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Corporate Social Responsibility in Spain : Concept and Consumer Perception in the Textile Industry. Using the example of the Inditex Group

By Hanna Grabenhofer

GRIN Publishing Dez 2013, 2013. Taschenbuch. Condition: Neu. Neuware - Bachelor Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Vienna University of Economics and Business (International Marketing Management), language: English, abstract: Nachhaltigkeit und im Besonderen 'Corporate Social Responsibility' (CSR) gewinnt in den Augen von Konsumenten immer stärker an Relevanz. Unternehmen sind in der Zukunft gefordert nachhaltige Konzepte mit wirtschaftlicher Rendite zu verbinden, um langfristig konkurrenzfähig zu bleiben. Besonders im Textilhandel ist hier Einsatz gefordert, diverse Schreckmeldungen über Produktionsbedingungen haben Konsumenten sensibilisiert. Die Arbeit besteht aus zwei Themenblöcken. Zunächst liefert der Autor eine genaue Analyse wissenschaftlicher Literatur zum Thema CSR und verwandten Themengebieten wie 'Corporate Citizenship', 'Corporate Governance', Ethik in der Wirtschaft und nachhaltiges Investment. Auch Theorie zum Thema Konsumentenverhalten im Handel wird vorgestellt. Darauf folgend wird eine empirische Studie zu Einfluss von CSR und Nachhaltigkeit auf das Konsumentenverhalten in der Spanischen Textilindustrie durchgeführt. Zu diesem Zweck wird eine Kulturanalyse Spaniens vorgenommen, der Modekonzern Inditex als Referenzbeispiel eingeführt und schließlich die Ergebnisse der durchgeführten qualitativen Studie präsentiert. 60 pp. Englisch.



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