



National  
College *of*  
Ireland

**THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY  
ON BRAND IMAGE AND PURCHASE INTENTION CASE  
STUDY OF BEKO**

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## **ABSTRACT**

The purpose of Corporate Social Responsibility activities, which first entered the literature in the 1960s, was to support the environment, society and disadvantaged groups in the society.

The concept of CSR, which has gained more importance today, has proved to be a subject worth researching by finding more place in the literature, as corporate companies aim to make profits for themselves. With the development of technology and the emergence of many different companies all over the world, consumers have difficulty in choosing the companies from which they will buy products or services. Corporate companies, on the other hand, aimed to increase their brand image and awareness by focusing on CSR in order to turn this emerging complexity into an advantage and to carry their own brands one step ahead of their competitors and companies that will enter the market. In this context, companies aimed to influence the purchasing intentions of individuals at the same time with their brand image and CSR activities.

The aim of this study is to investigate the effect of CSR activities on brand image and purchase intention through the CSR activities of Beko, one of the leading white goods manufacturers in the world, and also to contribute to the elimination of the deficiency in the literature. In order to achieve this goal, firstly, previous theories and studies about the effects of CSR on brand image and purchase intention were examined. In the implementation phase of the study, the data obtained from the interviews with the people selected with the Snowball technique were collected and the research hypotheses were tested by analyzing these collected data with the content analysis method.

# DECLARATION

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## INTRODUCTION

Corporate social responsibility is all of the facts that aim to create a more sustainable environment and also benefit society. Corporate social responsibility seeks to offer innovative opportunities to many of the world's leading companies (Visser et al., 2010). Institutions have to be sensitive to the societies in which they perform their production and services. In this age of increasing competition, it is no longer possible for businesses to want to improve their economic efficiency by focusing only on their own benefits. With the development of communication technologies, consumer awareness of human and environmental health has increased (Saran et al., 2011). With the increasing awareness of sensitivity, consumers expect institutions to be more beneficial and sensitive to society, apart from their economic goals (Akkoyunlu & Kalyoncuoğlu, 2014).

Businesses may pursue different goals depending on various factors such as the conditions of the economic order, the management understanding they are in, and the reasons for their establishment. Although every business has different goals, it basically aims to make a profit and serve society. Businesses naturally seek for profit so that they can survive and provide profit to their owners. The profits they make are used as a means of investment, development and growth for their businesses. However, modern companies have exceeded these goals and have acquired more meaningful pursuits in line with the expectations of society and the changes in technology. Companies that only aim to make a profit are referred to as organizations that are behind the times and do not have the chance to survive in the long run. In the rapidly changing world economically, socially and technologically, the establishment purposes of businesses have gained a new dimension and entered a process of change within themselves. In this process, the financial gains of the enterprises do not have much importance on their own. As long as businesses do not use some of their earnings for the benefit of society and act socially responsible, their chances of surviving, in the long run, will decrease (Sabuncuoğlu and Tokol, 2001).

Another factor that should be emphasized by the management in order for businesses to survive is to create and maintain a strong brand image. It is clear that this concept, which has a broad impact area such as customers, shareholders, employees and managers, should be given special attention. Businesses with a strong brand image create a trust for each new product and service they offer and facilitate their adoption (Özüpek, 2013). Brand Image is significant from an institutional point of view for two reasons. The first of these provides the information necessary



to uncover and maintain existing commitments. The second is vital for the continuity of the institution. The brand image, which increases the life chances of institutions, significantly affects the purchasing rate of the products and services of the enterprises and the degree of satisfaction with the enterprise (Kasımoğlu, 2009). The brand image helps organizations to be recognized, adopted, gain sympathy, and maintain their existence peacefully in social life (Köktürk, Yalçın, Çobanoğlu, 2008).

Although the purpose of CSR activities seems to be to benefit the society and strive for a more sustainable world, today businesses use CSR activities to increase their brand image and influence the purchasing intentions of the customers. There are many studies in the literature on brand image and purchasing. However, no qualitative research has been found on the effect of CSR activities on purchase intention and brand image over a leading white goods manufacturer such as Beko, which operates in more than 100 countries. The primary purpose of this study is to examine the main effect of CSR activities, which are of critical importance for Society and Businesses, on the Brand image and the purchase intention of customers and to contribute to the literature in this field.

The study consists of 10 main parts. these are respectively; Corporate Social Responsibility, Brand Image, Purchase Intention, Beko, Research Objective And Quests, Methodology, Discussion, Conclusion And Recommendation.

# 1. CORPORATE SOCIAL RESPONSIBILITY

In this section, the definition, history, development, different theories and models of Corporate Social Responsibility (CSR) will be covered.

## 2.1 CSR Definition

Corporate Social Responsibility (CSR) is considered a relatively new terminology used in the academic field since the second half of the 1900s. But it is not a new concept. It has been determined that there are traces of CSR even in the 3rd century BC (Kaṭalya 1992). The Confederation of British industry also argues that CSR is subjective and does not have a universal applicable definition. (as cited in Jamali, 2007). Although the concept of CSR does not have a universal definition, in this section, we will include the definitions made by researchers and international organizations in order to draw the general framework of the concept of CSR. Howard R. Bowen is considered to be the beginning of CSR, and in his book titled "Social Responsibilities of the Businessman" written in 1953, he defines CSR as "Following the desired action lines about the goals and values of society." In addition, Bowen stated that he expects a business to produce social goods in the areas of common economic progress, security, better standardized life and individual development (Bowen 1953). Archie B. Carroll, known for his research on CSR, defines CSR as follows. " CSR is a concept that covers the economic, ethical, legal and social responsibilities that are optionally expected from businesses in certain periods of society."(Carroll and Ann 2011). The Commission of the European Communities (2001) defines CSR as "the fact that companies interact with their stakeholders on a voluntary basis by not ignoring social and environmental problems while realizing their commercial activities".

Davis and Blomstrom defined the concept of social responsibility as "Practices that will enable businesses to develop and protect the welfare level of the society without ignoring their own interests". This definition is of great importance according to the period in which it was made. Because protection and development are two active building blocks of a business. While the concept of protection refers to the fact that the business does not cause negative effects on the society, development refers to the fact that the business produces works for the benefit of the society (Carroll 1989).

In addition, according to Carroll (1989), CSR provides information to the business about the subjects and areas it is responsible for. But this also presents a problem. The reason for this is

that the factors such as the diversity, profitability, resources, size and effects on the society of the products produced by the enterprises differ according to the enterprises.

These differences can be added to the reasons for the emergence of the different definitions we mentioned above. If we summarize all the above definitions in a frame, as Lantos also stated, CSR includes the obligations arising from the social contract between the society and the enterprises and are the activities put forward by the enterprises in order to meet the needs and demands of the society. The basis of these obligations is to minimize the negative effects of activities on society and to maximize the positive effects (Lantos 2001).

## **2.2 History and Development of CSR**

The development of the concept of CSR in the modern sense took many years (Carroll 1979). In the 1950s, the power of businesses in the society was causing concerns in the society (Frederick, 1960). Carroll (1989) refers to this period as "Enterprises saw environmental and social degradation almost as legitimate in order to make a profit". Frederick accepts that the concept of social responsibility began to be accepted seriously in the second half of the 20th century and it is the beginning of the modern age. Frederick states that in this period, different ideas about the responsibilities of businesses emerged in the American society (Frederick, 1960).

Business ethics was not one of the issues businesses worked on in the 1950s. Issues such as unfair business practices, the morality of capitalism, and the fair remuneration of employees were the subjects of interest to the clergy (Lantos 2001). For businesses, social responsibility basically meant succeeding by working hard. This teaching stemmed from the Protestant work ethic. Although the basic motivations are different, the most donations from the 17th century have been made by businesses in the USA. Ethical problems in the business world began to become more noticeable, especially in the early 1960s. Experiencing corruption and bribery on an international scale, unconscious use of the natural environment and nature, selling unreliable products and increasing pressure on the workforce were just a few of these ethical problems. Lantos (2001) According to Frederick (1960), two developments in the 20th century caused businesses to have more problems with social responsibility. One of them is institutional and the other is intellectual in nature. However, both are related to the disappearance of the philosophy called "laissez faire"(the policy of leaving things to take their own course, without

interfering) or the economic balance. In the 1970s and 1980s, the damage caused by companies to the environment reached its peak and caused an awareness by people.

Businesses have made some attempts to minimize the damage they cause to the environment with the effect of legal regulations (cited in Post et al., 1999). In the 1990s, social responsibility issues started to become very popular by companies. The reason for this is the positive developments in human rights throughout the world in those years. In addition, the fact that companies want to find solutions to social, environmental and economic problems in other continents by not being indifferent and thus to have good relations with their stakeholders has been effective in the popularity of the concept of social responsibility. At the World Summit held in Rio in 1992, the idea of having a sustainable development goal emerged. According to the concept of sustainability, besides operating and environmental management profitability, it is aimed to make our world sustainable (as cited in Gard McGehee et al., 2009). Today, social responsibility draws attention as an important expectation by all humanity (Post, Lawrence and Weber, 1999; Lantos, 2001). Corporate social responsibility activities started to show its effect in many western countries, especially at the end of the 20th century. However, before this period, there were different regulations in areas such as country responsibilities, corporate ethics, corporate governance and competitor relations (Madrakhimova 2013). The concept of corporate social responsibility has made significant developments since the 1960s. In the 60s, CSR activities consisted mostly of philanthropic activities based on volunteerism in order to benefit disadvantaged groups in the society and to help solve social problems (Meehan, Meehan and Richards, 2006). However, over time, it has become the main management model and basic corporate activity of a company and enterprise (de Grosbois 2012). With CSR in the modern sense, businesses have expanded their roles in society (Lantos, 2001: 598). At the beginning of the 2000s, the concept of sustainability and sustainable development in particular affected the business world and this theme has become an inseparable whole with the concept of corporate social responsibility (Carroll and Shabana, 2010).

As a result, many businesses today have adopted to go beyond their moral ethical values and to respond to the needs of the society without ignoring the needs of the society. The main purpose for businesses is to create a whole among their employees, stakeholders, shareholders and owners and create a value in the eyes of society. Based on the studies conducted, we can observe that the awareness of social responsibility has increased, differentiated and developed from past to present, and in addition, institutions add value to themselves with CSR practices. In the 2000s, the concept of social responsibility took on a more strategic shape. For this reason, some

social awareness activities have been carried out by Universities and social aid organizations and businesses have been included in them. Recently, corporate social responsibility activities are seen as a business strategy and a source of competitive advantage for businesses, and businesses have started to focus on influencing stakeholder groups, employees and customers with their CSR activities.

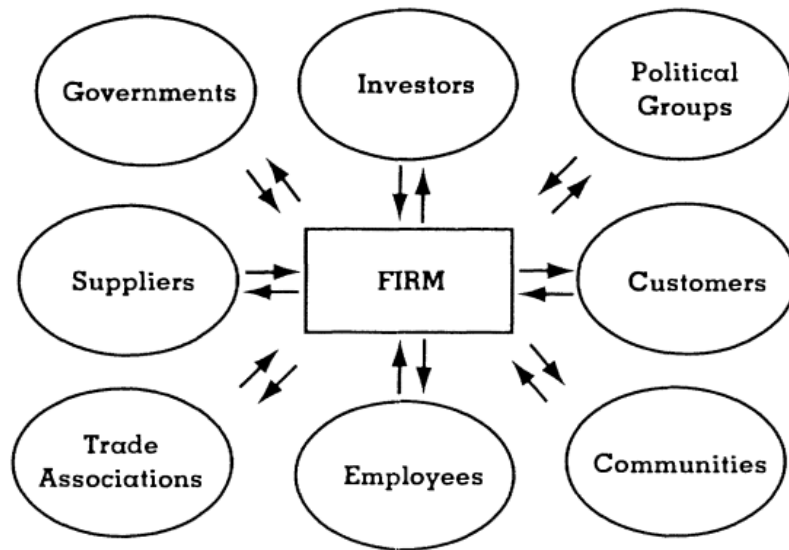
## **2.3 Corporate Social Responsibility Theories**

Corporate social responsibility theories are almost a guide for businesses that are involved in CSR activities and want to be involved. They are a helper in determining which areas should be active in line with social and moral factors. On the other hand, these theories contribute to the determination of which motivation sources should be followed by companies that want to invest in CSR and which limits should be determined. A few of these theories are Triple Bottom Line Theory (TBL), Shareholder Theory, Stakeholder Theory, and common value theory.

### **2.3.1 Stakeholder Theory**

The stakeholder hypothesis was developed by Edward Freeman. The following is Freeman's definition of a stakeholder. It is defined as "any individual or group of individuals who may influence or are influenced by the organization's actions and attainment of its goals" (Donaldson and Preston, 1995). Freeman believes that firms' primary responsibility should be to address the requirements of their stakeholders and operate in their best interests. This implies that interest groups should be classified in order to improve management (Donaldson and Preston, 1995). To summarize, meeting the expectations of the firm's shareholders is the means for the company to fulfil its goals, according to this view. According to Stakeholder theory, firms have a two-way connection with their stakeholders, as seen in Figure 1. In their study, Freeman and Veal (2001) created the stakeholder theory as a criticism of the shareholder/investor theory. As a result, the primary aim of stakeholder theory is to help organizations focus on long-term, sustainable growth. Short-term profitability calculations that focus solely on the expectations of shareholders and investors may harm the foundation stones that maintain the firm, such as workers, suppliers, and customers, causing enterprises to lose profitability in the long run. Donaldson and Preston (1995), on the other hand, argued that with the social stakeholder theory, organizations establish behaviors and practices with accountability and transparency philosophies, which they characterize as a managerial structure and a management philosophy.

Figure 1: The Stakeholder Model



(Donaldson and Preston, 1995)

### 2.3.2 Shareholder Theory

According to the shareholder theory, the managers of the company are the tools that carry the business to its goals. The purpose of the managers is to increase the value of the company. In this theory, the main purpose in the management of businesses is to increase the share value of the company and its reflection on the economic system. In this way, the ground will be prepared for future investments by obtaining lower cost and efficient outputs and improving innovation. Apart from these ways, the taxes paid by the business will also be effective in eliminating the negative situations that may occur in the future. Negative criticisms against this theory are not absent. Irreversible consumption of natural resources may lead to results such as taking short-term profits as the basis and exploiting the efforts of employees (Melé, 2009).

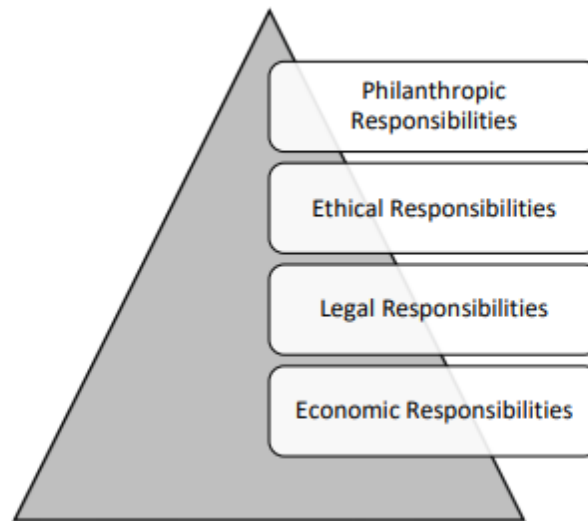
### 2.3.3 Triple Bottom Line Theory (TBL)

The term "Triple Bottom Line" was first used by John Elkington in 1994, suggesting that it is a way of measuring performance. Elkington also argued that institutions can be managed in a way that makes money apart from raising people's living and welfare levels. In this framework, the performance of the institution can be evaluated in terms of economic profitability, respect for the environment and social justice (Elkington, 2004).

### **2.3.4 Corporate Social Responsibility Pyramid (Carroll Pyramid)**

According to Carroll's social responsibility model, the business has a hierarchy of responsibilities. The first step is economic responsibility, the second step is legal responsibility, the third step is ethical responsibility and the last step is philanthropic responsibilities (Carroll, 1991). The part that forms the basis of the pyramid is Economic responsibility. Carroll argues that businesses have an economic responsibility to society that gives them the opportunity to start businesses and survive. It is certain that companies that are not successful in financial and economic fields cannot survive, especially in global business environments where competition is at a peak. Therefore, economic responsibility is a prerequisite that must be fulfilled (Carroll, 1991). The legal dimension is represented in terms of compliance with legislation and laws governing various aspects of society. Examples of these are competition, environment, work wages, etc. (Carroll, 1991). The Ethical Dimension refers to the expectations that exceed the economic and legal expectations for organizations to carry out activities that are far from harming the society in general (Carroll, 1991). Volunteering is essential in the Philanthropy Dimension and activities are carried out on this basis. It can also be considered as a part of the expectations of the public. Individuals demand that they be as good in their company as a normal individual. Institutions engage in various social activities that are not required by law to fulfill their responsibilities that they perceive as charitable. These can be monetary resource transfer, donations of products and services, and community development activities (Carroll, 1991).

*Figure 2: Carroll 's Pyramid*



(Carroll,1991)

## **2.4 The Models of CSR**

### **2.4.1 Wartick and Cochran's Corporate Social Responsibility Model**

Principles, processes and policies form the basis of the model developed by Wartrick and Cochran (1985). Within the scope of the principles, economic, legal, moral and voluntary responsibility, which constitute the steps of the CSR pyramid put forward by Carroll (1979), are included, respectively. It is thought that these principles can be realized in two ways. The first of these is the social contract that businesses make with society. According to the social contract, the existence of enterprises depends on the tolerance of the society. Therefore, the behavior and operational methods of businesses should be within the principles set by the society. Businesses have a contract with the society, just as with the state, which includes certain rights and obligations. This contract changes depending on the change in social conditions, but there is one thing that remains constant, which is the source of the legitimacy of the enterprise in the social field. The second principle is that businesses act as a moral agent in society. Accordingly, businesses should consider the values and moral norms of the society while carrying out their activities (Wartrick and Cochran, 1985).



*Table 1: The corporate Social Performance Model*

Principles	Processes	Policies
Corporate Social Responsibilities (1) Economic (2) Legal (3) Ethical (4) Discretionary	Corporate Social Responsiveness (1) Reactive (2) Defensive (3) Accomodative (4) Proactive	Social Issues Management (1) Issues Identification (2) Issues Analysis (3) Response Development
Directed at: (1) The social contract of business (2) Business as a moral agent	Directed at: (1) The capacity to respond to changing societal conditions (2) Managerial approaches to developing responses	Directed at: (1) Minimising 'surprises' (2) Determining effective Corporate Social Policies
Philosophical Orientation	Institutional Orientation	Organisational Orientation

(Wartrick and Cochran, 1985)

In this model, social responsibility and social responsiveness are equally valid but different concepts. In the model, the response of the enterprises to the changing environmental conditions or the determination of managerial approaches to the developing reactions are realized through reactive, defensive, conciliatory and proactive methods, as Carroll (1979) also mentions in his model. According to this model, corporate social performance is based on social responsibility principles, social reactivity process and policies developed for the management of problems.

#### **2.4.2 Ackerman Social Responsiveness Model**

The model allowed for the identification of different types of responsibility, examining the principles that motivate responsible behaviour, the processes of response, and the consequences of performance. Therefore, the model conceptualized social responsibility principles and social sensitivity processes with observable results by placing corporate social responsibility in a broader context rather than a single definition. The model presented by Wood constitutes an important advance in corporate social responsibility research. The model first considers the principles that motivate an organization's social responsibility activities at three levels of analysis: they are corporate, organizational and individual(as cited in Jamali and Mirshak, 2006). In this context, an institution must have adopted a reliable social actor identity at the institutional level, which requires motivation for social responsibility actions. Finally, motivation stems from the choices of individual managers and their preferences or dispositions for personal responsibility. According to the model, sensitivity constitutes an important set of actions necessary to complement the motivational aspects of social responsibility. Three effectively interrelated factors are intertwined with concepts including environmental assessment, stakeholder management and issue management. Sensitivity in the model makes it

responsible for the analysis of the external environment. Stakeholder management is another sensitivity principle and examines certain types of stakeholder management tools. On the other hand, management requires an examination of the organization's approach to designing and monitoring its responses to social issues. The first stage of the model covers the tasks expected from top managers, such as forming a staff of consultants to strengthen communication and changing performance. As a result of the experts' fulfillment of these tasks, a systematic infrastructure is formed. It is expected that process and product development studies will be carried out for the department managers to raise awareness in order to include different products depending on the relevant social responsibility project.

### **2.4.3 Wood Social Responsibility Model**

The model allows the identification of several categories of responsibility in order to investigate the principles that inspire responsible conduct, reaction processes, and performance consequences. As a consequence, rather than a single definition, the model conceived social responsibility principles and social sensitivity processes with observable outcomes by situating corporate social responsibility in a larger context. Wood's methodology represents a significant advancement in corporate social responsibility research. The methodology begins by analyzing the concepts that underlie an organization's social responsibility efforts at three levels: corporate, organizational, and individual. Finally, motivation is influenced by individual managers' inclinations or dispositions toward personal responsibility. According to the model, sensitivity constitutes an important set of actions necessary to complement the motivational aspects of social responsibility. Three effectively interrelated factors are intertwined with concepts including environmental assessment, stakeholder management and issue management. Sensitivity in the model makes it responsible for the analysis of the external environment. Stakeholder management is another sensitivity principle and examines certain types of stakeholder management tools. On the other hand, management requires an examination of the organization's approach to designing and monitoring its responses to social issues.

Table 2: Wood's Corporate Social Performance Model

<b>Principles of corporate social responsibility</b>
Institutional principle: legitimacy
Organizational principle: public responsibility
Individual principle: managerial discretion
<b>Processes of corporate social responsiveness</b>
Environmental assessment
Stakeholder management
Issues management
<b>Outcomes of corporate behavior</b>
Social impacts
Social programs
Social policies

(Wood, 1991)

The consequences of corporate behaviour are directly and obviously relevant in the evaluation of corporate social responsibility performance. According to the model, results are classified into three types: social impacts of corporate activity, programs used by institutions to enforce duties, and policies developed by institutions to address social concerns and stakeholder interests. The impact of business activity, whether beneficial or harmful, should be analysed objectively. Because of the review period and the nature of the programs chosen for resource investment, it is critical to integrate social policies and their consequences inside institutional policy.

Institutions are responsible for certain areas of interest related to society. All areas of interest cause institutions to adopt behaviourally different perspectives. In this respect, if institutions adopt a narrow perspective while determining their areas of interest, it also narrows the responsibility areas of the institution. This creates an area of action for organizations committed to public responsibilities (Dönmez Maç and Çalış, 2011). Managers are actors who govern the norms in society. Every field of corporate social responsibility needs managers for socially positive results.

## **2. BRAND IMAGE**

In this section, the definition of the brand, what the brand image means and the relationship between CSR and brand image will be discussed.

### **3.1 Brand Definition**

Defining the brand is not as simple as it seems. Even today, there is no definite and common definition among brand experts in the academic world. In general, each expert defended his own definition (Kapferer 2004). The concept of brand has been one of the most discussed topics in trade and marketing disciplines (Moore and Reid, 2008). The American Marketing Association (AMA) defines a brand as a name, design, term or a combination of these, aiming to differentiate it from other companies in the sector when describing the services or goods of businesses (AMA, 1960). Brands are the most prominent concept used to differentiate businesses not only from their current competitors but also from their future competitors (Crainer 1995). Brands contribute greatly to the creation of high brand awareness in the minds of consumers, to create strong and positive associations, and to the preference of the brand, and this is what makes the brand strong (Gil, Andres and Martinez 2007)

### **3.2 Brand Image Definition**

Marketing strategies are one of the building blocks for companies to be successful. Attracting the customer, convincing them to buy the product and ensuring its continuity are of great importance for businesses. Creating a strong brand draws attention as an effective element in fulfilling the concepts mentioned above. If the business has built a strong brand, it will definitely cause it to have a great position advantage among its competitors, which will support a sustainable brand and increase in profit rate (Gronroos 2007). Strong branding also allows businesses to enter into strong competition. Strong branding and strong marketing communication are the factors that give the business an advantage. For example, (Kotler and Keller 2009) emphasized that strong branding facilitates distinguishability. In addition, issues such as increasing competitiveness in the market and customer loyalty are two of the issues that companies should dominate. Aaker expresses the concepts that make up the brand value as "brand awareness, brand associations, brand loyalty and perceived quality"(Aaker 1996).

Today, businesses aim to develop their brand assets by attracting and retaining potential customers thanks to their brand value. This causes the company to stand out among its competitors, to eliminate price competition and to make profit as a result (Aperia and Back,

2004). According to Aaker and Joachimsthaler (2000), a careful study of the business environment, market, customers, and competitors is necessary to accurately express brand identity. The identity and strategy of the brand are important in terms of customer accessibility and investments. (Aaker and Joachimsthaler, 2000). Businesses that have strengthened their brand identity and have strong brands generally have an important effect on determining prices in the market. However, these brands follow the developments in the market by examining the customer behaviour. As stated by Grönroos, businesses that want to have a strong brand image know why the customer is loyal to the brand and are aware of which calls attract customers. (Gronroos, 2007). Businesses should manage their communication tools correctly and strongly in order to have their brands positively placed in the minds of their customers. This image, which is managed correctly and created with smart marketing tools, is called brand value. As Kevin Lane Keller points out, brand equity is positively associated with a solid brand image in companies that place the customer in the centre (Keller 1993). Brand image and brand identity should go hand in hand with each other, thanks to customers' past experiences and associations. This does not mean that experiences must necessarily be associated with economic values and services. When it comes to brand image, customers' emotions and past experiences are extremely important (Grönroos 2007).

### **3.3 CSR and Brand Image Relationship**

In recent years, companies have been using CSR activities to create a strong and memorable brand image. Paolo Popoli argues that the social values that customers consider important should be adopted and that companies should act together with the society on these issues. In this context, he states that CSR activities are of great importance in order to meet the expectations of customers in terms of social values and norms in terms of creating a strong brand image and brand relationship (Popoli 2011). It can express CSR as the emotional side of the brand image, and this emotional side enables businesses to take an advantageous position among their competitors (Martínez, Pérez and del Bosque, 2014). In addition, a company's CSR positioning directly affects the brand's reputation and image, and these two concepts provide protection against attacks that may come from outside. Casado Diez et al. (2014) expressed this as follows: “Developing a strong brand image by a company means that it is difficult for that company's reputation to be damaged easily in the future.” According to Chandler and Werther (2014), it is absolutely important to combine CSR activities with marketing strategies to make the Company's reputation more secure against any attack. And also, if CSR activities are carried out by communicating with the public and in the light of the feedback from the public, it will

provide an advantage for this company in terms of branding and the development of brand image (Chandler and Werther 2014). Since CSR practices are directly related to the brand image, companies today not only contribute to the benefit of society but also consider CSR by including it in their strategic action plans. CSR activities leave positive effects in the minds of customers on behalf of companies. Therefore, customers want to be with companies that leave positive traces on society and the environment with CSR activities. This shows how much influence CSR has on purchase intention as well as brand image (Casado-Díaz, González, Ruiz-Moreno, and Sellers-Rubio, 2014). CSR practices, which are well absorbed and welcomed by individuals, also convince the customer of brand loyalty (Martinez, Perez, and Rodríguez-del-Bosque 2014). It also makes a great contribution to increasing the awareness of the brand in the eyes of the customer.

Today, As we will see in the CSR activities of Beko company, which is our case study, CSR activities continue today mainly for the purpose of contributing to Sustainability and the Social Environment. Considering that today's marketing and service sector is growing so fast, CSR, which is an extremely important and critical marketing tool, and its applications should be investigated more deeply.

### **3. PURCHASE INTENTION**

In this section, the definition, importance, concepts of purchase intention and its relationship with CSR will be expressed.

#### **4.1 Definition of Purchase Intention**

Purchasing intention is a kind of decision that investigates why the consumer turns to certain brands (Shah et al., 2012). Purchasing intention represents the possibility that consumers plan or want to purchase a certain product or service in the future (Wu, Yeh and Hsiao, 2011). Purchasing intention refers to the preference of a consumer to purchase the relevant product or service by determining the need for a certain product or service, and even the attitude he has formed towards a product and product perception. In other words, purchase intention means that after the consumer evaluates a product, he will buy the same product again and understand that the product is worth buying (Madahi and Sukati, 2012: 153). Customer purchasing decisions are seen as a complex process. Purchasing intention is generally related to the behaviors, perceptions and attitudes of consumers. Purchasing behaviour plays a key role in consumers' access to and evaluation of a particular product (Mirabi, Akbariyeh and Tahmasebifard, 2015).

#### **4.2 Importance of Purchase Intention**

Purchasing intention is one of the factors that enable consumers to react to stimuli and affect their purchasing decision. Businesses collect information on consumers' purchase intentions and make strategic decisions (Mutlu, Çeviker and Çirkin, 2011). Today, consumers are exposed to many effects in this regard. It is very important for businesses to understand the factors that shape the purchasing intentions of consumers, who must make a choice about goods and services, and to develop strategies accordingly, as it will bring competitive advantage and sustainable profitability to the business. Research shows that for the products offered by a business to be preferable compared to others, the factors that affect the purchase intention should be determined and strategies should be developed in this direction. While businesses that shape their strategies according to consumers will be able to achieve their goals, it will be seen that the reason why businesses that behave in the opposite way are not preferred is that they cannot offer the goods and services requested by the consumers. In terms of businesses, the purchase intention provides integrity with the purchase decision stage and accumulates data about the purchase intention of the new product that has been introduced or will be offered to

the market. The gathered data is used to forecast the demand for the products and then to make strategic decisions in the light of the information obtained through the analysis of these data. In other words, purchase intention is measured within the framework of consumers' desire to purchase the product in the market in the future (Carter, 2009, 5). However, from time to time, the purchased goods or services may differ from those intended to be purchased due to external factors or extraordinary developments. The product or service purchased and the product or service that is intended to be purchased may differ at the last moment due to the influence of others and unexpected situations (Tek, 1999, 35).

Technological developments, which are showing their effects in every field today, have an impact on the purchasing decision process and purchase intention. (Featherman, 2014). Another important factor in transforming the purchase intention into a decision is the willingness of the consumer (Isaksson, 2009). Purchase intention; It is under the influence of many independent parameters such as a positive corporate reputation, high brand image, quality goods and services, and brand loyalty (Butt, 2013). In addition, intention to purchase; The way in which consumers intend to buy a brand or product is one of the cognitive behaviours of the consumer that ends the process with purchasing behaviour. Indicators such as consumers' expectations and thoughts can be used to measure consumers' purchasing intentions (Hosein, 2013).

### **4.3 Consumer Purchasing Behavior Concept**

Consumer behaviour is the process of selecting, acquiring, consuming, or keeping products, services, ideas, or experiences to suit the wants and desires of people or groups (Solomon, 2017). Consumer behaviour is a multifaceted and complex process. Consumer decisions frequently include several phases and are impacted by a variety of factors, including demography, lifestyle, and cultural values (Mothersbaugh and Hawkins, 2016). Consumer behavior encompasses the thoughts, feelings, experiences, and behaviors that occur throughout the consuming process. It also covers the social factors that influence these ideas, feelings, and behaviors (Peter and Olson, 2010).

Personality is an intriguing notion in consumer behavior studies. Purchasing behavior, media selection, risk taking, segmentation, social influence fear, product selection, innovation, opinion leadership, attitude change and everything one can think of are associated with personality (Kassarjian, 1971).

#### **4.3.1 Personal factors**

Personal factors are explained as follows (Solomon, 2017):



### **4.3.2 Occupation**

Occupation influences consumption patterns. Marketers are trying to identify occupational groups that are more interested in their products and services and to adapt products for some occupational groups, for example, such as designing different products for computer software companies, brand managers, engineers, lawyers and doctors (Kotler and Keller, 2016).

### **4.3.3 Gender**

Gender is a factor that makes a difference in consumption habits. There are also differences in purchasing tendencies of genders from different cultures.

### **4.3.4 Age**

Another factor that influences purchasing decisions is age. The needs and expectations of individuals differ according to age groups.

### **4.3.5 Income**

Income level together with the wealth owned by the household determines the purchasing power (Mothersbaugh and Hawkins, 2016).

### **4.3.6 Perception**

Perception is described as the process of interpretation that allows customers to comprehend their surroundings. Perception, like reality, is an approximation. The brain attempts to make meaning of the inputs it encounters (Cetină et al., 2012).

### **4.3.7 Motivation**

People are moved by motivation. The motivated customer is prepared to act toward a certain objective. For example, if you know that a long-awaited electronic game will be launched next Tuesday, you may be motivated to buy or download the game as soon as possible (Hoyer, Macinnis and Rik Pieters, 2013).

### **4.3.8 Learning**

Learning causes changes in our behaviour resulting from experience. Learning behaviour usually occurs randomly. Despite this, many human behaviours are learned. Learning theorists believe that learning is produced through the interaction of stimuli, cues, responses and reinforcement (Kotler and Keller, 2016).

#### **4.3.8 Memory**

Consumers' ability to understand marketing information is largely determined by the information available in their memory (Peter and Olson, 2010).

#### **4.4 The Relationship between Purchasing Intention and Corporate Social Responsibility**

It is important to discuss the relationship between consumers' purchase intention and CSR practices. Because understanding the reasons underlying this relationship will contribute to understanding CSR as a strategic management function (Dodd and Supa, 2011). Although most of the studies on CSR and financial performance have stated a positive relationship (Posnikoff, 1997; Waddock and Graves, 1997; Tang, Hull, and Rothenberg, 2012), the examination of the relationship between CSR and purchase intention is limited in the literature. Purchasing intentions are directly or indirectly affected by the type of CSR activities and the degree of consumers' belief in CSR activities (Sen and Bhattacharya 2001). For example, according to Lee and Shin (2010), CSR activities have little effect on consumers' purchasing intentions. However, the increase in consumers' awareness of CSR activities positively affects their purchase intention. According to another study, it is stated that corporate social responsibility is positively affected by consumers' purchasing intentions if they are interested in and support CSR activities. On the other hand, it has been argued that irresponsible corporate behaviour has a greater impact on consumers' purchasing intentions than responsible behaviour (Bhattacharya and Sen 2004).

In addition to studies stating that there is a positive relationship between CSR activities and purchase intention (Sen and Bhattacharya 2001; Huang, C. , Yen, Lui and Huang, P. , 2014; Marguina and Morales, 2012 ;Onaran, Uyar and Avan, 2013). There are also studies stating that there is no direct relationship between CSR activities and purchase intention (David, Kline, and Dai, 2005). Mohr, Webb, and Harris (2001) state that only a small portion of consumers (21%) consider CSR activities as a purchasing criterion. Tian, Wang, and Yang (2011) also argued that CSR strategies are unlikely to strengthen purchase intention, and most consumers do not consider CSR activities when purchasing daily consumer goods; They emphasized that consumer characteristics should be taken into account in the use of CSR strategies. These inconsistencies detected in the CSR-purchase intention relationship indicate that there may be other variables affecting this relationship. In this context, it is useful to examine whether other variables have an effect on the effect of CSR practices on purchase intention. Therefore, the

mediating effects of reputation and trust variables on the purchase intention of CSR practices will be discussed in this study.

## **4. BEKO**

In this section, research about the history of Beko company and CSR activities will be included.

### **5.1 History of BEKO**

Vehbi Koç, the founder of Koç Holding, was looking for a product that would earn Turkey foreign cash in the 1950s, when Turkey was only beginning to industrialize. He teamed with Bejerano, who has experience in this industry, to invest in a tomato paste and canned food plant in the context of the country's situation at the time. The firm was created in 1955 and its name was registered as Beko, a combination of the first two letters of Bejerano and Koç. However, due to the country's condition, the firm was unable to begin operations.

When the possibility to start the sales and dealership of General Electric light bulbs emerged during those years, the name of the canning firm was changed to Beko Ticaret limited. Thus, Vehbi Koç, who pioneered the dealership system in Turkey, used this approach to bring Arçelik items to consumers' homes.

After selling its Arçelik distributorship to Atılım in 1977, Beko Ticaret has been operating in the Turkish white goods market under the brand name Beko since 1983. With the Koç Holding Durable Goods Group's focus on international business since the 1990s, Beko was determined as an export brand (BEKO, 2021a).

As a consequence of the reorganization of Koç Holding Durable Goods Group in 2000, Beko became Beko ltd and, along with the Arçelik brand, Arçelik ltd came under its roof.

BEKO set out to become a "World Brand" as the first Turkish white goods brand to be sold outside of Turkey. Since the early 1990s, the BEKO brand has been a part of the everyday lives of 280 million people in more than 100 countries throughout the world, thanks to its success in the Turkish market. Every two seconds, a BEKO-branded product is sold somewhere in the globe (BEKO, 2021b).

### **5.2 Beko's Social Responsibility Activities**

#### **5.2.1 Beko 100 female dealer project**

To increase women's representation in the economy, Beko supports women entrepreneurs in many areas such as rent support, location finding support, management, mentoring, product trainings, and store decoration with the Beko 100 female dealer project. Thanks to this

application, dozens of women entrepreneurs have been supported and continue to be supported (BEKO, 2020).

### **5.2.2 'Eat Like a Pro' Campaign**

#### **Purpose of "Eat Like a Pro" Project:**

Focusing on consumers to lead a healthy life, Beko aims to fight obesity by giving children a healthy diet and sports habits with the “Eat Like a Pro” initiative launched in 2017.

Studies show that the obesity rate in the world has more than doubled since 1980. The problem of obesity in children has reached alarming proportions. 40 million children under the age of 5 are obese or overweight. In 2025, this figure is expected to reach 70 million. According to the Turkey Childhood Obesity Survey, one out of every 10 children in our country is obese. About 15 percent of children are overweight.

According to the results of the research, 6 percent of children do not consume meat and 14,6 percent do not consume fish. 9.5% do not play outside at all on weekdays. On the other hand, 42.5 percent spend at least one hour in front of a computer or television on weekdays. (\*)

Obesity brings with it serious health problems such as cardiovascular diseases, high blood pressure, diabetes and cancer. Obesity in children damages self-confidence and negatively affects socialization.

Among the main causes of obesity in children; The increase in the consumption of high-fat, sugar-rich and ready-to-eat foods, soda drinks, moving away from traditional fresh cooking, and lack of physical activity and education are coming.

A study conducted in 28 countries, including Turkey, points out that awareness of obesity in children should be increased.

According to this research, the rate of those who are concerned about child obesity worldwide is only 4 percent, compared to the world average with 4 percent in Turkey and England. The countries most concerned are China and Saudi Arabia with 14 percent. (\*\*)

With the “Eat Like a Pro” initiative, Beko aims to increase awareness about the obesity problem, to encourage children to eat healthy and to help parents in this regard. (Arçelik, 2018)

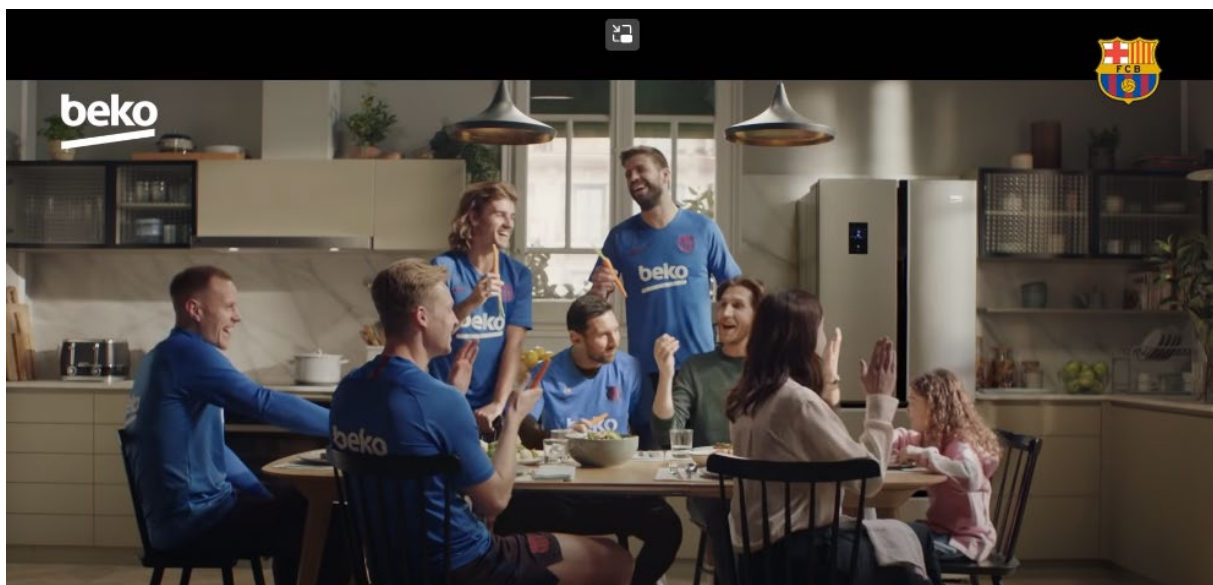
(\*) Data; It is based on the Turkey Childhood Obesity Survey conducted in cooperation with the Ministry of Health, Ministry of National Education, Hacettepe University and the World Health Organization

(\*\*) What Worries the World (Ipsos September 2018)

### a) Fc Barcelona - Beko Cooperation

The #Eatlikepro is an initiative that aims to help parents eat a healthier diet for their children. #EatLikeAPro is a campaign that helps children gain healthier eating habits with the support of world-famous stars. Therefore, apart from the sponsorship and support agreements between Beko and Fc Barcelona, a partnership was established in 2017 within the scope of the #Eatlikepro initiative. Special recipes were created by Maria Antonia Dallo, nutritionist of FC Barcelona. In addition, a website called Eat Like a Pro was created with a wide variety of fun activities, healthy eating tips and recipes (BEKO, 2019).

*Figure 3: Barcelona football players in 'Eat like a pro' ad*



(BARCELONA YouTube Channel, 2020)

### b) UNICEF - Beko Cooperation

The United Nations Children's Fund (UNICEF) has been fighting for children's rights and health for over 70 years. Beko and UNICEF worked together as part of our Eat Like A Pro campaign in 2018.

This partnership yielded immediate results, raising a staggering €1,000,000 for the fund in 11 days, thanks to the overwhelming support of fans on social media around the world. UNICEF Donation campaign was launched between Beko and UNICEF on 30 April 2018. Each post shared on Instagram and Twitter with the hashtag #EatLikeAPro resulted in a donation of 1 Euro to UNICEF. The campaign was shared more than a million times on social media platforms in less than 2 weeks, and today more than

500,000 families are made aware of a healthier and more balanced diet. Victor Aguayo, chief of UNICEF Global Nutrition Programme, comments, “Childhood obesity is increasingly affecting the poorer families and countries, largely due to diets that do not provide children all the nutrients they need to grow healthy. We welcome the support of our partners Beko and FC Barcelona, who will work closely with us to bring about positive change for children globally.” (BEKO, 2019).

**c) Riot Games - Beko cooperation**

League of Legends European Championship is the world's leading eSports event watched by close to 100 million people and played by professional eSports players at highly competitive levels. The world now accepts professional eSports players as real athletes. Just like other professional athletes, esports players do similar exercises and keep themselves vigorous with healthy eating exercises with nutritionists. Although eSports players eat like professionals and do the necessary exercises for a healthy life without interruption, the fans were not aware of this. Realizing this situation, Beko started working with Riot Games in 2019. The aim of this partnership is to encourage healthy living in fans by introducing how esports players live and eat healthy to fans who look at esports players as heroes (BEKO, 2019).

### **5.2.3 Beko's Support to Sports**

**a) Basketball sponsorships:**

Beko Basketball League: It hosted the Turkish Basketball League for 8 years between 2006-2014.

Beko All Star sponsorship: Between 2007 and 2014, it brought together the stars of each league and became the sponsor of All Star events held in a different city every year.

European Basketball Championship: Sponsored the European Basketball Championship held between 2009-2015.

FIBA Championships: Sponsored the 2014 FIBA World Basketball Championship and the 2009 FIBA Asian Basketball Championship.

He also sponsored Bundesliga, Liga, Lithuanian Basketball leagues.

**b) Football Sponsorships**

Beko BJK sponsorship: Between 1988-2004, it became the chest sponsor of Beşiktaş Gymnastics Club football team.

With the sponsorship renewed in 2014, it continues to be on the backs of Beşiktaş footballers' jerseys.

FC Barcelona Sponsorship: Beko, which became the premium partner of Barcelona Football Club in 2014, expanded its cooperation as the main sponsor of Barça in 2018(Arçelik, 2018)

*Figure 4: Beko managers and Fenerbahçe Basketball Team*



(Arçelik, 2018)



## **5. RESEARCH OBJECTIVE AND QUESTIONS**

### **6.1 Objectives**

The main objective of the study is to assess the effects of the corporate social responsibility activities of the Beko, which operates +130 countries include Turkey and Ireland, on brand image and brand trust.

The specific objectives are:

- a. To assess the impact of corporate social responsibility activities on brand image.
- b. To evaluate the impact of CSR activities on customer decisions.
- c. To determine the impact of CSR activities on firm performance.

### **6.2 Research Questions**

Following the development of the objectives mentioned above for the study, the research generates the following research questions to assist the researcher in achieving the study's aims.

1. Are the customers aware of the Corporate Social Responsibility activities of the companies?
2. Do Beko's corporate social responsibility activities have positive effects on society and the environment? Why?
3. What is the impact of Beko's CSR activities on the brand image and the customer's purchase intention?
4. How will people's perspectives on CSR activities change in the future?

### **6.3 Hypothesis**

The study pursues to test the following hypothesis based on the questions above:

H1- Customers are aware of Beko's CSR activities and have sufficient knowledge.

H2– Beko’s CSR activities have significant influences on brand image

H3– CSR significantly impacts positively purchasing intention, as it will affect customer decisions.

H4– The customer's perception of Beko's CSR activities positively impacts Beko's performance.

H5- Customers are aware that CSR activities are very beneficial for society and the environment.

H6- Customers hope that CSR activities will increase in the future.

## **6. METHODOLOGY**

In this section, the data collection tools used in the study, the study group, the validity and Reliability of the study, and the analysis method are included.

### **7.1 Introduction**

Within the scope of this study, the qualitative research method and Case Study, which is a design of this research method, were used to give a detailed meaning to a phenomenon and to examine it. Qualitative research; is a type of research that tries to understand people's lives, stories and behaviours (Strauss and Corbin, 1990) Statistical data analysis is not performed in qualitative research as in quantitative research. Describes the observation and evaluation of events. Data collection management, which aims to reveal people's subjective views on events, is a research method that provides in-depth information about a subject (Dey, 1993).

According to Creswell (2007), the case study is a qualitative research approach in which the researcher examines one or more limited cases in time with data collection tools(observations, interviews, audio-visuals, documents, reports) containing multiple sources and defines the instances and the themes related to the situation. One of the advantages of the case study is that it provides an in-depth examination of unfamiliar situations and allows the reader to compare the current situation and the presented situation (Gall, Borg, and Gall, 1996).

Based on this information, the researcher preferred the qualitative research method to reveal the effect of CSR activities on the brand image and purchase intention in detail.

### **7.2 Data Collection Tool**

The interview is one of the data collections tools that allow reaching the data in the most detailed way. It is an oral data collection tool and is used to understand what the interviewees are thinking and why. Interview questions are primarily predetermined and questions are asked for a purpose. It can also be defined as an interactive educational process based on asking and answering questions.

The primary purpose of the interviews is to learn the feelings and thoughts of the person about the subject of which information is sought (Çepni, 2009; Merriam, 2009; Patton, 2002). Therefore, the researcher used a semi-structured interview as a data collection tool in this study. The prepared interview form was presented to an academician who is an expert in this field. In

line with the data obtained from the expert opinions, the interview form was re-evaluated by the researcher in terms of the adequacy, suitability and clarity of the questions and necessary corrections were made. The participants were informed about the subject of the interview in advance, the interview forms were sent, and their approval was obtained. Then the interviews were conducted by the researcher. Interviews were held in an online meeting in a quiet and calm environment when the participants were available by appointment. Interviews lasting approximately 25-30 minutes were conducted with the participants who allowed voice recording in the interviews, and their voices were recorded. The recorded interviews were then transcribed and analysed. In this way, the participants' opinions about the questions were determined in detail. Interview questions are attached.

### **7.3 Study Group**

In this study, Snowball Sampling was used in accordance with the nature of qualitative research and the purpose of the study. The Snowball technique is used in situations where it is thought that it is difficult to reach the individuals who make up the universe or where information about the universe is believed to be incomplete (Patton, 2005). 'Who knows the most about this subject?' and 'Who should I start the interview with?' questions are the most basic questions applied by the researcher using snowball sampling. These questions help the researcher to find the people and situations that he thinks have the most information in the universe about the subject he is researching and the phenomenon he is examining (Flick, 2014). The researcher conducts interviews with individuals as follows and tries to find new participants from whom he can get information by asking who else he can meet. The critical point here is to gain the trust of the people interviewed by the researcher (Grix, 2010). The researcher completes this data collection process, which he continues in a chain manner, as soon as he thinks that the data has reached saturation (Kerlinger and Lee, 1999). As several names are mentioned repeatedly in the chain, this chain is combined and the sample is completed (Kothari, 2004). In line with snowball sampling and case study design, people who purchased Beko brand products were selected as participants in the study and as a result of interviews with 8 participants, it was determined that sufficient data saturation was achieved and the data collection process was completed.

### **7.4 Validity and Reliability**

The researcher took several measures in this study to reduce or eliminate the elements that affect/threaten the validity and reliability. These measures taken are presented in Table 1 below.

*Table 3: Validity and Safety Measures Taken In The Study*

Validity	Internal validity	Consulting an Expert Participant consent Long term interaction Direct quote
	External validity	Data collection tool and description of the process Explaining the data analysis process Description of the characteristics of the study group Determination of the Study Group and the way of working Describing the implementation process of the study Describing the role of research Explaining the reason for the selection of the method used Explanation of validity and reliability measures Use of convenient sampling method
Reliability	Internal reliability	Preventing data loss using the recorder Presenting the findings without comment
	External reliability	Appropriate discussion of the data in the concluding part Checking consistency between data

To ensure the internal validity of the study; The draft interview form prepared before starting the interview was submitted to the expert opinions and the interview was put into practice after the approval was obtained. The prepared interview form was presented to an academician about the readability and comprehensibility of the form and the questions, accompanied by online meetings, and feedback was received. In line with the information and data obtained from the expert opinions, the appropriateness and clarity of the questions were examined again and the necessary improvements were applied. During the interview, the answers given by the participants were confirmed again, definite answers were obtained and misunderstandings were prevented. Before the interview, the participants were given explanations by the researcher and they were approved by the information form and a form that declared that they were willing to participate in the research. Before the interview, the participants were ensured that they were comfortable and willing to meet. Efforts were made to make the meeting in a conversational atmosphere, and by this means, the most efficient answers were tried to be obtained. The interviews lasted approximately 20-30 minutes. The answers received are presented as excerpts in the findings section. Among the factors that will limit the internal validity (using only interviews as a data collection tool) is the inability to diversify the data.

In order to ensure external validity; data collection, data collection tools, data analysis, study group, research model analysis and how the findings were organized are described in detail. In

addition, the participants of the study were selected from suitable individuals by applying snowball sampling to contribute to the purpose of the study. Limiting the number of participants to eight can be shown as a limiting factor for external validity. All of the findings of the research were presented to the reader without comment, and data loss was prevented by using the recording device, which has an effect on increasing the internal reliability (consistency) of the research. In addition, the data were read independently by the researcher and codes were created. An entirely objective point of view was used during the creation of the categories based on the codes. Finally, the data are appropriately discussed in conclusion.

### **7.5 Ethical Consideration in This Study**

This research is part of the graduate program, so the researcher read the research guide of National College of Ireland (2013) and completed his research by adhering to all ethical values and protocols in this guide. The researcher used platforms such as E-mail WhatsApp to reach the participants and a video conference platform called 'Zoom' to conduct the interview. The researcher has ensured that the given information and personal data are not disclosed to third parties and violated. As mentioned in the previous section, participant consent was obtained using participant consent forms and these forms were shared in the last part of the research. In the part of presenting the interview data as findings, the names and surnames of the participants were kept confidential due to ethical rules, and instead, the interviewed participants were coded as P1, P2, P3, P4, P5, P6, P7, P8.

### **7.6 Data analysis**

In the data analysis part, content analysis was used to analyse the data obtained through the interview technique, where qualitative data were collected. The analysis part is the most challenging for researchers who do qualitative research (Yıldırım and Şimşek, 2013) There are many approaches in the literature on qualitative data analysis, but to summarize, qualitative data analysis is divided into two groups as descriptive analysis and content analysis (Strauss and Corbin, 1990). Descriptive analysis simply summarizes and interprets data; content analysis analyzes the obtained data in more detail. For this reason, content analysis can more easily reveal the concepts that descriptive analysis cannot reach and reveal (Yıldırım and Şimşek, 2013). In this study, the data obtained from semi-structured interviews were subjected to content analysis. Content analysis is defined as a systematically summarizing, classifying and coding technique within the rules created by researchers using words or phrases that reflect the content of a text or discourse about a topic (Büyükoztürk et al., 2008). As it is known, content

analysis organizes similar qualitative data into certain themes or categories, examines and interprets causal relationships, and reaches some conclusions (Yıldırım and Şimşek, 2013). In this research, it is aimed that people who have bought Beko brand products can honestly answer the questions in the interview form and analyze these answers in depth. In the content analysis of the data obtained as a result of the research, the data determined to be similar to each other were brought together around certain concepts and themes. Basic categories, which are expressed as conceptual elements that are related to each other, can form sub-categories. The data obtained with the voice recorder during the interviews were then transcribed in the computer environment and written down. Then, the answers given by the participants to each question were examined and similar and different aspects between the obtained data were determined. By examining the data obtained and dividing it into meaningful sections, the determination of what each section means was provided by the coding stage, and after the codes were determined in the first stage of the analysis, the categories that bring the codes together were determined. In order to compare the data obtained in some sections between the determined categories, the findings are also presented with the help of tables. As stated in the previous section In the part of presenting the interview data as findings, the names and surnames of the participants were kept confidential due to ethical rules, and instead, the interviewed participants were coded as P1, P2, P3, P4, P5, P6, P7, P8 and their views on the subject were included.

## 7. FINDINGS

The data obtained as a result of the interviews in this section were coded separately for each question and gathered within the framework of categories. In addition, the opinions of the researchers were shared without adding any comments.

Table 4: 'What are Beko's corporate social responsibility activities (CSR) that you know of?' opinions on the question

Category	Code	P1	P2	P3	P4	P5	P6	P7	P8
<b>Beko's CSR ACTIVITIES</b>	Support activities for sports	*		*	*		*	*	*
	Eat like a pro project		*	*		*	*	*	
	Beko 100 women dealer project				*	*	*	*	*
	Sustainability projects					*	*		

The participants expressed the CSR activities of Beko that they know. Looking at the Table 4, it is seen that the participants talk about different CSR activities.

it has been determined that the majority of the participants have knowledge about the support given to Sports.

**P6**, one of the participants, expressed his thoughts as follows: "... I can say that the first thing that caught my attention is their support for sports. Beko is the main sponsor of Fenerbahce's basketball team. Not limited to Fenerbahce, he also sponsored the Beşiktaş sports club in Turkey for years. It is also the main sponsor of the world giant Barcelona football club..."

At the same time, when the table is examined in detail, it is seen that most of the participants have knowledge about the 'Eat Like a Pro' and 'Beko 100 women's dealer' projects. **P7** from the participants expressed their knowledge as follows.

"...Beko collaborated with Barcelona, Fenerbahçe men's basketball team and esports organizers to educate children on healthy eating and combat childhood obesity problems..."



**P4**, on the other hand, expressed his knowledge about Beko 100 women dealer as follows.

*“...Beko's activities on women who aim to enter the business world are one of the activities I follow closely...”*

Unlike most of the participants, **P5** mentioned Beko's Sustainability activities.

*“...I saw in the advertisements of Beko that products that we do not care about and throw away without thinking, such as eggshells for a sustainable environment, are not wasted but used in the construction of refrigerators. They also produce energy-efficient products to protect nature and therefore human life, and they work not to harm the nature in their production...”*

*Table 5: ‘Do Beko's corporate social responsibility activities have positive effects on society?’ opinions on the question*

Category	YES/NO	Code	P1	P2	P3	P4	P5	P6	P7	P8
<b>BENEFITS OF BEKO'S CSR ACTIVITIES TO SOCIETY</b>	YES	Integration of women into the business world			*	*				
		Healthy eating awareness	*	*			*	*	*	
		Support for education								
	NO									

The benefits of Beko's Csr activities to society are shown in the Table 5 in light of the answers given by the participants.

When the table is examined, it is seen that most of the participants said that it has a positive effect on healthy nutrition awareness.

**P2** and **P6**, respectively, expressed the benefits of Beko's CSR activities to society as follows.

*“... As I mentioned in the previous question, Beko is trying to eliminate obesity in society by encouraging healthy eating within the scope of combating obesity in young children...”*

*“... 'Eat like pro' project is a project that totally benefits the society because it creates awareness in the society against obesity, one of the biggest social and health problems of our time, and it supports people to live healthy thanks to this awareness...”*

**P3** and **P4** participants mentioned that CSR activities create an awareness in society about the integration of women into the business world and they expressed their thoughts respectively as follows.

*“... Increasing women's economic freedom and their value in society are the most important factors in reducing physical and psychological violence against women in most societies in the world. BEKO's projects such as "Dealer for 100 women" increase the status of women in societies and their economic income. As the number of such projects increases, the chances of a better quality of life for thousands of women around the world increase...”*

*“... Beko's CSR activities have a great impact especially on the society. Particularly, the activities related to the participation of women, who are seen as the disadvantaged group in our country, to the economy and the business world are really important. I can classify the Beko 100 female dealer project, which is one of them, as very successful in bringing women into the economy and completing their personal development...”*

Unlike the other participants, **P8** expressed the benefits of Beko's CSR activities to the society in the following way, through the framework of supporting education.

*“... Beko has contributed to the development of society in terms of education, with the support it gives to coding education, which is newly developing in our country and will develop further in the future. This support will enable the students who will grow up in the future to transfer this information to the new generation, as well as ensure the financial and social development of the society. In addition, directing students to games where they can develop their minds will both contribute to the cognitive-sensory development of our students and help students to stay away from harmful activities and spare time for themselves and their social environment...”*

Table 6: ‘ ‘ Do Beko’s corporate social responsibility activities have positive effects on the environment? Why?’ ’ opinions on the question

Category	YES/NO	Code	P1	P2	P3	P4	P5	P6	P7	P8
BENEFITS OF BEKO'S CSR ACTIVITIES TO ENVIROMENT	YES	Recycling	*			*				*
		Ecological products and production process	*	*			*	*		
		Global warming awareness				*		*	*	*
	NO									

When the table is examined, we see that all of the participants stated that Beko's CSR activities have positive effects on the environment. P1, P2, P5 and P6 of the participants stated that Beko's social responsibility activities with the aim of producing environmentally friendly products are beneficial for the environment.

In this framework, **P6** expressed his thoughts as follows.

*“... Beko's sustainability projects really bring great benefits to the environment. For example, it has brought thousands of cubic meters of water to our world with its water harvesting and efficient production processes projects, and preferring nature-friendly ways such as sea and rail transportation in product transfers in order to reduce CO2 emissions are very important projects for a sustainable world. In this way, Beko aims to leave a cleaner, greener and more livable environment for future generations, and this creates a really positive impression in the eyes of its customers...”*

In addition, the participants evaluated Beko's CSR activities, which they stated as beneficial for the environment, in terms of the fight against global warming. **P8** of the participants expressed their ideas as follows.

*"... It has taken many environmentalist steps such as products produced using waste materials, using transportation options with fewer carbon emissions, saving millions of trees from being cut down by using recycling materials..."*

P1, P4 and P8 of the participants expressed the environmental benefits of Beko's CSR activities related to recycling. **P1** expressed his thoughts as follows.

"... While researching CSR activities in one of our lessons, I saw that Beko contributed to packaging and recycling with environmentally friendly products. I believe that if big companies like Beko intensify their CSR activities in the field of environmentalism, people can become conscious more quickly."

Table 7: Do Beko's CSR activities have an effective on its brand image? Why?'' opinions on the question

Category	Code	P1	P2	P3	P4	P5	P6	P7	P8
THE POSITIVE EFFECTS OF BEKO'S CSR ACTIVITIES ON THE BRAND IMAGE	Brand awareness	*	*		*				*
	Quality image			*			*	*	
	Brand trust			*		*		*	

Participants expressed their opinions and reasons about whether Beko's CSR activities have positive effects on the brand's image.

P1, P2, P4 and P8 of the participants stated that CSR activities have positive effects on brand awareness. One of the participants, **P1** expressed his thoughts on this subject as follows.

*"... As I mentioned before, the CSR activities they carried out especially in the field of sports for me caused the brand's name to be in my mind since my childhood. For me, the name Beko has been and will be the first brand that came to my mind in terms of white goods..."*

Participants P6, P3, and P7 stated that BEKO's CSR activities had a positive effect on the brand's quality image. **P6** of the participants expressed this positive effect on the brand image as follows.

*".... One of the biggest reasons for this is that Beko is a human and environment-sensitive company and supports this with CSR activities. There are some companies, the first thing that comes to mind when you hear their names is the concept of quality and the feeling of premium. I think Beko is one of these companies. Of course, this positive brand image is created by Beko's undertaking many important social responsibility projects, which have been operating in our country for years and which are very important for the country and the world, protecting people and helping disadvantaged groups..."*

Another positive effect of the participants on the brand image is the issue of brand reliability. Participants P3, P5 and P7 mentioned this issue. **P5** of the participants expressed the positive effect on the brand image formed by the reliability of the brand as follows.

*"... Consumers will prefer products that can reduce their own costs by purchasing energy-saving products, and they will also want to buy quality products of a brand that tries to protect the environment. At the same time, the money of the product he buys goes to a company that produces projects on behalf of humanity and the environment, which will contribute to the reliability of the company and thus to the brand image..."*

Table 8: *'What effects do companies' CSR activities have on your purchase intention? How would you describe this influence based on the case of Beko?'* opinions on the question

Category	Code	P1	P2	P3	P4	P5	P6	P7	P8
<b>THE EFFECTS OF COMPANIES' CSR ACTIVITIES ON PURCHASE INTENTION</b>	increasing the image of the brand	*						*	
	Increasing the reliability of the brand						*		
	Increasing brand awareness		*	*	*				
	Supporting CSR activities					*			*
<b>EXAMPLES OF PURCHASE INTENTIONS RELATED TO BEKO</b>	support for sports	*		*	*		*		
	environmental awareness		*				*	*	*
	healthy nutrition			*		*			

Participants stated the effects of CSR activities on their purchasing intentions. In addition, they have expressed the effect of Beko brand's CSR activities on purchase intentions with examples.

P1 and P7 of our participants stated that the effect of CSR activities on their purchasing intentions increased the brand image. **P1**'s views are as follows.

*"...CSR activities definitely have an impact on the brand image, as I mentioned in the previous questions, and this affects my purchase intention. We remember a company that you constantly hear about because of its CSR activities when purchasing a product. Personally, when I buy a*

*white appliance, BEKO is always my priority. The most important factor affecting me in this priority is BEKO's support for football and basketball...*

Participants P2, P3 and P4 evaluated the impact of CSR activities in terms of purchasing intentions in the context of increasing brand awareness. **P2** explained this effect as follows.

*"... From my point of view, BEKO is the company that I am most aware of about CSR activities among the brands that produce white goods. For this reason, it is one of the first companies that come to my mind when purchasing white goods. Frankly, I prefer to buy Beko brand products because of Beko's efforts to minimize emissions and water use in products on these environmental and social issues..."*

In addition, P5 and P8 of the participants stated that while evaluating the impact of CSR activities on their purchase intentions, they preferred the products of companies that continue these activities in order to support ongoing CSR activities. **P5** of the participants expressed their thoughts as follows.

*"... After learning about Beko's project to strengthen women's place in business life, I made sure that the product I would buy to support this project was Beko brand. The project he started on the health of children also increased my sympathy for this brand..."*

**P6** mentioned the positive effect of CSR activities on the purchase intention by increasing the reliability of the brand. P6 expressed his views on this issue as follows.

*"... I have always trusted a company engaged in CSR activities. Of course, this is not the only valid reason to trust a brand. For example, if I'm going to buy biscuits or chocolate, Torku brand comes to my mind. Because Torku supports Turkish farmers, so I intend to choose Torku brand. While I am going to buy white goods or electronic home appliances, I first think of the Beko brand because Beko's CSR activities, its support for Turkish sports and its sensitivity to the environment increase the probability of my purchase of the Beko brand in my subconscious mind..."*

Table 9: ‘ ‘ How do you think people's perspectives on CSR activities will change in the future?’ ’  
 opinions on the question

Category	Code	P1	P2	P3	P4	P5	P6	P7	P8
People's perspectives on future CSR activities	Increasing awareness	*		*		*			*
	support more than now		*	*			*		
	care more than now				*	*		*	
	Changing purchasing habits				*				

Participants expressed their ideas about how people's perspectives on CSR activities will change in the future.

P1, P3, P5 and P8 of the participants stated that in the future people will approach the CSR activities of the companies more consciously. **P3** of the participants expressed their thoughts on this issue as follows.

*“...I think that individuals will be more conscious of the CSR activities of companies in the future and will support these activities. The reason for this is that people think that they contribute to society and the environment by supporting these companies as a result of their CSR activities. If we think that environmental and social awareness will increase in the future, it is obvious that people's awareness of CSR will increase...”*

Participants P2, P3 and P6 stated that in the future people will support the CSR activities of the Companies more. **P6** expressed his thoughts on this issue as follows.

*“... I think that in the future, CSR activities will increase and people will support these activities more. Day by day, global warming and climate change will make our world an even more unliveable place and they will support more environmentally sensitive companies in people...”*

P4, P5 and P7 of the participants stated that in the future people will give more importance to the CSR activities of the companies. **P5** expressed his thoughts on this issue as follows.

*“... I think that people have started to become conscious about CSR activities and that more importance will be given to these activities in the future, and the number of these activities will increase...”*

Finally, **P4** mentioned that in the future people's CSR activities of companies will change their Purchasing Habits and expressed their thoughts on this subject as follows.

*“...I think that as the number of conscious people increases, our environment and nature will become a more liveable place, and that's why I care about CSR activities. I think more people will care about them in the future and the situation will directly affect people's buying habits and reasons for preference. I think that companies that give importance to social responsibility activities and leave a positive image on people will come to the fore more in the future...”*



## 8. DISCUSSION

In today's world where it is necessary to be different in order to compete, businesses can identify the differentiation elements that will make them stand out and use them in a way that can contribute to the increase of their sales and the expansion of their market shares. Among the primary objectives of the enterprises are to be successful in their sectors and to maintain their existence. However, the changes show that it has become almost impossible for organizations to make a difference in the market and provide a competitive advantage by only producing products and services. With the awareness of target audiences and changing conditions, concepts such as corporate social responsibility, brand image, and purchase intention have come to the fore to differentiate and have become the main occupations of businesses. Businesses that operate for the benefit of society and offer quality products and services aim to contribute to the re-preference of their products and services by strengthening their position in the minds of consumers. This study was carried out to determine whether there are significant relationships between corporate social responsibility activities on brand image and purchase intention. For this purpose, semi-structured interview records with people who bought Beko brand products were analysed and the relationship between these factors was examined with the help of various hypotheses, the findings were evaluated and discussed by comparing them with other existing studies in the literature.

Upon examining and analysing the interviews, it was seen that all of the participants were aware of Beko's corporate social responsibility activities. It has been determined that the participants are especially mindful of Beko's Corporate social responsibility activities in the field of Sports and health, and that these activities have a positive effect on their minds. In addition, women entrepreneurs and the recognizability of corporate social responsibility activities in the field of sustainability are among the details that stand out. These data indicate to us that corporate social responsibility activities in the area of sports, supporting women in the business world and sustainability are more prominent social responsibility activities. Thus, it can be said that the H1 hypothesis is supported.

Beko's analysis of the impact of its corporate social responsibility activities on society showed that issues such as raising awareness of healthy nutrition, integrating women into the business world and supporting education came to the fore and the participants were positively affected by them. The most notable among Beko's corporate social responsibility activities in the field of Environment is the production of green products by applying an environmentally friendly

production process, the company's strict support for recycling, efforts to raise awareness on issues such as climate change and corporate warming. The positive and supportive thoughts of the participants about "Beko's CSR activities" and the "environment" duo support the positive impact of Beko on the environment. These positive effects show that the activities of CSR on society and the environment are beneficial and support the H5 hypothesis.

Brand image is another aspect of the study. The brand image expression is also widely used in a variety of everyday applications. The concept is generally accepted as an abstract arrangement of why consumers prefer a product or service. Image, first of all, is a concept aimed at determining how brands are understood by the society. The concept of brand image is one of the issues that emerged as a result of new marketing methods and is very important for brands today. In general terms, brand image is a process where the value offered by the brand, trust and expectations of consumers are blended. This process is a combination of all the knowledge and beliefs that consumers have on the brand. Activities aimed at improving the brand image help to develop positive thoughts about a particular brand. In addition, activities that positively affect the brand image also emerge as a tool for obtaining loyal consumers, as they increase the trust in the brand. For consumers, the concept of brand image represents individual values and lifestyle. Therefore, brands should establish not only a logical but also an emotional relationship with consumers. Mutual emotional communication plays a vital role in shaping both customer expectations and the strategies of the brand. For this reason, creating and maintaining a brand image requires first determining the suitable forms of communication. Brand image is associated with the brand itself in the minds of consumers. Considering the importance of this relationship, brands adopt customer-oriented strategies and position their priorities beyond financial expectations. Not only brands but also consumers are significantly affected by the competition conditions in the market. While consumers prefer brands, they are affected by many psychological and social factors. Brand image is a powerful tool in bringing certain products to market and gaining consumer interest. Because the brand perception that consumers have is one of the most critical factors affecting brand preferences. In a part of this study, it is mainly focused on understanding the relationship between corporate social responsibility and brand image. The behavior of consumers regarding the perception of corporate social responsibility plays a vital role in creating a positive brand image. A positive brand image is obtained as a result of the perception of brands that carry out corporate social responsibility as a strong and social citizen by consumers.

In line with the findings obtained within the framework of the research, the thoughts of the consumers who assimilate the brands that carry out social responsibility activities, reflecting the positive image towards the brands in question were obtained. In addition, it has been observed that there is a significant and positive relationship between corporate social responsibility and brand image. Along with its CSR activities, Beko reinforced its quality brand image in the eyes of the customers, and increased the trust in the brand and brand awareness. As a result, it is possible to say that there are features that affect each other positively between corporate social responsibility and brand image. In the light of the data obtained, the accuracy of the H2 hypothesis has been determined. When the literature is examined, many studies with similar results are found. Mohr and Webb (2005), in their study examining the relationship between corporate social responsibility and brand image, revealed that the dimensions of corporate social responsibility, benevolence and environmental awareness have a significant effect on the image evaluation of the enterprise. Another vital point determined by the study is that this effect is even stronger in individuals who display socially responsible purchasing behavior. In parallel with the findings of this study, Sen and Bhattacharya (2001), when a relationship can be established between the corporate social responsibility activities implemented and the existing products of the enterprise, found that these activities caused consumers to evaluate the business more positively. However, he emphasized that in order for this to happen, the business must have a positive or at least neutral image before starting corporate social responsibility activities. Swaen and Chumpitaz (2008), on the other hand, in their study examining the effect of CSR on consumer trust, concluded that consumer perceptions of CSR activities positively affect consumers' belief in the business.

In the study, in parallel with the brand image, the relationship between CSR and purchase intention was tried to be revealed. Purchasing intention is the level of perceptual conviction that the customer will buy a product or service (Bergeron, 2005). In other words, it is the tendency of a person to buy a product or service. Purchasing intention is one of the most critical stages of the purchasing decision process, which reveals the consumer's decisive response to stimuli (Tek, 1999). Consumers' intention to purchase is the product, service or brand selection, information about the time and amount to be purchased. For marketers, knowing purchase intent is a way of predicting what the consumer will buy. For this reason, marketers often conduct research to measure consumer intentions. In addition, when evaluated in the context of relationship marketing, since the cost of retaining an existing customer is less than acquiring

new customers, purchase intention is an issue that businesses care about (Spreng, Harrel and Mackoy, 1995).

As a result of the findings obtained within the framework of the research, it was noticed that the CSR activities of the companies affected the brand image positively, and there was an increase in brand reliability and awareness. In addition, the opinion that the brand and customers use their purchasing preferences in favor of these brands in order to support companies engaged in CSR activities has gained importance. Thus, it has been determined that our H3 thesis is correct. A parallel and supportive study in the literature, which shows that CSR activities have a positive effect on purchase intention, is the study by Smith and Alcorn (1991). Smith and Alcorn (1991) observed in their study that consumers can change brands to support businesses engaged in charitable activities and purchase their products to support this business. Similarly, Brown and Dacin (1997) underlined that CSR leaves a positive image not only on the attitudes of consumers towards the company but also on the products of that company. It has been concluded that businesses with high corporate social responsibility are positively evaluated by consumers, and this positive evaluation, in parallel, causes the company's products to be evaluated positively. Mohr, Webb, and Haris (2001) conducted a study to understand that consumers have perspectives towards corporate social responsibility and found that 75% of the participants view social responsibility positively and are willing to support businesses. The study of Wang and Yangin (2011) supports the opposite of the findings of our research. According to Wang and Yangin (2011) they argued that CSR strategies are unlikely to strengthen purchase intention and most of the consumers do not consider CSR activities when purchasing daily consumer goods; They emphasized that consumer characteristics should be taken into account in the use of CSR strategies. It can be said that the reason for the different results is due to the different economic conditions, development levels, social structures and beliefs of the people in the countries where the research was conducted. This opinion reveals the idea that CSR activities should be examined in more detail.

In the last part of the research, the change in people's perspectives on corporate social responsibility activities in the future has been examined. The findings obtained in this section are of a quality that will shed light on companies that want to engage in corporate social responsibility activities. According to the data received, the idea has emerged that in the future, individuals will be more conscious and more supportive of the CSR activities of the companies and that some customers may even change their purchasing habits in parallel with these activities. In this way, our H6 hypothesis is determined to be correct.

In conclusion, if we look at the research from a broader perspective, it is obvious that Beko's Corporate Social Responsibility activities have a positive impact on its brand image and customers' purchase intention. This situation also positively affects the performance of Beko and proves the accuracy of the H4 hypothesis.

## 9. CONCLUSION

With the rise of social awareness, the concept of corporate social responsibility has gained importance. Today, the social awareness level of the society is high, so they cannot remain indifferent to an event that concerns the public around them. In recent years, institutions have focused on the concept of corporate social responsibility in order to maintain their existence. This research was conducted in order to understand the relationship between corporate social responsibility activities and purchasing behaviour and brand image. Consumers' perceptions of Beko brand's CSR activities were examined between their purchasing behaviour and brand image. The results of the field study on the subject are given in the last section. It has been revealed whether there is a significant relationship in the analysis results. When the literature and related scales were examined, interviews were conducted with the participants in accordance with the research sample. Within the scope of the research, eight people were reached.

As a result, thanks to the social responsibility activities carried out, positive feelings and judgments about the brand have been created in the minds of consumers. Brand image is a mix of consumers' experiences with the brand and the values that the brand has. Therefore, the management of corporate socially responsible behaviour is vital because of its impact on the perception of the brand image. Brands that want to build a positive brand image should benefit from corporate social responsibility studies. In the study, the awareness of individuals about CSR activities in general is at a remarkable level. The opinion that the CSR activities carried out in the research have very positive results for the society and the environment is dominant. In addition, it has been concluded that CSR activities can provide financial benefit to the company engaged in these activities by creating a positive effect on the Brand image and Purchasing intention. Businesses can use some of their earnings for the benefit of society and attract more customers, thus creating a win-win situation between the society and the business. In addition, some of the outputs of the research are that CSR activities will be more important to individuals in the future, it will be supported and purchasing habits can be determined according to CSR activities.

## **10. RECOMMENDATION**

As with almost every study in the social sciences, and especially in the behavioral sciences, these results have raised new research questions. It is suggested that the research model and relationships applied in this study should be tested in a broader scope and in different sectors. The repetition of such studies, including different countries, regions and cities, can add depth to the literature.

In the study, it was revealed that corporate social responsibility activities are effective on the formation of brand image. Suggestions for future studies; While examining the effects of corporate social responsibility on brand image, researchers can examine how non-profit organizations should follow. In addition, when a review is done on universities, it can be tried to measure the brand image of the organization in the local sense by carrying out an application with local stakeholders.

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## 12. APPENDICES

### Appendix 1: Interview Questions

1. What are Beko's corporate social responsibility activities that you know of?
2. Do Beko's corporate social responsibility activities have positive effects on society? why?
3. Do Beko's corporate social responsibility activities have positive effects on the environment? why?
4. Do Beko's CSR activities have an effect on its brand image? why?
5. What effects do companies' CSR activities have on your purchase intention? How would you describe this influence based on the case of Beko?
6. How do you think people's perspectives on CSR activities will change in the future?