T.C
MARMARA ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
İŞLETME (İNG.) ANABİLİM DALI
ÜRETİM YÖNETİMİ VE PAZARLAMA (İNG.) BİLİM DALI

THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON CORPORATE IMAGE, CONSUMER TRUST AND BRAND LOYALTY

Yüksek Lisans Tezi

SİNAN FAHLİOĞULLARI

İstanbul, 2009

T.C
MARMARA ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
İŞLETME (İNG.) ANABİLİM DALI
ÜRETİM YÖNETİMİ VE PAZARLAMA (İNG.) BİLİM DALI

THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON CORPORATE IMAGE, CONSUMER TRUST AND BRAND LOYALTY

Yüksek Lisans Tezi

SİNAN FAHLİOĞULLARI

Danışman: Doç. Dr. FATMA MÜGE ARSLAN

İstanbul, 2009

Marmara Üniversitesi
Sosyal Bilimler Enstitüsü Müdürlüğü

Tez Onay Belgesi

İŞLETME Anabilim Dalı ÜRETİM YÖNETİMİ VE PAZARLAMA(İNG) Bilim Dalı Yüksek Lisans öğrencisi SİNAN FAHLİOĞULLARI nın THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMER TRUST, CORPORATE IMAGE AND BRAND LOYALTY adlı tez çalışması ,Enstitümüz Yönetim Kurulunun 06.10.2009 tarih ve 2009-16/8 sayılı kararıyla oluşturulan jüri tarafından oybirliği/~~oyçokluğu~~ ile Yüksek Lisans Tezi olarak kabul edilmiştir.

	Öğretim Üyesi Adı Soyadı	İmzası
Tez Savunma Tarihi :	3/11/2009	
1) Tez Danışmanı :	**DOÇ. DR. FATMA MÜGE ARSLAN**	.....
2) Jüri Üyesi :	**YRD. DOÇ.DR. AZİZE MÜGE YALÇIN**	.....
3) Jüri Üyesi :	**YRD. DOÇ.DR. EMİNE ÇOBANOĞLU**	.....

ACKNOWLEDGEMENTS

This thesis has a very long story; I even sometimes forget when it started and when it finished. First of all, I would like to thank a lot to my adviser Assoc. Prof. Dr. Müge ARSLAN for her understanding, for her support, encouragement, guidance and for her motivating talks at all stages of writing this thesis.

Also, my friends Fatih KAYA, Gamze ÖZÜPAK and Gökçe BAYATLI; it would be impossible to complete this work without your support. Fatih, Gamze and Gökçe; thanks for the every single moment you shared with me to help me finish this work.

Finally, I would like to thank to my mother, father and sister for supporting me in every decision I took about my life.

GENEL BİLGİLER

İsim ve Soyadı	: Sinan Fahlioğulları
Ana Bilim Dalı:	: İşletme (İng.)
Bilim Dalı	: Üretim Yönetimi ve Pazarlama (İng.)
Tez Danışmanı	: Doç. Dr. Fatma Müge Arslan
Tez Türü	: Yüksek Lisans Tezi
Anahtar Kelimler	: Kurumsal Sosyal Sorumluluk, Tüketici Güveni, Kurumsal İmaj, Marka Sadakati

ÖZET

Kurumsal Sosyal Sorumluluk Faaliyetlerinin Tüketici Güveni, Kurumsal İmaj ve Marka Sadakati Üzerine olan Etkisi

Değişen ekonomik koşullar artık rekabeti pazarda çok daha keskin bir hale getirdi. Reklam gibi klasik yöntemlerin dışına çıkma zorunluluğu hisseden firmalar, tüketicilerin de gün geçtikçe bilinçlenmesiyle, faaliyetlerini sürdürdükleri topluma, çevreye, ülkeye karşı daha sorumlu olmaları gereken bir noktada kendilerini buldular. Bu sebepten ötürü, son yıllarda bir çok firma kurumsal sosyal sorumluluk faaliyetlerine eskisine kıyasla daha çok önem vermeye başlamıştır. Bazı firmalar kurumsal sosyal sorumluluk faaliyetlerini bir pazarlama aracı olarak da kullanarak, firmanın kurumsal imajını ve, tüketicinin firmaya duyduğu güveni arttırmaya yönelmiştir.Bu çalışma, sosyal sorumluluk faaliyetlerinin bahsedilen iki element üzerinde etkisini araştırmaya yöneliktir. Ayrıca, sosyal sorumluluk faaliyetlerinin kurumsal imaj ve güven ile birlikte, marka sadakatini nasıl etkilediğine bakılmıştır. Saha çalışması ile, tüketicilerin bahsi geçen kavramlara karşı yaklaşımları değerlendirilmiştir .Çalışma sonucunda kurumsal imaj ve tüketici güveni üzerine sosyal sorumluluk faaliyetlerinin etkisi olduğu görülmüştür. Ancak, sosyal sorumluluk faaliyetlerinin marka sadakati üzerine direk etkisi olduğu görülmemiştir.

GENERAL KNOWLEDGE

Name and Surname	: Sinan Fahlioğulları
Field	: Business Administration (English)
Program	: Production Management & Marketing (English)
Supervisor	: Assoc Prof. Dr. Fatma Müge Arslan
Type	: Master Thesis
Keywords	: Corporate Social Responsibility, Consumer Trust, Corporate Image, Brand Loyalty

ABSTRACT

The Effects of Corporate Social Responsibility on Consumer Trust, Corporate Image and Brand Loyalty

The change in the economical environment has made the competition more intense. Companies had to differentiate themselves in their marketing activities such as using different marketing tools than advertising as the consumers became more aware of the responsibilities of the companies on the environment, societal problems and the country that they operate. Because of that, recently, companies gave more importance to corporate social responsibility projects. Also some firms used corporate social responsibility as a tool that enhances the corporate image and consumer trust. In this study, the effect of corporate social responsibility on these two elements is researched. In addition to that, the effect on brand loyalty with corporate image and consumer trust is also examined. A field study was conducted in order to understand the approaches of the consumers towards these elements. According to the results, it is found that, corporate social responsibility significantly affects corporate image and consumer trust. However, corporate social responsibility projects does not significantly affect brand loyalty.

TABLE OF CONTENTS

ÖZET ..... **V**

ABSTRACT ..... **VI**

TABLE OF CONTENTS ..... **VII**

LIST OF FIGURES ..... **X**

LIST OF TABLES ..... **XI**

INTRODUCTION **1**

1 SOCIETAL MARKETING **5**

1.1 The New Economy 5

1.2 Marketing in the New Economy 6

1.3 Concepts in the New Marketing Environment 8

1.3.1 Production Concept 8

1.3.2 Product Concept 8

1.3.3 Selling Concept 9

1.3.4 Marketing Concept 9

1.3.5 Customer Concept 10

1.3.6 Societal Marketing Concept 10

1.4 Societal Marketing 11

1.4.1 Definition of Societal Marketing 11

1.4.2 Business Response to Societal Marketing 13

1.4.3 Aims of the Societal Marketing 14

1.4.4 Types of Societal Marketing Implications 15

1.4.4.1 Cause Related Marketing 16

1.4.4.2 Sponsorship 16

1.4.4.3 Corporate Philanthropy 19

1.5 Branding and Brand Management 19

1.5.1 Brand 19

1.5.2 Brand Equity 20

2 CORPORATE SOCIAL RESPONSIBILITY, CONSUMER TRUST AND BRAND LOYALTY **22**

2.1 Corporate Social Responsibility 23
2.1.1 Aspects of Corporate Social Responsibility 24
2.1.2 Consumer's Response to CSR Activities 25
2.1.3 The Purpose of CSR Activities 27
2.1.4 CSR in Turkey 28
2.2 Brand Trust 30
2.2.1 Dimensions of Brand Trust 31
2.2.2 Trust in Consumer Marketing 32
2.3 Corporate Image 33
2.3.1 Components of Corporate Image 35
2.3.2 Corporate Identity and Corporate Culture 37
2.3.3 Managing Corporate Image 38
2.3.4 The Relationship between Corporate Image and Consumer Trust 40
2.4 Brand Loyalty Concept 40
2.4.1 Definition of Brand Loyalty 41
2.4.2 Importance of Brand Loyalty 42
2.4.3 Brand Loyalty Approaches 43
2.4.3.1 Downstream Approach 44
2.4.3.2 Upstream Approach 44
2.4.4 Antecedents of Brand Loyalty 46
2.4.4.1 Satisfaction 46
2.4.4.2 Perceived Value 48
2.4.4.3 Brand Image 49
3 FIELD STUDY ON THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMER TRUST, CORPORATE IMAGE AND BRAND LOYALTY 51
3.1 Research Objectives 51
3.2 Theoretical Framework and Hypotheses 51
3.3 Questions and Research Variables 55
3.4 Research Methodology 59
3.4.1 Sampling Design 59
3.4.2 Data Analysis Techniques 59

3.4.3 Demographic Characteristics of Respondents 59
3.4.4 Data Analysis 63
3.4.4.1 Factor Analysis and Reliability 63
3.4.4.2 Linear Multi Regression Tests 65
3.4.4.3 Frequency Tests 70
3.4.4.4 Difference Tests 71
3.5 Results and Discussion 75
CONCLUSION 80
REFERENCES 85
APPENDIX I 92
APPENDIX II 97

LIST OF FIGURES

Figure 1: The Four Ps of Marketing 7
Figure 2: The Selling Concept 9
Figure 3: The Marketing Concept 10
Figure 4: The Marketing Concept 12
Figure 5: Business' Response to Societal Marketing 14
Figure 6: Brand Equity Elements 22
Figure 7: Components of Corporate Image 35
Figure 8: Corporate Image Management Process 36
Figure 9: Levels of Corporate Culture 38
Figure 10: The Process of Corporate Image Management 39
Figure 11: Behavioural Brand Loyalty Definitions by Some Researchers 41
Figure 12: Brand Loyalty Approach Evaluation with Customer and Marketer Basis 45
Figure 13: Approaches to Brand Loyalty 46
Figure 14: Multidimensional Construct of Customer Satisfaction 48
Figure 15: Proposed Model of the Study 54
Figure 16: Additional Model to the Main Model 54
Figure 17: Test results shown on the models 78

LIST OF TABLES

Table 1 Comparison of the Old and the New Economy 6
Table 2: Comparison of Advertising and Sponsorship 17
Table 3: Frequency of Respondent's Age 60
Table 4: Frequency of Respondent's Gender 60
Table 5: Frequency of Respondent's Marital Status 60
Table 6: Frequency of Respondent's Education Level 61
Table 7: Frequency of Respondent's Income Level 61
Table 8: Frequency of Respondent's Occupation 62
Table 9: Frequency of Respondent's Telephone Budget 62
Table 10: Factors of the Corporate Social Responsibility Section of the Survey 64
Table 11: Factors of the Second Section of the Survey 65
Table 12: Regression Variables for Corporate Image and CSR Factors 66
Table 13: Regression Model Summary for Corporate Image and CSR Factors 66
Table 14 Regression Coefficients for Corporate Image and CSR Factors 66
Table 15: Regression Variables for Consumer Trust and CSR Factors 67
Table 16: Regression Model Summary for Consumer Trust and CSR Factors 67
Table 17: Regression Coefficients for Consumer Trust and CSR Factors 67
Table 18: Regression Variables for Corporate Image, Consumer Trust and Brand Loyalty 68
Table 19: Regression Model Summary for Consumer Trust, Corporate Image and Brand Loyalty 68
Table 20: Coefficients for Consumer Trust, Corporate Image and Brand Loyalty 68
Table 21: Regression Model Summary for Consumer Trust, Corporate Image, CSR Dimensions and Brand Loyalty 69
Table 22: Regression Model Summary for Consumer Trust, Corporate Image, Corporate Social Responsibility Dimensions and Brand Loyalty 69
Table 23: Coefficients for Consumer Trust, Corporate Image, Corporate Social Responsibility Dimensions and Brand Loyalty 70
Table 24: Frequency of the Respondents Operator Choice 70
Table 25: Frequency of the Respondents Knowledge on Kardelen Project 71

Table 26: Independent Sample T-Test Results for CSR Factors and Genders 71
Table 27: One Way Anova Test Results for CSR Factors and Education Level.....72
Table 28: One Way Anova Test Results for CSR Factors and Occupation 73
Table 29: One Way Anova Test Results for CSR Factors and Telephone Budget.....74
Table 30: T-Test Results for CSR Factors and Kardelen Campaign Knowledge.....74
Table 31: Summary of the test results 79

INTRODUCTION

Sharp changes in the style of making business are being observed in today's highly competitive market. It can be said that, the business climate has transformed from being egocentric to become more committed to environmental and social practices. Globalization has made a lot of changes both in people's lifestyles and the nature of making business. As the scope of the business became larger, the companies became bigger thus, more liberal economies and less governmental power. This led to more usage of world sources, more environmental and more social problems. As a result, companies have gained revenues by taking it from the societies. Because of this effect, consumers have started to become more sensitive to social issues as it is obvious that, consumption is the main source of most of the problems. Then, the consumers started to force companies to become more socially responsible and actually, it turned out to be a major demand from private enterprises. The level of this awareness varies from one country to another but in today's world companies are in a situation that they have to run their business in a more social manner. No business sector can ignore or stay unaffected by this development as the public today not only desires but requires it. This new phenomenon to be conscious and aware of the whole business cycle and what consequences it brings is labelled Corporate Social Responsibility. The concept of corporate social responsibility not only concerns top management but runs through every shape of the corporation, including marketing where being socially responsible can be named branding and this can be viewed as a way of enhancing the competitive advantage of the firm.

One thing that makes corporate social responsibility essential for companies is the usage of this approach as a corporate marketing tool. Companies are under growing pressure to embrace social responsibility. The corporate social responsibility programs can provide variety of benefits for companies. One of them is the effect of corporate social responsibility on corporate image. Corporate image is a strategic tool that creates competitive advantage for the development of an organization. This is why, in a competitive business environment, many organizations try to create and communicate positive corporate image to their customers, shareholders and to their stakeholders, as

image with many different dimensions is created in consumer's mind mainly with the activities of the companies. A company, which is concerned with the problems of society, will gain a positive ranking from consumer's perspectives and this will have a positive impact on the behaviour of the consumers. Thus, good companies (that is the companies that have a good reputation for being socially responsible) will attract consumers to their products, while bad companies (that is the companies that disregard their social obligations) will be punished by the consumers.

Corporate social responsibility is another tool which enhances the trust of the consumers towards a brand or a company and in the long term, this trust is expected to be related to brand loyalty and even a willingness to pay a premium price. So, in order to create a relationship between the consumer and the brand or the consumer and the company which is based on trust, corporate social responsibility arises as an important tool as well. As the traditional marketing mediums such as advertising is not considered to be very credible by consumers anymore, marketing the activities with a socially responsible manner can both make the brand more trustable and in the long term could make the buyers more loyal. In many scholars, the terms consumer trust and brand trust are used as synonyms. For this study, it will be the case. Consumer trust and brand trust refer to the same meaning.

The aim of this study is to analyze the definition and formation of corporate social responsibility in the relevant literature; explain the relations between the concepts of corporate image, consumer trust and brand loyalty. Then, an empirical study is conducted to define the effects of corporate social responsibility on consumer trust and corporate image. Also, the effect of corporate social responsibility with consumer trust and corporate image as independent variables on brand loyalty will also be analyzed as the second aim of the research.

The study consists of three parts. In the first part of the study, the new economy, changes in the global market is discussed. Then, societal marketing approach is analyzed as a new marketing tool. Brand loyalty is a part of this study, therefore, the main terms about branding is also discussed in the first section of the study.

Second part focuses on the main components of the study which are corporate social responsibility, corporate image consumer trust and brand loyalty. The definition of corporate social responsibility is widely discussed. Also, the history of this concept and its development in Turkey is also given in the study. Corporate image and its dimensions, similar concepts such as corporate reputation and corporate identity are analyzed in this section. Consumer trust, the elements of trust and its relation to corporate social responsibility take place in this section of the study. Brand loyalty as an independent variable in the proposed model is discussed in detail with is approaches, its antecedents and its importance in the marketing concept.

In the fourth part, the findings of the field research conducted for the study is given. The objective of this field study is to find the effects of corporate social responsibility on consumer trust and corporate image. Also, the effect of corporate social responsibility with consumer trust and corporate image as independent dimensions on brand loyalty is also a part of the field research. The methodology covers research model, hypotheses, sampling, data collection, and data analysis techniques of the study. Results and discussion is provided at the end of this part.

In the last part, conclusion of the study will be given. This part will also include research limitations and implications. There are some limitations of this study. These are as follows:

- Corporate social responsibility and its effect on corporate image, consumer trust and brand loyalty is only examined in the GSM sector. The results might be different in other sectors.
- The data is collected from the respondents who are city residents and who are internet users. Therefore, the sample is a more educated and aware group about social issues as compared to the existing members of society. This prevents the generalization of the results for Turkey and for İstanbul where the data were collected.

In the case of Turkey, studies conducted on corporate social responsibility topic is very limited. Corporate social responsibility is an approach which depends on societal rules

so country focused studies becomes more essential. Although, there are some limitations with the study, it is hoped that this thesis will help to define the effect of corporate social responsibility as a marketing tool and generate a reference for further studies.

1 SOCIETAL MARKETING

1.1 The New Economy

The digital revolution have has placed a whole set of capabilities in the hands of consumers and businesses. Today the consumers clearly have these components which are different than yesterday (Kotler, 2003, p.2):

- *A substantial increase in buying power:* Especially with the integration of internet to the shopping, it became very easy for the consumers to choose, to compare the products they need. They don't need to drive to stores or consume a lot of time with information research step of their decision making process.
- *A greater variety of available goods and services:* Today, consumers can order anything easily. They can use internet and order the things from overseas which will cost them even lower. The variety of choices is enormous.

- *A great amount of information about practically anything:* People can access any kind of information very easily though internet. They can have information about consumer's experiences, reports related to the product they are planning to have etc.
- *A greater ease in interacting and placing and receiving orders:* Today's buyers can place orders from home, office, or mobile phones 24 hours a day, 7 days a week and the orders will be delivered very quickly
- *An ability to compare notes on products and services:* Today, it is very easy to for the consumers to exchange ideas with other users who have common interest and they can exchange opinions and have influence on each other.

So, it can be said that, in today's market the power is hold by the consumers. The companies which can understand their consumers, which have the ability to differentiate their products among the competitors'' will be the winner of this intense battle which takes place in this competitive marketing environment. Therefore, companies must understand the needs and wants of their customers, the rapidly changing trends and the fundamentals of today's marketing and implement necessary

marketing approaches such as relationship marketing and societal marketing. In order to relate this topic to the new approaches of marketing, the scope of marketing should be discussed first.

In order to make the differences between old and the new economy, table below compares them:

Table 1 Comparison of the Old and the New Economy

Old Economy	New Economy
• Organize by product units • Focus on profitable transactions • Look primarily at financial score • Focus on shareholders • Marketing does the marketing • Build brands through advertising • Focus on customer acquisition • No customer satisfaction measurement • Over-promise, under-deliver	• Organize by customer segments • Focus on customer lifetime value • Look also at marketing scorecard • Focus on stakeholders • Everyone does the marketing • Build brands through performance • Focus on customer retention • Measure customer satisfaction and retention rate • Under-promise, over-deliver

Source: Kotler, P. (2003) p.3 Marketing Management. New Jersey. Pearson Custom Publishing

1.2 Marketing in the New Economy

Kotler (2003) defines marketing between social and managerial definition. According to him, a social definition shows the role marketing plays in society. Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others (Kotler, 2003, p:9). When it comes to the managerial definition, it is often explained as the art of selling.

There are four Ps components of marketing which are

- Product
- Placement
- Promotion
- Price

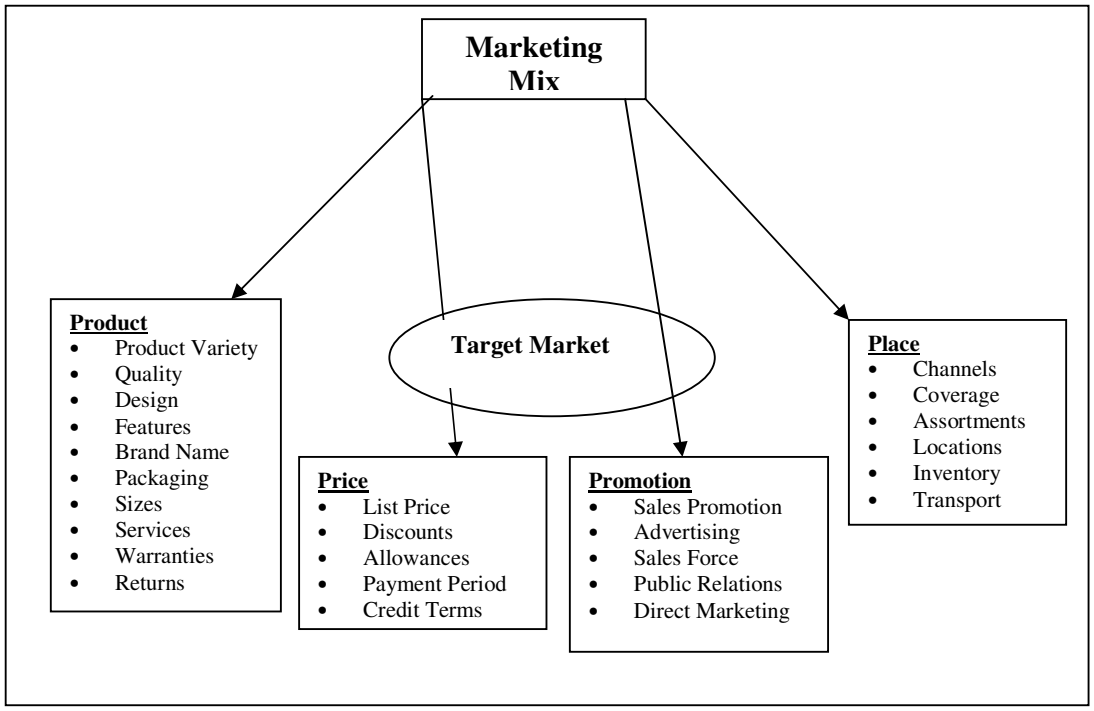

Figure 1: The Four Ps of Marketing

Source: From Kotler, P. (2003) p.15. Marketing Management. New Jersey. Pearson Custom Publishing

Four Ps represent the seller's view of marketing that can influence the buying decision of the buyer. But from the customers' point of view, marketing is designed to create benefit for them. The four "C" component of marketing is:

- Customer solution
- Customer cost

- Convenience
- Communication

There are many elements under the “P” components of marketing. These elements show the coverage of these components from the marketing point of view. Figure 1 shows the elements of the components.

1.3 Concepts in the New Marketing Environment

During the transition from old economy to new economy, many different orientations towards marketplace were created by the companies. They are (Kotler, 2003, p.17):

- Production concept
- Product concept
- Selling concept
- Marketing concept
- Customer concept
- Societal marketing concept

1.3.1 Production Concept

It is one of the oldest concept of the business which holds that consumers will prefer products that are widely available and inexpensive so companies mainly focus on production efficiency, mass distribution and low cost while assuming that consumers are mainly interested in low prices and product availability (Kotler, 2003, p.17).

1.3.2 Product Concept

In this concept, it is believed that consumers will favour the products which offer the most quality, performance, or innovative features so the companies which follow this concept focus on research and development in order to make superior products (Kotler, 2003, p.17).

1.3.3 Selling Concept

This concept focuses on the needs of the seller and it is preoccupied with the seller's need to convert their product into capital. It also holds that if consumers are left alone, they will not buy enough so the organizations must undertake as aggressive selling and promotion effort (Kotler, 2003, p.18). Below figures summarizes this concept:

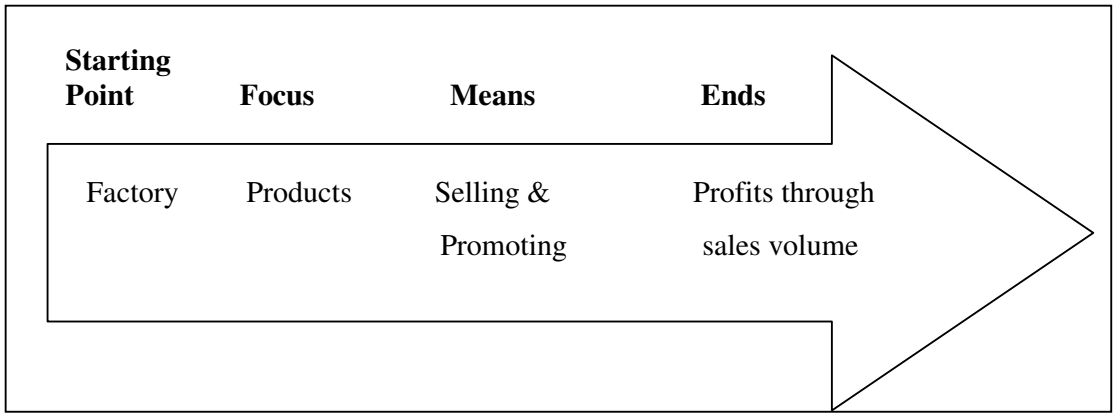

Figure 2: The Selling Concept

Source: From Kotler, P. (2003), p.19 Marketing Management. New Jersey. Pearson Custom Publishing

As it can be seen from the figure, selling concept mainly focuses on selling so because of that, the starting point is the factory. The main aim of the concept is conducting as much as selling and promotion effort therefore, the product could turn into profit which is shown as the end of the concept in the figure.

1.3.4 Marketing Concept

The core of this concept is not finding the customers for the products but finding the products for the consumers. It holds that the way to achieve the targets of the organizations can only be possible only if the companies act more effective than competitors in creating, delivering and communicating customer values to its chosen segments and target markets (Kotler, 2003, p.19).

Below figure shows the components of the marketing concept:

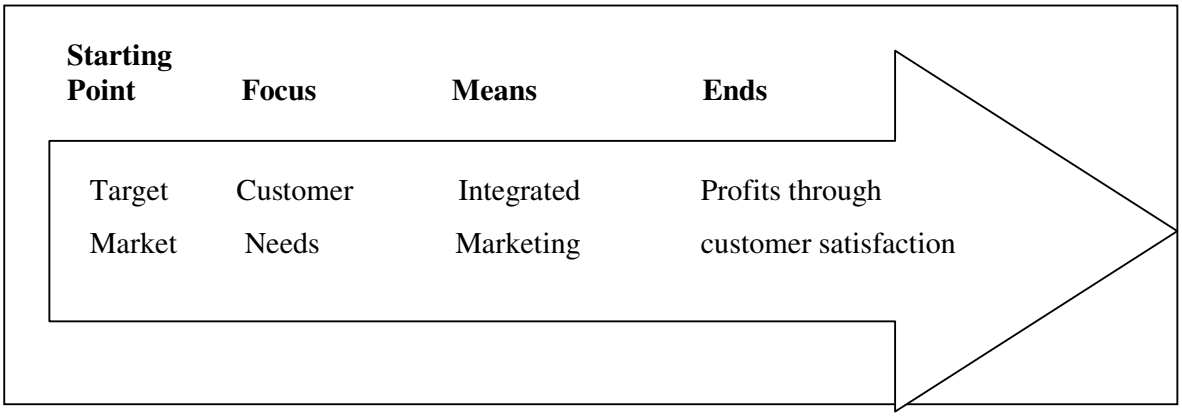

Figure 3: The Marketing Concept

Source: From Kotler, P. (2003), p.19 Marketing Management. New Jersey. Pearson Custom Publishing

Different from the selling concept, marketing concept mainly focuses on customer needs so because of that, the starting point is the target market. The main aim of the concept is creating and integrated marketing strategy therefore, the strategy creates profit by customer satisfaction.

1.3.5 Customer Concept

In the customer concept, the main focus is customer's needs and values therefore; the starting point of this concept is individual customers. The main aim of the concept is creating a one to one marketing integration and creating a value chain by that which will end up with profitable growth through capturing customer share, loyalty and lifetime value.

1.3.6 Societal Marketing Concept

The societal marketing concept is very similar to customer concept. However, in this concept, it is claimed that companies should also take the well-being of the society into consideration. Companies are responsible for creating the balance between profitability, consumer satisfaction as well as the public interest (Kotler, 2003, p.25)

In this study, the effects of corporate social responsibility on brand loyalty will be examined. Corporate social responsibility is considered as a tool in societal marketing concept. Therefore, societal marketing will be discussed in more detail.

1.4 Societal Marketing

In the concepts of societal marketing and social responsibility, it is assumed that profit companies should have an explicit policy to shape their societal involvement and their corporate philanthropy. One way to express their societal involvement is by corporate philanthropy, by supporting important societal causes. The societal marketing concept implies that companies not only consider the immediate wishes and needs of consumers in doing business, but also take into account their well-being and the well-being of society in general in the long run. This concept then calls on marketers to take social and ethical considerations into account while marketing (Heyden and Rijt, 2004, p.24).

1.4.1 Definition of Societal Marketing

In the last half a dozen years the scholarly press has published a number of papers that have argued that the concept of marketing must be expanded to include consideration of a number of societal aspects. The reasons behind this approach can be explained with three main facts (Takas, 1974, p.2):

- *Satisfaction of human needs* is the first main reason which pushes to companies to be involved in the societal marketing concept. The term *human* needs do not mean the ones which are business or product oriented. It indicated the opportunities for marketing techniques to be used to sell clean air, clean water, and adequate housing, for instance.

- *Expansion to social fields* is another reason why societal marketing has became an important marketing approach. Marketing is seen as an instrument that can be used to further all the goals of society. In the concept of societal marketing, it is suggested that marketing techniques can be and should be used to support achieve socially desirable goals such as population control, improved racial tolerance, environmentally responsible behaviours and increased support of education etc.

- *Consideration of societal impact.* A new imperative is presented: that business must assess not only the profitability of its actions, but also the overall effect those actions behave on society.

Carrigan (1995), have pointed out different approaches towards societal marketing. According to her, some believe that a corporation best serves society by serving itself, others state the decision about what is in the public interest lies with the public, and therefore the social responsibility of marketing is "to forget about social responsibility" whereas, she also says that, an organization who adopts the societal marketing concept will avoid operating in markets which are negative to the consumer in the long term, knowing that eventually the consumer will vote against such markets and companies (Carrigan, 1995, p.470).

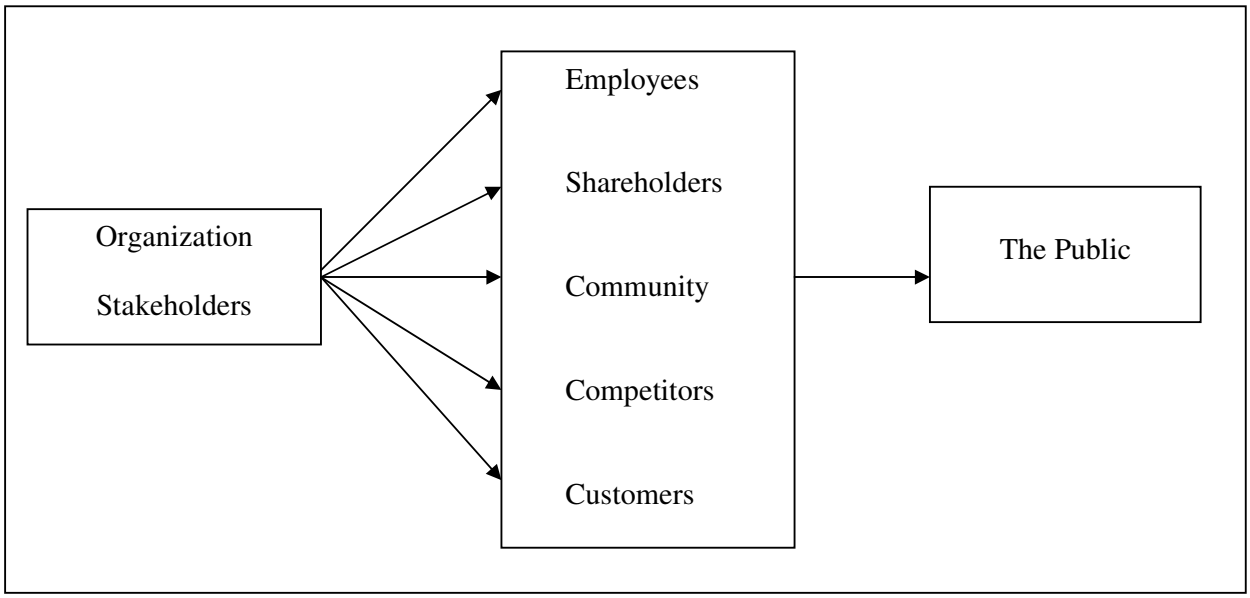

Figure 4: The Marketing Concept

Source: Carrigan, M. (1995), p.470. POSIT-ive and Negative Aspects of Societal Marketing Concept: Stakeholder Conflicts for the Tobacco Companies. Journal of Marketing Management. Vol.11. 469-485

The definition of Keller and Hoeffler points out the social welfare, and non-economic marketing objectives. In their study, they described societal marketing as the approach that encompass marketing initiatives that have at least one non-economic objective related to social welfare and use the resources of the company and/or one of its partners (Keller &Hoeffler, 2002, p.78). Therefore, the stakeholders of the societal marketing concept includes the company, employees, customers, shareholders, competitors and in

addition to them, the public. Figure 4 shows the stakeholders of the societal marketing concept.

The organization itself has a direct impact on its employees, shareholders, community that it serves, competitors and customers. These stakeholders have an impact on the public itself with the business they conduct altogether. Societal marketing includes all these elements in its concept.

1.4.2 Business Response to Societal Marketing

Societal marketing can be implied by the companies for some reasons. In some cases, governments set some regulations such as tax reductions in order to encourage the companies to behave socially responsibly. Sometimes, government regulations such as environmental regulations can force the companies to behave socially responsible.

According to Takas (1974) there are three kinds of response that companies engage with societal marketing (Takas, 1974, p.5):

- Voluntary, which is acting on initiative
- Semi-Voluntary, that is delaying the inevitable
- Involuntary, which is submitting to imposed restrictions

Below figure 5 explains these three responses with its reasons. While the business acts in a socially responsible way, actions could be taken by the business or it can be implemented by the government. Government could set up some legislation which will encourage the business to run socially responsible activities. The encouragement can be done by tax deductions or other related legal eases. The business itself could decide to conduct socially desirable activities. For example, a paper company could sponsor a forestation project and communicates this activity as a socially responsible behaviour hence paper production results to deforestation. On the other hand, there could be some negative actions which could force the business to act in a socially responsible way. For example, increasing cost raw materials, could force the business to conduct recycling programs. Sometimes, governments could impose some legal restrictions such as

environmental regulations that could force the enterprises act in a socially responsible way.

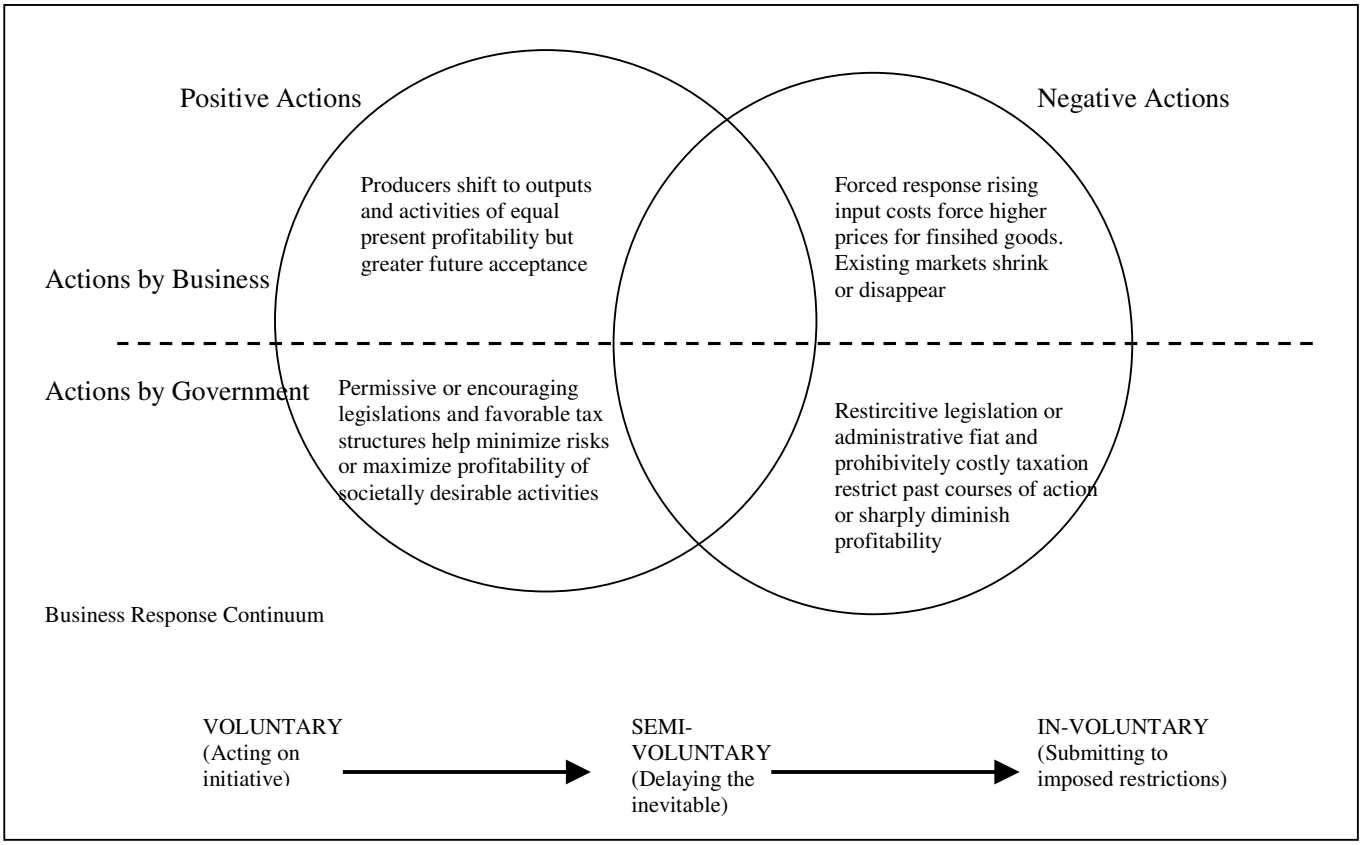

Figure 5: Business' Response to Societal Marketing

Source: Takas, A. (1974), p.6. Societal Marketing. Journal of Marketing. Vol.38. 2-7

1.4.3 Aims of the Societal Marketing

Kotler's (1972), initial definition on societal marketing has added a third element to the core components of marketing strategy. A third element which is long-run consumer welfare is added to customer satisfaction and profitability (Crane&Desmond, 2002, p.550). Therefore, it can be argued that, societal marketing concept aims to increase the well-being of the society and it includes moral values.

According to Keller and Hoffler (2002), societal marketing enhances the brand by creating the feeling of goodwill on consumers. According to the same authors, the core aims of the societal marketing are (Keller&Hoffler, 2002, p:79):

- Enhancing brand and the corporate image
- Building brand awareness
- Establishing brand credibility
- Evoking brand feelings
- Creating a sense of brand community
- Eliciting brand engagement

Recognition is an important measure of brand awareness and it refers to the ability of the consumer to confirm prior exposure to the brand. Societal marketing programs seem to have a positive impact on improving recognition for a brand. Societal marketing offers several means of creating such favourable brand differentiation and in most of the cases. it is not even related to the brand or the product but aims to enhance image. In terms of brand feelings, two categories of feeling can be applicable to societal marketing concept which is social approval and self respect (Keller & Hoffler, 2002, p:79).

Some companies have partnership with non-governmental organizations as a part of their societal marketing concept and with this partnership they conduct voluntary based activities which results to brand engagement for the consumers.

Participating in a cause related activity as a part of societal marketing program for a brand is certainly one means of eliciting brand engagement. As part of any of these activities, customers themselves may become brand evangelists and ambassadors and help communicate about the brand to others (Hoeffler & Keller, 2002, p.82).

1.4.4 Types of Societal Marketing Implications

There are three main applications in terms of societal marketing. They are called cause related marketing, corporate philanthropy and sponsorship. In this study, the focus will be on corporate philanthropy which is another way of expressing the corporate social responsibility.

1.4.4.1 Cause Related Marketing

Cause related marketing is the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when the customers engage in revenue-providing exchanges that satisfy organizational ad individual objectives (Varadarajan, Rajan & Menon, 1998, p.13)

There are some facts which need to be investigated when cause related marketing strategies are implemented. First of all, awareness and knowledge of the cause should be taken into consideration. If consumer's have no knowledge of the cause, then there is nothing which could be transferred. Ideally, consumers would be aware of the cause and have positive judgment and feelings about the cause (Hoeffler & Keller, 2002, p.82). Secondly, the meaningfulness of the cause to the consumer should be questioned. Given that the cause has some potentially positive associations, judgments, and feelings, to what extent is this knowledge deemed and meaningful for the brand should be investigated. For consumers most of the associations, judgments, or feelings may seem relevant to and valuable for the brand, whereas other knowledge may seem to have little connection. The transferability of the cause is essential. Thus, a key issue is the extent to which association will become strong, favourable and unique and judgments and feelings will be considered positive in the context of the brand (Hoeffler & Keller, 2002, p.82).

1.4.4.2 Sponsorship

Sponsorship is consist of giving the monetary or other support to beneficiary in order to make its activities financially viable, sometimes for altruistic reasons, but usually to gain some advertising, public relations or marketing advantage (Lardinoit & Derbaix, 2001, p.172).

Christensen (2006) defines sponsorship like this: "Sponsorships can take many forms, from adding a logotype to a brochure soliciting contributions for a worthy cause, to putting logotypes on sports jerseys or along the perimeter of the arena, or may combine the company brand or logo with an event in the form of event sponsorship. Irrespective

of form, the many companies that engage in sponsorship do so because they know or assume that these activities offer a way in which to communicate with the consumer in order to build brand equity." (Christensen, 2006, p.62).

Sponsorship is a flexible instrument which has a number of types each having its own advantages and strengths and this may be an even more important condition for success that they of the other communications instruments, but in any case in an increasing number of companies, sponsorship has acquired the status of one of the cornerstones of the communications and marketing strategy (Clarke, 2000, p.8).

Goodwill may well be the issue that ultimately differentiates sponsorship from advertising and it may serve as the major trigger influencing the response of consumers.

Following table compares advertising and sponsorship :

Table 2: Comparison of Advertising and Sponsorship

Comparative factors	Sponsorship	Advertising
Goodwill	Beneficial	Selfish
Focus	Indirect/Subtle	Direst/focused
Intent to persuade	Disguised	Overt
Defence Mechanism	Low state of alertness	High state of alertness

Source: Meenaghan, T. (2001), p.97 Understanding Sponsorship Effects. Journal Psychology&Marketing. Vol.18. 95-121

Commercial sponsorship as a generic form of marketing communications is seen as involving benefit to society. It is seen as subtle and indirect, involving a disguised intent to persuade resulting in a lowering of consumer defence mechanism. Advertising, by contrast is seen as being selfish and in the interests of the advertiser, thus involving no obvious benefit to society. It is seen as forceful and coercive, leading to an alerted state of the consumer's defence mechanisms. Consumer appear to receive sponsorship communications in a halo of goodwill which is generated by factors such as the perception of benefit, the subtlety of the message, and the disguised commercial intent of communication. The effect of this hail of goodwill is that sponsorship

communications appear to encounter lowered consumer defence mechanisms. By way of contrast, advertising communications are received in a force field of scepticism and suspicion driven by factors such as the forceful of nature of communication, the obvious commercial intent and consumer beliefs about advertisers' motivation. The goodwill effect exists in three different levels which are generic level, category, level and individual level (Meenaghan, 2001, p.98).

Sponsorship is an area that both of its parts benefit from it. The core idea is t create mutually beneficial relationship in terms of marketing, a win-win situation for the sponsor and the sponsored for most of the time (Arens, 1999, p.134). However sponsorship has some drawbacks as well. It can be very costly and because of that, companies usually co-sponsor the events. And it may result to clutter. Some events may have so many sponsors therefore; so many logos will be visible for the attendees. In this case, the specific recognition will be difficult. Finally, evaluating the sponsorship effects is very costly and difficult. The main problem is faced in the separation of sponsorship and other concurrent marketing activities (Arens, 1999, p.134).

The communication effects of sponsorship vary according to the degree to which the individual consumer is involved with the sponsored activity. In the case of the uninvolved audience, the effects of sponsorship are quite limited. At best this group is likely to register an abstract goodwill toward the sponsor. If the particular activity or event grows in national or international prominence, then the sponsor name registration and sponsor image effects may be achieved with such a group. However, the intensity with which such effects are achieved will always be less than that experienced by commitment fans (Meenaghan, 2001, p.99).

Sponsorship acts as the catalyst in the triggering purchase. The level of gratitude toward and affinity with the sponsor led to the claimed purchase of the sponsor's brand. When the sponsoring brand is a low involvement product, event image will be a potent force in determining brand attitude. Sponsorship intervenes in an emotional relationship between consumers and their leisure social activities. In a sponsor/sponsored activity relationship there is a positive emotional orientation toward the sponsor who bestows benefit on the consumer's favoured activity. This is mediated by the intensity of fan

involvement and in turn forms the basis of consumer reaction to the sponsor. It refers specifically to the extent to which consumers identify with, and are motivated by, their engagement and affiliation with particular leisure activities. Highly involved fans who are most likely to experience the goodwill, they are highly aware of the sponsor and if they are satisfied by the behaviour of the sponsor, they tend to purchase (Meenaghan, 2001, p.99).

1.4.4.3 Corporate Philanthropy

Corporate social responsibility is a part of corporate philanthropy. In this approach, firm's activities serve as an input to convert them into a good corporate citizen by fulfilling their economical, legal and philanthropically responsibilities.

Corporate social responsibility is one of the main topics of this study, therefore; it will be discussed in detail in the following section.

1.5 Branding and Brand Management

In this section, the term brand, branding decisions and brand management will be discussed.

1.5.1 Brand

Brand, is right now the most important marketing element in this fragmented, highly competitive market in which every players pay high attention to brand to assure their revenues. It is completely obvious that marketing activities aimed creating an effective brand management which has high importance for future presence of a company.

"Brand can be defined as a name, term, sign, symbol, design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler, 2003, p. 404).

According to Kotler (2003), brand is a complex symbol that can convey up to six levels of meaning, they are (Kotler, 2003, p.404):

- **Attributes:** Specific attributes of a product can be delivered by the brands.

- **Benefits:** In addition to attributes of a product, the benefits provided by the brand attract the consumers.
- **Values:** Brands symbolizes certain values of the buyers.
- **Culture:** The brand may represent a certain culture.
- **Personality:** The brand can project a certain personality.
- **User:** The brand suggests the kind of consumer who buys or uses the product.

All of the meanings are important for a consumer when they make their purchasing decision however, some consumers give more importance to benefits, and on the other hand some give more importance to personality. While creating a brand, the companies must decide on the meaning which they want to focus on.

1.5.2 Brand Equity

Brand equity is considered to bring several advantages such as charging higher price, more efficient marketing activities, brand extension opportunities and being more reluctant against competitor's actions. The most generally accepted definition of brand equity is that it is the value added brought to a product or service by a brand (Aaker, 1996, p.55). Another definition is done by Kotler:

"… the value added to a product or service, the outcome that result from marketing of a good related to its brand name or other brand element as compared to a outcome lacking that brand identification." High brand equity provides a number of competitive advantages (Kotler, 2003, p.405):

- More trade leverage will be hold by the companies in terms of bargaining with distributors and retailers because the customers expect them to carry the brand
- It becomes possible for the company to charge a higher price than its competitors since the brand's perceived quality is higher

- Extensions could be launched easily hence the brand name carries high credibility and
- Brand offers the company some defence against price competition

The elements of the brand equity can be seen on the figure shown below:

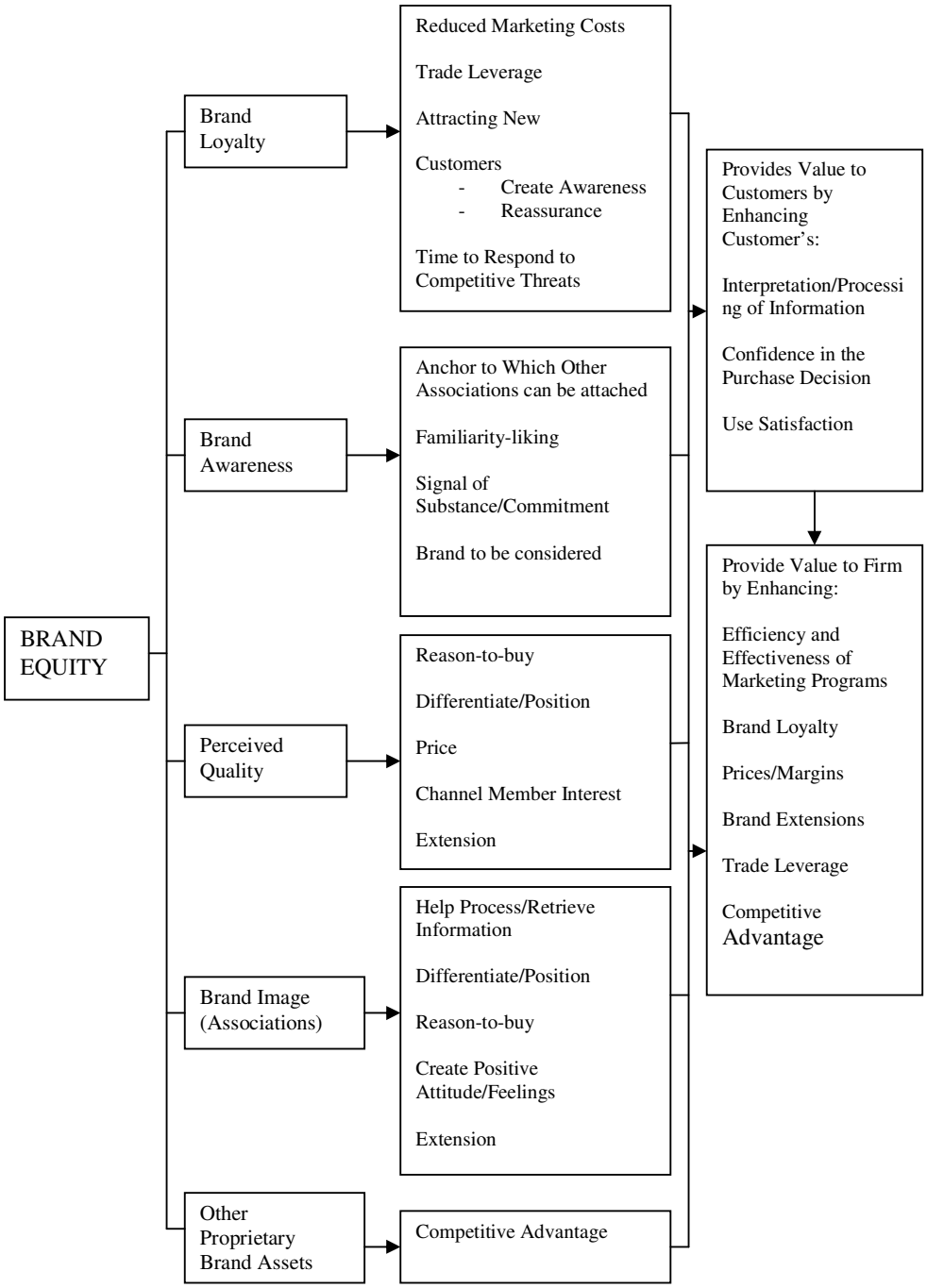

Figure 6: Brand Equity Elements

Source: Kotler, P. (2003). Marketing Management. New Jersey. Pearson Custom Publishing

2 CORPORATE SOCIAL RESPONSIBILITY, CONSUMER TRUST AND BRAND LOYALTY

In this study, the effects of corporate social responsibility activities on brand trust, consumer trust and corporate image will be analyzed. Because of that, in this section, these terms will be discussed

2.1 Corporate Social Responsibility

The concept of corporate social responsibility has been the subject of much research in recent decades and it is still being researched in order to understand its benefits on marketing strategies. Recently, companies around the world have started to use this approach as an effective marketing tool by creating a positive corporate image and corporate trust. A growing number of companies are practicing the concepts of corporate social responsibility and are feeling the need to clarify the meaning of this approach (Marin, Ruiz & Rubio, 2008, p.65).

CSR concepts have been evolving for decades and as a result of that there are many different viewpoints about this approach. Creutz and Senning (2006, p.12) in their study indicated that the first scholar was written by Bowen and he defines the corporate social responsibility approach as the obligation of businesses to "pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of the society. Another early definition says that corporate social responsibility is associated mainly with economic aspects and it aims to maximize the shareholder's value (Zenisek, 1979, p.359). Within the same manner, Freidman's definition can be included: Corporate social responsibility aims to increase the profit while respecting the rules of the business (Salmones, Crespo & Bosque, 2005, p.370). These definitions mainly focus on economical aspects of corporate social responsibility; however other aspects were added to the definition.

In an article, Carroll (1979, p.499) explained corporate social responsibility as a construct that "…encompasses the economic, legal, ethical and discretionary expectations that society has of organizations at a given time". In other words, those responsibilities are not only performed for the profitability of the firms, but also for the

sake of the whole society. So based on this components which are economic, legal, ethical and philanthropic; companies should aim to make profit while obeying the law, being ethical and a good corporate citizen (Carroll, 1979, p.499) in the past, governments, employees and shareholders were assumed as the main stakeholders of the firms. However, the dramatic changes in the market and factors like globalization, problems of the societies such as education, HIV; environmental problems etc. have forced companies to broaden the definition of stakeholders. Besides that, consumers are forcing the companies to become more responsible in their activities that they take. As Creutz and Senning (2006, p.13) stated in their research, customers, partners, suppliers, the community and future generations are therefore also seen as stakeholders.

To sum up, it can be said that, marketing activities which are conducted today do not base CSR only on economical aspects, but also on the other aspects that Carroll defined in his researches. Thus, the aspects of CSR will be discussed in the following section.

2.1.1 Aspects of Corporate Social Responsibility

Carroll (1979, p.499) has divided corporate social responsibility into four main dimensions:

- Economic
- Ethical
- Legal
- Philanthropical

Under each title, there are responsibilities that companies need to fulfil. Maignan (2001) describes economic responsibility as the obligations a business has to produce goods and favours that the society needs and sells them to fair prices. Legal responsibilities means that all the activities conducted by a company should be accordingly to the law, companies should meet their economic duties within the framework defined by the legal requirements; the ethical responsibilities require that companies abide by established norms that define appropriate behaviour (Maignan, 2001, p.122). The responsibility on

the top, the philanthropical, reflects the common desire there is to see businesses get involved actively in the improvement of the society. The responsibility is always voluntary and is lead by the company's will to be engaged in social activities which are not regulated by law and also not generally expected by the company (Maignan, 2001, p.122).

As it is widely known, corporate social responsibility is not only the activities or campaigns undertaken by the companies, but also it covers all aspects of the business as a whole. The consumer response towards the CSR approach of the companies varies and its impact on behaviour is researched in some scholars.

2.1.2 Consumer's Response to CSR Activities

The research conducted on consumer's response to CSR activities is still limited. The scholars support different approaches regarding the responses of the consumer's towards CSR activities.

The compelling reason why the companies are motivated to invest in CSR programs can be related to stakeholder's theory (Argandona, 1998, p.1094). This theory suggests that organizational success depends on two main dimension: Satisfying the economic (e.g. profit maximization) and non-economic (e.g. corporate social performance) objectives by meeting the needs of the company's various stakeholders which could be defined as any group or individual who can affect or is affected by the achievement of the organization's objectives (Pirch, Gupta & Grau, 2006, p.127). Primary stakeholder groups consist of shareholders, investors, employees, customers and suppliers, public entities, trade associations and environmental groups (Pirch et al, 2006, p.127). Since consumers are considered as a primary stakeholder of the firms, their responses to CSR activities are important to the companies and they design their CSR approaches according to these responses.

Castaldo, Perrini, Misani and Tencati (2008) in their study indicated that, according to main findings in the CSR literature, consumer are interested in the social behaviour of the firms and they tend to be attracted to socially responsible companies whereas, tend to punish the companies who disregard their social obligations. However, there is no

clear fact that, consumers will always and consistently choose good companies while purchasing products, thus they tend to notice the bad behaviour of the company when making their purchases (Castaldo et al, 2008, p.6).

Although Castaldo claims that CSR is an important impact on buying behaviour, there are journals that do not support this point of view. Mohr, Webb and Harris (2001, p.48) in their study claimed that; CSR is not an impact on buying decision. Lack of awareness can be considered as the main inhibitor for CSR activities also, willingness to pay lower prices results to unethical behaviour for the customers.

Socially responsible consumer behaviour can be defined as the main term when it comes to the response of the consumer's towards CSR. Socially responsible consumer behaviour requires the inclusion of CSR as one of the influence on a person's decision process or consumption habit therefore, avoiding buying from socially irresponsible companies and awarding the responsible ones by choosing their brand (Mohr and Webb, 2005, p.125).

Consumer's response to CSR can be classified into four groups (Mohr et al, 2001, p.125):

- Pre-contemplators: This group is not really thinking about basing their purchase behaviour on CSR at this point in their lives. They are unaware of any need to consider CSR when choosing a product. They mainly believe that they should base their purchasing on economic and rational criteria.

- Contemplators: They are thinking about basing purchasing on CSR or have used CSR as a criterion in the past however; this criterion still does not play much of a role in their decision process or purchase behaviour. They sometimes boycott socially irresponsible companies however; this does not represent their general approach in their decision making process. They believe that CSR is a good thing hypothetically, but they think that it has such a limited impact on improving condition for society that it is not worth basing their purchase decision on it.

- Action Group: This group is more aware of CSR issues and CSR is used as a factor when purchasing it. They have made a decision to use CSR as a factor when purchasing and they avoid buying some certain companies they consider irresponsible and they buy from the ones they find socially responsible. Members of this group have knowledge on CSR issues however; CSR is still not a main determinant of their purchases. They are mainly cynical about the positive things in the media and company's motives for CSR and media reports.

- Maintainers: They are committed to socially responsible consumer behaviour. CSR is always important to them and they show effort to learn about social issues and the behaviours of specific firms. They believe that they can have an impact on the social responsibility of companies. They are willing to switch brands and even willing to pay a little more to make purchases that they consider socially responsible. This group sees socially responsible behaviour as a major way for citizens to gain some control over business, pushing them to be more responsible to their communities.

2.1.3 The Purpose of CSR Activities

In today's market, companies are considered as a part of the society, thus they carry responsibilities regarding their role in the society. The image created with CSR has turned into a must for the corporations to be successful in 21st century's market. As the competition is getting more and more intense, the main determinants of marketing such as price, service quality etc are not strong enough to differentiate. Therefore, corporate image has become an essential impact. In order to create a sustainable, effective, strong and positive image, firms must express how responsible they are and build a positive image from the eyes of the society.

The projects conducted in the social era are being evaluated by the people and creates trust towards these responsible companies. Moreover, these projects make it available for the firms to create stronger connections with their target segments such as sponsoring cultural or sports events.

2.1.4 CSR in Turkey

After Turkey's integration with the international bodies, developments, events and campaigns has increased, it turned out to be an important element for the country's consciousness on CSR and related issues. The United Nations Conference on Human Settlements (Habitat II) in Istanbul in 1996, played a vital role on enabling the citizens of Istanbul to observe people discussing issues of eradication of poverty and discrimination, promotion and protection of all human rights and fundamental freedoms for all, and provision of basic needs, such as education, nutrition and life-span health care services. The atmosphere created for the issues is related to sustainable development to be discussed and debated in Turkey. (http://www.csrturkey.org/raporING.pdf; 12.04.2009)

The first is the 1999 Izmit earthquake killing over 17,000 people in north-western Turkey which was heavily felt in the industrialized and highly populated urban areas of the country. The state failure in the aftermath of the earthquake -characterized by ineffectiveness and incapacity to provide relief services- was filled by immediate civic mobilization, both individual and corporate. After the earthquake, many NGOs and volunteer groups actively involved in the rescue processes as well as the reconstruction and rehabilitation of the destroyed areas. Search and Rescue Association (AKUT), a small voluntary search and rescue association, became the most prominent element of this civic mobilization. In fact, it was pronounced as the second most trusted institution in the country, after the armed forces (Adaman, Çarkoğlu, and Şenatalar 2000). The earthquake, in this respect, had a crucial impact on values of volunteerism and participation among Turkish citizens, highlighting the need of activism for development (http://www.csrturkey.org/raporING.pdf; 12.04.2009).

Consequently, both the international issues and the economic and social crises in Turkey created an environment for the discussion of CSR where business had the major role to play and the civil society to monitor and benefit. This analysis is supported by a research of a Canadian based GlobeScan. The research conducted an international survey named CSR Monitor in which the Turkish leg has been conducted by Yontem Research Company. According to the research, corporate citizenship is highly

recognized in Turkey, however, the companies are not expected to have operational presence in the fields such as labour rights and environmental issues. The time schedule stated above is also supported by the findings of this research, as the research indicated that CSR as a component of corporate reputation in Turkey has been in an increase since 1999. (http://www.csrturkey.org/raporING.pdf; 12.04.2009)

Some good practice examples from Turkey are as follows:

Solo, which is a İpek Kağıt brand, conducts a project on personal hygiene at elementary schools of Turkey. They train the students on general cleaning principles especially hand hygiene, diseases and the ways to prevent these diseases. This project aims to fill the gap of hygiene training which is not sufficiently given at schools. In the scope of the project, until today, Solo has reached thirty two provinces, 5893 schools and almost 5 millions of students. Project is being conducted in different geographical regions of Turkey every year. United Nations Global Commissioner for Human Rights has declared this project as one of the good practices in Embedding Human Rights into Business Practice report (http://www.ipekkagit.com.tr/haber08_06.htm; 12.04.2009).

Aygaz, which is an energy firm under the Koc Energy group, conducts several projects on education, health, environment and culture. They aim to determine the needs of the society first and then take action according to these needs. The human resources department and corporate communication department is assigned to this task. They tend to create partnerships with third party such as non-governmental organizations, and make a pre-test of the project first before starting it completely. After the project is completed, they measure the benefits of the project and by that, understand the effects created by the project. Aygaz sees children as one of their stakeholders in the sense that they will be the future customers who need to be well informed. With that in mind "Cautious Kid" Campaign 2002 and it targets to inform and educate the elementary school-level students on fires, earthquakes, traffic, first aid, and domestic and school accidents. "Ateşböceği Learning Units Project", "Aygaz Alerts for Indoor Accidents" Campaigns are some other CSR projects that Aygaz has been implementing to build awareness

(http://www.aygaz.com.tr/toplumsal_sorumluluk/content/sosyal/sorumluluk_mesaj.aspx ;12.04.2009).

Turkcell, which is Turkey's leader GSM operator, is one of the major contributors of corporate social responsibility implications. Turkcell, as a corporate claim, states that corporate social responsibility is one of their major areas of practice. The base of this approach is the responsibility that Turkcell carries towards its stakeholders which are their shareholders, employees, non governmental organizations, universities and media. They set their strategies according to the survey conducted every year named as Corporate Image and Responsibility survey. They prioritize educational concerns. Kardelenler project has started in 2000 in a press conference where Minister of Woman, Çağdaş Yaşamı Destekleme Derneği and Turkcell. It first started by securing 5000 scholarship to the girls. In 2007, the scope of the project was developed and the number of the scholars has increased to 10.000. Since 2000, within the project, twenty thousands students received scholarship. Almost eight thousand students have graduated from high school, two thousand have started studying at the university, and four hundred students have graduated

(http://www.turkcell.com.tr/turkcellhakkinda/toplumsalduyarlilik/egitim12.04.2009).

2.2 Brand Trust

Brand trust is something associated with the reputation of a brand. There are several studies conducted related to brand trust. But before defining brand trust, the term trust itself should be explained.

Lau and Lee (1999, p.343) have defined trust as the expectations of each party in a transaction and the risks associated with assuming and acting on such expectations. It is the willingness to rely on other party with any possibility of any risk and it can be also expected that if the action cause any negative result, the other party may show positive outcome. Another definition is done by Power (2005, p.2) in one of the conferences he attended: Trust is the confidence that a consumer will find in a brand over the fears or risks associated with the brand (Power, 2005, p.2). Trust may be defined as the belief of the parties (consumer, organization, product, CEO) in a transaction and the risks

associated with assuming and acting on such beliefs (Lau et al, 1999, p.343). According to Aaker (1997), trust can be measured under the dimension of sincerity, which is a dimension made up of traits such as down-to-earth, honest, wholesome and cheerful. Some authors suggests that, trust can be measured under the dimension of agreeableness with their measure for corporate image, and the traits which show trust are empathy, warmth, integrity. (Aaker, 1997, p.354).

Trust in a brand represents very crucial component on forming the internal disposition or attitude. A more comprehensive understanding of brand loyalty can not be obtained without an examination of trust in a brand and how they have connection each other.

Brand trust can be defined as the feeling of security held by the consumer in his/her interaction with the brand, which is based on the perceptions of reliability and responsibility of the brand for the interests and welfare of the consumer (Ballester et al, 2003, p.1243)

According to her, there are five matters which make the definition of brand trust consistent:

- Brand trust involves a willingness to put oneself at risk, be it through reliance on the promise of value that the brand represents
- It is defined by feelings of confidence and security
- Brand trust involves a general expectancy because it can not without some possibility of being error
- It is related to positive and non-negative outcomes.
- It requires making dispositional attributions to the band such that it is regarded as reliable, dependable etc.

2.2.1 Dimensions of Brand Trust

Many typologies of trust have been proposed in literature, they are based on single dimensions of trust, such as cognitive, emotional, behavioural, on a variety of contents,

on different analytical levels (interpersonal, inter-organizational) and on various levels of consistency producing a wide range of concepts (Castaldo et al, 2008, p.6).

However, it is usually stated that, there are two dimensions of brand trust. They are liability and intentionality (Ballester, 2003, p.11).

The liability dimension is the one which carries a technical nature as the concerned points are the perception that the brand can fulfil or satisfy consumers' needs. It is associated with the individual's belief that the brand accomplishes its value defined by the promise that brand gives. A brand as the promise of a future performance, its liability for the accomplishment of that promise leads the consumer to trust in the occurrence of future satisfaction (Deighton, 1992, p.363). Underlying this dimension there is a sense of predictability that the brand satisfies the individuals' needs in consistently positive ways. Therefore, for all its value in conducting day-to-day exchanges, liability is, at best, a starting point for describing brand trust (Ballester, 2003, p.11)

The second dimension, intentionality, reflects an emotional security on the part of individuals. It describes the aspect of a belief that goes beyond the available evidence to make individuals feel, with assurance, that the brand will be responsible and caring despite the vicissitudes of future problematic situations and circumstances with the consumption of the product. Convictions on this nature are thus held and acted on in the present with the confident expectation that future events will probe them to be correct. Therefore, it is concerned with the belief that the brand is not going to take advantage of the consumer's vulnerability (Ballester, 2003, p.12).

2.2.2 Trust in Consumer Marketing

Firstly, industrial marketers have been very well used the power of trust in their relationship with their customers as a result of industrial marketing scope. Afterwards, brand trust has gained importance in consumer markets recently, because relationship-oriented marketing applications have been carried out by marketing practitioners more often in consumer markets (Ballester and Aleman, 2000, p. 1239). Inability to differentiate the products on consumer goods has forced the marketers to look some

other ways to compete with rivals. One of the ways to do so is to win their trust. In this context, brands gain much importance for being a substitute of human contact between the organization and its consumers and trust might be developed through that brand. (Lau and Lee, 1999, p. 344).

2.3 Corporate Image

Image is defined as the mental picture or idea which forms in a reader's or listener's mind from the words that they read or hear or the way that something or someone is thought of by other people.

There are different definitions of the image in the literature. For example, image is a set of meanings by which an object is known and through which people describe, remember and relate to it; that is the net result of the interaction of a person's beliefs, ideas, feelings, and impressions about an object (Dowling, 2001, p.52). Huber (1990, p.62) defined image as something which is always and mainly the own and subjective picture that we have of an object or of a person which has much to do with ourselves.

Corporate image begins with the public's perception of a company –the preconceived ideas and prejudices that customer's form over time. Their perceptions may not always reflect accurately a corporation's true profile but to the public it is reality. When a company's image becomes dated or invalid, its customers, shareholders, employees and other constituencies begin to wonder about the company's products and profits, direction and future (Gregory & Wiechmann, 1999, p.36)

There are some common definitions of corporate image in the literature:

Flavian et al (2004, p.448) has defined corporate image as the net result of the interaction of all experiences, impressions, beliefs, feelings and knowledge people have about a company.

It can also be described as the mental picture of the company held by its customers when they hear about the company or see their logo etc, the corporate image can be defined as a composite of feelings, knowledge, ideas, and beliefs associated with a company as a result of the totality of its activities (Gray and Balmer, 1998, p.696).

Corporate image is a component that has effect on the behaviour of the consumers. The experiences they have with the brand set an image in their mind. In some cases they can be true, for the other cases it can be false but eventually, consumers shape their behaviours according to this image. As Barich and Kotler (1991, p.97) stated in their study, it is the overall impression hold in the minds of the public related to the organization.

While interest in images has become a general concern among managers in many business firms, these terms have entered the dictionary of the companies as well as the consumers According to the scholars the most common concerns about corporate image are (Christensen &Askegaard, 1999, p.294):

- the sharp distinction between internal and external audiences; and
- the simplistic, binary notion of ``false'' or ``true'' representations

Fatt, Wei, Yuen and Suan (2000, p.29) in their study, they examined the descriptions of corporate image from the literature:

- Sum total of its reputation, the way it organizes and operates its activities and how it conducts its business; and the attitudes of its employees and how they respond to customers and associates.
- Function of organizational signals that determine the perception of various stakeholders regarding the actions of an organization.
- Image that a company has acquired with the public.
- Composite of the perceptions and attitudes of the internal and external public of a corporation. Internal publics include managers, employees and investors. External publics include the community, consumers, government and the media.

2.3.1 Components of Corporate Image

According to Thompson (1995, p.293), company related components of corporate image are tradition, philosophy, mission -vision & objectives and strategies. Figure 7 could be a way to show the interaction between these components:
According to the below figure, corporate image is formed by corporate identity and corporate culture. There are four main factors which are traditions, mission-vision and objectives, strategies and philosophy. Philosophy and tradition are the elements of corporate culture and all of these elements forms corporate identity. This is linked to corporate image.

As a result it can be said that, corporate image is an element which is the perception of the stakeholders of a company on the activities conducted by the company. In today's competitive market, when differentiation turned into a challenge for the firms, corporate image comes out as a vital dimension for the firms in order to be more competitive within the market.

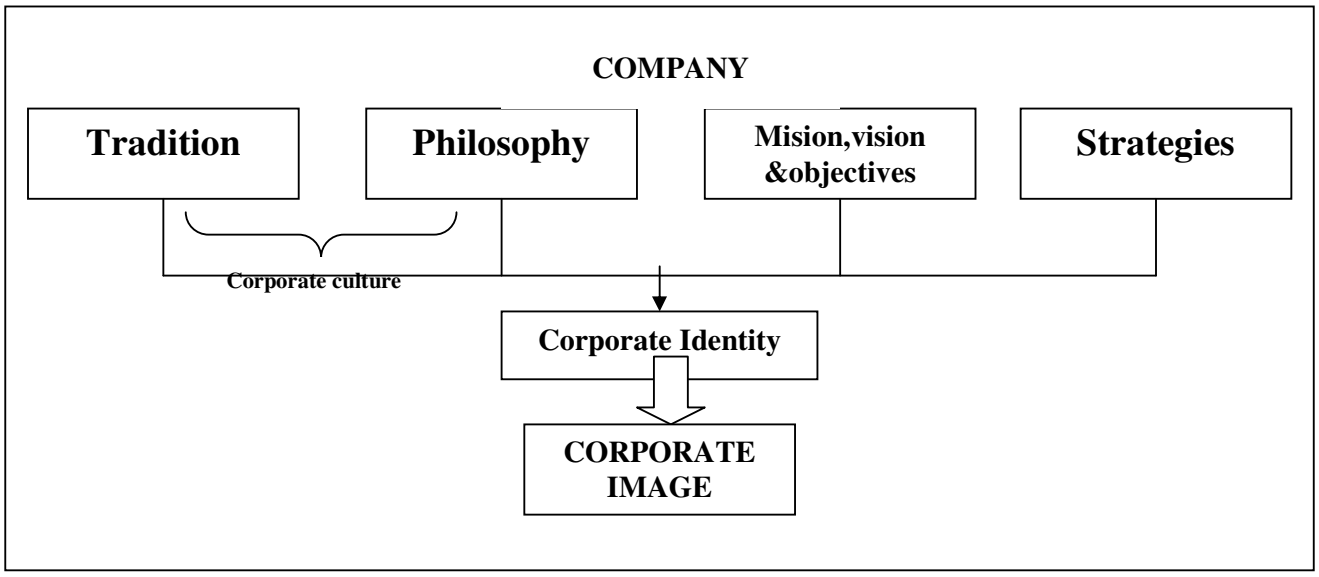

Figure 7: Components of Corporate Image

According to Abbratt (1989), corporate image management process has three main steps. These steps are showed in the below figure:

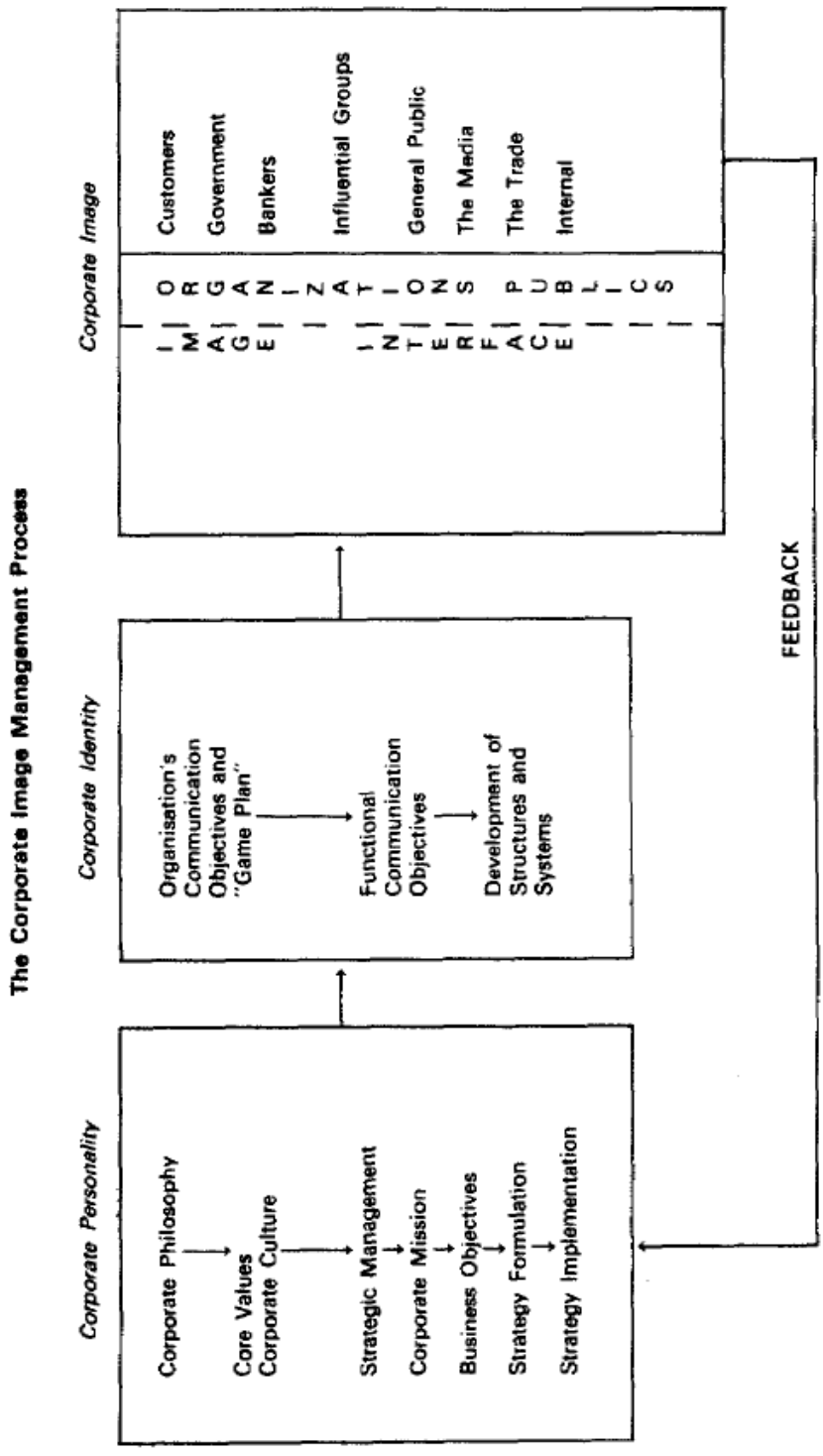

Figure 8: Corporate Image Management Process

Source: Abratt, R. (1989,) p.71 A new approach to the corporate image management process. Journal of Marketing Management, Vol: 5. 63-76.

2.3.2 Corporate Identity and Corporate Culture

Corporate identity is the visual representation and graphic style of an organization, usually taking the form of a corporate signature combined with a corporate symbol or logo which are used to visually and graphically distinguish the organization from its competitors and to visually and graphically enterprise in the global marketplace through a consistent use of a typeface, colour palette and logo identifier (Howard, 1998; p:140). In his study, Ind (1992, p.135) stated that, corporate identity reflects the distinctive capability and the recognizable individual characteristics of the company. In this sense, it includes the distinction and recognition of parts of the whole company and the attribution of those parts to the whole. According to the same author, the communication of a distinctive corporate identity is one means of achieving a unique positioning for a company.

Corporate culture is formed by the traditions and philosophy of the company. Culture is defined as the way of life, especially the general customs and beliefs, of a particular group of people at a particular time

Corporate culture involves all organizational members, originates and develops at all hierarchical levels and is founded on a broad-based history that is realized in the material aspects of the organization, thus the concept of corporate culture includes material aspects central to the marketing based concept of corporate identity (Daft, 1997; p: 89-92)

Daft (1997, p.88) has defined the levels of corporate culture. First one is the physical level and the second one is the values held by the key personnel. Figure 8 shows these levels.

Below figure shows the visible and invisible components of corporate culture. As it can be seen, there are two levels. First level consists of physical and visible values such as dress code of the company, office design, office activities, symbols and slogans. Second level is much larger that visible level. This part points out the deeper values shared by the organization members and the way they express these values. The interaction between these two levels creates the overall corporate culture.

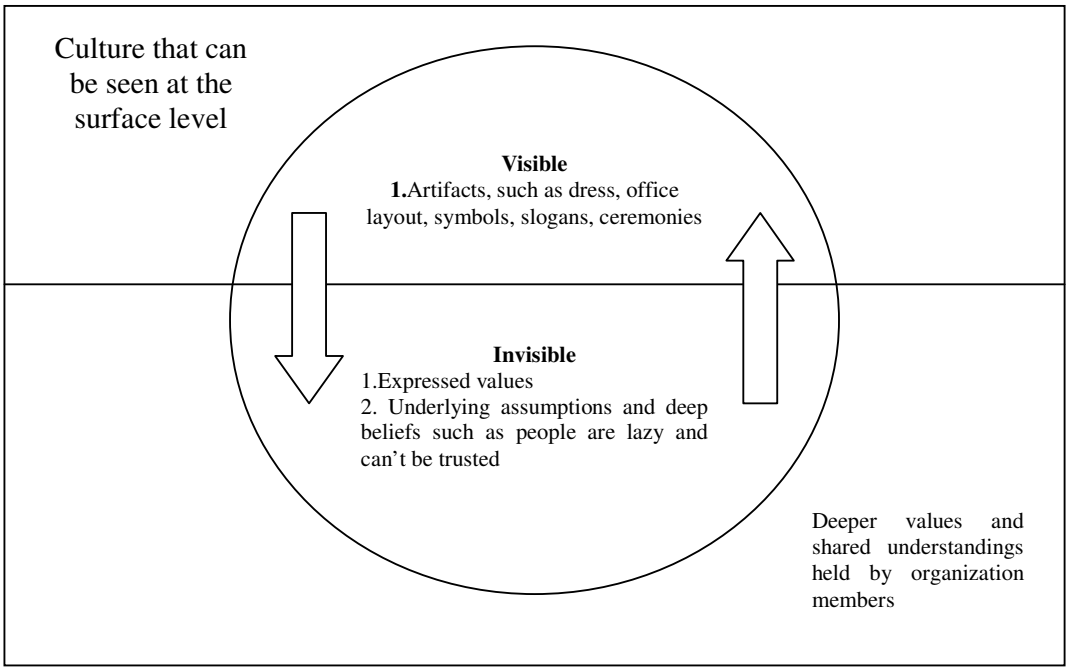

Figure 9: Levels of Corporate Culture

Source: Daft, R. L. (1997), p.89. Management. New York. The Dreyden Press Harcourt Brace College Publishers.

2.3.3 Managing Corporate Image

In the process of corporate image management, the terms corporate identity and corporate culture arise as important factors. These factors should be taken into consideration while creating a corporate image management model. The corporate image is not just a matter of window dressing but can be the leading indicator of whether a company will survive in the future, therefore if customers are satisfied in order to form a positive opinion about the organization, the organization should be able to fit and modify these opinions into its own internal benefits (Marziliano, 1998, p.4).

(…) The corporate image is the very heart and soul of the organization, impacting every functional operation and every strategic direction planned by management. If the organization's strategy is the fulcrum for its success, then the corporate image is the very foundation and glue which holds the strategy together (Howard, 1998; p:82). Below figure shows the corporate image management model:

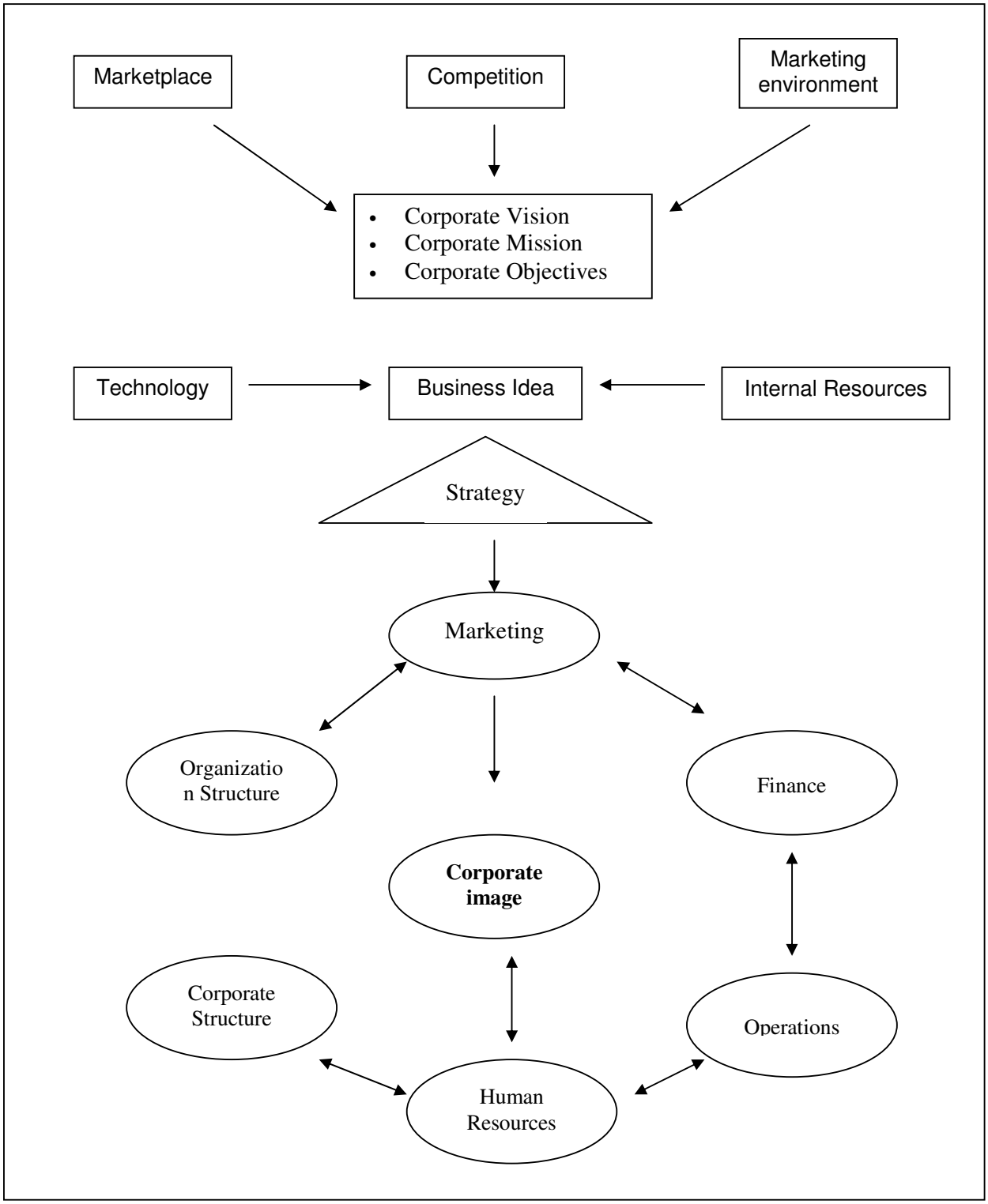

Figure 10: The Process of Corporate Image Management

Source: Howard, S. (1998), p.82. Corporate Image Management: A Marketing Discipline for the 21st Century. Singapore. Butterworth-Heinemann Asia

As it can be seen from the figure above, the marketplace, competitive environment and general marketing environment shapes the corporate vision, mission and objectives of the companies. These elements have impacts on the business idea of the firm. The business idea is also determined by the technological factors as well as internal resources. Overall strategy is created with the main business idea and that affects all the dimensions of the workplace such as marketing, organizational structure, finance, corporate culture, operations and human resources. As it can be seen, corporate image is the very heart and soul of the organization and it impacts all the functional operations.

Competitors can mimic every aspect of an organization strategy – but they can not copy a well-defined corporate image. Hence, the corporate image can be the best strategic weapon for any organization to use to gain competitive advantages (Howard, 1998; p:82).

2.3.4 The Relationship between Corporate Image and Consumer Trust

The distribution of financial services today faces new challenges, derived from the spread of new technologies and the greater intensity of competition exercised by new channels for doing business. Consequently, researchers have been studying the factors that could influence purchasing decisions by the consumer of financial services. In this respect, the concepts of corporate image and trust have gained special relevance. A variety of studies have made it clear that image and consumer trust can significantly affect individual behaviour . Thus, it has been suggested that the image perceived by the consumer helps to make tangible the influential factors present at the moment of execution of a financial transaction, diminishing the risk perceived by the individual and simultaneously increasing the probability of purchase.

2.4 Brand Loyalty Concept

Brand loyalty is right now the most important marketing goal in this fragmented, highly competitive market in which every players pay high attention to brand loyalty to assure their revenues. It is completely obvious that marketing activities aimed creating brand loyalty which has high importance for future presence of a company.

2.4.1 Definition of Brand Loyalty

In the marketing literature many different brand loyalty definitions can be found and they are based on different approaches. Below table shows some behavioural definitions used by researchers to describe the construct.

Author	Behavioural Definition
Kuehn	Brand Loyalty can be viewed as, at least in part, a function of the frequency and regularity with which a brand has been selected in the past
Tucker	Brand Loyalty is biased choice behaviour with respect to branded merchandise
LeClerc and Little	The number of brands purchased in the previous year as a (negative) indicator of loyalty
Cunningham	Single-Brand Loyalty is the proportion of total purchases represented by the largest single brand used Dual-Brand loyalty is the proportion of total purchases represented by the two largest single brand used
McConnell	Brand Loyalty exists when a consumer selects the same brand for at least four successive trials

Figure 11: Behavioural Brand Loyalty Definitions by Some Researchers

Source: From P. Quester, L. A. Lim, (2003). Product Involvement Brand Loyalty: Is There a Link?. Journal of Product & Brand Management. 12 No. Emerald Data, p. 21

Reynold also based brand loyalty definition on behavioural approach:

> "Customer loyalty is viewed as the tendency for a person to continue over time to exhibit similar behaviours in situations similar to those he has previously encountered; e.g., to continue to purchase the same brand and product in the same store each time he needs or wants an identical or similar item" (Reynolds, Darden and Martin, 1974, p.75)

Also, within the marketing literature, there are some other researchers who have defined brand loyalty based on behavioural and attitudinal approaches:

> Brand loyalty is the relationship between relative attitude toward an entity (brand / service / store / vendor) and patronage behaviour. Furthermore, it signifies a favourable correspondence between relative attitude and repeat patronage. (Brink, Schröder, Pauwels, 2006, p. 3)

> "Loyalty is a deeply held commitment to re-buy or to re-patronize a preferred product / service consistently in the future, thereby causing repetitive same-brand or some brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour" (Oliver, 1999, p. 34)

Also, Knox and Walker (2001) have defined brand loyalty as follows:

> Brand loyalty can be seen as the biased, behavioural response, expressed over time, by some decision-making unit, with respect to one or more alternatives brand out of a set of such brands, is function of psychological (decision making, evaluate) and attitudinal (affective, cognitive, conative) (Knox and Walker, 2001, p. 4)

2.4.2 Importance of Brand Loyalty

In highly competitive markets, companies are not able to predict the future and product differentiation is getting harder to implement. Therefore, the importance of the loyal customer arises within this highly competitive environment (Fournier and Yao, 1997, p. 1).

The vital thing for a continued success is keeping the customers engaged in the brand. The message that the brand is continuing to deliver its promise, and is in fact expanding that promise, is very crucial to brand loyalty (Levine, 2003, p. 202). Firms which are marketing oriented have started to implement their marketing activities with the aim of increasing the brand loyalty for their target segment as brand loyalty generates value to a company in many ways:

- Brand loyalty creates a high resistance of entry barriers to competitor brands,
- It increases the company's ability to respond competitor's constraints Firms ability to response competitors'
- It generated higher sales and this led to higher revenue,
- Customers become less sensitive to competitors' marketing (Ballester and Aleman, 2000,p. 1)
- It is a very good way of creating word of mouth marketing (Jensen and Hansen, 2006, p. 1)
- Customers recommend the brand to their friends and relatives (Lau and Lee, 1999, p. 3)
- The more loyal consumers become the less price sensitive they become. This eliminates the competitors who are price oriented (Pura, 2003, p. 8)
- Brand Loyalty frees the business to introduce new things, experiment new ideas and develop new products via knowing that the loyal customer will give a fair shot to these efforts (Sartain and Schumman, 2006, p. 13)

If a company has large groups of loyal customers, they also have larger market shares. Higher market share in turn has been represented to be related to higher rates of return on investment (Pura, 2003, p. 8).

It is very clear that, the benefits of brand loyalty encourage marketers to create their strategies aiming to build higher brand loyalty rates.

2.4.3 Brand Loyalty Approaches

In general, marketing literature points out two alternative approaches to brand loyalty. They are behavioural and attitudinal approaches. (Brink, Schröder, Pauwels, 2006, p. 3). First one can be described as "a consistent purchase activity of a specific brand over

time". The second one is based on "favourable attitude towards a brand" (Quester and Lim, 2003, p. 3)

These two approaches have defined downstream and upstream by Abdelmajid Amine. According to Amine, repeated purchase activity over time is not enough to talk about brand loyalty (Downstream). There must be attitudinal complementary dimensions that will ensure the purchase activity in the future also (Upstream). (1998, p. 3)

2.4.3.1 Downstream Approach

In the downstream approach, any motives any motives that cause consumers to buy the same brand over time is not represented. Relating brand loyalty with purchase activity is not accurate completely in the conditions of limited number of brands in the store, lowest brand pricing, store loyalty, and absence of promotions on competitive brands. (Amine, 1998, p. 3). On the other hand it is easy to measure brand loyalty through observable behaviours, instead of intentions and declarations even if the reliability is limited (Brink, Schröder, Pauwels, 2006, p. 3, Amine, 1998, p. 3)

2.4.3.2 Upstream Approach

Unveiling the motives that cause consumers to remain loyal to a brand over time is the main task of the upstream approach (Amine, 1998, p. 6). These motives include cognitive (particular knowledge about the brand), attitudes towards a brand which are affective (related to positive or negative emotions towards the brand) and conative (behavioural disposition or an intention to buy a brand) (Brink, Schröder, Pauwels, 2006, p. 3).

The importance of upstream approach for brand loyalty is represented in the below figure and the figure also shows the difference between two approaches (Amine, 1998, p. 6). It analyses the conditions when three different consumers face in terms of downstream and upstream approaches. Each customer is assumed to buy brand X with the same proportion of purchases.

As it can be seen from the figure, the downstream perspective assumes them that, they can all be considered as equally loyal to the brand, whereas the upstream approach may

differentiate them on the basis of the motives behind their repeat buying of the same behaviour. Different profiles may be identified from the latter view. The first consumer can be emotionally committed to this brand because they enjoy the brand for some symbolist meanings, or their relationship status with it e.g. liking or attachment to the brand. The second individual may be cognitively committed to the brand because they perceive that choosing this particular brand is lessening the risks because they trust this brand and they cannot handle the costs for changing their brands. The last one's decision could be the outcome of an information search process or lack of other brand alternatives or maybe without any care for the brand itself (inertia) (Amine, 1998, p. 6).

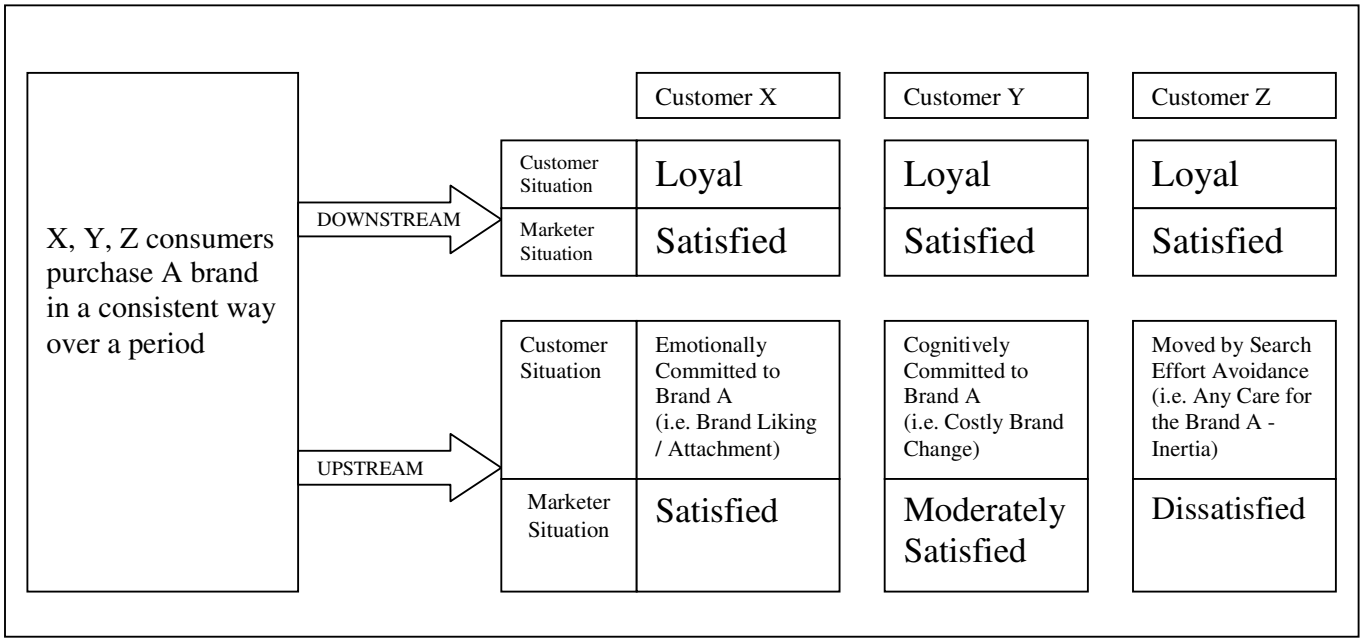

Figure 12: Brand Loyalty Approach Evaluation with Customer and Marketer Basis

Source: From A. Amina, (1998). Consumer's True Brand Loyalty: The Central Role of Commitment. Journal of Strategic Marketing. Vol. 6, p. 5

The first situation ensures a long-term consistent purchasing behaviour therefore it is the most secure perspective for marketers. The second case includes an opportunistic orientation and in this case, repeat purchase may occur if the market conditions remain the same (e.g. number of main competitive brands and brands differentiation). The last situation is the least reliable and secure because the seeming consumer loyalty is in fact

a spurious one which may induce them to turn their back on the habitual brand at the first available opportunity (Amine, 1998, p. 6).

Downstream approach does not distinguish the spurious brand loyalty form true brand loyalty. So true brand loyalty is seemingly more than consistent purchase activity and commitment appears as a key variable for customer retention in the long term (Amine, 1998, p. 7).

Oliver's approach to brand loyalty (1999, p.3) now seems that it combines two approaches as shown in below table:

Stage	Identifying Marker	Vulnerabilities
Cognitive	Loyalty to information such as price, features, and so forth	Actual or imagined better competitive features or price through communication and vicarious or personal experience. Deterioration in brand features or price. Variety seeking and voluntary trial.
Affective	Loyalty to a liking: "I buy it because I like it.	Cognitively induced dissatisfaction. Enhanced liking to competitive brands, perhaps conveyed through imagery and association. Variety seeking and voluntary trial. Deteriorating performance
Conative	Loyalty to an intention: "I'm committed to buying it.	Persuasive counter argumentative competitive messages. Induced trial. Deteriorating performance
Action	Loyalty to action inertia, Coupled with the Overcoming of obstacles	Induced unavailability. Increased obstacles generally Deteriorating performance

Figure 13: Approaches to Brand Loyalty

Source: Oliver, R. L. (1999). What is customer loyalty? Journal of Marketing, 63, 33–44.

2.4.4 Antecedents of Brand Loyalty

The antecedents of brand loyalty are satisfaction, brand trust, perceived value and brand image. Under this title, the antecedents of brand loyalty will be explained.

2.4.4.1 Satisfaction

It is widely accepted that brand loyalty is an outcome of satisfaction and it is one way for the customers to show their satisfaction with the performance of the product or service received (Ballester and Aleman, 2000, p.2). A number of researchers studying the processes of increasing the quality of goods and services and increasing the

profitability by customer satisfaction have shown that it is highly based on positive word of mouth, upgrading, repurchase intentions and reduced price sensitivity (Matzler, and others, 2007, p. 1).

Customer satisfaction mainly can be defined as the evaluation output of a customer's comparison of expected performance with perceived actual performance (Chen and Tsai, 2007, p. 3). In early researches, satisfaction was defined as post-choice evaluative judgement concerning a specific purchase decision. This is mostly related to confirmation and disconfirmation paradigm.

Previous purchase experiences and the satisfaction experienced by the consumers from these purchase activities will definitely play an important role in determining future purchase behaviours. Many studies show that satisfaction is an antecedent of brand attitude, brand intention, and attitudinal brand loyalty. (Bennet, Kennedy, and Coote, 2007, p. 3)

In the literature, two approaches are defined for satisfaction:

1- **Cumulative:** Satisfaction should be viewed as a judgement based on cumulative experience made with a certain product or service rather than a transaction-specific phenomenon (Homburg and Giering, 2001, p. 3). Overall satisfaction perspective views customer satisfaction in a cumulative evaluation fashion that requires summing the satisfaction associated with specific products and various facets of the firm (Yang and Peterson, 2004, p. 4). Cumulative satisfaction evaluation is better able to predict the subsequent behaviours and economic performance (Olsen and others, 2007, p. 6).

2- **Transaction-Specific:** In this approach, customer satisfaction is defined as an emotional response by the consumer to the most recent transactional experience with an organization. The associated response occurs at a specific time following consumption, after the choice process has been completed (Yang and Peterson, 2004, p. 4). Evaluating satisfaction as the outcome of one single transaction might be too restrictive (Olsen and others, 2007, p. 6).

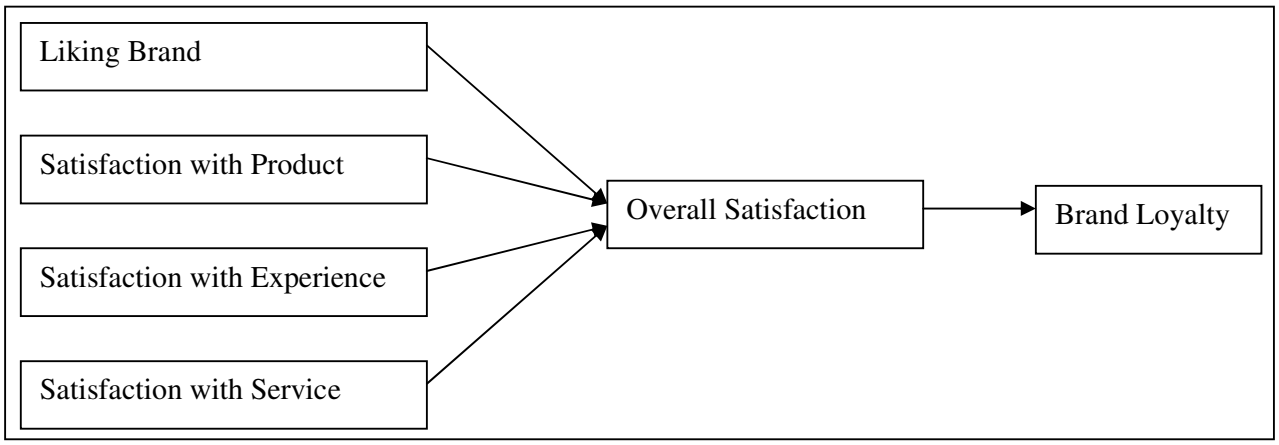

Figure 14: Multidimensional Construct of Customer Satisfaction

Source: Homburg, C. A. Giering. (2001). Personal Characteristics as Moderators of the Relationship between Customer satisfaction and Loyalty – An Empirical Analysis. Psychology & Marketing. Vol. 18 (1) 43 – 46

According to above review, satisfaction is defined as an outcome of the cognitive and affective evaluation. The satisfaction judgement is related to all the experiences made with a certain supplier concerning her products, the sales process, and the after-sale service (Homburg and Giering, 2001, p. 3)

2.4.4.2 Perceived Value

Perceived value is described in the literature as an element which generates stronger brand loyalty.

Zeithaml, conducted an explanatory research and the results showed that value should be divided into four groups according to customers' responses. These are,

(1) Value is low price

(2) Value is whatever I want in a product

(3) Value is the quality i get for the price I pay

(4) Value is what i get for what I give (Zeithaml, 1988, p. 13)

As it can be seen, generally consumers perceived value from different approaches. So, two people can perceive value in different level according to previous expectations and personal characteristics. So, it is obvious that consumer's overall assessment of product utility based on perceptions of what is received as benefit and what is given as a cost can be perceived as value (Chen and Tsai, 2007, p. 3).

The phenomenon of "Perceived value" can be understood better by equity theory that considers the ratio of the consumer's outcome / input to that the provider's outcome / input (Yang and Peterson, 2004, p. 4). So based on equity theory, a customer judge what is fair, right, or deserved for the perceived cost of the offering, including monetary payments and non-monetary sacrifices such as time consumption, energy consumption and stress experienced by customers. (Bolton and Lemon, 1999, p. 3). Based on this judgements perceived value is a good reference to forecast the repeated buying and loyalty and that customer's value perceptions increase and their willingness to repurchase and decrease their search intentions (Grewal and others, 2003, p. 6).

Numerous studies so far have told that to generate customer loyalty, practitioners should also deliver superior value derived from excellent services and quality products (Yang and Peterson, 2004,p. 2).

Perceived value has gained attention as even more stable construct to predict loyalty (Pura, 2003, p. 4). Perceived value is a good reference to be used to predict loyalty because customers' value perceptions increase their willingness to buy and decrease their search intentions (Grewal and others, 2003, p. 4). Brand loyalty is affected by perceived value as an outcome of perceived value antecedents.

2.4.4.3 Brand Image

Brand image has been defined as "perceptions about a brand as reflected by the brand associations held in memory" The favourability, uniqueness and strength of the associations are critical to a brand's success. Brand associations are developed from a variety of sources including product use, informational sources (e.g., advertising, packaging, word-of-mouth), and association with other entities (Keller, 1993, p. 3).

"Association with other entities" source is of particular relevance to sponsorship activity or event marketing activities (Gwinner, 1997, p.2).

Many companies are trying to get their customers' attention via creating a distinctive brand image for their products. During the process of enhancing brand image, the most important thing is that marketers should very deeply think how they want to position their brands in consumer's evaluation stages and how they want customers to see brand image (Kim, Han and Par, 2001, p. 1).

The construct of brand image has been associated with the metaphor of "brand as a person" or the imagery of the user. This is referred as the characterization of the brand. A brand can be characterized by endowing the brand with unique personality traits and dimensions since consumers could often associate the brands with celebrity characters or famous historical figures. Studies have also demonstrated that the perceived personality of a brand provides consumers with the means to express himself /herself, ideal self or specific dimensions of the self. This is consistent with the symbolic meaning of consumption, where consumers exploit brands to construct and maintain their identity and to experience emotional gratification (Cheen and others, 2003, p.3).

There are two reasons that customers enjoy with symbolic meaning that are associated with brands that portray distinct personalities.

Social Egology Perspective: The symbolic meaning associated with the personality of a brand provides the consumer with the opportunity to portray the "self" that he or she wants to reveal.

Psychology perspective: Consumers can develop relation dyads with brands that are 'humanized' by advertisers. This relationship allows consumers to establish a reflexive evaluation with a product (Solomon, 1983). As a result, consumers exhibit a strong desire to build relationships with brands that project personality that they are comfortable with as though interacting with someone that they like (Cheen and others, 2003, p.3).

3 FIELD STUDY ON THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMER TRUST, CORPORATE IMAGE AND BRAND LOYALTY

In this section, research objectives, pre-test results, hypotheses, research model, data analysis techniques, data analysis and results of the field research will be discussed.

3.1 Research Objectives

The main objective of this study is to understand the role of corporate social responsibility on corporate image and consumer trust and by that the effect of these components on brand loyalty. Not as a main objective but as additional objectives, the antecedents of corporate responsibility and its relation to consumer trust and corporate image will be analysed.

In this study, in order to understand the effect of corporate social responsibility over the elements mentioned above, a field study has been conducted. The main objective is to find out if there is a direct or indirect relationship between corporate social responsibility and brand loyalty.

3.2 Theoretical Framework and Hypotheses

In the literature review provided previously, several definitions of corporate social responsibility were given. Also, corporate image, brand loyalty, consumer trust and their antecedents were discussed before. Corporate social responsibility should be understood as a broad concept, since it takes in the whole set philosophical and normative issues relating to the role of business in society

Singh, Sanchez and Bosque (2007) in their study have researched the effect of corporate social responsibility on product perception. In their study, they have found that, corporate social responsibility have three dimensions. They are: social responsibility, ethical responsibility and commercial responsibility. It is expected that, these dimensions will be shown in factor analyses.

According to Salmones (2005), corporate social responsibility influences the valuation of the services thus the loyalty as well (Salmones et al, 2005). In his research he found

out that, corporate social responsibility has a positive effect on overall evaluation of services and by that it has an indirect effect on brand loyalty. Marin, Ruiz and Rubio (2009) in their study have conducted a research in order to find out the effects of corporate social responsibility on company evaluation, identity attractiveness and consumer-company identification. By that, they tried to understand the influence of these elements on loyalty. Company evaluation refers to the degree of positivity or negativity of the subject's global judgment of the company. This global judgement is based on the company's central, distinctive, and enduring characteristics, which are key components leading to the prestige of the corporate identity which is a component of corporate image (Marin et al, 2009). Aydin and Özer (2004) in their study, researched the antecedents of loyalty for the GSM sector. In their proposed model, they indicated that perceived service quality has a positive impact on corporate image, consumer trust and perceived switching cost and these elements have positive impacts on customer loyalty. Their hypotheses were accepted so they found that the better the corporate image and the more trustable a company, the higher the level of expected brand loyalty.

According to the literature findings, for this study below given hypotheses are proposed:

H_1: Commercial responsibility has an effect on consumer trust

H_2: Ethical responsibility has an effect on consumer trust

H_3: Social responsibility has an effect on consumer trust

H_4: Commercial responsibility has an effect on corporate image

H_5: Ethical responsibility has an effect on corporate image

H_6: Social responsibility has an effect on corporate image

As it can be seen in the proposed model (figure 14), the effects of commercial responsibility, ethical responsibility and social responsibility on corporate image; and the effects of commercial responsibility, ethical responsibility and social responsibility on consumer trust will be the main topic of this study. The direct effect of corporate

social responsibility on brand loyalty will also be analyzed, and it is shown in the additional model. So the following hypotheses are proposed as well:

H_7: Commercial responsibility has an effect on brand loyalty

H_8: Ethical responsibility has an effect on brand loyalty

H_9: Social responsibility has an effect on brand loyalty

H_{10} Consumer trust has an effect on brand loyalty

H_{11} Corporate Image has an effect on brand loyalty

Moreover, in order to test the possible differences between groups due to their demographic characteristics; following hypotheses are designed:

H_{12}: There is a significance difference in CSR perception of Turkcell users who are aware of Kardelenler project and who are not aware of it.

H_{13}: There is a significance difference between customers at different age groups in terms of corporate social responsibility components.

H_{14}: There is a significance difference between male and female customers in terms of corporate social responsibility components.

H_{15}: There is a significance difference between customers at different education levels in terms of corporate social responsibility components.

H_{16}: There is a significance difference between customers at different income levels in terms of corporate social responsibility components.

H_{17}: There is a significance difference between different operator users in terms of corporate social responsibility components.

H_{18}: There is a significance difference between customers at different telephone budget groups in terms of corporate social responsibility components.

According to these literature findings, in this study it is proposed that, corporate social responsibility has a positive impact on consumer trust and corporate image. And these two will have a positive impact on brand loyalty. Therefore, two models are proposed for the study. In the first model, the effects of corporate social responsibility dimensions on corporate image and consumer trust are analyzed. In the second one, the effect of the components corporate social responsibility on brand loyalty with consumer trust and corporate image is analyzed.

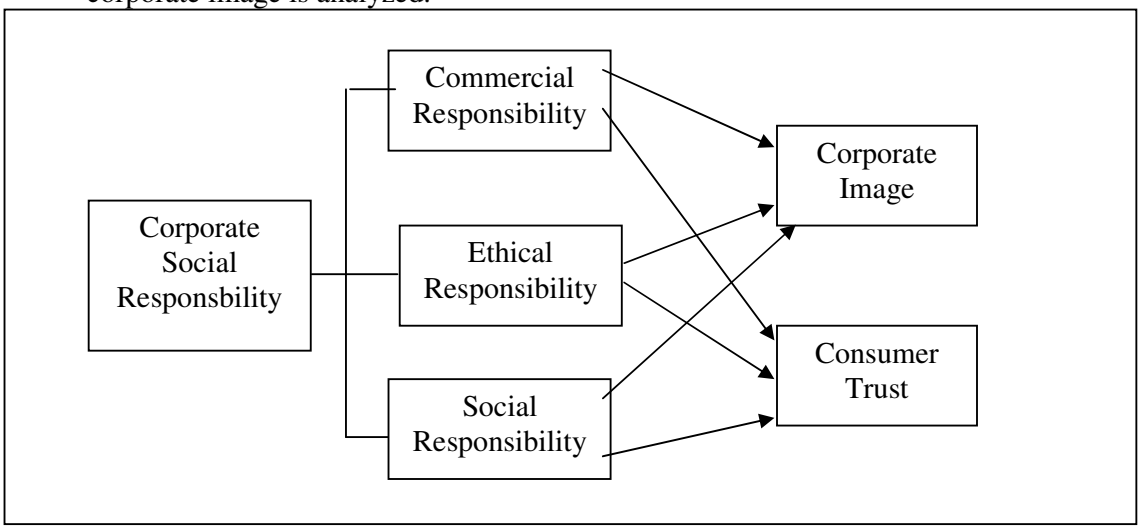

Figure 15: Proposed Model of the Study

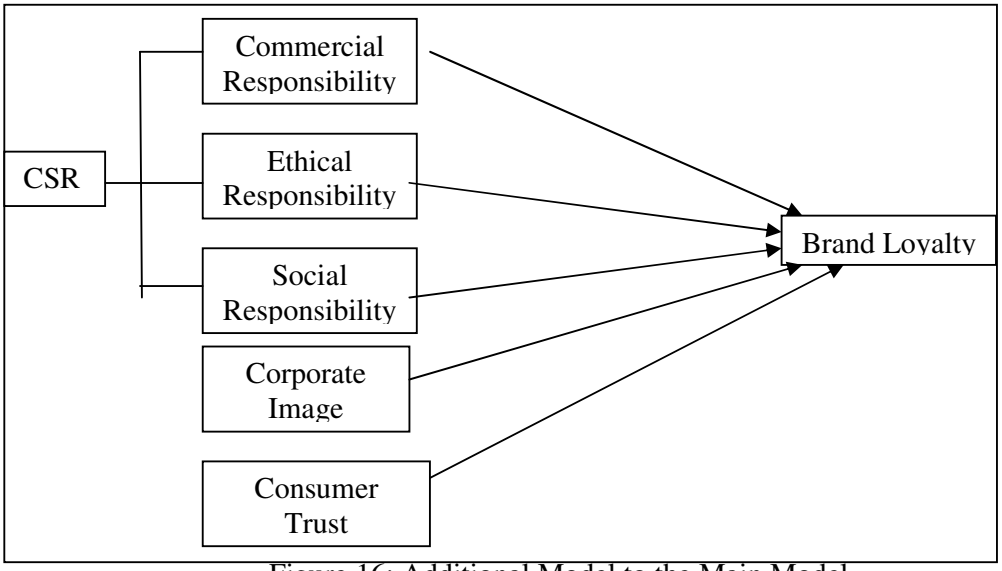

Figure 16: Additional Model to the Main Model

In the first model, the effect of corporate social responsibility dimensions on corporate image and consumer trust is tested. Then in the second model, the effects of corporate social responsibility dimensions, consumer trust and corporate image on brand loyalty is tested.

3.3 Questions and Research Variables

The questionnaire consists of five main sections. In the first section, the mobile operator choice of the respondents was asked. In the second section, the dimensions of corporate social responsibility were researched. Second section includes nineteen questions. In the third section, the dependent variables of the study which are brand trust, corporate image and brand loyalty was researched. Third section consists of twenty six questions. Fourth section includes questions about a CSR project of a Turkish GSM operator Turkcell. This section was prepared because, the CSR perception of this operator's users will be separately analysed in order to have a better observation of direct impacts of CSR on consumers. And finally, last section is about the demographics of the respondents.

The Turkish and English formats of questionnaire can be found in appendices. The questions prepared to analyze corporate image dimensions, perceived price, demographics and their specific literature are presented below:

I. Independent Variables: Corporate Social Responsibility and Demographics

1) Corporate Social Responsibility Q1-Q18

1) Company X, launches new services into the market continuously (developed by researcher)
2) Company X, is an innovator firm (developed by researcher)
3) Company X's services always maintain good quality (Singh et al, 2008)
4) Company X informs in a correct and truthful way about the characteristics of its services (Singh et al, 2008)
5) Company X behaves honestly to its customer (Singh et al, 2008)
6) Company X satisfies consumers' needs (Castaldo et al, 2009)

7) Company X always tries to maintain the quality of its products high (developed by the researcher)
8) Company X is concerned to fulfil its obligations to its customers (Sing et al, 2008)
9) Company X respects customer rights in its activities. (developed by the researcher)
10) Company X always respects the norms defined in the law when carrying out its activities. (Singh et al, 2008)
11) Company X protects consumer interests and rights on a voluntary basis (Castaldo et al, 2009)
12) Respecting ethical principles in its relationships has priority over achieving superior economic performance (Salmones et al, 2005)
13) Company X never cheats its customers (developed by the researcher)
14) Company X is concerned about the problems of the society (developed by the researcher)
15) Company X directs part of its budget to donations and social work favouring the disadvantaged (Singh et al, 2008)
16) Company X actively sponsors or finances social events (sport, music etc) (Salmones et al, 2005)
17) Company X is concerned to improve the well-being of the society (Singh et al, 2008)
18) Company X behaves responsibly when it comes to the problems of the society (developed by the researcher)

2) Demographic Characteristics

- Age
- Gender
- Income level
- Education level
- Marital status
- Occupation
- Monthly Telephone Budget

II. Dependent Variables: Consumer Trust, Corporate Image and Brand Loyalty

1) Consumer-Brand Trust

1) I feel that I can trust company X completely (Lau et al, 1999)
2) I trust the billing system of company X (Aydin et al,2004)
3) I believe that, I can trust this company will not try to cheat me (Aydin et al, 2004)
4) Company X is mainly concerned with customer's interests (Aydin et al, 2004)
5) I feel secure while using the services from the company X, because I know the company will never let me down (Lau et al, 1999)
6) Company X would be honest and sincere in adressing my concerns(Ballester, 2005)
7) Company X would be willing to solve the problem I have with its services (Ballester, 2005)
8) Company X is trustworthy because it is sensible about the problems of its customers (developed by the researcher)

2) Corporate Image

9) Company X is stable (Aydin et al, 2004)
10) Company X is firmly established (Aydin et al, 2004)
11) Company X is a leading firm in Turkish GSM sector (Aydin et al, 2004)
12) Company X has a positive image (Aydin et al, 2004)
13) Company X is a respected company (developed by the researcher)
14) Company X is a forward looking firm (developed by the researcher)
15) Company X is an innovative firm (developed by the researcher)
16) Company X is the first company that comes in my mind among other GSM service provider companies (developed by the researcher)
17) I believe that company X is an expert in its sector (developed by the researcher)
18) Company X has a social contribution for the society (Aydin et al, 2004)

3) Brand Loyalty

19) I shall continue with my operating brand in the next few years (Salmones et al, 2005)
20) I always talk about how good the services of company X (developed by the researcher)
21) If I buy a new GSM line, I would prefer Company X (Aydin et al, 2004)
22) I consider myself to be loyal to my operating brand (Salmones et al, 2005)
23) In my opinion, my operating brand is the best brand in the market (Salmones et al, 2005)
24) I would recommend my brand if somebody asked my advice (Salmones et al, 2005)
25) I wouldn't change my operating brand even someone recommends me another brand (developed by the researcher)
26) I would continue my operating brand even if the rates increased slightly (Salmones et al, 2005)

There is another section which is not a part of the proposed model. Turkcell, a GSM operator in Turkey have conducted a CSR campaign called Kardelenler. In this section, the perceptions of the respondents about this campaign were asked. It will not be used in analyses but the frequency of the responses will be shared:

Kardelen Section

- Have you heard about the project of Kardelenler which consist of providing scholarship to female students and the project is being expanded every year?
- I believe that, firms should participate in this kinds of projects
- It shows how responsible Turkcell is as it is conducting such a project
- As Turkcell is conducting such a project, my trust level towards this firm is increasing
- Being part of this project enhances the image of Turkcell

- As Turkcell is part of this project, I feel more loyal to Turkcell/I might think of getting service from Turkcell

3.4 Research Methodology

3.4.1 Sampling Design

The research was conducted with males and females in the age group of 18 to 55 from various occupations, education and income levels. Convenience sampling technique was used. The data was collected in Istanbul from April 1 until May 20, 2009.

The questionnaire form was distributed to a total of 350 people. 261 of them were collected back with a response rate of 74 %.

3.4.2 Data Analysis Techniques

The data was analyzed using 16.0 version of SPSS (Statistical Package for Social Sciences) computer program. The statistical analysis methods used in the study are frequency analysis, normality analysis, reliability analysis, factor analysis, t-test, ANOVA, and linear multi regression analysis. Descriptive analysis- frequency analyses were used to describe the demographic structure. Other analyses are used to test the hypotheses of the study.

3.4.3 Demographic Characteristics of Respondents

In order to find a brief summary about the demographic characteristics of the sample according to age, gender, marital status, education, income level and occupation; the following frequency tables are used:

Age:

8.8 % questionnaires are collected from respondents of aged younger than 20; 37.5 % of questionnaires from respondents age of between 21 and 25; 35.6 % of questionnaires from customers age of between 26 and 30; 11.5 % of questionnaires from customers age of between 31 and 35; 2.7 % of questionnaires from customers age of between 35 and 40 and 3.8 % are collected from respondents aged over 40.

Table 3: Frequency of Respondent's Age

Age	Frequency	Percent
< 20	23	8,8
21-25	98	37,5
26-30	93	35,6
31-35	30	11,5
35-40	7	2,7
40 >	10	3,8
Total	**261**	**100,0**

Gender

48.7 % of the questionnaires were collected from female respondents; and the rest which is 51.3 % of the questionnaires were collected from male respondents.

Table 4: Frequency of Respondent's Gender

Gender	Frequency	Percent
Female	127	48,7
male	134	51,3
Total	**261**	**100,0**

Marital Status

Majority of the respondents are single. 84.7 % of the respondents are single. 14.3 % of them are married.

Table 5: Frequency of Respondent's Marital Status

Marital status	Frequency	Percent
single	221	84,7
married	40	15,3
Total	261	100,0

Education Level

14.9 % of the respondents are high school graduates. Majority of them, 66.7 % of them are university graduates, 18.3 % are master graduated.

Table 6: Frequency of Respondent's Education Level

Education Level	Frequency	Percent
high school	39	14,9
university	174	66,7
master	48	18,3
Total	**261**	**100,0**

Income Level

13 % of questionnaires are collected from respondents whose income level is lower than 500 TL . 20.7 % questionnaires from respondents whose income level is between 501 TL and 1000 TL, 24.9 % questionnaires from respondents whose income level is between 1001 TL and 1500 TL, 16.5 % questionnaires from respondents whose income level is between 1501 TL and 2000 TL, 14.2 % of questionnaires are collected from respondents whose income level is between 2001 TL and 2500 TL and finally 10.7 % of questionnaires are collected from respondents whose income level is above 2501 TL

Table 7: Frequency of Respondent's Income Level

Income Level	Frequency	Percent
< 500 TL	34	13,0
501 TL -1000 TL	54	20,7
1001 TL -1500 TL	65	24,9
1501 TL -2000 TL	43	16,5
2001 TL -2500 TL	37	14,2
> 2500 TL	28	10,7
Total	261	100,0

Occupation

49 % of the questionnaires are collected from respondents working in private sector, 13 % of questionnaires from respondents working in public sector, 29,5 % of questionnaires from student respondents. 6.9 % of the questionnaires are collected from unemployed-retired respondents and the rest 1.5 % is working in other sectors.

Table 8: Frequency of Respondent's Occupation

Occupation	Frequency	Percent
private sector	128	49,0
public sector	34	13,0
student	77	29,5
unemployed-retired	22	7,4
Total	**261**	**100,0**

Telephone Budget

14.6 % of the respondents spend less than 30 TL fro their telephone bills whereas, 31% of them are spending between 31 TL and 50 TL. 34.5 % of the respondents spend for their telephone bill between 51 TL and 100 TL. 14 % of them are spending between 101-200 TL. The rest which is 5.4 % spend more than 200 TL in a month for their telephone bill.

Table 9: Frequency of Respondent's Telephone Budget

Telephone Budget	Frequency	Percent
less than 30	38	14,6
31-50	81	31,0
51-100	90	34,5
101-200	38	14,6
more than 200	14	5,4
Total	261	100,0

3.4.4 Data Analysis

In the data analysis part, analysis such as factor analysis, linear multi regression analysis, difference tests (t-test and ANOVA) and related hypotheses testing will be given. Hypotheses testing are conducted with the use of regression analysis, and test of differences among the variables. All variables, independent and dependent are assumed to be normally distributed and analyses are conducted accordingly.

3.4.4.1 Factor Analysis and Reliability

Exploratory factor analyses describe the interrelationships between all questions and group them in terms of a smaller number of factors. These factors define the perceived corporate social responsibility dimensions, brand trust, corporate image and brand loyalty dimensions.

Factor analysis is performed seven times for corporate social responsibility dimension in which the same principles are applied for the extraction of items. Factor loadings less than 0,50 are selected to be extracted from the analysis since 0,50 is considered as the significant factor loading. Questions which define a factor alone are also extracted from the data set. As a result of seventh step, 12 items resulting in three factors are found.

Factor analysis is performed seven times for consumer trust, brand loyalty and corporate image dimension in which the same principles are applied for the extraction of items. Factor analysis is conducted for this part of the survey in order to confirm that, the questions belongs to different groups. After the factor analysis, these questions were evaluated as separate variables.

Table 10: Factors of the Corporate Social Responsibility Section of the Survey

FACTORS	Factor Loading	% Variance explained	Cronbach's alpha
F1: Ethical Responsibility			
5) Company X behaves honestly to its customer	,844	28.620	.884
11) Company X protects consumer interests and rights on a voluntary basis	,817		
9) Company X respects customer rights in its activities	,805		
10) Company X always respects the norms defined in the law when carrying out its activities	,717		
4) Company X informs in a correct and truthful way about the characteristics of its services	,696		
F2: Social Responsibility			
18) Company X behaves responsibly when it comes to the problems of the society	,845	24.642	.883
15) Company X directs part of its budget to donations and social work favouring the disadvantaged	,801		
14) Company X is concerned about the problems of the society	,789		
17) Company X is concerned to improve the well-being of the society	,767		
F3: Commercial Responsibility			
2) Company X is an innovator firm	,886	19.063	.807
1) Company X launches new services to the market continuously	,825		
3) Company X's services always maintain good quality	,685		
Cumulative of % variance		72.325	
KMO Bartlett's Test of Sphericity	.876 .000		

Table 11: Factors of the Second Section of the Survey

FACTORS	Factor Loading	% Variance explained	Cronbach's alpha
F4: Corporate Image			
11) Company X is a leading firm in Turkish GSM sector	,833	31.998	.952
10) Company X is firmly established	,832		
17) I believe that company X is an expert in its sector	,812		
16) Company X is the first company that comes in my mind among others	,805		
15) Company X is an innovative firm	,793		
12) Company X has a positive image	,773		
9) Company X is stable	,749		
13) Company X is respected company	,742		
14) Company X is a forward looking firm	,734		
F5: Consumer Trust			
3) I believe that, I can trust this company will not try to cheat me	,775	27.422	.921
8) Company X is trustworthy because it is sensible about the problems of its customers	,765		
6) Company X would be honest and sincere in addressing my concerns	,760		
1) I feel that I can trust company X completely	,748		
2) I trust the billing system of company X	,748		
7) Company X would be willing to solve the problem I have with its services	,712		
4) Company X is mainly concerned with its customer's interest	,767		
F6: Brand Loyalty			
26) I would continue my operating brand even if the rates increased slightly	,791	13.731	.884
25) I wouldn't change my operating brand even someone recommends me another brand	,755		
23) In my opinion, my operating brand is the best brand in the market	,675		
24) I would recommend my brand if somebody asked my advice	,627		
Cumulative of % variance		73.151	
KMO Bartlett's Test of Sphericity	.928 .000		

Reliability analysis is conducted for each factor. As it can be seen from the above tables, all the Cronbach's Alpha values are higher than 0,70 so it can be said that the reliability of all the factors are high. All the factors are assumed to be reliable.

3.4.4.2 Linear Multiple Regression Tests

Linear multi regression test analyses the effect of one or more factors (the independent variables) on one variable (dependent variable). It also determines the weight of each

independent variable because some factors can be more effective than others. Series of multiple regression analyses are conducted to test the proposed model.

Linear Multiple Regressions for Corporate Image

Corporate image regression test is applied to understand how ethical, legal and social responsibility affect corporate image.

Table 12: Regression Variables for Corporate Image and CSR Factors

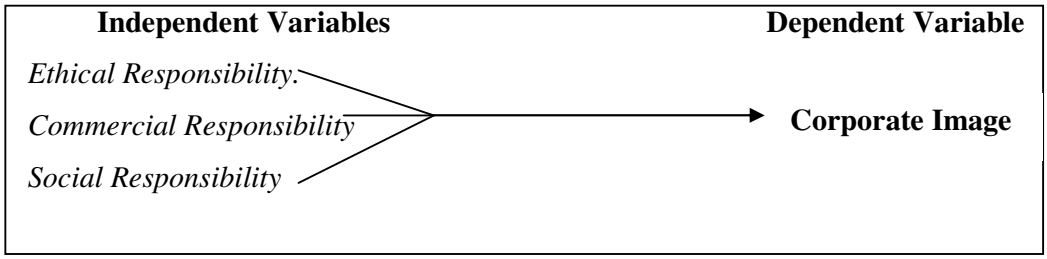

Table 13 and Table 14 show the result of regression analysis. The coefficients of regression test are given in Table 14. The un-standardized coefficients, standardized coefficients, t and p values are also given.

Table 13: Regression Model Summary for Corporate Image and CSR Factors

Model	R	R Square	Adjusted R Square
1	,528(a)	,278	,270

Table 14 Regression Coefficients for Corporate Image and CSR Factors

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	t	Sig
1	Social Responsibility	,081	,053	,081	1,524	,129
	Ethical Responsibility	,215	,053	,215	4,060	,000
	Commercial Responsibility	,475	,053	,475	8,965	,000

Corporate image was explained by commercial responsibility (ß=0.475, p= 0,000) and ethical responsibility (ß=0,215, p= 0,000). Social responsibility is not significant, so does not affect corporate image.

*Corporate Image= 0,475 * Commercial Responsibility + 0.215 * Ethical Responsibility*

Linear Multiple Regressions for Consumer Trust

Consumer trust regression test is applied to understand how ethical, legal and social responsibility affect corporate image.

Table 15: Regression Variables for Consumer Trust and CSR Factors

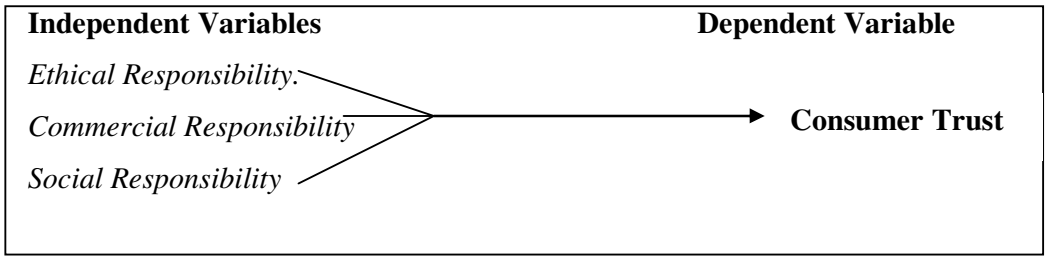

Table 16 and Table 17 show the result of regression analysis. The coefficients of regression test are given in Table 17. The un-standardized coefficients, standardized coefficients, t and p values are also given.

Table 16: Regression Model Summary for Consumer Trust and CSR Factors

Model	R	R Square	Adjusted R Square
1	,696(a)	,485	,479

Table 17: Regression Coefficients for Consumer Trust and CSR Factors

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	Ethical responsibility	,632	,045	,632	14,118	,000
	Social Responsibility	,288	,045	,288	6,434	,000
	Commercial Responsibility	,052	,045	,052	1,169	,244

Consumer trust was explained by ethical responsibility (ß=0.632, p= 0,000) and social responsibility (ß=0,288, p= 0,000). Commercial responsibility is not significant, so it does not have an effect on consumer trust.

*Consumer Trust= 0,632 * Ethical Responsibility + 0.288 * Social Responsibility*

Linear Multiple Regressions for Brand Loyalty

Linear Multiple regression test is applied to understand how corporate image, and consumer trust affect brand loyalty.

Table 18: Regression Variables for Corporate Image, Consumer Trust and Brand Loyalty

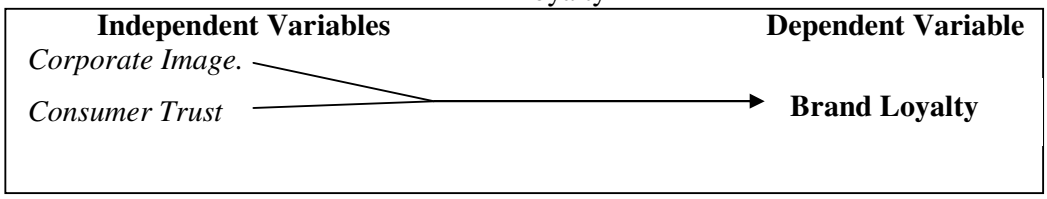

Table 19 and Table 20 show the result of regression analysis. The coefficients of regression test are given in Table 19. The un-standardized coefficients, standardized coefficients, t and p values are also given.

Table 19: Regression Model Summary for Consumer Trust, Corporate Image and Brand Loyalty

Model	R	R Square	Adjusted R Square
1	.534(a)	.285	.279

Table 20: Coefficients for Consumer Trust, Corporate Image and Brand Loyalty

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig	Tolerance	VIF
1	(Constant)	2.003	.193		10.385	.000		
	Image	.224	.058	.256	3.901	.000	.646	1.549
	Trust	.320	.061	.341	5.199	.000	.646	1.549

Brand loyalty was explained by corporate image (ß=0.224, p= 0,000) and consumer trust (ß=0,320, p= 0,000).

*Brand Loyalty= 2.003+ (0,224 * Corporate image + 0.320 *Consumer Trust)*

Linear multiple regression test is also applied to understand if corporate social responsibility dimensions affect brand loyalty with corporate image and consumer trust.

Table 21: Regression Model Summary for Consumer Trust, Corporate Image, CSR Dimensions and Brand Loyalty

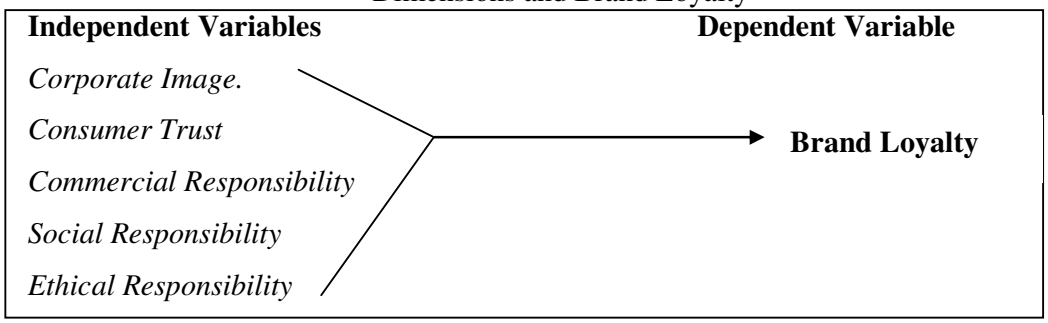

Table 21 and Table 22 show the result of regression analysis. The coefficients of regression test are given in Table 20. The un-standardized coefficients, standardized coefficients, t and p values are also given.

Table 22: Regression Model Summary for Consumer Trust, Corporate Image, Corporate Social Responsibility Dimensions and Brand Loyalty

	R	R Square	Adjusted R Square	R Square Change
1	.543(a)	.295	.281	.295

Brand loyalty was explained by corporate image and consumer trust. As it can be seen from the linear multiple regression analysis, corporate image and consumer trust have significant effects on brand loyalty, whereas, corporate social responsibility dimensions does not have a significant impact on brand loyalty (p>0.005). Corporate social responsibility dimensions significantly affect corporate image and consumer trust but when the brand loyalty is taken into consideration, their impact is not significant.

Table 23: Coefficients for Consumer Trust, Corporate Image, Corporate Social Responsibility Dimensions and Brand Loyalty

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig	Tolerance	VIF
1	(Constant)	1.611	.284		5.666	.000		
	Image	.254	.066	.290	3.871	.000	.493	2.027
	Trust	.408	.082	.435	4.997	.000	.365	2.738
	Ethical responsibililty	-.086	.057	-.111	-1.508	.133	.514	1.945
	Social responsibility	-.070	.047	-.090	-1.500	.135	.763	1.311
	Commercial responsibility	-.047	.049	-.061	-.974	.331	.708	1.413

3.4.4.3 Frequency Tests

Frequency tests were implemented to understand the distribution of operator choice and to analyse the Turkcell-Kardelen Project part of the questionnaire.

Respondents were asked to choose one operator among three GSM service providers. They were asked to choose Turkcell, Vodafona or Avea. 181 respondents have chosen Turkcell as their GSM service provider; it is followed by Avea with 67 users and Vodafone with 13 respondents. Therefore, 69.3% of the respondents use Turkcell, 25.7% use Avea and 5.0% use Vodafone. Below table shows the frequency and percentage of operator usage of the sample:

Table 24: Frequency of the Respondents Operator Choice

OPERATOR	Frequency	Percent	Cumulative Percent
Turkcell	181	69,3	69,3
Vodafone	13	5,0	74,3
Avea	67	25,7	100,0
Total	261	100,0	

Respondents were asked if they have heard about Turkcell Kardelenler project. 88.5% of the respondents know about the project, whereas, 11,5% have not heard about it.

Table 25: Frequency of the Respondents Knowledge on Kardelen Project

Kardelen Project	Frequency	Percent	Cumulative Percent
Yes	231	88,5	88,5
No	30	11,5	100,0
Total	261	100,0	

Customers were also asked for their opinions particularly about Turkcell Kardelen project.

3.4.4.4 Difference Tests

Gender

H_1: There is a statistically significant difference in attitude toward the ethical responsibility in terms of gender

H_2: There is a statistically significant difference in attitude toward the social responsibility in terms of gender

H_3: There is a statistically significant difference in attitude toward the commercial responsibility in terms of gender

Independent sample t test is applied to test the hypotheses mentioned above.

Table 26: Independent Sample T-Test Results for CSR Factors and Genders

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Upper	Lower
commercial responsibility	Equal variances assumed	,773	,380	-2,155	259	,032	-,265	,122	-,507	-,022
	Equal variances not assumed			-2,161	258,404	,032	-,265	,122	-,506	-,023

Equal variances are assumed for ethical and commercial responsibility; it is not assumed for social responsibility. As it can be seen from the table above, there is not

any significance difference between genders in terms of ethical and social responsibility. There is a significance difference between genders in terms of commercial responsibility. Therefore, H_1 and H_2 are rejected and H_3 is accepted.

Education Level

H_1: There is a statistically significant difference in attitude toward the ethical responsibility between education level groups

H_2: There is a statistically significant difference in attitude toward the social responsibility between education level groups

H_3: There is a statistically significant difference in attitude toward the commercial responsibility between education level groups

Table 27: One Way Anova Test Results for CSR Factors and Education Level

		Sum of Squares	df	Mean Square	F	Sig.
Social responsibility	Between Groups	13,604	3	4,535	4,730	,003
	Within Groups	246,396	257	,959		
	Total	260,000	260			
Commercial responsibility	Between Groups	12,522	3	4,174	4,334	,005
	Within Groups	247,478	257	,963		
	Total	260,000	260			

As it can be seen from the significance values, H_1 is rejected, whereas the other hypotheses are accepted. In terms of social responsibility and commercial responsibility there is a significant difference between different education level groups.

Income Level

H_1: There is a statistically significant difference in attitude toward the ethical responsibility between income level groups

H_2: There is a statistically significant difference in attitude toward the social responsibility between income level groups

H_3: There is a statistically significant difference in attitude toward the commercial responsibility between income level groups

The significance values for all income levels are greater than 0.05 so all the hypotheses are rejected.

Occupation

H_1: There is a statistically significant difference in attitude toward the ethical responsibility between occupations

H_2: There is a statistically significant difference in attitude toward the social responsibility between occupations

H_3: There is a statistically significant difference in attitude toward the commercial responsibility between occupations

Table 28: One Way Anova Test Results for CSR Factors and Occupation

		Sum of Squares	df	Mean Square	F	Sig.
ethical responsibility	Between Groups	31,227	4	7,807	8,736	,000
	Within Groups	228,773	256	,894		
	Total	260,000	260			

As it can be seen from the significance values, H_1 is accepted, whereas the other hypotheses are rejected. In terms of ethical responsibility there is a significant difference between different occupations.

Telephone Budget

H_1: There is a statistically significant difference in attitude toward the ethical responsibility between users with different telephone budgets

H_2: There is a statistically significant difference in attitude toward the social responsibility between users with different telephone budgets

H_3: There is a statistically significant difference in attitude toward the commercial responsibility between users with different telephone budgets

Table 29: One Way Anova Test Results for CSR Factors and Telephone Budget

		Sum of Squares	df	Mean Square	F	Sig.
ethical responsibility	Between Groups	10,823	4	2,706	2,780	,027
	Within Groups	249,177	256	,973		
	Total	260,000	260			

The significance value for ethical responsibility is lover than 0,005 so H_1 is accepted, whereas the other hypotheses are rejected. In terms of ethical responsibility there is a significant difference between users with different telephone budget.

Awareness of Kardelen Project

H_1: There is a statistically significant difference in attitude toward the ethical responsibility between users who are aware of Kardelen project

H_2: There is a statistically significant difference in attitude toward the social responsibility between users who are aware of Kardelen project

H_3: There is a statistically significant difference in attitude toward the commercial responsibility between users who are aware of Kardelen project

Table 30: T-Test Results for CSR Factors and Kardelen Campaign Knowledge

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Upper	Lower
ethical responsibility	Equal variances are assumed	4,101	,044	3,696	259	,000	,700	,189	,327	1,073
	Equal Variances are not assumed			2,986	33,453	,005	,700	,234	,223	1,177
social responsibility	Equal variances assumed	.299	.585	2,219	259	,027	,427	,192	,048	,806
	Equal Variances are not assumed			2,124	36,054	,649	,103	,226	-,355	,563

Equal variances are assumed for ethical and commercial responsibility; it is not assumed for social responsibility. There is not any significance difference between users who are aware of Kardelen project in terms of commercial responsibility. There is a significance difference between users who are aware of Kardelen project in terms of ethical and social responsibility. Therefore, H_1 and H_2 are accepted and H_3 is rejected.

3.5 Results and Discussion

In the field study, eighteen questions were asked to measure the corporate social responsibility dimensions and totally twenty six questions were asked to analyze corporate image, consumer trust and brand loyalty components. Hence the main topic of the study is corporate social responsibility; the number of questions included in the survey is more than the total number of the questions for the other components. In general, the results show that, corporate social responsibility dimensions have differing effects on corporate image and consumer trust. GSM sector is chosen as the base for the field study because, for a long period, Turkcell is conducting a socially responsible campaign in the field of education and has created awareness on the issue of social responsibility. In addition, mobile phones are used almost by everyone and therefore, the respondents are by default users of mobile GSM services.

A exploratory factor analysis was performed on the variables that are going to be used in the regression analysis. For the corporate social responsibility, exploratory factor analysis was performed in order to determine the dimensions of corporate social responsibility. In fact, three dimensions were found which are as expected commercial, ethical and social responsibilities. For the second part of the questionnaire, exploratory factor analysis was performed to confirm that, questions which are designed to measure either corporate image, consumer trust or brand loyalty serve the relevant component. As a result of the test, it is confirmed. Highest factor loading for ethical responsibility is 0,844 and the lowest is 0,767. The percentage of variance explained of the ethical responsibility factor is 0, 2862. Highest factor loading for social responsibility is 0,845 and the lowest is 0,767. The percentage of variance explained of social responsibility factor is 0,2464. For the commercial responsibility, highest factor loading is 0,886 and

the lowest is 0,685. The percentage of variance explained of commercial responsibility factor is 0,1963. As a result, the total variance explained for the model is 72,325.

Reliability test is also applied for the corporate social responsibility dimensions. Cronbach's alpha values are for ethical responsibility 0,884, for social responsibility 0,883 and for commercial responsibility 0,807. It can be said that, the scales used in the study are highly reliable.

Linear multiple regression test is applied to corporate image. In the first analysis, corporate image is taken as the dependent variable and corporate social responsibility dimensions which are commercial, social and ethical responsibility are taken as independent variables. According to the test results, only ethical responsibility and commercial responsibility have a significant effect on corporate image. Therefore, in order to enhance corporate image, it might be a better idea to invest on corporate social responsibility in terms of ethical and commercial responsibility rather than social responsibility. The effect of commercial responsibility on corporate image is almost twice as much as that of ethical responsibility. It can be said that, using both commercial and ethical responsibility could be a good way to build a good corporate image but the priority should be given to the activities which will make the companies more commercially responsible. For the income level, there is not any significant difference between groups.

Linear multiple regression test is also applied to consumer trust. In the second regression test, consumer trust is the dependent variable and the corporate social responsibility dimensions are the independent variables. In terms of consumer trust, commercial responsibility is not significant. This means that, behaving commercially responsible could not be a good way of creating a trustable image. However, test results show that, ethical and social responsibility have a great impact on consumer trust. In addition, the contribution of ethical responsibility in creating the consumer trust is stronger than that of social responsibility. As a result, it might be a good strategy to highlight the ethical behaviour of a company to create a trustable relationship with the consumer and then behaving in a socially responsible way could ensure a trustable relationship.

Brand loyalty is taken as dependent variable and two linear multiple regression tests are applied. In the first one, consumer trust and corporate image were the independent variables and brand loyalty was the dependent variable. Both consumer trust and corporate image significantly affect brand loyalty. Therefore, investing on corporate image and consumer trust might also make the consumers more loyal. In the second test, corporate image, consumer trust, corporate social responsibility dimensions were taken as independent variables and the test was conducted in order to determine if brand loyalty is affected. The second test result showed that, although corporate social responsibility dimensions significantly affect consumer trust and corporate image, they do not significantly affect brand loyalty. It can be said that, the components of corporate social responsibility might affect brand loyalty indirectly. But according to the tests, no direct effect was observed.

Difference tests are applied on the corporate social responsibility dimensions in order to test whether differences occur among the demographic characteristics of the respondents. The results show that, there is a significant difference in terms of commercial responsibility between the gender; however when it comes to the social and ethical responsibility there is not any significant difference between genders. This could be explained as follows: In societies, being socially responsible and ethically responsible is a generally accepted good manner but the perception of commercial responsibility could be related to the interest in technological innovation and the contribution to the economy e.g. the number of women who work is less than men. So, men are more sensitive on topics related to money, commerce, economy. In other worlds, the approach of the genders towards commercial topics varies; so, there is a difference only on this dimension of corporate social responsibility. For the different education level groups, ethical responsibility does not show a significant difference but social and commercial responsibility does. This might be due to the difference between education groups' perception of socially responsible behaviour. The definition of socially responsible behaviour for individuals might be different regarding to the education level. Occupation and telephone budget showed a difference for ethical responsibility, thus it might be said that the approach to the ethical behaviour varies among groups for ethical responsibility. Kardelen project awareness showed a

difference for ethical and social responsibility as expected. The reason might be that people who are aware of this campaign are more concerned about social and ethical issues as compared to commercial issues.

Finally, below figure shows the results of the hypotheses tested in this study:

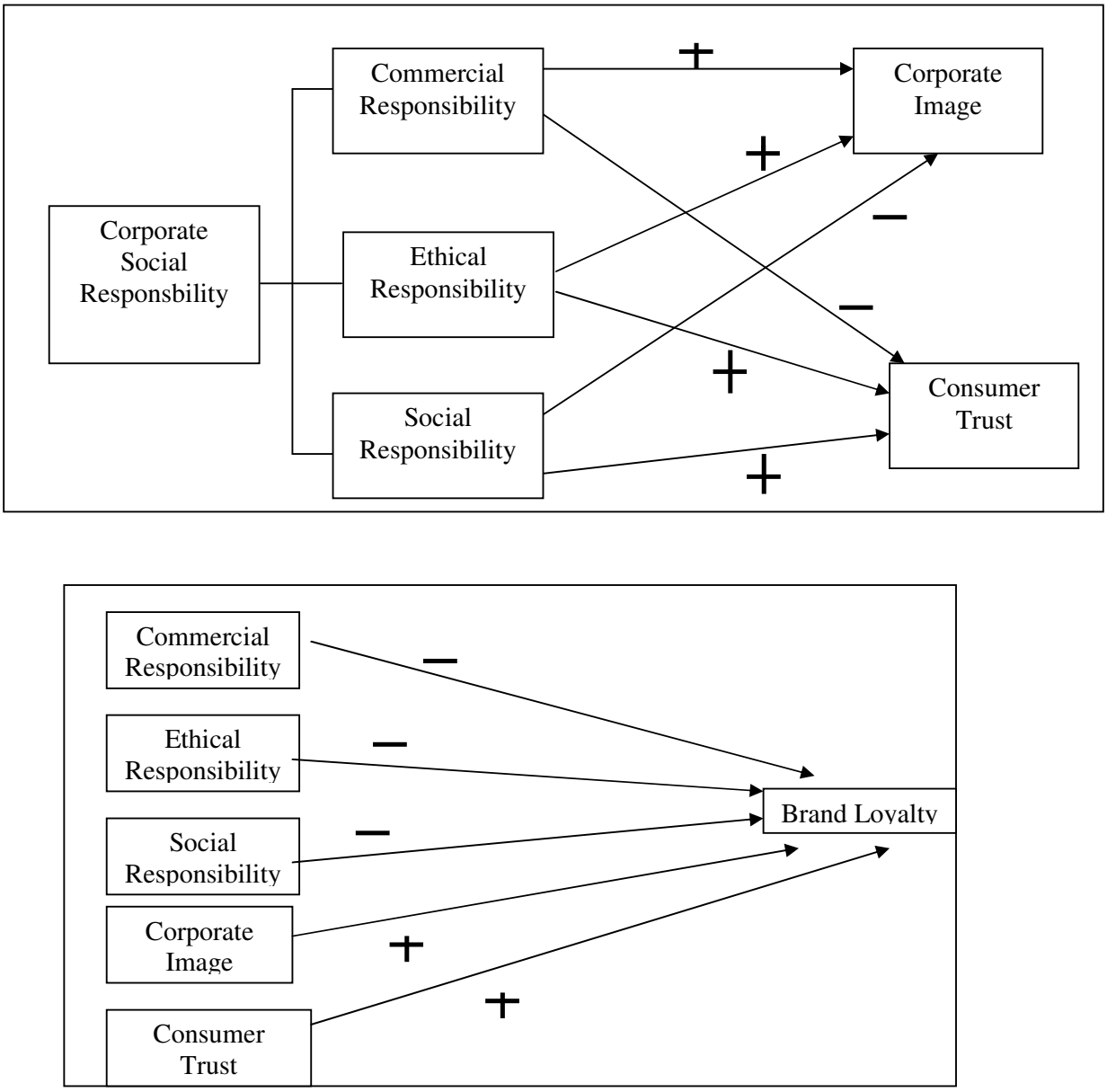

Figure 17: Test results shown on the models

The summary of all the test are given below:

Table 31: Summary of the test results

Corporate Image= 0,475 * Commercial Responsibility + 0.215 * Ethical Responsibility
Consumer Trust= 0,632 * Ethical Responsibility + 0.288 * Social Responsibility
Brand Loyalty= 2.003+ (0,224 * Corporate image + 0.320 *Consumer Trust)
Demographics
There is a statistically significant difference in attitude toward the commercial responsibility in terms of gender.
There is a statistically significant difference in attitude toward the social responsibility between education level groups
There is a statistically significant difference in attitude toward the commercial responsibility between education level groups
There is a statistically significant difference in attitude toward the ethical responsibility between occupations
There is a statistically significant difference in attitude toward the ethical responsibility between users with different telephone budgets
There is a statistically significant difference in attitude toward the social responsibility between users who are aware of Kardelen project
There is a statistically significant difference in attitude toward the ethical responsibility between users who are aware of Kardelen project

CONCLUSION

Corporate social responsibility came out as an important marketing tool in the last few decades. The change in the nature of the business, globalization, environmental and social problems that society face and so far the demand from the consumers have forced the companies to act more socially responsible. The development of this approach could be seen in the transition period from the old to the new economy. Marketing in the new economy has triggered the development of new concepts which are production, product, selling, marketing, customer and societal marketing concept. Societal marketing stands out as a useful marketing tool among these concepts. The satisfaction of human needs, the need of the expansion to the social fields and the consideration of societal impact stood out as the reasons behind the development of societal marketing. According to this approach, business must assess not only profitability, but also the overall impacts on society.

Corporate social responsibility has been the subject of societal marketing tool and also has been the subject of much research in recent decades. There are many different definitions of corporate social responsibility. One definition maybe, corporate social responsibility is the obligation of business to pursue their policies, to take their decisions, and follow the line of their actions which are desirable in terms of objectives and values of the society.

In the literature, it can be seen that there are four main dimensions of corporate social responsibility which are economic, ethical, legal and philanthropical. Economical responsibility refers to the obligations of a firm to produce or develop products or services which are in favour with the needs and wants of the society. Legal responsibility refers to the activities of a firm which should be in line with the legal requirements. Ethical responsibility mainly represents the trustworthiness of a company like not cheating the customers or for the GSM sector not over billing the services. Philanthropical responsibility covers the actions of a company which serves the well being of the society by taking action on the topics such as environment, education, poverty etc.

The development of corporate social responsibility has shown a great acceleration in Turkey in recent years. Companies are racing with each other in order to become the sponsor of cultural activities. Now it is possible to see several advertisements of the campaigns run by the companies on education, environment etc. Most probably, the most commonly known one is the Kardelen project run by Turkcell. Because of the Kardelen project, the GSM sector turned out to be the basis for the field study. The outcome of this project is widely used by Turkcell as an effective marketing tool and a medium to enhance the image of the company.

Brand trust is another aspect of this study. Trust is associated with the reputation of the brand. Many academics agree that trust involves a willingness to put oneself at risk but at the same time rely on the promise of value that brand presents; it is defined by the feelings of confidence and security; involves general expectancy; related to positive and non-negative outcomes and requires dispositional attributions. The reason why trust gained an important role in marketing is because the marketers have converted their strategies from mass marketing to relationship marketing hence differentiating a product with mass marketing techniques is almost impossible in today's competitive market conditions. Trust is a major way of creating a relationship oriented marketing strategy. Many scholars have identified corporate social responsibility as an effective tool for creating brand trust. Therefore, corporate social responsibility can be used as an approach to enhance brand trust thus a better way of connecting with consumers.

Corporate image is described as the mental picture of the company held by its customers when they hear about the company, see the logo of it. Therefore, corporate image is the composite of feelings, knowledge, ideas and beliefs associated with a company as a result of the totality of its activities. As image is the feeling that is developed by the consumers, a better image leads to better feelings that customers have for a particular brand or company. As mentioned before, relationship oriented marketing has gained great importance therefore a better image is indispensible for companies. Corporate social responsibility as an indicator of the goodwill carried out by a company stands out as a tool for enhancing the corporate image. The relationship between

corporate image and corporate social responsibility has been the subject of much research.

Brand loyalty is now the most important marketing goal in this fragmented highly competitive market in which each player pays a great amount of attention to brand loyalty to assure their revenues. The importance of loyal customer arise within this highly competitive environment and companies are not able to predict the future as product differentiation is getting harder to implement. Image and trust are important elements in creating more loyal customers therefore; corporate social responsibility as an element that enhances corporate image and increase the level of trust towards a brand could also become a tool for making the consumers more loyal to a brand.

In this study, the impact of corporate social responsibility on corporate image and consumer trust was analyzed. Also, the impact of the components of corporate social responsibility on brand loyalty with corporate image and trust dimensions is measured. The objective is to determine if corporate social responsibility dimensions have an impact on trust and corporate image and to determine the impacts on brand loyalty of corporate social responsibility dimensions with corporate image and trust components.

Within the literature review, it was indicated that corporate social responsibility has three main dimensions. In the field study, exploratory factor analysis proved that corporate social responsibility is composed of three dimensions which are commercial responsibility, ethical and social responsibility. The impact of these dimensions on consumer trust and corporate image varies. The sector which was chosen for the field study was GSM sector. In this sector, technological innovations, new service launching and development in the service quality is very common. Therefore, the impact of commercial responsibility on corporate image is stronger than other dimensions of corporate social responsibility. As commercial responsibility refers to developing products or services in favour of the consumer needs, it can be said that investing on commercially responsible actions could be a good way of enhancing corporate image. Ethical responsibility which covers the legal obligations that should be followed by the companies and the behaviours of the company to its customers also have an impact on image. However, it is not as strong as commercial responsibility. So, customers seems

to prioritize economical activities held by the companies when it comes to creating an image in their mind and ethical behaviours takes second place in terms of image creating. Social responsibility is not a significant factor for image building. So, the marketing strategies in line with social responsibility might not serve corporate image but trust. Therefore; according to the linear multiple regression test results run between consumer trust as dependent variable and corporate image dimensions as independent variables showed that social responsibility has an effect on consumer trust. As expected, commercial responsibility does not seem as a way of creating a trustable relationship since it is the only dimension which is not significant. However, ethically and socially responsible behaviours have significant effect on consumer trust. In order to enhance trust level of the consumers, companies may invest on socially responsible campaigns, become partners with nongovernmental organizations, or sponsor the events. In addition to that, being ethically responsible has a great impact in creating a trustable relationship with consumers. Ethical responsibility effects both corporate image and consumer trust. So, it can be said that, being ethically responsible might be the best way to create a good relationship and building a better image. In terms of demographics, only some characteristics showed differences. Gender, income level, education level and similar demographic characteristics does not seem to be a base for the strategy building when corporate social responsibility is used as a marketing tool. Brand loyalty is significantly affected by corporate image and consumer trust so, image and trust could help the companies to have more loyal consumers. But, corporate social responsibility dimensions does not significantly affect brand loyalty even though they affect corporate image and consumer trust. As a result, it might not be a good idea to conduct socially responsible behaviours and expect an increase on loyalty.

In this study, the impact of corporate social responsibility on corporate image and consumer trust was analyzed. The firms, which aim to enhance these two elements, should behave in an ethically responsible way because the impact of ethical responsibility can be felt both on corporate image and consumer trust. Therefore, firms might communicate their ethically responsible behaviours in order to increase these two elements. If they would like to increase their corporate image, commercially responsible activities could be chosen such as developing new services, improving their service

quality, bringing new technologies to the market. If consumer trust is the component to invest on, with the help of ethically responsible behaviours, socially responsible activities could be held such as creating partnership with nongovernmental organizations, conducting campaigns on education and environment; in summary showing that the company itself is concerned with the well-being of the society.

From the academic perspective, corporate social responsibility has been widely discussed within the academic era but in the case of Turkey, corporate social responsibility is a new approach and the topic should be researched in more detail because, socially responsible behaviour or ethically responsible behaviour could be related to the lifestyle, culture and problems of the country itself. On the other hand, GSM sector in Turkey is predominantly led by one company and this could have an effect on the perception of the consumers in the area of corporate social responsibility. The results might be specific to GSM sector and for other sectors results could be different. Therefore, similar studies should be conducted in different sectors. Specifically, the effects of corporate social responsibility on different elements for different sectors should be researched. As a limitation for this study, the sampling data is selected from city residents and mainly people who can use the internet. Different sampling groups might show different results. More heterogeneous and larger samples could give better results to generalize the effects of corporate social responsibility on consumer trust, corporate image and brand loyalty.

REFERENCES

Aaker, D.A. (1996). Building Strong Brands: New York, The Free Press a Division of Simon&Schuster Inc.

Aaker, J.L. (1997). Dimensions of Brand Personality. Journal of Marketing Research. Vol.34. 347-356

Abratt, R. (1989). A New Approach to the Corporate Image Management Process. Journal of Marketing Management. Vol.5. 63-76

Amina, A. (1998). Consumer's True Brand Loyalty: The Central Role of Commitment. Journal of Strategic Marketing. Vol. 6 305 – 319.

Arens, W. (1999). Contemporary Advertising: New York, Brown Publishers

Argandona, A. (1998). The Stakeholder Theory and The Common Good. Journal of Business Ethics. Vol.84. 1093-1102

Aydin, S.; Ozer, G. (2004). The Analysis of Antecedents of Customer Loyalty in the Turkish Mobile Telecommunication Market. European Journal of Marketing. Vol.39. 910-925

Ballester, D. E. (2003). Development and Validation of a Brand Trust Scale: Murcia, University of Murcia

Ballester, D. E.; Aleman, M. L. J. (2000). Brand Trust in the Context of Consumer Loyalty. European Journal of Marketing. Vol.35. 1238-1258

Barich, H.; Kotler, P. (1991). Framework to Marketing Image Management. Sloan Management Review. Vol. 32. 94

Bolton R.N. and K.N. Lemon. (1999). A Dynamic Model of Customer's Usage of Services: Usage as an Antecedent and Consequences of Satisfaction. Journal of Marketing Research. Vol. XXXVI. 171 – 186

Brink, D.; Schröder, G.; Pauwels, P. (2006). The Effects of Strategic and Tactical Cause-Related Marketing on Consumers' Brand Loyalty". Journal of Consumer Marketing. Vol.23. 15-26

Carrigan, M. (1995). POSIT-ive and Negative Aspects of Societal Marketing Concept: Stakeholder Conflicts for the Tobacco Companies. Journal of Marketing Management. Vol.11. 469-485

Carroll, A.B. (1979). A Three Dimensional Conceptual Model of Corporate Performance. Academy of Management Review. Vol.4. 497-505

Castaldo, S.; Perrini, F.; Misoni, N.; Tencati, A. (2008). The Missing Link Between Corporate Social Responsibility and Consumer Trust: The Case of Fair Trade Products. Journal of Business Ethics. Vol.84. 1-15

Chen, C and M. Tsai. (2007). Perceived Value, Satisfaction, and Loyalty pf TV Travel Product Shopping: Involvement as A Moderator. Elsevier.

Christensen, S. R. (2006). Measuring Consumer Reactions to Sponsoring Partnerships based upon Emotional and Attitudinal Responses. International Journal of Market Research. Vol.48. 61-80

Christensen, T. L.; Askegoord, S. (1999). Corporate Identity and Corporate Image Revisited, A Semiotic Perspective. European Journal of Marketing. Vol.35. 292-315

Clarke, R. (2000). Healthcare Financial Management. Vol.12. 8-14

Crane, A.; Desmond, J. (2002). Societal Marketing and Morality. European Journal of Marketing. Vol.36. 548-569

Creutz, C.; Sennig, L. (2006). Socially Responsible Sponsorship- an Easy Way to a Stronger Brand. Lund, Lund University

Cynthina, H.; Gerrit, R. (2004). Societal Marketing and Philanthropy in Dutch Companies. Journal of Non-Profit& Public Sector Marketing. Vol.12(1). 23-26

Daft, R. L. (1997). Management. New York. The Dreyden Press Harcourt Brace College Publishers.

Davies, G.; Chun, R.; Vinhas, S; Rui, R.S. (2004). A Corporate Character Scale to Assess Employee and Customer Views of Organization Reputation. Corporate Reputation Review. Vol.7. 125-146

Deighton, J. (1992). The Consumption of Performance. Journal of Consumer Research. Vol.19. 362-372

Dowling, G. (2001). Creating Corporate Repetitive, Identity, Image and Performance. Oxford. Oxford University Press

Fatt, J.; Wei, M.; Yuen, S.; Suan, W. (2000). Enhancing Corporate Image in Organizations. Management Research Reviews. Vol.23. 28-54

Flavian, C.; Guinoliu, M.; Tornes, E. (2005). The Influence of Corporate Image on Consumer Trust: A Comparative Analysis in Traditional versus Internet Banking. Internet Research. Vol.15. 447-470

Fournier, S., J.L. Yao. (1997). Reviving Brand Loyalty: A re-conceptualization within the Framework of Consumer – Brand Relationships. International Journal of Research in Marketing. Vol. 14. 451 - 472

Gray, E.; Balmer, J. (1998). Managing Corporate Image and Corporate Reputation. Long Range Planning. Vol.31. 695-702

Gregory, J.; Wiechmann, J. (1999). Marketing Corporate Image, the Company as Your Number One Product. New Jersey. McGraw-Hill Publishing.

Grewal, D., G.R. Iyer, R. Krishnan, and A. Sharma. (2003). The Internet and the Price – Value- Loyalty Chain, Journal o Business Research. Vol. 56 391- 398

Gwinner, K. (1997). A Model of Image Creation and Image Transfer in Event Sponsorship. International Marketing Review. Vol. 14.3 145 - 158

Hoeffler, S.; Keller, L.K. (2002). Building Brand Equity through Corporate Social Responsibility. Journal of Public Policy&Marketing. Vol.21. 78-89

Homburg, C. A. Giering. (2001). Personal Characteristics as Moderators of the Relationship Between Customer satisfaction and Loyalty – An Empirical Analysis. Psychology & Marketing. Vol. 18 (1) 43 – 46

Howard, S. (1998). Corporate Image Management: A Marketing Discipline for the 21st Century. Singapore. Butterworth-Heinemann Asia

Huber, K. (1990). Image. Landsberg/Lech Nerlag Modern Industries.

Ind, N. (1992). The Corporate Image: Strategies for Effective Identity Programs. London. Kogan Page Inc.

Jensen, M.J and T. Hansen. (2006). An Empirical Examination of Brand Loyalty. Journal of Product & Brand Management. Vol. 15.7 442 – 449

Keller, K. (1998). Strategic Brand Management: Building Measuring and Managing Brand Equity. New Jersey. Prentice Hall

Kim, C. K. and D. Han and S. Park. (2001). The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification. Japanese Psychological Research. Vol. 43.4 195 – 206

Knox, S.; Walker, D. (2001). Measuring and Managing Brand Loyalty. Journal of Strategic Marketing. Vol.9. 111-128

Kotler, P. (2003). Marketing Management. New Jersey. Pearson Custom Publishing

Lardinoit, T.; Derbaixc, C. (2001). Sponsorship and Recall of Sponsors. Journal of Psychology and Marketing. Vol.18. 167-190

Lau, T.; Lee, S. (1999). Consumers Trust in a Brand and the Link to Brand Loyalty. Journal of Market Focused Management. Vol.4. 341-370

Levine, M. (2003). A Branded World. Toronto. John Wiley&Sons Inc.

Maignan, I. (2001). Consumer's Perception of Corporate Social Responsibilities: A Cross Cultural Comparison. Journal of Business Ethics. Vol.30. 57-72

Marguiless, W. (1977). Make Most of Your Corporate Identity. Harward Business Review. July-August. 66-72

Marin, L.; Ruiz, S.; Rubio, A. (2009). The Role of Identity Salience Effects of Corporate Social Responsibility on Consumer Behaviour. Journal of Business Ethics. Vol.84. 65-78

Marziliano, N. (1998). Managing Corporate Image and Identity: A Borderline Between Fiction and Reality. International Studies of Management and Organization. Vol.28. 3-11

Matzler, K., J. Füller and R. Faullant. (2007). Customer Satisfaction and Loyalty to Alpine Ski Resorts: the Moderating Effect of Lifestyle, Spending and Customers' Skiing Skills. International Journal of Tourism Research. Vol. 409 - 421

Meenaghan, T. (2001). Understanding Sponsorship Effects. Journal Psychology & Marketing. Vol.18. 95-121

Mohr, L; Wedd, D; Harris, K (2001). Do Consumers Expect Companies to be Socially Responsible? The Impact of Corporate Social Responsibility on Buying Behaviour. The Journal of Consumer Affairs. Vol.35. 45-72

Mohr, L.; Webb, D. (2005). The Effects of Corporate Social Responsibility and Price on Consumer Responses. The Journal of Consumer Affairs. Vol.39. 121-147

Oliver, R. (1999). Whence Consumer Loyalty. Journal of Marketing. Vol.63. 33-34

Olsen, S.O., C. Wilcox and U. Olsson. (2005). Consequences of Ambivalence on Satisfaction and Loyalty. Psychology & Marketing. Vol. 22 (3) 247 - 269

Pirch, J.; Gupta, S.; Grau, L.S. (2007). A Framework for Understanding Corporate Social Responsibility as a ;Continuum: An Exploratory Study. Journal of Business Ethics. Vol.70. 125-140

Power, J.; Whelen. S. (2005). A Conceptual Model of the Influence of Brand Trust on the Relationship Between Consumer and Company Image. Dublin. Academy of Marketing Conference

Pura, M. (2003). Linking Perceived Value of and Loyalty to Mobile Services. Marketing Theory. Swedish School of Economics and Business Administration

Quester, P. and A.L.Lim. (2003). Product Involvement / Brand Loyalty: Is There a Link?. Journal of Brand Management & Marketing. Vol. 12.1 22 –38.

Reynold, F.D.; Darden, W. R.; Martin, W. S. (1974). Developing an Image of the Store Loyal Customer. Journal of Retailing. Vol.51. 73-84

Salmones, M.; Crespo, A.; Bosque, R. (2005). Influence of Corporate Social Responsibility on Loyalty and Valuation of Services. Journal of Business Ethics. Vol.61. 369-385

Sartain, L. and M. Schuman. (2006). Brand from the Inside. Eight Essentials to Emotionally Connect Your Employed to Your Business. USA: John Wiley & Sons Inc.

Singh, J.; Sanchez, M.G.S.; Bosque, I. R. (2008). Understanding Corporate Social Responsibility and Product Perceptions in Consumer Markets: A Cross Cultural Evaluation. Journal of Business Ethics. Vol.80, 597-611.

Takas, A. (1974). Societal Marketing. Journal of Marketing. Vol.38. 2-7

Thompson, A. (1995). Drafting and Implementing Strategy. Chicago. Richard D Irwin

Varadarajan, R.; Anil, M. (1998). Cause Related Marketing: A Collignment of Marketing Strategy and Corporate Philanthropy. Journal of Marketing. Vol.14. 11-15

Yang, Z. and Peterson R. T. (2004). Customer Perceived Value, Satisfaction and Loyalty: The Roles of Switching Cost. Psychology & Marketing. Vol. 21 (10) 799 -822

Zeithaml, V.A. (1988).Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. Journal of Marketing. Vol. 52 2 – 22

Zenisek, T. (1979). Corporate Social Responsibility: A Conceptualization Based on Organizational Literature. The Academy of Management Review. Vol.4. 359-368

http://www.csrturkey.org/raporING.pdf; 12.04.2009

http://www.ipekkagit.com.tr/haber08_06.htm; 12.04.2009

http://www.aygaz.com.tr/toplumsal_sorumluluk/content/sosyal/sorumluluk_mesaj.aspx; ;12.04.2009

http://www.turkcell.com.tr/turkcellhakkinda/toplumsalduyarlilik/egitim; 12.04.2009

http://dictionary.cambridge.org/define.asp?key=39090&dict=CALD; 12.04.2009

APPENDIX I

Questionnaire in Turkish

Marmara Üniversitesi Sosyal Bilimler Enstitüsü İngilizce Üretim Yönetimi ve Pazarlama Yüksek Lisans Programı'nda Doç. Dr. FATMA MÜGE ARSLAN danışmanlığında hazırlamakta olduğum tezimde kullanılmak üzere yürüttüğüm anket çalışmama katıldığınız için teşekkür ederim. Cevaplarınız ticari amaçla kullanılmayacaktır.

1) Lütfen kullandığınız GSM operatörünü seçiniz

Turkcell	○
Vodafone	○
Avea	○

I. Bölüm: Aşağıdaki ifadeleri kullandığınız GSM operatörü için değerlendiriniz ve verilen ifadelere ne derece katıldığınızı işaretleyiniz	kesinlikle katılıyorum	katılıyorum	ne katılıyorum/ne katılmıyorum	katılmıyorum	kesinlikle katılmıyorum
1) X operatörü pazara devamlı yeni servisler sunar.	○	○	○	○	○
2) X operatörü yenilikçi bir firmadır	○	○	○	○	○
3) X operatörünün sağladığı servislerin kalitesi her zaman iyidir	○	○	○	○	○
4) X operatörü sağladığı servislerin özellikleri hakkında her zaman doğru bilgi verir	○	○	○	○	○
5) X operatörü müşterilerine dürüst davranır	○	○	○	○	○
6) X operatörü kullanıcılarının ihtiyaçlarını tatmin eder	○	○	○	○	○
7) X operatörü servislerinin kalitesini yüksek tutmak için sürekli çalışır	○	○	○	○	○
8) X operatörü ilişki içinde olduğu tüm kurum ve kişilere (müşteriler, bayiler, tedarikçiler vs) karşı olan sorumluluklarını yerine getirme konusunda duyarlıdır	○	○	○	○	○
9) X operatörü gerçekleştirdiği faaliyetlerde müşterilerinin haklarına saygı gösterir	○	○	○	○	○

10) X operatörü attığı her adımda kanunlarla belirlenmiş normlara uygun hareket eder	○	○	○	○	○
11) X operatörü, kullanıcıların haklarını koruma konusunda gönüllü davranır.	○	○	○	○	○
12) X operatörünün ilişki içinde olduğu tüm kurum ve kişilerle olan faaliyetlerinde ahlaki prensipler, ticari kaygılardan daha önemlidir	○	○	○	○	○
13) X operatörünün kullanıcılarını asla aldatmayacağına eminim	○	○	○	○	○
14) X operatörü toplumun sorunları konusunda duyarlıdır	○	○	○	○	○
15) X operatörü bütçesinin bir kısmını sosyal projelere ayırarak toplumun nispeten daha zayıf gruplarına yardımcı olmayı amaçlar	○	○	○	○	○
16) X operatörü sosyal-kültürel faaliyetlerin(müziki spor vs) sponsoru olur	○	○	○	○	○
17) X operatörü toplumun refah seviyesinin iyileşmesi konusunda duyarlıdır.	○	○	○	○	○
18) X operatörünün toplumsal konular hakkında sorumlu davrandığını düşünüyorum	○	○	○	○	○
19) X operatörü toplumun eğitim alanında iyileşmesine katkıda bulunur.	○	○	○	○	○

II. Bölüm: Aşağıdaki ifadeleri kullandığınız GSM operatörü için değerlendiriniz ve verilen ifadelere ne derece katıldığınızı işaretleyiniz	kesinlikle katılıyorum	katılıyorum	ne katılıyorum/ne katılmıyorum	katılmıyorum	kesinlikle katılmıyorum
1) X operatörüne tamamen güvenebileceğimi hissediyorum	○	○	○	○	○
2) X operatörünün hizmetlerini faturalandırma sistemini güvenilir buluyorum	○	○	○	○	○
3) X operatörünün beni aldatmayacağına inanıyorum	○	○	○	○	○
4) X operatörü müşterilerinin istek ve ihtiyaçları konusunda duyarlıdır	○	○	○	○	○
5) X operatörünün sağladığı hizmetlerin sorunsuz olması, kendimi güvende hissettirir	○	○	○	○	○
6) X operatörü karşılaştığım sorunlarda dürüst davranır	○	○	○	○	○
7) X operatörü, servisleriyle ilgili sorunlarımı çözme konusunda heveslidir	○	○	○	○	○
8) X operatörü kullanıcılarının problemleri konusunda hassastır	○	○	○	○	○
9) X operatörü istikrarlı bir firmadır	○	○	○	○	○
10) X operatörü kurumsallaşmış bir firmadır	○	○	○	○	○
11) X operatörü Türkiye GSM pazarında liderdir	○	○	○	○	○
12) X operatörünün olumlu bir imajı vardır	○	○	○	○	○
13) X operatörü saygın bir firmadır	○	○	○	○	○
14) X operatörü ileri görüşlüdür	○	○	○	○	○
15) X operatörü yenilikçidir	○	○	○	○	○
16) X operatörü diğer GSM servis sağlayıcıları arasında aklıma ilk gelen firmadır	○	○	○	○	○
17) X operatörünün sektöründe uzman bir kuruluş olduğunu düşünüyorum	○	○	○	○	○
18) X operatörü topluma sosyal katkıları olan bir firmadır	○	○	○	○	○
19) X operatöründen servis almaya önümüzdeki senelerde de devam edeceğim	○	○	○	○	○
20) X operatörünün verdiği servislerin ne kadar iyi olduğunu başkalarına anlatırım.	○	○	○	○	○
21) Hiçbir GSM hattına sahip olmadığımı varsayarsam, alacağım GSM hattının yine X operatörü olmasını tercih ederim	○	○	○	○	○

22) X operatörünün sadık bir kullanıcısı olduğumu düşünüyorum.	○	○	○	○	○
23) Bence X operatörü en iyi hizmet veren operatör	○	○	○	○	○
24) Birisi fikrimi soracak olursa, X operatörünü kullanmalarını tavsiye ederim	○	○	○	○	○
25) Başkaları GSM operatörümü değiştirmem konusunda önerilerde bulunsa bile operatörümü değiştirmem	○	○	○	○	○
26) X operatörü fiyatını az bir miktar artırsa dahi, kullanmaya devam ederim	○	○	○	○	○

Turkcell'in desteklediği, her yıl maddi durumu yetersiz on bin kız öğrenciye burs verilerek yürütülen ve kapsamı her geçen yıl geliştirilen "Kardelenler" projesinden haberdar mısınız?

Evet	○	Hayır	○

III. Bölüm : Aşağıda yer alan yargılara katılma derecenizi Turkcell'in Kardelenler projesini gözönünde bulundurarak değerlendiriniz ve ne derece katıldığınız işaretleyiniz	**kesinlikle katılıyorum**	**katılıyorum**	**ne katılıyorum/ne katılmıyorum**	**katılmıyorum**	**kesinlikle katılmıyorum**
1) Firmaların bu tür sosyal projelerde yer almasının gerekli olduğunu düşünüyorum	○	○	○	○	○
2) Turkcell'in böyle bir projede yer alması onun ne kadar sorumluluk sahibi bir olduğu konusundaki fikirlerimi güçlendiriyor	○	○	○	○	○
3) Turkcell'in böyle bir projede yer alması ona karşı olan güvenimi artırıyor	○	○	○	○	○
4) Turkcell'in böyle bir projede yer alması, firmanın imajını olumlu etkiliyor	○	○	○	○	○
5) Turkcell böyle bir projede yer aldığı için kendimi Turkcell'e daha sadık hissediyorum / Turkcell'den hizmet almayı düşünebilirim	○	○	○	○	○
	□	□	□	□	□

Lütfen eklemek istediğiniz diğer düşüncelerinizi paylaşınız

IV. Bölüm: Lütfen aşağıdaki soruları size uygun olarak cevaplayınız.

1) Yaş..... **2) Şehir/Semt.....**

3) Cinsiyet	**E**	**K**

4) Eğitim seviyesi	
İlköğretim	
Lise	
Üniversite	
Master	
Doktora	

5) Gelir Düzeyi		
500'den az		
500-1000		
1001-1500		
1501-2000		
2001-2500		
2500'den fazla		

6) Meslek	
Özel Sektör Çalışanı	
Kamu Çalışanı	
Öğrenci	
Emekli/Çalışmıyor	

7) Medeni Hal	
Evli	
Bekar	

8) Aylık Ortalama Fatura Miktarınız/Kontöre Harcanan Meblağ	
30 TL'den az	
30-50 TL	
51-100 TL	
101-200 TL	
200 TL'den fazla	

Anket sona ermiştir, katılımınız için teşekkürler

APPENDIX II

Questionnaire in English

Thank you for participating this questionnaire which belongs to my master thesis study in Marmara University Social Sciences Institute Product Management and Marketing Program, counselled by Assoc. Prof. Dr. FATMA MÜGE ARSLAN. All results will be kept confidential and used only for academic purposes.

1) Please choose your GSM service provider

Turkcell	○
Vodafone	○
Avea	○

Part I: Please evaluate the following items for the GSM operator you have chosen and mark the appropriate cell according to the fitness of the statement	Strongly agree	agree	Neither agree nor disagree	disagree	Strongly disagree
1) Company X launches new services to the market continuously	○	○	○	○	○
2) Company X is an innovator firm	○	○	○	○	○
3) Company X's services maintains good quality	○	○	○	○	○
4) Company X informs in a correct and truthful way about the characteristics of its services	○	○	○	○	○
5) Company X behaves honestly to its customers	○	○	○	○	○
6) Company X satisfies consumer's needs	○	○	○	○	○
7) Company X always tries to maintain the quality of its products high	○	○	○	○	○
8) Company X is concerned to fulfil its obligations to its customers	○	○	○	○	○
9) Company X respects customer rights in its activities.	○	○	○	○	○

10) Company X always respects the norms defined in the law when carrying out its activities.	○	○	○	○	○
11) Company X protects consumer interests and rights on a voluntary basis	○	○	○	○	○
12) Respecting ethical principles in its relationships has priority over achieving superior economic performance	○	○	○	○	○
13) Company X never cheats its customers	○	○	○	○	○
14) Company X is concerned about the problems of the society	○	○	○	○	○
15) Company X directs part of its budget to donations and social work favouring the disadvantaged	○	○	○	○	○
16) Company X actively sponsors or finances social events	○	○	○	○	○
17) Company X is concerned to improve the well-being of the society	○	○	○	○	○
18) Company X behaves responsibly when it comes to the problems of the society	○	○	○	○	○

Part II: Please evaluate the following items for the GSM operator you have chosen and mark the appropriate cell according to the fitness of the statement	Strongly agree	agree	Neither agree nor disagree	disagree	Strongly disagree
1) I feel that I can trust company X completely	○	○	○	○	○
2) I trust the billing system of company X	○	○	○	○	○
3) I believe that I can trust company X will not cheat me	○	○	○	○	○
4) Company X is mainly concerned with customer's interests	○	○	○	○	○
5) I feel secure while using the services from the company X because I know the company will never let me down	○	○	○	○	○
6) Company X would be honest in addressing my concerns	○	○	○	○	○
7) Company X would be willing to solve the problem I have with its services	○	○	○	○	○
8) Company X is sensible about the problems of its customers	○	○	○	○	○
9) Company X is stable	○	○	○	○	○
10) Company X is firmly established	○	○	○	○	○
11) Company X is a leading firm in Turkish GSM sector	○	○	○	○	○
12) Company X has a positive image	○	○	○	○	○
13) Company X is a respected company	○	○	○	○	○
14) Company X is a forward looking company	○	○	○	○	○
15) Company X is an innovator firm	○	○	○	○	○
16) Company X is the first company that comes in my mind among other GSM service provider companies.	○	○	○	○	○
17) I believe that company X is an expert in its sector	○	○	○	○	○
18) Company X has a social contribution for the society	○	○	○	○	○
19) I shall continue with my operating brand in the next few years	○	○	○	○	○
20) I always talk about how good the services of company X	○	○	○	○	○
21) If I buy a new GSM line, I would prefer company X	○	○	○	○	○

22) I consider myself to be loyal to my operating brand	○	○	○	○	○
23) In my opinion my operating brand is the best brand in the market	○	○	○	○	○
24) I would recommend my operating brand if somebody asked for my advice	○	○	○	○	○
25) I wouldn't change my operating brand even someone recommends me another brand	○	○	○	○	○
26) I would continue using my operating brand even if the rates increases slightly	○	○	○	○	○

Have you heard about the project of Kardelenler consist of providing scholars to female students and that the project is being expanded every year?

Yes	○	No	○

Part III: Please evaluate the following items for the Kardelen project and mark the appropriate cell according to the fitness of the statement	Strongly agree	agree	Neither agree nor disagree	disagree	Strongly disagree
1) I believe that firms should participate in this kinds of projects	○	○	○	○	○
2) It shows how responsible Turkcell is as it is conducting such projects	○	○	○	○	○
3) As Turkcell is conducting such projects, my trust level towards this firm is increasing	○	○	○	○	○
4) Being a part of this project enhances the image of Turkcell	○	○	○	○	○
5) As Turkcell is a part of this project, I feel more loyal to Turkcell7I might think of getting service from Turkcell	○	○	○	○	○

□ □ □ □ □

Please write down your additional thoughts about Turkcell Kardelenler Project

Part IV: Please answer the following questions

1) Age..... **2) City.....**

3)Gender	**M**	**F**

4) Education	
elementary	
high school	
university	
master	
doctorate	

5) Income	
Less than 500	
500-1000	
1001-1500	
1501-2000	
2001-2500	
More than 2500	

6) Occupation	
Private Sector	
Public Sector	
Student	
Retired/unemployed	

7) Marital Status	
Married	
Single	

8) Monthly telephone budget	
Less than 30 TL	
30-50 TL	
51-100 TL	
101-200 TL	
More than 200 TL	