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## A RESEARCH ABOUT THE PERCEPTION OF CONSUMER'S CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES: A CASE OF RIZE

### Abstract

The purpose of this study is to reveal how consumers perceive corporate social responsibility activities of business firms. First of all, the concept of corporate social responsibility was explained. The participants of the study were local residents of Rize, where a great number of corporate social responsibility activities were conducted. For the statistical analysis of the obtained data, SPSS v.18 statistical analysis program was employed. The obtained data was analyzed with frequency, t-test and chi-square test. As a result of the questionnaire, it was revealed that the society could not fully comprehend the aims of the aforementioned activities of the business firms and thus, the society should be informed about the aims and the missions of the corporate social responsibility activities of business firms.

**Keywords:** Corporate Social Responsibility ,Consumer Perception, Rize

## HİZMET ODAKLILIĞIN UYGULAMALARINDAN KURUMSAL SOSYAL SORUMLULUK FAALİYETLERİNİN TÜKETİCİLER TARAFINDAN NASIL ALGILANDIĞINA YÖNELİK BİR ARAŞTIRMA: RİZE ÖRNEĞİ

### Özet

Bu çalışmanın amacı işletmelerin kurumsal sosyal sorumluluk faaliyetlerinin tüketiciler tarafından nasıl algılandığının tespitidir. Çalışmada öncelikle kurumsal sosyal sorumluluk kavramı açıklanmıştır. Araştırmanın evrenini

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şehrinde çok sayıda kurumsal sosyal sorumluluk faaliyetinin yapıldığı Rize halkı oluşturmaktadır. Ankette toplanan verilerin analizinde SPSS 18 programı kullanılmıştır. Elde edilen veriler, frekans, t –testi ve ki kare analizi ile değerlendirilmiştir. Anket sonucunda, toplumun; işletmelerin söz konusu faaliyetlerinin amaçlarını tam olarak doğru algılayamadıkları; ve bu nedenle işletmelerin kurumsal sosyal sorumluluk faaliyetlerinin amaç ve misyonu hakkında toplumun bilgilendirilmesi gerektiği belirlenmiştir.

**Anahtar kelimeler:** Kurumsal Sosyal Sorumluluk, Tüketici Algısı, Rize

## **Introduction and Purpose of the Study**

Current consumers have to live a life accompanied by various negativities such as ecological pollution, manufacturing practices which threaten human health, use of raw materials which leads to imbalance in nature, the extravagancy brought by over-consumption, global warming, unfavorable working conditions and underpaid workers. On the other hand, accessing information offers a wide range of possibilities which improved consumers' cultural-social awareness as well as environmental and health awarenesses. Now, consumers almost all around the world expect business firms not only to produce goods and services but also adopt a health- and environment-friendly attitude and behave in accordance with the perception of social responsibility.

Nowadays, long-term profit and sustainability of business firms depend on their activities to be service-oriented towards the community. Being service-oriented refers to spending effort for the good of society and fulfilling the responsibilities. On the other hand, business firms sink into the effort of creating difference in order to compete and sustain their existence in an intensely competitive environment. In this sense, efforts of business firms are realized with the concept of corporate social responsibility activities. However, to what extent corporate social responsibility achieves its aim should be revealed.

Purpose of this study is to reveal how corporate social responsibility activities of business firms are perceived by the society and whether this perception differs by demographical factors.

## **1.Literature Review**

The concept of corporate social responsibility was first coined by Howard Bowen's work dated as 1953. Bowen highlights in his book that managers of business firms should behave in accordance with the objectives and values of the society, and make policies and decisions corresponding to these values.<sup>1</sup>(Elias, 2004).

60s witnessed certain developments contributing to the concept of corporate social responsibility. The most important of such developments are "The Civil Rights Act of 1964", "National Environment Policy Act" of 1969, and "Consumer Products Safety Act" of 1972. Aforementioned acts are important developments to create an awareness in society and business firms regarding human rights, human and environmental health. These developments led to business firms to replace concepts of "shareholders and profit" with "stakeholders", "clients" and "community".

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The concept of stakeholders was first proposed by Freeman (1984). Freeman defines the concept of stakeholder as “a group or a person who is influenced or influences the success of an organization”<sup>2</sup> (Key,1999). Stakeholders were classified in various ways. One of these classifications categorized them as internal and external stakeholders. While internal stakeholders are business' employees and owners, external stakeholders are clients, trade unions, suppliers, distributors, government and local administrations.<sup>3</sup> (Özalp,2001).

Business firms may avail all its stakeholders of corporate social responsibility activities while they may also raise their organizational value and prestige. Moreover, they may make their brands to be preferred more by the consumers thorough corporate social responsibility activities. As a matter of fact, a survey conducted by Capital Magazine indicated that public opinion and consumers have rather positive attitudes towards more sensitive business firms<sup>4</sup> (Aktaran Torlak,2007). While determining the most successful business firms in USA, Fortune Magazine evaluates the quality of service offered by the firm, what kind of an approach do they have towards their employees and the extent of undertaking responsibilities regarding social issues as well as profitability<sup>5</sup> (Bayraktaroğlu, İlter and Tanyeri, 2009: 1). Many funds in the world assess the performance of the firm regarding social responsibility before making investments. Different indexes, namely Dow Jones Sustainability Index or FTSE4GOOD, were formed to aid the firms investing in such issues<sup>6</sup> (Akgüden, 2007) .

However, some of these activities may fail leading to serious damages in image and the firms may be punished by the consumers. For instance, a children's wear manufacturer collaborated with a foundation aiming to stop violence against children. During the sixth week of the campaign, a human rights organization accused the manufacturer of employing underpaid child workers in an unhealthy environment which lead to an irrevocable damage in the manufacturer's image<sup>7</sup> (Pringle & Thompson, 2000).

In order to prevent such a damage, business firms should pay attention to create a positive perception on community through corporate social responsibility activities they intend to make, and to conform to various expectations raised by the society. Studies have been conducted in various countries regarding the perception towards corporate social responsibility<sup>8</sup> (Maignan, Ferrell,2004; De Los Salmones and et al., 2005). However, there are only a limited number of studies regarding the issue in Turkey. Purpose of this study is to reveal how society perceives corporate social responsibility activities of business firms and whether demographical characteristics have an influence on this perception.

### **2.Design and Method**

Questionnaire method was employed in the study. The questionnaire was prepared and implemented after current literature about social responsibility was reviewed. Question form of the questionnaire was first implemented on a group of 50 people to test. Afterwards, the deficiencies and ambiguous questions were eliminated.

The universe of the study covers people living in centrum district of Rize province, its districts, and villages. Convenience sampling method was employed in the study. The study was implemented on 2000 people. However, the number of available questionnaires was 1927.

Questionnaire method was employed in the study as data collection method. The questionnaires were distributed to participants one by one and collected immediately after being

filled. Personal details of the participants were not taken in order to ensure objective answering of questions. The participants were not interrupted while they were filling the questionnaire. Hypotheses of the study are as follows:

- 1.H<sub>0</sub>- There is no difference in participants' perception regarding corporate social responsibility based on gender.
- 2.H<sub>0</sub>. There is no difference in participants' perception regarding corporate social responsibility based on educational background.
- 3.H<sub>0</sub>. There is no difference in participants' perception regarding corporate social responsibility based on geographical conditions (village, district or centrum district).
4. H<sub>0</sub>. There is no difference in participants' perception regarding corporate social responsibility based on income status.
5. H<sub>0</sub>. There is no difference in participants' perception regarding corporate social responsibility based on their ages.

After responses were taken, obtained data was transferred to SPSS 18 statistical analysis program. Initially, frequency distribution, which is one of the descriptive statistics, was implemented on data. Descriptive statistics were carried out in the study. The significance of the relationships between variables was analyzed by chi-square analysis. Obtained data was transferred to Word in the form of tables at the end of the analyses.

## **2.2.Findings and Discussion**

Frequency distribution of collected data, implemented analyses, and findings are shown below. Frequency distribution of sample group participated in the study according to demographic characteristics is as shown below;

**Table 1. Distribution of the Participants by Gender**

	<b>Frequency</b>	<b>Percentage (%)</b>
Male	1027	53.3
Female	900	46.7
Total	1927	100

While 46.7% of the participants were female, 53.3% was male.

**Table 2. Distribution of the Participants by Age**

	<b>Frequency</b>	<b>Percentage (%)</b>
18-25	655	34.0
26-33	414	21.5
34-41	378	19.6
42-49	264	13.7
50 or over	216	11.2
Total	1927	100.0

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The percentage of participants aged 50 or over was 11.2% while participants whose ages ranged between 18 to 25 constituted 34% of the study.

**Table 3. Distribution of the Participants by Educational Background**

	<b>Frequency</b>	<b>Percentage (%)</b>
Primary School	273	14.2
Middle School	279	14.5
High School	528	27.4
Associate Degree	439	22.8
Bachelor's Degree	325	16.9
Master of Arts Degree	83	4.3
Total	1927	100

27.4 % of the participants was high school graduate, 22.8% held associate degree while 4.35 held master of arts degree.

**Table 4. Distribution of the Participants by the Places They Live**

	<b>Frequency</b>	<b>Percentage (%)</b>
City centrum	1181	61.3
District	427	22.2
Village	319	16.6
Total	1927	100.0

61.3% of the participants live in city centrum district while 16.6% live in villages.

**Table 5. Distribution of the Participants by Income**

	<b>Frequency</b>	<b>Percentage (%)</b>
Below Minimum Wage	481	25,0
Minimum Wage ( TL 846 )	461	23,9
TL 847 – TL 2000	525	27,2
Over TL 2001	460	23,9
Total	1927	100,0

27.2% of the participants earn an income ranging between TL 847 and TL 2000. 23.9% of the participants earn either minimum wage or TL 2001 or more. The low income levels of the participants are a result of the fact that most of them were students, unemployed people and housewife

**Table 6. Distribution of the Participants by Occupations**

	<b>Frequency</b>	<b>Percentage (%)</b>
Worker	330	17.1
Civil servant	263	13.6
Self-employed	246	12.8
Farmer	98	5.1
Retired	119	6.2
Student	505	26.2
Other	366	19.0
Total	1927	100

26.2 % of the participants were students while 17.1% were workers, 19% were other (unemployed, housewife and etc.).

**Table 7. Some People Built Schools-Hospitals, Grant Scholarships and Support Sports Clubs. Why Do You Think They Do This?**

	<b>Frequency</b>	<b>Percentage (%)</b>
For charity	685	35.5
In order to be exempt from taxes	325	16.9
For advertisement	301	15.6
To have tenders with government	94	4.9
To be at ease with the procedures in public bodies	121	6.3
In order to fulfill their corporate social responsibilities	401	20.8
Total	1927	100.0

35.5% of the participants gave the response of “for charity” to the question “Some people built schools-hospitals, grant scholarships and support sports clubs.

why do you think they do this?” while 20.8% gave the response of “in order to fulfill their corporate social responsibilities”.

Since the ages of participants were low, this result indicates that students are more aware of corporate social responsibility than those in their advanced ages.

**Table 8. Do You Think People and Organizations Should Engage in Such Activities?**

	<b>Frequency</b>	<b>Percentage (%)</b>
Yes, they certainly should	1540	79.9
No, they should not	125	6.5
I am hesitant	262	13.6
Total	1927	100.0

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79.9% of the participants supported the idea that some people and organizations should engage in building schools and hospitals, granting scholarships, supporting sports clubs.

6.5% of the participants expressed their opinions in a contrary way saying “No, they should not engage in such activities”.

**Table 9. If You Think They Should Engage in Such Activities, Why?**

	<b>Frequency</b>	<b>Percentage (%)</b>
The society needs this	750	48.7
They earn so much, why would not they spend some of it on people?	400	25.9
It is a good deed; they would do charity.	390	25.4
Total	1540	100.0

**Note :** The responses were received from those people who said “Yes, they certainly should engage in such activities” from Table 9.

To the question “If you think they should engage in such activities, why?”, 48.7% of the participants gave the response that “society needs this” while 25.4% stated that “it is a good deed; they would do charity.”

**Table 10. How Do You Behave Towards These People and Organizations That Build Schools, Hospitals, Dormitories and Grants Scholarships?**

	<b>Frequency</b>	<b>Percentage (%)</b>
I especially buy the goods produced by them	322	16.7
I may spend more on the products of such organizations	146	7.6
I prefer the products of such organizations when both products have the same price and quality	675	35.0
I avoid buying products from the companies which do not engage in such activities	152	7.9
I pray for them. May God bless them.	632	32.8
Total	1927	100.0

To the question “How do you behave towards these People and organizations that build schools, hospitals, dormitories and grants scholarships?”, 35% of the participants gave the response that “I prefer the products of such organizations when both products have the same price and quality” while 32.8% stated that “I pray for them.

May God bless them.” It is obvious here that social responsibility has a great influence on the brand.

**Table 11. Which Of The Statements Below Express Your Belief In People And Organizations That Build Schools, Dormitories, Hospital, Grants Scholarships And Support Sports?**

	Frequency	Percentage (%)
Products of such people and organizations are not high quality indeed.	164	8.5
Products of such people and organizations are not hi-tech indeed.	152	7.9
Indeed, such people and organizations do not produce something new	160	8.3
Indeed, such people and organizations do not offer good conditions for their employees.	212	11.0
Organizations engaging in such activities may produce new high quality products and offer good conditions for their employees	1239	64.3
Total	1927	100,0

64.3 of the participants stated that “Organizations engaging in such activities may produce new high quality products and offer good conditions for their employees” while 11% expressed that

“Indeed, such people and organizations do not offer good conditions for their employees” regarding “Which of the statements below express your belief in people and organizations that build schools, dormitories, hospital, grants scholarships and support sports?”

At this stage, participants expressed that those people engaging in social responsibility are capable of carrying out innovations as well.

**Table 12. While Buying A Product**

	Frequency	Percentage (%)
I pay attention whether the organization which produced the good I would buy support social responsibility projects.	688	35.7
I pay attention that the organization which produced the good I would buy to be a well-known prestigious organization	866	44.9
I pay attention that the organization which produced the good I would buy does not support social responsibility projects..	373	19.4
Total	1927	100.0

44.9% of people living in Rize pay attention to the fact that the organization which produced the good they would buy to be a well-known prestigious organization while buying a product.



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On the other hand, 35.7% pays attention whether the organization which produced the good they would buy support social responsibility projects.

**Table 13. In Rize, various people and organizations support schools, dormitories, hospitals while others support sports clubs. Can you name the ones you know?**

	<b>Frequency</b>	<b>Percentage(%)</b>
Yardımcı Family	525	27.2
Karakan ( Doğuř Tea )	458	23.8
Çaykur	505	26.2
Yardımcı Family-Kazancı-Kıran	258	13.4
Others	181	9.4
Total	1927	100.0

To the question “In Rize, various people and organizations support schools, dormitories, hospitals while others support sports clubs.

Can you name the ones you know?”, 27.2% of the participants gave the name of Yardımcı family, 26.2% named Çaykur, 23.8% named Karakan (Doğuř Tea) family

**Table 14. Can You Name People And Organizations Engaging In Such Activities In Turkey?**

	<b>Frequency</b>	<b>Percentage(%)</b>
Sabancı	567	29.4
Koç	517	26.8
Sabancı-Koç	513	26.6
Others	330	17.1
Total	1927	100.0

To the question “Can you name people and organizations engaging in such activities in Turkey?”, 29.4% named Sabancı, 26.8% named Koç, 26.6% named Sabancı-Koç families and 17.1% named others (Gülben Ergen and etc.).

**Table 15. The relationship between gender and the responses given to the question “Some people built schools-hospitals, grant scholarships and support sports clubs. Why do you think they do this?”**

	Some people built schools-hospitals, grant scholarships and support sports clubs. why do you think they do this?						
	For charity	In order to be exempt from taxes	For advertisement	To have tenders with government	To be at ease with the procedures in public bodies	In order to fulfill their corporate social responsibilities	Total
Female	330	113	125	45	50	237	900
Male	355	212	176	49	71	164	1027
Total	685	325	301	94	121	401	1927

The relationship between some people’s and organizations’ building schools, hospitals, granting scholarships, supporting sports clubs and gender was tested by  $\chi^2$  analysis at a significance level of 0.05. According to analysis results, ( $\chi^2 =48,656$ ;  $p=0,000>0,05$ ) it is seen that participant opinions about such activities differ by gender.

Women have a higher awareness of corporate social responsibility. 16% of males gave the response that organizations engage in such activities due to corporate social responsibility while this rate was 26.3% for women.

**Table 16. . The relationship between gender and the responses given to the question “In Rize, various people and organizations support schools, dormitories, hospitals while others support sports clubs. Can you name the ones you know?”**

	In Rize, various people and organizations support schools, dormitories, hospitals while others support sports clubs. Can you name the ones you know?					
	Yardımcı Family	Karakan ( Doğuş Tea )	Çaykur	Yardımcı Family - Kazancı-Kıran	Others	Total
Female	252	231	249	86	82	900
Male	273	227	256	172	99	
Total	525	458	505	258	181	

The relationship between the popularity of people and organizations in Rize engaging in various activities and gender factor was tested at significance level of 0.05 ( $\chi^2 =22,965$ ;  $p=0,000>0,05$ ) which was found significant.

28% of female participants named Yardımcı family while 26.6% of male participants named Yardımcı family’s contributions to Rize province.

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**Table 17. The Relationship Between Age And The Responses Given To The Question “Some People Build Schools-Hospitals, Grant Scholarships And Support Sports Clubs. Why Do You Think They Do This?”**

	<b>Some people built schools-hospitals, grant scholarships and support sports clubs. Why do you think they do this?</b>						Total
	For charity	In order to be exempt from taxes	For advertisement	To have tenders with government	To be at ease with the procedures in public bodies	In order to fulfill their corporate social responsibilities	
18-25	203	102	117	24	43	166	655
26-33	129	86	75	20	27	77	414
34-41	130	68	46	33	24	77	378
42-49	102	46	34	11	13	58	264
50 and over	121	23	29	6	14	23	216
Total	685	325	301	94	121	401	1927

The relationship between some people's and organizations' building schools, hospitals, granting scholarships, supporting sports clubs and age was tested by  $\chi^2$  analysis at a significance level of 0.05. According to analysis results, ( $\chi^2 = 85,622$ ;  $p = 0,000 > 0,05$ ) it is seen that participant opinions about such activities differ by age.

As the age of participants increases, the awareness regarding corporate social responsibility decreases. While corporate social responsibility awareness was 25.3% for age group 18-25, it was 10.6% for age group 50 or over.

**Table 18. The Relationship Between Age And The Responses Given To The Question “How Do You Behave Towards These People And Organizations That Build Schools, Hospitals, Dormitories And Grants Scholarships?”**

Participants' ages	How do you behave towards these People and organizations that build schools, hospitals, dormitories and grants scholarships?					Total
	I especially buy the goods produced by them	I may spend more on the products of such organizations	I prefer the products of such organizations when both products have the same price and quality	I avoid buying products from the companies which do not engage in such activities	I pray for them. May God bless them.	
18-25	114	47	239	55	200	655
26-33	71	39	160	38	106	414
34-41	65	24	131	28	130	378
42-49	38	26	82	18	100	264
50 and over	34	10	63	13	96	216
Total	322	146	675	152	632	1927

The relationship between the behaviors of people live in Rize towards the people and organizations that build schools, hospitals, dormitories and grants scholarships and age was tested by  $\chi^2$  analysis at a significance level of 0.05.

According to analysis results, ( $\chi^2 = 34,949$ ;  $p = 0,004 > 0,05$ ) it is seen that participant opinions about such people regarding those activities differ by age. It was seen the young participants makes preferences regarding the brands more than participants whose ages were ranging between 42 and 49 and 50 or over. 36.5% of participants from the age group 18-25 supported the expression “I prefer the products of such organizations when both products have the same price and quality”.

However, 44.4% of participants whose ages were 50 or over supported the expression “I pray for them. May God bless them”.

**Table 19. The relationship between educational background and the responses given to the question “Some people built schools-hospitals, grant scholarships and support sports clubs. Why do you think they do this?”**

	Some people built schools-hospitals, grant scholarships and support sports clubs. Why do you think they do this?						Total
	For charity	In order to be exempt from taxes	For advertisement	To have tenders with government	To be at ease with the procedures in public bodies	In order to fulfill their corporate social responsibilities	
Primary School	153	34	35	13	15	23	273
Middle School	127	30	41	14	12	55	279
High School	181	102	72	33	33	107	528
Associate Degree	116	77	87	14	40	105	439
Bachelor's Degree	91	64	51	16	14	89	325
Master of Arts Degree	17	18	15	4	7	22	83
Total	685	325	301	94	121	401	1927

The relationship between some people's and organizations' building schools, hospitals, granting scholarships, supporting sports clubs and educational background was tested at significance level of 0.05. According to analysis results, ( $\chi^2 = 128,547$ ;  $p=0,000 > 0,05$ ) it is seen that participant attitudes differ by educational background.

Accordingly, participants with a low level of education think that such people or organizations build hospitals or grant scholarships “for charity”.

Table 20 shows the relationship between the responses given to “How do you behave towards these people and organizations that build schools, hospitals, dormitories and grants scholarships” and educational background which was tested at significance level of 0.05.

According to analysis result ( $\chi^2 = 94,935$ ;  $p=0,000 > 0,05$ ), there is a significant difference. It is possible to assert that as the level of education of participants decreases, the responses vary as well.

**Table 20. The Relationship Between Educational Background And The Responses Given To The Question “How Do You Behave Towards These People And Organizations That Build Schools, Hospitals, Dormitories And Grants Scholarships?”**

	“How do you behave towards these People and organizations that build schools, hospitals, dormitories and grants scholarships?”					Total
	I especially buy the goods produced by them	I may spend more on the products of such organizations	I prefer the products of such organizations when both products have the same price and quality	I avoid buying products from the companies which do not engage in such activities	I pray for them. May God bless them.	
Primary School	40	16	63	17	137	273
Middle School	46	23	79	17	114	279
High School	89	42	182	44	171	528
Associate Degree	87	37	162	37	116	439
Bachelor’s Degree	48	17	156	31	73	325
Master of Arts Degree	12	11	33	6	21	83
Total	322	146	675	152	632	1927

As seen in Table 21, the relationship between income status and the responses given to the question “Some people built schools-hospitals, grant scholarships and support sports clubs. why do you think they do this?” was tested by chi-square test and the result was found to be ( $\chi^2 = 38,806$ ;  $p=0,001 > 0,05$ ). As a result, there is a significant relationship between income status and the opinions regarding activities conducted by organizations in Rize province. As the level of income decreases, they tend to give the response of “for charity”.

**Table 21. The Relationship Between Income Status and The Responses Given to The Question “Some People Built Schools-Hospitals, Grant Scholarships and Support Sports Clubs. Why Do You Think They Do This?”**

	<b>Some People Built Schools-Hospitals, Grant Scholarships and Support Sports Clubs. Why Do You Think They Do This?</b>						Total
	For charity	In order to be exempt from taxes	For advertisement	To have tenders with government	To be at ease with the procedures in public bodies	In order to fulfill their corporate social responsibilities	
Below minimum wage	192	68	87	19	29	86	481
Minimum Wage (TL 846)	184	65	72	24	25	91	461
TL 847- TL 2000	188	103	70	25	34	105	525
Over TL 2001	121	89	72	26	33	119	460
Total	685	325	301	94	121	401	1927

### **3. Conclusion And Recommendations**

Nowadays, the government is shrinking and less active in social life which leads to problems in the social services provided to people. On the other hand, dazzling advancements in communication sector and increases in socio-cultural levels created a perception in business firms regarding social responsibility. In addition to all these, distinguishing themselves from the others in a competitive environment which gets stricter with globalization could only be realized through the concept of corporate social responsibility (CSR).

According to literature, it is acknowledged that CSR activities strengthens corporate reputations of business firms and increase the demand for that brand. The data obtained from the study confirms this finding.

Women had higher perceptions regarding every issue concerning corporate social responsibility (CSR). These results are in line with the similar questionnaire results in literature. In terms of age, young people had higher perceptions than elderly people. This may stem from the fact that such activities are more common in recent times and CSR is a more familiar concept.

Participants with higher levels of education and income had higher perceptions regarding CSR than those with lower levels of education and income. In this sense, business firms need to explain the objectives of such activities to people with lower levels of income and education.

Majority of people participated in study from Rize named people and organizations conducting CSR activities which are Yardımcı and Kazancı Families, Doğu Tea, and Çaykur. This is a positive result for these business firms. However, participants did not name other people and organizations which conducted CSR activities such as Vakıfbank, Chamber of Shipping, The

Union of Chambers and Commodity Exchanges of Turkey and İshakoğlu which is quite interesting. Furthermore, the people and organizations named by people for CSR activities throughout Turkey were Sabancı and Koç even though there were many others. This indicates that both organizations promote their CSR activities better than the others.

All in all, it is possible to say that business firms should continue and increase their corporate social responsibility activities. However, they should also inform that these activities are considered a part of corporate social responsibility concept. Moreover, CSR concept should be made more familiar to the community. In this sense, media and education world should do what it needs to be done in order to raise the perceptions regarding CSR.

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