Consumer Perceptions of Corporate Social Responsibility Requirement and Issue (Case Study: Pakshoo Manufacturer Group)

Mohammadreza Karimi Alavijeh*, Seyedeh Sara Fattahi **, Zohreh Lotfali Foroozan ***

* Assistant Prof, Management Faculty, Allameh Tabatabai’ University, Tehran, Iran  
** Faculty member of Tabarestan higher education institute, Tabarestan, Iran  
*** MSc. Graduated In Business management, Ershad higher education institute, Tehran, Iran

Abstract

The aim of this study is to investigate consumer perception of Corporate Social Responsibility Requirements and Issues. The case study is Pakshoo manufacturer group and perceived financial performance variables and perceived quality of ethical statements are considered as requirements to implement social responsibility of the organization. Quantitative methods, questionnaire distribution and sampling are used in this study. Cronbach’s alpha is used to measure reliability of questionnaire and obtained alpha from them is 0.867 that shows enough stability and reliability of data collection instruments during the times. Methodology of the present study is descriptive, correlative (structural equation) and path analysis. Results show financial performance of the corporate has no impact on consumer perception and they want corporate to consider social responsibility in any financial status. Furthermore, it was found social responsibility has impact on consumer loyalty, consumer trust and perceived risk and leads to more loyalty and confidence to the corporate.

Keywords: corporate social responsibility (CSR), consumer perception, stakeholder, ethical statements, social identity theory, legitimacy theory

References