

## The impact of consumer awareness of social responsibility on his purchasing decision

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### Abstract:

This study aims at identifying the extent to which the Algerian consumer understands the dimensions of social responsibility and its impact on purchasing trends. The results showed that the Algerian consumer is aware of CSR, with a greater tendency to take legal and ethical aspects and to a lesser extent economic and human aspects.

**Keywords:** Dimensions of social responsibility ; purchasing decision; consumer awareness.

**JEL Classification:** : M31 ; M59.

### ملخص :

تهدف هذه الدراسة إلى التعرف على مدى إدراك المستهلك الجزائري لأبعاد المسؤولية الاجتماعية وأثر ذلك على اتجاهاته الشرائية، وقد أظهرت النتائج توفر الإدراك لدى المستهلك الجزائري بالمسؤولية الاجتماعية للشركات، مع ميل أكبر للاهتمام بالجوانب القانونية و الأخلاقية منها، وبدرجة أقل بالجوانب الاقتصادية و الانسانية.

**الكلمات المفتاحية :** أبعاد المسؤولية الاجتماعية، القرار الشرائي، ادراك المستهلك.

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## **1.Introduction**

Marketing philosophies evolved through different stages. Several factors contributed to the formulation of each of these philosophies until the philosophy of social responsibility emerged as an inevitable result of the development of ideas and movements that were concerned with the protection of society and the consumer, as well as the concern for protecting the environment and natural resources. The philosophy of social responsibility is based on The need to consider social and ethical considerations in marketing practices and the need to balance the conflicting interests of profitability and the interest of society and to achieve consumer satisfaction, with the need to expand their activities to include more than productive activities, Environment and respect for consumer rights. Organizations that adopt social responsibility are seeking to reach, influence and fulfill the consumer, a consumer that is no longer naïve.

The organizations look at a traditional view that focuses on some economic aspects only and accepts any products, whatever their source or method of production and marketing. And the importance of studying the behavior of the consumer to understand and know what drives the consumer to deal with a product without another and work to satisfy his needs and meet his wishes because it is the main axis of any organization and attention is the secret of success, and if not succeed in satisfying his needs and desires, It should be noted that consumers differ in their individual characteristics and characteristics, as well as in their needs, desires and ways of satisfying them. Therefore, organizations should pay particular attention to this discrepancy, and to study the basic dimensions of consumer attitudes and behavior. And how to satisfy his needs and desires and expectations, as well as to identify his proposals in order to achieve better satisfaction and increase the level of satisfaction.

Based on the growing interest of the latter in its clients and its desire to influence their purchasing behavior, the problem of the study is crystallized in the following question:

**How far does the Algerian consumer's perception of the dimensions of social responsibility affect his purchasing behavior?**

**The importance of the study:** The importance of the study is highlighted by the following points:

- A new study on the Algerian consumer's awareness of the dimensions of social responsibility.
- Increasing interest, especially in recent times by the institutions of marketing and social responsibility, in view of the importance of the role it plays in achieving the objectives of the institution.

- The necessity of the attention of institutions to the dimensions of social responsibility, and their use in influencing purchasing decisions of the consumer in a way that serves the objectives of these institutions.

**Hypotheses of the study:** The study puts three hypotheses as follows:

- **The first premise:** Algerian consumers are aware of the extent to which institutions adopt social responsibility.

- **The second hypothesis:** The level of Algerian consumer perception of social responsibility affects his purchasing behavior.

- **The third hypothesis:** The level of the Algerian consumer's perception of the dimensions of social responsibility affects his purchasing behavior.

**Previous studies:** The researcher has reviewed many previous studies. These studies dealt with corporate social responsibility, social responsibility and customer loyalty, consumer behavior.

- **Hamdi Fouad Mohammed Hussein's study**, which dealt with the marketing dimensions of CSR and its implications on consumer satisfaction - Analytical study of opinions from a sample of managers and consumers in a sample of organizations manufacturing food products in the Republic of Yemen- Movements that focused on the protection of society, consumers and the environment were inevitable reasons for the emergence of the philosophy of social responsibility. Based on the consideration of social and ethical considerations in marketing practices, as well as the need to balance the contradictory interests of profitability and the interest of society and achieve consumer satisfaction. The study also examined in some detail consumer satisfaction and rights, and focused on the reality of social responsibility in the institution. Yemeni data through the detail in the evaluation of the study sample the activities of institutions towards the community

-(**Ali et al, 2010**): This study aimed to investigate the effects of product quality, service and customer satisfaction along with social responsibility measures on the customer's buying intentions, as well as on his loyalty. The data were based on the questionnaire tool designed for this purpose, where 250 questionnaires were distributed to the university students using mobile phones in Pakistan. The data were analyzed using the structural equations model through the V07.Amos program. The study concluded that there was no relationship between awareness of CSR activities and customer loyalty intention. However, there was a significant relationship between service quality and customer satisfaction.

- **Murali et al (2012)** is finding relevant evidence to link consumer loyalty and corporate social responsibility initiatives within the organization. The study was conducted in one of the leading companies in the electronics industry in Malaysia. Consumer loyalty to the

company, the study also shows that by investing in corporate social responsibility, the company can achieve positive results in terms of financial performance.

- **van den Berg & Lidfors (2012)** examined how CSR activities envisaged affect customer loyalty. Their results confirmed a positive relationship between CSR activities and customer loyalty in the Swedish chocolate market.

- **Lechtinstien 2004** study on consumer ethics in commodity choices and the impact of corporate social responsibility in pushing the consumer to contribute in supporting the social issues adopted by companies. Commodity and encouragement. What is noticed on this study is that it focused on social responsibility and its implications on consumer satisfaction. However, our study dealt with increasing social responsibility on the subject of Algerian consumer perception.

**Study Methodology:** This study follows the descriptive approach to tracking the phenomenon of research and the methodology of social survey to collect study data and the statistical approach to test hypotheses.

**Research Sample:** Due to the large size of the study community and the similarity of its vocabulary in most characteristics, it is based on a soft sample from which data are collected for specific research tests.

## **2.General concepts of social responsibility**

**2.1 Definition of social responsibility:** The concept of social responsibility came as a result of the failure of business organizations to respond to the needs of their social environment. Hence, many trends aimed at the definition of social responsibility were defined:

- **Classic (traditional) concept:** In the philosophical framework of this trend towards social responsibility is expressed by the behavior and personal values of business managers. (Muhammad, 2007, p. 29)

- **Administrative concept:** C.E.D has strengthened the administrative concept of social responsibility, by representing the relationship with customers or the wider community as such. (Thamer, 2001, p. 33)

- **Environmental concept:** This concept emerged in 1920, is the sense of managers in that their social responsibility is not limited to the organization, but extends to the various categories and parties are the whole community

Finally, the common denominator in the concept of corporate social responsibility is the commitment of organizations and the commitment of business people to pursue policies

for decision-making, addressing desirable situations, and achieving community-wide goals and values. (Sen, 2008, pp37-44)

## **2.2 Dimensions of Social Responsibility:**

Requiring them to take into account the basic dimensions that include:

**Economic responsibility:** The provision of goods and services of value to the community at reasonable prices and high quality. Within this responsibility, the organization achieves profits and financial returns that enable it to continue (Helmi, 2015, p. 49)

**Legal responsibility:** is to achieve economic responsibility within the limits established by the country's legal system and this obligation can include all stakeholders with different legal requirements including environmental standards and tax laws.

**Ethical responsibility:** The moral responsibility of the institution is to respect and take into account the values, ethics and beliefs of the society in which it operates. Such beliefs and customs have not been codified but respected by institutions in order to improve their reputation and status. (Tigu, 2008, pp213-219)

**Human responsibility:** The various voluntary initiatives of the institution that are humane, such as training programs for groups of the elderly or young people, where these activities or initiatives are basically related to the field of the institution, where no profit or market share is expected. (Red Crescent, 2013, pp. 10-12)

## **3. General concepts about the consumer and his purchasing decision:**

**3.1 - Consumer Definition: The consumer is:** "Any natural or moral person using a good or service, from a marketing point of view, Is the main focus of everything that is produced or distributed. (Muhammad, 2004, p. 65)

The consumer knows that: "The average person or legal person who purchases goods and services from the market for his personal consumption or for others, and the consumer makes the purchase process to meet the needs and requirements that are satisfied by obtaining goods and services from the market through different operations." (Nasr, 2006, p.)

Therefore, the consumer can be defined as a set of tendencies, desires, needs and things that the person prefers and turns them into effective and real demand for a particular service or product. This behavior is influenced by several psychological, social, economic or psychological factors. (Khalid, 2013, p. 18)

**3.2 Definition of consumer behavior:** The great interest in the study of consumer behavior by researchers and writers led to the emergence of several definitions, including:

Means those behaviors which result from a person being exposed to an internal or external stimuli vis-à-vis what is presented to him in order to satisfy his desires and fulfill his needs. (Hamad, 2006, p. 30)

It is also defined as: "processes through which an individual or group can choose and use products and services to satisfy their needs". (Dimauro, 1999, p. 62)

### **3.3 The concept of purchasing decision making process:**

The decision to buy the final consumer passes through many complicated procedures due to the many different factors that affect the consumers. The process of defining these procedures in a precise and firm manner is considered a difficult task in the institution. (Hamid, 2000, p. 97)

The process of making a purchase decision is defined as: "those steps or stages that the buyer goes through in the event of making choices about which products to purchase." (Mahmoud, 2007, p. 109)

**3.4 Stages of purchasing decision for the consumer:** Steps of the process of making the decision to buy the consumer can be explained as follows:

- **Sense of need:** We can shorten the concept of the need to feel that the consumer feels the need when a defect or difference between his real state, which represents what he needs and the desired situation and dreams of achieving, and can be considered goods and services are a means to help greatly satisfy desires. (Ismail 2002, p. 128)

**Collection of information:** When a consumer senses the need for something, it will naturally begin to move on to the other point, the stage of information gathering. The client or consumer begins at this stage and feels the need to collect information about the products or services he or she wants or feel from their personal sources such as family, friends or colleagues. Work, etc. This stage can be considered as the most important stage for sales and marketing men, as the consumer will start looking for the company and identify its products and the institutions to accelerate the organization of promotional campaigns to prove that their products are the best alternative to what is looking for

- **Evaluate the available alternatives:** At this stage after the information has been collected by the consumer will try to compare the alternatives available to him information about them, which is believed to be able to solve their problems, and when compared, the consumer will be a set of beliefs and ideas and attitudes that may translate into desires For the next stage. (Darpy, 2007, p. 175 )

- **Selection between alternatives:** After the evaluation between the alternatives, the consumer may have collected enough information about what it needs for the product or service and who provides, but the urgency of the person makes him seek to satisfy the need

and tries to end this saturation, and the decision to buy is a complex decision different. It is sometimes a simple molecule that helps to change things. Sometimes the purchase decision is made inside the store itself after the trade-off is made and the decision to buy is made, especially if there is no strong loyalty of the customer to the company or the type he wants to buy. (Muhammad, 2003, p. 189)

**Actual Procurement:** The actual procurement process can be divided into two types:

**\*\* The complex purchase process:** depends on the purchase of materials that do not always need the consumer in the sense that may buy once every long period of high price or because it is non-consumption and the simplest example of home or car, namely goods called durable goods.

**\*\* The simple purchase:** It is the process of buying consumer matters, which do not need long thinking or large amounts, and the consumer needs to buy them in close periods, such as food, clothing and other consumer goods and called non-durable goods.

The difference between the two types is that complex purchasing is what makes the consumer look very detailed and differentiates between the producers of the service or the product and to promote a greater role of the simple procurement that may not require a decision or in-depth thinking to take the purchase (Fenwick, 2005, p92)

**Process of evaluation of the product or service:** After the completion of the procurement process for the service or product, the consumer moves to the final stage in the decision-making process, starting to evaluate what has been purchased and was correct in this process? Is he satisfied with this decision?

**3.5 Consumer awareness of social responsibility:** Since the beginning of the nineties, studies have begun to focus on the consumer as one of the main engines in pushing companies to adopt social responsibility within their strategic objectives. It should be noted here that there is a difference in the consumer perception of CSR according to the society to which he belongs, With a number of cultural, social, economic and political dimensions. (Viello, 2001, pp 2-3 )

**4. Applied Study:** This topic includes the sample of the study and the tools used in the collection of information as well as statistical programs and tools used in the analysis of the study.

**4.1 The sample of the study:** Study sample and sample: The current study sample consisted of (100) Algerian consumers using different marketing activities located in the city of Constantine. The sampling unit was intentionally selected while buyers were present in various producing and marketed establishments (Retaj Mall 3,2,1), They learn about the extent to which they have adopted concepts about the dimensions of social responsibility,

their responsiveness to influence various institutions, and they were chosen in a stratified, random way.

100 questionnaires were distributed to the aforementioned consumers ,95 forms were retrieved and 05 were canceled due to lack of Some study samples answered the entire questionnaire,the following is the distribution of the study population according to the personal data of the individuals:

**Table 1:** Distribution of Study Population by Personal Data

Personal data	Repetition	percentage
<b>Sex</b>	Males	35
	Female	60
<b>Place of residence:</b>	village	45
	Town	50
<b>Educational level</b>	Secondary and lower	46
	Normal Diploma	13
	Bachelor of Arts	30
	Postgraduate	6
<b>Employment</b>	Public	58
	Special	37

**Source:** Prepared by the researcher depending on the program spss v 19

It is clear from the previous table (1) that the majority of the sample of the study are female and 63.15%, it was found that 52.63% of the sample of the study from the city, and 48.42% of the educational qualification secondary and lower, while the field of work was the highest rate of work in the public domain by 61.05% .

**4.2Study Tool:** A questionnaire was prepared on the "impact of consumer awareness of social responsibility on the purchase decision", where the Likert scale was used to measure respondents' responses to the questionnaire paragraphs according to table (2):

**Table 2:** Likert scale scores

Response	Strongly Agree	agree	neutral	not agree	Strongly Disagree
<b>Class</b>	5	4	3	2	1

**Source:** Prepared by the researcher based on previous studies

**4.3Resolution Resolution:**One of the most important coefficients of stability is the Cronbach's Alpha, using the Spss program for all the paragraphs and axes of the questionnaire.

**Table3:** Internal coherence coefficient Alpha Kronbach for each field of questionnaire



Axis number	The field	Number of paragraphs	Coefficient of internal consistency
1	Elements of social responsibility	20	0.970
2	Consumer purchasing behavior	6	0.963
	Coefficient of overall consistency	26	0.933

**Source:** Prepared by the researcher depending on the program spss v 19

It is noticeable from the above table that the value of the alpha Kronbach coefficient is high for all fields exceeding all 0.60 or 60% including the coherence coefficient of 0.933, which indicates the stability of the instrument and its suitability for analysis and discussion.

**4.4 Statistical tools used:** The researcher unloaded and analyzed the data from the questionnaire through the Statistical Package for the Social Sciences (SPSS) program, where the following statistical tests were used:

- 1) Frequencies & Percentages: To describe the research community.
- 2) Arithmetic mean, relative arithmetic mean and standard deviation.
- 3) Cronbach's Alpha test to determine the resolution of the questionnaire.
- 4) Spearman correlation coefficient to measure the degree of correlation, which was used to calculate the internal consistency and structural validity.
- 5) Signal test to identify the direction of approval of the questionnaire paragraphs.

## 5. Results and discussion:

### 5.1 The Algerian consumer awareness of the systems and dimensions of social responsibility

**Table 4:** Metrics for Social Responsibility Elements

Phrase	The middle	standard deviation
Social Responsibility		
Economic responsibility		
Pay attention to how the product is packaged taking into	3.20	0.71

<b>account the safety of the product and your safety?</b>		
<b>Products are safe when and after use or consumption?</b>	<b>3.33</b>	<b>0.75</b>
<b>The process of packaging and packaging is economic, and is not a justification for the uncontrolled increase in cost and pricing?</b>	<b>3.65</b>	<b>0.74</b>
<b>Know the total price, taxes and other costs associated with the product and in the case of installment are aware of the actual rates of annual increases and the rest of the details of the premiums clearly and transparently?</b>	<b>3.05</b>	<b>0.85</b>
<b>Provides complete, accurate, understandable and comparable information on key product quality attributes, health and safety features, facility address and various means of communication?</b>	<b>3.42</b>	<b>0.91</b>
<b>Average computational and standard deviations</b>	<b>3.33</b>	<b>0.56</b>
<b>legal responsibility</b>		
<b>Product manufacturers should be concerned with the development of basic data such as: product specifications, production date, access, and how to produce clearly and explicitly?</b>	<b>3.74</b>	<b>0.45</b>
<b>Access to accurate and up-to-date information on product prices?</b>	<b>3.57</b>	<b>0.57</b>
<b>The Foundation's participation in consumer awareness and education programs?</b>	<b>3.54</b>	<b>0.50</b>
<b>To organize government institutions and consumer protection associations training courses and educational programs through specialists and through the media and advisers to advise you?</b>	<b>3.53</b>	<b>0.53</b>
<b>Are you entitled to adequate compensation if you are exposed to damage from using the product?</b>	<b>3.43</b>	<b>3.57</b>
<b>Average computational and standard deviations</b>	<b>3.56</b>	<b>0.75</b>
<b>Ethical responsibility</b>		

<b>Respect the institution for the customs and ethics of the society to which it belongs?</b>	<b>3.43</b>	<b>0.66</b>
<b>Completion of the institution's work in a manner consistent with the moral values of the community</b>	<b>3.40</b>	<b>0.75</b>
<b>The organization's advertising and promotion policy is consistent with the ethical values of society</b>	<b>3.33</b>	<b>0.89</b>
<b>Conducting a media activity that is misleading to the consumer</b>	<b>3.24</b>	<b>0.71</b>
<b>Average computational and standard deviations</b>	<b>3.35</b>	<b>0.75</b>
<b>Human responsibility</b>		
<b>Assistance through emergency and disaster intervention?</b>	<b>3.21</b>	<b>0.74</b>
<b>Contribute to supporting infrastructure?</b>	<b>3.14</b>	<b>0.85</b>
<b>Donations for sporting activities, such as the provision of playground facilities ...?</b>	<b>3.13</b>	<b>0.18</b>
<b>Helping the poor class in religious events such as Ramadan, Laylat al-Qadr, Eid ...?</b>	<b>3.08</b>	<b>0.29</b>
<b>Subsidies and donations to charities?</b>	<b>2.33</b>	<b>0.38</b>
<b>The Foundation's contribution to providing jobs for people with special needs?</b>	<b>3.65</b>	<b>0.22</b>
<b>Average computational and standard deviations</b>	<b>3.09</b>	<b>0.59</b>
<b>The overall rate of the level of social responsibility</b>	<b>3.34</b>	<b>0.64</b>

Table 4 shows that the calculation averages ranged from 3.05 to 3.74. The highest arithmetical averages were for the paragraphs on liability and moral responsibility. The lowest mean of the economic liability clause was 3.05 with a standard deviation of 0.85 and all the paragraphs were average Higher than 3 and this indicates that respondents' responses were high.

## 5.2 The behavior of the Algerian consumer towards the dimensions of social responsibility

**Table 5:** The descriptive statistics of the respondents' responses to the variable consumer behavior behavior of socially responsible institutions

Phrase	The middle	standard deviation
If the price and quality of two different companies are equal, I will buy from a company that contributes to social and environmental services to the community	3.47	0.68
I am willing to pay a higher price to buy a commodity from a company that carries out its economic responsibilities towards society and the environment instead of a cheaper commodity than a company that does not fulfill its economic responsibilities	3.26	0.80
I take into account the company's reputation and ethics when I intend to buy from them	3.25	0.72
I am ready to go to a distant market to buy a commodity from a company that adopts liability programs instead of buying from a nearby company but does not assume legal responsibilities towards the community	3.19	0.84
I am willing to pay a higher price to buy a commodity than a company that has an interest in prosperity and community service	3.15	0.78
I avoid buying from a company whose name is associated with illegal or immoral acts	3.13	0.35

Table 5 shows that the averages ranged from 3.13 to 3.47 and that the highest mean was for the paragraph "If the price and quality of two goods from two different companies, I will buy from the company that contributes to social and environmental services to the community" with an average of 3.47 with a standard deviation of 0.68 , And that the lowest mean was for the paragraph "I avoid buying from a company whose name is associated with illegal or immoral acts" with an average of 3.13 with a standard deviation of 0.35 and that all paragraphs had averages above 3 and this indicates that respondents' responses were high.

## 6. Testing hypotheses:

**The first hypothesis:** Algerian consumers are aware of the extent to which institutions adopt social responsibility.

This hypothesis was tested using t test for the consumer perception variable of social responsibility dimensions.

**Table 6:** Test results for the variable of social responsibility dimensions

The dimension	The middle	standard deviation	T	Significance
Economic	3.32	0.44	19.20	0.00
Legal status	3.32	0.49	16.77	0.00
Morality	3.35	0.46	18.62	0.00
Humanity	3.30	0.27	31.29	0.00
Social	3.32	0.44	19.20	0.00

Table 6 shows that the value of t was a function at the level of 0.05 and below for all dimensions of social responsibility. This indicates that the respondents are aware of the dimensions of social responsibility and that their level of cognition is so high that all averages are higher than 3.

**Result:** The hypothesis is accepted to provide the Algerian consumer with a sense of CSR.

**The second hypothesis:** The level of Algerian consumer perception of social responsibility affects his purchasing behavior

To test this hypothesis, the Pearson correlation coefficient was used as follows:

**Table 7:** Pearson correlation coefficient test results

The dimension	Coefficient of correlation	Significance
Social Responsibility	0.28	0.00

Table 7 shows an acceptable correlation between the level of Algerian consumer awareness of social responsibility and the purchasing behavior of sample members, which reached 0.28, which is statistically significant at the significance level of 0.05.

**Result:** The hypothesis is accepted to provide the level of Algerian consumer awareness of social responsibility over his purchasing behavior

**The third aspect:** The level of the Algerian consumer's perception of the dimensions of social responsibility affects his purchasing behavior. This part of the research deals with a statistical presentation through which the correlation between the variables of the Algerian consumer perception and the behavior of the consumer will be tested and analyzed according to the correlation matrix of the variables.

**Table 8:** Matrix of Relationship Relations The consumer awareness of the dimensions of social responsibility and its purchasing behavior

Consumer awareness of the dimensions of social responsibility	Purchasing behavior	Calculated T value	Moral level
Economic responsibility	0.09	0.79	0.16
legal responsibility	0.32	5.29	0.00
Ethical responsibility	0.20	4.18	0.00
Human responsibility	0.18	0.62	0.98

**Source:** prepared by the researcher based on the program spss v 19

Table 8 shows an acceptable correlation between legal liability and the purchasing behavior of sample members to respond to ethical responsibility and response, respectively, 0.32 and 0.20, which is statistically significant at the significance level of 0.05.

The table also shows that there is no correlation between economic responsibility and corporate human responsibility and consumer willingness to respond.

**Result:** The hypothesis is rejected for legal responsibility and moral responsibility, and accepts the premise for economic responsibility and human responsibility.

## 7. Discussion of results:

Table 1 shows the social awareness of social responsibility and high values of the Algerian consumer's understanding of the four types of social responsibility and their importance. The sample of the study focused on the importance of legal and ethical aspects in the first place. And to ensure that the ethical principles of management are respected and given priority over their economic performance. The results of this study show that legal and moral responsibility is the most variable Importance for the Algerian consumer.

The results of Table 2 show that the Algerian consumer's awareness of the dimensions of social responsibility has an impact on his purchasing decision. The highest average of the respondents' willingness to buy from the socially responsible company "If the price and quality are equal for two products from two different companies", Some were willing to pay a higher price to buy a commodity if the company was to meet its social responsibilities to society and the environment, while avoiding the consumer to buy from a company whose name is associated with illegal or immoral acts came in last.

Table 5 shows that there is no relationship between the respondents' level of economic responsibility and human responsibility, and the resolution of the purchase of individuals, and this indicates that the economic and humanitarian responsibility, this is due to the economic conditions of the occupied citizen by providing basic living needs. The importance of social responsibility is considered as a decisive factor for purchasing, and priority is given to other factors such as price and the availability of the commodity or service.

On the other hand, the Algerian consumer has shown that his awareness of legal responsibility and a lesser degree of moral responsibility has an impact on his purchasing decision, which may indicate the importance that the respondents attach to the legal and ethical aspects, perhaps due to some of the problems and negativities currently plaguing Algerian society. Such as combating corruption, pollution of the environment and other problems referred to by some local and international reports.

The study showed the awareness of the Algerian consumer towards the social responsibility of the four types of economic, legal, moral and human, and it seems that gave it importance in the following order: Legal responsibility, then moral responsibility, then human responsibility and finally economic responsibility.

The Algerian consumer also showed an acceptable correlation between CSR and its willingness to respond by buying its product. The biggest correlation was between realizing legal and ethical responsibility and consumer response. That is, the Algerian consumer gives the highest weight to buy from companies that are legally and ethically committed.

## **8. Conclusions and Recommendations:**

### **8.1 The results of the theoretical and field study:**

The mental image of corporate social responsibility can be expressed in three conceptual and interrelated dimensions: ethical responsibility, social responsibility and environmental responsibility, all of which represent consumer perceptions of CSR.

The investment in the social responsibility of the institution leads the consumer to form positive trends towards the brand that is marketed, and the trends to future behaviors, and the results of the study supported the expectations of this study except for the surprising result that shows no significant role of environmental perception in consumer attitudes towards the brand. This is due to the lack of consumer interest in the environmental aspects of the institution, which did not know a significant deterioration makes them prominent in the perception of the consumer.

There is no agreement on the concept of social responsibility of the institution, but it can be considered as an agreed social contract between institutions and society, which commits them to carry out their duties towards society.

The adoption of social responsibility programs by the institution, which increases its social role and the establishment of a culture of social responsibility for the institution of Algerian consumers to guide their purchasing decisions.

A purchasing decision is the act of individuals in obtaining goods and services for the purpose of final consumption as a result of the interaction of personal and environmental factors.

## **8.2 Recommendations:**

The Algerian institution shall respect all morals of the general and religious principles longed for by the local community in which the institution is active.

- Support the social fields in the content in which the Algerian institution works, to make them a good citizen in a good society.
- Protect the natural environment from its various resources and not harm it to be environmentally friendly, and issue reports on the social responsibility of the Algerian institution, as a tool for communication as a form of public relations.
- Periodic evaluation of the sources of the mental image of the social responsibility of the institution to track its developments, and evaluate its behavioral and economic outcomes.
- In case of non-compliance by organizations with a specific pricing policy for their products commensurate with the levels of entry of members of society, reflects the lack of legislation binding on those organizations and others, so the researcher recommends the need to oblige organizations to a specific pricing policy by the state, with the need to educate the consumer and notice that there are institutions and departments Can resort to it in the event of extortion or excessive price of products by sellers.
- The necessity of obligating the organizations to establish specialized departments to protect the environment within the organizational structure of any organization so that these sections serve as a link between the organizations and bodies concerned with the protection of the environment through follow up the regulations issued by the Council and prepare the required reports and to commit those sections through qualified and specialized cadres to follow up all Developments related to environmental protection and conservation of natural resources.
- The legislator shall guarantee to the Algerian consumer the right to appropriate compensation in the event of any damage caused by the consumption of a particular product, by including that text within the law of the Commission.
- Algerian institutions should not violate consumer protection, especially in terms of: advertising, guarantee packaging and packaging, standards and weights as the Algerian consumer suffers from a violation of these rights.
- Algerian institutions must adhere to consumer rights in terms of obtaining their basic rights as consumers, such as the right to be heard, the right to choose, the right to security, the right to compensation, the right to live in a healthy environment.



- Protection of the rights of the Algerian consumer, a right of the consumer whether aware of the dimensions of social responsibility of enterprises towards or unaware of them.

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Study Annex: Questionnaire

After Greetings,,,

We put in your hands a questionnaire to collect data for research under the title (the impact of consumer awareness of social responsibility on the purchase decision), please fill the questionnaire accurately knowing that it will not be used only for the purpose of scientific research only.

We thank you for your cooperation

Researcher

Dr. Houdouga Hassiba

**First:** Personal Information: Put an X in front of the answer that suits you:

**1.Type:**

Males ☐ Female ☐

**2. Place of residence:**

village ☐ Town ☐

**3. Educational level**

Secondary and lower ☐

Normal Diploma ☐

Bachelor of Arts ☐

Postgraduate ☐

**4. Employment**

Public ☐ Special ☐

**Second:** The axes of the study: Put a mark (X) in front of the answer that suits you:

Axis I: Algerian consumer awareness of the systems and dimensions of social responsibility	Strongly Agree	agree	neutral	not agree	Strongly Disagree
Pay attention to how the product is packaged taking into account the safety of the product and your safety?					
Products are safe when and after use or					

consumption?					
The process of packaging and packaging is economic, and is not a justification for the uncontrolled increase in cost and pricing?					
Know the total price, taxes and other costs associated with the product and in the case of installment are aware of the actual rates of annual increases and the rest of the details of the premiums clearly and transparently?					
Provides complete, accurate, understandable and comparable information on key product quality attributes, health and safety features, facility address and various means of communication?					
Product manufacturers should be concerned with the development of basic data such as: product specifications, production date, access, and how to produce clearly and explicitly?					
Access to accurate and up-to-date information on product prices?					
The Foundation's participation in consumer awareness and education programs?					
To organize government institutions and consumer protection associations training courses and educational programs through specialists and through the media and advisers to advise you?					
Are you entitled to adequate compensation if you are exposed to damage from using the product?					
Respect the institution for the customs and ethics of the society to which it belongs?					
Completion of the institution's work in a manner consistent with the moral values of the community					
The organization's advertising and promotion policy is consistent with the ethical values of society					
Conducting a media activity that is misleading to the consumer					
Average computational and standard deviations					
Assistance through emergency and disaster intervention?					
Contribute to supporting infrastructure?					
Donations for sporting activities, such as the provision of playground facilities ...?					
Helping the poor class in religious events such as					

Ramadan, Laylat al-Qadr, Eid ...?					
Subsidies and donations to charities?					
The Foundation's contribution to providing jobs for people with special needs?					
<b>The second axis: the purchasing behavior of the Algerian consumer towards the dimensions of social responsibility</b>	<b>Strongly Agree</b>	<b>agree</b>	<b>neutral</b>	<b>not agree</b>	<b>Strongly Disagree</b>
If the price and quality of two different companies are equal, I will buy from a company that contributes to social and environmental services to the community					
I am willing to pay a higher price to buy a commodity from a company that carries out its economic responsibilities towards society and the environment instead of a cheaper commodity than a company that does not fulfill its economic responsibilities					
I take into account the company's reputation and ethics when I intend to buy from them					
I am ready to go to a distant market to buy a commodity from a company that adopts liability programs instead of buying from a nearby company but does not assume legal responsibilities towards the community					
I am willing to pay a higher price to buy a commodity than a company that has an interest in prosperity and community service					
I avoid buying from a company whose name is associated with illegal or immoral acts					