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Initiatives of organizational social responsibility: What makes impact on consumer socially responsible behaviour

Inicjatywy społecznej odpowiedzialności organizacji – co wpływa na społecznie odpowiedzialne zachowania konsumentów

Abstract

The aim of the article is to evaluate the impact of an organization's social responsibility initiatives on consumer socially responsible behaviour. The article singles out and researches among consumers such organizational social responsibility initiatives as economic responsibility, ethical responsibility, ecological responsibility and philanthropic responsibility. Questionnaire survey was made using approved scales in scientific literature. A reliable study is being conducted with 339 Lithuanian adults as consumers. The regression results of the study showed that an organization's environmental initiatives are statistically significant and strongly related to consumer socially responsible behaviour, while an organization's economic, ethical or philanthropic responsibility initiatives are only partially related to consumer socially responsible behaviour. This study was limited to only a few other purchase motives that determine the consumers' behaviour in choosing socially responsible goods, such as price, quality, price-quality ratio, ecological evaluation. Previous researches showed that the active socially responsible policies pursued by organizations have significant impact upon society. This research encloses that social responsibility initiatives are less important and do not influence consumers' decisions to behave in a socially responsible way. Thus, a company must first offer its customers a good value for money.

Keywords

organizational social responsibility, economic responsibility, ethical responsibility, ecological responsibility, philanthropic responsibility, consumer behaviour

Streszczenie

Celem artykułu jest ocena wpływu inicjatyw w zakresie społecznej odpowiedzialności organizacji na społecznie odpowiedzialne zachowania konsumentów. W artykule zbadano takie inicjatywy społecznej odpowiedzialności organizacji, jak odpowiedzialność ekonomiczna, etyczna, ekologiczna i filantropijna. W badaniu wzięło udział 339 dorosłych litewskich konsumentów. Wyniki analizy regresji wykazały, że inicjatywy środowiskowe organizacji są statystycznie istotne i silnie powiązane ze społecznie odpowiedzialnymi zachowaniami konsumentów, podczas gdy inicjatywy organizacji w zakresie odpowiedzialności ekonomicznej, etycznej lub filantropijnej są tylko częściowo powiązane ze społecznie odpowiedzialnymi zachowaniami konsumentów. W badaniu ograniczono się jedynie do kilku motywów zakupowych, które determinują zachowania konsumentów przy wyborze dóbr społecznie odpowiedzialnych, takich jak cena, jakość, stosunek ceny do jakości, ocena ekologiczna. Wcześniejsze analizy wykazały, że aktywna, społecznie odpowiedzialna polityka prowadzona przez organizację ma znaczący wpływ na społeczeństwo. Z przeprowadzonych badań wynika, że inicjatywy w zakresie odpowiedzialności społecznej są mniej istotne i nie wpływają na decyzje konsumentów dotyczące społecznie odpowiedzialnych zachowań. Dlatego firma musi w pierwszej kolejności oferować swoim klientom dobry stosunek jakości do ceny.

Słowa kluczowe

społeczna odpowiedzialność organizacji, odpowiedzialność ekonomiczna, etyczna, ekologiczna, filantropijna, zachowania konsumentów

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Introduction

In the worldwide context, social responsibility is important at various levels of conducting business. Maqbool and Zameer (2018) claim that attention, while performing socially responsible activity within an organization, is directed towards customers, partners, the staff and the society in general. According to Lim and Greenwood (2017), social responsibility performs a key function of organizational communication while developing and maintaining transparent and open dialogue with various interest groups operating in a variety of organizational environments. Chang and Yeh (2017) observe an outstandingly high interest of consumers in the social responsibility of an organization and responsible consumption. The role of the consumer when performing socially responsible activity is important both for the organization and the society as consumption is one of the engines of the development of the society which contributes to the growth of business, economy and responsible consumption. According to Ni and Wartyo (2015), excessive and immoderate consumption leads to various global issues: poverty, gaps between layers of the society, discrimination, and environmental issues. Therefore, some consumers are willing to abandon excessive consumption. More and more frequently, they are paying attention to what they are buying and from whom.

When dealing with socially responsible behaviour, there is no uniform answer what contributes more to the consumer's decision to undertake more sustainable behaviour. Lim and Greenwood (2017) state that this decision is developed within the individual as individuals are shaped by the proximate environment, such as school, family, routines and values; yet, the organization is still an important contributing factor which is always alongside the consumer. Becker-Olsen and Cudmore (2006) discovered in their research that the social responsibility of an enterprise has a major impact on the consumer's selection and on the framing of consumer behaviour; however, Castro-Gonzalez et al. (2019) while agreeing with the statement that the organization has a major impact on decision taking, point out that there are other strong motives promoting socially responsible behaviour in consumers, such as personal moral values which are unrelated with the impact made by the organization. Servera-Francés and Piqueras-Tomás (2019) add that although consumers do care about social responsibility, yet, the motives of making a purchase are frequently different.

The relationship between the enterprise and the socially responsible behaviour of the customer is a frequent object of scholarly research. Pivato et

al. (2008) explored this connection in the context of the sector of organic food, whereas Castro-Gonzalez et al. (2019) dealt with the sector of legal services. Eshra and Beshir (2011) explored this relationship in the light of shaping customer motives. Nguyen and Pervan (2020) investigated the sector of wholesale trade, while Anderson (2018) targeted airport logistics enterprises. Research indicates that the existence of this relationship is indisputable, and that either side triggers the interest of the responsible behaviour of the consumer and the business enterprises. However, the conducted research also has one feature in common: this relationship is usually investigated while treating social responsibility as a unit, without getting into details; that is, no research targeted specific directions of social responsibility (economic, legal, philanthropic, etc.). Therefore, social responsibility in research is frequently presented in a highly generalized way, and the results obtained fail to reflect whichever of the directions of social responsibility could exert the most prominent impact on consumer behaviour. In the latest research it still remains unclear which particular initiatives are observed by the consumer and to what extent these initiatives impact the socially responsible behaviour of the consumer.

Research object is the impact of an organization's social responsibility initiatives on the consumer's socially responsible behaviour.

The aim of the article is to evaluate the impact of an organization's social responsibility initiatives on consumer socially responsible behaviour.

Literature review

Social responsibility in an organization

According to Alhouti and d'Souza (2018), social responsibility is a fundamental part of the culture of the contemporary enterprise as it increases the staff loyalty, their involvement and satisfaction with the job. Kim and Oh (2018) corroborate this statement by claiming that socially responsible activity based on sharing is the basis of any organization involved not only in sharing externally but also in sharing internally: by sharing resources, knowledge, ideas, etc. Enterprises find instilling and introducing initiatives of social responsibility to be important and beneficial, primarily due to the overall superior outcomes, but also due to the requirements of the market. Alhouti and D'Souza (2018) also state that the contemporary enterprise must be socially responsible due to the shifts of the needs and expectations of the society, due to the redistribution

of resources when dealing with social issues, due to its moral commitment to the implementation of socially responsible business, and, finally, due to boosting the human resources and the intellectual capital while ensuring safety and security.

According to Fukukawa et al. (2007), the social responsibility of a consumer determines the efficiency of strategies implemented by enterprises and, ultimately, the consumer satisfaction (Alhouti & D'Souza, 2018). Kim et al. (2018) remark that responsible behaviour of consumers helps the enterprise make decisions as, this way, the choice is made about the specific enterprise whose services are to be used. Therefore, in the modern world, more and more business organizations are striving to direct their activity in a more responsible direction, and major resources are being invested.

Consumer's social responsibility

Socially responsible consumption, in the words of Navickiene et al. (2016), is achieved when consumers make decisions not only based on their willingness to satisfy their own personal needs but also considering the potential consequences of their actions on the environment and the society. Boccia and Sarno (2019) claim that the socially responsible behaviour of a consumer is manifested via a variety of environments and phases, most commonly via their interest in environment protection, social and ethical issues. Similarly, responsible consumption is manifested via social responsibility, i.e. purchasing a product involves the consumer's attitude to social issues (Boccia & Sarno, 2019).

It is fundamental to realize what the social responsibility of the consumer (or 'responsible consumption' referred to with any other term) actually represents. However, according to Boccia and Sarno (2019), the choice of behaving in a socially conscious way may be split into several parts: namely, the choice of being socially conscious encouraged by business entities, or the choice encouraged by personal qualities shaped by the nearest environment, the family, the school, etc. Research by Perez and Bosque (2015) and by Green and Pelozo (2011) and the further analysis of the obtained data revealed that consumers usually appreciate social initiatives of the enterprise while being guided by personal interests or relating the initiatives with the personal morality, values and priorities.

Hurt (2010) observes that socially responsible decisions are made by consumers on the grounds of the surrounding elements from their nearest environment; therefore, the organization is one of the key influencing factors in the contemporary world. Smith et al. (2018) claim that in order to better understand the choice of a consumer to

behave in a socially responsible way it is essential to explore how the organization is capable of shaping the consumer's choices. Social responsibility of enterprises is usually manifested due to the value created for consumers, whereas consumers, in the words of Smith et al. (2018), experience satisfaction by selecting a socially responsible product. Marquina Feldman and Vasquez-Parraga (2013) sought to assess the impact of social responsibility of an enterprise on the consumer behaviour and the ways of shaping this responsibility by enterprises. They established that the social responsibility of an organization, as it is perceived by consumers, is best reflected in the following dimensions of social responsibility manifested by organizations: directed towards the society, directed towards consumers, and directed towards staff. Such a classification is based on the idea that social processes, product processes and individuals-directed processes are most easily perceived and most visible to the consumer. This statement is also undertaken by Perez and Bosque (2015).

Levels of social responsibility

Social responsibility of enterprises in scholarly literature is divided into levels. According to Aras and Crowther (2010), four levels constituting social responsibility of enterprises are economic, legal, ethical, and philanthropic. Research conducted by Navickiene et al. (2016) showed that the impact of the legal level on consumer behaviour is weak and insignificant. Commonly, the availability of environmentally-friendly products and their offer/supply, customer care about the environmental issues, and environment protection are the factors determining socially responsible consumption (Boccia & Sarno, 2019). Therefore, in the course of the research, we decided to use a modified combination of enterprise responsibility and to explore the impact of economic, environmental/ecological, ethical and philanthropic levels of social responsibility of enterprises, on consumer behaviour.

Economic level of social responsibility of an organization. Economic responsibility is perceived as a behaviour of an organization which is competing in terms of goods and services, and has to manage financial risks (Navickiene et al., 2016). Also, economic responsibility is related with the capacity of investing smartly and using resources sustainably (Giżiene et al., 2011), as well as with the efficiency of management and the transparency of corporate activity (Anderson, 2018). Economic responsibility is seen as the foundation for all other levels of enterprise responsibility (Aras & Crowther, 2010).

Ethical level of social responsibility of an organization. Ethical responsibility is seen as

any activity which is not regulated by law – these are commitments to do whatever is right, virtuous and honest (Navickiene et al., 2016). It is manifested via consumption while considering the norms established in the society (Zahid, et al., 2023) when an organization sticks to ethical and moral principles (Mauricienė & Paužuolienė, 2014). Ethical responsibility is interpreted as honest behaviour with the consumers (Nguyen & Pervan, 2020), such as protection of the personal data of the clients and the staff (Gao & He, 2017). Ethical responsibility is also related with how an organization treats its staff. Anderson (2018) claims that consumers *do* actually care about how the enterprise treats its staff, how the labour conditions and staff rights are ensured. Marquina Feldman and Vasquez-Parraga (2013) indicate that although most consumers are not inclined to take profound interest or to inquire into whether an enterprise is socially responsible with its staff, yet this category of social responsibility is still perceived as a level of professionalism which contributes to the development of its positive image. According to Al-Khatib et al. (2005), ethical responsibility is an extremely important variable in the process of decision-making, which, from the point of view of the enterprise, affects the consumers' decisions, and, ultimately, product acquisition. Kolodinsky et al. (2010) highlight that a positive attitude of the consumer to the social activities of the enterprise may affect the consumer's intentions and behaviour patterns. Palihawadana et al. (2016) maintain a similar attitude by claiming that ethical responsibility (across its entire range from idealism to egotism) may lead to different perceptions of the consumers towards the social responsibility of an enterprise.

Ecological level of the social responsibility of an organization. In most scenarios, the following factors determine socially responsible consumption: availability and offer/supply of environmentally-friendly products as well as customer care about ecology and environment protection (Boccia & Sarno, 2019). Environmental responsibility is related with product manufacturing and trade in pursuit of a positive impact on the environment (Boccia & Sarno, 2019). Ecological responsibility, in the words of Marquina Feldman and Vasquez-Parraga (2013), is linked with the contribution of an organization to green projects, such as elimination of plastic, reduction of food waste, introduction of green energy, etc. In our research, ecological responsibility is connected with the optimal use of resources, use of renewable resources in the enterprise activity, care about environmental projects, etc. (Pasricha et al., 2018). Thus, such aspects are included as support to and cooperation with other enterprises pursuing environmental

objectives as well as elimination of non-sustainable solutions (Liu, 2017).

Philanthropic level of social responsibility of an organization. Philanthropic responsibility is perceived as a duty to be a socially conscious enterprise, to support the community, to donate to charities, etc. (Aras & Crowther, 2010). Eshra and Beshir (2011) noted that philanthropic responsibility covers a variety of support provided by enterprises, their investment, infrastructure and other support to the projects aimed at the society and at education in particular (Iwannanda & Adiputra, 2017), which is usually related with some specific field of activity of the enterprise. Marquina Feldman and Vasquez-Parraga (2013) observed that consumers frequently encounter this form of social responsibility of enterprises and are even directly involved in it. While exploring philanthropic analysis, it is essential to determine to what extent consumers care about what share of the profit of an enterprise is earmarked for solution of the problems of society, such as support of youth activities and entrepreneurial initiatives (Mauricienė & Paužuolienė, 2014). According to Anderson (2018), at the philanthropic level, socially responsible organizations frequently get involved in or even run projects which the consumer is encouraged to join; this way, the consumer gets familiarized with the relevant issue and thus gets in the act of dealing with it.

Other motives of purchasing

Researches conducted by Jusėius and Maliauskaitė (2015) and Navickiene et al. (2016) indicated that the choice of the consumer to behave in a socially responsible way when choosing projects is still largely affected by the price, quality and benefits generated. Boccia and Sarno (2019) observe that, despite the importance of ecological motives and socially responsible consumption, these days, the ratio of the price and quality remains extremely important; this criterion is still decisive when making a choice. In most cases, factors determining socially responsible consumption may be split into several groups – these are factors related with the quality vs. price ratio of a product (Jusėius & Maliauskaitė, 2015), the origin of a product, its constituent materials and the manufacturing process (Navickiene et al., 2016), with beliefs of consumers, with an opportunity to express their attitudes and manifest their values (Jusėius & Maliauskaitė, 2015).

Research methodology

Figure 1 presents the developed theoretical model of research. This model highlights the initiatives of

Figure 1. A research model of the relationship between organizational social responsibility initiatives and the consumer's choice to behave in a socially responsible manner



Source: own study.

social responsibility of an enterprise which, based on Anderson (2018), Navickiene et al. (2016), and Cudjoe et al. (2015), are the most important, specifically, the economic, ethical ecological and philanthropic responsibility. Anderson (2018) claims that the above-listed initiatives are best perceived by the consumer and are most frequently observed; therefore, their impact is the most prominent. Therefore, in order to obtain quantitative data on the perception of the social responsibility by the consumer, the following initiatives of social responsibility are selected for analysis. Based on Jušėius and Maliauskaite (2015), and Smith et al. (2018), another component of the study is formed, that is other purchase motives, which include the consumer's decision to choose a certain organization regardless of its social responsibility, but taking into account product quality, price or value for money. According to Jusėius and Maliauskaite (2015), other purchase motives can be considered to be a rational purchase motive that does not arise from a social responsibility initiative.

In order to determine the impact of social initiatives of an enterprise on the choice of the consumer to be socially responsible, the present article outlines the following hypotheses:

- H1: Economic social responsibility of an organization positively leads to the consumers' socially responsible behaviour;
- H2: Ethical social responsibility of an organization positively leads to the consumers' socially responsible behaviour;
- H3: Ecological social responsibility of an organization positively leads to the consumers' socially responsible behaviour;
- H4: Philanthropic social responsibility of an organization positively leads to the consumers' socially responsible behaviour.

H5: Other motives of purchasing have a strong link to the consumer and the company's CSR activities are not essential.

Survey questionnaire was selected to serve as the method of gathering research data. According to Servera-Francés and Piqueras-Tomás (2019), this strategy provides better understanding about how consumers perceive social responsibility and whichever aspect may be most relevant to them. Besides, Pilgrimienė (2016) provides proof that this method of quantitative data gathering is sufficiently reliable and readily performed within a limited timeframe.

Full age (aged 20+ yrs.) residents of Lithuania were selected to serve as respondents. Based on 93% reliability, 5% error margin and 50% data distribution, 329 respondents constituted the minimum necessary participation level for this research (Raosoft, n.d.).

In order to assess the impact of social initiatives of an enterprise on the consumer behaviour, we selected approved statements as questions for the survey questionnaire; the authors of the questions were dealing with the relationship of social responsibility initiatives versus the consumers' social responsibility. Sources of the adaptation of the statements are listed in Table 1. The respondents were asked to assess the statements in the framework of Likert scale where 1 was used for 'totally disagree', and 5 was made to represent 'totally agree'.

The survey was conducted in September and October 2020. The questionnaire was hosted at the website¹. In order to seek out more respondents, the survey was shared in social networks as well. The data gathered in the course of sampling was never published, and it was only used for generalizations in further research. In

Table 1. Elaboration of the statements on the relationship between CSR initiatives and the consumer

Dimension	Questionnaire statements	Source
Economic responsibility	Competitive goods and services Financial risk management	Navickienė et al. (2016)
	Effectiveness of management Transparency of the company's activities	Anderson (2018)
	Reasonable investment Smart and sustainable use of resources	Gizienė et al. (2011)
Ethical responsibility	Fair treatment of customers	Nguyen & Pervan (2020)
	The company values its employees, does not discriminate against them, ensures equal rights Pays a fair wage/salary to its employees Acts appropriately and protects the data of customers and employees of its competitive goods and/or services	Gao & He (2017)
	Adheres to the principles of ethics and morality	Mauricienė & Paužuolienė (2014)
	The company uses its resources optimally (avoids waste) It uses renewable energy resources in its activities Cares about and actively supports environmental projects	Pasricha et al. (2018)
Ecological responsibility	Supports green companies and cooperates with them Rejects unsustainable solutions (plastic, non-recyclable raw materials, etc.) in its working environment	Liu (2017)
	Allocates part of its profits to solving societal problems	Mauricienė & Paužuolienė (2014)
Philanthropic responsibility	Supports cultural events and initiates them Supports youth initiatives and entrepreneurship	Hwang et al. (2019)
	Helps to solve social problems of society Contributes to public education on current issues (environmental protection, sustainability)	Iwannanda & Adiputra (2017)
	Contributes to charity Saves resources (water, electricity)	Mauricienė & Paužuolienė (2014)
Consumer responsible behaviour	Tries to avoid environmentally unfriendly items (plastic bags, disposable containers) You consider yourself a socially responsible person	Servera-Francés & Piqueras-Tomás (2019)
	The most important thing for you is the price of a service or product, regardless of how that product is made The quality of the product or service is the most important to you, regardless of how that product is made The product and quality ratio is the most important to you, regardless of how the product is made	Juščius & Maliauskaitė (2015)
Other motives of purchasing	You would not agree to pay more because the product is of organic origin	Cudjoe et al. (2015)
	When making a purchase decision, I follow generally accepted moral rules	Cudjoe et al. (2015)
The choice of the consumer to be socially responsible	The company's social responsibility actions promote my loyalty to it	Park et al. (2017)

Dimension	Questionnaire Statements	Source
	Corporate social responsibility actions draw my attention to social projects and initiatives, and encourage me to contribute to them Knowing that your favourite company is socially irresponsible would stop you from buying their products It is important to you that the product you buy comes from a socially responsible business	Chang (2017)
	You are ready to pay a higher price than the market price if the product is from a socially responsible business You usually choose products that are made by a socially responsible business, because in this way you express your moral values	Iglesias et al. (2020)

Source: own elaboration.

total, 339 respondents submitted their answers in the course of the analysis.

For the analysis of the research data, correlation and regression analysis was performed by using the SPSS software package.

Discussion of the results of the study on the relationship between an organization's CSR and the consumers' choice to behave in a socially responsible way

In order to clarify the relationship between CSR and the consumer, the results of the correlation and regression analysis will be presented and analysed below. The results will help to test the hypotheses formulated at the beginning of the study and, according to Piligrimiene (2016), to present the significance of the variables and the strength of the correlation.

The objective of the study was to identify the correlations, and in order to investigate them,

a linear regression analysis was chosen as a first step, which is presented in Table 2.

The SIG column in Table 2 shows that the coefficients of all independent variables are statistically significant at $p = 0.000 < 0.05$. This coefficient confirms that all these variables are important in explaining the relationship between corporate social responsibility and consumers' socially responsible behaviour. In order to determine which of the variables has the greatest influence, the standardized BETA coefficients have to be analysed instead of the *B* coefficients (Piligrimiene, 2016). In view of this argument, only BETA coefficients provided in Table 2 will be analysed below. The results show that the influence of all variables is statically important, but the most significant effect is due to the consumer's responsible behaviour (0.392) and other purchase motives (0.397). According to Piligrimiene (2016), when evaluating the results obtained from regression analysis, it is important to assess the coefficients in terms of their absolute value, i.e. the higher the value, the greater the influence on the variable. However, it is important to note that the BETA coefficient for

Table 2. Results of the regression analysis

Details	Unstandardized coefficients		Standardized coefficients	Sig.
	<i>B</i>	Std. error	Beta	
Economic responsibility	0.162	0.015	0.180	0.000
Ethical responsibility	0.187	0.014	0.215	0.000
Ecological responsibility	0.237	0.018	0.371	0.000
Philanthropic responsibility	0.267	0.011	0.257	0.000
Consumer responsible behaviour	0.311	0.018	0.392	0.000
Other motives of purchasing	0.331	0.010	0.397	0.000

Source: own elaboration.

philanthropic responsibility is also very close to the highest coefficients (0.371), so its impact is highly significant in the case under analysis. It can be argued that H3: "Ecological social responsibility of an organization positively leads to the consumers' socially responsible behaviour" is also true.

According to Piligrimiene (2016), before the correlation analysis can be performed, the normality of the distribution of the variables must be checked; in this case, the Kolmogorov-Smirnov Z test is used. In this test, statistically significant correlations are found when the value is less than 0.05.

Table 3 presents the results of the Kolmogorov-Smirnov Z-test grouped according to different criteria. Results are available for 339 respondents. Looking at the test results presented in Table 3, it can be seen that not all the criteria analysed are greater than 0.05. The variables economic responsibility (0.047), ecological responsibility (0.009), philanthropic responsibility (0.032) and other purchase motives (0.000) do not follow a normal distribution; therefore, according to Piligrimiene (2016), Spearman's correlation coefficient is a more appropriate measure to analyse the correlation between corporate social responsibility and consumers' socially responsible behaviour.

Table 4 introduces the results of Spearman's correlation analysis carried out to investigate the correlation between the different variables, which will allow us to accept or reject the hypotheses put forward at the beginning of the study.

According to Piligrimiene (2016), the value of 0.00–0.19 is insignificant, so the correlation is considered very weak. The value of 0.20–0.39 is low and the relationship is considered weak; 0.40–0.69 value is medium and the relationship between the variables is considered moderate; the

coefficient value of 0.70–0.89 is high and the relationship is considered to be strong; the value of 0.90–1.00 is considered very high and the relationship is very strong. Correlation coefficients are important for testing hypotheses and obtaining valid results. To summarize the data in Table 4, there is a tendency that the higher the value, the stronger its correlation with the other value.

Figure 2 presents the correlation coefficients obtained. Economic responsibility had a value of 0.025 at the time of the survey. This can be interpreted as a slight correlation and suggests that the relationship between economic responsibility and consumers' choice to behave in a socially responsible way is very weak. This value was the lowest value obtained. Ethical responsibility was 0.047. This value is also interpreted as insignificant and the correlation is also very weak. It is clear that ethical and economic responsibility have a low correlation and little or no impact on consumers. Therefore, the hypotheses H1 "Economic social responsibility of an organization positively leads to the consumers' socially responsible behaviour" and H2 "Ethical social responsibility of an organization positively leads to the consumers' socially responsible behaviour", put forward before the study, were not confirmed.

The resulting ecological responsibility score was 0.459. It can be interpreted as moderate and the relationship is moderate, so the hypothesis H3 "Ecological social responsibility of an organization positively leads to the consumers' socially responsible behaviour" can be partially accepted; although the relationship was not strong, it is significant in describing the relationship between corporate social responsibility and the consumer.

Table 3. Results of Kolmogrov-Smirnov Z test

Coefficient	Economic responsibility	Ethical responsibility	Ecological responsibility	Philanthropic responsibility	The choice of the consumer to be socially responsible	Consumer responsible behaviour	Other motives of purchasing
Sample	339	339	339	339	339	339	339
Mediana	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Std. Deviation	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Absolute	0.127	0.082	0.157	0.146	0.087	0.089	0.203
Positive	0.088	0.078	0.111	0.105	0.055	0.087	0.125
Negative	-0.127	-0.082	-0.157	-0.146	-0.087	-0.089	-0.203
Kolmogorov-Smirnov Z	1.347	0.754	1.641	1.665	1.041	0.841	2.147
Asymp. Sig. (2-tailed)	0.047	0.268	0.009	0.032	0.247	0.340	0.000

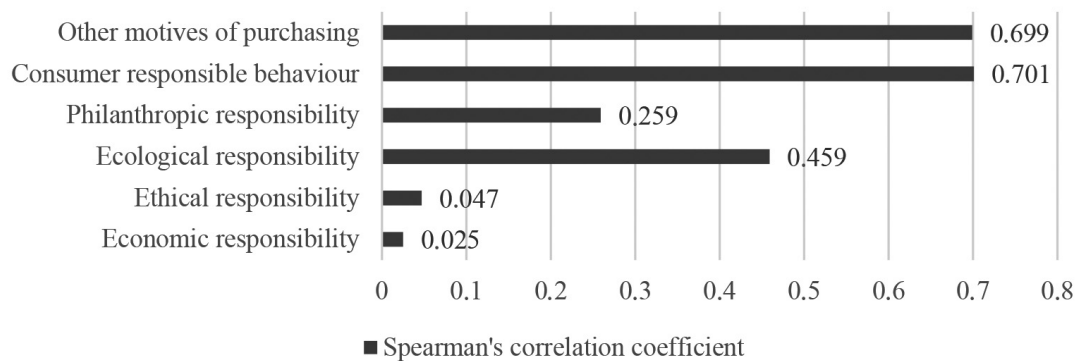
Source: own elaboration.

Table 4. Results of the Spearman correlation coefficient

Variable	Coefficient	Economic responsibility	Ethical responsibility	Ecological responsibility	Philanthropic responsibility	The choice of the consumer to be socially responsible	Consumer responsible behaviour	Other motives of purchasing
Economic responsibility	Correlation coefficient Sig. (2-tailed) N	1.000 - 339	0.634 0.000 339	0.671 0.000 339	-0.154 0.135 339	0.025 0.612 339	0.045 0.501 339	0.026 0.661 339
Ethical responsibility	Correlation coefficient Sig. (2-tailed) N	0.634 0.000 339	1.000 - 339	0.532 0.000 339	-0.175 0.091 339	0.047 0.669 339	0.067 0.552 339	0.075 0.482 339
Ecological responsibility	Correlation coefficient Sig. (2-tailed) N	0.671 0.000 339	0.532 0.000 339	1.000 - 339	-0.187 0.071 339	0.459 0.000 339	0.128 0.169 339	0.069 0.441 339
Philanthropic responsibility	Correlation coefficient Sig. (2-tailed) N	-0.154 0.135 339	-0.175 0.091 339	-0.187 0.071 339	1.000 - 339	0.295 0 339	0.137 0.147 339	0.197 0.041 339
The choice of the consumer to be socially responsible	Correlation coefficient Sig. (2-tailed) N	0.025 0.612 339	0.047 0.669 339	0.067 0.552 339	0.091 0.000 339	1.000 - 339	0.633 0.014 339	0.625 0.000 339
Consumer responsible behaviour	Correlation coefficient Sig. (2-tailed) N	0.045 0.501 339	0.067 0.552 339	0.128 0.169 339	0.137 0.147 339	0.701 0.014 339	1.000 - 339	-0.004 0.961 339
Other motives of purchasing	Correlation coefficient Sig. (2-tailed) N	0.026 0.661 339	0.075 0.482 339	0.069 0.441 339	0.197 0.041 339	0.699 0.000 339	-0.004 0.961 339	1.000 - 339

Source: own elaboration.

Figure 2. Results of the Spearman's correlation coefficient for consumers' choice of socially responsible behaviour



Source: own elaboration.

Philanthropic responsibility was scored at 0.295. This value means that it should be interpreted as a low correlation and the relationship is considered to be weak. The hypothesis H4 "Philanthropic social responsibility of an organization positively leads to the consumers' socially responsible behaviour" was not confirmed, as the association was weak.

The other motives for the purchase were given a value of 0.699. The result shows that this value is moderate, but it can also be interpreted as quite high and with a moderately strong correlation. Therefore, it can be argued that hypothesis H5 "Other motives of purchasing have a strong link to the consumer and the company's CSR activities are not essential", is partially correct.

The results prove that hypotheses H1, H2 and H4 were not confirmed; the result shows that the correlation between these criteria is weak and insignificant in the case analysed. Hypotheses H3 and H5 can be considered to be partially correct, since a moderate correlation was obtained.

Discussion

The aim of the study was to examine the relationship between CSR initiatives and consumers' socially responsible behaviour through application of different criteria. Based on the aim formulated, the model presented in Figure 1 (see Figure 1) can be illustrated with the impact weights identified as a result of the study (see Figure 3).

Figure 3 shows the links between the different corporate social responsibility criteria, consumers' behavioural choices and the relationship with

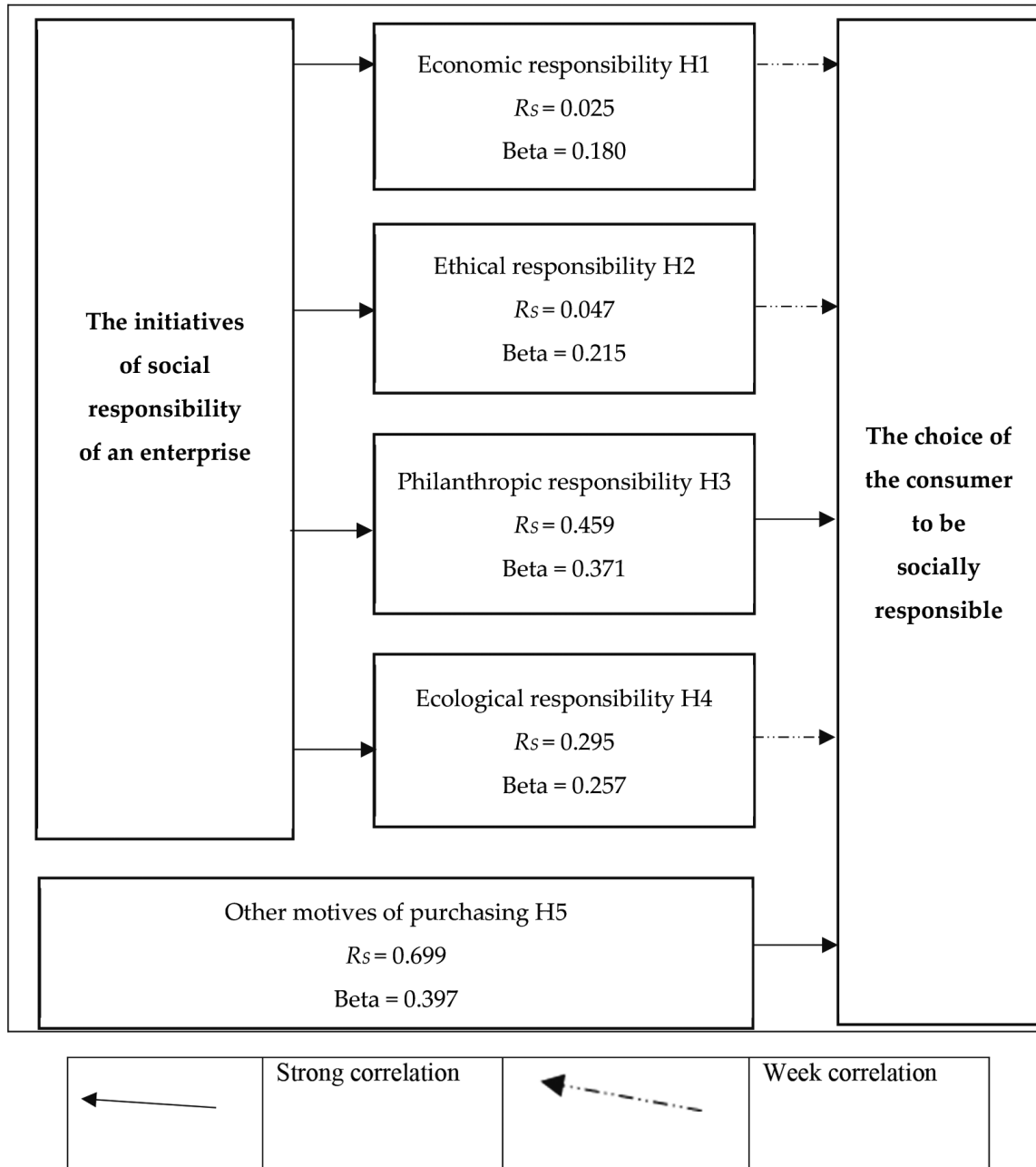
consumers' choice to behave in a socially responsible way. The strength of the relationship is indicated by the correlation and regression coefficients.

The results obtained show that the most influential factors in a consumer's choice to behave in a socially responsible way are the consumer's personal motives, the consumer's responsible behaviour, which stems from intrinsic moral values, as well as other motives for purchases, which are not directly related to socially responsible behaviour, and which imply that the consumer places a higher value on the price-performance ratio than on the company's socially responsible actions.

The adapted model, based on the results of the study, indicates the strength of the correlation for the question under analysis. When the results were analysed by variables, there was an uneven distribution of them. The correlation coefficient for economic responsibility is $r = 0.025$ and the regression coefficient is 0.180. The correlation coefficient obtained can be interpreted as a positive but very insignificant value with a very weak correlation. According to Piligrimiene (2016), the linear regression can be interpreted as statistically insignificant, as the value is less than 0.25. Therefore, the hypothesis H1 "Economic social responsibility of an organization positively leads to the consumers' socially responsible behaviour" is not supported; economic responsibility is not relevant in the case under analysis and does not affect the consumer.

For ethical responsibility, the correlation value is 0.047. This value is positive but not significant and the correlation is considered to be very weak. The resulting regression value is 0.215. This value is also considered statistically insignificant.

Figure 3. Results of correlation and regression analysis of the study model



Source: own elaboration.

Therefore, the hypothesis H2 "Ethical social responsibility of an organization positively leads to the consumers' socially responsible behaviour" is not supported; ethical responsibility is not relevant in this case and has a very weak influence on the consumer.

Further analysing the ecological responsibility variable, the correlation obtained is 0.459, which is an intermediate correlation and the relationship is considered to be positive and of medium

strength. Therefore, it can be argued that ecological responsibility is important for the consumer's choice to behave in a socially responsible way. When analysing the coefficient of the regression analysis, it can be seen that the value of 0.257 is already considered statically significant, but in this case, it is not the most significant. The hypothesis H3 "Ecological social responsibility of an organization positively leads to the consumers' socially responsible behaviour"

can be considered to be partially validated and significant for the consumer.

Finally, the last CSR initiative to be analysed is philanthropic responsibility. The resulting Spearman correlation coefficient is 0.295. This value is considered positive but low and the correlation is weak. The resulting regression coefficient is 0.371. This is considered to be statically significant. The hypothesis H4 "Philanthropic social responsibility of an organization positively leads to the consumers' socially responsible behaviour" can be partially supported as it is relevant for the consumer's choice to behave in a socially responsible way.

The last variable is the other purchase motives, which indicates that incentives like quality, price or value for money are more important to the consumer. The results show that the Spearman correlation coefficient for this variable is 0.699. This correlation is considered to be moderate and the variables have a moderate relationship, but looking at the result, it can be seen that this value can be considered high and interpreted as having a strong correlation. The resulting regression value is 0.397. This value is considered statistically significant. Hypothesis H5 "Other motives of purchasing have a strong link to the consumer and the company's CSR activities are not essential" can be considered confirmed. The results show that other motives for purchasing are evaluated as being more important than social responsibility.

Based on Navickiene et al. (2016), Anderson (2018), Giżiene et al. (2011), Nguyen and Pervan (2020), Gao and He (2017), Mauriciene and Paužoliene (2014), Pasricha et al. (2018), Liu (2017), the results show that the proposed hypotheses H1, H2, H3, and H4 are not confirmed, as the correlation between these variables is weak. According to Iglesias et al. (2020), this result may be due to the fact that the consumer does not yet fully understand, or has not yet been exposed to the subject of corporate social responsibility. Chang (2017) mentions that consumers take CSR initiatives for granted, but these do not influence their behaviour.

Hypothesis H5, based on Mauriciene and Paužoliene (2014), Servera-Frances and Piqueras-Tomas (2019), Jusėius and Maliauskaite (2015), Cudjoe et al. (2015), was confirmed. It can be seen that it is their personal characteristics that are more important for the consumer's choice to behave in a socially responsible way. Chang (2017) argues that social responsibility is often an integral part of today's human personalities, so corporate social responsibility is important to them, but it does not force them to behave in a socially responsible way. Iglesias et al. (2020), is a more important aspect in monitoring companies' performance. It is considered that a company

should first and foremost offer a good value for money, while social responsibility initiatives are less important and do not influence the consumer's decision to behave in a socially responsible way.

Conclusions

Analysis of the concepts, issues and relevance of corporate social responsibility and consumer socially responsible behaviour suggests that the active socially responsible policies pursued by organisations also have a significant impact on society. There are various reasons why this happens, but the main one is that people are in principle trying to adapt to their current environment. Organisations are also trying to adapt to the changing business environment and are increasingly integrating corporate social responsibility (CSR) initiatives at different levels of their activities. Social responsibility in an organisation is most often expressed through economic, legal, ethical, environmental and philanthropic meanings and initiatives. It can be argued that the more different forms of social responsibility an organisation integrates, the more socially responsible it is and the more visible its activities are to the environment around it, especially to consumers.

As the importance of socially responsible behaviour and consumption in society grows, consumers are increasingly paying their attention to social responsibility in their environment. As different organisations often operate in the consumer's environment, it can be seen that they both directly and indirectly can shape the social responsibility of the consumer. However, consumer social responsibility is not only driven by the corporate environment, but also by intrinsic moral values that are not linked to corporate social responsibility. CSR initiatives are considered to be irrelevant to the consumer, as the consumer is more focused on other purchase related considerations such as price or quality. An empirical study is therefore chosen to understand which social initiatives are most relevant to test the link between the consumer and the organisation. At the same time, the aim is to test the consumer's personal behaviour in choosing to behave in a socially responsible way and other purchase motives (price, quality or value for money).

The study carried out to assess the strength of the link between organisational social responsibility and consumers showed that the hypotheses raised in relation to economic, ethical and philanthropic responsibilities based on the quantitative study carried out were not confirmed, as the correlation between these variables is weak. The hypotheses

related to the organisation's green initiatives were confirmed by the study. The correlation between an organisation's ecological initiatives and the consumer's choice to behave in a socially responsible way is statistically strong. The hypothesis related to other purchase motives, such as price, quality or value for money, was confirmed. The relationship between these variables is statistically strong. It can be seen that consumers' choice to behave in a socially responsible way is determined more by their personal characteristics. Social responsibility is

seen as an integral part of the today's human being personality, so corporate social responsibility is important to them, but it does not force them to behave in a socially responsible way. The other part is the other motives for the purchase, which is a more significant aspect when observing the organisation's performance. It is perceived that a company must first and foremost offer a good value for money and that social responsibility initiatives are less important and do not influence the consumer's decision to behave in a socially responsible way.

Notes/Przypisy

¹ <https://apklaua.lt/>

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