How do the Corporate Social Responsibility Perceptions of Public Relations Students Differ From Demographic Variables?

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Abstract

Purpose:

This study aimed to measure whether the perceptions of public relations and publicity department students differ by class, age, gender and whether they know Turkey Isbank's new projects or not.

Design/Methodology/Approach: In order to measure CSR perceptions of PR students, Turkey Isbank has been selected. Purposive sampling was used in this study. Within the scope of the study, quantitative analysis method was used t test and one-way Anova test were used to measure the hypotheses.

Findings: As a result of the evaluation of the data, it has been revealed that public relations students, despite being aware of the activities carried out by the institution, did not have enough information about the first project within the social responsibility projects of 2018. In addition, the perceptions of public relations students towards the institution differed in terms of various variables. This difference is as follows: while students' perceptions about the institution differed according to their awareness of the new project of the class and the institution, there was no difference in their perceptions according to gender and age.

Originality/value: The value of this study is that it is carried out on university youth based on the assumption that young consumers may have a high level of social responsibility awareness.

Atıf Bilgisi / Reference Information

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Halkla İlişkiler Öğrencilerinin Kurumsal Sosyal Sorumluluk Algıları Demografik Değişkenlere Göre Nasıl Farklılaşmaktadır?

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Öz

Amaç:

Bu çalışma, halkla ilişkiler ve tanıtım bölümü öğrencilerinin algılarının sınıf, yaş, cinsiyete göre farklılık gösterip göstermediğini ve Türkiye İş Bankası'nın yeni projelerini bilip bilmediklerini ölçmeyi amaçlamıştır.

Tasarım / Metodoloji / Yaklaşım:

Halkla İlişkiler öğrencilerinin KSS algılarını ölçmek için Türkiye İş Bankası seçilmiştir. Bu çalışmada amaçlı örnekleme kullanılmıştır. Çalışma kapsamında kantitatif analiz yöntemi t testi, ve tek yönlü Anova testi kullanılmıştır.

Bulgular:

Verilerin değerlendirilmesi sonucunda, halkla ilişkiler öğrencilerinin kurum tarafından yürütülen faaliyetlerden haberdar olmasına rağmen, 2018 yılı sosyal sorumluluk projelerinde ilk proje hakkında yeterli bilgiye sahip olmadıkları ortaya çıkmıştır. Ayrıca, halkla ilişkiler öğrencilerinin kuruma yönelik algıları çeşitli değişkenler açısından farklılık göstermiştir. Bu fark şu şekildedir: öğrencilerin kurum hakkındaki algıları, sınıf ile kurumun yeni projesi hakkındaki farkındalıklarına göre farklılık gösterse de, cinsiyet ve yaşa göre algılarında farklılık bulunmamıştır.

Özgünlük / Değeri:

Bu çalışmanın değeri, genç tüketicilerin yüksek düzeyde sosyal sorumluluk bilincine sahip olabileceği varsayımına dayanarak üniversite gençliği üzerinde gerçekleştirilmesidir.

INTRODUCTION

Nowadays, enterprises are taking actions to improve and protect their interests as well as the interests of the society in which they live. These actions are called social responsibility. Social responsibility covers activities carried out to provide social benefit in subjects and fields such as education, health, environment, culture and arts. Businesses fulfill their responsibilities towards the society with social responsibility projects and strengthen their reputation with their corporate images.

The image created determines the attitude towards the brand. The image shows the holistic perception of the consumer towards the brand (Uztuğ, 2008). Businesses that support corporate social responsibility projects develop effective communication strategies with their target audiences and create a positive image towards the business (Aydinalp, 2013). According to Özüpek (2013), enterprises could become a leader in a competitive environment by creating a strong image through social responsibility (175). Corporate social responsibility has a positive effect on consumers' brand perceptions, especially in terms of business reputation and image.

It can be said that with the social responsibility projects undertaken by businesses, they have changed their reputation positively and increased their sense of trust by affecting the perceptions of consumers with the awards they have won. In other words, businesses that support social responsibility projects can gain reputation among consumers (Aydinalp, 2013). This change created by social responsibility positively is important for businesses. The role and importance of the concept of social responsibility is gradually increasing, especially in order to avoid social problems in changing world conditions and to protect social norms and values.

Deren, Hof and Hoştut (2015) represent the concept of corporate social responsibility that takes place on the agenda of Turkey in the last five years. In Turkey, in field research on corporate social responsibility, it is seen that business and consumer perceptions are evaluated differently. According to the results of a research conducted by Şençamlar (2014) on this subject, corporate social responsibility projects add a different meaning to brands in the eyes of consumers, gain the trust of the consumer and create the image of "conscious brand". The brand management of brands in the world and in Turkey has gained value through corporate social responsibility projects. There is a parallel relationship between the recognition and awareness of the corporate social responsibility projects of the enterprise and the change of the perception of the consumer. This study, carried out in this regard, is also important in terms of revealing how effective social responsibility campaigns are in the promotion and awareness of the business. In addition, the project, which was selected in the best social responsibility campaign in 2018 for consumers, is expected to contribute to the field of public relations and communication research in terms of evaluating awareness of the brand as a result of the findings obtained through the planned research and seeking answers to the problem of how successful it is. It is predicted that the results obtained in this study will guide future corporate social responsibility researches and will benefit the researchers.

Corporate Social Responsibility in Business

Businesses are in interaction with the society in which they live. Businesses should not only focus on profitability, but also interact with employees, consumers, competitors, government and social organizations that are considered as stakeholders of the business. Businesses are responsible to all their stakeholders who are affected by all their actions and that may also affect the success of the business. These responsibilities are to protect the rights and freedoms of employees and investors, to protect the natural environment, to produce reliable and quality products, to increase social welfare and to increase the profitability of the business (Bayraktaroğlu, İlter and Tanyeri, 2009).

Social responsibility is the obligation of businesses to protect and develop the environment in

which they live by volunteering in accordance with the values and norms of the society without expecting direct benefits (Özüpek, 2013).

Corporate social responsibility is defined as the fact that the institutions act with the awareness of their obligations for long-term protection and development, taking into account the needs and wishes of the society in which they operate, and that they also contribute to economic growth while increasing the quality of social life of employees and their families (Bayraktaroğlu, İlter and Tanyeri, 2009).

Uhlaner et al. (2004) state that a mix of corporate social responsibility perspective, consisting of economic benefits, compliance with legal and ethical expectations, and philanthropy, will help explain corporate social responsibility orientation variations in a Dutch family business sample. (Jamali and Mirshak, 2006).

On this subject, Snider et al. (2003) analyzed the legal, ethical and moral expressions on the websites of the 50 largest multinational companies of American and non-American origin, analyzed within the framework of stakeholder theory and investigated stakeholder responses in a study they conducted. In this context, when it comes to certain stakeholder groups, there are three fundamentals to the company's permanent success. These are customers, companies and company owners. Current and potential consumers receive messages that emphasize the value of goods and services. This value creation depends on the understanding and satisfaction of the need for perception (182). Corporate social responsibility messages for employees focus on the talent and career for the improvement of the employees as well as the improvement of the company. Shareholder messages emphasize the importance of trust gained through communication at the right time (183).

Given the above, and in order to adopt a more consistent open methodology, this research has chosen to take advantage of the strong CSR conceptualization that is well-grounded in the literature. In this context, the definition of four-part CSR embedded in a conceptual model of the corporate social performance of Carroll (1979) should be revealed. In this model, Carroll (1979) distinguished between four types of CSR: economic, legal, ethical, and common sense. He also emphasized that companies that want to use corporate social performance effectively should have CSR definition. In 1991, Carroll organized a number of CSR concepts in a pyramid structure that reconsidered all four sections of CSR (Jamali and Mirshak, 2006). Accordingly, CSR was conceptualized in four stages by Carroll (1991). According to this, he argues that the institution has not only economic and legal obligations but also ethical and charitable responsibilities. In other words, it can be said that the corporate social responsibility of the companies consists of making profits and complying with the laws, as well as being ethical and making charitable efforts. It is seen that economic, legal, ethical and charitable functions are included in the definition of CSR. According to Carroll (1999), the CSR pyramid was depicted as the base of the economic category and was built in the upper layers of the pyramid as legal, ethical and philanthropic (289). The economic responsibility of this pyramid is the mainstay and is voluntary or optional. While economic and legal responsibilities are social necessities, ethical responsibility is expected socially, philanthropy is socially desired and each of these responsibilities includes a component of a company's total social responsibility (Jamali and Mirshah, 2007).

It is not always possible for businesses to take on social responsibility, to act in accordance with economic, legal, ethical and philanthropic expectations. When the studies on this subject are analyzed, it is seen that the businesses do not have consensus on corporate social responsibility. It is observed that the companies, which act with the awareness of corporate social responsibility, increase their profitability in the long run, and also take part in social development. Businesses that are sensitive to social problems, produce solutions and develop both themselves and the environment they live in, are found to be remarkable by being watched by consumers. Market research in this context supports this result. Social responsibility projects are actively used by businesses to establish a sense of social

responsibility and create awareness. Measuring the perception of young consumers in this direction, especially in our country, which has a young population, is important for both society and businesses. This study is planned with this requirement. It is considered that young consumers will contribute to the recognition of corporate responsibility projects of the business and their ability to associate or not associate these projects with businesses and to increase the recognition of the corporate social responsibility projects of the business with their brands. It can also be said that it will shed light on similar studies in this area.

METHODOLOGY

In the method part, the aim and importance of the research, its limitations and assumptions, the hypotheses of the research, the population of the research and the sample selection, data collection tools and analysis of the data will be mentioned.

Purpose and Importance of the Research

This study aimed to measure whether the perceptions of public relations and publicity department students differ by class, age, gender and whether they know Turkey Isbank's new projects or not.

Social responsibility projects are important as institutions' duties to the problems and needs of the public. It is seen that corporate social responsibility is an important and indispensable tool for establishing a relationship with the society and giving it back to the society. It is observed that the reputation of the companies, which have a responsible approach especially in social issues, is increasing day by day. The number of consumers who think this way has increased considerably in recent years. According to the GfK (2018) Turkey Market Research Corporate Social Responsibility Report 2018 which was carried out in this context, Turkey Isbank's "81 Forests in 81 Cities" project was at the top of the corporate social responsibility projects the public found most successful (GfK, 2018).

Therefore, in the research, it was decided to measure the social responsibility perception of Turkey Isbank from the perspective of young consumers. Accordingly, the study is planned to be carried out on university youth based on the assumption that the social responsibility awareness levels of young consumers may be high.

Assumptions and Limitations of the Research

This research is based on the basic assumption that the participants of the study reflect their views sincerely. It is limited to public relations students.

Research Hypotheses

Within the scope of the study, the basic hypothesis of the research is as follows:

H1: Public relations students' corporate social responsibility perceptions towards Turkey Isbank differ.

The sub-hypotheses of the study within this basic hypothesis are as follows:

H1a: Public relations students' perceptions of corporate social responsibility towards Turkey Isbank differ by class.

H1b: Public relations students' perceptions of corporate social responsibility towards Turkey Isbank differ by age.

H1c: Public relations students' perceptions of corporate social responsibility towards Turkey Isbank differ by gender.

H1d: Public relations students' perceptions of corporate social responsibility towards Turkey Isbank differ depending on whether they know their new projects or not.

The Population of the Research and Sample Selection

This descriptive research was carried out in order to determine public relations students' perceptions of corporate social responsibility towards Turkey Isbank. Public relations students (n=503) constitute the population of the research. Preparatory class candidates are excluded from this phase. A questionnaire was applied in a face-to-face environment to 257 students who were selected from at least 55 people from each class through quota sampling from the research population. After removing the questionnaires that seem to have been filled in incompletely and / or incorrectly, 217 questionnaires were sampled and it was decided to be suitable for analysis. The reason for choosing public relations students in the population and sample is the prediction that awareness levels may be higher in social responsibility issues in line with "Community Service Practices" and "Introduction to University Life" courses and other public relations campaigns and activities.

Data Collection Tools and Data Analysis

The personal information form developed by the researcher (age, gender, class, etc.) and the corporate social responsibility perception scale prepared by Engizek and Yaşin (2013) were used in data collection. Consumers' perception of corporate social responsibility (CPCSR) scale is a scale that measures the consumer's perception of the business about corporate social responsibility and scales used to measure the dimensions of CSR perception was taken from the works of Singh et al. (2008), Castaldo et al. (2009) and Fahliogulları (2009) and it was recreated by Engizek and Yaşin (2013). The reliability and validity of the dimensions of the scale for CPCSR were proved in Engizek and Yaşin's (2013) study, "The Effect of Corporate Social Responsibility Perceptions of Consumers on Brand Value".

Corporate social responsibility perception (CSRP) is a self-assessment scale and can be applied to adolescents and adults. The CSRP scale consists of 19 questions and was measured in three main dimensions. From these dimensions; ethical responsibility perception consists of seven, economic, social responsibility perception and charitable directional responsibility perception consist of six variables. Each item in the scale is scored from 1 to 5 (1: strongly disagree, 5: strongly agree).

As a result of the reliability analysis, the 7th question in the ethical dimension of the Corporate Social Responsibility Perception Scale was decided to be removed because it disrupted the consistency. As a result of the reliability analysis of the scale, Cronbach Alpha reliability coefficient (α) values were found as 0.795 in the economic responsibility dimension, 0.671 in the ethical responsibility dimension, 0.826 in the charitable directional responsibility dimension, and the general reliability coefficient was 0.874 and this value can be said to be quite high. The Cronbach Alpha reliability coefficients being higher than 0.60 are interpreted as being quite reliable (Kayış, 2009).

The data obtained as a result of data collection was digitized using the SPSS 25 computer program. In the analysis of the data, "t" test, one way variance analysis (F test= Anova) and multiple comparison test were performed.

FINDINGS AND COMMENTS

In this section, demographic and hypothesis findings will be shared.

1. Demographic Findings and Comments

1.1. Descriptive Statistics and Comments on Research Sample

The distribution of the public relations students participating in the research according to their classes are as follows: 28.1% (n=61) of them are in 3rd grade, 27.6% (n=60) of them are in 4th grade, 26.7% (n=58) of them are in 1st grade, 17.5% (n=38) of them are studying in 2nd grade. Distribution by age is as follows: while 69.1% (n=150) of them are in the 18-25 age group, 30.9% (n=67) of them are in the 26 and over age group. 66.4% (n=144) of the participants were female participants, while 33.6% (n=73) of the participants were male participants. According to this information, it can be said that the majority of the participants are 3rd grade students, women and public relations students in the 18-25 age group.

1.2. Statistics and Comments on Perceptions of Social Responsibility

Public relations students participating in the research constitute a large majority with a rate of 86.6% (n=188) who think that private sector institutions have responsibilities in social responsibility. However, 7.4% (n=16) of the students stated that they did not have any idea or did not know. According to this information, more than half of the participants can be evaluated as advocating the view that private sector institutions have responsibilities regarding social responsibility.

When social responsibility is concerned, participants listed the topics to be fulfilled primarily by companies in Turkey as follows: 56.2% (n=122) education, 28.6% (n=62) domestic violence, women's and children's rights, 7.4% (n=16) protection of the environment and nature, 2.8% (n=16) health and health services, 1.4% (n=3) culture and arts, charity work, support for sports and support for the preservation of history. Considering this information, it can be said that the most important issues regarding social responsibilities according to the participants are education and training, the protection of the rights of family members and the protection of the environment.

While 94.9% (n=204), which constitute the majority of the participants, found the right to explain the corporate social responsibility activities to the society by means of communication, a small portion of them, which constitutes 5.1% (n=13), stated that they found it wrong. This situation coincides with the duty of mass media to inform the society about social responsibility and create social awareness.

1.3. Statistics and Comments on Perceptions of Turkey Isbank on Social Responsibility

47.5% (n=103) of the participants are partially aware of the activities carried out by Isbank in the field of corporate social responsibility, 30.4% (n=66) of them are not informed at all, 19.4% (n=42) of them do not know / have no idea while 2.8% (n=6) of them responded as being sufficiently aware. According to this information, it can be said that almost half of the participants are aware of the social responsibility activities of Isbank. In addition, the rate of those who know the "81 Forests in 81 Cities" project as the corporate social responsibility project realized by Isbank is 32.3% (n=70). This ratio supports the view of partial awareness. However, 67.7% (n=147) of them stated that they do not have any information about the project.

2. Findings and Comments on Hypotheses

The hypothesis that "public relations students have different corporate social responsibility perceptions towards Isbank" is the basic hypothesis created within the scope of the study. Findings and comments for the 4 sub-hypotheses within this hypothesis are given below, respectively.

H1a: Public relations students' perceptions of corporate social responsibility for Isbank differ by class.

One-way analysis of variance technique was used to evaluate public relations students' perceptions of corporate social responsibility towards Isbank, and the results are given in Table 1.

Table 1. Distribution of Public Relations Students' Perceptions of Corporate Social Responsibility towards Isbank by Class

CSR	1st Grade (n=58)		2nd Grade (n=38)		3rd Grade (n=61)		4th Grade (n=60)		F	p
	x	s	x	s	x	s	x	s		
Total score	3.31	.38	3.28	.55	3.43	.36	3.41	.48	1.435	.234
Economic Responsibility	3.33	.53	3.22	.63	3.51	.44	3.49	.52	3.377	.019*
Ethical Responsibility	3.22	.49	3.31	.59	3.33	.39	3.30	.50	.544	.653
Charitable Responsibility	3.39	.54	3.32	.66	3.46	.521	3.44	.64	.538	.657

As seen in Table 1, the total score averages of public relations students did not differ by class ($F=1.435$, $p=.234$). Among the sub-dimensions of the consumer social responsibility perception scale, only the "Economic Responsibility" dimension showed a significant difference between the groups ($F=3.377$, $p=.019$) and no significant difference was found between the groups in other dimensions (Ethical, Charitable Responsibility) ($p> 0.05$). Thus, the hypothesis 1a has been partially accepted. As a result of the Tukey test conducted to determine between which groups the difference in economic responsibility was, a significant difference was found in the "Economic Responsibility" dimension between the 2nd and 3rd grades. ($p=0.40$). The average score of 3rd grade students ($x=3.5082$) and the average score of 2nd grade students ($x=3.2206$) were found. This situation is in favor of 3rd grade students. In other words, Public relations 3rd grade students' perception of social responsibility towards Isbank is more positive than 2nd grade students. This suggests that public relations students' education programs in the department may result from the predominance of issues such as social responsibility, corporate responsibility, reputation and business management.

H1b: Public relations students' perceptions of corporate social responsibility towards Turkey Isbank differ by age.

The t-test technique was used to evaluate public relations students' perceptions of corporate social responsibility towards Isbank by age, and the results are given in Table 2.

Table 2. Distribution of Public Relations Students' Perceptions of Corporate Social Responsibility towards Isbank by Age

CSRP	(18-25) age (n=150)		(26 and over) age (n=67)		t	p
	x	s	x	s		
Total Score	3.35	.43	3.40	.47	-.742	.459
Economic Responsibility	3.37	.52	3.48	.54	-1.391	.166
Ethical Responsibility	3.28	.49	3.32	.47	-.545	.586
Charitable Responsibility	3.41	.57	3.41	.63	.031	.975

As seen in Table 2, the total score averages of Public Relations students did not differ by age ($t=-.742$, $p=.459$). There was no statistically significant difference in terms of consumer social responsibility perception scale, three sub-dimensions and total scores ($p> 0.05$). Thus, the hypothesis 1b was rejected. In terms of the consumer's perception of corporate social responsibility, there were three dimensions between public relations students aged 26 and over and public relations students aged 18-25, and total scores of 26 and above age groups ($x=3.4016$) were relatively higher than scores of the 18-25 age group ($x=3.3536$), but there was no significant difference between the groups. This finding suggests that the social responsibility perceptions of the (26 and over) age group public relations students towards the Isbank are more negative than the other age groups. This situation suggests that the awareness of the participants has increased with age and they have an expectation from their businesses to make more efforts for social responsibility.

H1c: Public relations students' perceptions of corporate social responsibility towards Turkey Isbank differ by gender.

The t-test technique was used to evaluate public relations students' perceptions of corporate social responsibility towards Isbank by gender, and the results are given in Table 3.

Table 3. Distribution of Public Relations Students' Perceptions of Corporate Social Responsibility towards Isbank by Gender

CSRP	Woman (n=144)		Man (n=73)		t	p
	x	s	x	s		
Total Score	3.41	.37	3.29	.55	1.818	.070
Economic Responsibility	3.45	.44	3.32	.67	1.763	.079
Ethical Responsibility	3.32	.45	3.23	.55	1.365	.174
Charitable Responsibility	3.45	.49	3.33	.73	1.374	.171

As seen in Table 3, the total score average of public relations students did not differ by gender ($t=1.818$, $p=.070$). There was no statistically significant difference in terms of three sub-dimensions and total scores of the consumer social responsibility perception scale ($p>0.05$). Thus, the hypothesis 1c was rejected.

In terms of consumer perception of corporate social responsibility, there were three dimensions between female gender public relations students and male gender public relations students, and overall female gender scores ($x=3.4069$) were relatively higher than male gender scores ($x=3.2925$) but no significant difference was found between the groups. This finding suggests that the social responsibility perceptions of female public relations students towards Isbank are more negative than male public relations specialist candidates. This may suggest that female participants, along with gender, are more sensitive to social events.

H1d: Public relations students' perceptions of corporate social responsibility for Isbank differ depending on whether they know their new projects or not.

The t-test technique was used to evaluate public relations students' corporate social responsibility perceptions towards Isbank according to their knowledge of new projects and the results are given in Table 4.

Table 4. Distribution of Public Relations Students' Corporate Social Responsibility Perceptions of Turkey Isbank According to Whether They Know New Projects or not

CSR	Yes (n=70)		No (n=147)		t	p
	x	s	x	s		
Total Score	3.47	.45	3.32	.43	2.413	.017*
Economic Responsibility	3.53	.56	3.35	.51	2.388	.018*
Ethical Responsibility	3.36	.50	3.26	.47	1.393	.165
Charitable Responsibility	3.53	.56	3.35	.59	2.120	.035*

As seen in Table 4, the total score averages of Public Relations students differed according to the classes ($t=2.413$, $p=.017$). There was a statistically significant difference on consumer's corporate social responsibility perception scale in terms of scores, ($t=2.388$, $p=.018$) in the "Economic Responsibility" dimension except only for the "Ethical Responsibility" sub-dimension, ($t=2.120$, $p=.035$) in the "Philanthropic Responsibility" dimension and ($t=2.413$, $p=.017$) between the groups and in total. Thus, the hypothesis 1d has been partially accepted. In terms of corporate social responsibility perceptions of Isbank, the average score of students who know their new projects in terms of "Economic Responsibility" ($x=3.5288$), while the average score of students who do not know the new projects of the institution ($x=3.3472$) and the average score of students who know the new projects of the institution in the dimension of "Charitable Responsibility" ($x=3.5310$), the average score of students who do not know the new projects of the institution was found as ($x=3.3527$). In the total of the scale, the average score of students who know the new projects of the Isbank ($x=3.4717$), while the average score of students who do not know ($x=3.3192$). This situation is in favor of students who know new projects of Isbank's corporate social responsibility. Accordingly, the perceptions of public relations specialist candidates who know the new project of the institution are more positive than the students who do not know the new projects of the institution.

DISCUSSION AND CONCLUSION

In this study it is aimed to measure whether the perceptions of public relations and publicity department students differ by class, age, gender and whether they know Turkey Isbank's new projects or not.

With corporate social responsibility activities, it has been revealed in various researches that businesses have a positive impact on consumers' brand perception, they mediate corporate image, produce solutions to social problems, increase social welfare and increase the profitability of the business (Akkoyunlu and Kalyoncuoğlu, 2014; Söylemez and Kayabaşı, 2017). In recent years, especially productive works of businesses are evaluated with social responsibility projects they have undertaken. In this study, dimensions in the four-dimensional Carroll (1991) study of corporate social responsibility; economic, legal obligations have been examined on the basis of ethical and charitable responsibility, and since legal obligations are considered as necessity, they have been examined on the basis of these three sub-dimensions.

Statements of corporate social responsibility scales, which are widely used in the literature, are

based on Singh et al. (2008), Castaldo et al. (2009) and Fahliogulları (2009), the CSRP scale, which was created by Engizek and Yaşın (2013), measures consumers' perceptions of corporate social responsibility. In the study, the data were analyzed by using single and multivariate statistical analysis techniques. First of all, in accordance with the descriptive data features, the general characteristics of the research unit were examined. Following these analyzes, analyzes are carried out to reveal the relationship between variables in line with relational data analyzes. Firstly, factor analysis was conducted for validity and reliability tests. According to the analysis values obtained, Cronbach Alpha reliability coefficients (> 0.60) were determined to be within the acceptance limits. In the research, the perceptions of public relations and publicity students towards Isbank and their relationships with various variables (class, age, gender, whether they know the new project or not) were examined. In the study, it was revealed that although more than half of the public relations and publicity department students were aware of the activities carried out by Isbank, they did not have enough information about the project named "81 Forests in 81 Cities", which was chosen as the best corporate social responsibility project in 2018. This suggests that promotional activities are not managed well enough and that mass media are not used effectively to introduce new social responsibility projects to the target audience.

In the study, it was determined that public relations students' perceptions of corporate social responsibility towards Isbank differ. In this case, H1 hypothesis was accepted.

In addition, the perceptions of public relations students towards Isbank differ in terms of various variables. These differences emerged in favor of 3rd grade between 3rd grade and 2nd grade in terms of "Economic Responsibility" dimension according to class variable. In this case, the H1a hypothesis was partially accepted. According to the age variable, there was no difference between the groups. In this case, H1b hypothesis was rejected.

According to the gender variable, there was no difference between the students. In this case, the H1c hypothesis was also rejected.

A difference was found according to whether the students were aware of the new project of the institution or not. This difference was found in Economic Responsibility and Philanthropic Responsibility and total scores excluding the Ethical Responsibility dimension. Thus, H1d has been partially accepted.

As a result, while H1 hypothesis was accepted, H1a and H1d were partially accepted, H1b and H1c were rejected. In other words, it can be said that the perceptions of public relations students towards Isbank's corporate social responsibility project differ. Briefly, it can be said that institutions create a positive impact on the perceptions of young consumers with their corporate social responsibility projects in establishing and maintaining their recognition, image and reputation.

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