

## **Abstract**

Corporate social responsibility (CSR) has been the center of attention over the past decade and gained more popularity in this period. Many organizations are integrating CSR initiatives into their business strategies in the hope of gaining competitive advantage in business, as well as providing support and help for the society and the environment. There have been some studies focusing on the benefits of involvement in CSR on image, reputation, trust and profit for many organizations in different industries. However, it seems that restaurant industry has not received a fair share of research in this regard. The proposed study is attempting to explore the diners' perception of socially responsible restaurants in different countries and compare the finding to determine if the economic development of the country influences the perception. In addition, another objective of the proposed study is to determine whether the perception could lead to changes in buying behavior and whether the type of restaurants could influence the changes in diners' buying behavior. To evaluate these relationships, five hypotheses were derived and tested through the data gathered from a questionnaire that was developed and disseminated to diners from selected cities in five countries consisting of United States of America, Britain, Australia, Malaysia and Iran. This study finds that diners who just learn about CSR concepts or become aware of restaurants involvement in CSR activities develop a more positive perception toward those restaurants. It is also found that people from less develop countries are more likely to develop a positive perception toward socially responsible restaurants which was against the initial predictions. Furthermore, it appears that diners who develop a positive perception toward a restaurant are more likely to dine in that restaurant and the perception mediates between diners' awareness and their buying behavior. In addition, it was shown that diners are not more likely to base their selection of restaurants on their awareness of CSR involvement when they are dealing with fine dining establishment in comparison with fast food and casual dining establishments.

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