Public Perception on Corporate Social Responsibility: A Systematic Literature Review

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ABSTRACT. This article comprehensively reviews academic publications exploring people's beliefs and perceptions of corporate social responsibility (CSR). The evolving concept of CSR, which emphasizes the generation of shared value, has made it an essential consideration for companies in today's society. The article highlights the positive and negative impacts that companies have on the environment and emphasizes the importance of CSR in mitigating these effects. The literature review examines the selected articles from reliable and credible sources through a content analysis methodology to gain insights into people's perceptions of CSR. The study categorizes the findings based on the viewpoints of the general public, consumers, and academicians. The results indicate that the general public holds diverse opinions on CSR, ranging from scepticism to recognizing its importance for society. Consumers' perspectives vary depending on income levels and cultural contexts, while academicians generally appreciate corporate social initiatives. The article contributes to the existing literature by summarizing and analyzing the various perceptions of different stakeholders toward CSR activities, offering valuable insights for professional practice and future research.

KEYWORDS: public perception; corporate social responsibility; general public; academicians; consumer

INTRODUCTION

In the past, corporate responsibility was limited to making a profit, including a broader set of responsibilities. Nowadays, it has evolved with the latest belief that the primary responsibility of companies should be the generation of shared value (Latapí Agudelo, Jóhannsdóttir, et al., 2019). Corporate Social Responsibility (CSR) connects organisations and the community. CSR also is a well-touted term in management disciplines that connects business goals and societal values (Ramesh et al., 2019).

The company's existence in society has a massive effect on the environment. There are two effects, positive and negative, on the environment. The positive impact of the company's existence might improve the economic level of the surrounding community. However, the presence of a company would endanger the environment. The Israel Ministry of Environmental Protection reveals that the industrial process can cause climate change, pollution of air, water and soil pollution, health issues, and species extinction. Therefore, Corporate Social Responsibility (CSR) becomes a vital company issue.

These days, CSR has become an essential thing for a company. The presence of a company in the middle of society has an impact on the life of society. The natural resource exploitation by the company that cannot avoid environmental damage around the company is because of the company's business operation. On the other hand, some arguments state that CSR is a social responsibility to the environment and to enhance the company's image. The change of CSR from an irrelevant or doubtful idea to an indispensable component in achieving organisational objectives has been recognised by business managers and all stakeholders (Hamidu et al., 2015). Companies use CSR to elevate their value, comply with regulations to build corporate reputation, and get more loyal customers, culminating in increasing profitability and attaining organisational objectives. This literature review focuses on relevant academic publications on people's beliefs and perceptions about CSR. The review begins with exploring the basic knowledge of social responsibility, then explores academic writing, and goes through with the perception and people's belief of CSR. The literature review considers the cited articles

that point out people's perceptions of CSR. Hopefully, it could significantly contribute to evaluating people's beliefs towards CSR.

Furthermore, this article contributes to the literature on CSR by providing an innovative review of people's opinions about CSR. In this article, the author collates previous research articles and summarizes the various perceptions of various stakeholders regarding corporate social responsibility (CSR) activities, which have not been comprehensively summarized in existing literature.This literature review is conducted to reach a comprehensive review.. Moreover, this literature review aims to describe the available body of knowledge to guide professional practice and identify effective research and development methods.

METHOD

This literature review addresses more concern with the people's beliefs of CSR in society, the environment, and the organisation with a PRISMA methodology developed by Moher et al. (2009). This literature review aims to observe and extract the information from the previous study of the people's perception of the organisation's CSR activity based on the triple bottom line of CSR developed by Elkington (2007). This literature review is also conducted based on the literature review written by (Latapí Agudelo, Johannsdottir, et al., 2019)

This literature review will select journals and articles from the selected Scopus Indexed journals and Web of Science by following its impact factors because these sources are reliable and credible journals. This literature review will limit the article published from 2013 to the present time (last ten years) to get a more up-to-date reference source. For searching the sources, this literature review will use the phrase:

Table 1: Selection of Journal and Article

No.	Source	Key Phrase
1	Scopus	TITLE-ABS-KEY (Corporate Social Responsibility AND perception) AND DOCTYPE (ar OR re) AND PUBYEAR > 2010 TITLE-ABS-KEY (Corporate Social Responsibility AND belief) AND DOCTYPE (ar OR re) AND PUBYEAR > 2010
2	Web of Science	(TI=(corporate social responsibility AND perception)) AND LANGUAGE: (English) AND DOCUMENT TYPES: (Article) (TI=(corporate social responsibility AND belief)) AND LANGUAGE: (English) AND DOCUMENT TYPES: (Article) Indexes=SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCI-SSH, ESCI, CCR-EXPANDED, IC Timespan=Last 10 years

This literature review is carrying out the articles on the available website database by paying attention to the title, abstract, and content of the articles relevant to the purpose of this literature review. The first selection is to look for publication article titles, followed by a review of keywords and article abstracts that have been determined. The further step is to focus on the quality and relevance established by reviewing the level of impact factors of the publication journal and the number of citations the article has. Each article is reviewed to determine its relevance to the study.

Following this systematic strategy, it is permissible to review journal articles published with a high impact factor together with the publication of the relevance mentioned by the article's author. Several publications that have a low relevance level were excluded from this review because they were considered not to contribute directly to people's perceptions of CSR. Finally, this paper is arranged so that each section will conform to the purpose of the review to find public perceptions about CSR.

RESULT AND DISCUSSION

This literature review begins by compiling articles based on the year of publication, research location, and more specific topics. This literature review focuses on research published in 2010 using Scopus and Web of Science databases. The highest number was in 2018, 2011, and 2010, each with three articles. Furthermore, there are two articles each year in 2012, 2013, 2016, and 2017. Whereas in 2014, 2015, and 2019, there was 1 article. (see-table1). Most journals are the Social Responsibility Journal and Corporate Social Responsibility and Environmental Management, with three articles. The selected articles come from 14 scientific journals (Table 2). These selected articles have a proper geographic distribution of samples, as for the sample distribution, as shown in (Table.3), which is the most samples taken in Asia at 40%, and the least is in Africa and America (5%). At the same time, several studies compare samples in several regions, namely the US and Asia (20%).
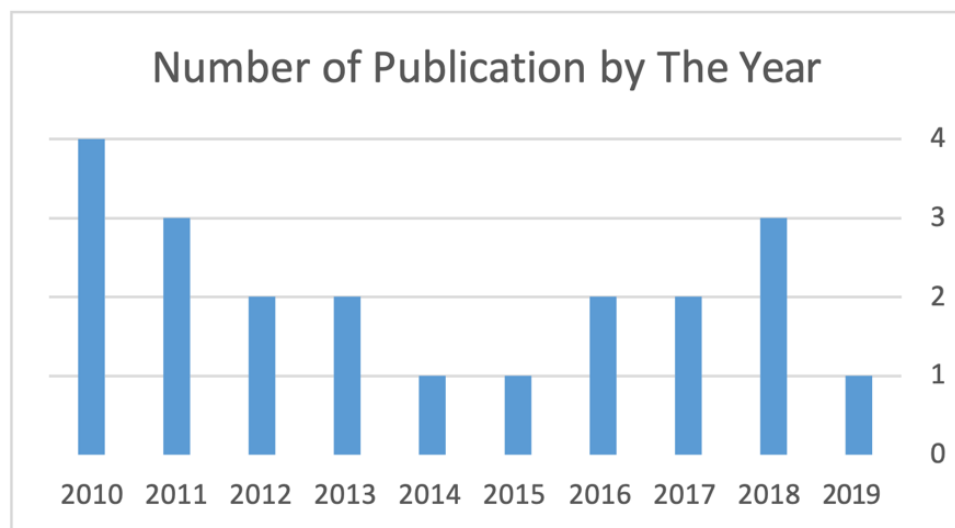

Figure 1: Number of Publications by The Year

Table 2: Selection of Journal and Article

| Journal	Number of Publication	Percentage
International Journal of Strategic Communication	1	5
Journal of Business Ethics	2	10
Corporate Communications	1	5
Social Responsibility Journal	3	14
Palabra Clave	1	5
Public Relations Review	2	10
International Journal of Sustainable Society	1	5
Procedia Economics and Finance	0	0
European Journal of Development Research	1	5
Accounting Forum	1	5
Journal of Public Relations Research	1	5
Amfiteatru Economic	1	5
Corporate Social Responsibility and Environmental Management	4	19
Asian Journal of Communication	1	5
International Journal of Consumer Studies	1	5
	21	100
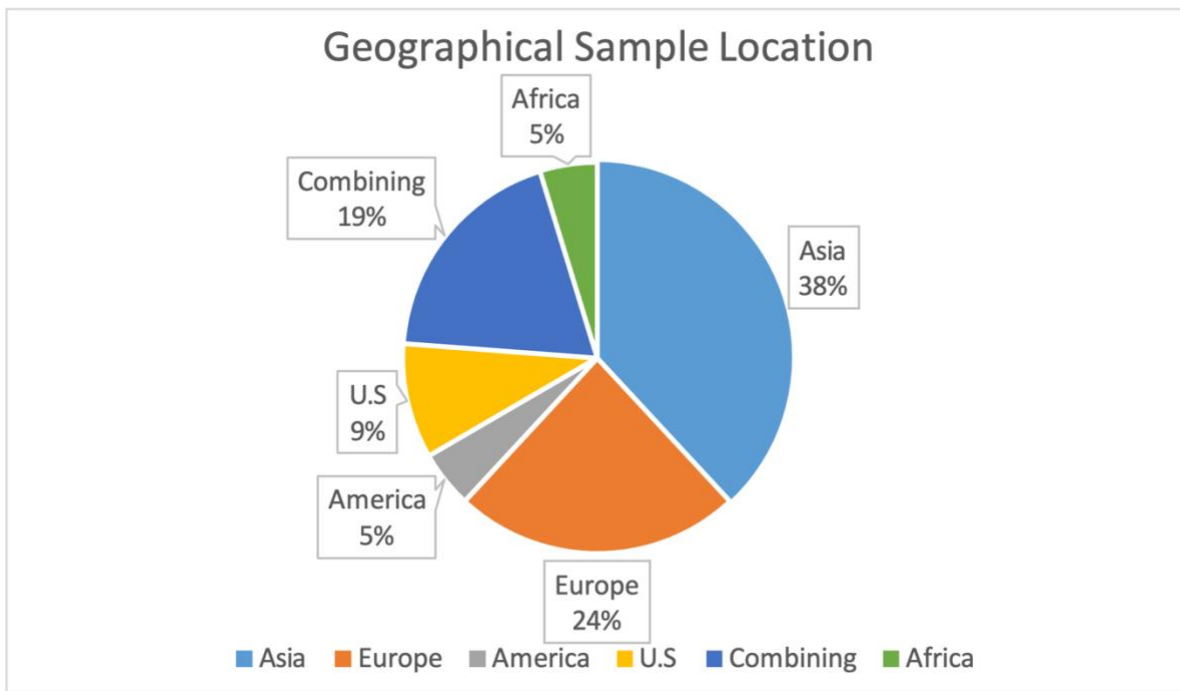
Figure 2: Geographical Location of The Sample

This literature review also divides the article into three general categories based on the point of view of the 11 articles, then Consumers as many as five articles and Academicians as many as four articles (Table. 4).
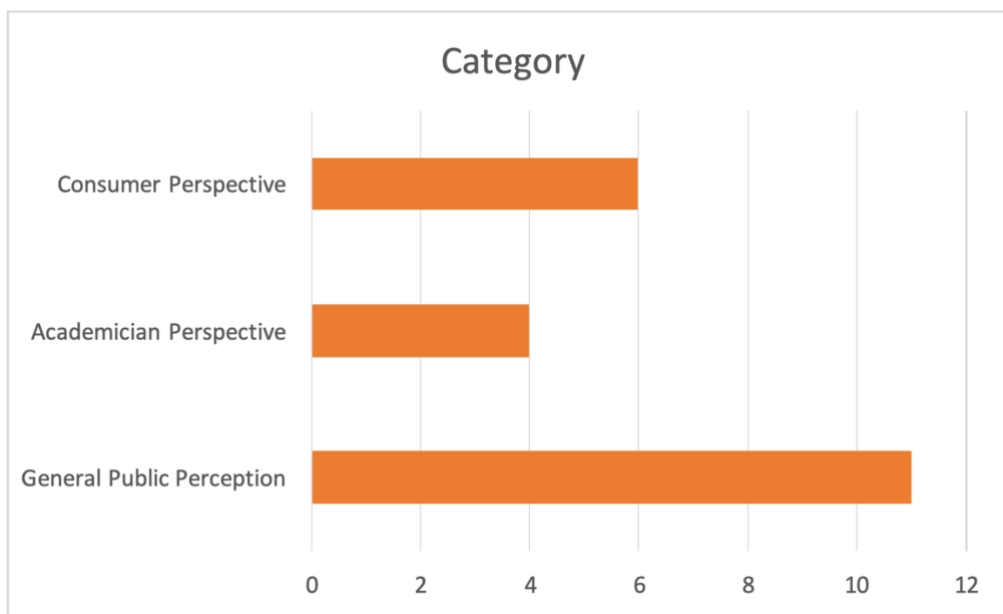
Figure 3: Literature Category

Eleven studies discuss CSR from the general public point of view. Findings from (Dudenhausen et al., 2019), (Abraham et al., 2018), (Hyejoon, Rim & Chuqing, 2017), (Flora Hung-Baesecke et al., 2016), (Bae & Kim, 2013), (Momin, 2013), (Smirnova, 2012), (Axjonow et al., 2018), (Toro & Ferré-Pavia, 2017), (Bagire et al., 2011) and (Shauki, 2011) find facts about general public perception of CSR activities.

From the ten articles, there are several different opinions. Momin (2013) found that NGOs in Bangladesh have scepticism about the CSR activities of an organisation. Whereas Abraham, Asor, Torviawu, Yeboah, & Laryea (2018), in their research, uncovered the fact that the Obuasi Municipality public gave an upbeat assessment of CSR, they assumed that CSR was essential to them. There is the fact that the general public also has several other assumptions regarding CSR. Research conducted by Hyejoon, Rim & Chuqing (2017 found that people in the UAE assume that CSR is more a philanthropic activity, whereas in South Korea, believe that CSR is one form of an organisation's business ethics and that, indeed, an organisation should contribute to society through CSR.

The General Public also perceives that CSR activities also become one form to improve the image of an organisation; this fact is found in research conducted by Toro & Ferré- Pavia (2017). With the increasing image of an organisation, the public will choose to buy products from companies that contribute to society Bae & Kim (2013). This research aligns with the facts of research found by Smirnova (2012), which states that the public will become more loyal towards companies that fulfil their social responsibilities. Another fact, also found by Dudenhausen et al. (2019), was that the public would expect more from companies with high profits to contribute through CSR activities.

Social media in a country can also influence public perception of CSR. Another fact found by Flora Hung-Baesecke et al. (2016)) states that social media in a country has different influences on the public. If, in China and the US, media cannot influence public perceptions of CSR, then social media positively impacts public perception of CSR in Germany.

Bagire, Tusiime, Nalweyiso, & Kakooza (2011) found an interesting fact; the Ugandan Public has a high level of awareness but is still has confusion regarding the concept of CSR. The Ugandan Public still believes CSR is more a marketing trick than a social goal. Smirnova (2012) also found that the public still considers the social behaviour of companies in Kazakhstan to have a "quite poor" reputation. In addition, the public also perceives the company's CSR reports, as Axjonow, Ernstberger, & Pott (2018) expressed that the public is not affected by the company's CSR report disclosure.

From the Consumer point of view, there are six studies on the customer perspective on CSR, namely research conducted by (J. K. Kim et al., 2018), (Barkakati et al., 2016), (Mueller, 2014), (Carvalho et al., 2010), (Lee & Shin, 2010) and (Arli & Lasmono, 2010).

In India, consumers feel that the company has a dual motive when carrying out CSR activities, which, in addition to being a social responsibility, also aims to increase company profits (Barkakati, Patra, & Das, 2016). This research even shows that Indian people are scarce to see CSR be vital if they want to buy a product from a company. Meanwhile, according to Carvalho, Sen, Mota, & de Lima (2010), people in Brazil with higher incomes will have more CSR awareness than people with lower incomes. The same thing also happened in South Korea, as explained by Lee & Shin (2010). His research found that CSR in the local community will affect the intention to buy a product by the surrounding community. The situation can happen because of the increased awareness of South Korea's people towards companies with high social responsibility.

Another study by Mueller (2014) found that a public Image from CSR in a company will help encourage the success of the company's campaign. Besides, political attitudes and employment status will determine differences in people's perspectives on CSR. Arli & Lasmono (2010) also found that consumers in developing countries are often unaware and unsupportive of the CSR program. Meanwhile, Consumer in a developed country is willing to support the CSR program.

The last category is the point of view of the Academician; four studies have links to CSR from an academic standpoint. The reviews are, (Kim & Choi, 2012), (Burcea & Marinescu, 2011), (Wong et al., 2010) and (De Vries, Terwel, Ellemers, & Daamen, 2015).

(De Vries, Terwel, Ellemers, & Daamen, 2015) Their research found that most academicians appreciate the social initiatives of the corporate. However, it backfires when communications about CSR activate suspicions of corporate greenwashing— another study conducted by Kim & Choi (2012) examined the perceptions of academicians the US and South Korea regarding CSR practices implemented by Phillip Morris. This research found that students in South Korea considered that CSR activities by Phillip Morris had mutual benefits to society. Besides, students in both countries positively evaluated CSR programs compared to smoking prevention activities.

Another study by Wong, Long, & Elankumaran (2010) on academicians at universities in China, America, and India found that students in the US thought that CSR was a fulfilment of legal obligations by companies. In contrast, students in India assumed that CSR activities were a philanthropic form of the company. Students in China have other opinions, arguing that CSR is a form of maintaining companies' competitive advantages. Also, Burcea & Marinescu (2011) found results in their research that took samples of students of the Faculty of Administration and Business (FAB) at the University of Bucharest (UB) that students thought that it should include CSR at the academic level to increase knowledge about the importance of CSR for the society.

The general public plays a significant role in shaping the perception and expectations surrounding corporate social responsibility (CSR) activities. Eleven studies have been conducted to understand the general public's viewpoint on CSR. These studies provide valuable insights into how the public perceives CSR and its impact on various aspects of society.

One common finding from these studies is that the general public has diverse opinions about CSR. For example, Momin (2013) found that NGOs in Bangladesh have a skeptical view of CSR activities, questioning the motives behind them. On the other hand, Abraham et al. (2018) discovered that the public in the Obuasi Municipality had a positive assessment of CSR, emphasizing its importance to them. This indicates that perceptions of CSR can vary based on cultural, social, and economic contexts.

Different regions also hold distinct assumptions about CSR. Hyejoon et al. (2017) revealed that people in the UAE perceive CSR primarily as a philanthropic activity. In contrast, South Koreans view CSR as a manifestation of an organization's business ethics and believe that companies should contribute to society through CSR. These regional differences highlight the influence of cultural factors on public perceptions of CSR.

The general public recognizes that CSR activities can contribute to improving a company's image. Toro and Ferré-Pavia (2017) found that CSR activities help enhance an organization's reputation, leading the public to choose products from socially responsible companies. This aligns with Bae and Kim's (2013) research, which showed that consumers tend to be more loyal to companies that fulfill their social responsibilities. Moreover, Dudenhausen et al. (2019) discovered that the public expects companies with high profits to contribute more through CSR activities.

Social media also plays a role in shaping the public's perception of CSR. Flora Hung-Baesecke et al. (2016) found that social media has varying impacts on public perceptions of CSR across different countries. While media influence on public perceptions of CSR is limited in China and the US, social media has a positive influence on public perception of CSR in Germany.

However, not all public perceptions of CSR are positive. Bagire et al. (2011) found that the Ugandan public has a high level of awareness but is still confused about the concept of CSR, perceiving it more as a marketing trick rather than a genuine social goal. Smirnova (2012) also discovered that the public in Kazakhstan perceives companies' social behavior as having a "quite poor" reputation. Additionally, Axjonow et al. (2018) noted that the public is not significantly influenced by companies' CSR report disclosures.

From the consumer's perspective, six studies provide insights into how customers perceive CSR. Barkakati et al. (2016) found that Indian consumers believe companies have a dual motive for engaging in CSR, with profit-seeking being one of them. Consumers in Brazil and South Korea, as highlighted by Carvalho et al. (2010) and Lee and Shin (2010), respectively, show increased awareness and support for companies with high social responsibility.

Mueller (2014) revealed that a company's public image resulting from CSR initiatives can positively impact the success of its campaigns. Moreover, political attitudes and employment status can influence consumers' perspectives on CSR. Arli and Lasmono (2010) discovered that consumers in developing countries are often unaware and unsupportive of CSR programs, while consumers in developed countries are more willing to support CSR initiatives.

Regarding the academic perspective on CSR, four studies shed light on the viewpoints of academicians. De Vries et al. (2015) found that most academicians appreciate corporate social initiatives but may become skeptical if they perceive companies engaging in greenwashing. Kim and Choi (2012) investigated the perceptions of academicians in the US and South Korea towards CSR

practices implemented by Phillip Morris. They found that students in South Korea considered CSR activities to have mutual benefits for society, while students in both countries evaluated CSR programs more positively than smoking prevention activities.

Wong et al. (2010) surveyed academicians in China, America, and India and found that students in the US perceived CSR as a fulfillment of legal obligations by companies, while students in India saw it as a philanthropic endeavor. Chinese students, however, believed that CSR was crucial for maintaining companies' competitive advantages. Burcea and Marinescu (2011) discovered that students at the University of Bucharest expressed the importance of including CSR at the academic level to increase awareness of its significance in society.

CONCLUSION

The perception and expectations of the general public play a crucial role in shaping corporate social responsibility (CSR) activities. Several studies have been conducted to understand the viewpoint of the public on CSR, providing valuable insights into how CSR is perceived and its impact on society.

One key finding from these studies is that the general public holds diverse opinions about CSR. The perception of CSR can vary based on cultural, social, and economic contexts. For example, NGOs in Bangladesh have been found to be skeptical about CSR activities, questioning the motives behind them. In contrast, the public in the Obuasi Municipality had a positive assessment of CSR, emphasizing its importance to them.

Moreover, different regions have distinct assumptions about CSR. In the UAE, CSR is primarily seen as a philanthropic activity, while in South Korea, it is viewed as a manifestation of business ethics and a way for companies to contribute to society. These regional differences highlight the influence of cultural factors on public perceptions of CSR.

The general public recognizes that CSR activities can contribute to improving a company's image and reputation. CSR activities help enhance an organization's reputation, leading the public to choose products from socially responsible companies. Consumers also tend to be more loyal to companies that fulfill their social responsibilities. Additionally, the public expects companies with high profits to contribute more through CSR activities.

Social media also plays a role in shaping public perception of CSR, although its impact varies across countries. Social media has a positive influence on public perception of CSR in Germany, but media influence on public perceptions of CSR is limited in China and the US.

However, not all public perceptions of CSR are positive. Some segments of the public may be confused about the concept of CSR or perceive it as a marketing trick rather than a genuine social goal. Certain regions, such as Kazakhstan, may perceive companies' social behavior as having a poor reputation. Moreover, companies' CSR report disclosures may not significantly influence public perception.

From the consumer's perspective, studies have shown that customers believe companies have dual motives for engaging in CSR, with profit-seeking being one of them. Consumers in Brazil and South Korea show increased awareness and support for companies with high social responsibility. A company's public image resulting from CSR initiatives can positively impact the success of its campaigns. Political attitudes and employment status can also influence consumers' perspectives on CSR, with consumers in developed countries being more willing to support CSR initiatives compared to consumers in developing countries.

Regarding the academic perspective on CSR, studies have revealed that most academicians appreciate corporate social initiatives but may become skeptical if they perceive companies engaging in greenwashing. Students in different countries have varying perceptions of CSR practices, with some considering them to have mutual benefits for society, while others evaluate them more positively than other activities such as smoking prevention. Academicians also emphasize the importance of including CSR at the academic level to increase awareness of its significance in society.

The public perception of CSR is influenced by various factors, including cultural, regional, and social influences. The public recognizes the potential benefits of CSR in improving a company's image and generating loyalty among consumers. However, perceptions can also be skeptical or confused, and social media and cultural factors play a role in shaping these perceptions. Understanding the

perspectives of the general public, consumers, and academicians is crucial for organizations to align their CSR initiatives with societal expectations and foster positive relationships with their stakeholders.

In summary, this literature review provides valuable insights into the complex and multifaceted perceptions of CSR. It highlights the importance of considering different stakeholders' viewpoints and the influence of cultural, social, and economic contexts on CSR perceptions. The findings can be beneficial for companies seeking to develop effective CSR strategies and enhance their relationships with consumers and the public. Additionally, the review contributes to the existing literature on CSR by providing a comprehensive and innovative summary of people's opinions about CSR, filling gaps in previous research. Moreover, it underscores the importance of continued research on CSR to ensure that organizations adopt sustainable and responsible practices that benefit both society and the business itself.

To facilitate this review of the literature review, all articles used in this literature review are summarised in an accessible table below:

Table 3: Summary of the article list

No.	Author	Title	Journal	Year	Findings	Point of View Category
1	Dudenhausen, Röttger, & Czeppel	Do Corporations Communicate What the General Public Expects? Investigating The Gap Between Corporate Self-Image and Public Perceptions of Corporate Responsibility	International Journal of Strategic Communication	2019	The researchers found differences between the self and public images regarding prioritising responsibility fields. They also suggest that corporations should take a more robust evaluation, communication monitoring, and stakeholder dialogues into account	General Public
2	Axjonow, Ernstberger, & Pott	The Impact of Corporate Social Responsibility Disclosure on Corporate Reputation: A Non-Professional Stakeholder Perspective	Journal of Business Ethics	2018	This research found that in contrast to the common belief, stand-alone CSR reports do not influence corporate reputation among non-professional stakeholders, and a transparent CSR report disclosure influences the corporate reputation among professionals.	General Public
3	Kim, Overton, Hull, & Choi	Examining Public Perceptions of CSR In Sport	Corporate Communications	2018	From the result of the research, there is a positive impact between Consumers' sports teams and their CSR on consumers'	Consumer

					patronage intentions. They also found the fact that there is a positive association between the values-driven and strategic-driven attributions of the team's CSR with their patronage intentions.	
4	Abraham, Asor, Torviawu, Yeboah, & Laryea	Public perception of corporate social responsibility of AngloGold Ashanti in Obuasi Municipality, Ghana	Social Responsibility Journal	2018	This preliminary research result is that CSR carried out by AGA was mainly for philanthropic or ethical purposes. The Obuasi Municipality also think that CSR is essential.	General Public
5	Toro & Ferré-Pavia	The Perception of The Corporate Reputation of The Stakeholders from A Communication Company: How Televisió De Catalunya Is Affected By Communicating A Corporate Social Responsibility Action	Palabra Clave	2017	The result of this research, corporate social responsibility has a relevant impact on the image and corporate reputation of the brand. It is becoming a fundamental condition to maintain links with every stakeholder.	General Public
6	Hyejoon & Chuqing	Trust and Distrust in Society and Publics' Perception of CSR: A Cross-Cultural Study	Social Responsibility Journal	2017	The main finding in this research is that the public's perception of CSR differs significantly across the three countries. In the UAE, the public tends to emphasise economic and philanthropic duties for the business. On the other hand, South Korean people consider CSR to be a legal and ethical responsibility to be important	General Public
7	Flora Hung-Baesecke, Chen, & Boyd	Corporate Social Responsibility, Media Source	Public Relations Review	2016	This research evidence that media preference did not	General Public

		Preference, Trust, And Public Engagement: The Informed Public's Perspective			affect CSR perception among the Informed Public in the US and China. However, in Germany, social media use was positively correlated with such evaluation in all CSR dimensions	
8	Barkakati, Patra, & Das	Corporate Social Responsibility and Its Impact on Consumer Behaviour - A Consumer's Perspective	International Journal of Sustainable Society	2016	The most exciting finding in this research is that the consumers feel that companies that do CSR in India with the twin motive of gaining profit while working towards society. The Public of India thinks companies undertake such activities because they get public and media attention. They also have pessimistic about CSR activities	Consumer
9	De Vries, Terwell, & Ellemers	Sustainability Or Profitability? How Communicated Motives For Environmental Policy Affect Public Perceptions Of Corporate Greenwashing	Corporate Social Responsibility and Environmental Management	2015	Their research highlights that the company should think carefully about communicating its environmental policies to the public because most people appreciate its social activities and initiatives. However, it backfires when communication about CSR activates suspicions of corporate Greenwashing	Academician
10	Mueller	Consumer Perception Of CSR: Modeling Psychological Motivators	European Journal of Development Research	2014	In his research, the researcher found that the public's most potent construct is the public image, which becomes the unique significant	Consumer

					predictor with a successfully implemented CSR campaign	
11	Bae & Kim	The Influence of Cultural Aspects on Public Perception of The Importance of CSR Activity And Purchase Intention in Korea	Asian Journal of Communication	2013	This research found that the female respondents have higher perceived importance of economic and legal responsibility than male respondents. This research also found that CSR activities could influence consumers' purchase intention to buy products from companies fulfilling social responsibilities.	General Public
12	Momin	Social And Environmental NGOs' Perceptions Of Corporate Social Disclosures: The Case Of Bangladesh	Accounting Forum	2013	This research reveals that NGO executives are sceptical of current CSD practices. In Bangladesh, the NGOs have a sceptical view of CSR activities	General Public
13	Smirnova	Perceptions of Corporate Social Responsibility in Kazakhstan	Social Responsibility Journal	2012	This research found that the Public in Kazakhstan think that CSR is only the way to obey the law, and being ethical is more critical for a business. The public argues that the social behaviour of companies in Kazakhstan is "quite poor'."	General Public
14	Kim & Choi	College Students' Perception of Philip Morris's Tobacco- Related Smoking Prevention and Tobacco-Unrelated Social Responsibility	Journal of Public Relations Research	2012	The researcher found that the sample thinks the tobacco-unrelated program and a positively perceived CSR motive elicited more positive responses about CSR values, attitudes toward CSR activities and the company, and	Academician

					behavioural intentions to support Philip Morris. Korean college students think Philip Morris's CSR activities mutually benefit society. Then another finding is that the sample thinks the tobacco-unrelated CSR program has more positive responses than the smoking prevention program	
15	Burcea & Marinescu	Students' Perceptions on Corporate Social Responsibility at The Academic Level. Case Study: The Faculty of Administration and Business, University of Bucharest	Amfiteatru Economic	2011	In this research, the main finding is that the students attach that corporate social responsibility should be relevant at the academic level	Academician
16	Shauki	Perceptions on Corporate Social Responsibility: A Study in Capturing Public Confidence	Corporate Social Responsibility and Environmental Management	2011	The researcher found no significant relationship between expectations, the importance of CSR reporting, CSR reputation, and the level of public confidence in the direct and mediating models. They also found a significant difference in stakeholders' perceptions of CSR disclosures among gender, age, job category, and work tenure.	General Public
17	Bagire, Tusiime, Nalweyiso, & Kakooza	Contextual Environment and Stakeholder Perception of Corporate Social Responsibility Practices in Uganda	Corporate Social Responsibility and Environmental Management	2011	This research found that public awareness of CSR is high, but the public is still confused about the CSR concept. The public also thinks	General Public

					CSR is more like marketing than philanthropy or ethical action.	
18	Carvalho, Sen, Mota, & de Lima	Consumer Reactions to CSR: A Brazilian Perspective	Journal of Business Ethics	2010	This research found that Brazilians with higher income have more vital satisfaction with switching CSR activities and complaint intentions than lower-income consumers.	Consumer
19	Lee & Shin	Consumers' Responses to CSR Activities: The Linkage Between Increased Awareness and Purchase Intention	Public Relations Review	2010	The main finding of this research is that there is a significant positive relationship between consumer awareness of CSR activities and purchase intentions. The company's CSR activities, corporate social contribution, and local community contribution affect consumers' purchase intention to buy the company's product.	Consumer
20	Wong, Long, & Elankumaran	Business Students' Perception of Corporate Social Responsibility: The United States, China, And India	Corporate Social Responsibility and Environmental Management	2010	This research found that American and Indian respondents attached more importance to the noneconomic dimensions of social responsibility than Chinese respondents. On the other hand, Chinese respondents think that CSR only maintained a competitive advantage and showed a lower inclination to view bribes as unethical. At the same time, the Indian respondents placed	Academician

21	Arli & Lasmono	Consumers' Perception of Corporate Social Responsibility in A Developing Country	International Journal of Consumer Studies	2010	This research found that Consumers in the developing country are often unaware and unsupportive of the CSR program. Meanwhile, Consumers in developed countries are willing to support the CSR program and found that CSR could be the determining factor for customers to buy a product with similar price and quality.	Consumer

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