

Consumer Behavior towards Corporate Social Responsibility in Mauritius

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Abstract

Corporate social responsibility is a notion that is considered to have great significance for any business. The last decade has testified an explosion of interest regarding this subject. Corporate social responsibility is a matter which is becoming more and more demanding since the budget July-December 2009 has provided that companies in Mauritius have the legal obligation to do a contribution of two percent of their profit after tax to corporate social responsibility activities. Mauritian consumers should be more aware that, in pursuing their business objectives, corporations now bear more responsibility towards society and the environment. Businesses also now believe that, to a certain extent, the degree of their involvement in corporate social responsibility (CSR) does have certain effect on consumers' buying behaviour. This paper aims to examine the influence of CSR on the consumer behaviour of Mauritian consumers and whether they consider a company's CSR initiatives before making any purchase decisions of the products and services. The definition of CSR was adopted from Carroll's definition, which included economic, legal, ethical and philanthropic responsibilities. A total of 250 structured questions were distributed, with 204 returned for analysis. The results showed significant positive relationships between all of the variables used in measuring CSR and consumers' buying behaviour.

Keywords: corporate social responsibility, consumer behaviour, Mauritius

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