception:

21. Firms are able to improve local community and support them in terms of education.					
22. Firms should respect and protect local culture					
23. Donations to charitable and public welfare organizations are obligations of a company.					
24. Corporation with universities, schools, communities and municipal office can be done by the companies.					

Appendix B: Answers of the questionnaires

Number of records in this query:	49	
Total records in survey:	49	
Percentage of total:	100.00%	
Gender		
Answer	Count	Percentage
Male	29	59.18%
Female	20	40.82%
Age		
Answer	Count	Percentage
20-34	37	75.51%
35-49	12	24.49%
50-64	0	0.00%
Educational Level		
Answer	Total	Percentage
High School	9	18.37%
Undergraduate	25	51.02%
Postgraduate	13	26.53%
PhD	2	4.08%
General Perception Towards CSR		
Q1: You know the meaning of the term "Corporate Social Responsibility".		
Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	0	0.00%
Neither agree nor disagree	15	30.61%
Agree	27	55.10%
Strongly agree	7	14.29%
Q2: Companies should conduct social responsibility initiatives.		
Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	1	2.04%
Neither agree nor disagree	6	12.24%
Agree	29	59.18%
Strongly agree	13	26.53%

Q3: If I bought products of a company with good social responsibility practices, I would be more likely to continue buying that company's products.

Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	4	8.16%
Neither agree nor disagree	8	16.33%
Agree	22	44.90%
Strongly agree	15	30.61%

Q4: I will make some changes in behaviour for social responsibility.

Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	4	8.16%
Neither agree nor disagree	8	16.33%
Agree	30	61.22%
Strongly agree	7	14.29%

Q5: I prefer buying products from company that gets involved ethical principals.

Answer	Total	Percentage
Strongly disagree	1	2.04%
Disagree	6	12.24%
Neither agree nor disagree	10	20.41%
Agree	22	44.90%
Strongly agree	10	20.41%

Q6: I believe that, I have an ethical obligation to purchase socially responsible products.

Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	3	6.12%
Neither agree nor disagree	10	20.41%
Agree	27	55.10%
Strongly agree	9	18.37%

Economic Perception

Q7: Firms should only consider profit and seek economic growth.

Answer	Count	Percentage
Strongly disagree	8	16.33%
Disagree	20	40.82%
Neither agree nor disagree	5	10.20%
Agree	10	20.41%
Strongly agree	6	12.24%

Q8: Firms should contribute to the economic efficiency of the country.

Answer	Total	Percentage
Strongly disagree	0	0.00%
Disagree	4	8.16%
Neither agree nor disagree	4	8.16%
Agree	33	67.35%

Strongly agree	8	16.33%
Q9: Firms should be able to reduce waste such as water and energy.		
Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	4	8.16%
Neither agree nor disagree	9	18.37%
Agree	21	42.86%
Strongly agree	15	30.61%
Q10: Firms should be able to inform customer about products and produce fair products.		
Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	6	12.24%
Neither agree nor disagree	3	6.12%
Agree	30	61.22%
Strongly agree	10	20.41%
Social and Environmental/Legal Perception		
Q11: Firms should enhance the condition of workers (e.g.: arrange wages , gender equality and avoid harressment)		
Answer	Total	Percentage
Strongly disagree	1	2.04%
Disagree	3	6.12%
Neither agree nor disagree	10	20.41%
Agree	26	53.06%
Strongly agree	9	18.37%
Q12: Firms should not encourage child labour.		
Answer	Count	Percentage
Strongly disagree	1	2.04%
Disagree	5	10.20%
Neither agree nor disagree	9	18.37%
Agree	19	38.78%
Strongly agree	15	30.61%
Q13: Firms need to ensure health and safety of the employees.		
Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	6	12.24%
Neither agree nor disagree	6	12.24%
Agree	19	38.78%
Strongly agree	18	36.73%
Q14: Companies have to accept the rule of country, establish transparency and reporting firms stakeholders.		
Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	3	6.12%

Neither agree nor disagree	13	26.53%
Agree	21	42.86%
Strongly agree	12	24.49%
Q15: Summit to the principles defined by the regulatory system		
Answer	Count	Percentage
Strongly disagree	1	2.04%
Disagree	8	16.33%
Neither agree nor disagree	12	24.49%
Agree	23	46.94%
Strongly agree	5	10.20%
Ethical Perception		
Q16: Firms need to engage in social projects such as sponsorship and youth projects.		
Answer	Total	Percentage
Strongly disagree	1	2.04%
Disagree	4	8.16%
Neither agree nor disagree	6	12.24%
Agree	23	46.94%
Strongly agree	15	30.61%
Q17: Firms should be able to protect environment by producing green products and having recycling facilities.		
Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	1	2.04%
Neither agree nor disagree	6	12.24%
Agree	38	77.55%
Strongly agree	4	8.16%
Q18: Companies should reduce consumption of natural resource.		
Answer	Count	Percentage
Strongly disagree	3	6.12%
Disagree	2	4.08%
Neither agree nor disagree	6	12.24%
Agree	25	51.02%
Strongly agree	13	26.53%
Q19: Firms should produce healthy products and avoid harmful activities such as animal testing.		
Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	6	12.24%
Neither agree nor disagree	5	10.20%
Agree	21	42.86%
Strongly agree	17	34.69%
Q20: Committing comprehensive code of conducts		
Answer	Count	Percentage

Strongly disagree	2	4.08%
Disagree	4	8.16%
Neither agree nor disagree	11	22.45%
Agree	24	48.98%
Strongly agree	8	16.33%
Discretionary Perception		
Q21: Firms are able to improve local community and support them in terms of education.		
Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	0	0.00%
Neither agree nor disagree	9	18.37%
Agree	24	48.98%
Strongly agree	16	32.65%
Q22: Firms should respect and protect local culture.		
Answer	Total	Percentage
Strongly disagree	0	0.00%
Disagree	4	8.16%
Neither agree nor disagree	3	6.12%
Agree	31	63.27%
Strongly agree	11	22.45%
Q23: Donations to charitable and public welfare organizations are obligations of a company.		
Answer	Count	Percentage
Strongly disagree	1	2.04%
Disagree	8	16.33%
Neither agree nor disagree	9	18.37%
Agree	23	46.94%
Strongly agree	8	16.33%
Q24: Corporation with universities, schools, communities and municipal office can be done by the companies.		
Answer	Count	Percentage
Strongly disagree	0	0.00%
Disagree	3	6.12%
Neither agree nor disagree	2	4.08%
Agree	32	65.31%
Strongly agree	12	24.49%