

THE EFFECT OF CSR ON CONSUMERS' PERCEPTION TOWARDS BANK'S IMAGE

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ABSTRACT

The aim of this study was to discuss the effect of CSR on consumers' perception towards banks' images. Is Bankasi, one of the well-known banks in Turkey, was chosen for this study as it is known as one of the most effective banks in the country in terms of using CSR as a strategy. Questionnaire was conducted and 160 participants participated to this study. The results showed that for the Turkish consumers, "being sensitive about environmental protection" is not a good image factor in choosing a bank; however, "employing qualified staff", "using state-of-the-art technology" and "easy access to services" are the image increasing factors. This means that banks should be more focusing on employee and technology related CSR strategies rather than environment focused CSR strategies. The results also showed that there is a positive and significant relationship between legal and moral social responsibility (LMSR) and image; there is a positive and significant relationship between corporate communication and image; there is a positive and significant relationship between philanthropic social responsibility (PSR) and image and; there is a positive and significant relationship between corporate design and image.

Keywords: Corporate social responsibility, CSR, banking, consumer's response to CSR

KURUMSAL SOSYAL SORUMLULUK PROJELERİNİN MÜŞTERİLERİN BANKA İMAJI ALGILARINA ETKİSİ ÜZERİNE BİR ÇALIŞMA

ÖZET

Bu çalışmanın amacı kurumsal sosyal sorumluluk (KSS) projelerinin müşterilerin banka imajı algılarına etkisini araştırmaktır. Türkiye'nin en tanınan bankalarından biri olan İş Bankası bu çalışma için seçilmiştir. Bu bankanın seçilmiş olmasının en önemli sebebi bu bankanın KSS stratejilerini en yoğun kullanan bankalardan biri olmasıdır. Bu çalışmanın amacını gerçekleştirebilmek için anket uygulaması yapılmıştır ve 160 kişi bu uygulamaya katılmıştır. Sonuçlar göstermiştir ki Türk müşteriler çevrenin korunması gibi çevresel faktörlerden ziyade yetkin çalışan istihdamını, yüksek teknoloji kullanımını ve servislerin ulaşılabilir olmasını imaj yükselten faktörler olarak değerlendirmişlerdir. Bu anlamda bankaların çalışan ve teknoloji yükselten KSS uygulamalarını çevresel KSS uygulamalarına nazaran tercih etmeleri önerilmiştir. Sonuçlar yine göstermiştir ki yasal sosyal sorumlulukla imaj arasında pozitif ve güçlü; kurumsal iletişim ve imaj arasında pozitif ve güçlü; kurumsal dizayn ve imaj arasında pozitif ve güçlü ve gönüllü sosyal sorumlulukla imaj arasında pozitif ve güçlü bir ilişki vardır. Bu ilişkilerin tamamı istatistiksel olarak anlamlı bulunmuştur.

Anahtar kelimeler: Kurumsal sosyal sorumluluk, KSS, bankacılık, müşterilerin KSS algısı

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1. INTRODUCTION

“Corporate social responsibility (CSR) is referred to as the ethical and moral decisions of businesses and revolves around complying with law, engaging in activities to improve the welfare of society, preserving resources, acting responsibly and being fair to employees and maintaining the goodwill of suppliers” (Crane et al., 2008, p.3). Because of the increased consciousness about how companies conduct their businesses among the consumers, academicians and professionals started to pay significant attention to the subject. Nevertheless, despite the increased attention, the number of studies aiming to identify the effect of CSR practices on consumers’ behaviour is still low. Similarly, the number of studies carried out in developing countries and in some specific sectors is also low. Considering the attention of the consumers and investments done by the companies on CSR, it is clear that working on the subject in a developing country, in a specific sector and related to consumer behaviour is very important. Therefore, the aim of this study is set as to discuss the effect of CSR on consumers’ perception towards banks’ image. Is Bankasi, one of the well-known banks in Turkey, was chosen for this study as it is known as one of the most effective banks in the country in terms of using CSR as a strategy. The rest of the paper has four parts. The next part is the literature review part. In this part, theories related to CSR will be presented. Following this part, methodology of the paper will be presented. The next part after the methodology is devoted to questionnaire analysis. And final part is the conclusion where the results will be discussed in the light of the provided literature.

2. LITERATURE REVIEW

2.1. Corporate Social Responsibility

Basu and Palazzo (2008, p.123) highlight the multiplicity of definitions for the concept of corporate social responsibility. Husted and Allen (2011, p.36), define corporate social responsibility in its simplest form as conceptualised by organisations as a process through which to monitor organisational conduct with a view to ensure that activities remain within accepted guidelines from the perspective of environmental and social impact. Falck and Heblich (2007, p.247) define corporate social responsibility as an organisational concept that is deployed as a business aid with a view to manage a variety of social and environmental concerns and ensuring such concerns are assimilated to form an integral part of organisational activities and stakeholder relationships. Stakeholder participation is voluntary. According to Bhattacharya et al. (2008, p.38), the sum of these definitions includes a description of corporate social responsibility as organisations being accountable for their conduct and decisions by being aware and efficiently managing resources with respect to the social and environmental impact.

Galbreath (2009, p.110) argues the concept of corporate social responsibility borrowing from several different concepts, each of which features comprise the four cornerstones of corporate social responsibility in the form of sustainable development, environmental benefits, ethical practices and humanitarian approach. Dahlsrud (2008, p.1) suggests defining corporate social responsibility in terms of the willingness of a company to accept a conduct that has an impact on social and environmental issues. Dahlsrud (2008, p.4) bases the definition of corporate social responsibility on the integration of certain organisational activities focused on legal and financial interests that are carried out independently. Inherent in the definition of corporate social responsibility applied to early organisations, the notion of

corporate social responsibility implies that organisations are inherently integrated into the social framework and as a result, organisations have a significant influence on social values and objectives. According to Luo and Bhattacharya (2006, p.2), the organisational significance of corporate social responsibility suggests that it holds a key position at the fundamental organisational structure level; nevertheless, large organisations assume recognition of interactions with corporate social responsibility from a wider social perspective, which results in establishing independent methods to support integration of corporate social responsibility into fundamental corporate structure.

Academic literature and global experts suggest that different definitions of corporate social responsibility as establishment of a process to facilitate corporate social responsibility requires an edified definition. According to Galbreath (2009, p.110), corporate social responsibility is a process which facilitates the assimilation of social and environmental issues into business conduct and stakeholder relations and for which support is voluntary. Furthermore, Galbreath (2009, p.111) proposes the definition to be extended beyond fulfilment of legal and financial compliance to incorporate organisational goals relating to social, economic and environmental concerns.

According to Lindgreen and Swaen (2010, p.1), corporate social responsibility is rooted in the economic theory and can be conceptualised as the establishment of agreeable relationships with social, environmental and organisational stakeholders. Keinert (2008, p.3) argues that corporate social responsibility represents mandatory action conducted by organisations to ensure sustainable economic development by gaining insight into community needs, developing local collaborative partnerships and providing employee incentives. Schwartz (2011, p.6) argues that an organisation must completely recognise the motivational factors that influence employees in order to positively influence employee engagement, maintain business activity and promote social improvement. According to Gottschalk (2011, p.5), corporate social responsibility is conceptualised as establishing an image of good corporate citizenship within a business setting. Galbreath (2009, p.111) notes that this is why there is an organisational focus on achieving legal and economic objectives, accompanied by a secondary focus on the simultaneous achievement of social objectives. According to Galbreath (2009, p.112), corporate social responsibility is subsequently assimilated into corporate strategy as an integral element of decision making, leading to execution of decisions guiding organisational conducts, strategy and framework development that are intended to manage requirements from social, environmental and economic perspectives.

Silberhorn and Warren (2007, p.353) argue that despite the multiple frameworks and working definitions included in the literature, there is still a lack of a universally accepted definition of corporate social responsibility. Jones et al. (2008, p.110) proposed a universally acceptable definition based on the observation that academic theory defines corporate social responsibility as a process for ensuring an ethical approach towards stakeholders and resource allocation that is adopted by organisations with a view for profit generation and mutual benefits for the organisation and society. According to Schwartz (2011, pp.12-15), the fundamental aspects inherent in corporate social responsibility relate to organisational sustainability and maintenance along with corporate identity management as elements of a wider organisational structure with the intention of delivering satisfaction to stakeholders in terms of public perception and organisational conduct.

Lindgreen and Swaen (2010, p. 3) propose an alternative approach, claiming that corporate social responsibility is produced by organisational accountability towards its stakeholders

rather than by a reaction to influential social factors that force an organisation to conduct itself in a specific manner so as to be perceived as fulfilling social expectations and requirements.

Regardless of the existence of multiple approaches to define corporate social responsibility, each approach considers corporate social responsibility to be the embodiment of moral ideals, responsibility and accountability towards society and financial undertakings. According to Keinert (2008, p.6), these factors create a connection between managerial practices and the deliberate consideration given to the multiple social aspects of a company. Such an approach suggests that a model of good corporate citizenship can be derived from the achievement of corporate social responsibility. Carroll (2000, p.595) speaks in favour of a descriptive framework highlighting the features of a good citizen by identifying the objectives that should be prioritised by an organisation. Furthermore, Carroll (2000, p.596) highlights the commercial, legal, ethical and humanitarian activities to facilitate insight into the multifactorial natures of both society and the market. Gottschalk (2011, p.8) suggest, as a result, that the achievement of economic accountability objectives may focus on increasing value for shareholders using means that simultaneously deliver social benefits. Carroll (2000, p.595) argues that maximisation of organisational and social benefits can be facilitated by delivery of benefits and value for financial products while maintaining business goals.

Carroll (2000, p.597) suggests the inclusion of moral considerations to be part of the responsibility of an organisation to be accountable and to facilitate preservation of the value and rights of individuals in society. Furthermore, Carroll (2000, p.597) claims in considering benevolent duties, organisations are under an obligation to provide aid to communities to promote progressive social welfare and community improvement. According to Falck and Heblich (2007, p.248), benevolence and philanthropy are perceptions associated with organisations that undertake humanitarian activities. Bhattacharya et al. (2008, p.39) maintain that this is the reason why charitable activities are regarded as valuable to an organisation from a marketing perspective and facilitate creation of a good corporate citizen image in society.

The assimilation of corporate social responsibility activities into organisational structure offers many benefits. Dahlsrud (2008, p.6) argues that the many incentives of corporate social responsibility promote organisational growth and subsequent improvement in terms of the business and quality of life. Lindgreen and Swaen (2010, p.3) identify the following results as emanating directly from assimilation of corporate social responsibility initiatives at the organisational level.

- More positive perception of organisational character
- Increased customer satisfaction and employee engagement
- Increased product and service demand driven by product lifecycle advantages
- Improved management performance and more innovation opportunities by carrying out CSR-related initiatives
- Creating new investment opportunities

According to Vogel (2006, p.35), irrespective of the multiple benefits of executing corporate strategies that are perceived as socially responsible, costs are incurred with the execution of such activities. The author notes two challenges that may be encountered following corporate social responsibility activity. Vogel (2006, p.124) argues the two challenges take the form of administration costs and the implied promise to management of investing too much attention in corporate social responsibility initiatives.

2.2. CSR Benefits and Outcomes

Lindgreen and Swaen (2010, p.2) observe the perception of corporate social responsibility and related initiatives as the integral element of an organisation and its brand identity that facilitates organisational differentiation. Galan (2006, p.1629) argues that corporate social responsibility activities facilitate development of a more positive perception of an organisation amongst stakeholders. Furthermore, positive perceptions facilitate development of long term relationships with stakeholders and organisations.

Fryzel (2011, p.147) argues that a positive impact on margins and returns is the result of corporate social responsibility activities that are conducted both internally and externally. Galan (2006, p.1630) highlights the existence of a direct correlation between the degree transparency of an organisation at the communications level and the support and attention such initiatives gain from clients and stakeholders. Fryzel (2011, p.11) further argues that contemporary organisations view corporate social responsibility as necessary, worth investing in and manageable.

Ferreira et al. (2010, p.209) argue that modern businesses realise that conducting corporate social responsibility activities greatly outweighs costs incurred due to the returns including positive corporate image, long term gains and client relationships, which ensure organisational survival. Ferreira et al. (2010, pp.209-210) identify a number of positive returns from corporate social responsibility including:

- Improved public perception and corporate identity
- Increased consumer loyalty
- Increased employee engagement and productivity
- Less legal issues
- A healthy and strong society and environment
- And subsequently, increased profit.

Carroll and Shabana (2010, p.86) argue that such benefits make it clear that corporate social responsibility activities can strengthen competitive advantage, create a more positive corporate image, promote a more highly engaged and productive workforce and increased returns from social investment portfolios.

According to Branco and Rodrigues (2006, p.112), corporate social responsibility activities can be further categorised into internal or external initiatives. The benefits of internal corporate social responsibility initiatives have been identified as:

- Increased employee motivation leading to increased employee loyalty
- Decreased training and turnover costs
- Increased positivity amongst staff
- Stronger competitive advantage through improved productivity
- Operational and managerial improvements

External benefits of corporate social responsibility activities have been identified as including:

- Improved relationships with external stakeholders
- Improved public perception and reputation
- Improved stakeholder loyalty, leading to increased profit

Branco and Rodrigues (2006, p.113) argue that there are multiple internal corporate social responsibility activities that can have a direct impact on productivity, employee engagement and profit including fair compensation, an ergonomic and healthy work environment, adequate employee training, healthcare for employees and their families, access to childcare for children of staff members, promotion of work-life balance.

Vogel (2006, p.100) notes that corporate social responsibility activities may facilitate a decrease in turnover by improving employee loyalty, productivity and positive organisation-oriented behaviour; however, despite the positive effects that can be delivered by corporate social responsibility, there may also be significant associated costs that fall into one of two categories that are the costs related to administration and management and the costs associated with an increased employee focus on corporate social responsibility than on the job.

2.3. Consumer Response to CSR

As a field of research, organisational corporate social responsibility activities are perceived differently depending on the perspective of the perceiving party. According to Pelozo and Shang (2011, p.3), such parties are classified as either self or other-oriented from an environmental perspective. Self-oriented clients focus on themselves and achievement of their own goals that are set for self-benefit or self-enhancement purposes. Pelozo and Shang (2011, p.3) point out that clients with other-orientation direct their attention to the wellbeing of others and the benefits of corporate social responsibility activities to wider society. According to Pelozo and Shang (2011, p.7), from the self-oriented perspective, such clients are focused on how corporate social responsibility activities can create benefit for themselves as well as the organisation, while those other-orientated people argue the importance of corporate social responsibility focused on ethical, legal and altruistic objectives and implications for society. In terms of corporate social responsibility activities associated with the products and services of an organisation, clients in both self and other-oriented groups exhibit self-oriented values. Nevertheless, those in the self-oriented group will also see other-oriented values in organisational products and services. Pelozo and Shang (2011, p.7) argue that this means it

is necessary for management to include a range of corporate social responsibility activities that can meet the expectations of both those with a self-orientation and those with other-orientation.

Alongside research conducted investigating the different types of consumer and their divergent perceptions of corporate social responsibility activities, studies have also focused on developing insight into whether corporate social responsibility activities executed attract customers from the competition or not. From this perspective, Bhattacharya and Sen (2004, p.10) argue that organisations that conduct corporate social responsibility activities may attract customers who are willing to consider paying higher prices for goods and services provided by such companies. Furthermore, Bhattacharya and Sen (2004, p.11) note that this is applicable only amongst high income customer groups. According to Mohr et al. (2001, p.46), irrespective of the fact that organisations make significant financial investments in corporate social responsibility activities, there is a lack of research investigating the real effect of corporate social responsibility on consumer purchase behaviour as consumers may not provide their true opinion in an effort to be perceived as environmentally friendly.

Researches have also been conducted from the consumer behaviour perspective to investigate whether demographic variables play a significant role in perception of corporate social responsibility activities. According to Tsao and Chen (2011, p.317), males were found to be less environmentally aware than females, while Webb (2005, p.1), van Anandel and Voogd (2005, p.1) found a positive correlation between higher levels of education and income with concern with corporate social responsibility initiatives.

3. METHODOLOGY

In this study, the aim is to discuss the effect of CSR on consumers' perception towards banks' image. Is Bankasi, one of the well-known banks in Turkey, was chosen for this study as it is known as one of the most effective banks in the country in terms of using CSR as a strategy.

In order to reach the aim, questionnaire was conducted. The questionnaire was designed based on the article of Dogan and Varinli (2010). They used Carroll's model of CSR when designing their questionnaire and measured the image of consumers towards banks in the context of this model. The questionnaire consisted of 31 questions and was distributed to consumers who were banking with Is Bankasi. Therefore, purposive sampling method was applied in this study. Despite being distributing to 200 people, a total of 160 filled out the questionnaires.

4. FINDINGS

4.1. Descriptive Results

Table 1. Descriptive Results

	N		Mean	Median	Std. Deviation	Std. Min. Max.	
	Valid	Missing					
To take clients' complaints seriously	160	0	3.88	4.00	1.008	1	5
To fulfil its legal obligations towards its clients	160	0	3.49	3.00	1.082	1	5
To avoid making misleading advertisements or giving imperfect information	160	0	3.90	4.00	.985	1	5
To fulfil its legal obligations towards its other shareholders	160	0	3.61	4.00	1.133	1	5
Easy access to services	160	0	4.10	4.00	.818	1	5
Employing qualified staff	160	0	4.23	4.00	.720	1	5
Using state-of-the-art technology	160	0	4.27	4.00	.783	1	5
Profitability for its clients	160	0	3.97	4.00	.893	1	5
Offering constantly new services	160	0	4.07	4.00	.840	1	5
Courtesy of the staff	160	0	3.55	4.00	.838	1	5
Verbal communication skills of the personnel	160	0	3.52	4.00	.951	1	5
Easy access to the call centre	160	0	3.61	4.00	.898	1	5

Positive news about the company in the media	160	0	3.61	4.00	.898	1	5
Statements and interviews of high level managers	160	0	3.56	4.00	.923	1	5
Attractiveness of the advertisements	160	0	3.61	4.00	.898	1	5
Being sensitive about the education-related issues of the society	160	0	3.04	3.00	1.293	1	5
Being sensitive about environmental protection	160	0	2.82	3.00	1.298	1	5
Being sensitive about cultural and artistic issues	160	0	3.42	4.00	1.456	1	5
Being in cooperation with Non-governmental Organizations	160	0	3.01	3.00	1.274	1	5
Appearance of the staff	160	0	3.61	4.00	1.047	1	5
Design of the corporate website	160	0	3.61	4.00	1.010	1	5
Interior design	160	0	3.71	4.00	.922	1	5
Design of the written communication materials	160	0	3.82	4.00	.797	1	5
The dominant colour used in the design	160	0	3.69	4.00	.940	1	5
Exterior design	160	0	3.59	4.00	.907	1	5
Meaning of the company's title	160	0	3.05	3.00	1.008	1	5
Logo	160	0	3.89	4.00	.894	1	5

As it can be seen from the results, for the Turkish consumers, “being sensitive about environmental protection” is not a good image factor in choosing a bank; however, “employing qualified staff”, “using state-of-the-art technology” and “easy access to services” are the image increasing factors. This means that banks should be more focusing on employee and technology related CSR rather than environment focused CSR strategies.

4.2. Reliability of the Questionnaire

Table 2. Reliability of the Questionnaire

Cronbach's Alpha	N of Items
.898	27

As it can be seen from the above results, questionnaire is highly reliable.

Table 3. Reliability Results

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
To take clients' complaints seriously	94.33	181.380	.615	.892
To fulfil its legal obligations towards its clients	94.72	182.845	.516	.894
To avoid making misleading advertisements or giving imperfect information	94.31	181.547	.624	.892
To fulfil its legal obligations towards its other shareholders	94.59	182.545	.499	.894
Easy access to services	94.11	183.404	.678	.892
Employing qualified staff	93.98	186.867	.595	.893

Using state-of-the-art technology	93.94	186.386	.566	.894
Profitability for its clients	94.24	181.264	.708	.891
Offering constantly new services	94.14	182.484	.701	.891
Courtesy of the staff	94.66	183.749	.645	.892
Verbal communication skills of the personnel	94.69	182.581	.607	.892
Easy access to the call centre	94.60	183.801	.595	.893
Positive news about the company in the media	94.60	184.304	.574	.893
Statements and interviews of high level managers	94.65	184.128	.563	.893
Attractiveness of the advertisements	94.60	183.801	.595	.893
Being sensitive about the education-related issues of the society	95.17	192.481	.138	.904
Being sensitive about environmental protection	95.39	195.270	.059	.906
Being sensitive about cultural and artistic issues	94.79	187.615	.235	.903
Being in cooperation with Non-Governmental Organizations	95.19	189.088	.239	.901
Appearance of the staff	94.60	188.795	.320	.898
Design of the corporate website	94.60	183.776	.522	.894

Interior design	94.50	185.157	.522	.894
Design of the written communication materials	94.38	187.621	.496	.895
The dominant colour used in the design	94.52	183.849	.564	.893
Exterior design	94.62	183.998	.580	.893
Meaning of the company's title	95.16	189.529	.308	.898
Logo	94.31	185.965	.505	.894

According to the reliability analysis result, the Cronbach alpha value is .898, which means that the scale has a high level of internal consistency.

4.3. Factor Analysis

Table 4. Factor Analysis

	Component				
	1	2	3	4	5
1. To take clients' complaints seriously				.800	
2. To fulfil its legal obligations towards its clients				.893	
3. To avoid making misleading advertisements or giving imperfect information				.807	
4. To fulfil its legal obligations towards its other shareholders				.930	
5. Easy access to services			.720		
6. Employing qualified staff			.806		

7. Using state-of-the-art technology	.873
8. Profitability for its clients	.680
9. Offering constantly new services	.673
10. Courtesy of the staff	.763
11. Verbal communication skills of the personnel	.913
12. Easy access to call centre	.955
13. Positive news about the company in the media	.949
14. Statements and interviews of high level managers	.923
15. Attractiveness of the advertisements	.955
16. Being sensitive about the education-related issues of the society	.882
17. Being sensitive about environmental protection	.845
18. Being sensitive about cultural and artistic issues	.793
19. Being in cooperation with Non-Governmental Organizations	.813
20. Appearance of the staff	.725
21. Design of the corporate website	.854
22. Interior design	.815
23. Design of the written communication materials	.800

24. The dominant colour used in the design	.782
25. Exterior design	.798
26. Meaning of the company's title	.780
27. Logo	.835

According to the table, there are 27 variables and 5 factors. Accordingly, these factors are identified as follows: Legal and Moral Social Responsibility (LMSR), Economic Social Responsibility (ESS), Corporate Communication, Philanthropic Social Responsibility (PSR) and Corporate Design.

4.4. Ranking of Image

Table 5. Ranging of Image

	Frequency	Percent	Valid Percent	Cumulative Percent
Very bad	4	2.5	2.5	2.5
Bad	20	12.5	12.5	15.0
Average	41	25.6	25.6	40.6
Good	65	40.6	40.6	81.2
Very good	30	18.8	18.8	100.0
Total	160	100.0	100.0	

As it can be seen, Is Bankasi's corporate image is mainly high.

4.5. Regression Analysis

Table 6. Regression Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 ^a	.762	.754	.501

a. Predictors: (Constant), Corporate Design, Philanthropic Social Responsibility (PSR), Corporate Communication, Legal and Moral Social Responsibility (LMSR), Economic Social Responsibility (ESS)

Table 7. Regression ANOVA Table

ANOVA ^b						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.608	5	24.722	98.665	.000 ^a
	Residual	38.586	154	.251		
	Total	162.194	159			

a. Predictors: (Constant), Corporate Design, Philanthropic Social Responsibility (PSR), Corporate Communication, Legal and Moral Social Responsibility (LMSR), Economic Social Responsibility (ESS)

b. Dependent Variable: Ranking of Image

Table 8. Regression Coefficients Table

Coefficients ^a					
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	.720	.286		2.513	.013
	Legal and Moral Social Responsibility (LMSR)	.098	.049	.094	1.989	.048
	Economic Social Responsibility (ESS)	.066	.081	.046	.813	.417
	Corporate Communication	.121	.058	.102	2.088	.038
	Philanthropic Social Responsibility (PSR)	.093	.036	.103	2.566	.011
	Corporate Design	1.172	.056	.886	20.876	.000

a. Dependent Variable: Ranking of Image

According to the regression analysis results;

There is a positive and significant relationship between Legal and Moral Social Responsibility (LMSR) and ranking of image ($p=.048 < 0.05$, $\beta= .094$).

There is a positive and significant relationship between corporate communication and ranking of image ($p=.038 < 0.05$, $\beta= .102$).

There is a positive and significant relationship between Philanthropic Social Responsibility (PSR) and ranking of image ($p=.011 < 0.05$, $\beta= .103$).

There is a positive and significant relationship between corporate design and ranking of image ($p=.000 < 0.05$, $\beta= .886$).

4.6. Demographic Characteristics of the Respondents

Table 9. Demographic Characteristics of the Respondents

Gender	Male	%46
	Female	%54

Age	18-25	8%
	26-35	%36
	36-45	%33
	46-55	%19
	56 and more	4%
Employment Status	Full-time	%68
	Part-time	%20
	Unemployed	%7
	Retired	%5

5. CONCLUSION

The aim of this study was to discuss the effect of CSR on consumers' perception towards banks' images. Is Bankasi, one of the well-known banks in Turkey, was chosen for this study as it is known as one of the most effective banks in the country in terms of using CSR as a strategy. The results show that for the Turkish consumers, "being sensitive about environmental protection" is not a factor which effects a good image in choosing a bank; however, "employing qualified staff", "using state-of-the-art technology" and "easy access to services" are the image increasing factors. These findings show that consumers in Turkey mostly prefer CSR initiatives which increase their benefits. Therefore, it can be said that they are self-oriented clients. Self-oriented clients focus on themselves and achievement of their own goals that are set for self-benefit or self-enhancement purposes (Pelozo and Shang, 2011, p.3). Therefore, it can be suggested to the banks to focus on more self-oriented strategies rather than focusing on overall society. Paying more attention to employee training and development can increase the image of the banks. This could also increase the profitability of the banks since the employees will be better trained about the services they provide.

The results also show that there is a positive and significant relationship between legal and moral social responsibility (LMSR) and image; there is a positive and significant relationship between corporate communication and image; there is a positive and significant relationship between philanthropic social responsibility (PSR) and image and; there is a positive and significant relationship between corporate design and image. This means that CSR has mainly a positive effect on banks' images. This finding is consistent with the literature. In fact,

Galan (2006, p.1629) argues that corporate social responsibility activities facilitate development of a more positive perception of an organisation amongst stakeholders. These results make it clear that corporate social responsibility activities can strengthen competitive advantage (Carroll and Shabana, 2010, p.86). In addition, positive perceptions facilitate development of long-term relationships with stakeholders and organisations (Carroll and Shabana, 2010, p.87).

Bhattacharya and Sen (2004, p.11) argue that organisations which conduct corporate social responsibility activities may attract customers who are willing to consider paying higher prices for goods and services provided by such companies. Therefore, by paying more attention to LMSR, PSR and corporate design, banks can charge more for their services as the clients are ready to pay higher prices. In fact, Fryzel (2011, p. 147) argues that a positive impact on margins and returns is the result of corporate social responsibility activities that are conducted both internally and externally.

However, no relationship was found between economic and social responsibility and banks' images. Therefore, rather than this particular CSR activities, banks should be focusing on legal and moral social responsibility, corporate communication, philanthropic social responsibility and corporate design.

As a result, it can be said that conducting corporate social responsibility activities greatly outweighs costs incurred due to the returns including positive corporate image, long-term gains and client relationships, which ensure organisational survival. It gives a competitive edge to the banks and therefore, it should be carefully designed and conducted. Since the consumers in Turkey are found as self-oriented, it is better for banks to focus more on increasing services offered to the customers.

This study provided an insight regarding the consumers' perceptions towards CSR activities of banks in Turkey. Considering the lack of research about the issue in a developing country setting, it is believed that this study will provide a good knowledge on the subject. Similar studies can be conducted in other business sectors of Turkey in order to better understand the consumers' opinion regarding CSR initiatives of the companies.

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