

Consumers` Perception of Corporate Social Responsibility in Contemporary World – a Review

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Corporate social responsibility (CSR) increasingly receives attention from managers and researchers, especially in the area of consumer perception and response of CSR. Most of this research was conducted in the context of developed countries. It shows that research on consumer perception towards CSR in developing countries needs to be developed. In latest research, literatures result shows some interesting findings. When consumers have to buy similar products with the same price and quality, CSR could be the determining factor. They would buy from the firm that has a socially responsible reputation. Also, a company's CSR position leads to consumer identification with company, which in turn leads to better company evaluations.

A common problem of most studies researching the link between CSR and consumer behavior is assumed or artificially induced awareness CSR. Consumers generally have a low level of awareness about what corporate social responsibility is. Nonetheless, when consumers are made aware of what CSR is, it appears that CSR does lead to positive attitudes and stronger behavioral intentions toward buying products from socially responsible company. The positive link between CSR and consumers patronage makes managers realize that corporative social responsibility is not only an ethical/ideological imperative, but also an economic one in today's contemporary global market place. More companies are willing to increase their CSR investment and integrate it into the long term strategies plan to maintain or even enhance long term market performance.

The purpose of this paper is to consider and analyze the profile of modern consumer (careful to consequences of its purchasing decision in terms of social, ethical and environmental aspects), in order to identify the role of CSR for consumer through a study on critical, ethical and responsible purchase. Through wide literature review, paper shows consumers`perception of CSR in contemporary world.

Keywords: Corporate Social Responsibility, Consumers Perception, Contemporary Global Market Place.