

5. Conclusion and Recommendation

This study is trying to find the impact of engaging in ethical and philanthropic responsibilities which are two of the types of CSR on the brand image in emerging market. The sample target of the study is people who live in Jakarta. The study is using Starbucks because the firm is well known in Indonesia and it has been implementing CSR programs in Indonesia. It is interesting to see how the implementation of corporate social responsibilities affects people who live in emerging market. This study has been conducted in many countries and it is interesting to know whether there is a difference in the perception of people who live in developed market and developing market regarding corporate social responsibility. Based on the research by the Bali Climate Change Conference (Solihin, 2009) 86% of adults in big cities in Indonesia including Jakarta do not know about CSR.

The theory that is used to indicate whether the implementation of CSR has an influence on brand image is Carroll's CSR pyramid. Highlighting what is desired and expected by the communities which are philanthropy and ethical responsibilities. O'Riordan and Fairbrass show the outcome of engaging in the CSR process is brand image. It is interesting to see how the growth of the people who live in Jakarta has become more concern towards their environment and social implications. The findings show that the people who answer the questionnaire understand CSR concept. It can be seen the development of people in Indonesia as the level of awareness is increased since 2009. These respondents are not only customers who have high educational background but it includes people who graduated in high school and people who have educational background that is lower than high school. It means that Indonesia is trying to educate the citizen in Jakarta about the importance of CSR to children as the awareness of the social and environmental implication is increased.

As there is a rise of environmental friendly customers in Indonesia, people are more concern about how corporations work can help to increase the welfare of the surroundings and help to build a sustainable environment. This affects the purchasing behavior of the Indonesian. This can be the result of educating customers by Starbucks. This type of people are the ones that the researcher analyzed in this study. Findings show that the spending of Starbucks' consumers is diverse from the lowest below 2 million Rupiah per month to more than 10 million rupiah per month. Most respondents

go to Starbucks shop 3-5 times a week and 1-2 times a week which is considered as often. This could be the reason for the growth of Starbucks in Indonesia that in 2013 it developed within 2 digits for 3 years in a row. Also, this might be the reason for the increase of Starbucks shops in Indonesia that reached 147 shops throughout the country.

The result shows that philanthropic and ethical responsibilities have direct impact towards the brand image. This result is also shown in the research by Rahman (2013), Ahmad (2016) and Gudjonsdottir & Jusubova (2015). This result shows that not only developed countries that are aware of the importance of corporate social responsibilities but also in emerging market. People are starting to become aware and concern about what is happening in their surroundings. The result of the study supports the statement by Aguilera, Rupp, Williams, & Ganapathi, (2007, p. 837-845) that conducting in corporate social responsibility would have a positive impact towards the company's brand image in the long run. This result is supported by the theory by O'Riordan and Fairbass (2014) regarding the CSR process which gives brand image to the company as an output of implementation of CSR programs.

The researcher aware of the various limitations of the study. The first limitation is the location where the research is conducted and the respondent is different as the research is conducted in Cologne, Germany and the location of the respondents is in Jakarta, Indonesia. The second limitation is the data that collected for this study and the total accepted respondents are considered as small in size. The number of accepted data is 93 questionnaires. This can lead to bias in the result of the analysis as the number of respondents accepted cannot represent the whole population in Jakarta. The time limit also become one of the limitations for this research as the researcher could not analyze further. Lastly, the use of online survey that might lead to the invalid answers by the respondents. But the researcher believes that the respondents answer the questionnaire truthfully considering the anonymity of the result of the questionnaire.

For further analysis that will be done by future researchers, there are several recommendations that can be useful for conducting similar studies. These are the recommendations that can be given to assist future research. The dimension of corporate social responsibility can be changed with another dimension regarding CSR that suits the research of the study. The future researcher can implement all the

categories of Carroll's types of CSR as this research only focuses on ethical and philanthropic responsibility. There should be an increase in the number of respondents to represent the population in the sampling target of research. The bigger the number means that the more findings that the researcher can obtain to represent the population and also it can reduce the chance of becoming biased as the respondents are too small to represent the sampling unit. Future researchers can implement similar research in different industries as this research is using Starbucks as a company that implements CSR programs. This study only focuses at Jakarta as the sampling target. Further research can take two or more cities as sampling target at a time as this research only focuses in Jakarta.

The research was conducted with the aim to give information and expose readers to understand the impact of implementation in corporate social responsibility towards the brand image in the emerging market. This study indirectly shows the growth of people who live in Indonesia regarding their development in understanding CSR concept which means that people in Indonesia are starting to care about the environment and social implications. The increase in awareness towards these problems also drives the purchasing behavior of the people to become value-driven purchasing decision. In order to increase the awareness of corporate social responsibility programs, Starbucks need to promote their CSR programs to the society and asked the people to join and volunteer. This study proposes to corporations in emerging market to implement CSR programs in their business process to increase the welfare of the society and help to build a sustainable environment. Aside from giving back to the community, the company that invested in CSR programs can receive an increase in brand image. This study may inspire researchers to do similar studies.