

Thesis Abstract: Corporate Social Responsibility and Consumer Purchase Intention

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Problem: Because an organizations' profits are generally derived from product sales, it is important to recognize the relationship between consumers' purchase intentions and organizational involvement in socially responsible practices. A gap exists in the research and studies conducted on consumer social responsibility as it relates to purchase intentions from a consumer perspective.

H1: A positive association exists between an organization's involvement in CSR programs and consumers' purchase intentions. Thus, consumers are more likely to purchase an organization's product if that organization is involved in socially responsible practices.

RQ1: Are consumers aware of specific organizational involvement in socially responsible programs?

RQ2: Are consumers aware of a lack of specific organizational involvement in socially responsible programs?

Significance of Problem: Despite evidence that consumers appear to feel strongly about organizational involvement in socially responsible programs, research has shown that social responsibility was not a dominant goal in a majority of companies studied.

Value: The relationship between CSR and consumers' purchase intentions is important to understand because often CSR is dismissed as merely another public relations' tool. However, understanding the underlying reasons consumers make purchases in relation to CSR would contribute to the understanding of CSR as a strategic management function overall.

Methodology: Using a combination of interviews and emailed surveys, consumers were asked questions to determine the association between organizational involvement in socially responsible programs and consumers' purchase intentions. Additionally, consumers were asked to identify their awareness of specific organizational involvement in socially responsible programs.