

KOMUNICIRANJE DRUŽBENE ODGOVORNOSTI IN ZAUPANJE POTROŠNIKOV

– diplomsko delo

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Povzetek

Diplomsko delo obravnava problematiko komuniciranja družbene odgovornosti podjetij (DOP) in njen vpliv na zaupanje potrošnikov. Komuniciranje DOP je danes postalo že kar norma poslovnega sveta, zato ima močan vpliv na zavedanje potrošnikov o DOP, nadalje pa vpliva na njihovo zaupanje.

Diplomsko delo je razdeljeno na teoretični in empirični del. V prvem delu so opredeljeni temeljni pojmi komuniciranja družbene odgovornosti ter ključne ugotovitve na področju zaznav potrošnikov o DOP. Podrobno sta obravnavana tudi polje zaupanja potrošnikov v DOP in vpliv DOP na nakupno vedenje. V drugem delu so predstavljeni rezultati kvalitativne raziskave, ki odgovarja na zastavljena raziskovalna vprašanja.

Ključna ugotovitev je, da so slovenski potrošniki sicer naklonjeni DO, do podjetij gojijo predvsem etično-filantropska pričakovanja, vendar je njihovo zavedanje o DOP nizko in nakupno vedenje nekonsistentno. Do informacij, ki prihajajo s strani podjetij, ostajajo skeptični, ker ne vedo, kaj se v resnici dogaja v ozadju. Zato se podjetja soočajo s komunikacijsko dilemo: koliko in na kakšen način naj komunicirajo, da bodo v očeh potrošnikov kredibilni in vredni zaupanja.

Ključne besede: *komuniciranje DOP, zavedanje potrošnikov o DOP, zaupanje potrošnikov, komunikacijska dilema, skepticizem potrošnikov.*

COMMUNICATING CORPORATE SOCIAL RESPONSIBILITY AND CONSUMER TRUST

– bachelor study

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Abstract

The graduation thesis deals with the phenomenon of communicating Corporate Social Responsibility (CSR) and its influence on consumer trust. Communicating CSR has nowadays become the norm of business world and its recent development has a strong impact on consumer awareness about CSR and subsequently affects their trust.

The thesis is divided into theoretical and empirical part. First part presents basic concepts of communicating CSR and its impact on consumer perceptions about companies engaging CSR. In details is presented the field of consumer trust in CSR and further, its mediating role between consumer perceptions and purchase intentions. The second part presents results of qualitative research, answering principal research questions.

Key finding is that Slovenian consumers have favorable attitudes towards CSR and primarily keep ethical and philanthropic expectations toward company's CSR. On the other hand their awareness still remains low and purchase behaviour inconsistent. They are sceptical about the

information they receive from companies, because they do not know what is really behind. Hence, companies face communication dilemma: how much should they communicate about their engagement into CSR and which channels are appropriate in consumers' eyes to be perceived as credible and trustworthy partners.

Key words: *communicating CSR, consumer awareness of CSR, consumer trust, communication dilemma, consumer scepticism.*

Povezava do naloge: http://dk.fdv.uni-lj.si/diplomska_dela_1/pdfs/mb11_bajuk-suzana.pdf