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SOCIAL RESPONSIBILITY AS A POINT OF DIFFERENCE ON BRAND POSITIONING A STUDY ON CHAIN RESTAURANTS.

THESIS

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Zeeshan Ali

İmza

To my Family
The reason of what I become today.
Thanks for your support and continuous care.

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SOSYAL SORUMLULUK FARKIN BİR NOKTASI OLARAK ZİNCİR RESTAURANTLARI ÜZERİNE MARKA KONUMDA BİR ARAŞTIRMA

ÖZET

Çevre kaynaklarını kullanan turizm işletmelerinin sosyal ve çevresel sorunları görmezden gelmesi beklenmektedir. Araştırmada, tüketicilerin, zincir restoran markalarının sosyal sorumluluk faaliyetlerini bir pazarlama stratejisine dönüştürerek tüketicilerin hafızasına nasıl yerleştirdikleri ölçüldü. Araştırmanın temel amacı, Türkiye'de faaliyet gösteren zincir restoran markalarının konumlandırılmasında toplumsal sorumluluğun etkisini inceleyerek ilgili alan bilgisine katkıda bulunmaktır. Ayrıca, bu çalışma, iş dünyasındaki sosyal sorumluluk bilincinin artırılması, sosyal sorumluluğun marka konumlandırmasına etkileri ortaya konularak sosyal sorumluluk kampanyalarına daha fazla yer verilmesi açısından önem taşımaktadır. Bu yönde sosyal ve sektörel faydalar sağlamayı amaçlamaktadır. Literatürde zincir restoranların markalaştırılmasının ve akademik çalışmaların zincir restoranların marka konumlandırması yönünden çok az olduğu görülmektedir. Bu çalışmada; bunun zincir restoranlarda markalaşma, marka bilinirliği ve marka imajı için de bir kaynak olacağı düşünülmektedir. Bu çalışma Türkiye genelinde gerçekleştirildi. Toplumsal sorumluluğun farklı yerlerde marka konumlandırma üzerindeki etkilerinin incelenmesi literatüre katkıda bulunacaktır.

Bu araştırmada, Türkiye'de sosyal sorumluluk bilincine sahip tüketiciler ve sosyal sorumluluk faaliyetleri organize eden zincir restoran markaları seçimi ve bu markaların akıllarında nasıl tasavvur edildiği araştırılmıştır. Ayrıca, tüketicilerin sosyal ve çevresel faaliyetlere karşı çok hassas olan zincir restoran markalarına ilgi duyduklarını da görüyoruz. Sosyal sorumluluk, tüketicinin zihninde marka algılaması ve marka sadakati üzerinde olumlu bir etkiye sahiptir ve marka konumlandırmasında büyükölçüde pozitif etkisi vardır.

Çalışma, çevrimiçi bir anket çalışması yaparak nicel araştırma yöntemiyle gerçekleştirildi. Anketler tüketiciler tarafından dolduruldu. Elde edilen niceliksel çalışma metodolojisinin sonuçları, araştırmanın sonuçlarını belirlemek için Sosyal Bilimler İçin İstatistik Paketine (SPSS) uygulanmıştır. Araştırmanın sonuçları, sosyal sorumluluğun Türkiye'de zincir restoran markalarının marka konumlandırılmasında olumlu bir etkisi olduğunu ortaya koymuştur.

Anahtar Kelimeler: *Sosyal Sorumluluk, Marka Konumlandırma, Marka ve Zincir Restoranlar*

SOCIAL RESPONSIBILITY AS A POINT OF DIFFERENCE ON BRAND POSITIONING A STUDY ON CHAIN RESTAURANTS

ABSTRACT

Tourism enterprises using environmental resources are expected to ignore social and environmental problems. In the research, it has been measured how the consumers place themselves in the memory by turning the social responsibility activities of chain restaurant brands in Turkey into a marketing strategy. The main purpose of the research is to contribute to the knowledge of the relevant area by examining the effect of social responsibility in the positioning of chain restaurant brands operating in Turkey. In addition, this study is important in terms of increasing the awareness of social responsibilities in business, giving social responsibility campaigns more room by putting the effects of social responsibility in brand positioning.

It is aimed to provide social and sectoral benefits in this direction. In the literature, it is seen that branding of chain restaurants and academic work in the direction of the brand positioning of chain restaurants are very few. In this study; it is thought that it will also be a source for branding, brand awareness and brand image on chain restaurants. The present study was carried out in the entire country of Turkey. An examination of the effects of social responsibility on brand positioning at different destinations will contribute to the literature.

In this research, consumers in Turkey having consciousness of social responsibility and selecting chain restaurants brands which organize social responsibility activities and how they imagine those brands in their minds. We also find that consumers are attracted to those chain restaurant brands which are very sensitive towards social and environmental activities, Social responsibility has a positive influence on brand perception and brand loyalty in consumers mind and positive effect in brand positioning to a great extent.

The study has been taken by the quantitative method of research by conducting an online questionnaire survey. The questionnaires were completed by consumers. The outcomes of quantitative study procedure methodology taken were applied to Statistical Package for Social Sciences (SPSS) to establish the outcomes of the research. The results of the research presented that social responsibility has a positive impact on the brand positioning of chain restaurants brands in Turkey.

Keywords: *Social Responsibility, Brand Positining, Brand, Chain Restaurant*

1.INTRODUCTION

In the past, marketing and product sales were the front-line is no longer the focal point, the consumer and consumer needs to be properly met. Marketing concept shaped by the demands of consumers aiming at new developments in order to meet these different demands State. Modern consumer's global warming, hunger, deadly diseases, various environmental problems, disruption of cultural and historical structures, etc. not to keep businesses behind such a conception of consumption. they have an important influence on fulfilling their social responsibilities. They are interested in what they do for society as well as the price and quality of the brand they buy consumers play an active role in shaping the social responsibilities of businesses plays.

Many discussions on the aims of enterprises are they can show differences from day to day. The prior was an accepted view that the only goal was to maximize profits. Investors because they have more rights among all stakeholders and profit from operating The maximization of profits due to the holdings was seen as the only important target for businesses (Ay, 2003; 13). However, to be able to maintain profitability today.The necessity of managing the success factors required for a competitive environment in a traditional competitive environment is driving businesses to different pursuits. Now the markets of businesses are increasing, the increasing intensity of competition, rapid technological changes, capital and information-based economy, changes in demographic and psychographic characteristics of consumers, environmental challenges, value system and consume they have to deal with issues such as the differentiation of their preferences (Kärnä et al., 2003; 848).

Social responsibility refers to the fact that businesses in this sector are working to meet the changing expectations of the society while at the same time providing a competitive advantage has become a concept. Social responsibility in general sense;

the whole of the efforts of businesses in social, cultural and environmental issues that can affect the prosperity of the society be considered as.

Especially Corporate Social Responsibility has become one of today's most popular concepts as a dimension of social responsibility. Corporate social responsibility according to Kotler; the prosperity of society through the contribution of voluntary work practices and institutional resources is an obligation undertaken to heal. Corporate social initiatives are social supporting objectives and completing corporate social responsibility obligations (Kotler and Lee, 2006; 2-3).

When we look at other definitions of social responsibility;

- Social responsibility means that the economic activities without harm. In other words, social responsibility; business economic and legal conditions, business ethics, internal and external persons and groups (Demir and Songur,1999; 151).
- Social responsibility; (Kärnä et al., 2003, 849), to increase the quality of life of the employees of the employer, the families of the employees, the local people and the community, in order to promote sustainable economic development.
- Social responsibility in general; (Yüksel et al., 2005, p. 298) that a company should be happy and pleased with its business strategy and policy in accordance with the economic and legal conditions, business ethics, and the expectations of the people and institutions in and around the institution.
- Corporate social responsibility; any organization, profit-oriented (Aktan and Vural, 2007; 4). It is a concept that expresses the ethical and responsible behavior of a company, public institution or non-governmental organization, both internal and external, that is created as a company.
- The idea of social responsibility reflects a social contract arising from the responsibilities of the community and the operator to each other. As a result of the studies carried out, the business and branding benefits are listed as follows (Argüden, 2002: 16, Content and Autocracy, 2008: 590):

A. The brand values and hence the market values of the companies involved in social responsibility activities are increasing. Social responsibility protects brand image and provides brand recognition.

B. It has the opportunity to attract, retain and provide employees with high morale and motivation for more qualified employees.
C. Increases corporate learning and creativity potential.
D. When it becomes possible to reach sensitive investors on social responsibility, the value of the shares is increased and the borrowing costs are reduced.
E. Significant advantages are gained in entering new markets and maintaining customer loyalty.
F. Increase in efficiency and quality is seen.
G. It is ensured that the society and the rulemakers attach importance to the views of the company.
H. Social responsibility is the operator's long-term strategic interests.
İ. Reduce the risk of negative consequences of legal liability and other company activities.

In recent years, it has been a policy to widely share what they have done with corporate social responsibility. Nearly half (45%) of companies listed on the Global Fortune 500 list of Fortune 500 companies with the highest number of graduates in America and published in the Fortune magazine and operating in 15 different countries had the same results in 2002 as human rights, environment and stakeholder relations , with annual reports they publish (Özgen, 2006: 35).

However, some of the researches that show that social responsibility is increasingly important all over the world, which allows companies to move beyond producing goods and services and to provide collective contribution in different fields (Tatari, 2003):

- In a study conducted by the IPSOS MORI research company early in 2000, 45% of managers said, "In the next five years the concept of social responsibility will become increasingly important in the work of my work ".
- In the 1999 Millennium on Corporate Social Responsibility survey half of the 25 thousand people living in the six countries in the six countries, they were paying attention to their attitude on the level; 56% agree that individual companies are determined by their level of corporate citizenship.

- In a survey conducted by MORI, it was found that 17% of the participants opted for boycotting their products for ethical reasons, 19% started to prefer brands of a company because of the company's ethics, and 28% performed by has emerged.

- In another research conducted by MORI in 1998, it was found that the companies that give and share the various charitable organizations from the sale of the products, when almost a third of consumers (30%) are buying a product or service it is observed that they consider the situation.

- In a study conducted by Walker Research in 1997, 76% of consumers said they could change brand preferences in the face of "philanthropy", even if they are the same in price and quality.

The values of brands that are serious about the concept of social responsibility and therefore the market values are also increasing. Because the brand value and quality of the product for the consumers is no longer enough to buy it. Today, consumers are looking at what the companies behind the brand they buy are doing for society. This expectation, of course, is increasing depending on the level of development of the society (Göksu, 2006, 21).

As the researches in different periods show, the consumer's expectations from the companies and brands reveal that social responsibility has become a favorite field of activity recently. Since consumers are the anticipation of the outcome of modern marketing, it will be in favor of brands to consider social responsibility with a serious marketing policy.

2.LITERATURE REVIEW

2.1 Social Responsibility Characteristic Formation On Markets

The changing perception of businesses after the industrial revolution started to show more influence from the second half of the 20th century (Trout and Ries 1986). Today's marketing concept is consumer-focused. Conscious consumption has emerged with a changing consumer understanding. Consumers reshaped their consumption habits by sensitizing them(Kotler 2003, page 308). . Consumers also purchase the image of brands while purchasing products and / or services. Businesses that want to make their brands indispensable are trying to develop and strengthen their communication with consumers by establishing an emotional connection. The most effective emotional bond that can be established with consumers in terms of businesses is provided by social responsibility (Lembet, 2006: 2).

2.1.1 Development of Social Responsibility in Businesses

Social Responsibility In 1953, for the first time in concept, H. Bowen's book "Social Responsibilities of Businessmen" was mentioned. Bowen operators have argued that it is necessary to implement social responsibility projects related to the values and aims of society (Sengel, 2011: 2). As a result of the economic stagnation experienced in the 1980s, brand strategies of enterprises have changed. With the conciousness of businesses against social problems, a new turn has been made in terms of brand. The environmental and social messages that businesses use in their product advertisements have attracted the attention of consumers and consumers have begun to purchase brands of businesses that have been highlighted as having ethical values while purchasing products (H. Özdemir, 2009: 63).

2.1.1.1 Businesses Social Responsibility Prior to the Nineteenth Century

In the pre-industrial era (between the 12th and 18th centuries), businesses are small-scale. Production is made according to the order received. In this period, the concept of distant commercialism was shaped by the norms of religion. Commercial responsibility is determined according to the ethical values of the person. However, there is no concept of social responsibility that is evident in this period Harsha (1997). According to the Socrates (469-399 BC), the righteousness is to grant everyone the right, and the truthfulness is to do good to friends. Platoon defends equality. It sees the existence of a large number of rich and poor in the state as the greatest evil for the state (Kara, 2012: 10). Aristotle (384-322 BC) approaches economic events in an ethical way. It argues that equity equilibrium must exist between exchanged goods or services. It contributed to the development of the sense of responsibility by arguing that the prices and profits obtained are fair and that interest is unfair profit (Taşlıyan, 2012: 24). B.C. Between 1792 and 1750, the first law regulating commercial activities was written by the King of Babylon as 'Laws of Hamurabi'. In the Hammurabi Law it is mentioned about accounting, recording, payment systems. Merchant-customer and employer-employee relations are arranged. (Hair, 2009: 10). Between 1500 and 1800, Mercantilist understanding was influential in the West. According to the commercial understanding of the mercantilist era, the economic well-being of the country depends on the mines it owns. According to this understanding, the state is obliged to find jobs for the poor and the unemployed. Trade activities between the same years are also determined according to religious principles in the East. The concept of social responsibility has developed in the East to a greater extent than in the West (Islam and Börü, 2007: 23), as Islam emphasizes co-operation and social solidarity, and prohibits interest and mandates zakat for those in need. In the Ottoman period, the concept of social responsibility within the trade came to the fore with the establishment of ahilik and localar. Ahilik is the organization of craftsmen whose moral values are taken into consideration. The ahilik which was adopted for a long time during the Ottoman period; honesty, perfection in art, collecting is essential to being virtuous in service. This has been effective in the development of business ethics in Anatolia. (Hair, 2009: 11-12).

2.1.1.2 Social Responsibility After the Nineteenth Century

By the industrial revolution that started in the middle of the 18th century, the human power began to take its place in machines. The transfer of agricultural life to industrial life is provided. In this period when the concept of business is formed, the economic field has become an important institution. The resulting excessive unemployment and lack of qualified workforce increased the value of employees by increasing state education spending and union organizations emerged. The activities related to social responsibility have gained a new dimension by helping these organizations to work unemployed due to the economic crises experienced during the first and second World War (Safdil, 2010: 48). The concept of social responsibility has become widespread in the 1950s and has become more important as the economic powers of enterprises increase (Marketing Communications: A Brand Narrative Approach, 2007). After the Industrial Revolution, the problems that the industrialists have revealed have increased rapidly and reached to the day. Organizations and corporations working to overcome economic, social, cultural, environmental and political problems have begun to use the existing human and economic resources to solve problems. Thus, the areas of responsibility of the enterprises have changed and gained a larger dimension (Lembet, 2006: 4).

2.1.2 Social Responsibilities for Businesses

In recent years, businesses have been organizing social responsibility projects or supporting existing social responsibility projects. Businesses with social responsibility projects add value to them (Şengel, 2011: 1). Other definitions of social responsibility are as follows:

- Social responsibility refers to the activities of the public in the interests of the society and to act in accordance with the moral values when the objectives of the enterprises are realized (Keller, 2003, Kapferer, 2004; Aaker, 1991),
- Social responsibility is defined as a concept within the framework of business ethics in which businesses adopt the justice statement and are sensitive and respectful to consumer rights (Miller & Muir 2004).
- Corporate social responsibility According to Ozgen (2006: 24-25), an influence that provides corporate prestige. Corporate social responsibility strengthens the consumer image brand image (Sıgındı, 2013: 501).

Corporate social responsibility is a dimension of social responsibility and is frequently mentioned from this concept today. We can list the effect of social responsibility on businesses as follows (Arguden, 2007: 40, Content and Autocracy, 2008: 590):

- It allows businesses to maintain their presence in the long run
- Provides competitive advantage to the business
- It eliminates the adverse effects of the obligations of legal responsibility.
- It increases the conciousness of businesses by consumers and positively affects the brand image.
- Business equity values are increasing and bringing the shopping among shareholders
- It helps motivate employees to retain their key employees.
- The brand value of businesses is increasing.
- The market provides advantages for new entrants and increases customer loyalty.
- Increases productivity and quality in enterprises.

2.1.3 Social Responsibility in Consumption Understanding

In recent years, consumers' purchasing habits have changed with the increase of environmental and social problems. Consumers are supporting their businesses by purchasing their brands for the businesses that are struggling with environmental and social problems and contributing to the solution of the problems (Cifci ve Kocak, 2008: 132). Consumers are expected to operate within the framework of social responsibility of businesses against economic resources and human resources. Consumers also buy images of products or services they buy and brands. Consumers who are in favor of the brand are paying attention to whether or not they operate in socially responsible activities. In contrast to the concept of socially responsible consumption, brands are involved in many social responsibility projects (Lembet, 2006: 2).

2.1.3.1 Social Responsibility of Consumers

Socially responsible consumers are directed to brands whose products or services they choose to purchase are less harmful to the environment or do not harm at all. While socially responsible consumers are in the brand preference, they consider social benefit as a priority over their wishes. They are acting in consideration of social consequences when they are consumed (Cifci and Kocak, 2008: 133). The socially responsible consumer tries to avoid positive behaviors while avoiding negative behaviors that are found in consumption. The conscious consumption behaviors of the socially responsible consumer are as follows (Cunningham, 2006; Vranesevic and Stancec, 2003). We take care to ensure that the product or service that is involved in the procurement activity is quality, reliable, affordable and healthy

- They are conscious about consumer rights, have rights, and defend their rights.
- Trustworthy businesses prefer.
- Consumers prefer consumption without being influenced by misleading, engaging, confusing advertising or the media.
- Frugal behavior avoids waste and extravagance
- With environmental consciousness, we prefer the product that does not harm the environment or hurt the environment, avoiding any kind of service and product that can harm the nature.
- Atmosphere does not consume products containing chemicals that will harm the ecological system
- They are not engaged in sudden purchasing activities
- They consciously use energy consumption, not unnecessary energy consumption.
- Their receivables pay attention to the quality and standards of the product or service
- They make decisions that are sensible and socially sensible while they are engaged in consumption behaviors.

2.1.3.2 Consumer Opposition to Non-Socially Responsible Business

Consumers are showing their reaction to collecting, contravening, or indirectly, indirectly damaging businesses by not purchasing products or services (Holt et al, 2004). According to Milton Friedman (1999: 6), boycott activity is the process that begins with the spread of the idea of boycotting.

2.2 Socıal Responsibility Innovations On Markets

Social responsibility campaigns are a strategic positioning method based on a mutual interest relationship that businesses (brands) have built towards a specific social purpose or problem (Yaman, 2003: 86).

2.2.1 Social Responsibility Campaigns for Markets

It is advertising social responsibility campaigns. Businesses; (Tekin, 2006: 8), when they use some or all of the cost they allocate to activities such as promoting their brand, brand positioning, etc., for social responsibility campaigns. Brand conciousness and brand loyalty of the consumer is increasing. In the consumer's brand preference, businesses that support social responsibility campaigns are in the first place (Pringle and Thompson, 2000: 3). Social responsibility campaigns increase the commercial reputation of businesses and positively affect the perception of the consumer against the brand positively (Yalur, 2014: 9). Businesses that support social responsibility campaigns increase the profitability, strengthen the social image of their brands, provide the ease of finding qualified employees and the continuity of their employees, and attract the investors to the brand (Güzel, 2010: 62). Social responsibility campaigns are important in terms of business continuity, brand recognition and becoming a trusted brand.

2.2.2 Markets that Organize Social Responsibility Campaigns

They prefer to promote their business brands, place them in the consumer's memory, and position their brands for reasons that are favorable to the brand through their social responsibility campaigns. Today, many brands offer social responsibility campaigns or participate in existing social responsibility campaigns. Examples of businesses that make social responsibility campaigns include Cıragan Palace Kempinski, Apple, Vodafone, Sabanci University, Hackenevar.com.

2.3 Social Responsibility Campaigns Of Brand Positions

It is defined as a means of "positioning" for social responsibility, social purpose or existing problem in order to make mutual benefits for the consumers (Akbas, 2010: 74). With brand positioning, businesses create brand image or reinforce the image of the market environment. Social responsibility campaigns can be used as a marketing tool in brand positioning. Social responsibility activities aimed at brand positioning are beneficial both in terms of brand and consumer. While the brand positions its own image in the consumer mind, it contributes collectively to the elimination of social or environmental problems (Yagız, 2012: 57). In the brand preferences of the consumers, the activities performed by the companies with the conciousness of social responsibility are effective (Kardes, 2011: 167). The brands that solve the social problems increase the brand value by earning the respect and trust by the consumers. Realistic and sincere activities of businesses in terms of social responsibility provide a multifaceted social benefit. Social responsibility campaigns that increase brand value and confidence (Urde, 2003; Keller, 2012; Chernatony, 2010, Aaker, 1996) have a positive effect on brand positioning in this direction.

Businesses can provide consumers with social responsibility campaigns to reach the information about the brand without any prejudice. Businesses that organize social responsibility campaigns realize brand positioning strategies by creating confidence in consumers. With activities carried out with the conciousness of social responsibility, the company attracts the attention of the consumer, gives confidence to the consumer, and communicates with the consumer through the participation of the consumer (Songil, 2009: 101-105).

2.3.1 Social Responsibility Campaigns

Nowadays, the increasing spread of social responsible consumption concept causes the enterprises and brands to turn to social responsibility campaigns in order to respond to this consumption understanding. To this end, companies aim to contribute to the solution of a problem in this area by choosing a significant and remarkable social area, and in doing so attract the consumer. It is also the case that companies work with a voluntary organization that works to address the social issues involved in organizing social responsibility campaigns.

2.3.1.1 Definition and Priority of Social Responsibility Campaigns

The term "Campania", which means "flat place", is used in the meaning of campaigns, and in the sense of battle maneuvers carried out in flat places. Today this term; the election of a political candidate, the collecting of donations, or the systematic efforts to increase sales. Campaigns usually consist of interesting innovations that have not been tried before. The main features of the campaign are summarized as planning and intensive implementation, usually for a short time, for specific purposes (Babacan, 2008, 153).

Social responsibility campaigns are a strategic initiative that connects a company or brand to a related social purpose or problem to provide mutual benefits. Is defined as a means of "positioning" (Pringle and Thompson, 2000; 3).

Brands,, in reality, social responsibility activities carried out by a financial and sometimes these costs can reach serious figures. Nevertheless, businesses that are so compacted by various groups that they can not make a cut in their social activities, have begun to search for methods. As a result of this search, "social responsibility campaigns" as a method to make profits in the long run and to serve social purposes have come to the fore since the 1980s. However, it should be emphasized that social responsibility campaigns are not entirely new ideas, it is a time-consuming event. As time has come, intent is to make short-term, rather sparse and sparse aid activities more dispersed and spending longer, to start becoming more long-term, strategic and programmed. Instead of traditional corporate grants and other assistance, the business world is no longer a modern social (Yaman, 2003).

Social responsibility campaigns are organized to support certain social goals. These goals, supported through campaigns, are listed as follows (Kotler and Lee, 2006; 3):

a. **Society health** (prevention of AIDS, early detection of breast cancer, timely vaccination).
b. **Security** (special driver programs, crime prevention, the use of automobile safety restrictions, etc.)
c. **Education** (contributing to literacy, helping schools with computer and equipment, meeting special education needs, etc.)
d. **Employment** (vocational training, recruitment practices, factory placements, etc.)

e. **Environment** (recycling, removal of harmful chemicals from the use, most reduced packaging etc.)
f. **Social and economic** development (low-interest home-building loans, etc.)
g. **Other basic needs and desires** (hunger, homelessness, animal rights, the right to vote, anti-discrimination efforts, etc.)

There are a number of benefits that social responsibility campaigns provide to brands. Such campaigns increase brand conciousness and consumer loyalty, accelerate sales and attract media attention (Pringle and Thompson, 2000; 3, Bakırtaş, 2005; 79). Consumers 'tendency to show positive attitudes toward businesses and brands after these campaigns (Uslu et al., 2008), when looking at the changes in consumers' attitudes towards branding in research on social responsibility campaigns.

For today's consumers, the material value or quality of the product is not enough to buy that product. They are also interested in what they have done for the community. Likewise, many investors have begun to assess the performance of the business on social responsibility before investing in an enterprise. In this context, brand positioning for businesses and efforts to raise funds for non-governmental organizations can be called compulsory for social responsibility campaigns to develop (Bakırtaş, 2005; 79).

Social responsibility campaigns often take place within certain synergies and alliances. The fact that the three of you, the beneficiaries of these campaigns, the interest in social responsibility campaigns is increasing. In short, the gains they earn from these parties and social responsibility campaigns are (Pringle and Thompson, 2000; 1)

- **Voluntary organization**; because it is profitable from the project because it has the opportunity to advertise on a scale beyond what can be bought. In most cases, co-operation provides financial income by taking a portion of the profit or cost of business activities.
- **The seller is profitable because**, as a commercial company, collecting reveals that it is a beneficial purpose and money, a contribution to collecting, and consumers see it. If the relationship leads to positive image associations and increased sales of the mark, it would be in the seller's favor.

2.3.2 Implementation of Social Responsibility Campaigns

2.3.2.1 Terms of Application for Social Responsibility Campaigns

Businessmen are considering different alternatives when they are turning to social responsibility campaigns. In general, they can cooperate with a voluntary non-governmental organization, they can campaign directly, or adopt a combination of these two options. These options adopted in the social responsibility campaigns of the enterprises are detailed as follows.

1. **Working with non-governmental organizations**

Non-governmental organizations (NGOs) are organizations that provide services aimed at meeting a specific needs or needs determined based on knowledge at a certain time and place, providing profit-free services, and thus participating in the management of the government (Kuçuradi, 1998)

To cooperate with a reputable non-governmental organization; reputation, expansion of the distribution circle, expansion of the company's stakeholder network, and assistance of volunteers, which are worthy of present and readily available organization that has gained considerable experience in their field of activity. Many voluntary organizations themselves are already a mark, and it is also important to add new value to commercial products and services (Pringle and Thompson, 2000; 4)

Some of the non-governmental organizations in our country where companies carry out their social responsibility campaigns together; Education Volunteers Foundation , Family Planning Association, Tema Foundation, Contemporary Life Support Association , Turkish Heart Foundation (www.edevlet.com). If the Educational Volunteers Foundation is taken as an example in these organizations, the educational programs that are being implemented by the foundation and the names of the brands that support these training programs are as follows (www.tegv.org):

- Yapı Kredi Bank: I'm reading, I'm playing.
- Visa: Thinking Children
- Visa: Career Journey Start
- Citibank: Accumulation
- Tofaş: Basketball Volunteers

2. Direct social orientation

It is the company's goal to determine a social purpose that is appropriate for its own field and to carry out the campaign itself for this purpose (Yaman, 2003). The benefit of the direct approach is that the ownership of the social responsibility campaign belongs to the company and the brand in a way that leaves no room for doubt. In a media environment that affects consumers and becomes more and more complex each passing day, this belongs to a critical clarity (Pringle and Thompson, 2000; 4).

In our country, OPET's "Clean Toilet Project" is a good example of directing a brand to direct social purpose. OPET's Clean Toilet Campaign, one of the longest-running social projects in Turkey since 2000, has been carried out in order to contribute to the creation of a consciousness by bringing toilet cleaning and hygiene issues to the agenda of the country. In 2004, the campaign was selected as the first in the category of social responsibility projects in the Golden World Awards Contest organized by IPRA (International Association of Public Relations). Also in the same year, it ranked first in social responsibility categories in the 3rd Golden Compass Competition of Public Relations Association and in "Doruktakiler" of Nokta Magazine (www.opet.com.tr).

3.Develop Method

The mixed approach is to organize a social responsibility campaign by developing a small-scale non-governmental organization, or by establishing a non-interested field association and organizing events and / or by developing a special project with a large non-governmental organization (Yaman, 2003). An example of this method is the "Vehbi Koç Foundation", Turkey's first large private foundation. Founded by Koç Holding and more active in education, health and culture, this foundation is especially known for its schools and scholarships (www.vkv.org.tr).

2.3.2.3 Implementation Steps of Social Responsibility Campaigns

Certain stages must be fulfilled in order for social responsibility campaigns to be implemented. These stages are as follows (Yaman, 2003):

1. **Defining the area**: While the field development for the social responsibility campaign is a topic that is mainly concerned with businesses, non-

governmental organizations can also make field assignments in their own organizations. From the business perspective, what you need to do:

- To list the properties of the products and brands produced,
- To measure how the consumers perceive the brand,
- An area suitable for the character of the mark has been determined.

Businesses that perform these steps will be able to select a non-governmental organization that will adapt the field to the best possible.

2. **Determine the correct exit point:** The institution that defines the area will select an exit point in the appropriate direction for its area. For example, Milliyet Newspaper, which defines its field as "to be taught by girls," adopted the slogan "Send Daddy Me to School" as the starting point.
3. **Preparing a creative brief:** A brief is called a "brief" for a task that the business builds about its own campaign, products, competitions, budget, expectations and objectives for the campaign (Babacan, 2008, 156). The most important step of the social responsibility campaign is the preparation of the brief that can provide data on the question "how to make the campaign most useful". This preparation is both an institutional oversight and potential partner

is important because of the scope of the conditions to be submitted. The titles to be included in this brief should include at least the following items (Yaman, 2003):

- The objectives of the campaign,
- Demographic and psychographic characteristics of the target audience,
- Supportive evidence,
- The desired reaction,
- Media planning,
- Scheduling
- The writing characters, Terms of use of logos and texts.

4. **Choosing the right partner**: It is necessary to conduct a research beforehand for the partner selection. This research is intended to measure the positions, reputations and legal status of the potential partners in finding a partner. Once the right partner is selected, any rewards and risks that may arise in the campaign process should be assessed in advance. The fact that the property of

the campaign, in particular, has been clearly defined, is important to determine how the rewards and risks to be shared are to be shared.

5. **Establishment of partnership (contract negotiations):** With the establishment of the partnership, a signed contract must be drawn up between the company and the non-governmental organization, setting out the commitments and obligations of both parties. Elements relating to money (budget and financial commitment), time-related elements (determination of how long the partnership will take place) are included in the agreement. Once the agreement is made, the company must acknowledge the partnership message indicating that it is not a social responsibility campaign idea.
6. **Defining the campaign**: The campaign can be completed in the specified scope and time, and the parties can extend the campaign with the development of a harmonious partnership. As a result of the extension, the campaign can be accepted and maintained as well as certain changes can be made. For example, the time slot can be increased from 2 years to 3 years, or revision can be made in the partnership message.
7. **Tracking and publicizing the results**: One of the most important features of social responsibility campaigns is that measurable results can be achieved. One reason is that such campaigns are a commercial dimension It is carrying. The public announcement of the research after the campaign will reveal both the transparency and sincerity of the institutions.

2.3.2.4 Implementation Methods of Social Responsibility Campaigns

Businesses can try different ways of implementing social responsibility applications. This is a natural consequence of the environmental factors (resources, geographical region, economic situation, educational status of the people and the community etc.) that affect them. The diversity of the factors also leads to the differentiation of collective reflected practices. The main methods that they prefer in their social responsibility campaigns that they have implemented by working with voluntary organizations such as businesses, non-governmental organizations are listed as follows (Yaman, 2003):

1.Sponsorship:; increasing the volume of sales, improving the company's reputation or brand image, and increasing brand conciousness. They provide financial support for special events and demonstrations for specific objectives of enterprises (Tek, 1999, 801).

Various companies and brands sponsor some of the activities carried out by non-governmental organizations. In this context, they generally provide financial support for the activities of the relevant NGO or governmental institutions. This support can be either a certain amount of money for the direct activity or it can be in the form of a space for the activity, equipment and equipment. Sponsorship is often a request to the company from voluntary organizations. Sometimes an enterprise should not give support to a voluntary organization that it has identified in its own field of activity, provided that it conducts a study in that direction,

(Yaman, 2003).

There are many brands that cooperate with organizations working voluntarily on social responsibility activities. A successful example of this is Frito Lay. Frito Lay, Pepsi's brand in salted snacks market, supports the project of "Dream, Share, Share Turkey" of Dream Partners Association sponsors a campaign that gives children the opportunity to uncover their potential (www.fritolay.com.tr).

Another example of sponsorship activities is the various brands that support many projects of the Tema Foundation, which has become a trademark in the fight against erosion. For example; Alarko ", which gives the name" Falim Gum "to the Gum Project for the increase of the numbers of mastic trees and the project about the oak trees in Mugla (Muğla Kemer Alarko Hillside Oak Forest Project), is the important sponsor of the Tema Foundation (www.tema. org.t is).

2.Secondment: which means temporary assignment, is a social responsibility practice that is practiced mostly in the West. In order to improve the relations of the employees of the company outside the company and to open the way for the renovation of the company, some of them should be employed in voluntary organizations (Smyth, 2006). This applies in the form of employing the employees of the company within the working hours, that is to say within a period of time paid by the company, in a predetermined non-governmental organization (or in a civil society organization requesting it) It takes place. In this way, the employees gain the virtues such as organization, interpersonal communication and assistance that they may not be able to see in the business, and they can transfer these gains to the business they are working with. The company thus incorporates its employees into social responsibility practices (Yaman, 2003).

3.Specialist Support: The institution's professional expertise is transferred to the non-governmental organizations by the institution's knowledge and experience. Management, marketing, supply chain management, and so on. This method can be used together with secondment in some places (Yaman, 2003).

4.Product Donation, Building and Equipment Assistance: Companies can donate some of the goods they produce (such as food, computers) to charitable organizations to distribute them to needy people. For example, in order to provide technology support for rescue operations after Hurricane Katrina in 2005, More than 2,300 computers, 150 wireless access points and technical support have been provided to the Red Cross shelters (www.intel.com). Likewise, companies can meet the needs of volunteer charities and non-governmental organizations such as buildings and settlements (Yaman, 2003).

5.Profit Share and Other Corporate Accumulation Transfer: Some business executives with certain sensitivities donate some of their profits to foundations and associations in their institutions or directly to the needy owners (Yaman, 2003). Scholarships, especially given to students, are a good example of this practice.

Çırağan Palace Kempinski

Çırağan Palaca Kempinski Istanbul has regularly donated food twice a week since 2009 for women who have been exposed to domestic violence and who are under protection in the Mor Çatı Women's Shelter Foundation. At the same time, it collects the clothes in good condition which are not used by its employees and sends them to needy people through agencies such as Beşiktaş Municipality and Darülaceze. In addition, the Red Crescent has annual financial support. Kempinski, who now organizes social responsibility campaigns for food, now regularly feeds Hasdal Animal Shelter .

Apple

Apple organized a social responsibility campaign for AIDS Day in December 2014, and revenue from 25 apps sold in the App Store donated to the Global Fund on research and solution development of the AIDS disease .

Vodafone

Vodafone organizes cultural and artistic events to participate in the "Dreams Academy" project. Besiktas Municipality, Ataşehir Municipality, Kadıköy Municipality support the social responsibility project as strategic partnership and corporate partner of the project .

Sabancı University

Sabancı University organizes many social responsibility campaigns. The most recent of these campaigns is "Audiovisual Reading Project for Visually Impaired People". With audio book application, Sabancı University provides "Volunteer Reading, Sound and Breathing Techniques" training to volunteers who want to voluntarily record audio books before creating a book. The book records are delivered to the blind via Bogazici University GETEM .

2.4 Social Responsibility Campaigns for Chain Restaurant Brands

There is a large-scale marketing-based management in food and beverage companies (Bölükoğlu and Türksoy, 2001: 23). The developing food and beverage sector has a wide range of consumers. Consumers are choosing brands that are the most popular among restaurant brands with a lot of choices. Businesses create positive brand perception in consumers' minds through brand positioning activities. Chain restaurant establishments that provide social benefits by choosing a brand positioning prefer social responsibility campaigns, advertising and promotions will provide double-sided benefits by using the budget for social responsibility campaigns

2.5.1 Examples of Social Responsibility Campaigns for Chain Restaurant Markets

Hacioglu Restaurants

Hacioglu Restaurants started serving in 1965 with Turkish capital in Bursa. There are many restaurant chains in 11 different countries in Turkey. Hacioğlu Restaurants, one of the restaurant brands that organize various social responsibility campaigns, welcomed disabled children and their families at restaurants and organized activities for disabled children and their families in the entertainment center on World Disability Day. In the field of culture and arts activities, 23 April Art Competition was held for children with disabilities. In addition, elderly people in the nursing homes of the Elderly Week have offered catering services in their restaurants.

TAB Food(TAB Gıda)

TAB Food has many chain restaurant brands. Sbarro, Popeyes, Arby's, and Burger King have added their own brand Master Turner. Tab Food, which operates many chain restaurants, organizes social responsibility campaigns especially targeting the young audience. In order to contribute to the healthy development of young people, to encourage spores and to love basketball TAB Food has organized the Hoopfest organization with the brand Burger King .

Panera Cares

The Panera Cares restaurant has 4 chain restaurants in the United States. Panera Cares restaurants serve as a non-profit enterprise with the slogan "paying it forward". Customers are able to pay the amount of the incoming account. It also gives the business an opportunity to receive free services. It is aimed to ensure that customers who have an insufficient economic power in carrying out their social responsibility campaign can easily eat together with other customers .

Meram Cafe Restaurant Catering

Meram restaurant chains have opened their first restaurant in Amsterdam with the concept of a non-alcoholic family restaurant. The restaurant chain presents Turkish cuisine to its customers through its six branches abroad. Meram Restaurant, which has contributed to numerous social responsibility campaigns, has established the

"Meram Friends Association" in order to make the social aids institutionalized. The restaurant contributes to Muslim charities. They are also helping people who are in need of assistance in Turkey (Meram Cafe Restaurant Catering.

2.6 Brand Requırements

Consumers have to choose between similar products and / or services that exist. The brand helps consumers to make a decision in their minds by creating a separate "track" from other brands (Heding et al, 2009:22).

It makes it easier for consumers to decide which products and / or services to buy (Bublik, 2004: 415). The brand has become a livable value on its own, with the ability to distinguish the product or service (Ateşoğlu, 2003: 40). It is important in terms of consumer and business

2.6.1 The necessity of branding in terms of consumers

The variety of products and services is increasing day by day. Among such diversity, branded products or services offer the opportunity to compare consumer products or services with "other brands" and to obtain information about the current brand. In this way, consumers can get an idea of what brand they will benefit from. The brand guarantees quality (Heding et al, 2009:22). The consumer gives a guarantee about the characteristics of the product, it enables the consumer to use the after-sale service of the product he bought. The fact that the brand has a brand in the market, leads the consumer in this direction by creating an idea in the consumer that the product will be taken again in the next use. The brand ensures that the consumer is responsible for the problem with the product and protects the consumer. Moreover, according to the consumer psychology that the brand is popular, it adds value to the consumer and brings prestige (Holt, 2004; Keller, 2012).

In tourism, the brand is also important for the consumer. As in other consumer goods, the purchased product is not available in tourism, which increases the importance of branding in the tourism sector. The presence of the brand is a reference to the tourists themselves or their environment in the next tourism activity (Ertuğrul and Demirkol, 2007: 65). For example; a tourist who buys the tour from the agency and participates in the tour, is pleased with the service and chooses the next participation through the same agency (brand). If we are to exemplify a situation where satisfaction is not provided, a tourist who does not enjoy a restaurant brand choice and does not prefer to get services from that brand in another city or country.

2.6.2 The necessity of branding in terms of business

In terms of business, the brand gives the product its identity and facilitates the follow-up of the product. Keeping the accounting bills of products and trademark legal.It is important to get a title. Brand continuity can be ensured by creating an emotional bond between the brand and the consumer and it can become a consumption habit that continues for generations (İçöz, 2013: 43). Branding for businesses provides a competitive advantage and is an important factor in bringing material value. Having a positive image on the market, the brand can provide many benefits to businesses. These benefits are listed as follows (Çetin, 2009: 28-29):

- Competitive advantage is gained by providing product differentiation through various advertisements.
- Product branding makes consumers feel safe.
- Continuity in product consumption is ensured by establishing a brand link in the consumer.
- There is a chance to be least affected by the crisis in the market
- Trademark loyalty and consumer demands to change in the direction of competitors to reduce the most.

it is important for the tourism enterprises in the first place in the service sector to be a brand and service packaging. At the same time, it facilitates the promotion of brand tourism enterprises and increases the attractiveness of tourism and provides economic contribution at regional and international levels (Holt, 2004; Keller, 2012).

2.7.1 Brand Value Components

The concept of brand value began to be used in 1980s. The proliferation of associations and mergers among businesses has made the concept of brand value important. The brand value used as one of the business strategies is increasingly important (M.K. Yılmaz and Erciş, 2012: 29).

2.7.2 Financial Brand Value in Businesses

It consists of numerical and material values. The sum of the expenditures (marketing, advertisement, etc.) in all the works done for the brand in the process since the formation of the brand gives the brand value (Ries & Trout, 2001). Financial brand value is criticized because it does not include consumer's tendency towards brand. A brand-value measurement was developed that takes into account the consumer's brand tendencies (Marangoz, 2007b: 89).

2.7.3 Brand Value in Terms of Consumer

They are abstract values. The consumer's brand sense, brand loyalty, brand attitude and the value of the consumer are based on the consumer's mind (Yapraklı and Can, 2010: 267). The positive impact of the brand name and symbol in the consumer mind directs the consumer's preferences and alters the operator's position on the market, making the brand valuable and ensuring that the business gains strength against its competitors. Consumer perceptions lead to more favorable results in establishing brand value in the front-line holdings. Target market preference and price flexibility for brand-name enterprises (M.K. Yilmaz and Erciş, 2012: 29). With brand value, businesses can provide brand loyalty. Strong brand value adds additional value to the consumer. According to Kevin Lane Keller (2002), the main characteristics of products with high brand value should be as follows (Carpenter, 2007a: 461):

- To be able to present the benefits that the consumer really wants and desires.
- The fact that the brand can meet the changing consumer demands over time,
- The fact that the relationship between the quality offered by the brand and the price demanded is convincing in the eyes of the customer,
- Use of integrated marketing communications in creating and maintaining brand value
- What branding means for consumers is very well understood,
- Close monitoring of brand value and changes in this value

2.7.4 Financial and Consumer Focused Brand Value in Businesses

A brand-focused brand with a financial focus and a brand-focused brand is a brand-value mentality that has been deemed lacking when taken separately. Both approaches are based on one another (Leaf and Can, 2010: 267). Traditionally, the brand is assessed in the form of perception that the consumer has in his mind. It is thought that the brand should not be evaluated as financial only when measuring brand value because the consumer is in his own way. According to this brand-value approach, it is argued that brand value should be measured both consumer and finance oriented (Eymen, 2007: 27).

2.8 Brand Assocıatıon

Many definitions have been made in the literature on the concept of brand equity; but not in a common definition. Brand equity; The level of quality perceived by the consumer, the experience of the brand, the brand's products and services is defined as the commitment to the brand (Ürgüp, 2012: 9). Brand equity according to David Aaker; is the sum of assets that depend on the brand's name and symbol, which increases or decreases the brand value of the business. According to David Aaker, brand equity; brand name conciousness, brand loyalty, quality perception, brand associations (Aaker, 2014: 21).

2.8.1 Brand Equity Categories

2.8.1.1 Brand Name Conciousness

In order for the brand to be included in the branding, the brand name must be firstly recognized by the consumer. Thinking about the brand will begin to emerge in the mind of the consumer who knows the brand. Brand name conciousness consists of positive and negative information about the brand which is formed in the consumer mind and the consumer gets (Aktepe ve Baş, 2008: 84). Brand name conciousness is achieved through the reach of many people (potential customers). Before the brand image is formed, brand name conciousness is formed in the mind of the consumer as a substructure of the mark. The brand is recognized and remembered. Recognition is provided by brand conciousness, product consistency, product characteristics, message given to consumers, target market and sponsorship activities (R.A. Yılmaz, 2007: 592). According to Kevin Lane Keller (1993), brand name conciousness is the reflection of the brand on the mind of the consumer that the brand is not remembered except in normal conditions (S. Star, 2013: 136). Brand conciousness is the redefinition of the brand or the brand in different situations of the consumer (Özgüven2010: 143). According to David Aaker's approach to consumer-based brand equity, brand conciousness is the first element that comes to mind in the consumer mind. It must be able to visualize in the minds the objects that they learn about and see. With brand name conciousness, it is possible to provide an enterprise competitive advantage and it is necessary to reach a large number of consumers for this (Fırlas and Dündar, 2011: 334). Consciousness is the first condition for the formation of an idea about a brand to be interpreted in the brand's mind. With brand conciousness (Özer, 2008: 26-29):

- It forms the basis of emotional connection between the consumer and the brand.
- For the consumer brand recognition and brand orientation is provided.
- Consumers are aware that they prefer brand names that they have heard before and that associate in mind with other brands.
- It is an option in the consumer's mind about purchasing the brand of the consumer..

2.8.1.2 Brand Loyalty

Brand loyalty; the consumer must pre-design within a variety of branding options and actualize the purchase action of the brand that he / she has identified and repeat this action with the same purchase decision. Many definitions of brand loyalty have been made (Demir Özer, 2012: 105). However, a common consensus has not been reached in the definition of brand loyalty. Behavioral and attitudinal, brand equity is defined by two different approaches.

Brand loyalty, defined according to the behavioral approach, indicates that the consumer purchases the product or service previously purchased and chooses the same brand for the purchase action (Usta and Memiş, 2009: 88). This approach, which defines brand commitment as recurring purchasing activities, does not take into account consumers' buying behaviors as being the lowest priced product / service that the product or service is likely to prefer within the product or service group due to the product's location in the store (Devrani, 2009: 408). When there is a price increase in the low-cost product / service, there is a possibility that the consumer's purchasing action may be directed to different brand preference. The attitudinal approach suggests that consumers' purchasing habits only in the past and brand equity of the consumer can not be assessed. According to this approach, only behavior should not be regarded as a sign of brand loyalty. Behavioral approach and attitude should be taken into consideration. Consumer purchasing activity must include loyalty so that recurring purchases can be evaluated as brand loyalty. Consumers who prefer the same brand while purchasing the product should have a positive attitude towards the brand (Bayraktaroğlu, 2004: 71). Brand loyalty is defined in many different ways:

Table 2. 1: Brand Loyalty Definitions

WRITERS	DEFINITIONS OF BRAND LEGACY
Cunningham, Renee M	Brand loyalty is that the consumer often tends to buy a certain brand.
Tucker	Brand loyalty is the frequent purchase behavior of the brand regardless of the consumer's feelings and thoughts about the brand.
Day	It divides its brand commitment into two categories: fake brand loyalty and true brand loyalty. Fake brand loyalty is the action of the consumer as a habit, taking the same brand repeatedly. True brand loyalty is consumer's positive attitude towards the brand and repetitive purchasing actions with a sense of loyalty.
Jacoby ve Kyner	Brand loyalty, • Educated • With a behavioral reaction • Repeated over time • Taken by the decision-making unit • Psychological processe
Blattberg ve Sen	Brand loyalty is the rate at which the brand is bought by the consumer rather than the brand's purchase order as a behavioral criterion.
Jarvis ve Wilcox	Brand loyalty is the preferred brand ratio of undesirable brands in brand conciousness
Raj	Brand loyalty is that consumers use more than 50% of the same brand to purchase actions among brands in a particular product group
Moschis and	Brand loyalty is that consumers prefer the same brand in two

Stanley	different time periods
Onkvisit and Shaw	Brand loyalty is a dimension of the emotions and consistent behavior of the consumer against the brand they purchase after they are in the buying activity.

Source: Demir Ozer, 2012: 106

Brand loyalty; is a factor in maintaining the brand's survival in the face of competing businesses and increasing its market share. The fact that the brands that the consumers prefer to be in the marketing tendency of the intermediaries reveal the importance of brand loyalty for the brands of the enterprises. Brand loyalty adds commercial power to its brands in the face of business intermediaries (Yarangümülioglu and Büyükler İşler, 2014: 93).

2.8.1.3 Quality Perception

Brand; products and services that create added value in the forefront by creating a difference in the face of competing businesses (Karahasan, 2012: 115). They can use psychological factors to distinguish brands of businesses from other brands in the consumer's eyes. Consumers who have many brand alternatives in product selection prefer to buy products of brands they perceive as strong and respectable. It affects the tendency of consumers to create conciousness and purchasing with various positive associations and strengthens the brand's quality perception and ensures brand loyalty (Akkoyunlu and Kalyoncuoglu, 2014: 131)

The brand quality perceived by the consumers does not show the real quality of the product. Consumers distinguish the levels of excellence and perfection of their products or services from other brands by evaluating them subjective (Erdem and Uslu, 2010: 169). Quality perception is the connotation of the consumer about the brand. Substitution is the perceived perception in the consumer's memory when compared with the current product or service. The fact that brand perceptions are unique and superior in the consumer is the strongest factor in brand value (Özgüven, 2010: 143). Brand quality perception is the perception form of consumers' judgments about the brand quality level in their minds (Erdem and Uslu, 2010: 169) while consumers evaluate the quality of the brand in a subjective way. Perceived quality can also be defined as the price they are prepared to pay for a product or service bought by the consumer. Consumers can volunteer to pay more price to buy products or services they perceive as good quality (Kocaman and Gungor, 2012: 148).

2.8.1.4 Brand associations

Brand associations are defined as the totality of positive or negative thoughts in the mind of the consumer about the brand. Information that the consumer assimilates about the brand in the mind is effective in brand selection (Erdil and Başarır, 2009: 219-220). The brand association which is described as "heart and soul" of the brand is defined as any "thing" about the brand belonging to the consumer's mind (Yapraklı ve Can, 2009: 270). The brand association is strong, unique and superior to its competitors, increasing the value of the brand (Erdem and Uslu, 2010: 169). Brand associations are influential in brand purchasing of consumers and in its commitment to the brand (Ozgul, 2001: 16).

2.9 Brand Identity And Image

2.9.1 Brand Image

Which means the consumer carries the brand image reveals the brand image. When compared to competitor brands, it is seen that the brand distinguishes the brand from the other brands and the consumers are the ones who think about the brand. The brand image of the consumer is formed in the form of perception of the sum of the information obtained from various sources related to the brand. (S. Ozdemir and Karaca, 2009: 117).

Knowing how consumers perceive their brand is important for businesses' brand marketing methods. As businesses grow and spread to different destinations, the direct accessibility of brands to consumers has diminished. Businesses frequently use the reflection of the brand identity they try to create in the marketing arena as a brand image perception in the consumer's mind (Oter and Ozdogan, 2005: 129). Brand image and brand identity are similar to each other. In terms of communication, image and identity are separated from each other. The image that the consumer perceives about the brand and the identity, the message the operator wants to give to the brand, consists of the associations that are desired to be awakened in the consumer (Somaklar, 2006: 36-37).

The brand image is one of the associative set of the consumer. For example, the connotations of a restaurant brand that serves food and beverages consisting solely of chicken products in the consumer; chicken, restaurant concept, color, food, restaurant brand emblem can be. Acquisition of one or more imgen in the mind creates the brand image. The brand image also affects the consumer's experience (Özüpek and Diker, 2013: 103). The emotional perception of the consumer is formed by the reliable brand image that is the quality of the product. The positive image of the consumer mind leads to the superiority of the brand over the market competitors and the brand loyalty. The visual associations related to the brand make it easier for the consumer to remember the product by placing it in the visual memory. The visual perception that comes to mind is linked to the brand name and product (Gürson, 2009: 1).

2.9.2 Brand Identity

ID; it is the whole of the properties that enable a person or something to be distinguished from others. Human identity consists of people's aims, attitudes and importance. Identity is a set of questions: "What is my value ?; How do I want to be perceived / recognized ?; What are the important relationships in my life? ". The identity of the brand identity brand that resembles human identity constitutes its purpose, attitude and importance (İlban, 2007: 65). Brand identity is intertwined with elements belonging to the mark. It contains all the parts related to the brand. According to Jean Noel Kapferer (1997: 43), brand identity can be expressed with six brand models (F.O. Demir, 2011: 46):

Physical: Consists of the visual identity of the brand's logo, logo, name

Reflection: consists of the target market for the brand image.

Relationship: It consists of the communication between the brand and the consumer.

Personality: consists of characteristics of the brand

Culture: consists of the values of the brand since its inception

Self-image: What the brand means for him with the emotional bond that the consumer has established with the brand

The elements of brand identity vary according to the product and service formation. Packaging is an important element in brand personality if the product is concrete. The physical characteristics of the product (packaging, logo, etc.) are taken into the foreground and brand identity is tried to be created. Various details about the brand name, design and product of the packaging affect the purchase decision by drawing attention of the consumer to the product and constitute the identity of the product. If the product is a service or an institutional brand, the visual identity (newspaper, magazine, brochure, catalog promotional material, price, design, etc.) constitutes the brand identity. It is the most important element that can give consumers an idea about price, service or corporate brand. The leading brands in the market generally do not compromise on the price (Lean, 2012: 557-558). According to David A. Aaker (1996: 68), the brand identity (Çifci ve Cop, 2007: 72), also known as brand reconciliation, determines the purpose of the brand, directs the brand and adds meaning to the brand. The brand is a unique set of brand associations that the brand strategist wants to create and maintain. Brand identity; (Somaklar, 2006: 36). It is also important to note that in order to create emotional, functional, and emotional aspects,

2.9.3 Differences Between Brand Image and Brand Identity

Brand identity is similar to brand image. The brand image shows the identity of the brand identity as a sub-component. However, while the brand image is related to how the brand is seen from the consumer standpoint, The brand identity emerges as how the manufacturer wants to perceive the brand (A. Sahin, 2012: 238). Brand image; general characteristics of the product, impressions about the product, sociocultural structure of the consumer and brand personality. The product quality perceived by the consumer can be directly related to the brand personality created, the characteristics of the brand and the brand image (Cop and Baş, 2010: 323). The brand image shows how the consumer perceives the brand personality. It consists of the associations in memory of consumers about the brand, how they perceive the brand as a whole (Çabuk and Demirci Orel, 2008: 106). That is, the brand image consists of the subjective point of view of the consumer rather than the objective evaluation of the consumer, rather than the brand. This is not the reality of the brand, but the reality of the consumer.

2.10 Brand Positioning Concept

Enterprises seeking to gain competitive advantage are trying to add value to the products they offer to consumers. In order to be able to fulfill this demand, business brands can provide consumers with "positioning" of permanence. Positioning is an important tool to ensure the brand's permanence in the consumer's mind (Şiker and Akın, 2012: 55). The concept of positioning began in 1972 with the article "The Positioning Era" in the Advertising Age magazine. According to Jack Trout and Al Reis, who define the concept of position positioning, businesses in the direction of consumers' expectations create a special and valuable place in the minds of consumers. When positioning, the business is focused on the consumer rather than on the product. In positioning, the enterprise tries to provide a significant and lasting place in the mind of the consumer of the mark. Brand positioning is the process by which a consumer perceives a particular brand as distinct from other brands (Cartı, 2012: 158).

Positioning is the focus of the consumer's brand perception and choice (Dessert, 2013: 291).

Positioning consists of a communication program technique, which is mainly based on finding the focus gaps in the consumer's mind. The Subway brand, which narrows its focus to the consumer mind, has become the fifth biggest brand among fast food chains in America with "submarine sandwiches". Desiring to compete with Coca-Cola, Pepsi made it the second strongest brand by positioning its focal point as "younger" (Pepsi Generation) in the consumer mind (Reis, 2009: 130131).

2.10.1 Brand Positioning Tracking

Brand positioning monitoring (strategy) is very important for brand management. In terms of businesses, consumers have to be one of the first names that comes to their minds in brand selection and brand selection by providing a strategic positioning (Dessert, 2013: 291). The strategy implemented in management ensures that the business reaches the maximum level economically with the decisions taken. It regulates the relations of the operator with the environment and provides a competitive edge (C. Demir and M. K. Yılmaz, 2010: 71). Fast-food market leader McDonal's, a competitive advantage, has shifted its strategy to consumers who eat their meals at home, without having to plan their strategy according to other businesses in the market. "You now deserve a cause today" has made an effective strategy for consumers with cingulate (Trout and Reis, 2007: 82).

Because each marketing element will affect brand positioning, it is necessary to identify and use a major positioning strategy. The existing positioning strategy can provide support for marketing activities. With proper positioning, the business is increasing its preference and market share by consumers (Dessert, 2013: 291). Some of the international brands have become symbols on the market by choosing the right strategies (Altuna, 2007: 166). With brand positioning strategy, businesses can communicate with target consumers and show more benefits than competitors' businesses (Kırdar, 2005: 241).

2.10.1.1 Positioning Tracking by Partitioned Market

Achieving the target market is very important. The ability of businesses to reach the divided consumer mass is an effective undertaking (Alabay, 2011: 8). By targeting the target group, the advertising works done by the businesses towards the audience are more successful. A good analysis is needed to understand the target in a simple way. As it is seen today, the sentences used in advertising are able to settle easily into daily speech and provide periodical permanence. (Elden, 2005: 75).

2.10.1.2 Benefit Positioning Monitoring

The position of the consumer to pay for the product is a benefit-based positioning. The positioning for the benefit consists of the benefits of the consumer (Ö. Şahin, 2007: 25-27):

More to More: Consumers who purchase business brands are giving the brand prestige. Brand prestige is presented to consumers as a senior lifestyle and a privileged status indicator

Much More to the Same Money: The business is positioning the product at the same quality as offering a lower price as a counterpart to the "More Money More"

Less Money to Same:It is the understanding of selling a lower price from the original mark by doing the same of the brand features. Discounted stores also use this positioning. The brands they buy with low purchasing power with their high purchasing power can offer consumers with lower prices than other stores

Less Money: To position the business in the consumer mind with the "less money less" strategy that is needed for a product that has many features and is often rarely used or never used by the consumer.

Less Money more features: It creates positioning in the consumer's perception by offering a lower price, more feature or quality product compared to the business competitors.

The business highlights the benefits of branding to consumers. Consumers who prefer to buy brands that benefit them are turning to brands with positioning messages that appeal to them from a variety of benefit-based positioning (Cantürk, 2012: 82). Benefit-based positioning is more effective and sustainable in terms of competition. In the benefit-based positioning strategy, the claim that the brand will benefit is that competitor businesses should not be used before (Ceylan, 2013: 134 - 135)

2.10.1.3 Positioning Tracking by Rivalry

In the positioning for recruitment, it puts forward the superiority of the brand over other brand in the consumer perception. There is no absolute superiority between brands. The comparative advantages of brands are in question (Karaçor, 2009: 33). In positioning strategies, the brand position sets the reference to the brand that is in competition. Some brands identify leading brands as reference points. Some universities use the positioning strategy for recruitment by associating themselves with more prestigious institutions (Dessert, 2013: 301).

2.10.2 Strategic Product Positioning Maps

Perception maps affect positioning decisions and give businesses significant information about their brands and competitors. The brand's position in the market, its position in front of its competitors, and the changes in the position of the brand in time (Şiker and Akın, 2012: 55). There are many definitions of detection maps. According to James H. Myers (1996: 181), maps are made up of quantitative and qualitative approaches aimed at identifying how consumers perceive marketers on a place or to place perceptions. In other words, it is a visual tool used to show how various brands are in consumer perception (Baş et al., 2006: 103-106). The results of comparing a group of consumers represented by consumers constituting a certain market share and their own products in the same market share constitute detection maps (Üner and Alkibay, 2001: 81).

2.10.3 Positioning in Brand Management

Trademark management, at first, differentiates product from other businesses and wants consumers to have a lasting place. It aims to increase brand conciousness and increase sales. Businesses want to achieve brand loyalty, the next step in brand recognition, by positioning the long-term brand image in the consumer's mind. The main purpose of promotional activities is to remember the brand with its brand position (Yurdakul, 2003: 209). The strategic realization of the brand management process begins by determining what the brand will represent and how it will position itself in the face of market competitors. Brand positioning is an activity aimed at ensuring that an operator acquires a distinct and valuable place in the consumer's eye from other businesses. In this way, the operating profit is maximizing. In a competitive brand positioning, businesses are going to differentiate themselves from competitors for consumers (Riezebos & van der Grinten, 2012, p. 103)

Good brand positioning affects the success of the product positively. Failure to make brand positioning well will cause an operator to lag behind in a competitive environment. The mismanagement or poor positioning in the consumer's eyes will be a disadvantage for the enterprise, which will fail against competitors (Biel, 2006). According to marketing managers, brand positioning is of great importance. Brand perception of the consumer, the brand position in the mind is directly related to the marketing managers. The issue to be based on positioning will be an easily imitable positioning in the competitive environment if product features are present (Ceylan, 2013: 134135). The points to be considered when brand positioning in brand management are as follows according to Philip Kotler (1999) (Marsden, 2002, p. 307).

Benefit Positioning: The benefit that the product will provide to the consumer is emphasized.

User Positioning: The product is positioned for the targeted pod

Competitor Positioning: Emphasizes the distinguishing features or superior features of the business product according to its competitors.

Skill Positioning: Positioning the operator's product or brand on attributes and attributes

Category Positioning: Positioning with the emphasis that the operator is the leader in the market.

Quality and Price Positioning: consists of positioning the operator's products at a constant price and quality.

Three basic approaches to positioning: being first, being single, appealing to emotions. The first being the owner of a certain position firstly; being unique, product features unique to the consumer eye; addressing the emotions, positioning the product, brand, and services of the operator towards the emotions of the consumer. Hyat used the first feature of positioning approaches with atrium lobbies. They are positioning with the understanding that the atrium lobbies are exciting and have an exciting experience for their guests. Despite the fact that many hotels now have atrium lobbying, Hyatt is still the strongest image for many tourists since it is the first of the hotels (Shiker and Akin, 2012: 56).

2.10.4 Failure in Brand Positioning

Any positioning related to the brand in the perception of the consumer and the failure to make special valuations are among the mistakes made in brand positioning. The failure of the operator to analyze the target market well appears to be an error in positioning. Positioning mistakes can be expressed as follows (van der Grinten & Riezebos, 2012):

Over-Positioning: Over-positioning is being done by placing the mark in the consumer's eye, widely located in the perception.

Complex Positioning: Frequent changes to product, brand and marketing communications, or inconsistencies, confuse consumers' minds

Doubtful Positioning: The fact that the consumer has been misled about the brand in the past, and the fact that the consumer has encountered a different situation than the consumer perceives leads the consumer to doubt their positioning efforts.

Burger King started to grow with the franchise system and tried to increase brand value with its most famous product Whopper in the market for additional capital needs but could not achieve the desired success. Following the aggressive strategy against market leader McDonals, he wanted to position his brand in the consumer mind with the slogans "How Do You Want", "Not Frying Grill" and "Burger Wars". Following an aggressive strategy in its own market, Burger King has constantly changed marketing communications, making it unsuccessful in brand positioning in the consumer mind (Trout, 2008: 100-1004)

2.10.5 Rebuilding Positioning

The re-positioning of the existing products to the new consumer mass or the brand of the operator to offer new product variety to the target market (İlhan, 2006: 14). They can make changes to the products of the enterprises in the changing conditions or they can be differentiated in product or product message in the direction of consumer expectancy. Businesses reposition the brand in order not to be adversely affected while the consumer differentiates the message given or changes its products. Repositioning is more difficult than other types of positioning. It is necessary to change the perception that is seated in the consumer mind with another perception. There is also the possibility of failure in repositioning. According to Brad Van Auken, there must be one or more reasons for repositioning. These are (Somaklar, 2006: 64-66)

- If the brand does not have an image or if the existing brand has a negative image,
- When the enterprise completely differentiates its strategy,
- When the brand's position is not up-to-date or when the business enters a different business area,
- When the target market is strong and a new competitor enters,
- When the position of the mark in the competitive environment is accepted by another brand,

- When the business is a strong property that must be remembered by the brand,
- Adding new areas or new consumer profiles to the brand brand repositioning is required.

If there is a deviation between the brand's operational status and brand expectancies, the brand of the operator enters the process of re-positioning (Baş et al., 2006: 1011). The options for repositioning the brand are (Kapferer, 2012, p. 180):

True Repositioning: Increases the brand's consumer profile and updates product functionality by refreshing the design.

Brand Enrichment: An additional product or service is added to the mark.

Psychological Positioning: The brand is changing beliefs about prestige or philosophy.

Promoting Values: Businesses are trying to convince consumers that the distinguishing, superior features that exist in the mark are more important.

Adding Neglected Values: New features are added to the mark.

Changing Preferences: Businesses try to change consumer preferences.

Competitive Positioning: The use of ads that compromise products of competitive brands.

Cooling specialist Tom Carvel has become the pioneer of soft freezing in the market by producing ice cream with the brand "Carvel". Carvel, whose focal point has shifted to franchise operations, has lost its soft ice cream pioneer and has become a pioneer brand of soft ice cream on Dairy Queen branded pajamas. Carvel, who had to reposition its brand, first went to supermarkets with "Ice Cream Pastry". In this new market, such as Entenmann, the brand's value has been halted and brand value has risen by repositioning its own brand as "everyday edible pastries" in front of strong brands (Trout and Rivkin, 2006: 70-77).

3.CONCEPTUAL FRAMEWORK AND HYPOTHESES

3.1 Purpose Of The Study And Requrements

Today, brands are differentiating marketing methods as a result of changes in consumer purchasing preferences that are sensitive to environment and contribute to the solution of social problems. Social responsibility is a positioning strategy aimed at providing a competitive edge that aims to create brand loyalty by establishing an emotional relationship with consumers of brands. This strategy puts social responsibility campaigns in the forefront of brand advertisements that consciously use.

The main purpose of the research is to contribute to the knowledge of the relevant area by examining the effect of social responsibility campaigns in positioning of chain restaurant brands operating in Turkey. The social responsibility activities of chain restaurant brands, which are expected to remain indifferent to social and environmental problems, have been transformed into a marketing strategy to measure how consumers are placed in memory. In line with this objective, information was collected about brand positioning and social responsibility campaigns in the summer. The data needed for the research were compiled by conducting a survey based on a survey on domestic consumers who prefer chain restaurants in Turkey province. In the survey, it was determined that consumers who prefer chain restaurants in Turkey prefer social responsibility campaigns that have social responsibility conciousness and they do not prefer chain food and beverage transactions and how these brands revive them in their minds.

Although there are many academic studies on the application of social responsibility in hotel business, the lack of studies on the effect of social responsibility and social responsibility on brand - brand positioning in restaurant business is remarkable. Since the impact of social responsibility on brand positioning has not been mentioned much in the sectoral and academic terms, it is thought that this study will contribute to the increase of interest in this direction.

3.2 Hypotheses

The relationship between the perspectives of participant customers on social responsibility consciousness, social responsibility preferences and chain restaurant brands that organize social responsibility campaigns and that affects positively on the brand positioning.

H1: There is a relationship between the social responsibility preferences of the consumers and the social responsibility consciousness which has positive effect on chain restaurant brand positioning.

H2: There is a relationship between the perspective of consumers on chain restaurant brands that regulate social responsibility campaigns and social responsibility consciousness.

The Research Model (See Figure)

Social Responsibility Consciousness (**SRC**) Dependent variable.

Social Responsibility Campaigns (**SRC)** independent variable

Social Responsibility Preferences (**SRP**) independent variable

The Influence of Social Responsibility Preferences on social responsibility campaigns and social responsibility consciousness

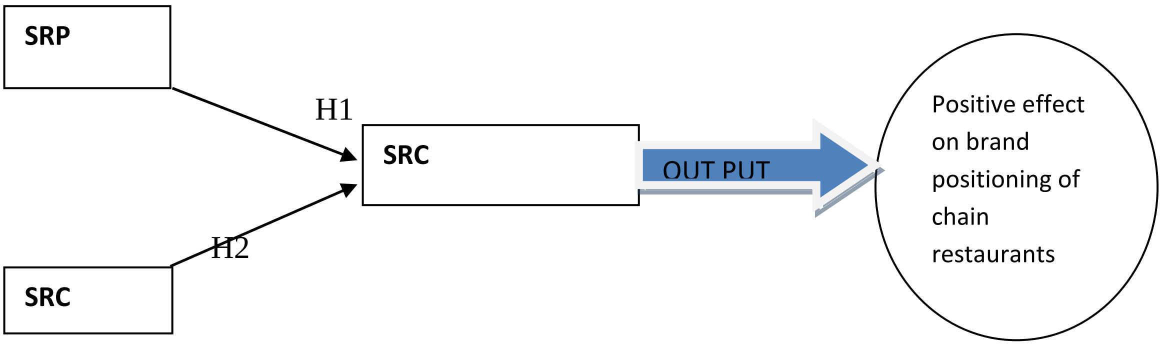

Figure 3. 1 Research Model (self generated)

3.3 Research Design

Following model is disclosing the research method which being in practice in this research:

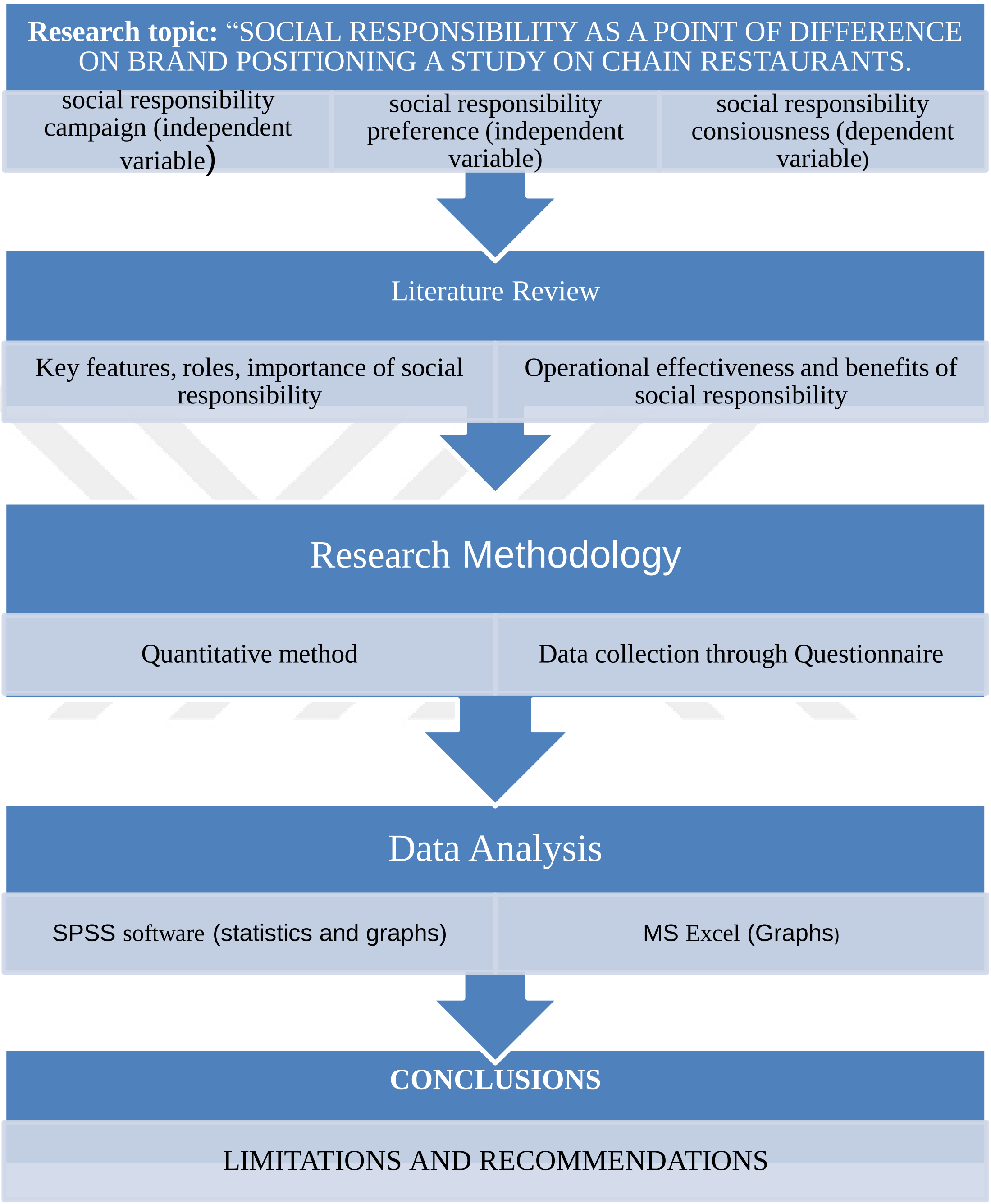
Research topic: "SOCIAL RESPONSIBILITY AS A POINT OF DIFFERENCE ON BRAND POSITIONING A STUDY ON CHAIN RESTAURANTS.
social responsibility campaign (independent variable)
social responsibility preference (independent variable)
social responsibility consiousness (dependent variable)
Literature Review
Key features, roles, importance of social responsibility
Operational effectiveness and benefits of social responsibility
Research Methodology
Quantitative method
Data collection through Questionnaire
Data Analysis
SPSS software (statistics and graphs)
MS Excel (Graphs)
CONCLUSIONS
LIMITATIONS AND RECOMMENDATIONS

Figure 3.2 Research Design (self generated)

Questionnaire

This is Zeeshan Ali, student of Istanbul Aydin University, Istanbul – Turkey.

This survey is designed to determine the SOCIAL RESPONSIBILITY AS A POINT OF DIFFERENCE ON BRAND POSITIONING A STUDY ON CHAIN RESTAURANTS. The questionnaire consists of four parts. In the first part; participants are asked to assess social responsibility conciousness and social preferences and evaluate restaurant brands that organize social responsibility campaigns. In the second part, it is tried to determine the factors which are effective when the participant chooses restaurant brands. In the third part, the participant is asked about the restaurant brands' social responsibility campaigns which they are expected to organize in which areas / areas, and in the fourth part, socio-demographic data about the participant are collected. The results obtained from the questionnaire will be used in the graduate thesis study carried out in İstanbul Aydin University University. For the validity of the questionnaire all questions must be answered in full. Thank you for your support and your participation in the work.

1) I usually prefer restaurants that do not harm the environment.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

2) I believe that every restaurant brand is a responsibility to the environment.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

3) I believe that every restaurant brand is a responsibility towards society.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

4) We support boycotting restaurants that are not responsible for social issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

5) i Support boycotting restaurants that are not responsible for environmental issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

6) It is sufficient for restaurants to operate without harming nature and the environment in terms of fulfilling their social responsibilities.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

7) In restaurants that publish ethical principles in social matters, I prefer to meet the need for food and drink.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

8) I prefer to meet my food and drink needs in restaurants that publish ethical principles on environmental issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

9) It disturbs me that the physical surroundings they have in restaurants are disrupted.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

10) It disturbs me because the restaurants ruin the cultural texture they are in.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

11) I pay attention to the respect that restaurants have for their employees.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

12) I take care that restaurants are implementing energy saving activities.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

13) I take note of the practices of restaurants on waste management.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

14) I would like restaurants to interact with organizations that deal with social issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

15) I would like restaurants to interact with organizations dealing with environmental issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

16) I do not think restaurant businesses have shown enough effort in terms of social responsibility.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

17) The fact that restaurants are conscious about environmental influences encourages me to buy his brand.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

18) The fact that restaurants are conscious about the impact on society, encouraging me to buy his brand.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

19) When I bought restaurant brands, I did not care about what they did and did not organize social responsibility campaigns.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

20) While eating, I'd rather have a good time to enjoy your meal than to worry about environmental issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

21) Whie eating, I want to enjoy your meal and have a good time without worrying about social issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

22) I can change my restaurant preference to support a social cause that I care about.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

23) I am willing to pay more for restaurant brands that are sensitive to social issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

24) I am willing to pay more for restaurants that are sensitive to environmental issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

25) If price and quality are the same, I would prefer to buy a restaurant brand that is sensitive to environmental issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

26) If price and quality are the same, I prefer to buy a restaurant brand that is sensitive to social issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

27) I prefer the same restaurant brand again because I am sensitive to social issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

28) I prefer the same restaurant brand again because I am sensitive to environmental issues.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

29) I prefer promotions that donate to a social organization, rather than promotions that offer a free product or service every time I spend.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

30) I have a more positive image of the restaurants that run the social responsibility campaign.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

31) When I buy a restaurant brand that runs a social responsibility campaign, I am happy to support the campaign.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

32) I would recommend restaurant brands that run social responsibility campaigns to the people around.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

33) More trust in restaurants that run a social responsibility campaign.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

34) Restaurants that carry out social responsibility campaigns are more reputable.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

35) Restaurants that carry out social responsibility campaigns are more humane.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

36) I do not find the management of the restaurant companies socially responsible

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

37) Restaurants that run a social responsibility campaign are more expensive.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

38) Restaurant brands that carry out social responsibility campaigns last longer.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

39) I think restaurant businesses that carry out social responsibility campaigns are not social but profit-oriented.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

40) Restaurant businesses that run social responsibility campaigns are highly profitable.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

41) Social responsibility campaigns will increase the number of customers coming to the restaurant in the long term.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

42) Social responsibility campaigns are going to ruin the restaurant in the long run.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

43) The monetary resources allocated by restaurants in social responsibility campaigns are actually provided to the customer.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

44) I want social responsibility campaigns to become a standard part of restaurant businesses.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

45) I would like socialization campaigns to be on the frontline in promotional activities of restaurants.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

46) I think promotions with social responsibility campaigns are more memorable.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

47) Social responsibility campaigns in determining the location of restaurant brands are influential.

☐Strongly disagree ☐ Disagree ☐Neither agree nor disagree ☐Agree ☐Strongly agree

PART 2: This section is intended to identify factors that influence the participant's choice of restaurant brands. When choosing restaurant brands, please indicate the elements that are effective by placing a cross (X) on the box that you consider appropriate for the degree of importance.

	Too Weak	**Weak**	**Medium**	**High**	**Too High**
Price					
Service Quality					
Advertising activities					
Social Responsibility					
accessibility					
place					
Image					
Prestige Provision					
Other					

PART 3: This section is intended to reveal the participants' expectation that the restaurant brands will organize their social responsibility campaigns in which areas / areas. Indicate areas where you want the restaurant brands to organize social responsibility campaigns by marking the box (X) that you consider appropriate for your importance.

	Too Weak	**Weak**	**Medium**	**High**	**Too High**
Art					
Education					
Environment					
Sports					
Cultural Heritage					
Protect Animals					
Archaeology					
Health					
Help the poor					
science and technology					
Food and Workplace Safety					
EthnicOrigin Discrimination					
Waste Recycling					
Other					

PART 4: Answer the following questions.

Gender ☐Male ☐Female

Marital Status ☐Single ☐Married

Age ☐Up to 19 ☐20 - 29 ☐30 - 39 ☐40 - 49 ☐50 - 50 ☐60 Plus

Qualification ☐PHD ☐Masters ☐College / University ☐High School

Income ☐100 – 499 USD ☐500 – 599 USD ☐600 – 699 USD

☐700 – 799 USD ☐800 – 899 USD ☐899 – 999 USD

☐Above 1000 USD

4. RESEARCH METHODOLOGY AND FINDINGS

4.1 Research Methodology

The questionnaire was prepared according to the five-point Likert scale. For the 47 expressions prepared in the first section, the survey participants were asked to select the appropriate option from the options (1 = Strongly disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly agree). The second part is aimed at identifying the factors that influence the participant's choice of restaurant brands. The third part; is intended to reveal where the participants expect the restaurant brands to organize their social responsibility campaigns. In the second and third sections, it is required to indicate the appropriate places (1 = Too weak, 2 = Weak, 3 = Medium, 4 = High, 5 = Too high). In the last part, participants were asked about the socio-demographic characteristics (gender, marital status, age, educational level, profession, monthly income coming into the household). The questionnaire was prepared for domestic chain restaurant customers.

4.1.2 Research Scope

Research is aimed at determining the SOCIAL RESPONSIBILITY AS A POINT OF DIFFERENCE ON BRAND POSITIONING A STUDY ON CHAIN RESTAURANTS. In this sense, the data needed for the research were compiled by conducting a survey based on a survey of the domestic consumers who prefer chain restaurants in Turkey.

4.1.3 Samplıng

The main mass of the research is domestic consumers who prefer chain restaurants in Turkey. Eskishehir with different demographic structures have been selected in Turkey for the purpose of representing the population by taking the expert opinion and the number of chain restaurants and addresses taken from the Ministry of Culture and Tourism. It is assumed that the sample group is sufficient and represents the mass in a meaningful way. In April and May 2017, a questionnaire was applied to customers of chain restaurants in Turkey.

4.1.4 Statistical Methods

Using the IBM SPSS 20 package program, data entry was performed, data were compiled, data scales were classified, dirty data were cleared, and statistical analysis was made available. The data of the sampling group is passed through the reliability analysis process and necessary corrections are made and reported. In the second stage, strong factors with factors determined by factor analysis were analyzed in groups. The distribution of socio-demographic variables was reported with the necessary analyzes. Descriptive statistical, correlation analysis were applied to analyze and examine the inter-variable.

4.2 Research Findings And Analysis

4.2.1 Demographic Characteristics

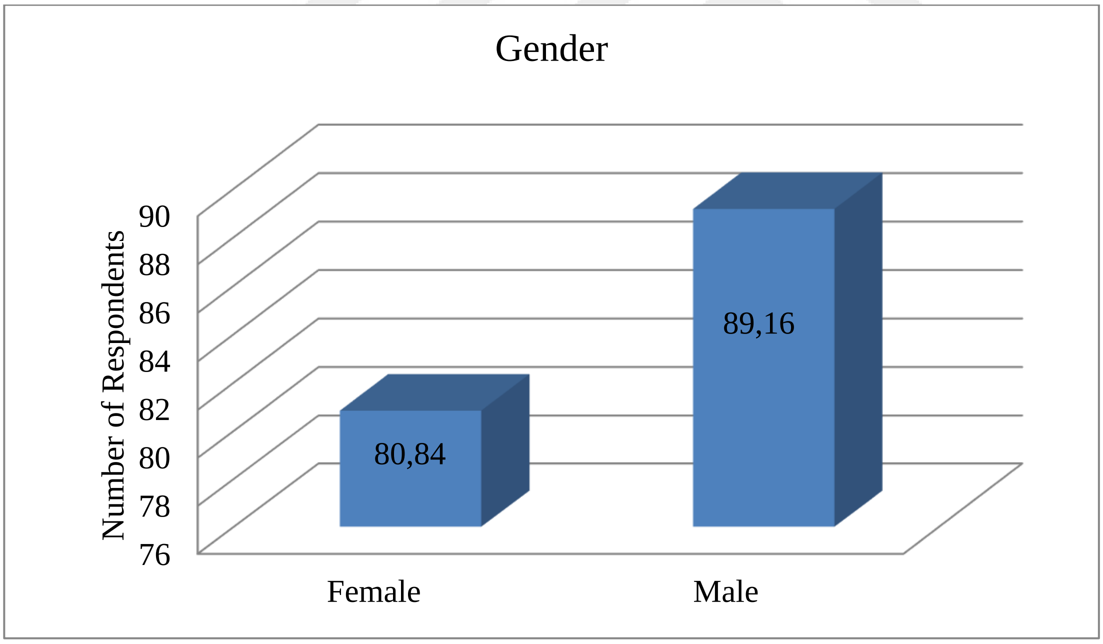

Figure 4. 1 Gender

The research was conducted between 170 respondents.And the first demographic question was gender.Majority of the respondents was male .The number of males are 89 which show 89.16 percent are males .However number of females are only 81 which shows the 80.84 percent are female out of 160 respondents.

Table 4. 1 Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	89	52.4	52.4	52.4
Female	81	47.6	47.6	100.0
Total	170	100.0	100.0	

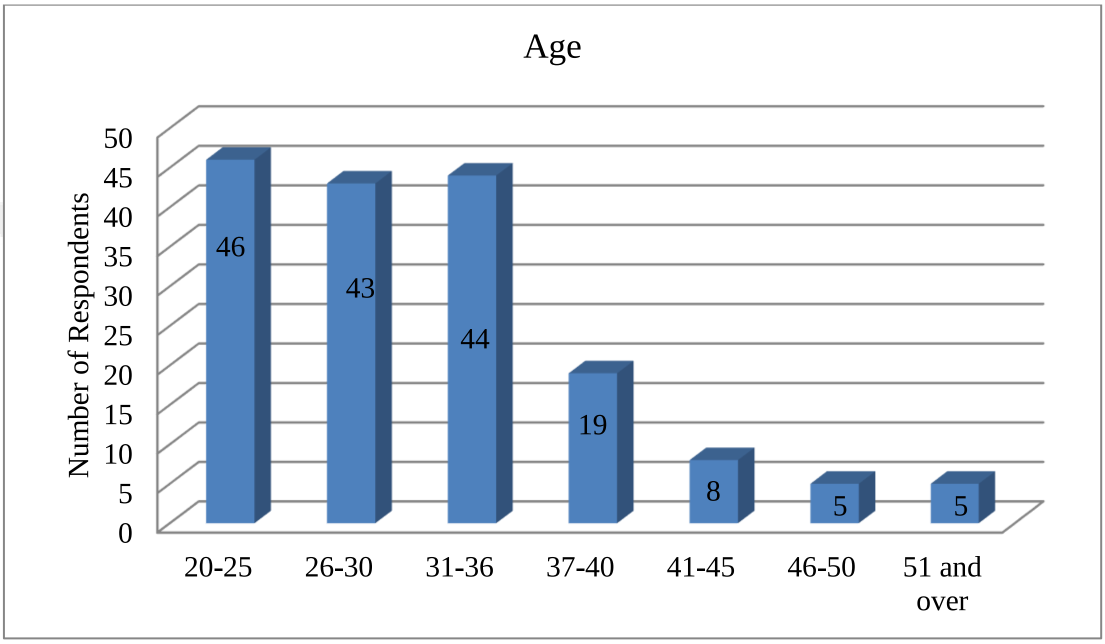

Figure 4. 2 Age

According to the table we can see the range of age is divided into 7 levels.The large number of respondents are between 20-25 and 26-30 which shows 46 and 43 percent are mostly youngsters.Second larg number of respondents is between 31-36 which shows 44 percent of respondents belongs to this age group .And 19 percents of respondents belongs to 37-40 age group.And there are only 8 respondents between age group of 41-45.Between age group of 46-50 available number of respondents were 5 .And same in the last age group we have only 5 respondents.

Table 4. 2 Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
20-25	46	27.1	27.1	27.1
26-30	43	25.3	25.3	52.4

31-36	44	25.9	25.9	78.2
37-40	19	11.2	11.2	89.4
41-45	8	4.7	4.7	94.1
46-50	5	2.9	2.9	97.1
51 and over	5	2.9	2.9	100.0
Total	170	100.0	100.0	

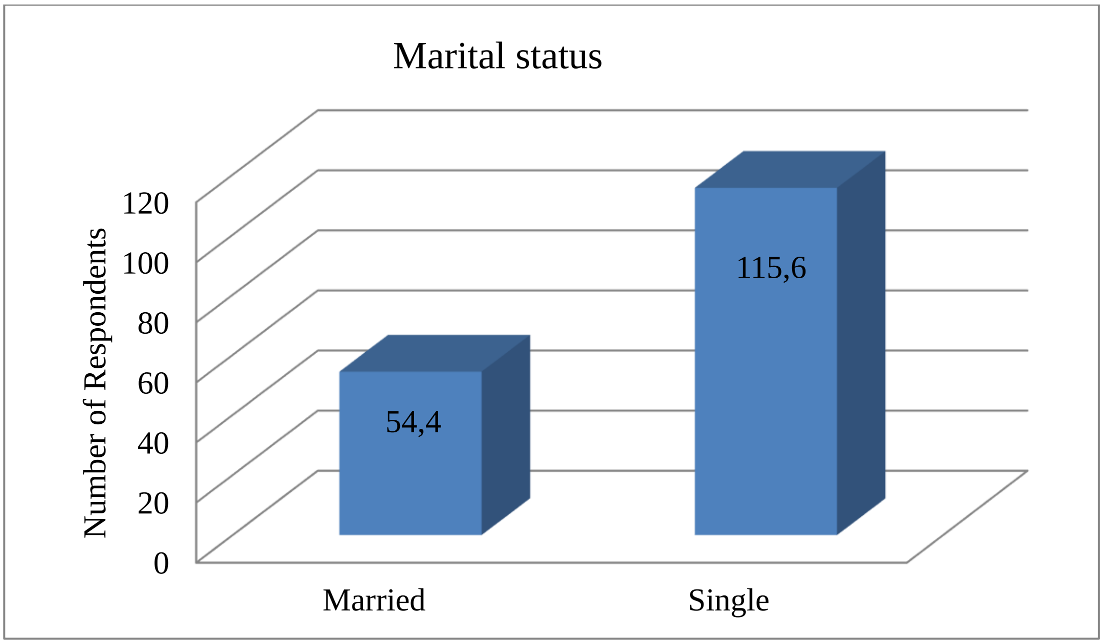

Figure 4. 3 Marital status

The next demographic variable was marital status.The majority of the respondents was single who were 115.6 percent of total .While 54.4 percent respondents were married.

Table 4. 3 Marital Status

Status	Frequency	Percent	Valid Percent	Cumulative Percent
single	115	67.6	67.6	67.6
married	55	32.4	32.4	100.0
Total	170	100.0	100.0	

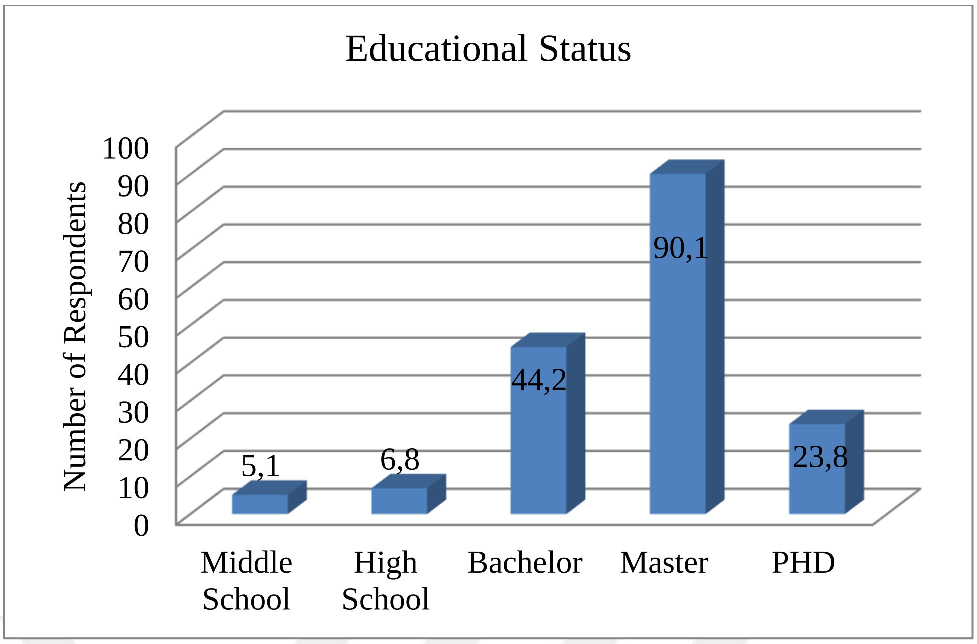

Figure 4. 4 Educational Status

The table shows the educational status of the respondents.Here most of the respondents were students of bachelor 44.2 % .And huge number of respondents were students of master which is showing high percentage 90.1% and 23.8% have Phd qualification.

Table 4. 4 Educational Status

Educational Status	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Middle School	5	2.9	2.9	2.9
High School	7	4.1	4.1	7.1
Bachelor	44	25.9	25.9	32.9
Master	90	52.9	52.9	85.9
PHD	24	14.1	14.1	100.0
Total	170	100.0	100.0	

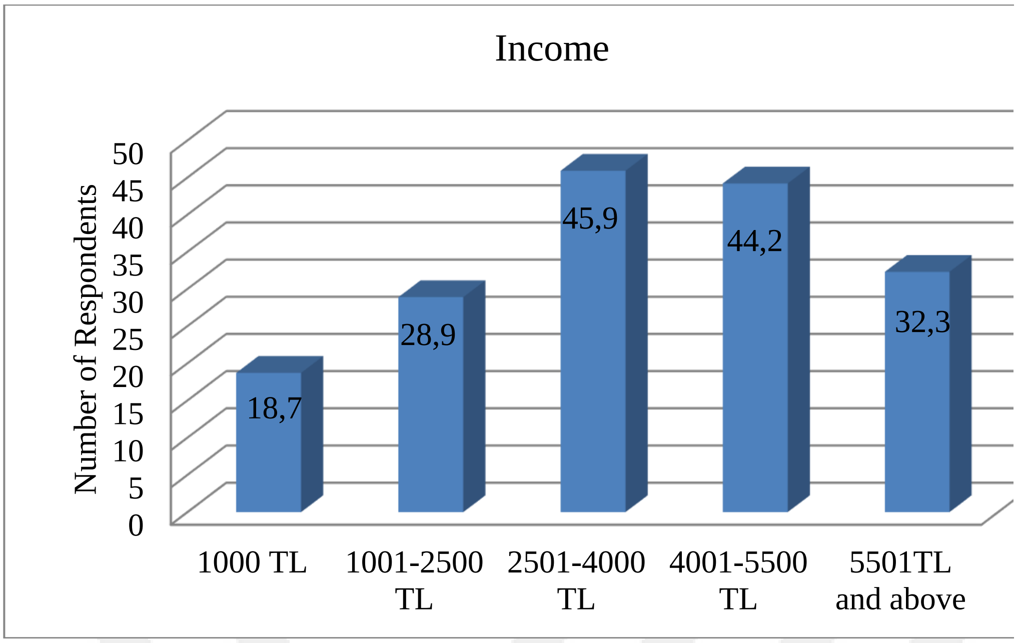

Figure 4. 5 Income Status

Income table illustrate the monthly income of the respondents .it show that people with 2501-4000 were 45.9%.And respondents with the income of 4001-5500 were 44.2%.And with the family income of 5501 and above were 32.3%.

Table 4. 5 Income Status

Income	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
1000 TL	19	11.2	11.2	11.2
1001-2500 TL	29	17.1	17.1	28.2
2501-4000 TL	46	27.1	27.1	55.3
4001-5500	44	25.9	25.9	81.2
5501TL and above	32	18.8	18.8	100.0
Total	170	100.0	100.0	

4.2.2 Relıabılıty Of Operatıonal Survey

The questionnaire was used as a means of collecting the necessary data for the research. While the questionnaire was prepared, the study was conducted by using the questionnaire of *Gulnur Karakas Tandogan (2009), "The Impact of Social Responsibility Campaigns in the Positioning of Hotel Markets" study.* In order to avoid possible mistakes in the questionnaire, in February 2015, pre-tests were made on 10 chain restaurant customers in each of Beşiktaş, Esenyurt, Üsküdar, Güngören and Bakırköy districts. By evaluating the pre-test results, it was found that the research questions were valid and effective reflecting the purpose of the research. Survey forms from the pre-test application were distributed to the chain restaurant customers by the researcher in the districts of Beşiktaş, Esenyurt, Üsküdar, Güngören and Bakırköy between March and April of 2015 and the forms were collected by the researcher after filling the forms. In each district 80 questionnaires were filled in to chain restaurant customers. A total of 400 chain restaurant customers' opinions from Istanbul, Beşiktaş, Esenyurt, Üsküdar, Güngören and Bakırköy districts were collected by questionnaire method.

The reliability analysis measures the internal consistency of the answers given to the questionnaire study compiled according to the currently agreed scale item. Reliability analysis is conducted to demonstrate the degree of proximity of questions to each other. When doing this analysis, one of the important points is Cronbach's Alpha value .These are the values;

- 0.00 <α <0.40 the scale is not reliable
- 0.40 <α <0.60 the scale is low reliable
- 0.60 <α <0.80, the scale is quite reliable
- 0.80 <α <1.00, the scale is highly reliable

  evaluated as:

Table 4.6 General Reliability Analysis

Cronbach α Value	Number of Variables
0,944	70

The Cronbach's α value is 0.94, as a result of the Reliability Analysis performed for likert-scale questions except socio-demographic variables. The internal consistency of the questions is very high.

Responses to the - Social Responsibility Campaign

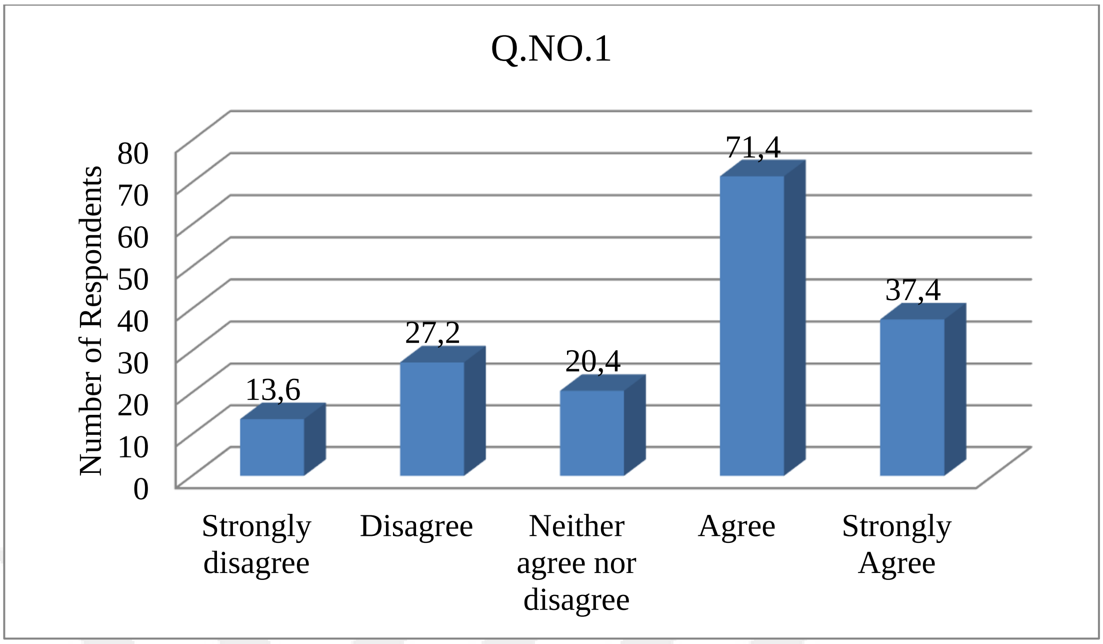

Figure 4.6 Q.No.1

According to the table 71.4% respondents were agree on positive image of the restaurants that run the social responsibility campaign. And 37.4% responses were strongly agree on that .13.6% respondents were strongle disagree on how positive image of the restaurants that run the social campaign.

Table 4.7 Q.01 I have a more positive image of the restaurants that run the social responsibility campaign.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	15	8.8	8.8	8.8
Disagree	27	15.9	15.9	24.7
Neither agree nor disagree	20	11.8	11.8	36.5
Agree	66	38.8	38.8	75.3
Strongly Agree	42	24.7	24.7	100.0
Total	170	100.0	100.0	

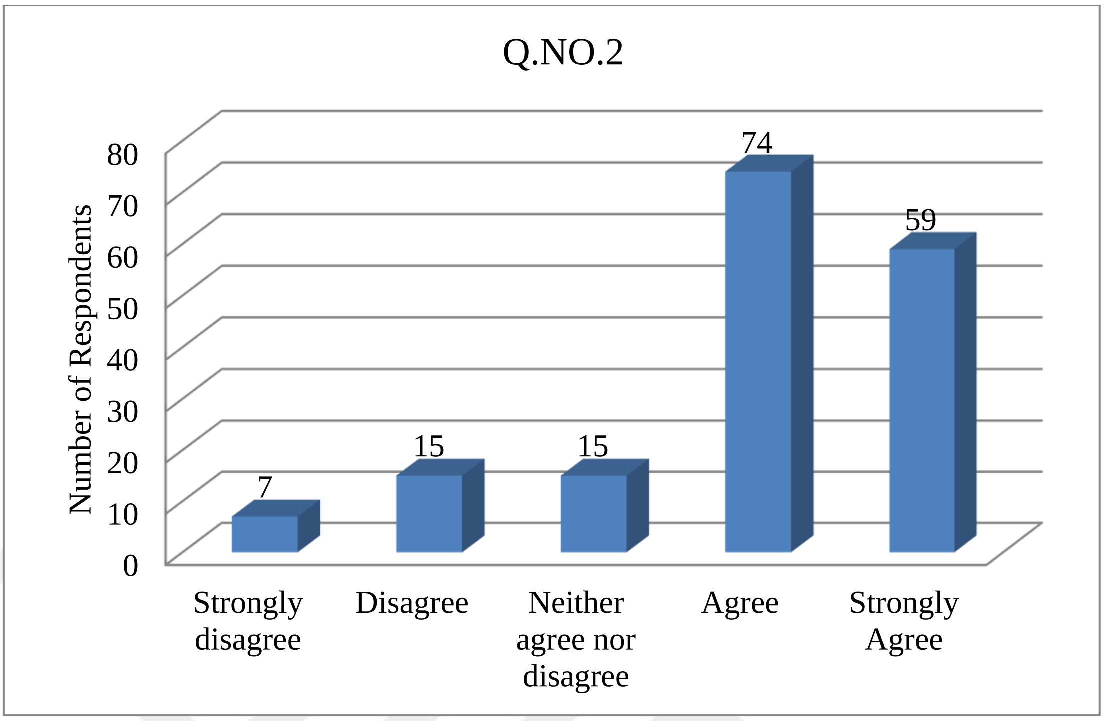

Figure 4.7 Q.NO.2

Huge number of respondents were agree with percentage of 74 and 59 % respondents were strongly agree on that point .only 15% respondents were disagree here .Which show respondents were highly considering valuable this point.

Table 4.8 Q.2 When I buy a restaurant brand that runs a social responsibility campaign, I am happy to support the campaign.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	7	4.1	4.1	4.1
Disagree	15	8.8	8.8	12.9
Neither agree nor disagree	15	8.8	8.8	21.8
Agree	74	43.5	43.5	65.3
Strongly Agree	59	34.7	34.7	100.0
Total	170	100.0	100.0	

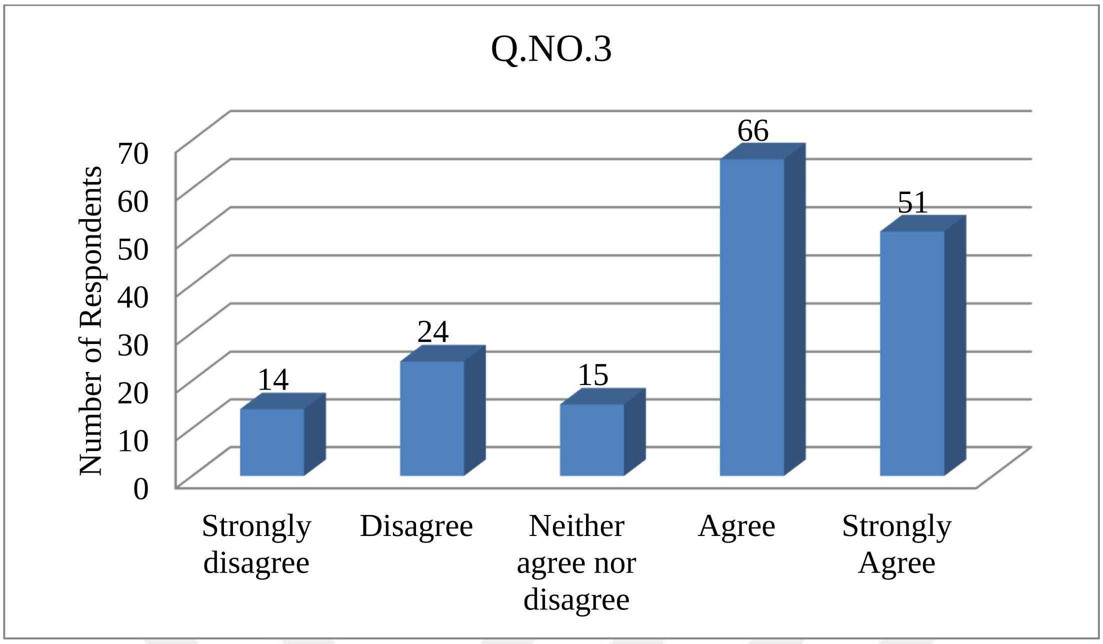

Figure 4.9 Q.NO.3

The table shows the answer of the question I would recommend restaurant brands that run social responsibility campaigns to the people around respondents with high percentages of agree 66% and strongly agree 51% recommending other peoples if they see a restaurant brand is running social responsibility campaigns,

Table 4.10 Q.3 I would recommend restaurant brands that run social responsibility campaigns to the people around.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	14	8.2	8.2	8.2
Disagree	24	14.1	14.1	22.4
Neither agree nor disagree	15	8.8	8.8	31.2
Agree	66	38.8	38.8	70.0
Strongly Agree	51	30.0	30.0	100.0
Total	170	100.0	100.0	

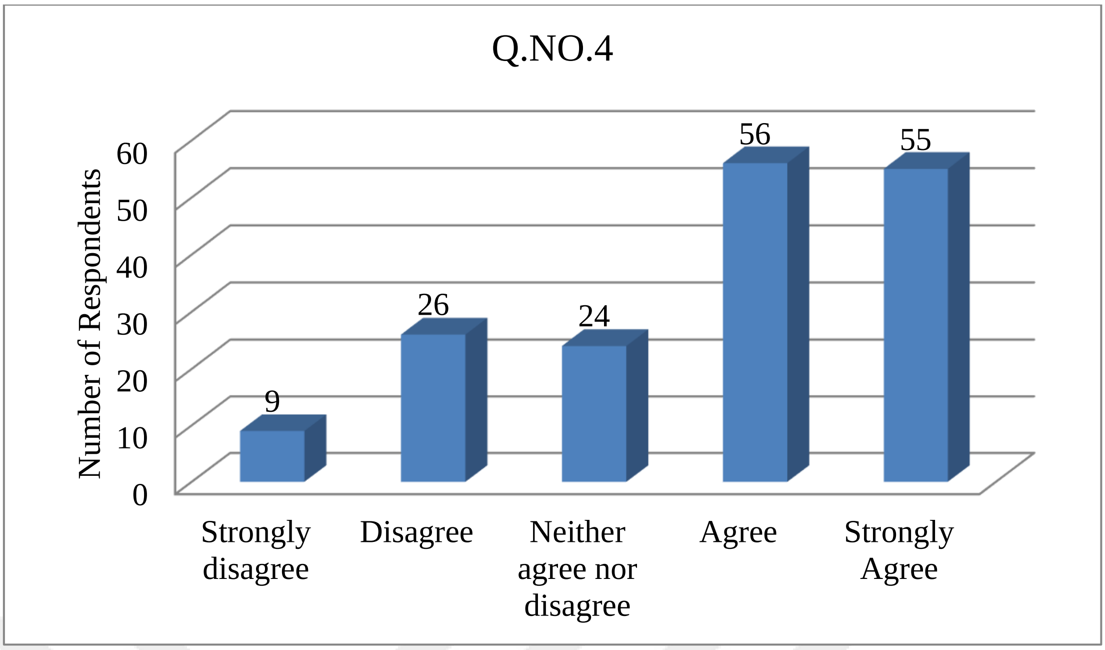

Figure 4.8 Q.NO.4

Here in this figure we see respondents highly trusting on restaurant brands running social campaigns.Respondents are showing their trust with percentage of agree and strongly agree which if 56% and 55% for this expression.

Table 4.10 Q.4 More trust in restaurants that run a social responsibility campaign.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	9	5.3	5.3	5.3
Disagree	26	15.3	15.3	20.6
Neither agree nor disagree	24	14.1	14.1	34.7
Agree	56	32.9	32.9	67.6
Strongly Agree	55	32.4	32.4	100.0
Total	170	100.0	100.0	

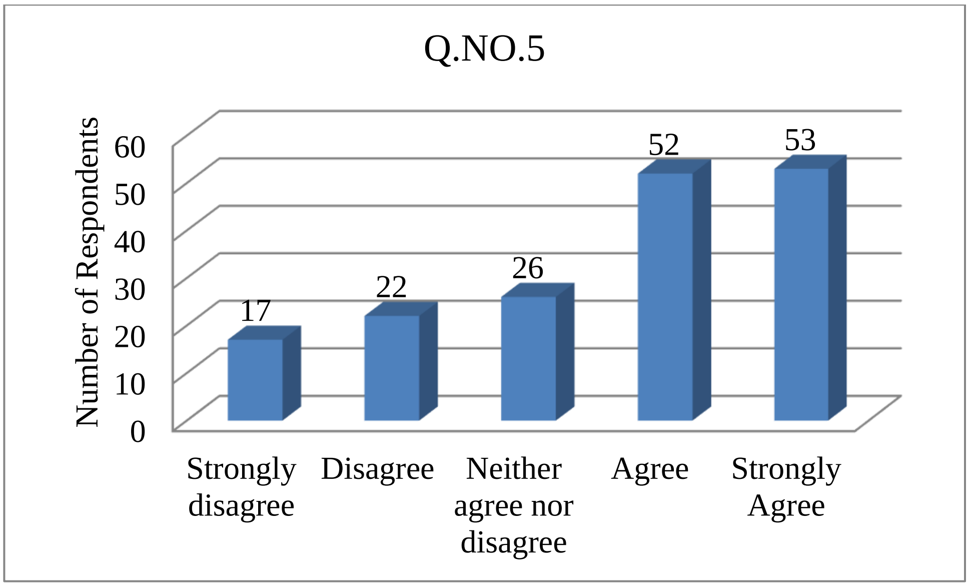

Figure 4.9 Q.NO.5

This table shows the frequencies of applicants who answered the question restaurants that carry out social responsibility campaigns are more reputable. The most of the responses were strongly agree 53(31.2%) of people chose this answer. And in the second place peoples were agree with responses of 52(30.6). And on the third place respondents were neither agree or disagree with percentage of 15.3%. 17 respondents were strongly disagree while 22 were disagee.

Table 4.11 Q.5 Restaurants that carry out social responsibility campaigns are more reputable.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	17	10.0	10.0	10.0
Disagree	22	12.9	12.9	22.9
Neither agree nor disagree	26	15.3	15.3	38.2
Agree	52	30.6	30.6	68.8
Strongly Agree	53	31.2	31.2	100.0
Total	170	100.0	100.0	

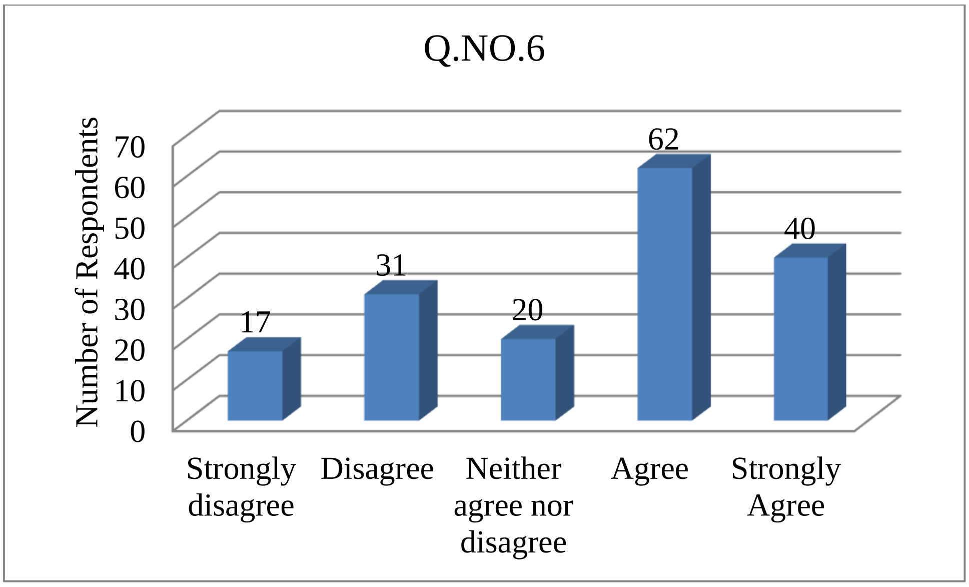

Figure 4.10 Q.NO.6

Here in this question 62(32.5%) were agree and 40(23.5%) strongly agree for restaurants that carry out social responsibility campaigns are more humane. But 17(10%) respondents were strongly disagree and 31(18.2%) were disagree. 20(11.8%) were neither agree nor disagree.

Table 4.12 Q.6 Restaurants that carry out social responsibility campaigns are more humane

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	17	10.0	10.0	10.0
Disagree	31	18.2	18.2	28.2
Neither agree nor disagree	20	11.8	11.8	40.0
Agree	62	36.5	36.5	76.5
Strongly Agree	40	23.5	23.5	100.0
Total	170	100.0	100.0	

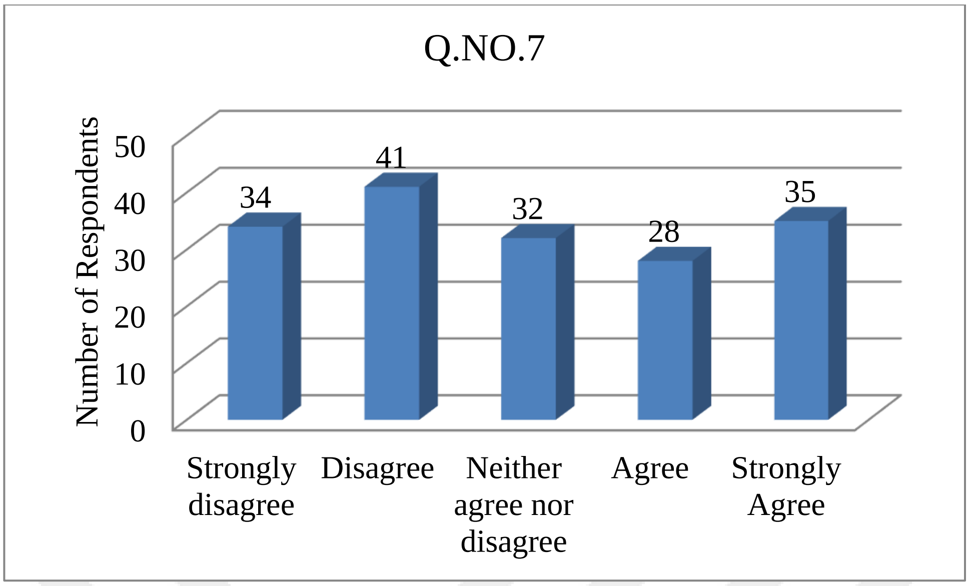

Figure 4.11 Q.NO.7

I do not find the management of the restaurant companies socially responsible .Respondents were ask to answer this question .Here we see with difference of opinion 41(24.1%) respondents were disagree and 34(20%) respondents were strongly disagree. While 35(20.6%) respondents were strongly agree on this point.

Table 4.13 Q.7 I do not find the management of the restaurant companies socially responsible

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	34	20.0	20.0	20.0
Disagree	41	24.1	24.1	44.1
Neither agree nor disagree	32	18.8	18.8	62.9
Agree	28	16.5	16.5	79.4
Strongly Agree	35	20.6	20.6	100.0
Total	170	100.0	100.0	

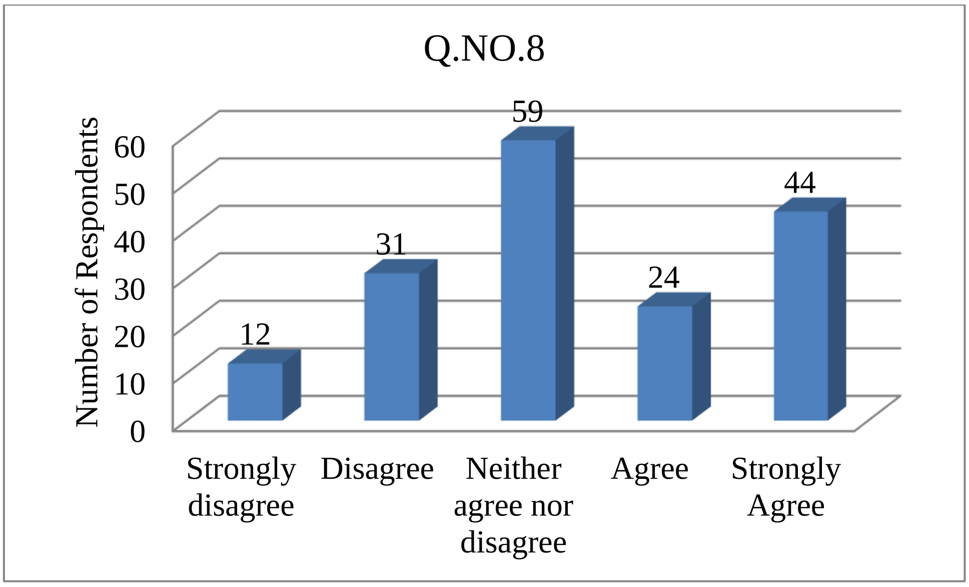

Figure 4.12 Q.NO.8

The frequencies of this table is illutrated as 59(34.7) respondents were neither agree nor disgree .But on other hand 44(25.9%) strongly agree who belive that restaurants that run a social responsibility campaign are more expensive. However 31(18.2) respondents were disagree while 24(14.1%) agree .

Table 4.14 Q.8 Restaurants that run a social responsibility campaign are more expensive.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	12	7.1	7.1	7.1
Disagree	31	18.2	18.2	25.3
Neither agree nor disagree	59	34.7	34.7	60.0
Agree	24	14.1	14.1	74.1
Strongly Agree	44	25.9	25.9	100.0
Total	170	100.0	100.0	

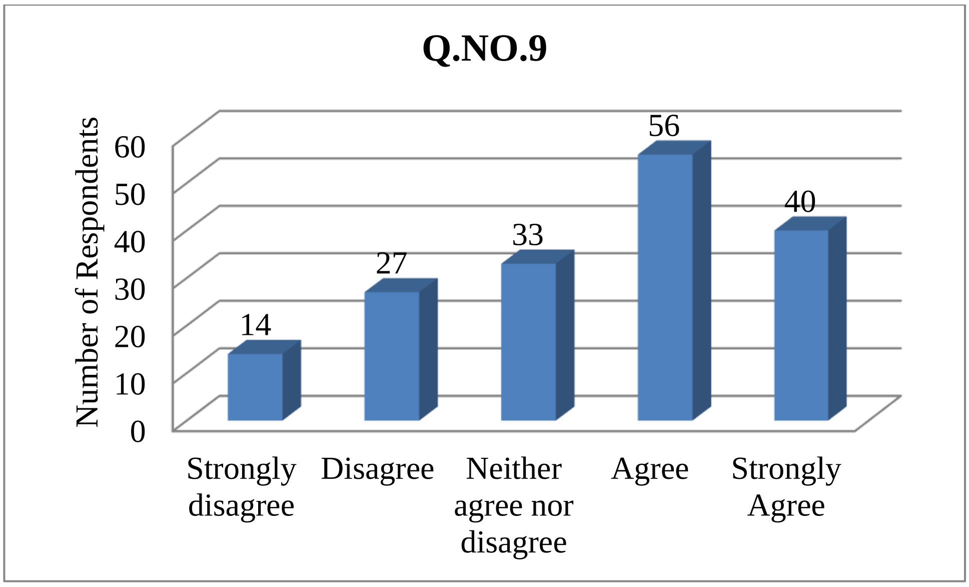

Figure 4.13 Q.NO.9

The frequencies of this table for this question is illutrated as 56(32.9%) agree .And 40(23.9%) respondents were strongly agree for the question restaurant brands that carry out social responsibility campaigns last longer. while 33(19.4%) respondent were neither agree nor disagree. However 27(15.9%) respondents answered disagree for this question and in the last 14(8.2%) respondents were strongly disagree.

Table 4.15 Q.9 Restaurant brands that carry out social responsibility campaigns last longer

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	14	8.2	8.2	8.2
Disagree	27	15.9	15.9	24.1
Neither agree nor disagree	33	19.4	19.4	43.5
Agree	56	32.9	32.9	76.5
Strongly Agree	40	23.5	23.5	100.0
Total	170	100.0	100.0	

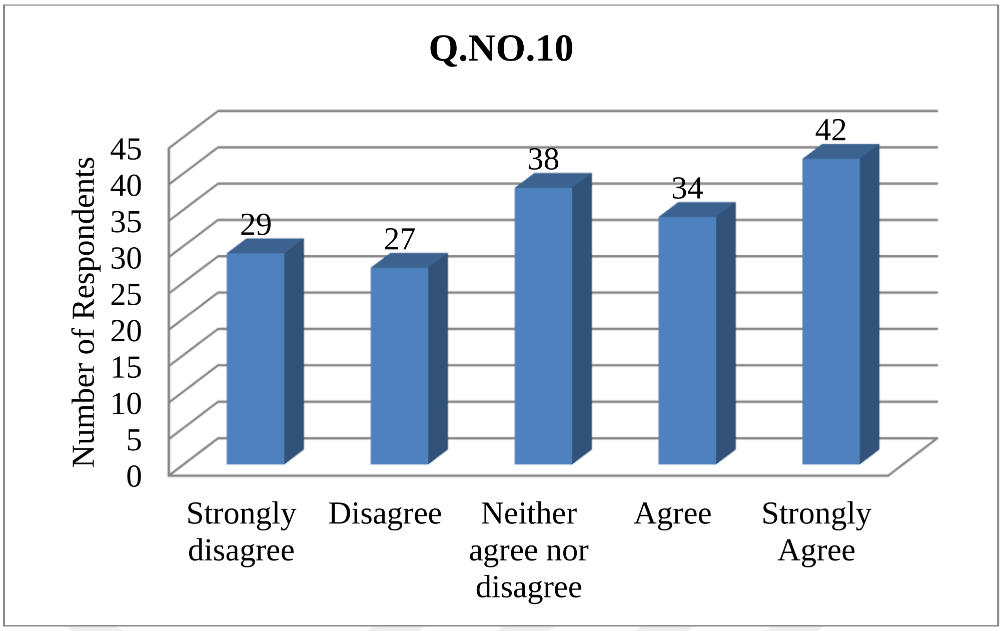

Figure 4.14 Q.NO.10

The frequencies of this table for this question is illutrated as 34(20%) agree .And 42(24.7%) respondents were strongly agree for the question I think restaurant businesses that carry out social responsibility campaigns are not social but profit-oriented. while 38(22.4%) respondent were neither agree nor disagree. However 27(15.9%) respondents answered disagree for this question and in the last 29(17.1%) respondents were strongly disagree.

Table 4.16 Q.10 I think restaurant businesses that carry out social responsibility campaigns are not social but profit-oriented.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	29	17.1	17.1	17.1
Disagree	27	15.9	15.9	32.9
Neither agree nor disagree	38	22.4	22.4	55.3
Agree	34	20.0	20.0	75.3
Strongly Agree	42	24.7	24.7	100.0
Total	170	100.0	100.0	

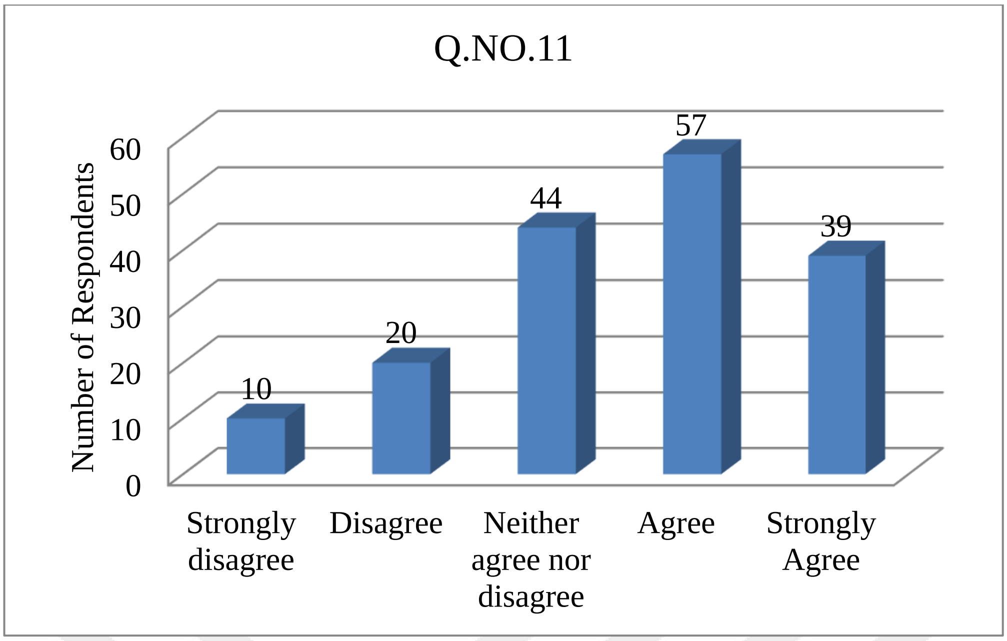

Figure 4.15 Q.NO.11

The frequencies of this table for this question is illutrated as 57(33.5%) agree .And 39(22.9%) respondents were strongly agree for the question restaurant businesses that run social responsibility campaigns are highly profitable. while 44(25.9%) respondent were neither agree nor disagree. However 20(11.9%) respondents answered disagree for this question and in the last 10(5.9%) respondents were strongly disagree.

Table 4.17 Q.11Restaurant businesses that run social responsibility campaigns are highly profitable

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	10	5.9	5.9	5.9
Disagree	20	11.8	11.8	17.6
Neither agree nor disagree	44	25.9	25.9	43.5
Agree	57	33.5	33.5	77.1
Strongly Agree	39	22.9	22.9	100.0
Total	170	100.0	100.0	

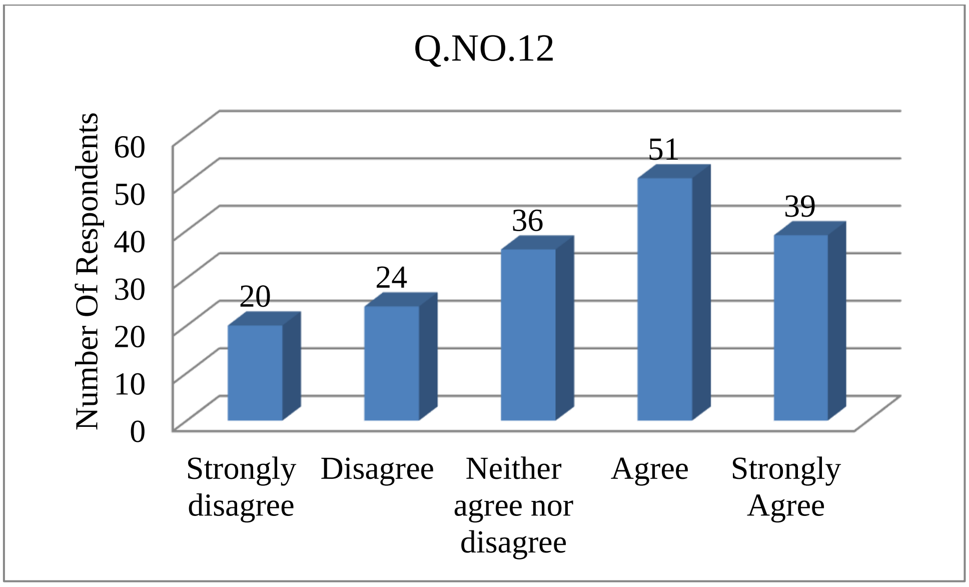

Figure 4.16 Q.NO.12

The frequencies of this table for this question is illutrated as 51(30%) agree .And 39(22.9%) respondents were strongly agree for the question social responsibility campaigns will increase the number of customers coming to the restaurant in the long term. while 36(21.2%) respondent were neither agree nor disagree. However 24(14.2%) respondents answered disagree for this question and in the last 20(11.8%) respondents were strongly disagree.

Table 4.18 Q.12 Social responsibility campaigns will increase the number of customers coming to the restaurant in the long term

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	20	11.8	11.8	11.8
Disagree	24	14.1	14.1	25.9
Neither agree nor disagree	36	21.2	21.2	47.1
Agree	51	30.0	30.0	77.1
Strongly Agree	39	22.9	22.9	100.0
Total	170	100.0	100.0	

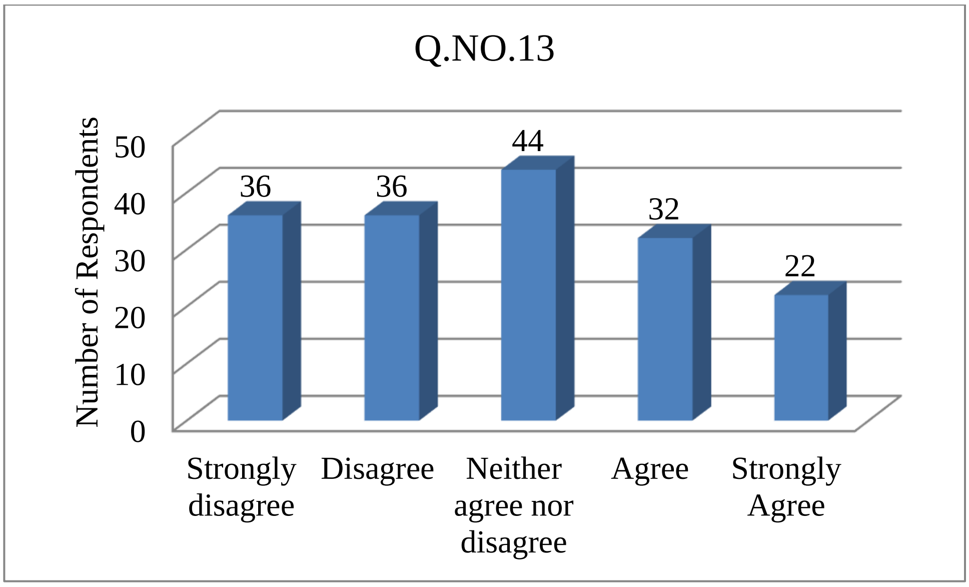

Figure 4.17 Q.NO.13

Here the frequencies of the respondents who answered the question social responsibility campaigns are going to ruin the restaurant in the long run.first we see 44 (25.9%) of respondents said they neither agree nor disagree. In the second place 36 (21.2%) of the applicants who answered disagree. The third place 36 (21.2%) persons who strongly disagree with the question. And rest of the participants answered like this 32(18.8%) and 22(11.8%) strongly agree.

Table 4.19 Q.13 Social responsibility campaigns are going to ruin the restaurant in the long run.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	36	21.2	21.2	21.2
Disagree	36	21.2	21.2	42.4
Neither agree nor disagree	44	25.9	25.9	68.2
Agree	32	18.8	18.8	87.1
Strongly Agree	22	12.9	12.9	100.0
Total	170	100.0	100.0	

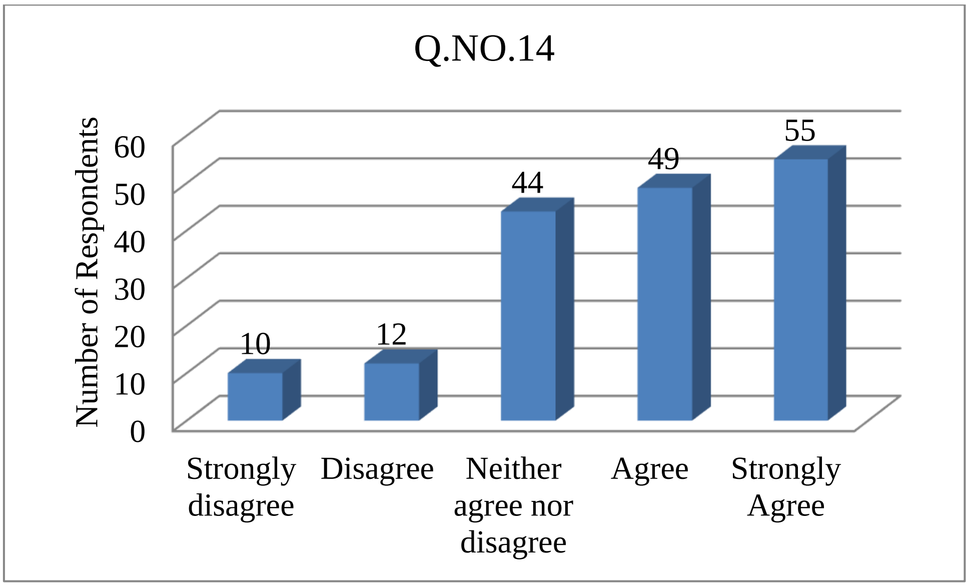

Figure 4.18 Q.NO.14

Here the frequencies of the respondents who answered the question the monetary resources allocated by restaurants in social responsibility campaigns are actually provided to the customer**.** we see 55 (32.4%) of respondents said they strongly agree. In the second place 49 (28.4%) of the applicants who answered agree. The third place 44 (25.9%) persons who neither agree nor disagree with the question. And rest of the participants answered like this 12(7.1%) and 22(5.9%) strongly disagree.

Table 4.20 Q.14 The monetary resources allocated by restaurants in social responsibility campaigns are actually provided to the customer.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	10	5.9	5.9	5.9
Disagree	12	7.1	7.1	12.9
Neither agree nor disagree	44	25.9	25.9	38.8
Agree	49	28.8	28.8	67.6
Strongly Agree	55	32.4	32.4	100.0
Total	170	100.0	100.0	

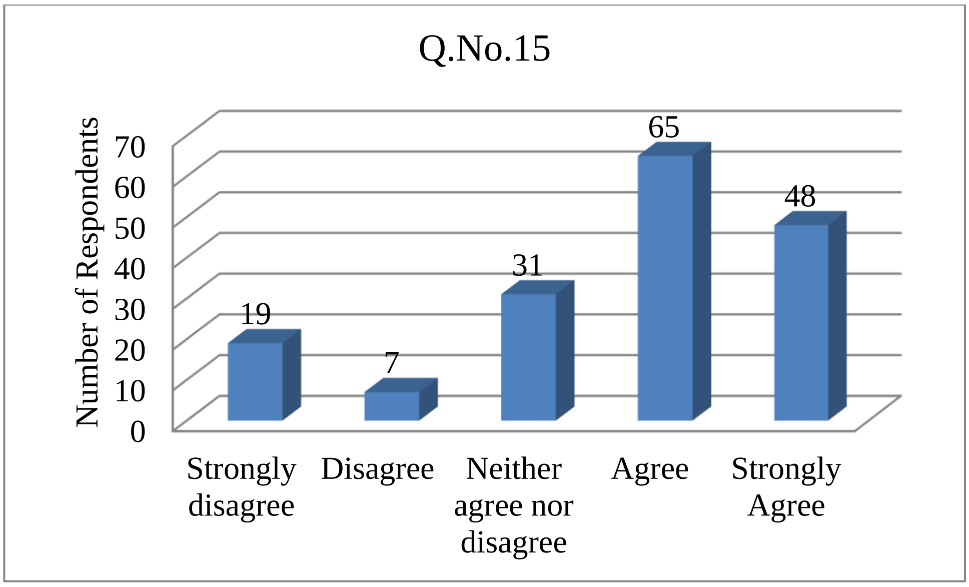

Figure 4.19 Q.NO.15

Here the frequencies of the respondents who answered the question I want social responsibility campaigns to become a standard part of restaurant businesses. we see 19 (11.2%) of respondents said they strongly disagree. In the second place 7 (4.1%) of the applicants who answered disagree. The third place 31 (18.2%) persons who neither agree nor disagree with the question. And rest of the participants answered like this 65(38.2%) agree and 48(28.2%) strongly agree.

Table 4.21 Q.15 I want social responsibility campaigns to become a standard part of restaurant businesses

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	19	11.2	11.2	11.2
Disagree	7	4.1	4.1	15.3
Neither agree nor disagree	31	18.2	18.2	33.5
Agree	65	38.2	38.2	71.8
Strongly Agree	48	28.2	28.2	100.0
Total	170	100.0	100.0	

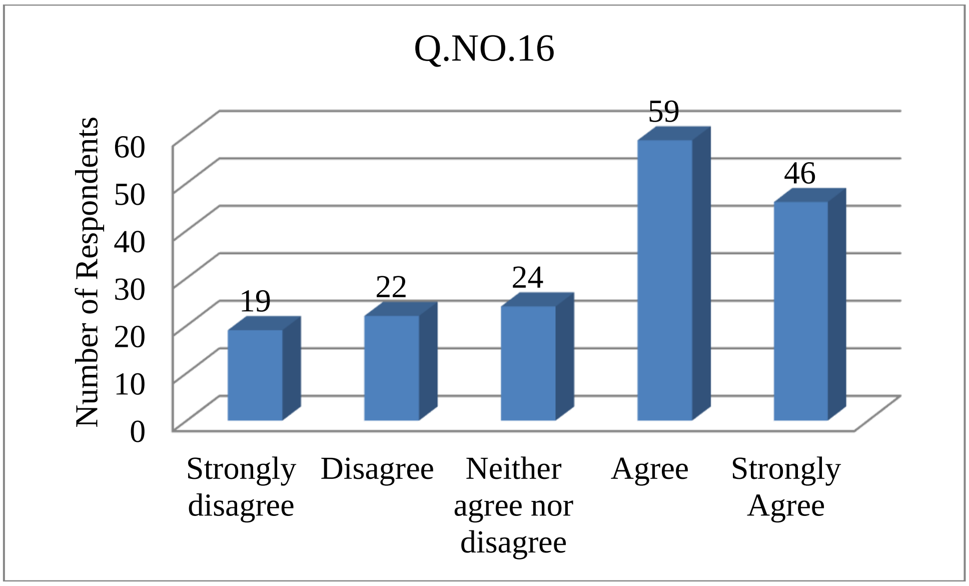

Figure 4.20 Q.NO.16

The frequencies of this table for this question is illutrated as 59 (34.7%) agree .And 46 (21.7%) respondents were strongly agree for the question i would like socialization campaigns to be on the frontline in promotional activities of restaurants. while 24 (14.1%) respondent were neither agree nor disagree. However 22 (12.9%) respondents answered disagree for this question and in the last 19 (11.2%) respondents were strongly disagree.

Table 4.22 Q.16 I would like socialization campaigns to be on the frontline in promotional activities of restaurants.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	19	11.2	11.2	11.2
Disagree	22	12.9	12.9	24.1
Neither agree nor disagree	24	14.1	14.1	38.2
Agree	59	34.7	34.7	72.9
Strongly Agree	46	27.1	27.1	100.0
Total	170	100.0	100.0	

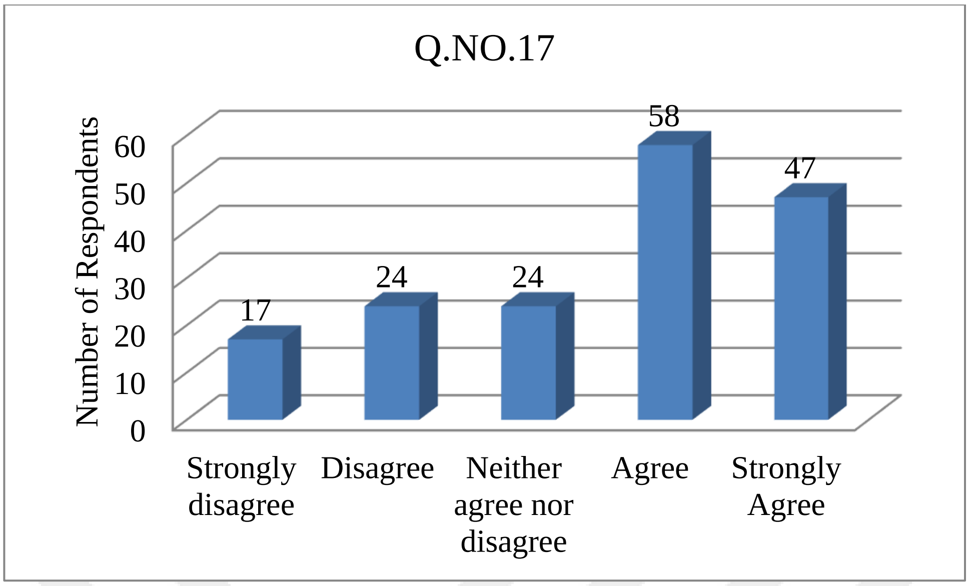

Figure 4.21 Q.NO.17

The frequencies of this table for this question is illutrated as 58 (34.1%) agree .And 47 (27.6%) respondents were strongly agree for the question I think promotions with social responsibility campaigns are more memorable. while 24 (14.1%) respondent were neither agree nor disagree. However 24 (14.1%) respondents answered disagree for this question and in the last 17 (10%) respondents were strongly disagree.

Table 4.23 Q.17 I think promotions with social responsibility campaigns are more memorable.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	17	10.0	10.0	10.0
Disagree	24	14.1	14.1	24.1
Neither agree nor disagree	24	14.1	14.1	38.2
Agree	58	34.1	34.1	72.4
Strongly Agree	47	27.6	27.6	100.0
Total	170	100.0	100.0	

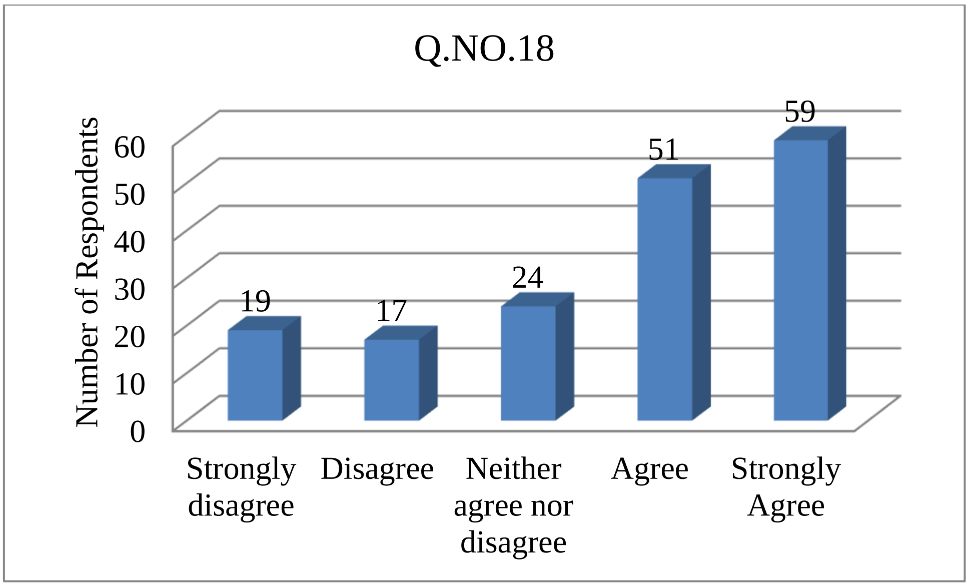

Figure 4.22 Q.NO.18

The frequencies of this table for this question is illutrated as 51 (30%) agree .And 59 (34.1%) respondents were strongly agree for the question social responsibility campaigns in determining the location of restaurant brands are influential. while 24 (14.1%) respondent were neither agree nor disagree. However 17 (10%) respondents answered disagree for this question and in the last 19 (11.2%) respondents were strongly disagree.

Table 4.24 Q.18 Social responsibility campaigns in determining the location of restaurant brands are influential

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	19	11.2	11.2	11.2
Disagree	17	10.0	10.0	21.2
Neither agree nor disagree	24	14.1	14.1	35.3
Agree	51	30.0	30.0	65.3
Strongly Agree	59	34.7	34.7	100.0
Total	170	100.0	100.0	

4.2.3 Responses to the -Social Responsibility Preferences

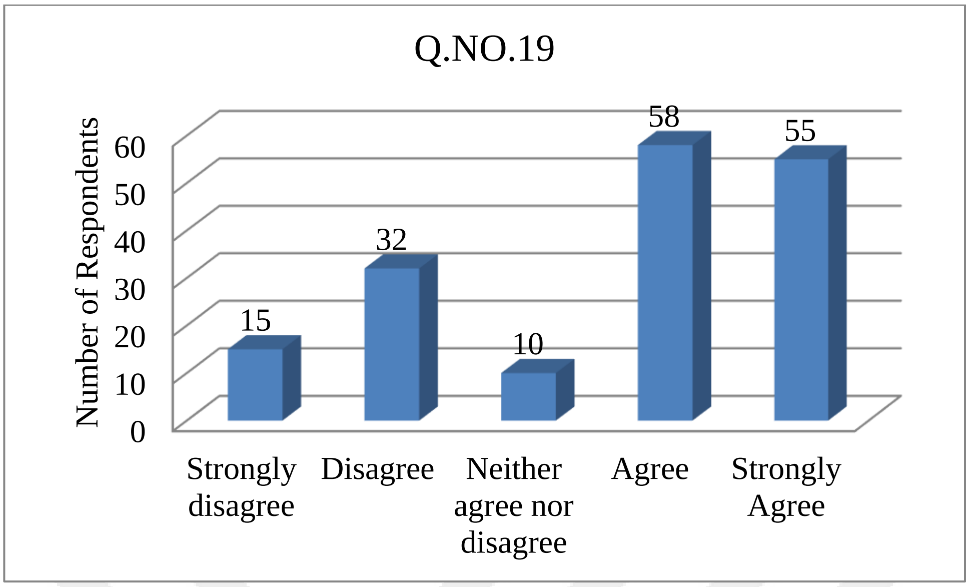

Figure 4.23 Q.NO.19

The frequencies of this table for this question is illutrated as 58 (34.1%) agree .And 55 (32.4%) respondents were strongly agree for the question the fact that restaurants are conscious about environmental influences encourages me to buy his brand. while 10 (5.9%) respondent were neither agree nor disagree. However 32 (18.8%) respondents answered disagree for this question and in the last 15 (8.8%) respondents were strongly disagree.

Table 4.65 Q.19 The fact that restaurants are conscious about environmental influences encourages me to buy his brand.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	15	8.8	8.8	8.8
Disagree	32	18.8	18.8	27.6
Neither agree nor disagree	10	5.9	5.9	33.5
Agree	58	34.1	34.1	67.6
Strongly Agree	55	32.4	32.4	100.0
Total	170	100.0	100.0	

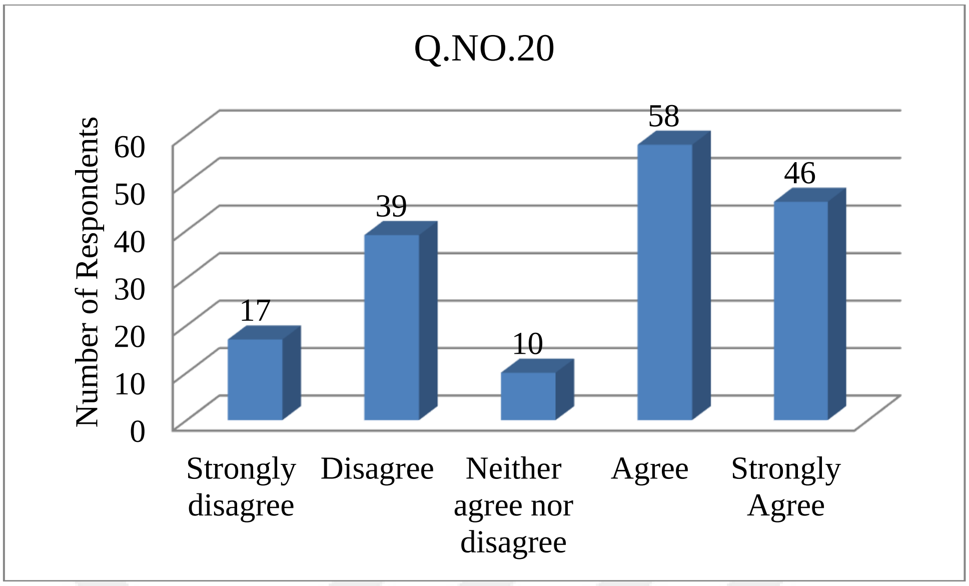

Figure 4.24 Q.NO.20

The frequencies of this table for this question is illutrated as 58 (34.1%) agree .And 46 (27.1%) respondents were strongly agree for the question the fact that restaurants are conscious about the impact on society, encouraging me to buy his brand. while 10 (5.9%) respondent were neither agree nor disagree. However 39 (22.9%) respondents answered disagree for this question and in the last 17 (10%) respondents were strongly disagree.

Table 4.76 Q.20 The fact that restaurants are conscious about the impact on society, encouraging me to buy his brand.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	17	10.0	10.0	10.0
Disagree	39	22.9	22.9	32.9
Neither agree nor disagree	10	5.9	5.9	38.8
Agree	58	34.1	34.1	72.9
Strongly Agree	46	27.1	27.1	100.0
Total	170	100.0	100.0	

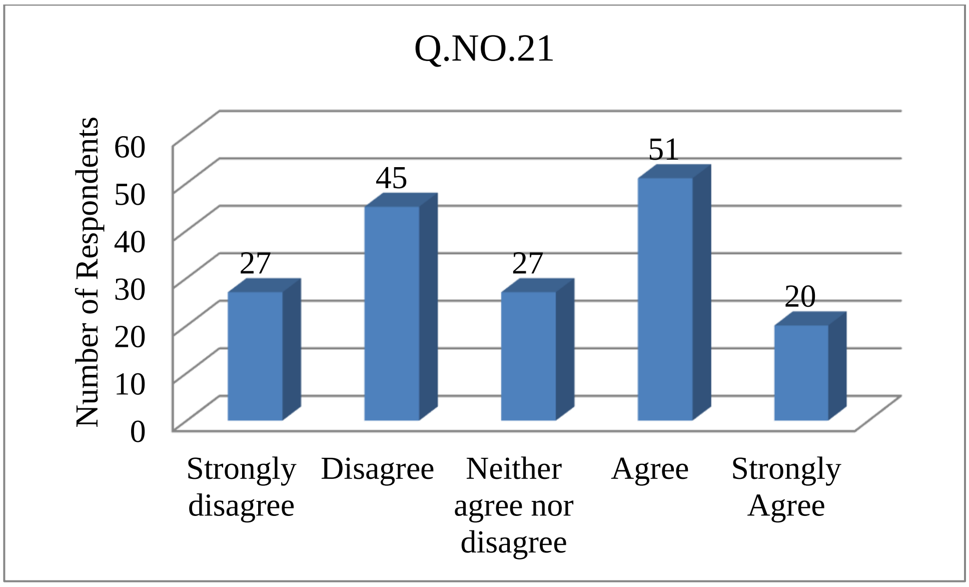

Figure 4.25 Q.NO.21

The frequencies of this table for this question is illutrated as 51 (30%) agree .And 20 (11.8%) respondents were strongly agree for the question when I bought restaurant brands, I did not care about what they did and did not organize social responsibility campaigns. while 27 (15.9%) respondent were neither agree nor disagree. However 45 (30%) respondents answered disagree for this question and in the last 27 (11.8%) respondents were strongly disagree.

Table 4.87 Q.21 When I bought restaurant brands, I did not care about what they did and did not organize social responsibility campaigns

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	27	15.9	15.9	15.9
Disagree	45	26.5	26.5	42.4
Neither agree nor disagree	27	15.9	15.9	58.2
Agree	51	30.0	30.0	88.2
Strongly Agree	20	11.8	11.8	100.0
Total	170	100.0	100.0	

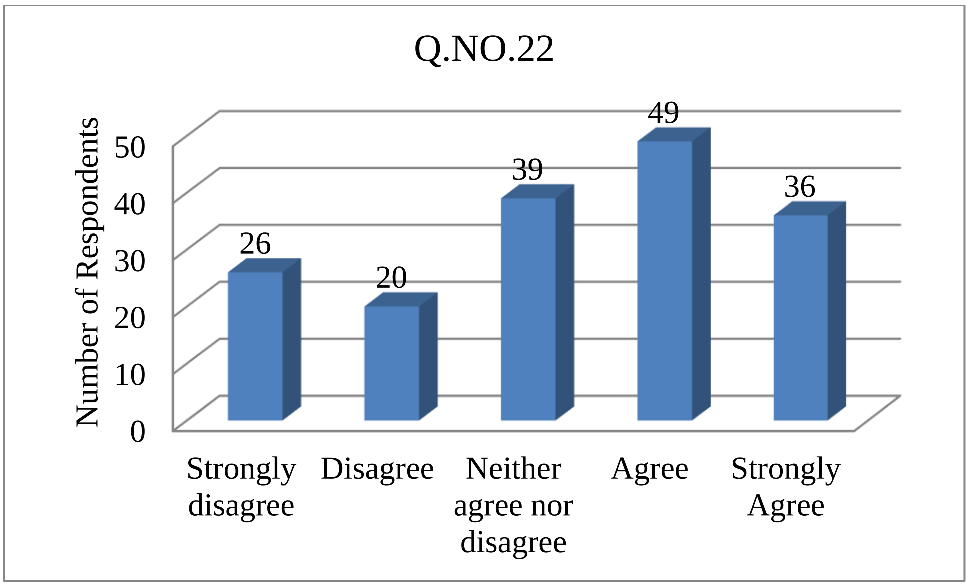

Figure 4.26 Q.NO.22

The frequencies of this table for this question is illutrated as 49 (28.8%) agree .And 36 (21.2%) respondents were strongly agree for the question when I bought restaurant brands, I did not care about what they did and did not organize social responsibility campaigns. while 39 (29.9%) respondent were neither agree nor disagree. However 20 (11.8%) respondents answered disagree for this question and in the last 26 (15.3%) respondents were strongly disagree.

Table 4.98 Q.22 While eating, I'd rather have a good time to enjoy your meal than to worry about environmental issues.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	26	15.3	15.3	15.3
Disagree	20	11.8	11.8	27.1
Neither agree nor disagree	39	22.9	22.9	50.0
Agree	49	28.8	28.8	78.8
Strongly Agree	36	21.2	21.2	100.0
Total	170	100.0	100.0	

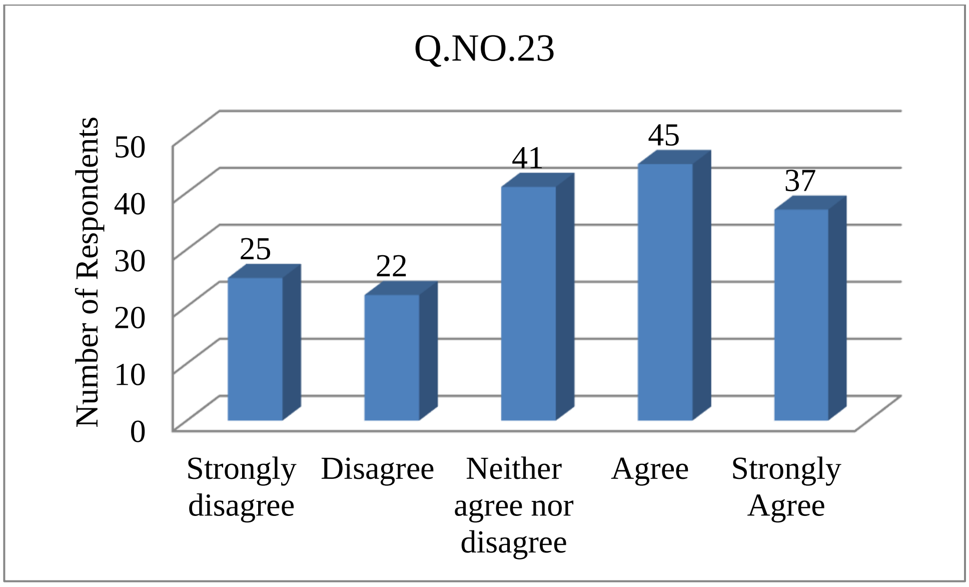

Figure 4.27 Q.NO.23

The frequencies of this table for this question is illutrated as 45 (26.5%) agree .And 37 (21.8%) respondents were strongly agree for the question while eating, I want to enjoy your meal and have a good time without worrying about social issues. while 41 (24.1%) respondent were neither agree nor disagree. However 22 (12.9%) respondents answered disagree for this question and in the last 25 (14.7%) respondents were strongly disagree.

Table 4.29 Q.23 Whie eating, I want to enjoy your meal and have a good time without worrying about social issues

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	25	14.7	14.7	14.7
Disagree	22	12.9	12.9	27.6
Neither agree nor disagree	41	24.1	24.1	51.8
Agree	45	26.5	26.5	78.2
Strongly Agree	37	21.8	21.8	100.0
Total	170	100.0	100.0	

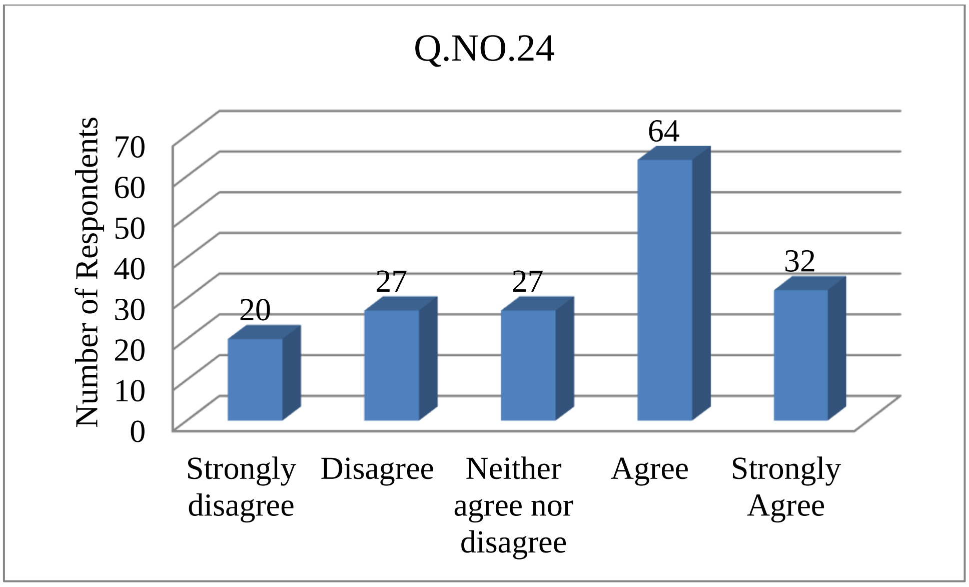

Figure 4.28 Q.NO.24

The frequencies of this table for this question is illutrated as 64 (37.6%) agree .And 32 (18.8%) respondents were strongly agree for the question i can change my restaurant preference to support a social cause that I care about. while 27 (15.9%) respondent were neither agree nor disagree. However 27 (15.9%) respondents answered disagree for this question and in the last 20 (11.8%) respondents were strongly disagree.

Table 4.30 Q.24 I can change my restaurant preference to support a social cause that I care about.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	20	11.8	11.8	11.8
Disagree	27	15.9	15.9	27.6
Neither agree nor disagree	27	15.9	15.9	43.5
Agree	64	37.6	37.6	81.2
Strongly Agree	32	18.8	18.8	100.0
Total	170	100.0	100.0	

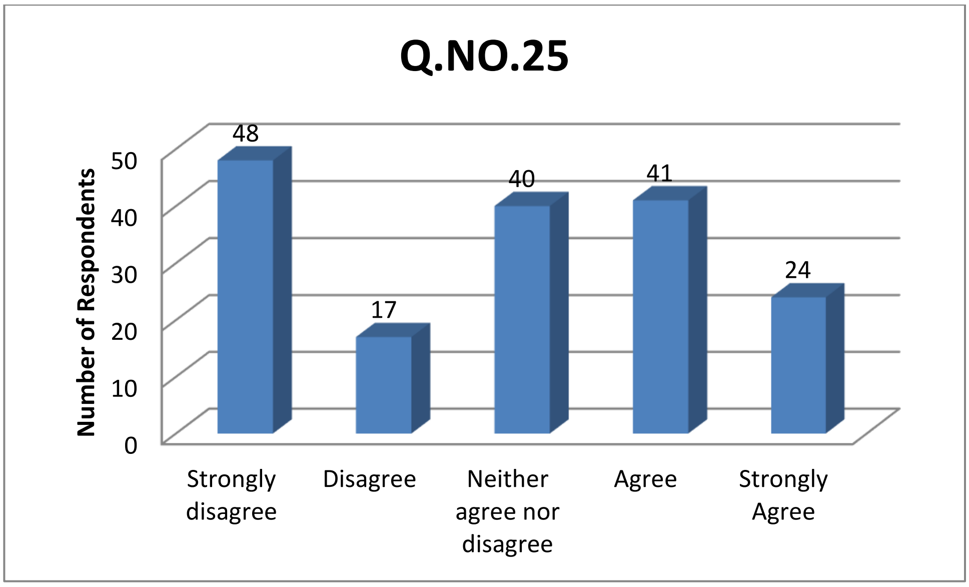

Figure 4.29 Q.NO.25

The frequencies of this table for this question is illutrated as 41 (24.1%) agree .And 24 (14.1%) respondents were strongly agree for the question i am willing to pay more for restaurant brands that are sensitive to social issues. while 40 (23.5%) respondent were neither agree nor disagree. However 17 (10%) respondents answered disagree for this question and in the last 48 (28.2%) respondents were strongly disagree

Table 4.31 Q.25 I am willing to pay more for restaurant brands that are sensitive to social issues.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	48	28.2	28.2	28.2
Disagree	17	10.0	10.0	38.2
Neither agree nor disagree	40	23.5	23.5	61.8
Agree	41	24.1	24.1	85.9
Strongly Agree	24	14.1	14.1	100.0
Total	170	100.0	100.0	

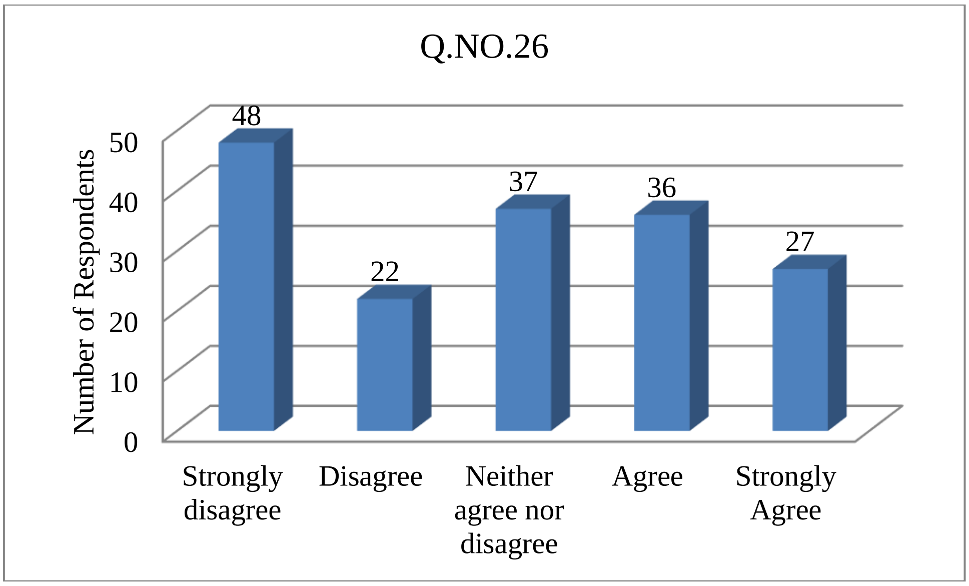

Figure 4.30 Q.NO.26

The frequencies of this table for this question is illutrated as 36 (21.2%) agree .And 27 (15.2%) respondents were strongly agree for the question i am willing to pay more for restaurants that are sensitive to environmental issues. while 37 (21.8%) respondent were neither agree nor disagree. However 22 (12.9%) respondents answered disagree for this question and in the last 48 (28.2%) respondents were strongly disagree.

Table 4.32 Q.26 I am willing to pay more for restaurants that are sensitive to environmental issues.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	48	28.2	28.2	28.2
Disagree	22	12.9	12.9	41.2
Neither agree nor disagree	37	21.8	21.8	62.9
Agree	36	21.2	21.2	84.1
Strongly Agree	27	15.9	15.9	100.0
Total	170	100.0	100.0	

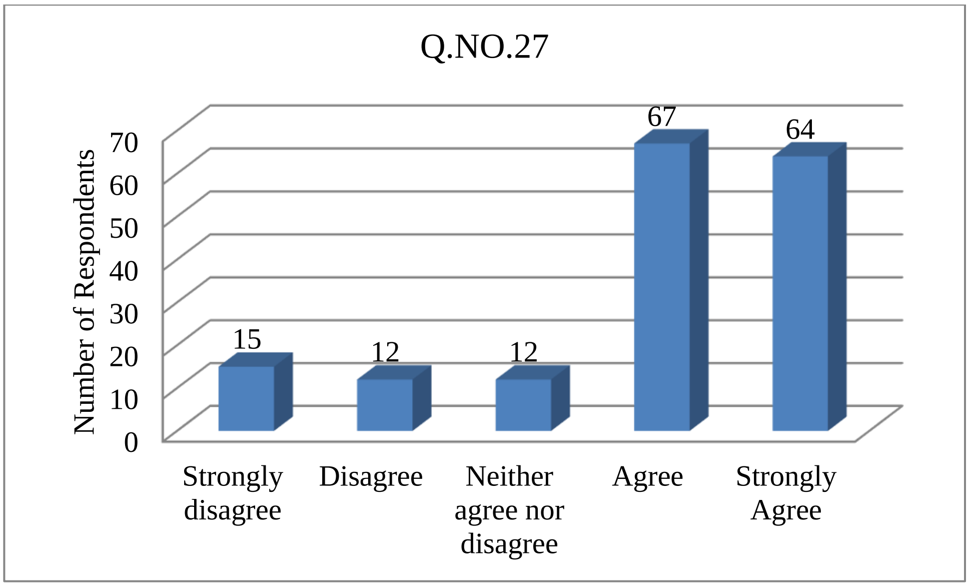

Figure 4.31 Q.NO.27

The frequencies of this table for this question is illutrated as 67 (39.4%) agree .And 64 (37.6%) respondents were strongly agree for the question if price and quality are the same, I would prefer to buy a restaurant brand that is sensitive to environmental issues. while 12 (7.1%) respondent were neither agree nor disagree. However 12 (7.1%) respondents answered disagree for this question and in the last 15 (8.8%) respondents were strongly disagree.

Table 4.33 Q.27 If price and quality are the same, I would prefer to buy a restaurant brand that is sensitive to environmental issues

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	15	8.8	8.8	8.8
Disagree	12	7.1	7.1	15.9
Neither agree nor disagree	12	7.1	7.1	22.9
Agree	67	39.4	39.4	62.4
Strongly Agree	64	37.6	37.6	100.0
Total	170	100.0	100.0	

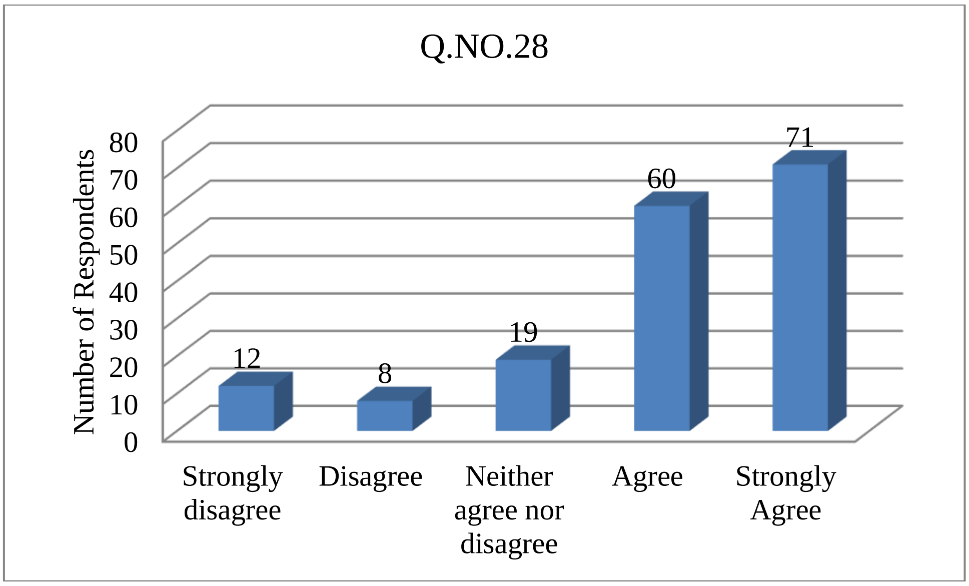

Figure 4.32 Q.NO.28

The frequencies of this table for this question is illutrated as 67 (39.4%) agree .And 64 (37.6%) respondents were strongly agree for the question if price and quality are the same, I would prefer to buy a restaurant brand that is sensitive to environmental issues. while 12 (7.1%) respondent were neither agree nor disagree. However 12 (7.1%) respondents answered disagree for this question and in the last 15 (8.8%) respondents were strongly disagree.

Table 4.34 Q.28 If price and quality are the same, I prefer to buy a restaurant brand that is sensitive to social issues.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	12	7.1	7.1	7.1
Disagree	8	4.7	4.7	11.8
Neither agree nor disagree	19	11.2	11.2	22.9
Agree	60	35.3	35.3	58.2
Strongly Agree	71	41.8	41.8	100.0
Total	170	100.0	100.0	

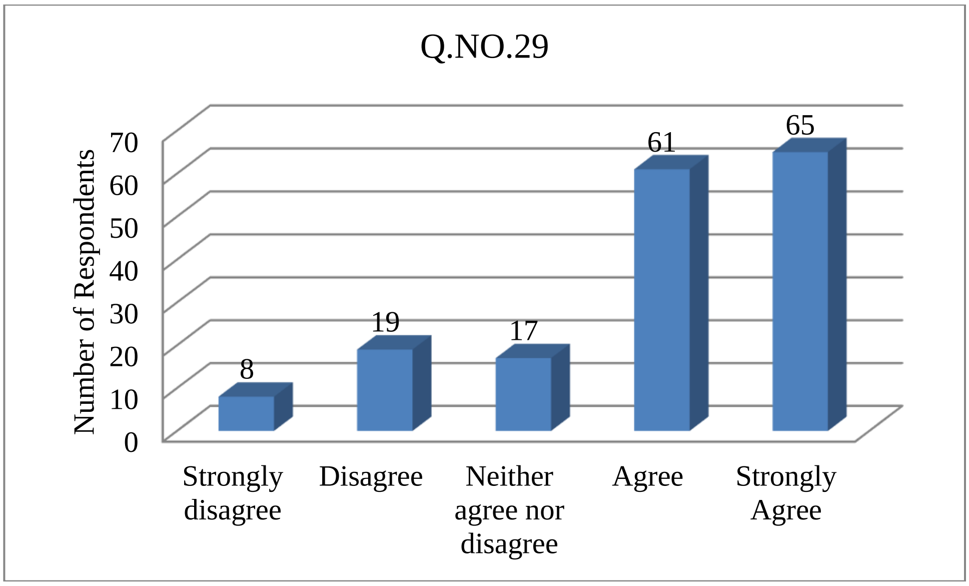

Figure 4.33 Q.NO.29

The frequencies of this table for this question is illutrated as 61 (35.2%) agree .And 65 (38.2%) respondents were strongly agree for the question i prefer the same restaurant brand again because I am sensitive to social issues. while 17 (10%) respondent were neither agree nor disagree. However 19 (11.2%) respondents answered disagree for this question and in the last 8 (4.7%) respondents were strongly disagree.

Table 4.35 Q.29 I prefer the same restaurant brand again because I am sensitive to social issues.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	8	4.7	4.7	4.7
Disagree	19	11.2	11.2	15.9
Neither agree nor disagree	17	10.0	10.0	25.9
Agree	61	35.9	35.9	61.8
Strongly Agree	65	38.2	38.2	100.0
Total	170	100.0	100.0	

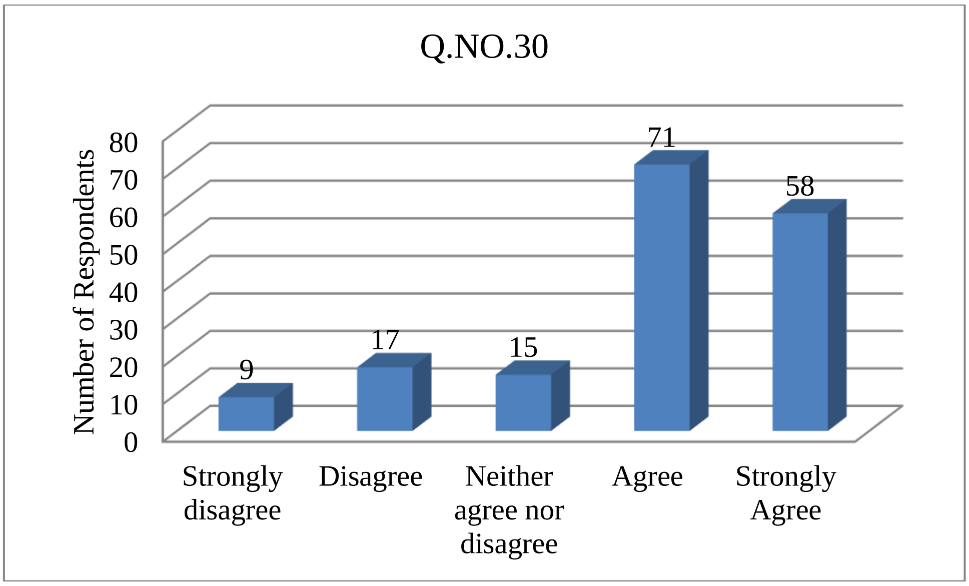

Figure 4.34 Q.NO.30

The frequencies of this table for this question is illutrated as 71 (41.8%) agree .And 58 (34.1%) respondents were strongly agree for the i prefer the same restaurant brand again because I am sensitive to environmental issues. while 15 (8.8%) respondent were neither agree nor disagree. However 17 (10%) respondents answered disagree for this question and in the last 9 (5.3%) respondents were strongly disagree.

Table 4.36 Q.30 I prefer the same restaurant brand again because I am sensitive to environmental issues

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	9	5.3	5.3	5.3
Disagree	17	10.0	10.0	15.3
Neither agree nor disagree	15	8.8	8.8	24.1
Agree	71	41.8	41.8	65.9
Strongly Agree	58	34.1	34.1	100.0
Total	170	100.0	100.0	

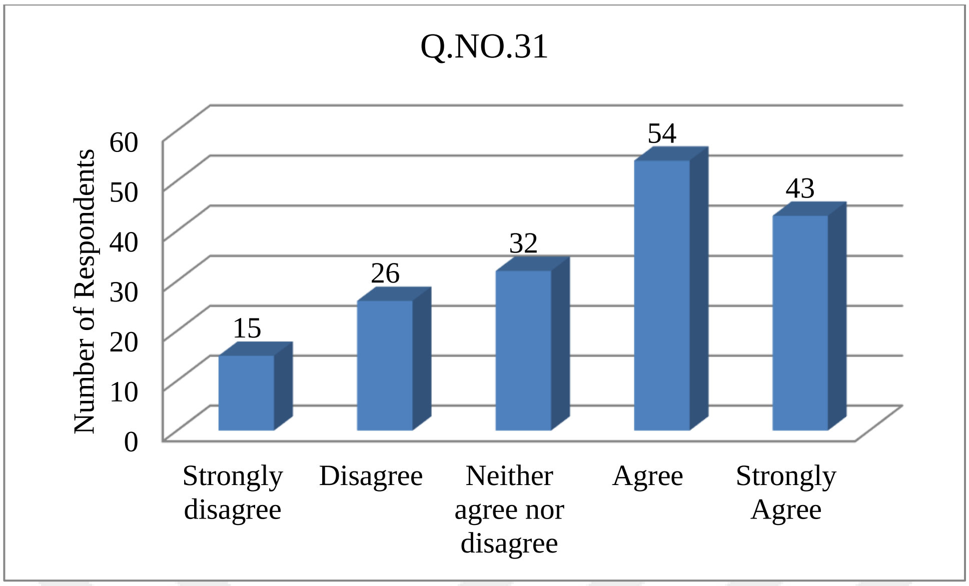

Figure 4.35 Q.NO.31

According to the given table 54 (31.8%) respondents were agree and 43 (25.3%) respondents were strongly agree. But on other hand we can illustrate other frequencies as 32 (18.8%) neither agree nor disagree.However the rest is like this 26 (15.3%) disagree and 15 (8.8%) strongly disagree.

Table 4.37 Q.31 I prefer promotions that donate to a social organization, rather than promotions that offer a free product or service every time I spend.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	15	8.8	8.8	8.8
Disagree	26	15.3	15.3	24.1
Neither agree nor disagree	32	18.8	18.8	42.9
Agree	54	31.8	31.8	74.7
Strongly Agree	43	25.3	25.3	100.0
Total	170	100.0	100.0	

4.2.4 Responses to the Social Responsibility Consciousness

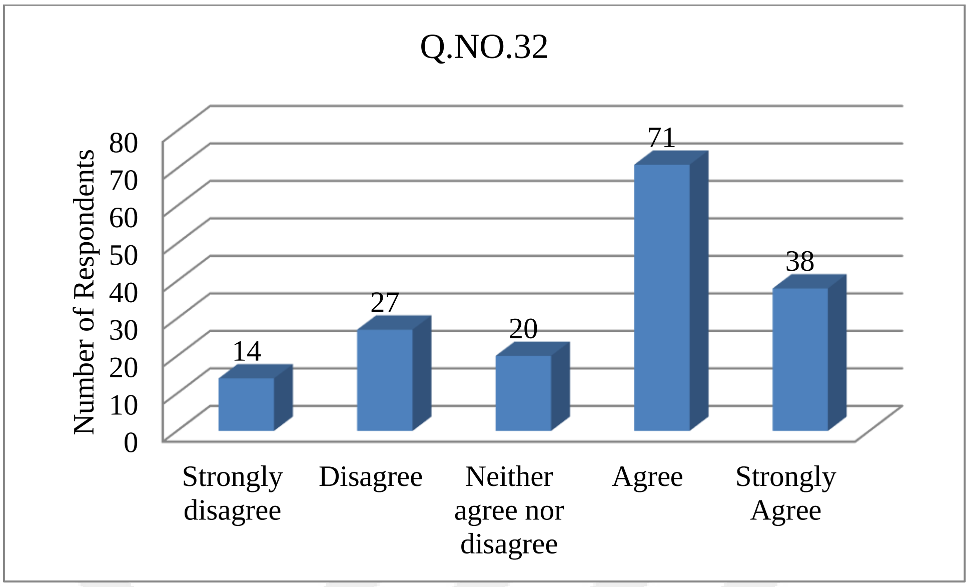

Figure 4.36 Q.NO.32

According to the given table 71 (41.8%) respondents were agree and 38 (22.4%) respondents were strongly agree. But on other hand we can illustrate other frequencies as 20 (11.8%) neither agree nor disagree.However the rest is like this 27 (15.9%) disagree and 14 (8.2%) strongly disagree.

Table 4.38Q.32 I usually prefer restaurants that do not harm the environment

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	14	8.2	8.2	8.2
Disagree	27	15.9	15.9	24.1
Neither agree nor disagree	20	11.8	11.8	35.9
Agree	71	41.8	41.8	77.6
Strongly Agree	38	22.4	22.4	100.0
Total	170	100.0	100.0	

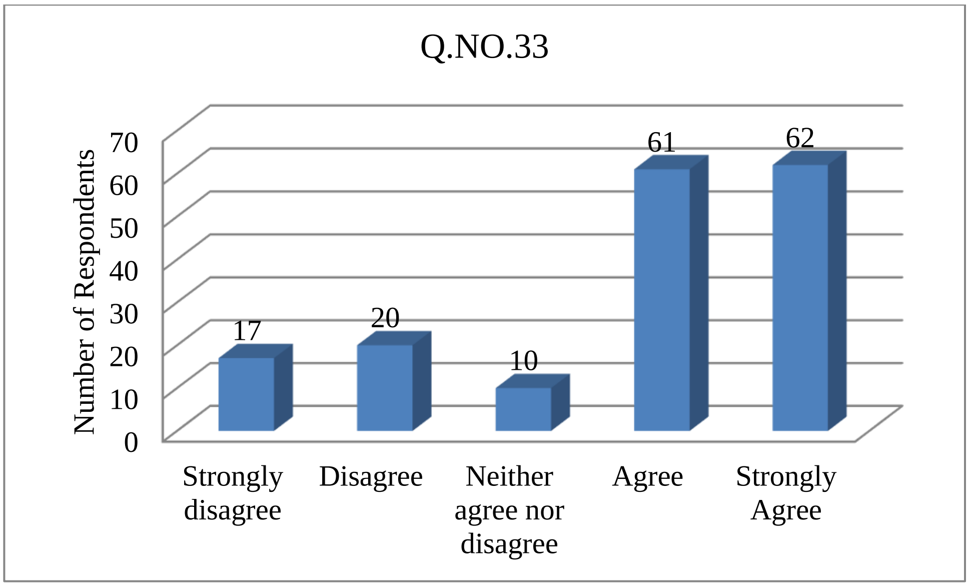

Figure 4.38 Q.NO.33

According to the given table 61 (35.9%) respondents were agree and 62 (36.5%) respondents were strongly agree. But on other hand we can illustrate other frequencies as 10 (5.9%) neither agree nor disagree.However the rest is like this 20 (11.8%) disagree and 17 (10%) strongly disagree.

Table 4.39 Q.33 I believe that every restaurant brand is a responsibility to the environment.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	17	10.0	10.0	10.0
Disagree	20	11.8	11.8	21.8
Neither agree nor disagree	10	5.9	5.9	27.6
Agree	61	35.9	35.9	63.5
Strongly Agree	62	36.5	36.5	100.0
Total	170	100.0	100.0	

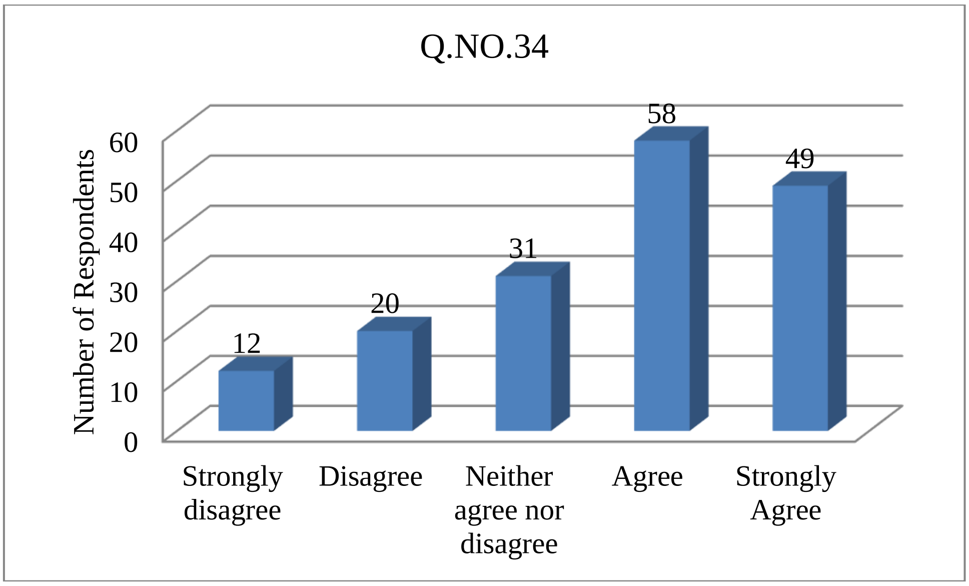

Figure 4.37 Q.NO.34

According to the given table 58 (34.1%) respondents were agree and 49 (28.8%) respondents were strongly agree. But on other hand we can illustrate other frequencies as 31 (18.2%) neither agree nor disagree.However the rest is like this 20 (11.8%) disagree and 12 (7.1%) strongly disagree.

Table 4.40 Q.34 I believe that every restaurant brand is a responsibility towards society

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	12	7.1	7.1	7.1
Disagree	20	11.8	11.8	18.8
Neither agree nor disagree	31	18.2	18.2	37.1
Agree	58	34.1	34.1	71.2
Strongly Agree	49	28.8	28.8	100.0
Total	170	100.0	100.0	

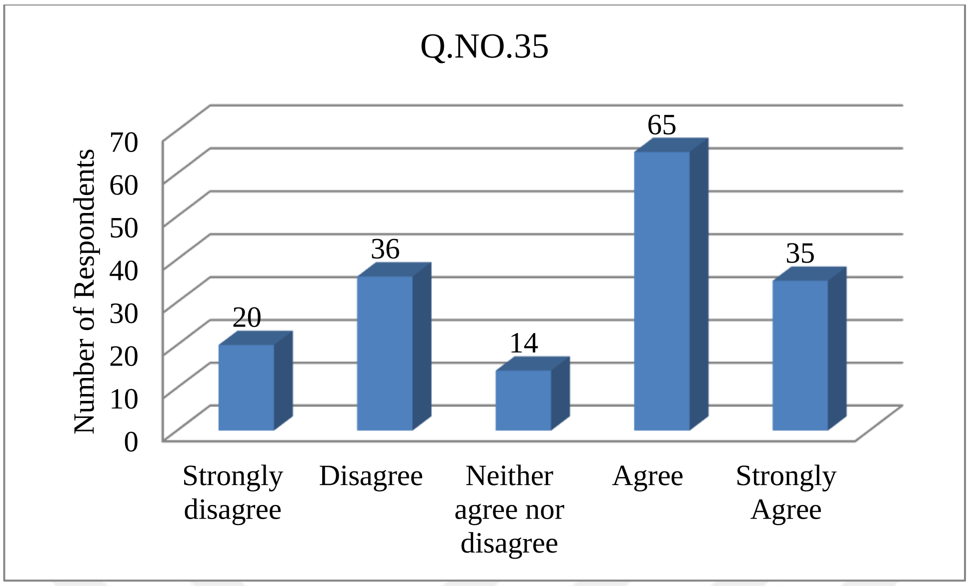

Figure 4.38 Q.NO.35

According to the given table 65 (38.2%) respondents were agree and 35 (20.6%) respondents were strongly agree. But on other hand we can illustrate other frequencies as 14 (8.2%) neither agree nor disagree.However the rest is like this 36 (21.2%) disagree and 20 (11.8%) strongly disagree.

Table 4.41 Q.35 We support boycotting restaurants that are not responsible for social issues

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	20	11.8	11.8	11.8
Disagree	36	21.2	21.2	32.9
Neither agree nor disagree	14	8.2	8.2	41.2
Agree	65	38.2	38.2	79.4
Strongly Agree	35	20.6	20.6	100.0
Total	170	100.0	100.0	

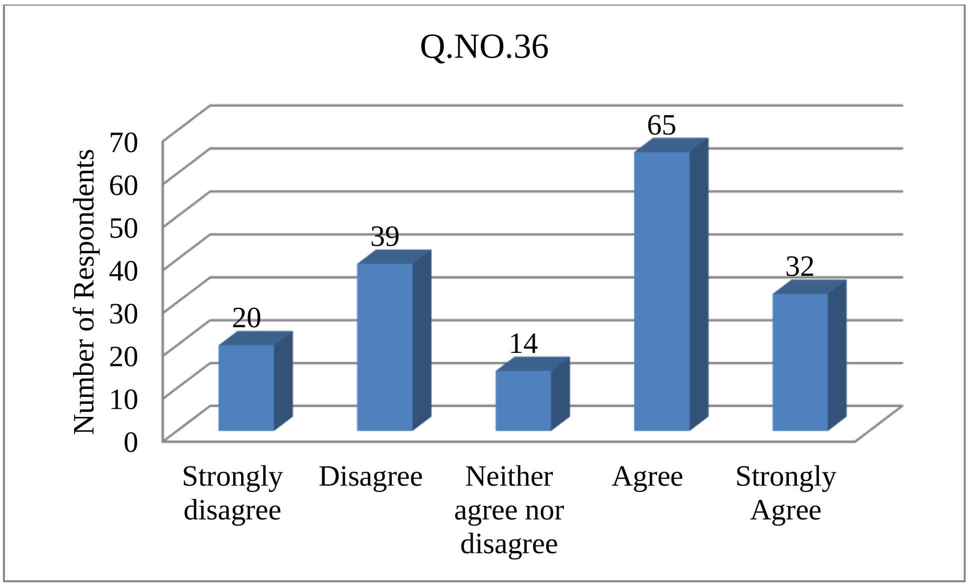

Figure 4.39 Q.NO.36

As its clear from the table that most of the respondents 65(38.2%) were agree on boycotting restaurants that are not responsible for environmental issues.

Table 4.42 Q.36 i Support boycotting restaurants that are not responsible for environmental issues

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	20	11.8	11.8	11.8
Disagree	39	22.9	22.9	34.7
Neither agree nor disagree	14	8.2	8.2	42.9
Agree	65	38.2	38.2	81.2
Strongly Agree	32	18.8	18.8	100.0
Total	170	100.0	100.0	

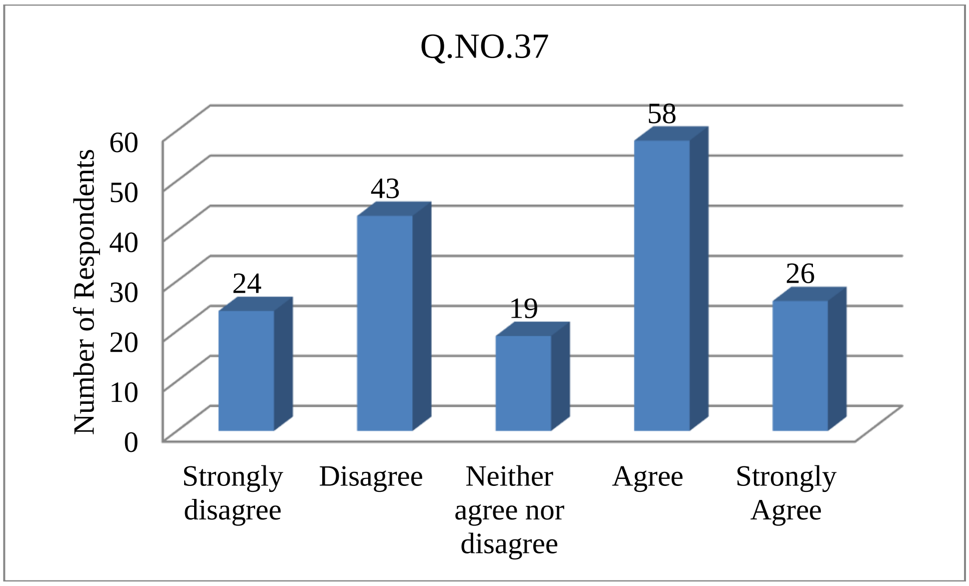

Figure 4.40 Q.NO.37

As its clear from the table that most of the respondents 58(34.1%) were agree on this point that restaurants should operate without harming nature and the environment in terms of fulfilling their social responsibilities

Table 4.43 Q.37 It is sufficient for restaurants to operate without harming nature and the environment in terms of fulfilling their social responsibilities.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	24	14.1	14.1	14.1
Disagree	43	25.3	25.3	39.4
Neither agree nor disagree	19	11.2	11.2	50.6
Agree	58	34.1	34.1	84.7
Strongly Agree	26	15.3	15.3	100.0
Total	170	100.0	100.0	

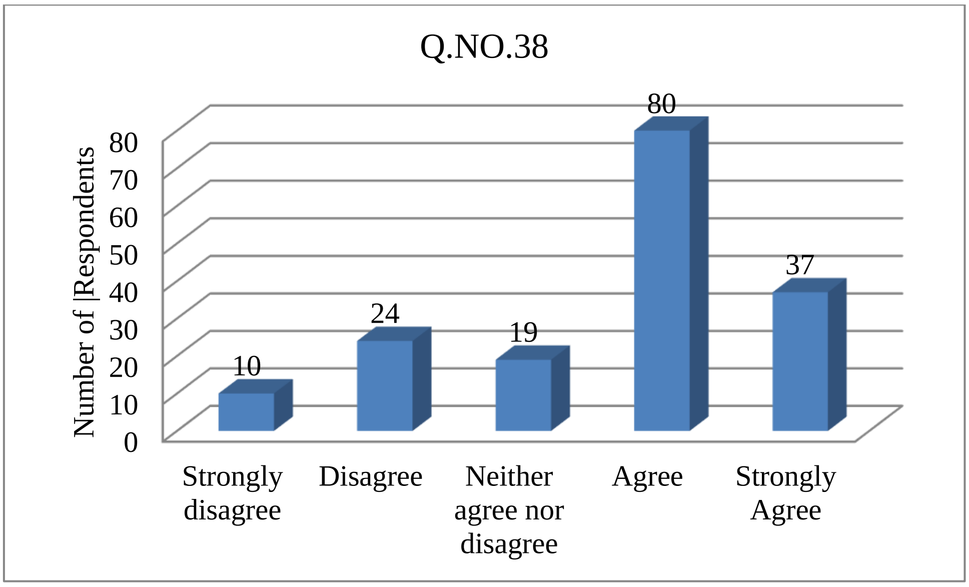

Figure 4.41 Q.NO.38

As its clear from the table that most of the respondents 80(47.1%) were agree on this point that restaurants publish ethical principles in social matters, I prefer to meet the need for food and drink.

Table 4.44 Q.38 In restaurants that publish ethical principles in social matters, I prefer to meet the need for food and drink.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	10	5.9	5.9	5.9
Disagree	24	14.1	14.1	20.0
Neither agree nor disagree	19	11.2	11.2	31.2
Agree	80	47.1	47.1	78.2
Strongly Agree	37	21.8	21.8	100.0
Total	170	100.0	100.0	

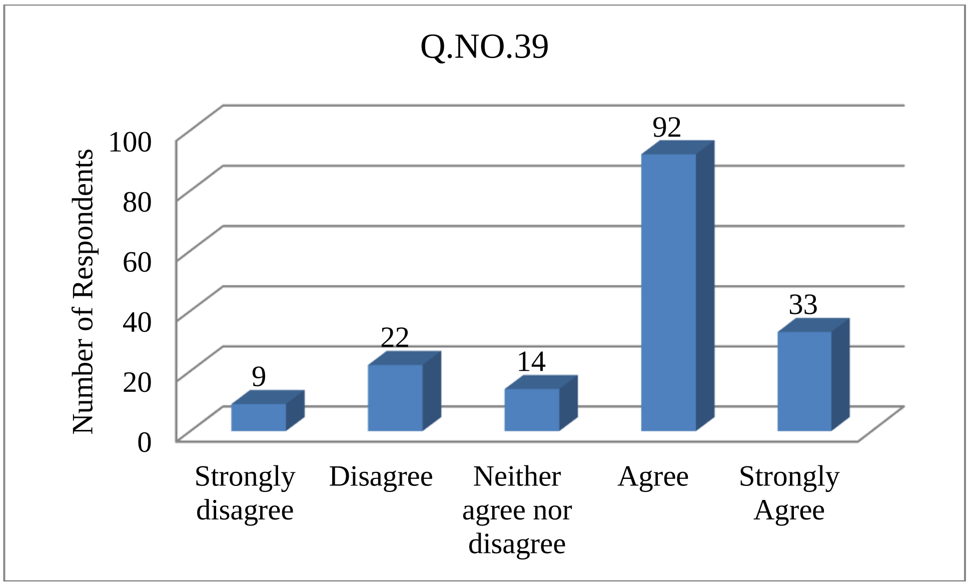

Figure 4.42 Q.NO.39

According to this table most of the respondents 92(54.1%) were agree on this point that I prefer to meet my food and drink needs in restaurants that publish ethical principles on environmental issues.

Table 4.45 Q.39 I prefer to meet my food and drink needs in restaurants that publish ethical principles on environmental issues.

Likert Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	9	5.3	5.3	5.3
Disagree	22	12.9	12.9	18.2
Neither agree nor disagree	14	8.2	8.2	26.5
Agree	92	54.1	54.1	80.6
Strongly Agree	33	19.4	19.4	100.0
Total	170	100.0	100.0	

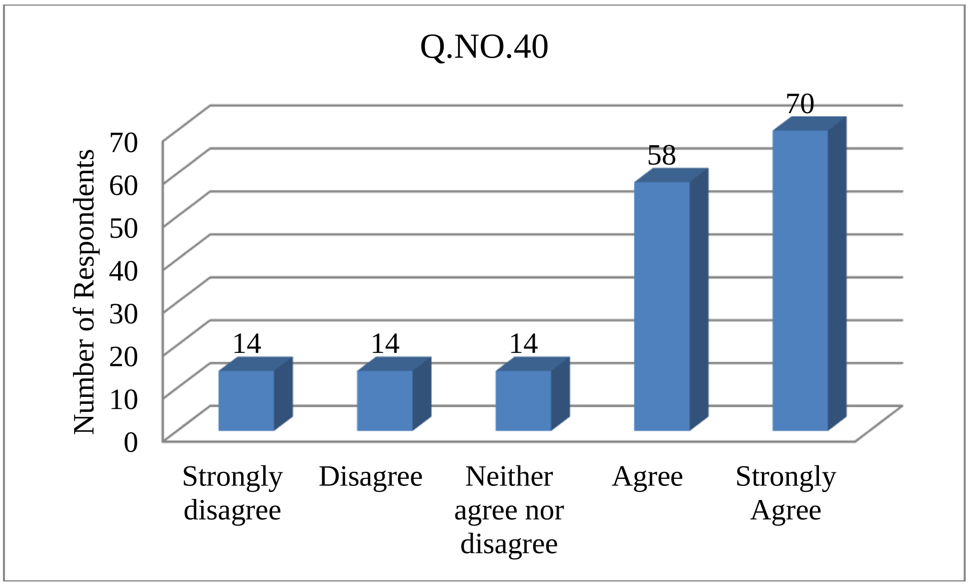

Figure 4.43 Q.NO.40

According to this table most of the respondents 70(41.2%) were strongly agree on this point It disturbs me that the physical surroundings they have in restaurants are disrupted.

Table 4.46Q.40 It disturbs me that the physical surroundings they have in restaurants are disrupted.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	14	8.2	8.2	8.2
Disagree	14	8.2	8.2	16.5
Neither agree nor disagree	14	8.2	8.2	24.7
Agree	58	34.1	34.1	58.8
Strongly Agree	70	41.2	41.2	100.0
Total	170	100.0	100.0	

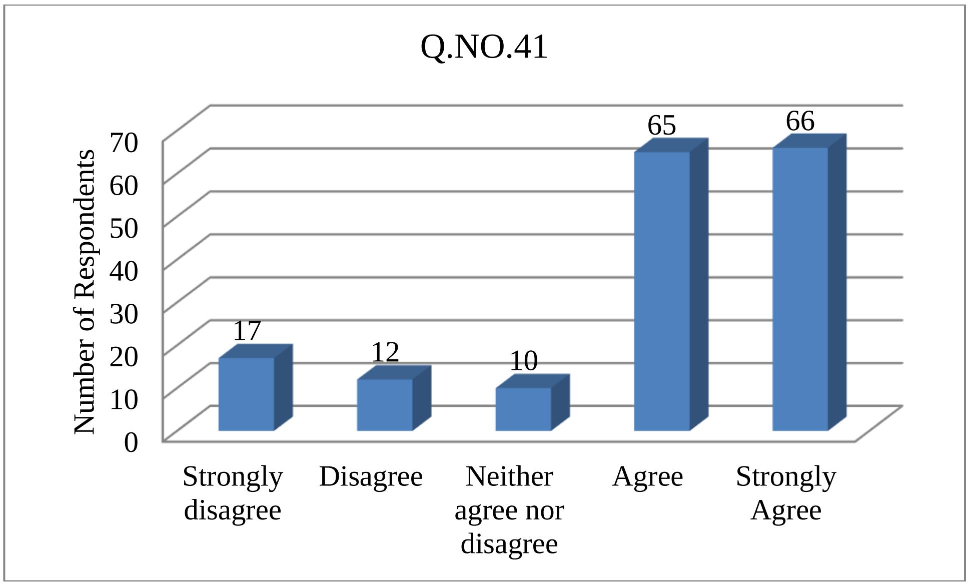

Figure 4.44 Q.NO.41

Here it is quite close between agree and strongly agree with the frequencies of 65 (38.2%) and 66 (38.8).it means respondents were taking this point very seriously and its has big impact on restaurant brands.

Table 4.47 Q.41 It disturbs me because the restaurants ruin the cultural texture they are in.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	17	10.0	10.0	10.0
Disagree	12	7.1	7.1	17.1
Neither agree nor disagree	10	5.9	5.9	22.9
Agree	65	38.2	38.2	61.2
Strongly Agree	66	38.8	38.8	100.0
Total	170	100.0	100.0	

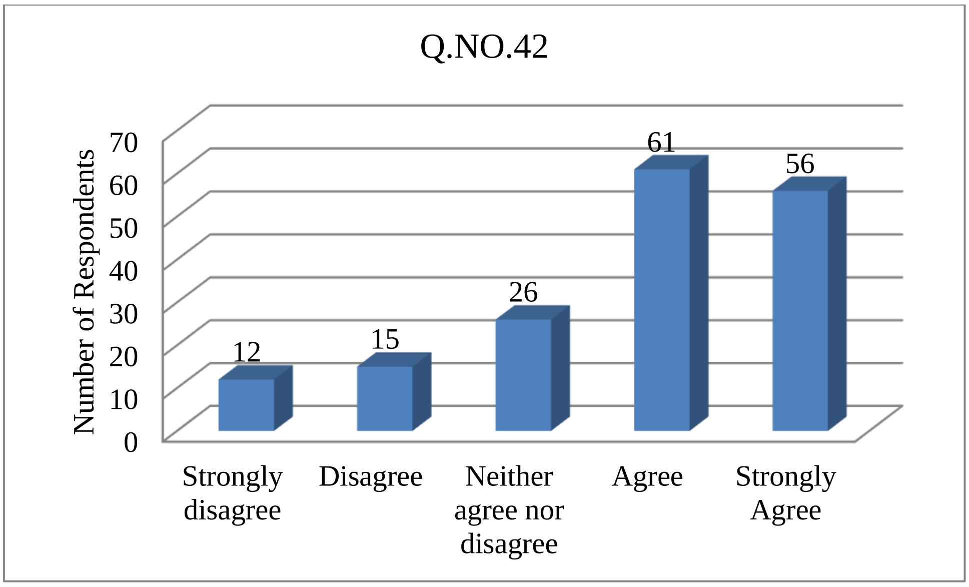

Figure 4.45 Q.NO.42

Here it is quite close between agree and strongly agree with the frequencies of 61 (35.9%) and 56 (32.9).it means respondents were taking this point very seriously and its has big impact on restaurant brands.

Table 4.48 Q.42 I pay attention to the respect that restaurants have for their employees

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	12	7.1	7.1	7.1
Disagree	15	8.8	8.8	15.9
Neither agree nor disagree	26	15.3	15.3	31.2
Agree	61	35.9	35.9	67.1
Strongly Agree	56	32.9	32.9	100.0
Total	170	100.0	100.0	

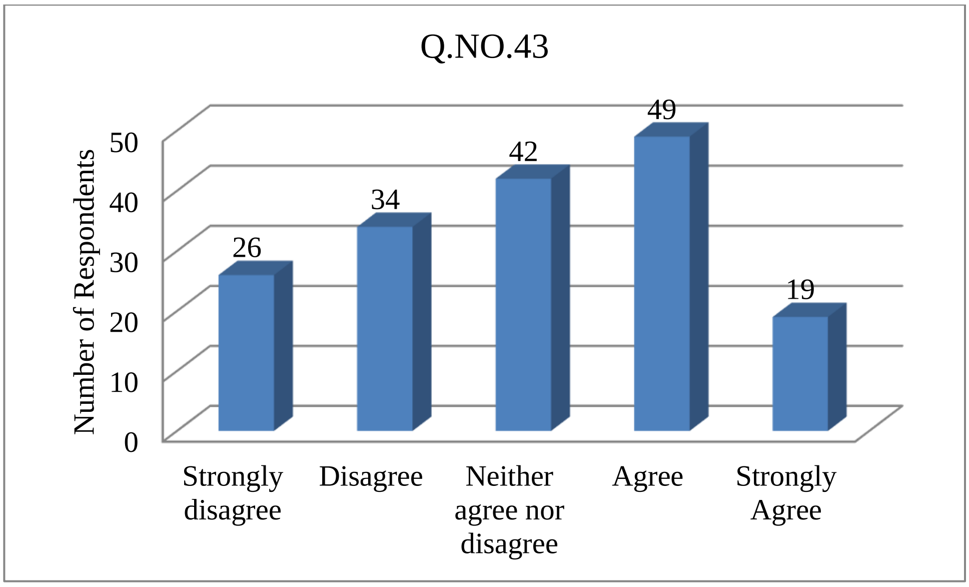

Figure 4.46 Q.NO.43

According to the given table 49 (28.8%) respondents were agree and 19 (11.2%) respondents were strongly agree. But on other hand we can illustrate other frequencies as 42 (24.7%) neither agree nor disagree.However the rest is like this 34 (20%) disagree and 26 (15.3%) strongly disagree.

Table 4.49 Q.43 I take care that restaurants are implementing energy saving activities

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	26	15.3	15.3	15.3
Disagree	34	20.0	20.0	35.3
Neither agree nor disagree	42	24.7	24.7	60.0
Agree	49	28.8	28.8	88.8
Strongly Agree	19	11.2	11.2	100.0
Total	170	100.0	100.0	

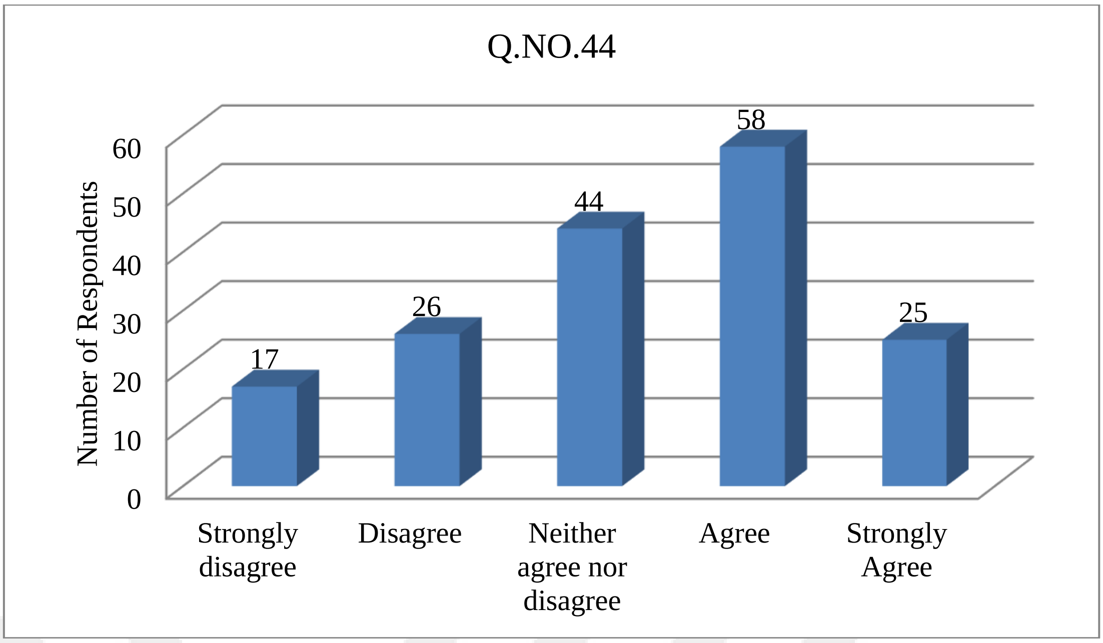

Figure 4.47 Q.NO.44

The frequencies of this table for this question is illutrated as 58 (34.1%) agree .And 25 (14.7%) respondents were strongly agree for the question I take note of the practices of restaurants on waste management. while 44 (25.9%) respondent were neither agree nor disagree. However 26 (15.3%) respondents answered disagree for this question and in the last 17 (10%) respondents were strongly disagree.

Table 4.50 Q.44 I take note of the practices of restaurants on waste management.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	17	10.0	10.0	10.0
Disagree	26	15.3	15.3	25.3
Neither agree nor disagree	44	25.9	25.9	51.2
Agree	58	34.1	34.1	85.3
Strongly Agree	25	14.7	14.7	100.0
Total	170	100.0	100.0	

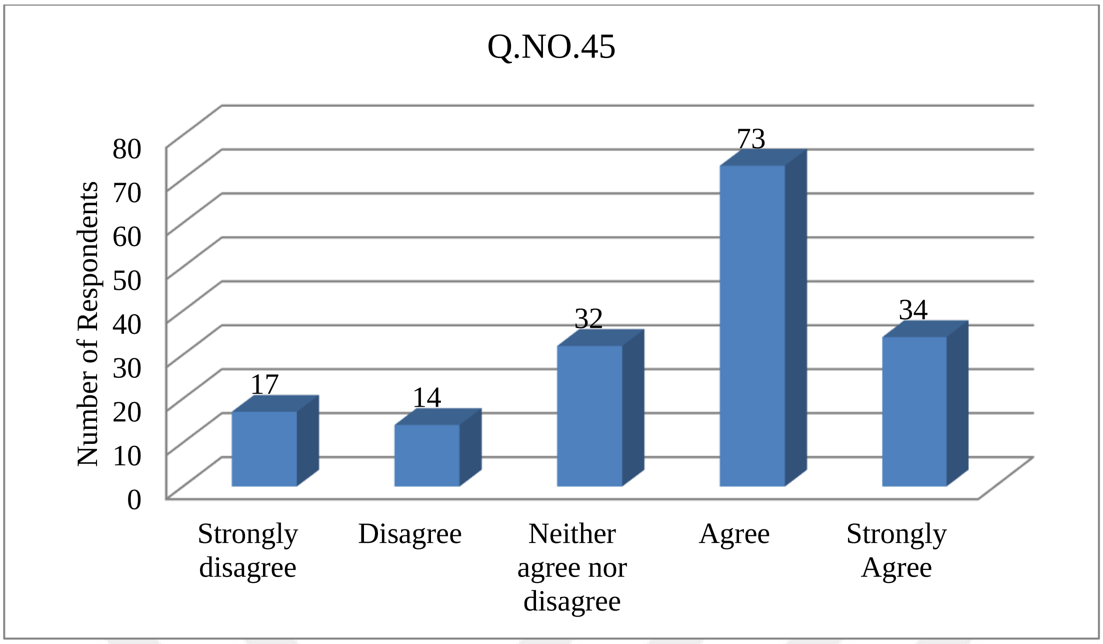

Figure 4.48 Q.NO.45

Here the frequencies of the respondents who answered the question I would like restaurants to interact with organizations that deal with social issues. we see 17 (10%) of respondents said they strongly disagree. In the second place 14 (8.2%) of the applicants who answered disagree. The third place 32 (18.8%) persons who neither agree nor disagree with the question. And rest of the participants answered like this 73(42.9%) agree and 34(20%) strongly agree.

Table 4.51 Q.45 I would like restaurants to interact with organizations that deal with social issues

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	17	10.0	10.0	10.0
Disagree	14	8.2	8.2	18.2
Neither agree nor disagree	32	18.8	18.8	37.1
Agree	73	42.9	42.9	80.0
Strongly Agree	34	20.0	20.0	100.0
Total	170	100.0	100.0	

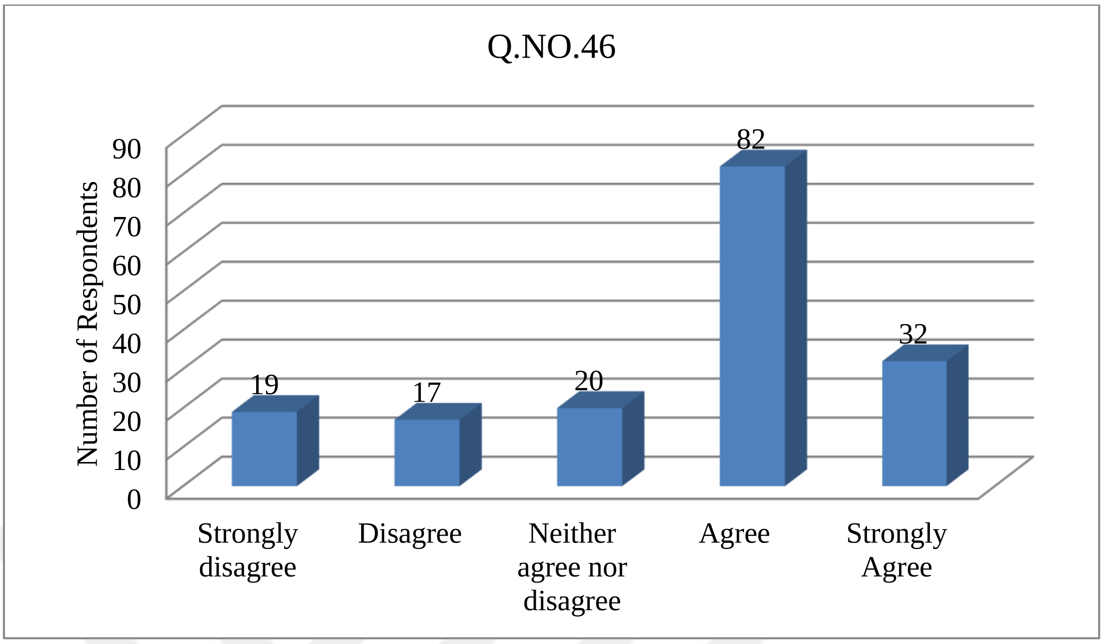

Figure 4.49 Q.NO.46

According to this table most of the respondents 82(48.2%) were agree on this point that I would like restaurants to interact with organizations dealing with environmental issues.

Table 4.52 Q.46 I would like restaurants to interact with organizations dealing with environmental issues.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	19	11.2	11.2	11.2
Disagree	17	10.0	10.0	21.2
Neither agree nor disagree	20	11.8	11.8	32.9
Agree	82	48.2	48.2	81.2
Strongly Agree	32	18.8	18.8	100.0
Total	170	100.0	100.0	

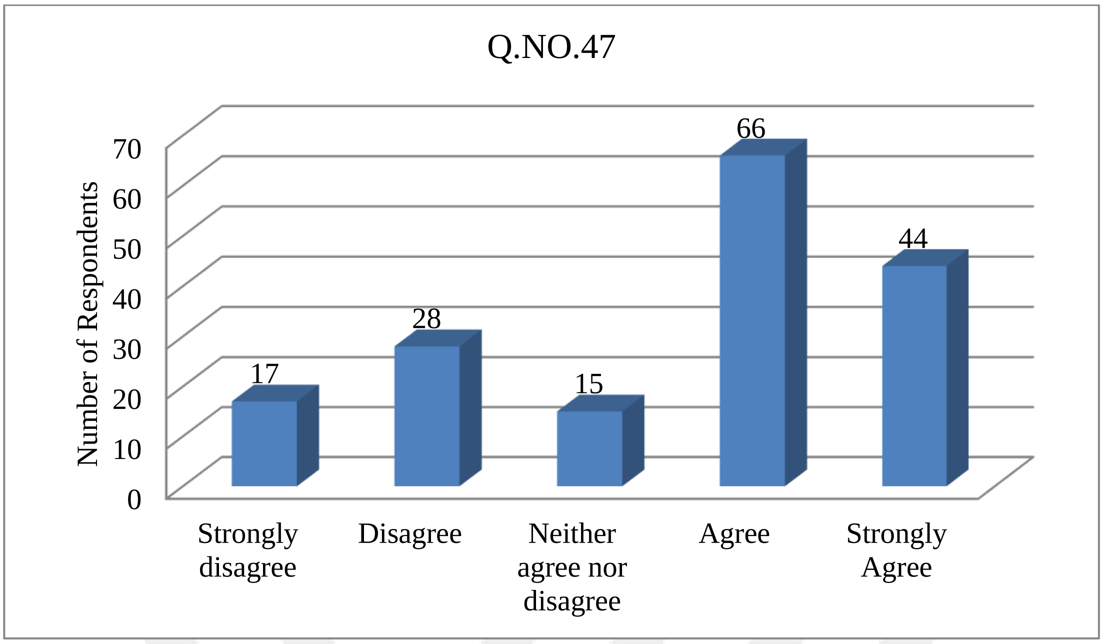

Figure 4.50 Q.NO.47

The frequencies of this table for this question is illutrated as 66 (38.8%) agree .And 44 (25.9%) respondents were strongly agree for the question I take note of the practices of restaurants on waste management. while 15 (8.8%) respondent were neither agree nor disagree. However 28 (16.5%) respondents answered disagree for this question and in the last 17 (10%) respondents were strongly disagree.

Table 4.53 Q.47 I do not think restaurant businesses have shown enough effort in terms of social responsibility.

Likert Scale	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Strongly disagree	17	10.0	10.0	10.0
Disagree	28	16.5	16.5	26.5
Neither agree nor disagree	15	8.8	8.8	35.3
Agree	66	38.8	38.8	74.1
Strongly Agree	44	25.9	25.9	100.0
Total	170	100.0	100.0	

4.2.5 Factors Affecting Consumers' Preferences for Chain Restaurant Brands

Table 4. 104 Factors Affecting Chain Restaurant Preferences

Variables	Average	Standard deviation
Service Quality	4.27	1.014
Location	4.06	1.013
Accessibility	3.94	1.043
Image	3.93	1.085
Prestige	3.74	1.186
Price	3.63	1.212
Other	3.44	1.297
Social responsibility	3.22	1.252
Advertisement	2.67	1.240

In Table, it is seen that "service quality, availability, accessibility and image" variables are the main determinant when the opinions that are effective in the preferences of restaurant customers are examined. These variables are followed by prestige, price, other variables, social responsibility, advertisement respectively.The important outcome from this analysis is; is a low level factor influencing restaurant customers' selection in the second line of social responsibility, and it is necessary for restaurant businesses to communicate with their customers by creating more conciousness in this regard and to refresh the image of service quality that will be created in the minds of customers by using advertising channels of restaurant businesses more effectively.

4.2.6 Findings for Areas Where the Consumers' Social Responsibility Campaign Regulation for the Chain Restaurant Brands

Table 4. 115 Areas Consumers Need to Organize Social Responsibility Campaign for Chain Restaurants

Variables	**Average**	**Standard Error**
Education	4.05	1.086
Health	3.99	1.133
Environment	3.91	1.311
Food and Workplace Safety	3.90	1.275
Cultural heritage	3.85	1.175
Help the poor	3.69	1.300
Art	3.65	1.250
Animal Protection	3.57	1.225
Sports	3.56	1.209
Ethnic Origin Discrimination	3.27	1.632
Other	3.05	1.381

"Restaurant, health, environment, food and workplace safety" is the area where the most campaigning is required when restaurant customers want to organize chain restaurant campaigns. The second important social responsibility campaign anticipation was in the fields of "cultural heritage, assistance to the poor, arts, animal protection and sports" respectively. At the third level, the important social responsibility campaign anticipation has become "ethnic discrimination and other fields" respectively. The most important conclusion to be drawn from this analysis is; customers prefer social campaigns such as sociological campaigns, sports campaigns, and animal protection in the last order, while ethnic background discrimination is the primary choice for chain restaurant businesses to focus and participate in social responsibility projects in education and health.

4.3 Hypotheses Test

The relationship between the perspectives of participant customers on social responsibility consciousness, social responsibility preferences and chain restaurant brands that organize social responsibility campaigns and that affects positively on the brand positioning.

H1: There is a relationship between the social responsibility preferences of the consumers and the social responsibility consciousness which has positive effect on chain restaurant brand positioning.

H2: There is a relationship between the perspective of consumers on chain restaurant brands that regulate social responsibility campaigns and social responsibility consciousness.

The Relationship Between Consumers' Social Responsibility Consciousness, Social Preferences and Social Responsibility Campaign Organizational Chain Restaurant Brand Attitudes.

The Pearson Correlation Coefficient is used to measure the number of linear relationships of two continuous variables. The answer to the question "Is there a meaningful relationship between the two variables?" Is sought. Interpretation of the Pearson Correlation Coefficient:

Table 4. 126 Correlation Coefficient Interpretation

Relationship	R*
Too weak	0.00-0.25
Weak	0.26-0.49
Medium	0.50-0.69
High	0.70-0.89
Too High	0.90-1.00
* R: Pearson Correlation Coefficient.	

Source: Sungur, 2005: 116

Table 4. 137 H1. The Connection Between Consumers' Social Responsibility Conciousness and Social Responsibility Campaign Organizational Chain Restaurant Brands

Correlation Analysis			
		Social Responsibility Campaign	Social Responsibility Consciousness
Social Responsibility Campaign	Pearson Correlation Value	1	0.994**
	Number of Sampling (n)	170	170
Social Responsibility Consciousness	Pearson Correlation Value	0.994**	1
	Number of Sampling (n)	170	170
** p < 0,05			

Pearson Correlation analysis tested; There is a significant positive and significant level of relationship between Pearson Correlation Coefficient 0.994 between "social responsibility conciousness and perspective on chain restaurant brands that organize social responsibility campaigns". The perspective of the chain restaurant brands that make up the responsibilities campaign of the customers' social responsibility conciousness level is increasing linearly.

Table 4. 148 H2. Connection between Consumers' Social Responsibility Consciousness and Social Preferences.

Correlation Analysis			
		Social Responsibility Consciousness	Social Responsibility Preference
Social Responsibility Consciousness	Pearson Correlation Value	1	0.992**
	Number of Sampling (n)	170	170
Social Responsibility Preference	Pearson Correlation Value	0.992**	1
	Number of Sampling (n)	170	170
** p < 0,05			

The relationship between social responsibility conciousness and social preferences of chain restaurant customers has been examined, analyzed and reported by Pearson Correlation analysis. When Table 19 is examined, Pearson Correlation value is found to be "0,992" which means that there is a meaningful positive high importance level between social responsibility conciousness and social preference, that social responsibility conciousness increases social preference, and social preference increases social responsibility consciousness linearly.

Table 4. 159 The results of the tested hypotheses

	Hypothesis	**Results**
H_1	There is a relationship between the social responsibility preferences of the consumers and the social responsibility consciousness which has positive effect on chain restaurant brand positioning	Accepted
H_2	There is a relationship between the perspective of consumers on chain restaurant brands that regulate social responsibility campaigns and social responsibility consciousness.	Accepted

5. CONCLUSION, RECOMMENDATIONS AND LIMITATIONS

5.1 Lımıtatıons

Since the target audience of the survey is local consumers who prefer chain restaurants in Turkey, it is a time and cost constraint to establish more destinations in different destinations. Restaurant brands operate as chain businesses, in many numbers, in the same destination, and / or in different destinations. Research on whether participants prefer the same chain restaurant brand in different destinations can reveal the impact of social responsibility campaigns on brand positioning. Participants' avoidance of filling the questionnaire at the restaurant provided a significant constraint on the investigation.

5.2 Recommendatıons

Businesses can reach the maximum level of profit maximization, which is the main objective, through brand positioning, which is one of marketing strategies. Businesses want to be the first brand that comes to mind in their market. With brand positioning, they gain superiority to the business competitors. Brand positioning is the activity of businesses to place a certain target audience, branding in the consumer mind in a valuable way with various marketing activities. Businesses differentiate and position their brand image from other businesses in the consumer perception by giving confidence to consumers. The permanence of the brand, its positive image, brand loyalty (brand loyalty) is an important factor in brand positioning. Brand; It gains a valuable place in the consumer's perception with its product benefits, reliability, brand fragmentation and consumer socio-cultural properties.

With the increasing awareness of consumers' social responsibilities, their perception of consumption has changed; They are expected to make production in the awareness of social responsibilities and to realize their activities with the awareness of social responsibility and to be sensitive to social issues. The changing understanding of competition also supports the understanding of consumption which is being done with socially responsible consciousness. By establishing brand positioning in anticipation of consumers, businesses create brand images in a credible and convincing manner in the perceptions of consumers through social responsibility campaigns. With the social responsibility campaigns, the brand loyalty enables the business to stay in the long run by creating brand credibility and realizes a positive brand positioning in the target consumer's mind. It is expected that the tourism enterprises that operate the source will be active with social responsibility awareness. Increasing tourism varieties such as sustainable tourism and eco-tourism show that socially responsible consumption is placed in the tourism sector as well. In line with changing socially responsible consumption concept, chain restaurant operators are also engaged in various social responsibility activities. Among international chain restaurants, Panera Cares, Meram Cafe Restaurant Catering which is an international but a Turkish establishment organizes various social responsibility campaigns. In addition, Çırağan Palace Kempinski restaurant department, Hacıoğlu restaurants and TAB food are in social responsibility activities throughout Turkey. Markets draw attention of consumers with its social responsibility campaigns and increase brand rememberability. Social responsibility activities contribute to collecting and the environment as well as contributing to brand positioning. Social responsibility campaigns benefit both businesses and consumers.

5.3 Fındıngs

Key findings from the research and how chain restaurants should evaluate these findings are as follows:

- Participants with chain restaurant customers were assessed as having social responsibility awareness on the middle. Participants are affected negatively in the physical environment and the cultural texture of the restaurants. We can reach the conclusion that the consumers want restaurants to see in the responsibility consciousness. The restaurant can cause the waste to break down and reduce the attractiveness. The tourism industry benefiting from considerable environmental values should provide sustainability with environmental awareness (C. Demir, 2001: 55). Restaurants in the tourism sector; in order to ensure brand loyalty, they need to be sensitive to the environment in the end result of the research.

- When the price of chain restaurant brands is the same as the quality, it is seen that consumers prefer restaurant brands that are sensitive to environment. Being conscious about the environmental effects of restaurants leads to consumer brand commitment. Restaurant consumers want restaurants to interact with organizations dealing with environmental issues. It is also seen that consumers prefer businesses that do not harm the environment.
- As a result of research, it has become clear that chain restaurants are not directly influencing customers' restaurant preferences directly on the high level of regulation of social responsibility campaigns. However, consumers have a high level of social responsibility awareness, and consumers prefer restaurants that organize social responsibility campaigns when price and quality indexes among chain restaurants are equal. It has also been seen that they tend to re-brand chain restaurant brands that are sensitive to social issues. This ensures brand loyalty between consumers and chain restaurants
- As a result of the work done, it became clear that the most important factor in choosing chain restaurants is "service quality". Today, the share of service sector is increasing. The service is products that require consumers' participation during the consumption period of the consumer. In the service sector where production and consumption are performed simultaneously, the consumer evaluates the service in many ways (Akbaba and Kılınc, 2001: 163-164). Service quality is measured by the extent to which clients can expect to receive services from the business they purchase. In the customer-oriented quality understanding, the service sector should be able to identify customer expectations and meet these expectations (Akbaba, 2003: 22-23).
- The opinions of chain restaurant customers that are effective in their restaurant preferences appear to be the main determinant of the restaurant's "location, accessibility and image after service quality". Having social responsibility as a second factor influencing the selection of chain restaurant customers is a low level factor that indicates that restaurant businesses need to be more aware of this and communicate with their customers and that restaurant businesses need to refresh their image more effectively by using advertising channels in their minds. The image created in the mind of the consumer for brand positioning will add value to the operating brand and will distinguish the brand from competitors.

- Consumers have come to the conclusion that they act with a social responsibility consciousness over evaluating the chain restaurants. It is seen that the attitudes and perceptions of the consumers are clear against the social responsibility concepts in the chain restaurants. Consumers are expecting their restaurants to be active in social responsibility. Based on the results of the research, it appears that social responsibility campaigns have a positive impact on consumers in brand positioning. Activities such as social responsibility and profit-making activities are important elements to reach the marketing objectives (Oter, 2007: 3).
- The least attention of participants was the fact that restaurants did not have energy-saving activities. Chain restaurants that want to create brand awareness, along with consumer awareness activities, are thought to be able to present their energy savings in the sense of social responsibility and leave a mark in the consumer's mind.
- In restaurants that publish ethical principles about environmental and social issues, primarily on environmental issues, chain restaurants tend to prefer to meet their food and beverage needs. This shows that labeling of chain restaurants' ethical principles against customers will contribute to brand image and increase brand reliability, thus marking the consumer's mind in the positive direction.
- As a result of the research, it became clear that chain restaurant customers developed positive attitudes towards businesses that are sensitive to environmental issues that regulate social responsibility campaigns. It is understood that these businesses have a more trusting image in the perception of the customers compared to other businesses. In general, customers are not willing to pay too much for their social responsibility campaigns; but it turns out that businesses want to organize social responsibility campaigns and this will be an impressive element in restaurant preferences. It seems that efforts to establish brand positioning studies through social responsibility campaigns have contributed positively to customers who want to have information about social responsibility campaigns.
- Participants came to the conclusion that they were both "supportive of boycotting restaurants that are irresponsible in terms of social and

environmental". Chain restaurant customers are aware that they are aware of social responsibility, and restaurants where customers are expecting to be active in social responsibility.

- The chain restaurant is happy to support the campaign when a restaurant brand product that carries social responsibility campaigns is bought. By supporting the social responsibility campaign, the brand will create a positive image in the perception of the customer without feeling happy and will be coded in the mind as a reliable brand. The positive perception of brand perception and brand image will make a significant contribution to brand positioning.

- In chain restaurant customers, there is the perception that "social responsibility campaigns are funded by restaurants, actually provided to customers". However, the higher part of the participants has reacted to paying more for social responsibility campaigns organized by restaurants.
  Despite the fact that the participants do not want to pay more money, the perception that the monetary resource allocated to the social responsibility campaigns actually meet the customers is developing a negative view on the customers. The chain restaurant expects customers to be active in their social responsibility awareness with their own financial resources. Restaurant brands should be shown to emphasize that the monetary resource allocated to social responsibility in order to create positive positioning on the client should be received from the organization's own budget and not reflected to the client.
- Chain restaurant customers want their social responsibility campaigns to become a standard part of restaurant businesses. They encourage restaurant brands to organize their social responsibility campaigns to the people around them. Participants recommend chain restaurant brands that organize social responsibility campaigns to people around them as a sign that the brand has drawn a sincere and trustworthy image. Social responsibility shows that recommending chain restaurants that organize campaigns will positively impact brand promotion activities.
- Participants; they have a more positive image of the restaurants that run the social responsibility campaign, the more sincere they find these restaurants,

the more sincere they are and the more confidence they have in chain restaurants that organize social responsibility campaigns compared to other restaurants. Trust in the brand will strongly influence the perception of the consumer's mind and will have a positive impact on brand positioning. We can reach a result that a reliable brand positioning work can be achieved through social responsibility campaigns.

- Participants think that these activities of chain restaurant brands that organize social responsibility campaigns will not hurt them in the long run. This supports the expressions of chain restaurant customers trusting the branding of social responsibility campaigns. In addition, the idea that restaurant brands that organize social responsibility campaigns will stay in the long run shows that social awareness of social responsibility is high.
- Participants are asking chain restaurant brands to organize their social responsibility campaigns more intensively in the areas of education, health, environment, food and workplace safety. Participants prefer social campaigns such as sociological campaigns, sports campaigns, animal protection, such as ethnic discrimination of chain restaurants. Branding of social responsibility campaigns in the areas of education, health, environment, food and workplace safety will see more interest from chain restaurant customers. Taking into account the needs of chain restaurant customers considering their wishes, making social responsibility activities in these areas will be more effective in brand positioning.
- It has become clear that there is no relationship between participants' socio-demographic characteristics and social responsibility awareness, social preferences, and perspective on chain restaurant brands that organize social responsibility campaigns. However, social responsibility has a meaningful positive relation between social awareness and consciousness, social awareness has become a social consequence, social awareness has increased linearly. We can say that social preference is also high considering social responsibility conscious participants. We can reach the conclusion that the activities performed by the brands with social responsibility awareness are important in the brand perception and brand positioning of the customers.
- In the main research topic chain restaurant brands, the impact of social responsibility campaigns on brand positioning seems to be positively affected

by the high participation of participants in the phrase "social responsibility campaigns in determining the position of restaurant brands are influential".

5.4 Conclusıon

As a result of the study, brand positioning revealed that social responsibility campaigns were positively influenced by consumers. It appears that businesses that organize social responsibility campaigns are following an effective strategy for brand positioning. It is thought that if consumers do not make their choice in the direction of chain restaurants that organize their social responsibility campaigns, they have the perception that these restaurants are more expensive in the consumer mind and they do not want to pay too much for their social responsibility campaigns. In addition to positively positioning restaurant brands that organize social responsibility campaigns, social responsibility should enhance restaurant attractiveness on developed consumers by offering advertising activities and advertising activities in order to attract customers to them. They want the brands of businesses to be evaluated without prejudice and placed in the consumer's mind with confidence. It has become clear that corporate brands that organize social responsibility campaigns are placed as "reliable, reputable, respectful" in the consumer perception, and therefore brand positioning in the consumer is made with confidence in social responsibility campaigns.

Tourism enterprises using environmental resources are expected to ignore social and environmental problems. In the research, it has been measured how the consumers place themselves in the memory by turning the social responsibility activities of chain restaurant brands in Istanbul into a marketing strategy. The main purpose of the research is to contribute to the knowledge of the relevant area by examining the effect of social responsibility campaigns in positioning of chain restaurant brands operating in Turkey. In addition, this study is important in terms of increasing the awareness of social responsibilities in business, giving social responsibility campaigns more room by putting the effects of social responsibility campaigns in brand positioning.

It is aimed to provide social and sectoral benefits in this direction. In the literature, it is seen that branding of chain restaurants and academic work in the direction of brand positioning of chain restaurants are very few. In this study; it is thought that it will also be a source for branding, brand awareness and brand image on chain restaurants. The present study was carried out in the entire country of Turkey. An examination of the effects of social responsibility on brand positioning at different destinations will contribute to the literature.

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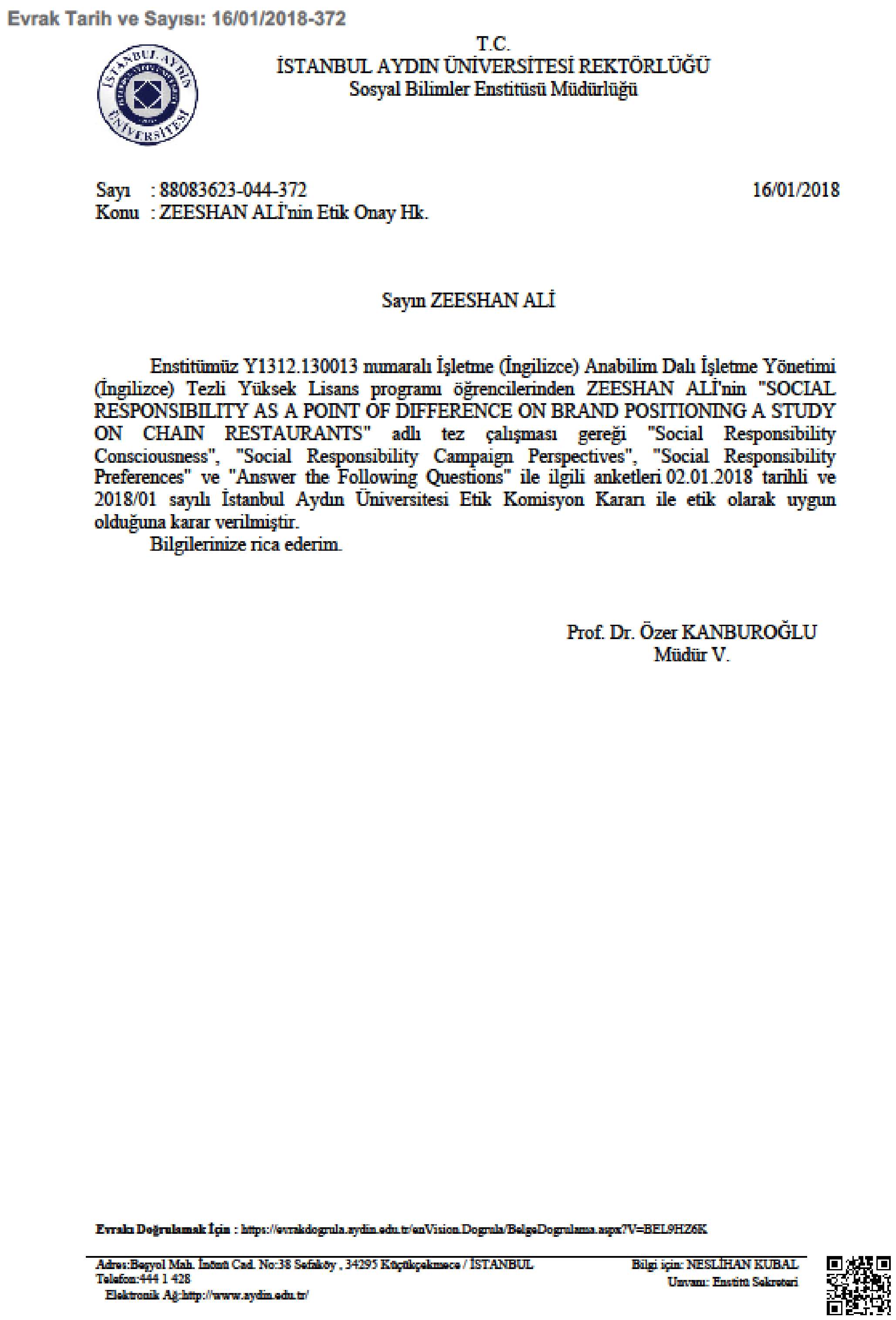

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Sayın ZEESHAN ALİ

Enstitümüz Y1312.130013 numaralı İşletme (İngilizce) Anabilim Dalı İşletme Yönetimi (İngilizce) Tezli Yüksek Lisans programı öğrencilerinden ZEESHAN ALİ'nin "SOCIAL RESPONSIBILITY AS A POINT OF DIFFERENCE ON BRAND POSITIONING A STUDY ON CHAIN RESTAURANTS" adlı tez çalışması gereği "Social Responsibility Consciousness", "Social Responsibility Campaign Perspectives", "Social Responsibility Preferences" ve "Answer the Following Questions" ile ilgili anketleri 02.01.2018 tarihli ve 2018/01 sayılı İstanbul Aydın Üniversitesi Etik Komisyon Kararı ile etik olarak uygun olduğuna karar verilmiştir.

Bilgilerinize rica ederim.

Prof. Dr. Özer KANBUROĞLU
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RESUME

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2008/01 – 2010/09 Mobilink Telecom Communication Business Development Officer

Responsibilities:

- Expolring International markets for example.African/Europian/Asian Region
- Establishes personal contacts with international and local companies management
- Works out technical, commercial and financial proposals
- Promotes after-sales services and spare-parts
- Responsible for the sales of complete Biscuit lines
- Managed entire Floor and Staff.
- Customer relationship
- Interaction with clients
- managing buffet for different kind of parties(birthday parties.wedding ceremonies.social parties etc)
- Quotation preparation and price negotiation
- Quotation preparation
- Marketing/Sales Duties
    - Lead generation
    - Interaction with clients
    - Problem solving
- Customer relationship management

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Urdu	Native
English	Official Language
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