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The Impact Of Corporate Social Responsibility Indicators On Consumer Behavior: A Case Study: Electronic And Quasi-electronic Customers Of Persian Carpet Co.

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Abstract

In recent years with the increasing competition in the market, corporate social responsibility has been much considered. There are many researches in this field at the world. In this article we study the effect of corporate social responsibility indicators on consumer behavior of electronic and semi electronic customers of Iranian carpet companies. At the end of the article, depending on the results obtained, we will find this effect.

Disciplines

Business

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY INDICATORS ON CONSUMER BEHAVIOR: A CASE STUDY: ELECTRONIC AND QUASI-ELECTRONIC CUSTOMERS OF PERSIAN CARPET CO.

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Abstract: In recent years with the increasing competition in the market, corporate social responsibility has been much considered. There are many researches in this field at the world. In this article we study the effect of corporate social responsibility indicators on consumer behavior of electronic and semi electronic customers of Iranian carpet companies. At the end of the article, depending on the results obtained, we will find this effect

Key words: social responsibility, consumer, behave, effect.

1. INTRODUCTION

In recent years, there has been an increasing emphasis on the importance of the concept of corporate social responsibility towards the economy; Also, assuming that the services of these companies are a source of benefits in a competitive environment. Which encompasses environmental, economic and social goals (Vazquez and Hernandez, 2014). The social responsibility of the organization (CSR) has been over the past six decades as a subject of study at universities (Tingchi Liu et al., 2014). But there has been a lot of research in the past decade (Anadolu et al., 2015). Some researchers found that consumers generally respond positively to companies that have social and responsible activities. At the same time, there is still no consensus on consumer behavior about CSR activities (Saleh etal, 2015). As the level of education increases, consumers are aware of the need for mutual professional behavior. The subject of corporate social responsibility is an important issue that major companies such as General Electric, IBM, Google, Johnson, Intel, Nestlé and Walmart have adopted it as a strategy for building shared value between society and business. (Leukman et al., 2015). Companies play an important role in planning and implementing social affairs and social responsibility programs. Action to take Social responsibility, plays an important role in the survival of organizations in the current competitive environment. Reducing environmental issues, improving the safety and health of employees, Increases productivity and reduces operational costs (Hui Tessa et al., 2015). This leads to competitive advantages for companies and is effective on the company's returns due to its impact on consumer behavior (Kang & Lee, 2010). For this reason, companies must institutionalize social responsibility activities so that they can respond appropriately to consumer demand (Romany et al., 2013). In this research, the researcher is to examine the impact of corporate social responsibility indicators on consumer behavior and, from this background, design a model for social responsibility in Persian carpet company of Mashhad.

2. THEORETICAL FOUNDATIONS OF RESEARCH

2.1 Corporate Social Responsibility

A voluntary approach to sustainable development including corporate stakeholders can define corporate social responsibility. Corporate Social Responsibility, used by Howard Bennen, was inspired by sustainable development. In fact, the term management of business effects on society, including men and women, forms the company as its environment. Therefore, it is an ideal tool for "business partnerships in sustainable development" issues (Molleda, 2010). The corporate social responsibility, as a broad concept, has different definitions (Costa and Manichini, 2013). Many researchers have realized a few corporate social responsibility concepts. Initially, this concept was mainly related to economic aspects, which is understood as an organization's commitment to maximizing shareholder value. The corporate social responsibility of stakeholder theory states that the main purpose of any business is to maximize value for shareholders (Kiran & Sharma, 2011). For example, Philip Morris donated $ 75 million in charity in 1999, and then launched a $ 10 million campaign to promote these charities to increase community visibility (Vlachos et al, 2009). The company's social responsibility includes actions that the company volunteers to undertake in its environmental and social fields as part of its business relationship with its stakeholders. It is usually the result of ethical principles and a practical plan for environmental and social issues, but the company can also determine its field of activity, with the exception of new constraints such as government. Also, social responsibility of the company is determined by the strong involvement of the shareholders of the company under the influence of its activities. In fact, listening by the company in its environment determines its durability, growth and legitimacy when it conforms to the community's expectations (Liao & Ma, 2009). Another flow of research seems to be the concept of community-based marketing activities in areas such as environmental protection, community development, resource conservation and humanitarian donations (Liu & Zhou, 2009). The basic idea of corporate social responsibility is that business and society are not separated. Because its activities can enhance the credibility of

organizations, increase the impact of consumers on them, increase the trust between organizations and consumers and influence the influence of consumer behavior (Nochai, 2014).) The impact of business activities on people's quality of life is a concern about corporate social responsibility. Nowadays, people are paying attention to CSR as a necessity, and this belief has led to businesses that are expected to determine their role in society in imposing social, ethical and legal responsibilities in their operations (Onlaor & Rotechanakitumnuai, (2010).

2.2 Consumer behavior

Consumer behavioral responses when shopping with the recommendation of a brand make it possible for the decision-making and evaluation processes to find a particular tendency to the brand from the range of brand names that one has in mind (Pinocchio Et al., 2015). Consumer behavior involves mental, physical and emotional activities that people are involved in when they want to buy and use a product or service that meets their needs and wants. Understanding consumer shopping behavior can familiarize marketers with their customers. In addition, it can be a rooting for marketers to develop marketing strategies (Vahdati, 2015). Consumer behavior is the process of thoughts, feelings and actions related to the process of consumption. It is a dynamic interactive behavior of thoughts, feelings, actions and individual behaviors in an environment that human beings share in their lives, the environment refers to external factors that affect human beings, such as cultural and social forces in society And personal life, as well as physical and situational forces associated with actual shopping experiences. Behavior is a dynamic interaction between consumers and marketers who conduct exchanges (Giuliana et al, 2012). There are four main factors affecting consumer behavior. Some of these factors can affect different ways of consumer behavior. The key to these factors affects the decision-making process, is different. These are cultural, social and religious factors, personalities and psychology. An important combination of culture is the personality, behavior, and self-knowledge of mankind, which helps the person to create his buying behavior and, nevertheless, separates from culture as a variable that can be studied and readily It's very difficult to do. Given that human buying behaviors include three stages: individual, social and situational. Culture affects all these stages, but its impact

depends on the individual and the circumstances (Mahmud IN & Mohammad SA, 2014). Culture includes beliefs, values and customs that directly distinguish consumer behavior among members of a particular group or community. Values and beliefs are guidelines for behavior that they affect attitudes about how they behave in specific circumstances, and on the other hand, customs are behaviors that form an acceptable way to behave in a particular culture. (Jin-Woo etal, 2013). Social factors are very influential in consumer decision making, which can affect the decision-making process positively or negatively. This may include one or more people like: a spouse or someone you have never met, the impact of this reference or social group can be very strong so that a customer can change the behavior to control the standards The reference group is estimated (Ben & Guilbert, 2009). Gender role has a significant impact on consumer behavior and it defines what is appropriate for every gender in behavioral, attitude and appearance, and they have deeply joined the community and the minds of people, for example, male clients in the sector Cafes are interested in watching live sports or playing with your friends. Women's fashion customers are interested in fashion, these different ways of life depend on determining the pattern of consumer life that affects their buying behavior, if the company has the idea of lifestyle of its customers or certain parts of it. You can determine your marketing strategy by targeting this group of customers because customers always choose their lifestyle products and services. Age also plays an important role in consumer decision-making, for example, children can buy candy, beverages and drinks, while adults in particular buy women fashion products, cosmetics, and food (Barnes etal, 2009). The study focuses on whether the consumers of Persian carpet in Mashhad are considering a CSR before making a purchase decision.
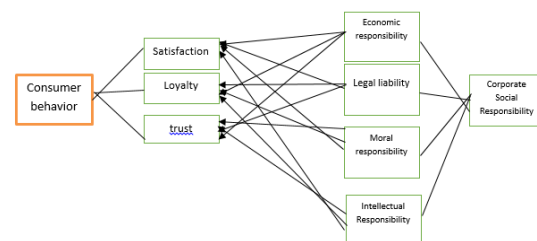

Figure 1. Conceptual model of research (Eshra & Beshir, 2017).

2.3 Hypotheses

Corporate social responsibility indicators are effective on consumer behavior.
Hypotheses
The company's economic responsibility is effective on consumer satisfaction.
The company's economic responsibility is effective in consumer loyalty.
The company's economic responsibility is effective on consumer confidence.
Corporate legal responsibility is effective on consumer satisfaction.
Corporate responsibility is effective on consumer loyalty.
Corporate legal responsibility is effective on consumer confidence.
Corporate ethical responsibility is effective on consumer satisfaction.
Corporate ethical responsibility is effective on consumer loyalty.
Corporate moral responsibility is effective on consumer confidence.
The company's intellectual responsibility is effective on consumer satisfaction.
The company's intellectual responsibility affects consumer loyalty.
The company's intellectual responsibility is effective on consumer confidence.

3   RESEARCH METHODOLOGY

This research is descriptive of the type of application and since the data are collected at a specific time period from a specific statistical society, this research is a cross-sectional one. The statistical population of the study consisted of the customers of the Persian red carpet company in Mashhad. To determine the sample size, 118 people were randomly selected through the Morgan table. A questionnaire was distributed among them. The

Assumption H_0: Corporate social responsibility indicators do not affect consumer behavior.
Assumption H_1: Corporate social responsibility indicators affect consumer behavior.

Binomial Test:

research tool in this research is Chen and Gong (2009) for corporate social responsibility and Lermen Consumer Behavior Questionnaire (2006). Cronbach's alpha test was used to measure the reliability of the questionnaire and the validity of the constructs. This test is used to calculate the internal coordination of the measuring instrument. For social media questionnaire and Consumer questionnaire Cronbach alpha respectively (0.81 , 0.87) Calculated and since it is larger than 0.7 Therefore, it has good reliability.

4   RESEARCH FINDINGS

According to Table 1, it is noted that most customers aged 20-30 years had a bachelor's degree. Meanwhile, 58.47% of women samples and 41.52% of samples are male (Table 1)

Table 1: Frequency of sample individuals by age, grade, and field of study

Percent frequency	Frequency		Variable
27.26	31	20-30 years	age
61	72	30- 40 years	
73.12	15	over the 40 years	
47.58	69	woman	gender
52.41	49	man	
10.16	19	Associate Degree	Education level
10.66	78	Undergraduate	
80.17	21	Master's degree	

An inferential review is as follows:

The Kolmogorov-Smirnov test was used to check the standardity of the data. The results of this test indicated an abnormal distribution of data. Therefore, nonparametric statistical methods were used to test the research hypotheses.

4.1   Evaluating the main hypothesis of the research

Corporate social responsibility indicators are effective on consumer behavior

Table 2. Calculations of the binomial test of the main hypothesis

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
consumer behavior	Group 1	<= 3	89	.75	60.	.021ᵃ
	Group 2	> 3	29	.25		
	Total		118	1.00		

Table 4 - Calculations of the Qiudi test The main hypothesis

Test result:

Considering that the significance level is smaller than 0.05 and also the assumed test ratio (0.61) is greater than the observed ratio (0.21), then with a probability of 95%, the assumption is zero and its opposite assumption is confirmed Take up This means that corporate social responsibility indicators have an impact on consumer behavior.

Calculation of Correlation Coefficient (Intensity) of Variables Using Choproff's Effect Coefficient:

Friedman's Variance Analysis: The results of this table are used to calculate the coefficient of intensity of Chopro's effect.

$$p = \sqrt{\frac{689}{3531\sqrt{5-1}}} = 0.30$$

(1)

Table 3. Calculations of Friedman analysis of variance questionnaire (respondents to the main hypothesis questions)

The positive value of p is the confirmation of corporate social responsibility indicators on consumer behavior and its effect intensity is 0.30.

Response spectrum options					Questionnaire questions	
Very much	many	Average	Low	Very low	Question number	row
33	21	19	23	22	1	1
35	19	28	27	19	2	2
60	10	18	19	11	3	3
21	19	35	11	22	4	4
49	17	15	13	24	5	5
29	23	11	27	28	6	6
19	27	31	15	26	7	7
13	14	9	32	50	8	8
22	20	14	16	46	9	9
5	5	15	60	33	10	10
41	32	21	12	12	11	11
17	11	12	40	28	12	12
19	27	17	39	16	13	13
32	28	14	14	30	14	14
11	6	17	19	65	15	15
15	32	13	9	49	16	16
24	53	10	16	15	17	17
13	21	11	27	46	18	18
26	39	17	8	28	19	19
12	9	29	12	56	20	20
27	19	20	34	18	21	21
12	24	26	21	35	22	22
20	39	11	14	34	23	23
33	15	14	52	4	24	24
18	30	19	27	24	25	25
8	19	23	30	39	26	26
30	21	27	10	30	27	27
61	11	9	16	21	28	28
21	13	22	49	13	29	29
11	40	33	22	12	30	30
737	664	560	714	856	3531	Total results

Evaluating the first sub-hypothesis The company's economic responsibility is effective on consumer satisfaction. Assumption 0 H: The company's economic responsibility does not affect consumer satisfaction. Assumption 1 H: Corporate economic responsibility affects consumer satisfaction. Binomial test performed:

Table 5. Calculations of the binomial test of the first sub hypothesis

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
Consumer satisfaction	Group 1	<= 3	40	.34	60.	.022ᵃ
	Group 2	> 3	78	.66		
	Total		118	1.00		

Kido test:
Using Friedman's analysis of variance analysis, the results of statistical analysis of this questionnaire re as follows.

Test result:
Considering that the significance level is smaller than 0.05 and also the assumed test ratio (0.60) is greater than the observed ratio (0.22), then with a probability of 95%, the assumption is zero and the opposite assumption is confirmed Take up This means that the company's economic responsibility affects consumer satisfaction. Friedman's Variance Analysis: The results of this

According to Table 2 and a meaningful level of less than 0.05, it can be concluded that corporate social table

are used to calculate the coefficient of intensity of Chopro's effect.

Table 6. Calculations of Friedman analysis of variance questionnaire (respondents to first hypothesis questions)

Response spectrum options					Questionnaire questions	
Very much	many	Average	Low	Very low	Question number	row
33	21	19	23	22	1	1
35	19	28	27	19	2	2
60	10	18	19	11	3	3
21	19	35	11	22	4	4
49	17	15	13	24	5	5
26	39	17	8	28	19	6
12	9	29	12	56	20	7
27	19	20	34	18	21	8
12	24	26	21	35	22	9
275	177	207	168	225	1052	Total results

Kido test:

Using Friedman's analysis of variance analysis, the results of statistical analysis of this questionnaire are as follows.

According to Table 6 and the significance level below 0.05, it can be admitted that the company's economic responsibility affects consumer satisfy

Table 7: Calculations of the Qiudo test The first sub hypothesis

	Main variable
x^2	000/689[a]
freedom degree	4
Significance level	023/0

Calculation of Correlation Coefficient (Intensity) of Variables Using Choproff's Effect Coefficient:

The positive value of p is the confirmation of the company's economic responsibility for consumer satisfaction and its effect was 0.57.

$$p = \sqrt{\frac{689}{1052\sqrt{5-1}}} = 0.57$$

(2)

Kido test:
Using Friedman's analysis of variance analysis, the results of statistical analysis of this questionnaire

Evaluating the secound sub-hypothesis The company's economic responsibility is effective in consumer loyalty.

Assumption 0 H: The economic responsibility of a company does not affect consumer loyalty.

H1 assumption: The company's economic responsibility affects consumer loyalty.

Binomial test performed:

Table 8. Calculations of the binomial test of the second sub hypothesis

		Binomial Test				
		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
consumer loyalty	Group 1	<= 3	54	.46	60.	.031[a]
	Group 2	> 3	64	.54		
	Total		118	1.00		

Test result:
Considering that the significance level is smaller than 0.05 and also the assumed test ratio (0.61) is greater than the observed ratio (0.31), then with a probability of 95%, the assumption is zero and the opposite assumption is confirmed Take up This means that the corporate responsibility of the company affects consumer loyalty.

Friedman's Variance Analysis: The results of this table are used to calculate the coefficient of ntensity of Chopro's effect.

Table 9- Friedman analysis of variance analysis of questionnaire (respondents to second hypothesis questions)

Response spectrum options					Questionnaire questions	
Very much	many	Average	Low	Very low	Question number	row
33	21	19	23	22	1	1
35	19	28	27	19	2	2
60	10	18	19	11	3	3
21	19	35	11	22	4	4
49	17	15	13	24	5	5
20	39	11	14	34	23	6
33	15	14	52	4	24	7
18	30	19	27	24	25	8
8	19	23	30	39	26	9
277	189	182	216	199	1063	Total results

are as follows.
According to Table 8 and a meaningful level of less than 0.05, it can be admitted that the company's

economic responsibility affects consumer loyalty.

Table 10 - Qiudo test calculations. Second sub hypothesis

	Main variable
x^2	000/689[a]
freedom degree	4
Significance level	023/0

Calculation of Correlation Coefficient (Intensity) of Variables Using Choproff's Effect Coefficient:

$$p = \sqrt{\frac{689}{1063\sqrt{5-1}}} = 0.56$$

(3)

The positive value of p indicates the impact of the company's economic responsibility on consumer loyalty and its effect was 0.56.

Evaluating the thirth sub-hypothesis

The company's economic responsibility is effective on consumer confidence.

H0 assumption: The company's economic responsibility does not affect consumer confidence.

H1 assumption: The company's economic responsibility affects consumer confidence.

Binomial test performed:

Table 11 - Binary Examination Calculations of the Third Sub-hypothesis

		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
consumer confidence	Group 1	<= 3	24	.21	60.	.009[a]
	Group 2	> 3	94	.79		
	Total		118	1.00		

Test result:

Considering that the significance level is smaller than 0.05 and also the assumed test ratio (0.60) is greater than the observed ratio (0.9), then with a probability of 95%, the assumption is zero and the opposite assumption is confirmed Take up This means that the company's economic responsibility affects consumer confidence.

Friedman's Variance Analysis: The results of this table are used to calculate the coefficient of intensity of Chopro's effect.

Table 12 - Friedman analysis of variance analysis of questionnaire (respondents to third hypothesis questions)

Response spectrum options					Questionnaire questions	
Very much	many	Average	Low	Very low	Question number	row
33	21	19	23	22	1	1
35	19	28	27	19	2	2
60	10	18	19	11	3	3
21	19	35	11	22	4	4
49	17	15	13	24	5	5
30	21	27	10	30	27	6
61	11	9	16	21	28	7
21	13	22	49	13	29	8
11	40	33	22	12	30	9
321	171	206	190	174	1062	Total results

Kido test:
Using Friedman's analysis of variance analysis, the results of statistical analysis of this questionnaire are as follows.
According to Table, and a meaningful level of less than 0.05, it can be admitted that the company's economic responsibility affects consumer confidence.

Table 13 - Qiudo test calculations Third hypothesis

	Main variable
x^2	000/689[a]
freedom degree	4
Significance level	023/0

Calculation of Correlation Coefficient (Intensity) of Variables Using Choproff's Effect Coefficient:

The positive value of p is the effect of the company's economic responsibility on consumer confidence and its effect is 0.56.

Evaluating the forth sub-hypothesis
Corporate legal responsibility is effective on consumer satisfaction.
H0 assumption: Corporate liability does not affect consumer satisfaction.
H1 assumption: The company's economic responsibility affects consumer satisfaction.
Binomial test performed:

Table 14 - Binomial test calculations of the fourth sub hypothesis

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
consumer satisfaction	Group 1	<= 3	50	.43	60.	.037ª
	Group 2	> 3	68	.57		
	Total		118	1.00		

Test   result:
Considering that the significance level is smaller than 0.05 and also the assumed test ratio (0.60) is greater than the observed ratio (0.37), then with a probability of 95%, the assumption is zero and the opposite assumption is confirmed Take up This means that corporate legal responsibility affects consumer   satisfaction.
Friedman's Variance Analysis: The results of this table are used to calculate the coefficient of intensity of Chopro's effect.

Table 15 - Friedman analysis of variance analysis of the questionnaire (respondents to fourth hypothesis questions)

Response spectrum options					Questionnaire questions	
Very much	many	Average	Low	Very low	Question number	row
29	23	11	27	28	6	1
19	27	31	15	26	7	2
13	14	9	32	50	8	3
22	20	14	16	46	9	4
5	5	15	60	33	10	5
26	39	17	8	28	19	6
12	9	29	12	56	20	7
27	19	20	34	18	21	8
12	24	26	21	35	22	9
165	180	172	225	320	1062	Total results

Kido test: Using Friedman's analysis of variance analysis, the results of statistical analysis of this questionnaire   are   as   follows.
According to Table 16 and a meaningful level of less than 0.05, it can be admitted that corporate legal responsibility affects consumer satisfaction.

Table 16. Qoido test calculations. Fourth sub-hypothesis

	Main variable
x^2	000/513 ª
freedom degree	4
Significance level	039/0

Calculation of Correlation Coefficient (Intensity) of Variables Using Choproff's Effect Coefficient:

$$p = \sqrt{\frac{513}{1062\sqrt{5} - 1}} = 0.49$$

(4)

The positive value of p indicates the impact of corporate legal responsibility on consumer satisfaction and its effect was 0.49.

Evaluating   the   fifth   sub-hypothesis
Corporate responsibility is effective on consumer loyalty.
Assumption H 0: The legal responsibility of a company does not affect consumer loyalty.
Hypothesis H 1: Corporate legal responsibility affects   consumer   loyalty.

Binomial test performed:

Table 17: Binomial test calculations of the fifth hypothesis

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
consumer loyalty	Group 1	<= 3	84	.72	.60	.068ª
	Group 2	> 3	34	.28		
	Total		118	1.00		

Test   result:
Considering that the significance level is greater than 0.05 and the assumed test ratio (0.61) is less than the observed ratio (0.68), then with the probability of 95%, the assumption is zero and its assumption is rejected. . This means that the legal responsibility of the company does not affect the loyalty of the consumer.

Evaluating   the   sixth   sub-hypothesis
Corporate legal responsibility is effective on consumer   confidence.
Assumption H 0: Corporate legal responsibility does   not   affect   consumer   confidence.
H 1 assumption: Corporate legal responsibility affects   consumer   confidence.

Binomial test performed:

Left Column

Table (18): Calculations of the binomial test of the sixth hypothesis

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
consumer confidence	Group 1	<= 3	74	.63	.60	.068[a]
	Group 2	> 3	44	.37		
	Total		118	1.00		

Test   result:
Considering that the significance level is greater than 0.05 and the assumed test ratio (0.60) is less than the observed ratio (0.68), then with the probability of 95%, the assumption is zero and its assumption is rejected. . This means that corporate legal responsibility does not affect consumer confidence.

Evaluating the seventh sub-hypothesis Corporate ethical responsibility is effective on consumer satisfaction.
Assumption 0 H: Corporate ethical responsibility does not affect consumer satisfaction.
H1 assumption: Corporate ethical responsibility affects consumer satisfaction.

Binomial test performed:

Table 19 - Bimonthly test calculations of the seventh hypothesis

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
consumer satisfaction	Group 1	<= 3	34	.29	60.	.027[a]
	Group 2	> 3	84	.71		
	Total		118	1.00		

Test result: Considering that the significance level is smaller than 0.05 and also the assumed test ratio (0.60) is greater than the observed ratio (0.27), then with a probability of 95%, the assumption is zero and the opposite assumption is confirmed Take up This means that corporate ethical responsibility affects consumer satisfaction. Friedman's Variance Analysis: The results of this table are used to calculate the coefficient of intensity of Chopro's effect.

Right Column

Table 20 - Friedman analysis of variance analysis of the questionnaire (respondents to the questions of the seventh hypothesis)

Response spectrum options					Questionnaire questions	
Very much	many	Average	Low	Very low	Question number	row
41	32	21	12	12	11	1
17	11	12	40	28	12	2
19	27	17	39	16	13	3
32	28	14	14	30	14	4
26	39	17	8	28	19	5
12	9	29	12	56	20	6
27	19	20	34	18	21	7
12	24	26	21	35	22	8
186	189	156	180	223	934	Total results

Kido   test:
Using Friedman's analysis of variance analysis, the results of statistical analysis of this questionnaire are   as   follows.
According to Table and a meaningful level of less than 0.05, it can be admitted that the company's moral responsibility affects consumer satisfaction.

Table 21: Calculations of the Kido test. The seventh hypothesis

	Main variable
x^2	000/689[a]
freedom degree	4
Significance level	023/0

Calculation of Correlation Coefficient (Intensity) of Variables Using Choproff's Effect Coefficient:

$$p = \sqrt{\frac{689}{934\sqrt{5-1}}} = 0.60$$

(5)

The positive value of p is the effect of the company's moral responsibility on consumer satisfaction and its effect was 0.56. Evaluating the eighth sub-hypothesis Corporate ethical responsibility is effective on consumer loyalty.
Assumption 0 H: Corporate ethical responsibility does not affect consumer loyalty.

H1 assumption: Corporate ethical responsibility affects consumer loyalty.

Binomial test performed:

Table 22 - Binary Examination Calculations of the Eighth Sub-hypothesis

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
consume r loyalty	Group 1	<= 3	66	.56	60.	.42ᵃ
	Group 2	> 3	52	.44		
	Total		118	1.00		

Test result:

Considering that the significance level is smaller han 0.05 and also the assumed test ratio (0.60) is greater than the observed ratio (0.42), then with a probability of 95%, the assumption is zero and the opposite assumption is confirmed Take up This means that corporate ethical responsibility affects consumer   loyalty.

Friedman's Variance Analysis: The results of this table are used to calculate the coefficient of intensity of Chopro's effect.

Table 23- Friedman analysis of variance analysis of the questionnaire (respondents to the questions of sub-hypothesis eighth)

Response spectrum options					Questionnaire questions	
Very much	many	Average	Low	Very low	Question number	row
41	32	21	12	12	11	1
17	11	12	40	28	12	2
19	27	17	39	16	13	3
32	28	14	14	30	14	4
20	39	11	14	34	23	5
33	15	14	52	4	24	6
18	30	19	27	24	25	7
8	19	23	30	39	26	8
188	201	131	228	187	935	Total results

Kido test:
Using Friedman's analysis of variance analysis, the results of statistical analysis of this questionnaire are as follows.
According to Table and a meaningful level of less

Test result:

Considering that the significance level is greater than 0/05 and the assumed test ratio (0.60) is smaller than the observed ratio (0.66), then with the probability of 95%, the assumption is zero and the assumption is rejected. . This means that corporate ethical responsibility does not affect consumer

than 0.05, it can be admitted that corporate ethical responsibility affects consumer loyalty.

Table 24: Calculations of Qiudo Test. eighth Sub-hypothesis

	Main variable
x^2	000/689ᵃ
freedom degree	4
Significance level	023/0

Calculation of Correlation Coefficient (Intensity) of Variables Using Choproff's Effect Coefficient:

$$p = \sqrt{\frac{689}{935\sqrt{5} - 1}} = 0.60$$

(6)

The positive value of p indicates the impact of corporate ethical responsibility on consumer loyalty and   its   effect   was   0.60.

Evaluating the ninth sub-hypothesis Corporate moral responsibility is effective on consumer confidence.
Assumption H 0: Corporate morale does not affect consumer   confidence.
Hypothesis H 1: Corporate ethical responsibility affects   consumer   confidence.

Binomial test performed:

Table (25): Binomial test calculations of ninth hypothesis

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
consumer confidence	Group 1	<= 3	74	.63	.60	.66 ᵃ
	Group 2	> 3	44	.37		
	Total		118	1.00		

confidence.

Evaluating   the   tenth   sub-hypothesis The company's intellectual responsibility is effective   on   consumer   satisfaction.
Assumption H 0: The company's intellectual responsibility does not affect consumer satisfaction.
Assumption   H 1: The company's intellectual responsibility a

ffects consumer satisfaction. Binomial test performed:

Table (26): tenth hypothesis binomial test calculations

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
consumer satisfaction	Group 1	<= 3	68	.58	.60	.68ᵃ
	Group 2	> 3	50	.42		
	Total		118	1.00		

Test result:

Considering that the significance level is larger than 0.05 and also the assumed test ratio (0.60) is greater

Table 27 - Binomial Testing of the Eleventh Hypothesis

Binomial Test						
		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
consumer loyalty	Group 1	<= 3	24	.21	60.	.12ᵃ
	Group 2	> 3	94	.79		
	Total		118	1.00		

Test result: Considering that the significance level is smaller than 0.05 and also the assumed test ratio (0.60) is greater than the observed ratio (12.0), then with a probability of 95%, the assumption is zero and the opposite assumption is confirmed Take up This means that the company's intellectual responsibility affects consumer loyalty.Friedman's Variance Analysis: The results of this table are used to calculate the coefficient of intensity of Chopro's effect.

Table 28 - Friedman analysis of variance analysis of the questionnaire (respondents to questions of the eleventh hypothesis)

Response spectrum options					Questionnaire questions	
Very much	many	Average	Low	Very low	Question number	row
11	6	17	19	65	15	1
15	32	13	9	49	16	2
24	53	10	16	15	17	3
13	21	11	27	46	18	4
20	39	11	14	34	23	5
33	15	14	52	4	24	6
18	30	19	27	24	25	7
8	19	23	30	39	26	8
142	215	118	194	276	945	Total results

Kido test:Using Friedman's analysis of variance analysis, the results of statistical analysis of this questionnaire are as follows. According to Table, intellectual responsibility does not affect consumer confidence.

H1 assumption: The company's intellectual

than the observed ratio (0.68), then with the probability of 95%, the assumption is zero and its assumption is rejected. . This means that the company's intellectual responsibility does not affect consumer satisfaction.

Evaluating the eleventh sub-hypothesis The company's intellectual responsibility affects consumer loyalty.
assumption H0: The company's intellectual responsibility does not affect consumer loyalty.
assumption H1: The company's intellectual responsibility affects consumer loyalty.

Binomial test performed:

and a meaningful level of less than 0.05, it can be admitted that the company's intellectual responsibility affects consumer loyalty.

Table 29. Calculations of the Kido test. Eleventh hypothesis

	Main variable
x^2	000/689ᵃ
freedom degree	4
Significance level	023/0

Calculation of Correlation Coefficient (Intensity) of Variables Using Choproff's Effect Coefficient:

$$p = \sqrt{\frac{689}{945\sqrt{5-1}}} = 0.60$$

(7)

The positive value of p indicates the impact of the company's intellectual responsibility on consumer loyalty and its effect was 0.66. Evaluating the twelfth sub-hypothesis The Company's intellectual responsibility is effective on consumer confidence. Assumption H0: the Company's

responsibility affects consumer confidence.

Binomial test performed:

Table 30 - Binomial Testing of the Twelfth Sub-hypothesis

Binomial Test		Category	N	Observed Prop.	Test Prop.	Asymp. Sig. (1-tailed)
consumer confidence	Group 1	<= 3	40	.34	60.	.023ᵃ
	Group 2	> 3	78	.66		
	Total		118	1.00		

Test result:
Considering that the significance level is smaller than 0.05 and also the assumed test ratio (0.60) is greater than the observed ratio (0.23), then with a probability of 95%, the assumption is zero and the opposite assumption is confirmed Take up This means that the company's intellectual responsibility affects consumer confidence. Friedman's Variance Analysis: The results of this table are used to calculate the coefficient of intensity of Chopro's effect.

Table 31 - Friedman analysis of variance analysis of the questionnaire (respondents to the questions of the twelfth hypothesis hypothesis)

Response spectrum options					Questionnaire questions	
Very much	many	Average	Low	Very low	Question number	row
11	6	17	19	65	15	1
15	32	13	9	49	16	2
24	53	10	16	15	17	3
13	21	11	27	46	18	4
30	21	27	10	30	27	5
61	11	9	16	21	28	6
21	13	22	49	13	29	7
11	40	33	22	12	30	8
186	197	142	168	251	944	Total results

Kido test: Using Friedman's analysis of variance analysis, the results of statistical analysis of this questionnaire are as follows. According to Table, and a eaningful level of less than 0.05, it can be admitted that the company's intellectual responsibility affects consumer confidence.

Table 32 - Calculations of the Kido test The twelfth hypothesis

	Main variable
x^2	000/689ᵃ
freedom degree	4
Significance level	023/0

Calculation of Correlation Coefficient (Intensity) of Variables Using Choproff's Effect Coefficient:

$$p = \sqrt{\frac{689}{944\sqrt{5-1}}} = 0.60$$

(8)

The positive value of p is the effect of the company's economic responsibility on consumer confidence and its effect was 0.60.

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