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CHANGING ATTITUDES TOWARDS THE ENVIRONMENT BY USING CORPORATE SOCIAL RESPONSIBILITY (CSR) CAMPAIGNS IN THE OIL INDUSTRY

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Abstract

Corporate Social Responsibility activities bring organizations closer to the community they operate in, up to the level of making them a citizen of that community. Currently, companies invest in CSR all around the world, the phenomena being of great importance in any businesses activity. Most of the Romanian studies on the subject are performed at management level, targeting the perspective it has on the concept, the investment value they put into social activities and the general developing methods of such activities. The current paper proposes a study on the relationship between Corporate Social Responsibility notoriety and consumers' attitude. Giving that, the leader of the Romanian oil industry has great experience in this area and that the company's most known campaign is “Tara lui Andrei/ Country of Andrew”, the general objective of the research is to see the impact of *Country of Andrew* social responsibility campaign notoriety on the company's consumers' attitude. The secondary objectives are based on the relationship between notoriety and each dimension of attitude, cognition, affect and the conative aspect. The research was developed in Iasi city, on 120 respondents who use this company's products and tested their attitude with respect to spontaneous and assisted notoriety on both the company and the campaign - *Country of Andrew*. The main conclusion of the study is that the Romanian leader of the oil industry and *Country of Andrew* social campaign notoriety has a negative influence on consumers' attitude. Both hypotheses have been confirmed.

Key words: campaign's notoriety, consumers' attitude, CSR, intention of purchase

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