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	Comments	Max Mark	Actual Mark
Introduction *Identification of a valid topic, research question and objectives framed to Masters Level standard with academic rationale developed, clear industry contextualisation of the research topic*	Supervisor Comments: 2nd marker Comments:	10%	
Critical Literature Review *Depth and breadth of literature*	Supervisor Comments:	25%	

search, engagement with seminal authors and papers, evidence of a critical approach toward the scholarly literature	2nd marker Comments:		
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Conclusions and Recommendations *Research question and objectives addressed with implications to theoretical and managerial concepts considered. Recommendations provided for theory, practice and future research*	Supervisor Comments: 2nd marker Comments:	10%	

Organisation, presentation and references.	Supervisor Comments:		
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Well structured and ordered dissertation with correct use of grammar and syntax. In-text citation and bibliography conforming to "Cite Them Right"	2nd marker Comments:		
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[An exploratory study of consumers' attitudes towards unethical

corporate practices and the concept of consumer social responsibility]

A dissertation submitted in partial fulfilment of the requirements of the Royal Docks Business School, University of East London for the degree of

[MSc International Business Management]

[September, 2014]

[14,685]

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ABSTRACT

This study is an exploration of consumers' attitudes towards unethical corporate practices and the concept of consumer social responsibility. The study among other things evaluated the concepts of corporate social responsibility (CSR), consumers' social responsibility (C_NSR) and sought to understand the relationship between both concepts. Having considered several literatures and mined primary data using structured questionnaires, it was discovered that consumers view corporate social responsibility as very important and expects businesses to be ethical, incorporating the interests of their various stakeholders in their operations. The study further discovered that consumers are aware of business ethics and although may not necessarily know the CSR policy of individual businesses they have dealings with, they have expectations that those businesses will be ethical. On consumer social responsibility however, it was discovered that consumers are yet to fully come to terms with the practice. As a result, it was recommended that more research into consumer social responsibility is needed and that consumers should make more attempt to translate their awareness of ethics into action especially in purchase and consumption.

Acknowledgement

Above all, my gratitude goes to Jesus Christ for being my sufficiency through my MSc programme especially my dissertation. I know how tough it was for me at a certain time but, I'm grateful He saw me through it all.

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CHAPTER 1

INTRODUCTION

1.1 Context of the study

This dissertation is an exploratory study of consumer attitudes towards unethical corporate practices and the concept of consumer social responsibility. Consumer social responsibility is fairly a novel area of research but is gradually gaining popularity. The study was conceived out of the concern about unethical corporate practices and the need to evaluate the attitude of consumers in the context of corporate vs. consumer social responsibility. Research about corporate social responsibility has been around since the 1960s (DeGerorge, 2010) and has witnessed considerable growth compared to consumer social responsibility (Caruana and Chatzidakis, 2014). One of the reasons for this is because the need to be socially responsible has been thought to be the duty of the organisation.

Corporate social responsibility became a focus of attention as a result of growing corporate scandals such as environmental degradation, workers and suppliers' exploitation, tax evasion and other unethical practices (Carvalho et al, 2010). It as such became necessary that businesses took their CSR policies seriously. With time, CSR grew to be used as public relations tool (Eisingerich et al, 2011). Organisations began to use their CSR programme to try to woo more customers. In practice however, CSR practice was not as rooted as they are presented to be but, fairly better than when there was none in place. The fact that businesses are concerned that their social responsibility may not necessarily be considered by consumers when making purchase made some of them not take it seriously (Eisingerich et al, 2011). The advent of consumer social responsibility however was thought to be the game changer. Consumer social responsibility which entails the involvement of consumers in demanding that organisations behave ethically and in the

interest of its entire stakeholder or ignoring such unethical corporate brands was believed would make businesses more ethical.

Although ethical behaviour should be seen as important for its own sake, and corporate businesses should do everything possible to be socially responsible, researchers have maintained that for corporate ethical responsibility to be a success, it may be significantly dependent on consumers. According to the McKinsey poll (2007), this view is shared by CEOs and heads of corporations who signed to the UN Global compact. They are of the belief that consumers have the greatest role to play if organisations are to meet the ethical expectations of the society. This argument on the one hand is responsible for the growing interest about the need for convergence of corporate social responsibility and consumers' social responsibility.

Also, there is the assumption that companies with poor ethics record will be avoided by consumers due to such image while those with good ethical record should attract consumers (Carrigan and Ahmad, 2001). After all, image is very important (Vivian, 2009). This is also another area of concern contributing to further interest in consumer social responsibility. However, with research showing the psychology of consumers to be complex, assumption of this nature may not always hold sway. As a matter of fact, some researchers have argued that corporate social irresponsibility may not be enough to deter consumers from purchasing the brands of such organisation (Young et al, 2010). This therefore becomes interesting; setting into motion the argument that in as much as corporate businesses need to be socially responsible, consumers also should not be excluded. Moreover, if consumers will be ready to ignore corporate unethical practices, it then becomes difficult to achieve full success with CSR. In other words, supply will only thrive where there is a demand.

This research therefore is an attempt to examine the place of consumer social responsibility with regards to corporate social responsibility. Also, the

research shall seek to understand consumers' awareness, as well as their willingness in the helping to activate corporate social responsibility.

1.2 Research Questions

At the end of this research, it is hoped that the research question is answered as it is the primary reason why the research is being carried out. The research question is: What is the attitude of consumers in the context of corporate and consumer social responsibility?

1.3 Research objectives

The objectives of this research are as follows:

1. To understand consumers expectation of corporate ethicality
2. To evaluate where socially responsible practices lie in consumers' priority when making purchase decision
3. To draw a claim based on research findings on the present workability of consumers' social responsibility.

1.4 Significance of the research

This research is expected to contribute to the study of consumer social responsibility as it is still a fairly new area of study. It is hoped that the research will be relevant to academia and will be a source of reference for further future study. Since ethics is at the heart of this study, it is hoped that it becomes useful, helping readers to be conscious of ethics when making purchase decision and to see the actualization of social responsibility as not just the function of the organisation but also of everyone concerned about the need to stamp out unethical practices in economic activities.

1.5 Research outline

The research begins with the chapter one introducing the topic, the research question and objective and the methodology adopted by which the research shall be conducted. The chapter one as it were serves as the window to the rest of the chapters. The chapter two contains the literature review. Here, existing body of works relating to the topic are reviewed with a view to gaining further clarification on the topic and to have a basis to build on in subsequent chapters. Some of the areas where literatures were reviewed in the chapter two include marketing ethics, corporate ethics, consumer ethics, consumer social responsibility and corporate social responsibility. The chapter three of this research contains the research methodology. That is, the approach and method taken in carrying out the research. Chapter four is concerned with the presentation, analysis and interpretation of the data collected. Lastly is the conclusion chapter, which is chapter five. Here, the research is concluded and recommendations are provided for areas that were discovered as needing improvement in the course of the research.

1.6 Research methodology

1.6.1 Research design-rationale and justification

This research involves the collection of primary data. The research approach employed therefore is the quantitative approach. The reason for this is because quantitative methodology affords the presentation of data statistically and helps to achieve credibility as it reduces the tendency for subjectivity since data collection will be through structured techniques. Moreover, this methodology was thought to be ideal as there is the need to evaluate consumers' attitude and measurability may therefore be important.

Although available literatures will be reviewed to understand what research works are already in existence and their findings especially in corporate social responsibility, the primary data collection was thought necessary

especially as consumer social responsibility is still fairly much a novel area of research.

1.6.2 Data collection and sampling method

Data collected for this research shall be through the use of structured questionnaires. The questionnaire shall be developed in relation to the research question, research objectives as well as findings in literatures reviewed. This will allow for extensive coverage of the area of interest in the research. The research sampling method shall be by simple random approach. This means that there shall be no pre-arranged agreement between the researcher and the respondents. Rather, they shall be met randomly with the researcher introducing the research topic to them and asking if they would like to participate. They are under no compulsion to participate as would be revealed in the consent form given to them. Participation is simply by volition and participant are free to pull out at any stage of the research should they deem such action as necessary.

1.6.3 Research Philosophy

The research philosophy adopted for this study is positivism. The research shall be based on quantitative methodology meaning that all data collected are to be statistically presented and analysed. This research philosophy helps to reduce the possibility of subjectivity as data collection, analysis and interpretation will be done using tools that afford measurability. Another key feature of this philosophy is that questionnaires are used by the researcher for data gathering.

1.6.4 Sample data analysis and interpretation

Data shall be analysed to see that it answers the research question and objectives. Also, interpretation shall be done to reflect the relevance of the research to academic and consumers' ethical consideration. Findings shall be verified to ensure objectivity and since sustainability, effectiveness, and

efficiency are focus of this research, it shall be ensured that bias is eliminated and objectivity is practiced all through the various stages.

1.7 Conclusion

There is an increase in concern for corporate social responsibility. As such, having a good image is important and more desirable than being seen as socially irresponsible enterprise. The concern however is consumers' valuation of social responsibility; businesses fear their social responsibility efforts may go unnoticed by consumers. Although, such arguments are not valid as reason for being unethical or to carry on with the exhibition of behaviours that violate social wellness. It is however thought that where corporate social responsibility goes hand in hand with consumers' social responsibility; ethical embracement may come more naturally, reducing the tendency for corporate unethical behaviour. This is the basis for the campaign for consumer social responsibility. The fact however that consumers awareness of ethical violation still does not deter them dealing with unethical brand has rather increase interest into understanding consumer evaluation of socially responsible behaviours.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Interest in ethics and corporate social responsibility (CSR) has always been an area of concern for researchers. The need to be responsible in marketing and to be ethical while driving towards the achievement of economic ends, has been the crux of research in marketing (Palmer and Hedberg, 2013) especially in the wake of globalization (Cook and Underwood, 2012). One area of research that is however still starved of attention is consumer social responsibility (Caruana and Chatzidakis, 2014). This is understandably so especially because the function of social responsibility has always been seen as the domain of organisations. The relationship between corporate establishments and consumers has always been mirrored as bordering on utility maximization and more importantly on pricing. Perhaps, the various scandals resulting from corporate unethical practices like workers exploitation, tax evasion, industrial pollution etc have made attentions to be redirected towards the role of consumers in all these (Carvalho et al, 2010).

Since consumers are the reasons why businesses exist, they have role to play if organisations are to be ethically upright and socially responsible. This view is not only shared among researchers but also practitioners (McKinsey poll, 2007). This position is the bedrock of consumer social responsibility (C_NSR). As a fairly new research area, C_NSR may be very difficult to achieve as consumers sometimes have their own ideas different from those of campaigners for social responsibility. Also, even with the growing awareness, consumers' reactions remain rather divided. As Pi, Hsu and Kuang (2012) discover, consumers may have equal level of information but still make different judgment and choice. A consumer's ethical inclination and by extension social responsibility may therefore be influenced by his moral philosophy, values and personal assessment of the corporate

business' activities and this may be objective, subjective or experience-based (Pi, Hsu and Kuang, 2012).

In this chapter therefore, attempt is made to look at consumers' evaluation of ethics and how it affects his view of corporate social responsibility. The study aims to look at corporate social responsibility (CSR) vis-à-vis consumer social responsibility (C_NSR).

2.2 Marketing ethics

The concept of ethical marketing can be seen as the act of "making and implementing ethical decisions at all times, conforming to morally sound practice and policies, and communicating these to internal and external audiences" (Doyle, 2011). Marketing ethics refers to the standard by which a business action may be judged as right or wrong as sanctioned by the general expectation of a society (Bartels, 1967).

Issues of ethics have been front burning topics in business and marketing (Creyer, 1997) and might not be disappearing as long as business itself continues to exist. Perhaps, the necessity for ethical marketing was as a result of the consequences namely social, environmental, etc unethical practices trigger. There are concerns about marketing not only becoming a manipulative tool and responsible for setting in motion consumerism (Landrevie and Levy, 2009) but also responsible for environmental degradation, and labour exploitation (Kotler, 2006). The need for social legitimacy whereby marketing benefits are not only reaped by the organisation but also, by the society as a whole is the main thrust of ethical marketing and the backbone of research into corporate social responsibility (CSR).

Ethical marketing is therefore focused on the connection of certain humanist's values with the economic activities of an organisation. It also involves an active participation of an organisation beyond its primary activities in helping to solve certain problems directly or indirectly occurring as a result of economic activities. Ethical action has some intrinsic elements

of emotional satisfaction (Carvalho et al, 2010) and spiritual fulfillment to consumers and as well as organisations as both want to be seen as reducing and not adding to the problem of the society (Kartajaya et al, 2010). Carvalho et al (2010) compiled the results of past works (Dovidio, 1984, Shaw, 1991 Baier, 1993; Batson and; Strahilevitz 1999) and argue that both the consumer and the organisation in part engage in ethics partly for selfish reasons; namely for moral satisfaction, to be seen as doing good and to see themselves as kind and good. In this study, ethical marketing and marketing ethics shall be used interchangeably as they communicate almost the same idea and both have ethics as their central concern.

Obviously, ethical issues are not peculiar to marketing alone but also other areas like media, sports, entertainment, politics (BRETCU, 2013). It is probably an issue of concern in any human endeavour; our actions are always under the scrutiny of whether they are morally right or wrong (Huang, 2010). The issue of morality as the backbone of ethics has come under severe criticism as some have argued that morality is relative and cannot be generalized (Huang, 2010). Further arguments maintain that ethics does not exist while others think it is just unachievable. Collins (1994) evaluated the question on whether business ethics is an oxymoron. An oxymoron occurs where two contradictory words or phrase are placed side by side. He maintained that ethics is essential and business and ethics are not mutually exclusive rather, dependent one on the other.

Ethical practices are achievable and corporate ethicality or not should not be seen as problem of ethics in itself but of management (Collins, 1994). Collins (1994) further maintained that ethical flaws stem from the failure of the management of an organisation to give priority to ethics like it does to the desire to be competitive and be profitable. On the other hand however, Crane and Matten (2007) object to Collins' argument. They are of the opinion that although it is not surprising for people to think ethical problem stem from management's poor decision considering the various scandals relating to undesirable business conduct ranging from exploitation of sweatshop workers, environmental pollutions, allegations of child labour,

bribery of Government officials, etc (Punter, 2013). Simply because these incidents happen should not make us assume that that certain ethical thinking did not go into and drive the decisions. The issue of ethics therefore should be seen as way to understand why certain decisions go wrong and how to devise means to future re-occurrence (Crane and Matten, 2007).

While there are so much to be desired in this argument, it is instructive to note that according to the International Standard Organisation (ISO), its 26000 (standard for social responsibility), 14001 (standard for environmental management) and OHSAS 18001 (standard for the health and safety of employees) among others has help witness significant boost in corporate accountability and ethical embracement (ISO, 2013). Although, such claim may be widely applicable to developed countries; it is still debatable when considered in the light of recent ethical failures in some developing countries.

2.3 Consumer ethics

Although, the willingness by insiders to blow the whistle on unethical behaviour and the series of corporate scandals exposed by the media may have contributed to corporate ethical inclination, there is however the issue that is constantly raised about whether corporate ethics is of any importance to consumers when making purchase decision. Ethical consumption which entails the purchase of things that are ethically sourced and produced by an ethical company or an avoidance of products that are either harmful to the society, environment or both (Freestone and McGoldrick, 2008) has received much attentions in recent years especially as the argument about the role on consumers in social responsibility behaviours.

Although ethical behaviour should be seen as important for its own sake, some writers have maintained that corporate ethical responsibility may be significantly dependent on consumers buying decision. CEOs and heads of corporations who signed to the UN Global compact are of the belief that consumers have the greatest role to play if organisations are to meet the

expectations of the society (McKinsey poll, 2007). This is why research attention is no longer just focused on CSR but also on consumers' reaction to social responsibility (Carvalho, 2010). Moreover, studies have attempted to understand customers' ethical consideration vis-à-vis purchasing decisions. According to Schmalz and Orth (2012), ethics related research has been prevalent since Hunt and Vitelli's 1986 theory of marketing ethics. While numerous works like those of Joergens (2006), Folkes and Kamins (1999) all agree that unethical firm behaviour may increase the propensity of consumers becoming repelled by such brand; even such assertion has not been verified. In this light, Schmalz and Orth (2012) argue that while consumers may penalize an unethical brand by engaging in boycotts and temporal withdrawal from patronage, a customer's attachment to the brand may mitigate the way he chooses to process the information received and the extent to which he pushes his action.

Also, Norazah, Ramayah, and Norbayah (2011) citing the works of Tan (2002) and Husted (2000) in their study on why consumers purchase pirated software, pointed the variables of: consumers' moral intensity, perceived risks, low per capita, moral judgment, and income inequity as playing major roles in determining consumer ethical valuation and by extension, the intention to buy pirated software.

The debate as such persists about how difficult it will be to achieve corporate ethical inclination where consumers majorly favour ethics in words but not in practice. Dawkins (2005) is of the opinion that when standing in front of a supermarket shelf, it is only a few consumers who bring ethical issue into consideration in the different parts of the world. Looking at the result of the software piracy research above, it shows that certain considerations go hand in hand with ethical considerations when making purchase decision. Ethical consideration may therefore not be utmost priority of consumers. Some consumers have been honest about this, saying they are concern about ethical issues but find it difficult to translate such concern to action when making purchasing decision (Young et al, 2010). This is one of the areas of concern for this research.

2.4 Rational vs. irrational consumer argument

Several researchers have developed numerous models to explain consumer decision making, that is to determine if consumers are always rational when making purchase decision or otherwise. These attempts to understand what influences consumers purchasing decisions have long been a dominant question examined in the field of consumer behaviour (Fahy and Jobber, 2012). Malik et al (2013) maintained that the process of arriving at decision by consumers involves series of considerations. According to PELÂU (2012) and Solomon et al (2013):

> Traditionally, consumer researchers have approached purchasing decision making from a rational perspective. In this view, people calmly and carefully integrate as much information as possible with what they already know about a product, painstakingly weighing the pluses and minuses of each alternative and arriving at a satisfactory decision. This traditional decision-making perspective incorporates the economics of information approach to the search process; it assumes that consumers gather as much data as they as they need in order to make an informed decision

The information processing approach hugely supported by Fahy and Jobber (2012) has emerged as a strong theory for this type of analysis. It sees consumption as largely a rational process (Arcidiacono, D (2011). According to them, consumers are rational being, they know what they want and go all out to get it. They are not irrational as some authors posited. The work of Blackwell et al (2006) further gives credence to this argument. He puts consumer process of arriving at a decision in five stages. These are need recognition, information search, evaluation of alternatives, purchase decisions made and post purchase evaluation (see diagram below).

Figure 2.1: *Blackwell et al (2006) model of stages of consumer's decision making*

It remains to be seen however the extent to which this applies to all customers. For instance, a consumer making impulse purchase may hardly consider these stages before buying what he wants. The same can be said of consumers making ostentatious buy. The need for such purchase may not necessarily arise. Another example has to do with brand loyalists who already know what brand they appreciate and most times would not give thought to alternatives how much less of weighing their benefits.

Some scholars as well as practitioners acknowledge that while consumers may follow these steps when making purchase decision, rationality do not always accompany every purchase decision (Masatlioglu, Nakajima and Ozbay, (2012). They argued that if consumers were to employ rationality in all their purchase decision, doing so might mean spending their lives on series of evaluation even when purchasing the least of items and this would make them not enjoy their lives (Tammelleo and Lombardi 2014, Solomon et al, 2013). The problem with this assertion is that it presents consumers as rigid, lacking the ability to multi task. Moreover, it is almost rare to think that no amount of thinking goes into the purchases we make. Even impulse buying which is mostly due to the availability of financial power requires some considerations, of what value the item might be whether lasting or transient. The irrational consumer argument is further supported by Arnould

and Thompson (2005) who argued in the path of the consumer culture theory; the theory which states that consumption is less rational but a more socio-cultural or experiential activity laden with emotions. This argument again cannot be generalized as it may mostly apply to those consumers who fully share the values of the immediate society they live.

In the light of this failure to reach an agreement, Kotler and Armstrong (2014), conclude that "learning about the whys of consumer buying behaviour is not easy; the answers are often locked up deep within the consumer's mind. Often, consumers themselves don't know exactly what influences their purchases"

These approaches and theories enrich our understanding and form the basis of understanding consumers' behaviours. While both theories are valid, some experts have argued that the theory that will be adopted will depend on the value of the item to be purchased. There are a variety of influences on the purchasing habits of costumers. Customers making purchase of highly expensive materials are conscious of positive brand image as such engage in what is called extended problem solving and this occurs when consumers become highly involved in purchase by comparing brands, measuring their differences. However, Limited problem solving is exhibited when the consumer feel they have some experienced with the product which may have been satisfactory in the past (Younghee, Won-Moo, and Minsung, 2012). In this instance, there is little or nothing to be worried about; consumers just make purchasing (Fahy and Jobber, 2012).

Having considered these arguments and examples, the question then is; is ethical consideration import necessary to consumers and at what stage would they be willing to walk the talk? An attempt to understand this question is another crucial focus of this research).

2.5 Corporate ethics

Corporate or Business ethics has been defined as the study of how decisions of right and wrong in business practice can be addressed (Crane and Matten, 2007). Right and wrong in this case is not about what is commercially, financially or strategically right or wrong. It rather focuses on ensuring the welfare of everyone and everything directly or indirectly involved in economic activities. Business ethics primarily cover the topic that may not be covered by law and this is why ethics is seen as beginning where the law stops. It is most times industry or organisation bound (Crane and Matten, 2007). Corporate ethics constitute taking measures to treat employees fairly, achieving environmental sustainability amidst business practices, not taking advantage of vulnerable populations in marketing campaigns (Palmer and Hedberg, 2013).

The growth of unethical corporate practice has been hugely linked to economic globalization (Cook and Underwood, 2012). Economic globalization is the reduction of trade and restrictions to allow freer movement of goods, services and capitals among countries unified under such corporate banner. Economic globalization gave rise to trends such as outsourcing, off shoring, in-sourcing, Foreign Direct Investment (FDI) and divers practices aimed at improving organizational efficiency, promoting increase return for resources invested and allowing for the integration of organizational core competencies with external knowledge and capabilities. Also affords businesses the opportunity to move closer to fastest growing market and hiring local talents (Bloomberg Businessweek, 2012).

These developments have however brought several concerns. While proponents see the trends associated with economic globalization as prerequisite for sustainable development and efficient resource use, there are worries that such practices open rooms for unethical practices; situations where in the course of seeking ways to cut cost and maximize profit, rich businesses either ignore industry standards or exploitatively deal with poorer business partners (Tisdell, 2001). Perhaps another benefit of

globalization in this situation is that knowledge of unethical actions becomes rapid with merciless effects (BRETCU, 2013). This concern was shared by the former CEO of Deloitte Touche Tohmatsu when he addressed the World Economic Forum in 2006:

> One effect of globalization has been that risk of all kind- not just fiscal but also physical have increased for businesses no matter where they operate. Information travel far and fast, confidentiality is difficult to maintain, markets are interdependent and events in far flung places can have immense impact virtually anywhere in the world.

This ease in awareness of corporate unethical practices means that organisations need to take their CSR campaign more seriously. Although as shown earlier and would be further discussed, this significant awareness increase in ethical issue do not necessarily translate to purchase decision (Creyer, 1997). There is however the general agreement among researchers that it cost less to be socially responsible as against being unethical and irresponsible.

According to the ISO 26000 (2011), corporate social responsibility (SR) is the:

> responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that contributes to sustainable development, including health and welfare of society, takes into account expectations of stakeholders, is in compliance with applicable law and consistent with international norms of behaviour and is integrated throughout and practiced in an organization's relationships.

By the ISO definition above, it is obvious that corporate entities are responsible for the impact of their economic activities on the environment and the society. The issue of corporate social responsibility (CSR) according to the Consumer Good Forum (2011) was in 2011 considered as the most important issue facing managers in Global retail and consumer Goods sector

of the economy. It can also be seen in the definition that there is the need for organisations to maintain mutually benefiting relationship with its stakeholders. That is, those who contribute to the company and who can be affected by the actions of the organisation.

2.6 Consumer Brand relationship

Fournier and Alvarez (2011) have argued that brands have personalities just like human and can be related to. (Aggarwal, 2004) maintained that over time as result of constant use and satisfaction, consumers develop some level of attachment to the brand they use. There is the tendency to personify the brand awarding it certain attributes such as trust, reliable, love, etc which ordinarily are descriptive attributes used to qualify humans (Papista and Dimittiadis, 2012). Also, Fournier and Alvarez (2011) maintained that there cannot be a relationship in occasions where one party is active and the other is not and that is true. The activeness of the brand in this relationship would be the pleasure or satisfaction the consumer derives from it and that is crucial to the survival of the relationship. Other crucial elements to the development of consumer brand relationship include organisations marketing campaign, past experience, the use of celebrities that consumers identify with in advertisement and other features of the brand itself (Fournier and Alvarez, 2011).

Furthermore, just as relationships among humans have the possibility of growth, so also is the consumer brand relationship. Consumer brand relationship may become heightened and culminate into brand attachment (Patwardhan and Balasubramanian, 2013). Brand attachment according to Whan et al (2010) refers to the bond that occurs between a brand and a consumer exemplified by rich and accessible mental network involving thoughts and feeling about a brand and the relationship it has with the consumer. This bond is critical as it affects the behaviour that promotes consumers' lifetime value of the brand. By seeing the brand as part of oneself, the consumer develops a cognitive link and establishes a sense of oneness with the brand. This feeling of oneness is accompanied by hot

affection and reflects when consumers are willing to use greater resources to maintain such relationship (Whan et al, 2010). Proksch (2013) maintain that at this stage, there could be some element of security and anxiety featuring in the relationship. The consumer may become low on confidence without the brand just as he may feel insecure amidst of threat. There is the element of incompleteness whenever such consumer cannot access the brand which they are in a relationship with (Proksch, 2013). It then becomes difficult to disentangle the consumer from the brand.

Brand attachment has been given as one of the possible reasons for ignoring ethical decisions (Peer et al, 2014). Surveys affirm the awareness of consumers on ethical issues (Schrempf, 2013). Therefore, why they do not make ethical decision is the concern. However, understanding the reason for attachment even in the face of unethical practices is rather a complex phenomenon as researches have shown. Looking at the works of Peer et al (2014) with regards to brand attachment, consumers may find it easier to put the past behind when a brand they are attached to comes clean. When organisations come clean however, they do not always tell the full story (Peer et al, 2014). Would customers still feel attached to such brand in the event of the full gist coming to light? Moreover, how much or less harm should have been commitment before a consumer can relieve himself of brand attachment? These are some of the questions the brand attachment research failed to touch on.

Furthermore, the consumer survey conducted by Schroeder and Morling (2006) reveal that although consumers value ethics, however they would not affected should their favourite organisation (Benetton in the case of the survey), ceased to promote ethical values in their marketing activities.

2.7 Consumer social responsibility (C$_N$SR)

The recent research conducted by Hartmann et al (2013) shows that consumers may not be aware of the CSR policy of every organisation and may be passive to acquiring them; they however, have clear expectations from the organisations. Some of these expectations revealed in the study

include honesty, environmental friendliness, fairness to employees and local suppliers, lawfulness, etc. With this awareness and expectation, consumers can avoid businesses whose activities do not meet those expectations. This is the basis of consumer social responsibility (C_NSR). The question has however been raised on whether consumer knowledge and impression of ethical issues comes to bear when making purchase decision. Surveys like the ones conducted in the EU by the European Commission (2009), and the ones conducted in the UK (Dawkins, 2009) and in the US (Do Well Do Good, 2010) all show that consumers care about CSR. There is an agreement among the various survey data collected with majority of respondents showing readiness to pay more if that will contribute to social and environmental responsibility of organisation. Respondents even posited they would take additional 5% surcharge if that will help CSR (Hartmann, et al 2013). One would think this enthusiasm is actually brought to bear when making purchase decision. The study conducted by Szmigin, Carrigan, and McEachern (2009) however revealed otherwise. According to the finding of their study, only few numbers of consumers engage in social responsibility (Young et al, 2010). Competing with ethics in consumer social responsibility includes price, convenience and quality.

This ethical weakness on the part of consumers may serve as an encouragement to unethical brand behaviour as organisations may see consumers as not really keen on ethics as long as their interest is met. The concept of consumer social responsibility however holds that for corporate social responsibility to be sustainable, consumer social responsibility must exist simultaneously.

2.8 Corporate Social Responsibility (CSR) vs. Consumers Social Responsibility (C_NSR)

CSR is imperative for business today. The underlying sea change responsible for this thinking is that where it is done rightly, CSR will not only benefit a company's stakeholder (employees, local communities, consumers, etc) but also of immense benefit to the organisation (Carvalho et al, 2010). Moreover,

the need to look at corporate social responsibility in the light of consumer social responsibility has become necessary considering the fact that consumers are the reasons why businesses exist in the first place. According to Band and Shah (2013), knowing what appeals to customers and designing accordingly is a crucial success factor in the present competitive market.

As a result, consumer focus and orientation have become key words for businesses as consumers are the reason why business exists and subsist (Valenzuela, 2010). Moreover, the development in technology and divers innovations has brought about the proliferation of brands as such, increasing the options available to them (Shapiro, 2009), (Chindris, 2013). This prominence of the consumer has made researchers to consider it as key if CSR is to be achieved. While CSR is thought to be a way through which an organisation improves its reputation and also protect itself from risk emanating from social and environmental consequences of unethical practices (Hartmann et al, 2013), research has shown C_NSR is key to the activation and actualization of CSR. Despite this importance of C_NSR, the area has remained under-theorized and hugely unexplored (Caruana and Chatzidakis, 2014).

Since the consumers are integral to the success of every organisation, it becomes important therefore that they are involved in helping organisations to be accountable and be responsible to the society where they operate. With this enormous influence wield by consumers brought about the idea of saddling them with the role of mediator for social responsibility (Carvalho et al, 2010). The advent of C_NSR has redefined the relationship between consumers and organisation which in the past was about utility availability, price and convenience to now include ethical demands, sustainability and fairness (Caruana and Chatzidakis, 2014). Such relationship has transformed from the one based just merely on utility maximization according to Crane and Matten (2007) to a more complex one that include social and moral features. The thrust of C_NSR like it is with CSR, is to ensure that in the process of utility production, corporations do not exploit human or the ecosystem (Caruana and Chatzidakis, 2014).

Caruana and Chatzidakis (2014) explained further that the emergence of consumer social responsibility has transformed consumer brand relationship from the conventional role which is based on demanding for products that are reliable, convenient to use and whose price is affordable. C_NSR extends consumers' role to social issues like fairness, justice, rights and sustainability. Succinctly put, beyond utility and value maximization, the relationship should also include social and moral responsibility.

Devinney et al (2010) have called for consumers to be active in the consumer social responsibility (C_NSR) campaign pointing that corporate social responsibility (CSR) can only be possible where it coevolves and exists side by side with Consumers social responsibility (C_NSR). Consumers therefore need to make conscious and deliberate decisions to ensure that their purchase and consumption choices reflect morality and are in consonance with their value code. This call however may not be totally strange to consumers as surveys and research studies have favourably concluded that consumers are conversant with the ethical, environmental and social effect of production and consumption. However, only a tiny slice of them employ ethics when making purchase (Schrempf, 2013). There is no doubt that as long as there continue to be market for unethical firms, exploitative and unethical practices may continue to be mainstay in business environments. In making purchasing decision, consumers should consider whether or not an organisation has violated production code of conduct, exploited human and or degraded the environment and not just whether it has the right quality of the fairest pricing.

 These expectations from consumers seem unattainable and that may explain Devinney et al (2010) affirmation that C_NSR is impossible as the ethical consumer is a myth and "perhaps doomed to fail despite the nobility of the cause". As much as we would love to see not just the organisation becoming ethical but the consumers too, the assertion that ethical consumers is a myth might not be farfetched. We can argue that people most times give attention to what interest them and look for excuses to back up their decision. This is in line with the position of Tenbrunsel and Messick

(2004) in their work *ethical fading: the role of self-deception in unethical behaviour*. They argued that people may sometimes choose to behave in ways that promotes their self-interest while simultaneously pretending to have sustained ethical standards. For example, a consumer who buys from a notoriously unethical brand but known to sponsor a social cause like cancer patients' treatment or orphanages may affirm that her reason for patronage is to make more funds available for the social cause which the brand sponsors. The implication of this however is that the customer engages in self-deception and relegates ethics which should have been a primary concern to the background.

It is obvious therefore that although, research into C_NSR is still fairly novel compared to CSR, consumers are however aware of ethical issues and social (Schrempf, 2013). Understanding why consumers do not make socially responsible decisions and trying to see how that can be resolved is rather the focus of this study. Brand attachment has been given as one of the possible reasons for ignoring ethical decisions. However, understanding the reason for attachment even in the face of unethical practices is rather a complex phenomenon as researches have shown. Looking at the works of Peer et al (2014) with regards to brand attachment, consumers may find it easier to put corporate unethical practice behind them should a brand they are attached to comes clean. When an organisation comes clean however Peer et al (2014) are of the opinion they do not always tell the full story. It remains to be seen therefore if consumers would still feel attached to such brand in the event of the full gist coming to light. Moreover, how much or less harm should have been committed before a consumer can relieve himself of brand attachment? These are some of the questions the brand attachment research failed to touch on.

Furthermore, the consumer survey conducted by Schroeder and Morling (2006) reveal that although consumers value ethics, however they would not be affected should their organisation (Benetton in the case of the survey), ceased to promote ethical values in their marketing activities.

2.9 Conclusion

From the various literatures examined in this chapter, we can almost conclude that unethical corporate practices may not be enough to deter customers from purchasing from such organisation. Purchasing decision is rather a gamut of several factors and a seemingly complex phenomenon. As shown, one of the factors that may promote purchasing decision and can also bear influence on consumers' ethical consideration is the concept of consumer brand relationship. Consumers have the tendency of developing a relationship with brand like they would with fellow human. Such relationship may even develop to the point of attachment in which case, it may be difficult for the consumer to be socially responsible. It was also seen that ethical consideration do not always apply as consumers are not always rational in their decision making. They do not engage in information collection and processing in every purchase although Blackwell et al (2006) model argue otherwise.

However, there is general feeling throughout the various literatures reviewed that consumers value ethics, although that may not necessarily come into force while standing in front of a shelf in the supermarket. There is also the agreement that it is better for organisations to be ethical and socially responsible as against doing otherwise. However, for that to be hugely successful, consumers have to be involved. They themselves have to be ethical and socially responsible. The idea of corporate social responsibility (CSR) is only then feasible if it exists side by side with consumers' social responsibility (C_NSR). The issue however is whether consumers see it that way. Already, results of study carried out by researchers like Dawkins (2005), Devinney et al (2010), and (Young et al, 2010) do not seem encouraging on this topic with Devinney et al concluding at the end of their study that the ethical consumer is a myth. Perhaps there could be need for more education on the downsides of taking the unethical route. CSR and C_NSR are hugely beneficial measures where the organisations and consumers make commitment towards it.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The essence of this research is to evaluate consumer attitudes in the context of corporate vs. consumer social responsibility. This chapter as a result focuses on the techniques employed in carrying out the investigation. Contents of this chapter include the research philosophy, research design, research approach, data collection and analysis, rationale for research method, limitation of research method and research ethics.

3.1 Research Philosophy

The research philosophy used in this study is a positivism philosophy. The reason for this is to allow for measurability and to make empirical presentation of data and analysis. Due to the research question and objective, there is the need for correlation analysis between corporate social responsibility and consumer social responsibility. It was therefore thought that statistical data representation and the use of philosophy that allows for measurability will be more credible as against the interpretivist philosophy where subjective analysis may affect result acceptability. Positivists have maintained that for research to be credible, it must be devoid of the input of the researcher (Saunders et al, 2009). Moreover, since the questionnaire is the data collection instrument to be used in the study, it goes with the positivist line of thought as it allows for measurability which according to the positivist school of thought is important; as research must be measurable and statistically verifiable.

However, over the years, there has been a huge discussion about what philosophical approach is the right one especially since research is a science and positivist believe measurability and statistical representation are all

essential for a research to be considered science. On the other hand, interpretivist argued that since research mostly centre around human, reliance on statistical tools and measurability will rather stifle the research result as there will always be variability (as a result of human dynamism) that structured instrument cannot easily capture. In this study however, as a result of the research objectives and question, the positivist philosophy is preferred.

3.2 Research Design

The research design for this study refers to the plan or procedure by which the research will be carried out (Kumar, 2014). It is direction followed in order to achieve the objective of the research in timely, accurate and valid manner. Using the principle of grounded theory as presented by Brink and Rensburg (2006), the research design steps employed in this study begin with the identification of the research questions and then to a detail exploration of the questions through the consideration of literatures and external findings. The chapter one of this work saw the introduction of the topic and the research questions. The subsequent chapters then focus on how answers to these questions. As such, the research questions play a major role in determining the path in which the research follows. So, the research design is a blend of review and survey. The chapter two looks at existing body of works on the research topic and that, along with the research question help to further break down the research question and objectives leading to the formulation of the survey questions. The research design takes the form of the diagrammatic representation as shown in figure 3.1 below:
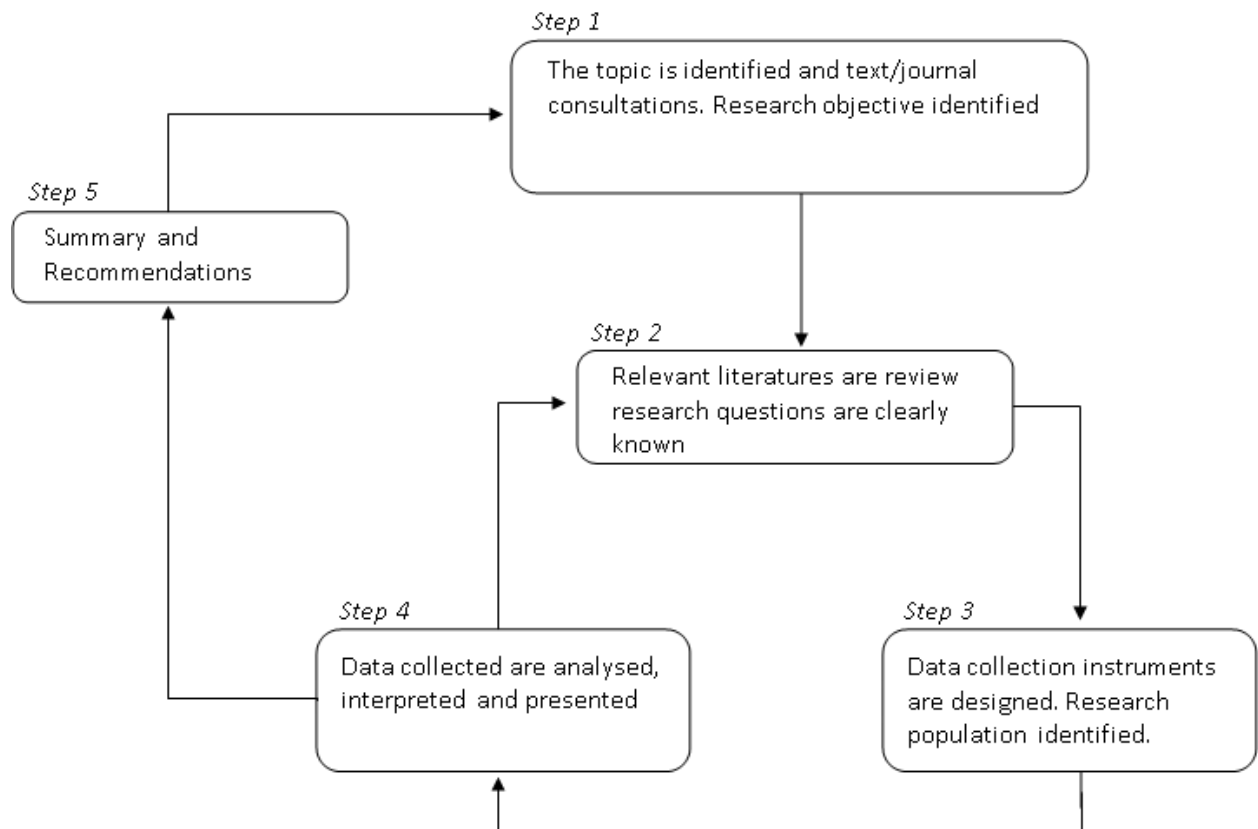
Figure 3:1: *The research design diagram*

3.3 Research Approach

There are various approaches to research but in this research, the approach used is the quantitative approach. This is in line with the positivist research philosophy adopted. The research therefore shall be focusing on statistical presentation of data. This is further reflected in the data gathering instrument used which questionnaire. The research reasoning adopted is deductive, an attempt to make an inference on consumer social responsibility in relation to CSR by looking at a representation of larger consumer audience. Using this approach, the study will then draw a conclusion. It was considered important to have an approach prior to the start of a research as that will guide the how data are collected and analysed (Saunders et al 2006). Another reason is that while inductive reasoning thrives on the exploration of a phenomenon leading to a subsequent formulation of theory by the researcher, the deductive reasoning on the other hand is about the evaluation and investigation into existing body of

theories, the development of hypothesis which is then put to test. Another reason for choosing the deductive reasoning is that inductive reasoning is time consuming and considering the allowed time to conduct this study; using such approach may not be feasible. Also, since there a huge body of research works exists on corporate social responsibility (CSR) although not so much yet on consumer social responsibility (C_NSR) the development of area of interest in the study was made a bit easier.

3.4 Data Collection, Analysis and Interpretation

This research depends on primary data. As a result, data collection was done using structured questionnaires. The questionnaires were formulated using the research question and objective. This will afford an extensive coverage of the research purpose. The questionnaires then distributed manually to random consumer audience and collected in person after they have been completed. The content of the questionnaire are product of both the emergent variables gathered from the interview and the main research question which had been methodically broken to ensure an extensive coverage of what the research set out to achieve. The questionnaires are then distributed using simple random sampling technique. In this case, there was no predetermined consumer audience in mind. It as such prevented the possibility of the elimination of a consumer segment. This is quite important as otherwise will make deductive inference impossible to do.

The data collected through the use of the questionnaire shall be used to analyse the research question. Analysis shall be conducted with a view to understanding consumers' social responsibility in relation to corporate social responsibility. Data will be statistically represented using the SPSS software. Interpretation shall be done in line with the data available. The researcher as a result shall try as much as possible to avoid tinkering with the data collected striving to be objective at all times.

Moreover, the analysis will first of all involve trying to make sense of the lump of data collected. This will be done by first inputting the variables in the excel spread sheet and then transferring them to the SPSS software for

further analysis. It should be known that data mined from the field shall are not readily transferable to answer the research questions. The various responses need to be prune and adjusted to answer the question. Another aspect of the analysis is to test the relationship of responses with existing theories. The difference that may exist will serve as basis for the formulation of further ways by which the consumer social responsibility campaign can be achieved.

3.5 Research sample and procedure

For ease of distribution, analysis and due to time constraint, the sample size for this research is 80 consumers. 80 questionnaires would be drafted and sent out and it is on the data gotten from those that this research is based. The sampling procedure is a simple random sampling procedure where random consumer audience are approached without prior arrangement (Yates, Moore, and Starnes, 2008) and served the questionnaires to complete having introduced the topic to them. The simple random technique was adopted as no defined consumer category was targeted. Ethics, CSR and C_NSR are issues that cut cross every sector of the economy. The simple random sampling was considered to be the best method of recruiting as much possible participants from different sector in the research. The idea behind the sample size is confidence of management within a time frame. It will almost be pointless to target participants that can hardly be reached within a short time and also, recruit data that will be poorly analysed because of volume and shortage of time. The researcher as such decided to go with a sample size that can be confidently managed within the time frame.

3.6 Rationale for the research

Having explored existing texts and theories centering on the importance of consumer social responsibility in relation to corporate social responsibility, it was thought (building on these existing works) to evaluate consumer attitudes in the context of corporate vs. consumer social responsibility. That

is, to see how consumers react and relate with brands engaged in unethical practices and to see if they know they have a role in social responsibility. In the works reviewed, several stimuli-response situations where noticed by customers when they become aware of the involvement of the brand they purchase in unethical practices. There is however no long term withdrawal dues to phenomenon like consumer brand attachment, moral standing and self deceit. The research will therefore not only be seeking to evaluate the impact of unethical brand practices on purchasing decision but to also understand the basis by which consumers ignore brand's unethical practices and to also find out their awareness of their role in ensuring ethical brand practices. The data gathered from the primary research complementing the literature review will help to understand this.

3.7 Research Ethics

As pledged prior to the commencement of this research to uphold ethical standard, this is ensured throughout this entire research exercise. Firstly, a participant letter and consent form is both given to the participants. The participant letter is meant to introduce to participants the reason why they should participate in the research. The topic of the research and for what the data they supply will be used for is also clearly explained. The researcher is well aware of the stipulations of the Data Protection Act and shall ensure that guides his actions with regards to the details supplied. The data supplied shall not be sold or transferred to a third party. The contract with the participants is that it will solely be used for academic purpose and for that only it will be used. It shall also be ensured that the data mined shall be destroyed upon confirmation from the university that the research has been completed.

The consent form is given to the participants as a proof that having been informed on the reason for the research and having no iota of doubt (as to whether not to participate), they are willingly to participate. The duty of this researcher as such is to ensure that participants are made both aware of the implication of understanding the contents of both the participant letter as

well as the consent form. It shall be ensured that they fill this document prior to the commencement of the administration of the questionnaires.

It is also ensured that there shall be no financial inducement like bribery and kickbacks given to the participants in order to manipulate them to conform to the whims of the researcher. The researcher will make every effort to distance himself from influencing participants' response while filling the questionnaires. As a result, questions shall be presented in the best lucid form. Where further question arises in the process, it shall be briefly explained to the respondents so as not to influence their thought process.

The major challenge to the ethical uprightness of the researcher comes during data interpretation. It has been argued by the interpretivist philosophers that it is difficult to absolve oneself from the world one is studying without being bias. The reason is because we all have opinions, inclinations and an idea of what we would like to see happen (Crouch & Housden 1996; Saunders et al 2000). Perhaps the use of quantitative approach will help eliminate such inclination and help present data as objective as possible.

 Overall, fairness, objectivity and transparency shall be guiding principles through which the researcher will conduct the research activities.

3.8 Limitation of the Research method

It is rather hard to conduct a research without encountering some limitations especially since most times, research involve contact with people and people have their differences. From a positive perspective, the limitation may help the researcher bring his ingenuity to bear. On the other hand, it may restrict the result he achieves with the work. The major limitation of this work is the dependence on a single research methodology and that was as a result of time constraint. With focus on measurability and statistical data presentation, this approach may rob the research of some indepth dissection and exploratory inclination of the qualitative research method. The use of structure questionnaires although with provision for few open ended

questions may restrict how consumer will express themselves had they not been confined to a structure instruments.

There is also the difficulty of trying to persuade people to put on hold what they are doing and participate in a research. London is a fast paced environment such that except accessing people while they are in a relaxed position, getting them to stop and participate is difficult. There is also the "I don't care" attitude sometimes display especially among young people. Since the researcher does not want to just focus on the older generations, this attitude among the younger generation may therefore be considered a research limitation. Before embarking on mass distribution, a pilot test on 8 questionnaires was conducted. This was done to see people's willingness to participate and also to be sure the questions were clear enough for them to understand.

CHAPTER 4

DATA ANALYSIS

4.1 Introduction

The focus of this chapter is to analyse all field data collected and to make known the finding of the research exercise. The data to be analysed were mined using structured questionnaires survey method. The questionnaires were handed to respondents on first hand basis. Due to the nature of the topic, no particular consumer segment was targeted. Although, the questionnaires were only handed to people above 18 years as that increases the chances they would be aware of the research topic. The responses gained shall be analysed in relations to the research questions and research objectives. As a result, all questions in the questionnaires may not necessarily be analysed. Questions in the questionnaire are a breakdown of the research question and objective. As such, some of them may be directly related and analyzing them all may result to duplication of facts and details. It shall be ensured however that no valid data is neglected or lost.

4.2 Data Analysis/interpretation

The data collected have been put in graphs using the SPSS application and shall be presented as such. All data to be analysed are products of 80 questionnaires distributed and successfully retrieved with none missing. Each respondent had the chance of 20 closed ended questions and 2 open ended questions. These questions will now be analysed in relations to the research questions and objective.

The first set of data to be analysed is the gender of the respondents. The importance of this is to ensure that the views of both gender (male and female) are taken into consideration. Since there are male and female consumers, sourcing data from one of them without involving the other

would have thrown the data into imbalance making it lack the ground to make generalization. The figure 1 below shows the gender of the research respondents.
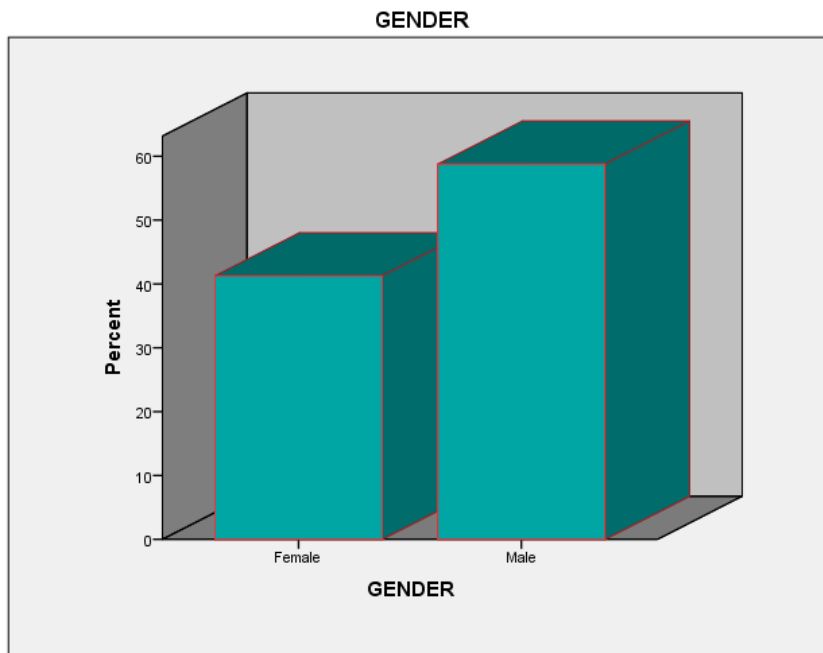

Figure 4.1*: Respondents' Gender*

From the figure 1 above, the gender of the research respondents can be seen. With 41.3% of the respondents being female and 58.8% male, it can be seen therefore that both gender were well represented in the research. In the process of distributing the questionnaires, the researcher attempted to have equal representation of both gender but, it was difficult with some respondents declining to participate. However, despite the male respondents being slightly higher than their female counterparts, the difference is not so huge. It can be concluded therefore that there was balance in the gender data analysis.

The next area of attention is the age of respondents. As a research that centres on ethics, consumer social responsibility and corporate social responsibility, it was thought to include as much age range as possible

beginning from 18. In this study therefore, respondents were grouped into 18-24, 25-30, 30-35, 36-40, 41-45, 45-50 and 50- above age brackets. The figure 2 below is a representation of the participants and their age brackets.
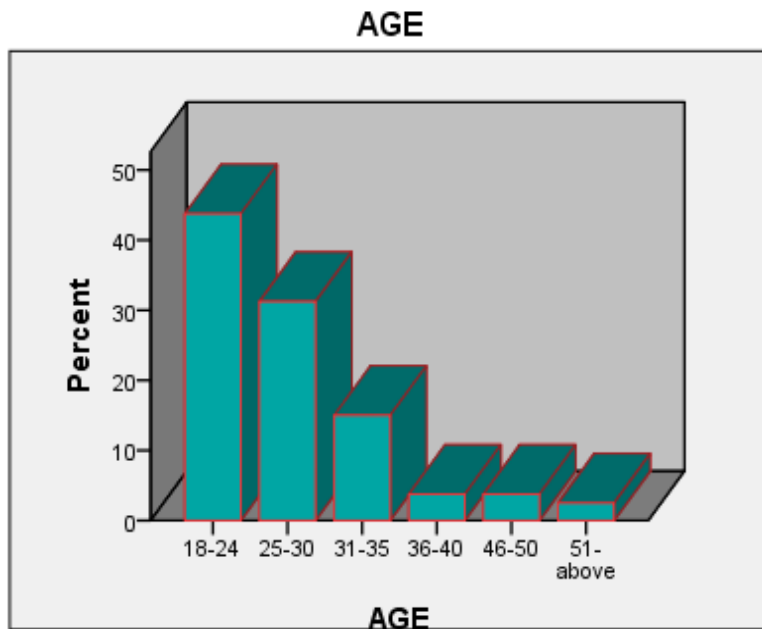

Figure 4.2: *Respondents' age*

Looking at the data above (figure 2), it can be seen that although participants were drawn from all age brackets targeted, most participants are from the 18-35 categories. With participants from 18-24 age brackets standing at 43.8%, 25-30 31.3% and 31-35 15.0%, it means 90.1% of the research respondent fall into the age bracket of 18-35 as against the 9.9% which fall into the 36-50 above category. The researcher had no prior intention to do this. All data used were gotten from available and willing participants.

The next data analysed is a shift from respondents' demographic indices to focus on the research topic. The question asked is: Do you know about ethics of any sort in business? The essence of this is to test previous data on the topic. The research survey conducted by Schrempf (2013), affirmed that most consumers are aware of ethics even if they do not make ethical

decision. It was thought necessary to consider this by asking them the question in order to know if the view is still valid or has changed. This question required participants to either respond Yes or No based on their opinion. Where a respondent replied No, he or she is expected to discontinue with the rest of the questions contained in the questionnaire. Only those with the Yes response are allow to carry on with the other questions. The figure 3 below therefore shows respondents' views on the question.
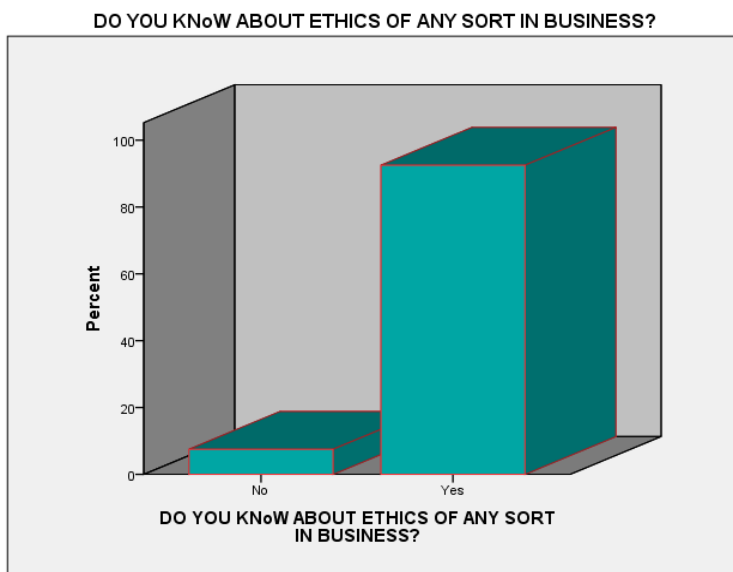

Figure 4.3: *Do you know about ethics of any sort in business?*

The figure 3 above is overwhelmingly tilted to the yes response. 92.5% of respondents claim to know about ethics of any sort in business. With a meagre 7.5% participants responding to not knowing anything about ethics, this data sets the path for an interesting analysis. If majority of the consumers are well aware of ethics, do they bring this to bear when making purchasing decision? And if not as maintained by researchers like Norazah, Ramayah, and Norbayah (2011), Dawkins (2005), and (Young et al, 2010), it shall be understood from the data collected.

From this point, data shall be analysed/ interpreted in relation to research questions and objectives. The research question is the essence why the

research is conducted and it is important this is answered at the end of the research. It also helped to design the research objectives. For this research topic, an exploratory study of consumers' attitudes towards unethical corporate practice and the concept of consumer social responsibility (C_NSR), below is the research question and objectives:

Research Questions

What is the attitude of consumers in the context of corporate and consumer social responsibility?

Research objectives

1. To understand consumers expectation of corporate ethicality
2. To evaluate where socially responsible practices lie in consumers' priority when making purchase decision
3. To draw a claim based on research findings on the present workability of consumers' social responsibility.

What is the attitude of consumers in the context of corporate and consumer social responsibility?

To analyse the research question with a view to arriving at answers for it, the responses of participants with regards to some questions in the questionnaire shall be consider. Data on respondents' views as consumers in the context of corporate social responsibility (CSR) and consumers' social responsibility (C_NSR) will now be considered.

On the issue of corporate social responsibility (CSR), consumers were asked what their opinions were. They were asked if they think that businesses need to be socially responsible and Figure 4 below represents their response:
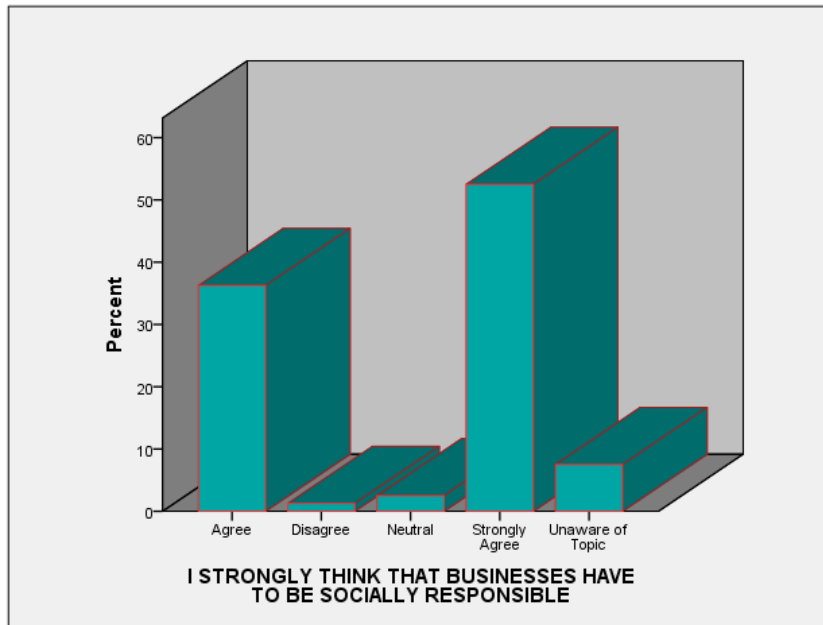
Figure 4.4: *I strongly think businesses have to be socially responsible*

The figure 4.4 above shows the response of consumers with regards to corporate social responsibility. The works of Schmalz and Orth (2012), Young et al (2010), Schroeder and Morling (2006) and Hartmann et al (2013), have shown that although, consumers may not be aware of the CSR policy of every organisation and may be passive to acquiring them; they however, have clear expectations that organisations must be socially responsible. This view shall be considered with the data contained in the figure 4.4 above. From the data above, 52.5% of respondents strongly agree that businesses have to be socially responsible. Also, 36.3% further agree that social responsibility is important for businesses. No respondent strongly disagree but 1.3% disagree, 2.5% neutral and 7.5% are unaware of the topic. The implication of this data is that 88.8% of respondents view CSR has important for businesses. This is in tandem with past research that consumers appreciate CSR and that a good ethical image is more desirable than a bad one. With regards to the research question, consumers' attitude towards CSR is that they think and expect corporations to be socially responsible. It as

such means that CSR is still very much important that businesses incorporate CSR in their plans.

Still in line with corporate social responsibility, consumers were asked if it is important for businesses to adhere to ethical standards in all areas of their operations and if concerns for stakeholders should be considered as important when businesses conduct their activities. Figures 5 and 6 below show the responses gotten.
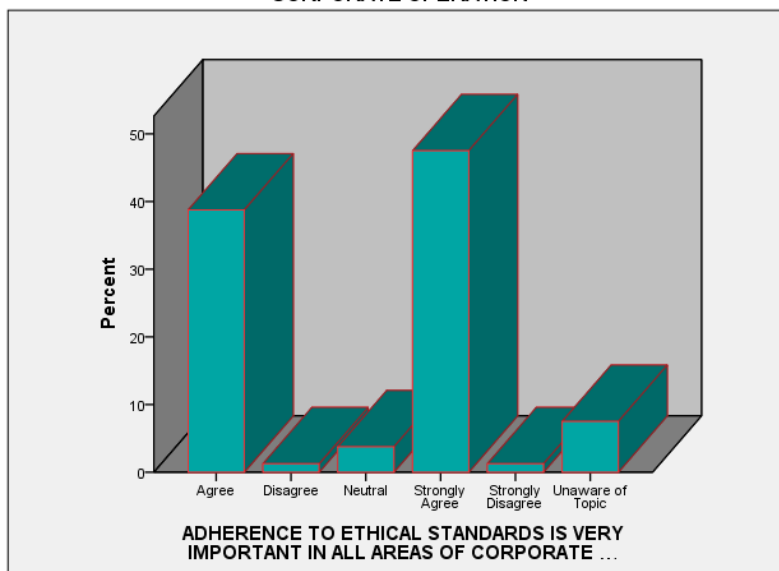

Figure 4.5: *Adherence to ethical standards is important in all areas of corporate operation*

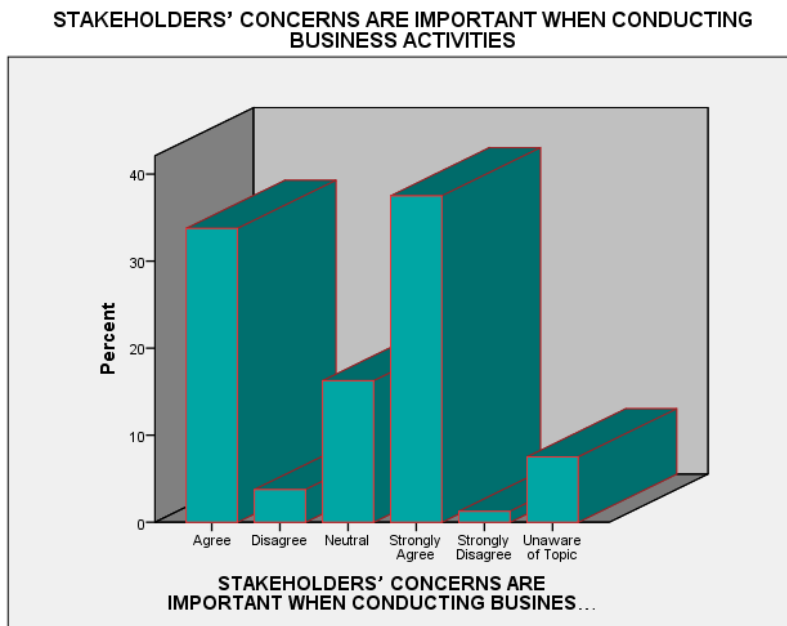STAKEHOLDERS' CONCERNS ARE IMPORTANT WHEN CONDUCTING BUSINESS ACTIVITIES

Figure 4.6: *Stakeholders' concerns are important when conducting business activities*

Figures 5 and 6 above show responses of participants on whether adherence to ethics should be central to corporate businesses' operations and if stakeholders' interest should be seen as important by organisations. Again, both questions witnessed favourable responses from participants. On the issue of adherence to ethics, 47.5% of respondents strongly agree that organisations must adhere to ethical standards. This was further supported by 38.8% respondents who also agree to the position. Only a combined 2.6% respondent argued otherwise strongly disagreeing to the position.

Also, looking at the Figure 6 above, consumers' opinions on the questions on whether stakeholders' concern should be considered important when conducting business activities. With 37.5% and 33.8 respondents ticking the strongly agree and Agree boxes respectively, it means a combined 71.3% respondents view stakeholders as important to businesses. 7.5% respondents do not know anything about the topic leaving only 5.1% maintaining a disapproval of the question. With these statistics therefore, we can affirm that socially responsible behaviour like good relationship with stakeholders is hugely expected of organisations by consumers.

From the above statistics, we can conclude that consumers view CSR as very important in their relationship with their organisation. They have an expectation of the organisations they do business with to exhibit socially responsible behaviours. To be ethical, to show concern for those who contribute to its bottom-line and to conduct their activities in ways that benefit everyone involved. These expectations are reinforced in Figures 3-6 above.

With regards to the research question on the evaluation of consumers' attitudes towards CSR and the research objective "to understand consumers' expectation of corporate ethicality, these data have helped to establish that CSR is highly priced by consumers. Other data collected about consumers' view on CSR will be attached to the appendix section of this work. This is done in a bid to help shift attention to consumers' social responsibility (C_NSR).

Consumers' social responsibility may be a recent area of research (Caruana and Chatzidakis, 2014) but research into ethics is not (Creyer, 1997). Respondents were asked questions bordering on ethical consumption and consumers' social responsibility, their responses shall be considered.

The first attempt to understand consumers' social responsibility was by asking consumers the importance of ethics to them. Their response is shown in the Figure 7 below:

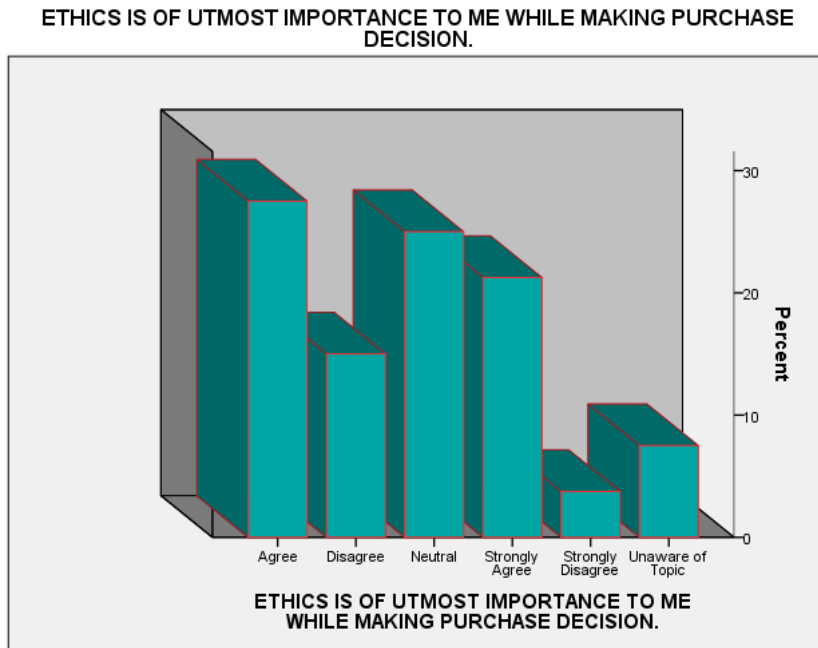ETHICS IS OF UTMOST IMPORTANCE TO ME WHILE MAKING PURCHASE DECISION.

Figure 4.7: *ethics is of utmost importance to me while making purchase decision*

In figure 7 above respondents were asked if ethics is of utmost importance to them while making purchase decision. 21.3% and 27.5% respondents strongly agreed and agreed respectively. These two added together totalled 48.8% below the half mark. 3.8% and 15.0% respondents strongly disagreed and disagreed respectively bringing the total of those who disfavoured the question to 18.8%. Although, it can be said that those who favour the question are 30% higher than those who don't, this percentage is however high especially when interpreted with the awareness that it was these same consumers that hugely expect businesses to be socially responsible.

With 25% of respondents maintaining a neutral position, it is a further explanation of Dawkins (2005) argument that when consumers stand in front of supermarket shelf, ethical decision becomes more of an issue of dilemma than an established stance. With 25% respondents ticking the neutral option, it shows that ethical decision may be situation dependent for some consumers. This is in line with the postulation of Norazah, Ramayah, and Norbayah (2011) who argued that a consumer's moral intensity, moral

judgment, among other things will determine his ethical valuation and his decision to bring ethics into his purchase decision.

On the issue of ethical valuation, Figure 8 below shows respondents opinions regarding the place of ethics in their purchase decision making.
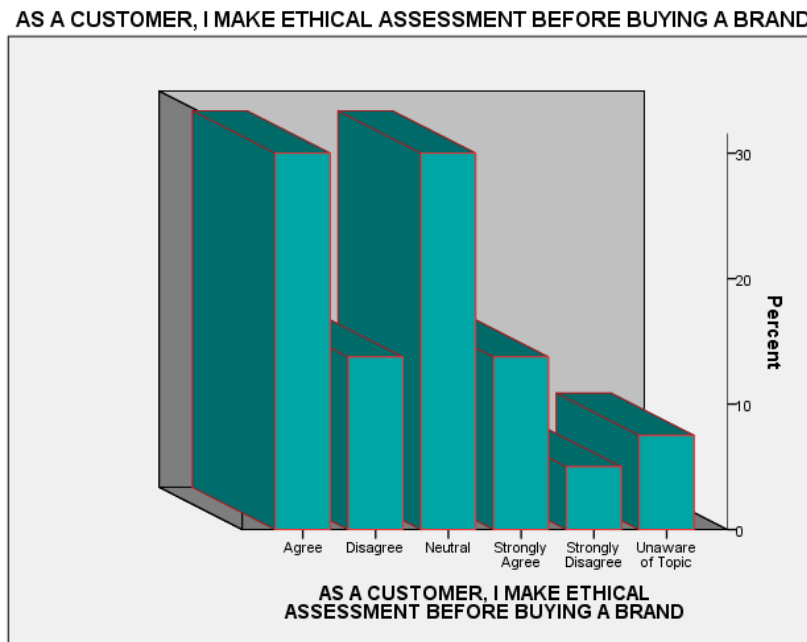

Figure 4.8: As a customer, I make ethical assessment before buying a brand

A combined 43.8% of the total respondents strongly Agree (13.8%) and Agree (30.0%) that they make ethical assessment before buying a brand. That is, they assess if the brand is ethical or not. The alarming figure here is the number of respondents who are neutral standing at 30.0%. while it may be difficult to tell what these category of respondents will do when confronted with ethical decision, their neutral position could be in line with the argument of Masatlioglu, Nakajima and Ozbay (2012) who maintained that it is impossible for consumers to think about every of their decisions at all time. If they have to, they may have to spend their whole life in the art of thinking. So, their neutrality could be interpreted as being undecided on the topic. However, respondents who do not make ethical assessment stand at a combined 18.8%; 13.8% (Agree) and 5.0 (Strongly Disagree). Matching them one to one, consumers who strongly agree they make ethical assessment before making purchase decision doubled those who strongly disagree and

the same can be said of the Agree and Disagree category. This means that consumers who make ethical assessment are more than those who don't.

However, it was tested to see if consumers' ethicality is dependent on when other alternatives are available to them. As a result, they were asked whether they would ignore an unethical brand with seemingly the best product in the market. Figure 9 below shows their response.

EVEN IF IT HAS SEEMLY THE BEST PRODUCT, I THINK A BRAND'S ETHICAL IMAGE IS IMPORTANT TO ME BEFORE PURCHASE FROM IT
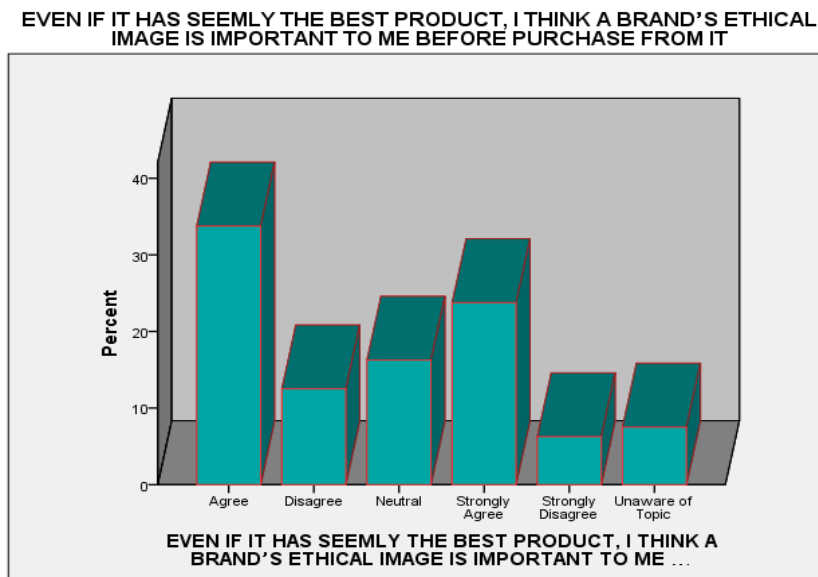
Figure 4.9: *Even if it has seemingly the best product, I think a brand's ethical image is important to me.*

The interest of consumers in ethics can be seen in the responses gotten on this question. 33.8% respondents agree ethics remain a priority irrespective of a brand's number one position in the market. The view was further supported by 23.8% respondents who strongly agree with this position. 12.5% disagree with the saying if a brand is unethical but has the best product, they would rather go for the product and forget about ethics. This group of respondents had their views well supported by other 6.3% respondents who strongly support their position. 16.3% of the total respondents however are still not sure what they would do should they ever have to make a decision between ethics and a product that meets or surpasses their expectation but was unethically produced. Again however, a

total of 57.6% respondents favour ethics before a product while a total of 18.8% see the product as more important before ethics.

In view of the above response in favour of ethics, it was therefore put to respondents if they consider themselves as ethical. Figure 10 below shows their response
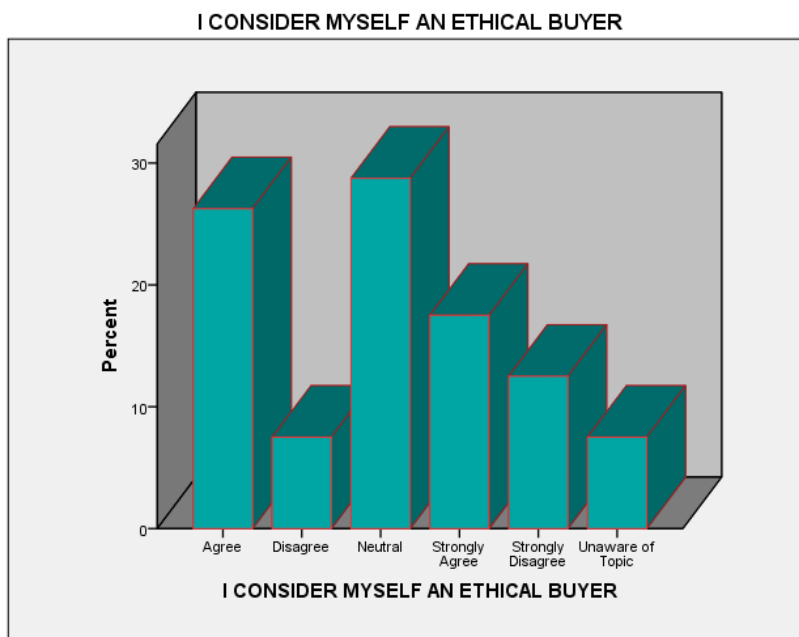
Figure 4.10: *I consider myself an ethical buyer*

Responses gotten as a result of this question further make consumers' ethical position questionable. With majority of respondents cleaving to the neutral option (28.7%) and a combined 20% considering themselves as unethical having ticked the strongly disagree (12.5%) and Agree (7.5%) boxes, it may yet set an agreement to previous study done by Devinney et al (2010) that the ethical consumer is a myth. Although, a combined 43.8% respondent considers themselves as ethical, the concern however is that in the previous figure (figure 9), 57.6% respondents maintained that a brand's ethical image comes first even if it has the best product. Asked if they consider themselves as ethical however, the percentage shrank to 43.8% while that of the neutral respondents grew from the previous figure (figure 9) rising from 16.3% to 28.7%. It can be inferred from these data therefore

that although consumers who make ethical decisions and consider themselves as ethical twice double those who don't, ethical decision is on a 50-50 chance for most respondents considering the percentage of those who maintained a neutral position.

In a bid to further gain further clarification on the possibility of being ethical at all time and to understand the place of ethics in the purchase life of these respondents, they were asked the possibility of making ethical decision at every purchase or if ethics only important to them when making huge spending. Figure 11 below shows their response
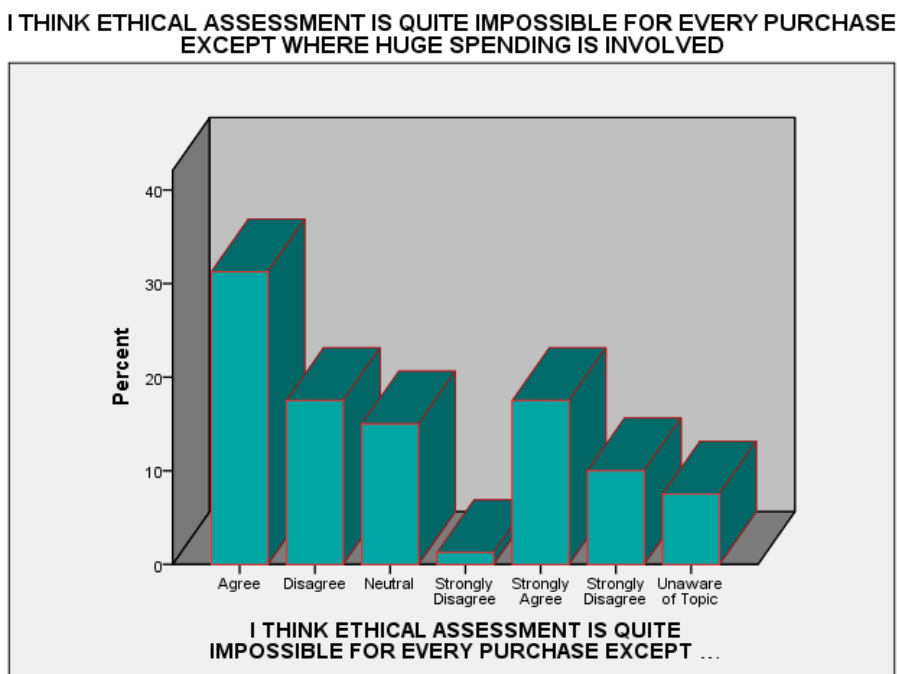
Figure 4.11: *I think ethical assessment is quite impossible for every purchase except where huge spending is involved.*

A total of 48.8% respondents (31.3% Agree and 17.5% strongly Agree) maintained that ethical assessment is impossible for every purchase decision except where huge spending is involved. Respondents who ticked the neutral box in the previous figure (figure 10) seem to favour ethical assessment as only possible for huge spending as the percentage dropped from 28.7% to 15.0. By this, it can be deduced that most respondents see ethical

assessment as impossible at all time but will feature when they have to make huge spending. This stand was also maintained by Fahy and Jobber (2012). A combined 18.8% respondent however sees ethical decision as possible at all time looking at the statistics of those who strongly disagree (1.3%) and Disagree (17.5%).

It has been argued that consumers have the possibility of developing a relationship with a brand (Fournier and Alvarez (2011). This relationship has been said to have the propensity of developing to the point where they become attached to such brand (Patwardhan and Balasubramanian, 2013). Peer et al (2014) revealed that brand attachment is one of the prominent reasons consumers may choose to be unethical. This assertion was tested and the figure 12 below shows the responses gotten.
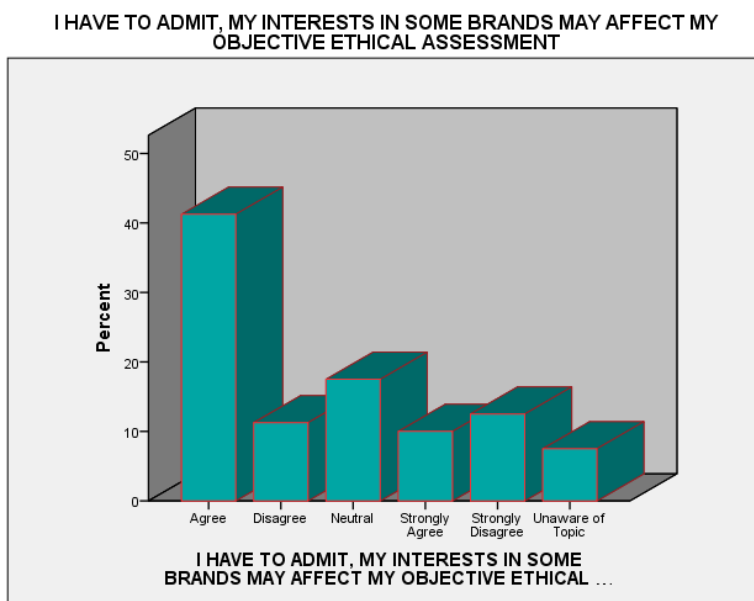
Figure 4.12: *I have to admit, my interest in some brands may affect my objective ethical assessment.*

From the above figure, 41.3% respondents agree that their interest in a particular brand may affect their objective ethical assessment. This was further supported by another 10% who strongly agree with the position. This brings the total to 51.3%. Respondents who will make objective ethical assessment whether they are interested in a brand or not, stand at a total of

23.8% (that is, 11.3% Disagree and 12.5% strongly disagree). 17.5% are neutral on the topic. With the huge percentage (51.3%) in saying their interest in a brand may affect their ethical decision, this further make ethical consumption difficult. If consumers' ethical position is strongly influenced by their interest in a brand, we can conclude therefore that these consumers may not be ethical after all. This difficulty of being ethical when a brand they are in a relationship with is unethical is further revealed in the figure 13 below. Here, respondents were asked if they would continue to buy from their favourite brand despite being involved in unethical practice.
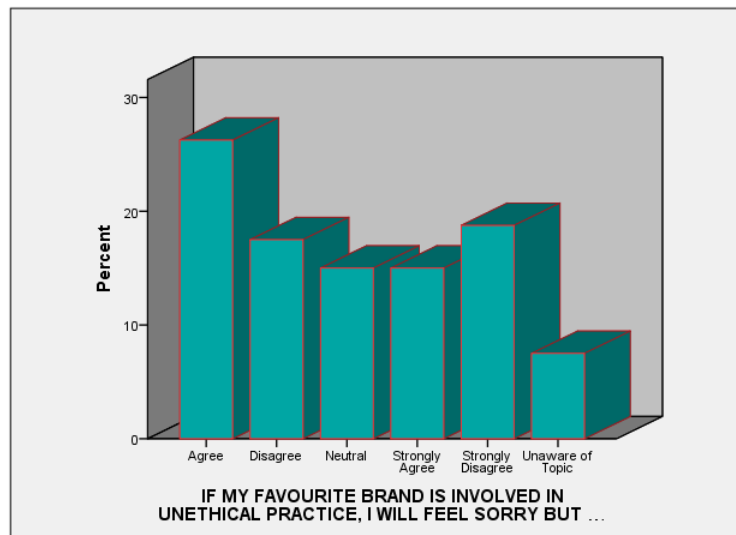
Figure 4.13: *If my favourite brand is involved in unethical practice, I will feel sorry but won't stop me from buying from it.*

The response gotten from this question is almost even. 26.3% respondents agree they will still buy from their favourite brand even when it is involved in unethcal practice. This group was further supported by 15.0% respondents who strongly agree with the opinion. That puts the total percentage of those who will still buy from a favourite unethical brand to 41.3%. respondents who disapprove of this position stand at a total of 36.3% (that is 18.8% strtongly agree and 17.5% agree). 17.5% are however neutral, still undecided. These figures show therefore ther role of brand relationship and attachment

in ethical decision making. Consumers may be more willing to mke ethical decisions when it concerns brands they are not attached to or in relationship with. This may be rather difficult when it comes to brand they see as favourite. The percentages 41.3 and 36.3 though close but, it shows that consumers will be willing to be unethical when their favourite brand is involved.

Having looked at the preveious responses, consumers expect businesses to be ethical but they are rather divided on the need for them to be. To know how consumers see C_NSR in relations to CSR, they were asked if they also need to be involved in ensuring socially responsible behviour by making ethical consumption and monitoring. Figure 14 below show the response gotten as a result.
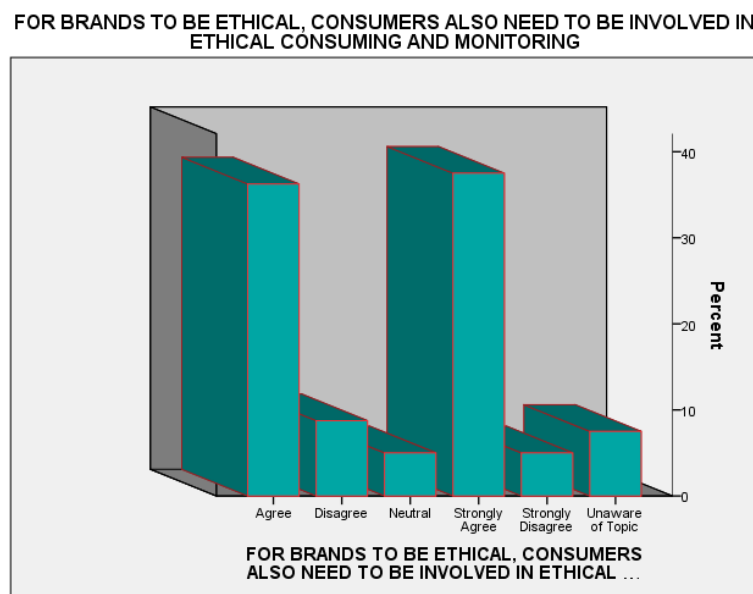
Figure 4.14: *for brands to be ethical, consumers also need to be involved in ethical consuming and monitoring.*

In response to this, 36.3% respondents agree they need to be involved. This was further supported by 37.5% who strongly agree with the position. 8.8% disagree showing they do not need to be involved and they were supported by other 5.0% respondent who strongly disagree about the need for them to be involved. To put in a clearer perspective, a combined 73.8% agree that

C_NSR is important to the achievement of CSR while a total 13.8 respondents do not think so.

4.3 Discussion of findings

The data analysed/interpreted above helped to arrive at some findings which are useful to answering the research question and help to achieve the research objectives. This research set out to answer the question: what is the attitude of consumers in the context of corporate and consumer social responsibility?

From the analysis, most respondents maintained that they expect businesses to be socially responsible. This is seen in the responses gotten from the CSR related questions they were asked. In the question "I strongly think that businesses have to be socially responsible" an overwhelming 88.8% respondents show they support corporate social responsibility. This becomes interesting when broken a bit further to see; 52.5% of the 88.8% strongly expect corporate social responsibility while the remainder 36.3% agree with the position.   Furthermore, respondents further maintained the same position when asked the questions whether adherence to ethical standards is very important in all areas of business operations and if businesses must at all times integrate ethical plans in their operations. With a total 86.3% and 71.3% respectively, respondents showed their insistence that businesses have to behave in socially responsible manners.

We can deduce therefore that the attitude of consumers is that CSR is hugely important to business operations. They as a result expect corporate businesses to behave ethically, incorporate the interest of their stakeholders in their operations and practice social legitimacy; a situation whereby marketing benefits are not only reaped by the organisation but also, by the society as a whole. This expectation is in line with the position of Hartmann, et al (2013) who argued that although consumers may not know all the CSR policies of every organisation but they have expectation of social responsibility from them.

Having analysed the position of consumers on CSR, attention was then shifted to C_NSR. The first questions respondents were asked was to determine if they were aware of ethics of any sort in business. The response shows that 92.5% knew of ethics as shown by the fact they ticked the yes box. They were then asked if ethics was of utmost importance to them when making purchase decision. With a combined 48.8% respondent agreeing and strongly agreeing that ethics is of utmost importance to them when making purchase, only 18.8% maintained otherwise. 25% were neutral. Moreover, they were asked if they make ethical assessment before buying a brand. 43.8% maintained they do, 18.8% said they don't while a huge 30% were neutral. While the neutral percentage is quite high, the major concern comes when respondents were asked what they would do with brand that is unethical but has the best product. With 57.6% respondents maintaining that a brand's ethical image comes first even if it has the best product and 18.8% saying in such case, they would ditch ethics and buy from the brand, it would have been tempting to conclude on this percentage that most consumers value ethics. However, when asked if they consider themselves as ethical, the percentage of respondents who see themselves as ethical shrank to 43.8%, respondents considering themselves an unethical grew to 20% while the percentage of the neutral respondents grew from the previous 25% to 28.7%.

It can be inferred from these data therefore that although consumers who make ethical decisions and consider themselves as ethical twice double those who do not, consumers may not be fully dedicated to ethical decisions. Also, with the huge percentage of respondents ticking the neutral option, ethical decision can be said to be situation-dependent for consumers in this category. As a result of this finding, it becomes obvious that C_NSR is not yet as successful with consumers as they expect CSR. This among other reasons may be due to the fact that CSR is quite older (DeGerorge, 2010) than CNSR which is fairly a recent area of research (Caruana and Chatzidakis, 2014).

Finally, in an attempt to draw a claim on the present workability of consumers' social responsibility which is another objective of this research,

respondents were asked if they as consumers need to be involved in making corporate social responsibility a success by engaging in ethical consumption and monitoring. 73.8% of the total respondents were of the opinion that C_NSR is important to the achievement of CSR. Only 13.8% respondents do not think so while 5% respondents are neutral. From this statistics therefore, it can be inferred that for businesses to be socially responsible, consumers agree they have to be involved. This view tallies with the opinions of business practitioners and CEOs as shown in the McKinsey poll (2007). With this finding therefore, there is a future for consumer social responsibility. Ethical assessments may not be huge consideration for consumers at the moment, but with this finding as well as the growing awareness about C_NSR, it can be inferred that it would likely be in the long run.

4.4 Conclusion

Consumers expect businesses to be socially responsible even if they are unaware of the individual CSR policy of every organisation. This need for social responsibility has however not registered fully with the consumers. With appreciation for C_NSR still low in comparison to CSR, it may be argued that may be due to the fact that C_NSR is still a fairly recent area of research compared to CSR. It is however not totally bleak as consumers have started embracing it looking at the findings discussed above. Moreover, responses to questions on ethical assessment and the importance of brand's ethical image above show that consumers are beginning to come to term with C_NSR. Although, the percentage of neutral response is still quite high and it is hoped that as C_NSR become prominent, the pendulum also will swing thereby ensuring consumers embrace social responsibility.

In all, there is a huge agreement between the opinion of business practitioners as revealed in the McKinsey poll (2007) and the opinions of consumers as found in this research that C_NSR is important for the success of CSR. The research question is: what is the attitude of consumers in the context of corporate and consumer social responsibility? Majority of respondents (73.8%) in this study maintained that consumers have a role in

social responsibility. Although, this research found that at the moment, consumers are more tilted towards the expectation that organisations will be socially responsible without them having to be involved.

<center>CHAPTER 5</center>

<center>FINAL CONCLUSION AND RECOMMENDATIONS</center>

5.1 Conclusion

This study evaluates consumers' attitudes in the context of corporate and consumer social responsibility. Having reviewed several literatures with a view to understanding the concepts of corporate and consumers' social responsibility, and analysed data mined using structured questionnaires, the study concludes that corporate social responsibility still holds high relevance in the present day business environment. Consumers expect businesses to be socially responsible, to integrate ethics in every area of their operations. The research also concludes that consumer social responsibility although a fairly recent research area is gaining popularity with consumer audience. A major driver for this is globalisation. As a result of globalisation, consumers are increasingly becoming aware of unethical practices of businesses and that enables them to make ethical assessment when making purchase decision. Although, the findings of the research shows that awareness of unethical practices may not necessarily deter consumers from being unethical. As revealed in the study conducted by Pi, Hsu and Kuang (2012) , consumers may have equal level of information but still make different judgment and choice.

Also, having analysed the views of participants in the context of $C_N SR$ and CSR, the research further concludes that majority of consumers are aware of their need to be involved in ensuring that businesses behave in socially responsible manners. There is a huge agreement among respondents that as long as unethical consumption continues, it will be difficult for social responsibility to be achieved among businesses.

Although consumers are aware of ethics and the need for social responsibility, it was however discovered that such awareness may not necessarily be brought to bear when making purchase decision. This is a

challenge to the attainment of C_NSR and by extension CSR. It is on this basis that the study makes the following recommendations.

5.2 Recommendations

There is the need for more study into C_NSR. Most research encountered in the course of this study is focused on the ethical consideration and judgement of practitioners. Only a handful study has been conducted into the ethical responsibility of consumers. More studies need to be carried out on the consumer side of social responsibility. This is in a view to further understand why consumers do not make ethical decisions despite having information about ethics. The relevance of such further study is that it puts more information out there; serving as an avenue to educate consumers more on the need to engage in social responsibility.

Also, organisations need to create more awareness to their consumers that they have become increasingly concerned about ethics. This recommendation is born out of the research findings that corporate unethical practices are viewed by consumers as almost inescapable in the present competitive business climate. The implication of this view is that consumers would likely see most businesses as unethical irrespective of whether such claim has come to limelight or not. Businesses as such need to create more awareness about their CSR policies not as a mere public relations tool but as a way of encouraging consumers to be ethical when making purchase decision and not just to be only sensitive to price and utility.

Consumers on their part need to see the evil inherent in social irresponsibility. They need to embrace morality on their decision making. Ethics should not be seen as one of the series of considerations but a key consideration when making purchase decision. With awareness of ethics comes responsibility; responsibility to the exploited sweatshop workers, the environments, the Government whom organisations deprive of taxes and by extension, the society that suffer as a result of such deprivation. Consumers

need to see the need to be socially responsible as not just rendering favour to other people or an action that stems from the need to feel good within themselves. Rather, such responsibility should be seen as responsibility to themselves and future generations. Since they agree that CSR is impossible without C_NSR, then they need to imbibe the culture of social responsibility. They can do this by acquiring information about their favourite brands, avoiding unethical brand, educating one another and dealing only with businesses whose activities demonstrate ethical responsibility.

5.3 Further research

This study deals mainly on the exploration of consumers' attitudes in the context of corporate and consumers' social responsibility. As a result, it mostly focused on analysing consumers attitudes towards CSR and C_NSR without delving deep into areas like how to help consumers' understand the risk involved in making poor moral judgement, ethical evaluation, and how they can still be ethical despite low per capital income which was revealed in the works Norazah, Ramayah, and Norbayah (2011) as playing major role in determining consumer ethical appreciation. This study therefore advocates for more study into these areas and other areas that are not covered in this research. It is expected that such further study will help contribute to consumer social responsibility and enable consumers to further embrace ethical buying and consumption.

5.4 Implication of research

As a result of the research finding that consumers have a huge expectation of socially responsible behaviours from businesses, it is important that businesses took their CSR policies seriously and not just as a tool of public relations. They need to incorporate ethical practices in every area of their value chain and make more effort to carry their costumers along their CSR policies.

With the discovery that CSR cannot be fully successful without corresponding consumer social responsibility, it becomes necessary therefore for consumers to become socially responsible, practicing ethical consumption

and ignoring businesses that engage in unethical practices. They need to actively engage in information acquisition prior to buying a brand.

Government need to institute a form of reward scheme as an encouragement to ethically responsible businesses and take more initiative to clamp down on those failing to comply with existing regulations. It may also be useful to review those regulations in a bid to improve their workability.

With more areas still to be researched on consumer social responsibility as pointed in the sub section above (further research), researchers may build on the findings of this work with a view to making consumer social responsibility a success.

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Appendices

Appendix 1:

RESEARCH QUESTIONNAIRE

Research Topic: An exploratory study of consumers' attitudes towards unethical corporate practices and the concept of Consumer Social Responsibility (C$_N$SR)

SECTION A

RESPONDENT'S DATA

Please indicate your response to the following statements by ticking any box of your choice.

1. Gender: Male[ ] Female [ ]

2. Qualifications: College [ ] University degree [ ] Masters [ ] PhD [ ] Others [ ]

3. Age: 18- 24 [ ] 25-30 [ ] 31-35 [ ] 35-40 [} 40-45 [ ] 46-50 [ ] 51-Above [ ]

SECTION B

4. Do you know about ethics of any sort in business?   Yes [ ] No [ ]

(If YES, please proceed to the next questions, If NO, end questionnaire- Thank you)

CORPORATE SOCIAL RESPONSIBILITY

5. I am well aware that businesses have to be socially responsible. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

6. Adherence to ethical standards is very important in all areas of corporate operation. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

7. I share the view that unethical practices are almost inescapable for businesses in the present competitive clime. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

8. Stakeholders' concerns are important when conducting business activities. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

9. At all time, it is important to integrate ethical plans in corporate operation. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

CONSUMERS SOCIAL RESPONSIBILITY

10.   Ethics is of utmost importance to me while making purchase decision. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

11.   As a customer, I make ethical assessment before buying a brand. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

12.   Even if it has seemly the best product, a brand's ethical image is important to me before I patronize it. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

13.   I consider myself an ethical buyer. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

14.   I think ethical assessment is quite impossible for every purchase except where huge spending is involved. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

15.   Whether unethical brand practice directly affects me or not, I will be concerned. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

16.   I have to admit, my interests in some brands may affect my objective ethical assessment. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

17.   If my favourite brand is involved in unethical practice, I will be sorry but won't stop me from patronizing it. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

18.   For brands to be ethical, consumers also need to be involved in ethical consuming and monitoring. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

19.   I will patronize a brand involved in unethical practices if it apologises and make amends. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

20.   As long as unethical consumption continues, corporate social responsibility will be difficult. Strongly Agree [ ] Agree [ ] Strongly Disagree [ ] Disagree [ ] Neutral [ ]

21.   How do you think consumer social responsibility can be best achieved?…………………………………………………………………….

22.   Some have argued that ethical consumption is a myth. What do you think?…………………………………………………………………………

Appendix 2:

GENDER

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Female	33	41.3	41.3	41.3
Male	47	58.8	58.8	100.0
Total	80	100.0	100.0	

Appendix 3:

AGE

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	35	43.8	43.8	43.8
25-30	25	31.3	31.3	75.0
31-35	12	15.0	15.0	90.0
31-39	1	1.3	1.3	91.3
36-40	1	1.3	1.3	92.5
36-45	1	1.3	1.3	93.8
46-50	3	3.8	3.8	97.5
51-above	2	2.5	2.5	100.0
Total	80	100.0	100.0	

Appendix 4:

DO YOU KNOW ABOUT ETHICS OF ANY SORT IN BUSINESS?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	7.5	7.5	7.5
	Yes	74	92.5	92.5	100.0
	Total	80	100.0	100.0	

Appendix 5:

ADHERENCE TO ETHICAL STANDARDS IS VERY IMPORTANT IN ALL AREAS OF CORPORATE OPERATION

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	31	38.8	38.8	38.8
	Disagree	1	1.3	1.3	40.0
	Neutral	3	3.8	3.8	43.8
	Strongly Agree	38	47.5	47.5	91.3
	Strongly Disagree	1	1.3	1.3	92.5
	Unaware of Topic	6	7.5	7.5	100.0
	Total	80	100.0	100.0	

Appendix 6:

STAKEHOLDERS' CONCERNS ARE IMPORTANT WHEN CONDUCTING
BUSINESS ACTIVITIES

| Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	27	33.8	33.8	33.8
Disagree	3	3.8	3.8	37.5
Neutral	13	16.3	16.3	53.8
Strongly Agree	30	37.5	37.5	91.3
Strongly Disagree	1	1.3	1.3	92.5
Unaware of Topic	6	7.5	7.5	100.0
Total	80	100.0	100.0	

Appendix 7:

I THINK ETHICAL ASSESSMENT IS QUITE IMPOSSIBLE FOR EVERY PURCHASE EXCEPT WHERE HUGE SPENDING IS INVOLVED
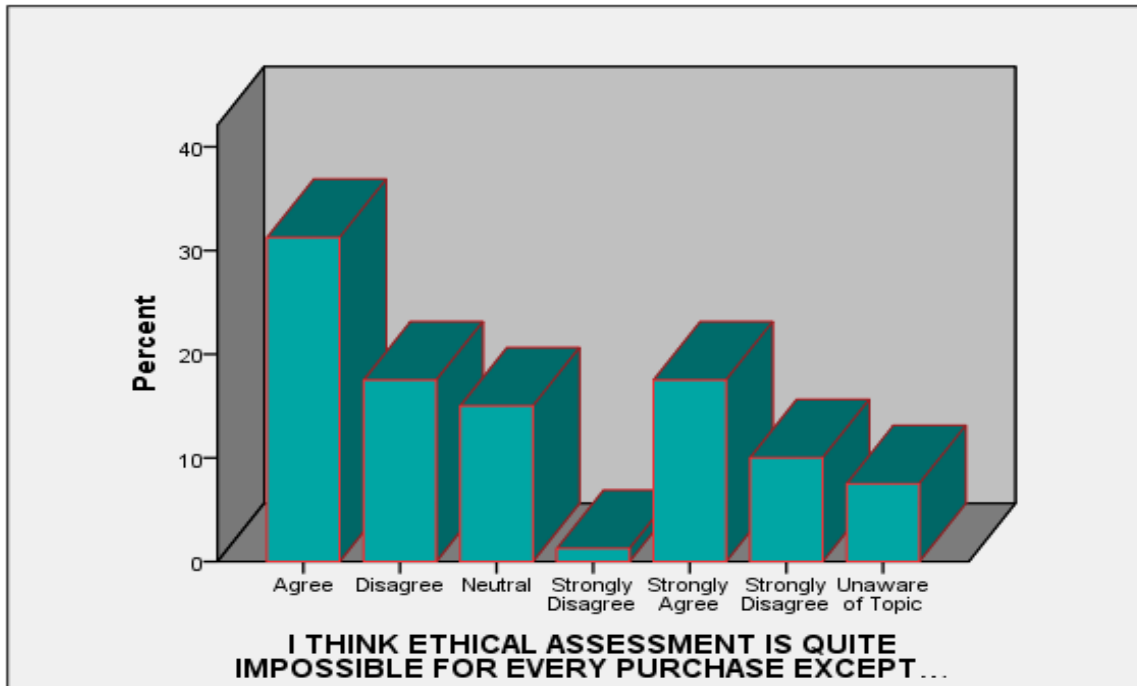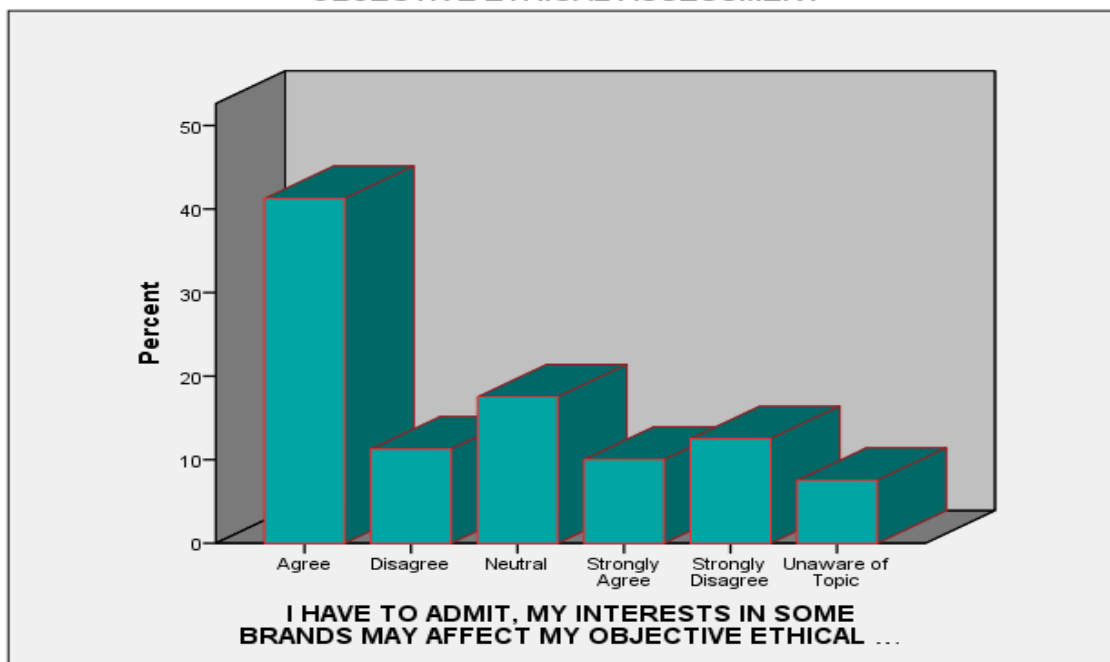

Appendix 8:

WHETHER UNETHICAL BRAND PRACTICE DIRECTLY AFFECTS ME OR NoT, I WILL BE CONCERNED
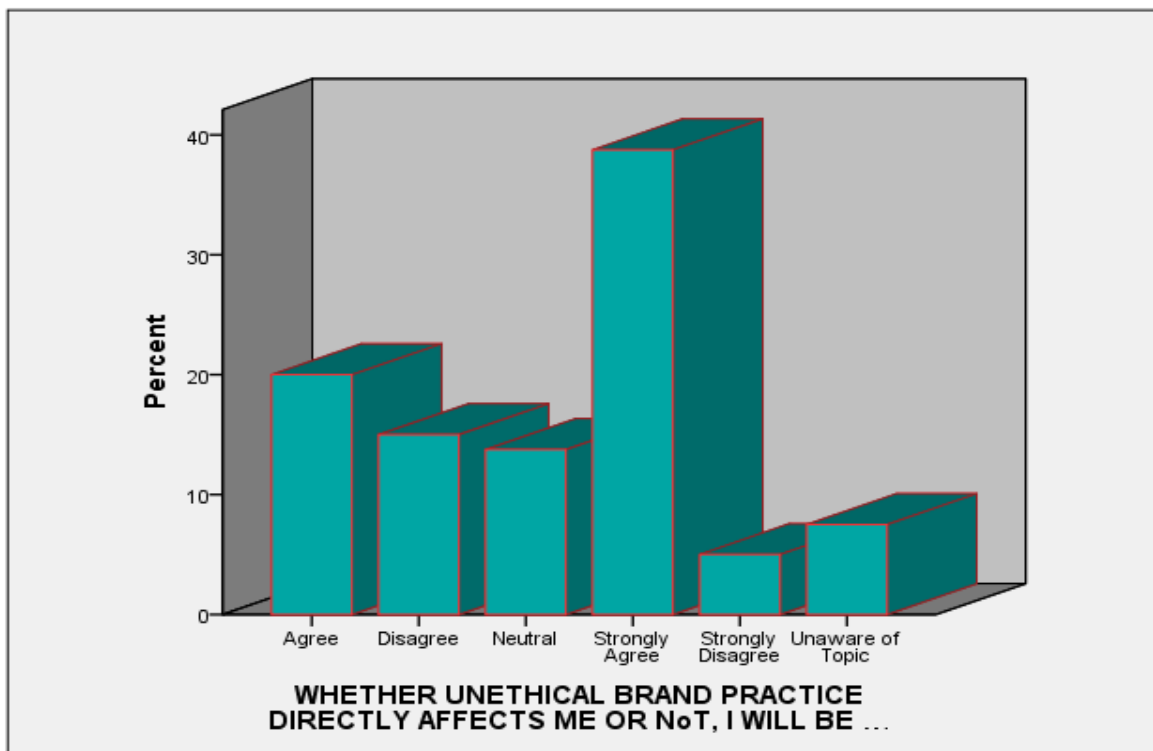
Appendix 9:

I HAVE TO ADMIT, MY INTERESTS IN SOME BRANDS MAY AFFECT MY OBJECTIVE ETHICAL ASSESSMENT

Appendix 10:

IF MY FAVOURITE BRAND IS INVOLVED IN UNETHICAL PRACTICE, I WILL FEEL SORRY BUT WON'T STOP ME FROM BUYING FROM IT

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	21	26.3	26.3	26.3
Disagree	14	17.5	17.5	43.8
Neutral	12	15.0	15.0	58.8
Strongly Agree	12	15.0	15.0	73.8
Strongly Disagree	15	18.8	18.8	92.5
Unaware of Topic	6	7.5	7.5	100.0
Total	80	100.0	100.0	

Appendix 11:

I WILL SHOP AT A BRAND INVOLVED IN UNETHICAL PRACTICES IF IT
APOLOGISES AND MAKE AMENDS

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	26	32.5	32.5	32.5
Disagree	17	21.3	21.3	53.8
Neutral	10	12.5	12.5	66.3
Strongly Agree	12	15.0	15.0	81.3
Strongly Disagree	9	11.3	11.3	92.5
Unaware of Topic	6	7.5	7.5	100.0
Total	80	100.0	100.0	

Appendix 12:

AS LONG AS UNETHICAL CONSUMPTION CONTINUES, I FEEL CORPORATE
SOCIAL RESPONSIBILITY WILL BE DIFFICULT

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	26	32.5	32.5	32.5
Disagree	8	10.0	10.0	42.5
Neutral	9	11.3	11.3	53.8
Strongly Agree	28	35.0	35.0	88.8
Strongly Disagree	3	3.8	3.8	92.5
Unaware of Topic	6	7.5	7.5	100.0
Total	80	100.0	100.0	