

Aarhus University
Faculty of Business and Social Sciences
Department of Business Communication
Corporate Communication

**CONSUMERS' APPROACH TO CORPORATE SOCIAL RESPONSIBILITY
IN ESTONIA**
Project report

Author: Maarja-Eeva Mändmets, BA
Supervisor: Irene Pollach, PhD

Aarhus
2011

Contents

Introduction.....	3
Consumers’ perceptions of CSR.....	4
Company-specific factors	4
Consumer-specific factors.....	7
CSR in Estonia.....	13
Method	16
Research questions.....	16
Participants.....	16
Design and procedure.....	17
Measures	18
Data analyses.....	18
Results.....	20
What is the personal involvement in sustainable behavior among Estonians?.....	20
What is the level of awareness about CSR in Estonia?.....	20
Is the companies’ CSR involvement important to Estonians?	21
Additional analysis.....	22
Discussion	23
Possible attitude-behavior gap	23
Low level of awareness.....	24
Consensus with companies about social issues.....	26
Paving the way to better future	26
Recommendations.....	27
Limitations	28
Conclusion	30
References.....	31
Appendices.....	34
Appendix 1: Survey in English	34
Appendix 2: Survey in Estonian	39
Appendix 3: Multi-item variables	44

Introduction

The implementation of corporate social responsibility (CSR) into entrepreneurship in Estonia is at an early phase as the Estonian government is conducting the first national CSR platform. As NGO Responsible Business Forum is calculating the CSR index of Estonian companies since 2007, then it helps to assess the current situation of CSR from the companies' side. Consumers' side, though, is not researched yet. This study tries to make the first steps in reflecting on the current level of awareness and perceived importance of CSR among Estonian consumers. These are the important factors for evaluating the effectiveness of CSR communication and for estimating, whether Estonians care about CSR at all. Therefore, following research questions were asked:

- What is the personal involvement in sustainable behavior among Estonians?
- What is the level of awareness about CSR in Estonia?
- Is the companies' CSR involvement important to Estonians?

A survey was chosen as a research method as it enables to ask a large sample and to compare different respondent groups. Survey was built up according to the research questions and it was conducted online. Results were analyzed with SPSS.

The research structure is as follows: in the first part, theoretical framework is introduced through company- and consumer-specific factors that are influencing the success of CSR communication. In the second part, short overview is made about the current situation concerning CSR in Estonia. Then, the method is described and results presented according to the research questions. Following discussion part elaborates more on the results. Also, some recommendations are made to both companies and the government to make CSR communication more effective and to raise awareness about CSR. Possibilities for future research are pointed out and the limitations are stated. The study is rounded up in the conclusions part.

Consumers' perceptions of CSR

Corporate social responsibility (CSR) has several but yet similar definitions. European Commission has published a new policy on CSR where they redefined CSR as “the responsibility of enterprises for their impacts on society” (European Commission, 2011). The previous definition by European Commission (2005) stated CSR as: „a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis“. The new definition is more general. Emphasis of the voluntarism is taken out and company's „concern“ has been replaced with „responsibility“. As this report is focused on CSR in Estonia and there is no governmental platform supporting CSR at the moment, then the previous definition fits the local situation better. Besides it gives more specific understanding about how companies could be engaged in CSR activities.

Du, Bhattacharya and Sen (2010) point out corporate reputation, CSR positioning, CSR fit and CSR motives as company-specific factors, and stakeholder type, issue support and social value orientation as stakeholder-specific factors affecting CSR communication effectiveness and therefore also consumers' perceptions of CSR. In this chapter, more detailed overview is given on these company-specific and stakeholder-specific factors. From the latter group, only consumer-specific factors are elaborated on, as this paper is only focused on consumers.

Company-specific factors

Company-specific factors can be viewed as company's opportunities to make their CSR communication more effective. Subsequently, corporate reputation, CSR positioning, fit and motives are introduced as main factors contributing to the successful CSR communication.

Corporate reputation. Reputation is used as background knowledge for interpreting and contextualizing new information (Fombrun & Shanley, 1990 cited in Du et al., 2010). Companies with good reputations tend to have more positive effects of their CSR communication; companies

with poor reputations will in the other hand have no effect or even negative effect of communicating their CSR activities (Yoon et al., 2006 cited in Du et al., 2010). Strahilevitz (2003 cited in Du et al. 2010, p. 14) reported that companies with a neutral ethical reputation benefit more from CSR communication than companies with a positive ethical reputation. Positive CSR image induce consumers to get engaged with the company in several ways: by purchasing a product, seeking employment and investing in the company (Sen, Bhattacharya, & Korschun, 2006).

The industry where the company is in, also affects the effectiveness of CSR communication, as stakeholders are more suspicious of certain industries like oil, alcohol producers and tobacco (Bhattacharya & Sen, 2004; Yoon et al., 2006 all cited in Du et al., 2010). This is also confirmed by the results of Edelman Trust Barometer 2011, which states that even though the general trust for business sector has risen, then there are huge differences between different industries, f ex 81% of the respondents trust technology industry, whereas only 50% trust financial services (Edelman ..., 2011).

CSR positioning. CSR positioning shows to what extent company is relying on its CSR activities to position itself in the market (Du, Bhattacharya, & Sen, 2007). Stakeholders are more likely to pay more attention to these companies' CSR communication that has made CSR one of their core values (Du et al, 2007).

CSR fit. CSR fit is the linkage between a social issue and company's business (Du et al., 2010). There are two converse opinions about CSR fit. Some theorists suggest to companies to engage in CSR projects strongly related to their business, because when CSR fit is low, it gives stakeholders more reason to doubt in the intrinsic motives of the company (Du et al., 2010; Ellen, Webb, & Mohr, 2006). Others advise to choose an issue that is not logically related to the company to avoid the self-interest (Menon & Kahn, 2003 cited in Du et al., 2010). Becker-Olsen, Cudmore and Hill (2006) state that from three company-related CSR factors: motivation, fit and timing, the two latter ones play an important role in affecting consumers' behavior positively. High fit and

proactive CSR initiatives led to improvement in consumers' ethical behavior (Becker-Olsen et al., 2006).

CSR motives. When companies are focusing on their involvement in social issues rather than on the cause themselves in their CSR communication, then they might communicate their motives adversely (Du et al., 2010). Broadly speaking, stakeholders perceive company's CSR motives as extrinsic, in which CSR is seen as company's attempt to gain more profit; or intrinsic, in which it is seen as company's genuine concern about the society's wellbeing (Du et al., 2010). When consumers perceive company's motives as predominantly intrinsic, it is leading to more positive attitudes toward the company than in domination of extrinsic motives (Forehand & Grier, 2003). When attributions were mixed, then the respondents' attitude towards the company were more positive than in the case of purely intrinsic or extrinsic perceptions (Ellen et al., 2006; Forehand & Grier, 2003).

The source of the CSR related information is also important as people are more skeptical of messages from sources they perceive as biased or self-interested (Wiener et al., 1990 cited in Du et al., 2010). CSR activities communicated through corporate sources will have less credibility than through non-corporate sources (Du et al., 2010). From corporate sources, consumers prefer CSR communication in "minimal release" channels such as annual reports and websites (Morsing & Schultz, 2006 cited in Pomeroy & Dolnicar, 2008).

Even if some researchers conclude that consumers are interested in learning more about CSR (Dawkins, 2004 cited in Pomeroy & Dolnicar, 2008), the CSR communication is received with some skepticism about the hidden meaning of the CSR initiatives (Pomeroy & Dolnicar, 2008). It makes it difficult for the companies to educate the consumers about CSR and to help them to contextualize the communicated CSR initiatives (Pomeroy & Dolnicar, 2008). In general, consumers are less positive about companies' contributions to society than companies' executives:

68% of the executives believe that companies are making a somewhat positive contribution whereas only 48% of the consumers agree (Bonini, McKillop, & Mendonca, 2007).

Consumer-specific factors

Consumer-specific factors help to explain consumer reactions to CSR communication. When being concerned about companies' CSR input, consumers can give an advantage to socially responsible companies when buying (Hansen & Schraeder, 1997 cited in Pomeroy & Dolnicar, 2008). By doing this, consumers are affecting companies' financial status (Hansen & Schraeder, 1997 cited in Pomeroy & Dolnicar, 2008).

Öberseder, Schlegelmilch and Gruber (2011) divide consumer-specific factors hierarchically into three: core factors such as information and personal concern, central factors such as the financial situation of the consumer that expresses in the ability and willingness to pay an extra price for products of socially responsible companies, and peripheral factors that include image of the company, credibility of CSR initiatives and influence of peer groups. From the following list of factors, awareness, personal concern and social value orientation are the core factors. Central factors are described based on the consumers' type according to their ethical purchase intention and ethical awareness. Attitude-behavior gap and reactions to positive and negative CSR information are also elaborated on.

Consumer awareness. In order for CSR to affect consumers' attitudes and behavior, consumers have to be aware of companies CSR initiatives (Pomeroy & Dolnicar, 2008). Awareness, in turn, is positively correlated to consumers being exposed to CSR communication (Wigley, 2007). Several studies indicate, that consumer awareness about companies' socially responsible behavior is low (Boulstridge & Carrigan, 2000; Carrigan & Attalla, 2001; Du et al., 2007; Sen et al., 2006). From companies' perspective, it leads to difficulties to receive benefits from its CSR activities (Du et al., 2010).

Some studies show that more information about companies' CSR practices might not lead to more sustainable consumption (Boulstridge & Carrigan, 2000; Carrigan & Attalla, 2001) as one thing is the prerequisite knowledge and ability to make sustainable purchase decisions and other is acting according to that knowledge (Carrigan & Attalla, 2001). Carrigan and Attalla (2001) assume that the abundant product information is too overwhelming for consumers and it detracts them rather than enhances in making sustainable purchase decisions, but at the same time they admit that more easily comparable information about different companies' sustainable behavior could make deciding easier. Other studies indicate that when raising consumers' awareness it leads to positive attitudes and stronger behavioral intentions toward buying from socially responsible companies (Sen et al., 2006). But as "ethical" might be synonymous with "legal" in the minds of the consumers then their threshold of companies' ethical behavior might be quite low and therefore they do not demand more ethical behavior from them (Carrigan & Attalla, 2001). Consumers' cynicism is another problem that companies have to overcome (Carrigan & Attalla, 2001); this could be done by convincing the consumers that their purchase decision can make a difference in ethical term (Carrigan & Attalla, 2001).

Importance of the social issue. One of the factors affecting stakeholders' motivation to process CSR related information is the extent to which stakeholders are supporting the focal issue of the CSR initiative (Du et al., 2010). These initiatives that are approaching important issues for the stakeholders' tend to gain more attention (Du et al., 2010). Companies' CSR activities in the fields of corporate social contribution (local economic development, education, social welfare *etc.*) and local community contribution (culture activities, local community involvement *etc.*) affect consumers' purchase intention; while corporate environmental protection and contribution have no effect on it (Lee & Shin, 2010). Yet, another research confirms that consumers evaluate environmental-related CSR as the most important CSR field (Bonini et al., 2007). Lee and Shin (2010) assume that the outcomes of the corporate environmental activities are not communicated well to consumers. Difference between these two researches may accrue from cultural differences

as Lee and Shin (2010) made their research about South Korean consumers whereas research reported by Bonini et al. (2007) focused on customers in United States, China, India, Japan, France, Germany and United Kingdom. The impact of culture was also found in the Maignan's cross-cultural research about consumers' perceptions of CSR (Maignan, 2001). There were differences between nationalities in general support to CSR as well as in support to certain fields of CSR (Maignan, 2001). Maignan (2001) also stated that managers tend to see the 4 fields of CSR (economic, legal, ethical and philanthropic) as one underlying construct whereas consumers see them as separate CSR activities.

Social value orientation. Another factor is if the individuals' social value orientation is prosocial (caring about others and themselves equally), individualistic (caring about themselves more than others) or competitive (caring only about themselves and trying to get advantages over others) (Du et al., 2010). Prosocialists are expected to support CSR activities to greater extent than the other types of people (Du et al., 2010).

Types of consumers. Carrigan and Attalla (2001) describe four types of consumers based on their ethical awareness and ethical purchase intention (Figure 1). "Caring and ethical" consumers are boycotting the unethical companies and supporting the ethical ones. They are open to communication about companies' ethical behavior but they may be more focused on certain ethical issues like environment, child labor. "Confused and uncertain" consumers would like to make discriminating purchase decisions but they are uncertain about which companies are ethical. Such consumers would like to get some more information about companies' ethical behavior. "Cynical and disinterested" consumers do not believe that companies' are truly ethical and most likely they would not change their purchase behavior even if they were convinced as they value price, quality and brand more. For "Oblivious" consumers companies' ethical behavior is not a factor when buying as they are lacking knowledge about CSR. By raising their awareness it could be possible to provoke them into more ethical consumption. (Carrigan & Attalla, 2001)

		Ethical Awareness	
		High	Low
Ethical Purchase Intention	High	Caring and Ethical	Confused and Uncertain
	Low	Cynical and Disinterested	Oblivious

Figure 1. Consumer attitudes to ethical purchasing (Carrigan & Attalla, 2001, p. 572)

Carrigan and Attalla (2001) assume that ethical purchase decision may depend on demographical characteristics, such as age as younger people are more price and brand oriented than older people. The relationship between consumers and a company is also affected by the company-customer congruence perceptions, meaning if customers are able to liken themselves with the company then their willingness to purchase from that company arises (Sen & Bhattacharya, 2001).

Mohr, Webb and Harris (2001) divide consumers into 4 groups: precontemplators, contemplators, action group and maintainers. Each of these groups contains two subgroups. Precontemplators do not make their purchase decisions based on CSR. The first subgroup does not believe that companies should engage in sustainable behavior. The second subgroup believes that companies' should behave sustainably, but they do not see their power to affect companies through their purchase decisions. Contemplators have put some more thought in CSR but as for the first subgroup they do not believe that companies can improve anything in the society and as for the second subgroup, they do not think that they buy enough for their sustainable consumption to have any effect on the society. In the action group, people have stronger beliefs about CSR, but it is still not the main factor when buying. The first subgroup feels that there is not enough CSR-related info and the second subgroup is highly cynical about CSR related info. Maintainers make their purchase decisions based on CSR. The first subgroup is mainly driven by environmental causes and the

second subgroup see sustainable consumption as the main mean to gain control over businesses. (Mohr et al., 2001)

Attitude-behavior gap. Some previous studies indicate that consumers are making their purchase decisions based on companies' social engagement (Forte & Lamont, 1998; Simon, 1995; Creyer & Ross, 1997 all cited in Boulstridge & Carrigan, 2000). Others indicate that the most important factors when making purchase decisions are price, quality, convenience and brand (Boulstridge & Carrigan, 2000; Carrigan & Attalla, 2001). Furthermore, they say that consumers are unwilling to undergo any extra inconveniences to purchase ethically (Boulstridge & Carrigan, 2000; Carrigan & Attalla, 2001). Mohr et al. (2001) also state that consumers' beliefs about CSR are inconsistent with their behaviors, but it is positively affected by the information about CSR and importance of the social issue. The probability that people change their behavior depends on their belief in their own capability of changing their behavior (self-efficacy) and on their belief to achieving certain outcomes as a result of their behavior [outcome expectancy, also referred to as response efficacy (Witte, 1992 cited in Wigley, 2007)] (Bandura, 1977 cited in Wigley, 2007). Even though it might be believed that people with low response efficacy doubt more in company's motives in engaging in CSR, then research indicates that the higher level of response efficacy does not manifest in stronger purchase intentions (Wigley, 2007). Furthermore, respondents with low level of self-efficacy indicated the strongest purchase intentions (Wigley, 2007). Wigley (2007) assumes that these people trust company's CSR communication more because they might not believe that they can search for additional information about company's CSR activities besides to what company is providing.

Reactions to positive and negative CSR information. Question whether the CSR communication always leads to positive outcomes, is a widely discussed topic in the CSR-related literature. Some authors like Pomeroy and Dolnicar (2008) and Wigley (2007) are convinced that positive CSR communication always induces purchase decisions while authors like Sen and Bhattacharya (2001) are arguing against it. Sen and Bhattacharya (2001) report that all consumers

are more sensitive to negative CSR information and they react negatively to it, whereas positive CSR information does not always lead to a purchase from the company. This is also confirmed by the research results of Mohr et al. (2001). Other researchers have taken more neutral position by stating that awareness about companies' unethical behavior might not lead to boycotting them; rather their products are expected to be cheaper (Creyer & Ross, 1997 cited in Boulstridge & Carrigan, 2000).

CSR in Estonia

To understand why CSR in Estonia is not so well developed as in other European Union's countries (f ex Denmark), it is important to keep in mind the economical situation and the effects of history (Vastutustundliku..., 2011a).

The main issues that Estonian companies are struggling with are retaining its best employees (outflow of talents), attracting new investments and producing competitive services/products for European market as Estonia is no longer a country with low production costs. Due to the size of the Estonian market, Estonian companies are mainly part of bigger value chains of multinational enterprises (Vastutustundliku..., 2011a). The understanding of CSR is broadly shaped by Scandinavian holding companies subsidiaries in private banking and telecommunications sector as they are to a large extent taking over the Scandinavian culture and standards (Geomedia, 2004).

In order to have a strong CSR culture in the country, all the parties (the government, companies, employees, consumers, shareholders and other stakeholders) needs to be involved. Estonia has recently begun constructing its governmental platform for CSR (Vastutustundliku..., 2011a), so steps are taken in creating an action plan for raising awareness and forming governmental politics about CSR. In 2004, Noorkõiv researched opinions about CSR in small and medium sized enterprises (Noorkõiv, 2004 cited in Geomedia, 2004). Then, around 80% of respondents said that there is no external pressure from their stakeholders' side to urge them in engaging in CSR activities (Noorkõiv, 2004 cited in Geomedia, 2004). It could be assumed that this has somewhat changed within these 7 years. One of the indicators for that is the rising number of companies participating in CSR index (Vastutustundliku..., 2011a). According to the same research about companies' opinion about CSR, respondents named lack of financial resources (70% of respondents) and lack of time (60% of respondents) as main obstacles in engaging in CSR

(Noorkõiv, 2004 as cited in Geomedia, 2004). It could be said that due to the low awareness about CSR companies tend to look more at the costs not benefits side of CSR (Geomedia, 2004).

Some theorists emphasize the importance of profitability in order for companies to meet the social and ecological responsibilities towards the society (Cornelissen, 2011). In the other hand, CSR can help to gain competitive advantage and through that to increase the profit (Tetrault Sirsly & Lamertz, 2008). Positive example of such a result is social entrepreneurship (companies like Patagonia, Switcher, Greyston Bakery etc.) where CSR is implemented in every aspect of the company, giving them a competitive advantage and differentiating them from the competitors.

The first NGO, Vastutustundliku Ettevõtluse Foorum (Responsible Business Forum), which is only devoted to raising awareness and competences about CSR, was created in 2005. This NGO has a leading role in conducting the CSR index of Estonian companies. By looking at the results of 2011, then the overall evaluation was 64.4% (Vastutustundliku..., 2011b), that is 2.4% higher than the previous year (Vastutustundliku..., 2011a). The weakest of the four evaluated fields – strategy, integration of the principles, area management, and evaluation, reporting and communication – was the latter one which received 53.6 points out of 100 (Vastutustundliku..., 2011b). As the area management, that shows the real actions in concrete fields like natural environment, community, working environment and market environment, received 70.9 points out of 100; it shows that even if companies are involved in CSR, then they do not inform their stakeholders about it (Vastutustundliku..., 2011b). Estonian companies' engagement to CSR embodies mainly in cause promotions and in cause-related marketing by sponsoring or donating money to sport, culture or health related cause (Geomedia, 2004).

Living under socialism for several decades and then attaining independency lead into shift in values between the generations. After regaining the independence, older people kept the philanthropic mindset, whereas young businessmen enjoyed the cowboy capitalism; this might have lead to more skeptical approach to companies CSR activities (Vastutustundliku..., 2011a; Lamson,

2009; Geomedia, 2004). CSR is not a widely discussed topic in the newspapers. When searching articles containing words „*ettevõtte ühiskondlik vastutus*“ („corporate social responsibility“), „*sotsiaalne vastutus*“ („social responsibility“) and „*vastutustundlik ettevõtlus*“ („sustainable entrepreneurship“) from two of main daily newspapers' webpages, from Postimees (Postimees, 2011) and Eesti Päevaleht (Eesti Päevaleht, 2011), between 01.12.2006 and 01.12.2011, then the overall sum was 56 articles in 5 years. Taking all this into consideration, low consumer awareness about CSR could be one of the key problems in this field in Estonia.

Method

In this chapter, the research questions are presented and the choice of method is explained, followed by descriptions of the sample and overview of the used methodology.

Research questions

Based on the theory and gaps in the existing data following research questions were formed:

RQ1: What is the personal involvement in sustainable behavior among Estonians?

RQ2: What is the level of awareness about CSR in Estonia?

RQ3: Is the companies' CSR involvement important to Estonians?

As collecting the opinions of large sample and assuring the comparability of the results between different respondent groups were important then a survey was chosen as a method. Moreover, surveys are less time-consuming than qualitative methods and relatively cheap to conduct (Schwab, 2005). The cons of using a survey are social desirability bias and tendency of yea-saying, meaning that people tend to answer like they perceive they are expected to answer by the society and they tend to agree with given arguments (Schwab, 2005).

Participants

There were 130 people participating in the study. The average age of the participants was 26.3 years ($SD = 8.47$) and 61.0% were male. When looking at the highest acquired level of education, then 45.7% of the participants had secondary education, 22.9% had Bachelor's degree and 17.8% Masters' degree. Most of the participants (61.0%) were still studying, mainly based on their secondary education (41.5%) or Bachelor education (12.7%). Finally, 25.3% of the participants had a major in Science and Technology, 24.2% in Social Sciences and Education, and 20.0% in Economics and Business Administration.

Design and procedure

Survey has been used before to explore consumers' awareness, mainly by experimental studies by giving the respondents some cases to base their decisions on (Sen & Bhattacharya, 2001; Sen et al., 2006; Wigley, 2007; Ellen, et al., 2006). Survey used for this research (Appendix 1) was conducted by the author by setting Sustainable Behavior Inducement survey (Miller, 2011) and Student Sustainable Behaviour Survey (University of St Andrews, 2007) as examples, relying on the theory, research questions and keeping in mind the specificity of Estonia.

Survey consisted of three parts: sustainable behavior, awareness, and opinions and beliefs about CSR. In the first part, questions were asked about respondents' personal sustainable behavior, including questions about cost-free and costly activities. In the second part, CSR definition was given and questions were asked if respondents had heard about CSR before and where does their knowledge come from. Third part focused on questions about the importance of CSR to the respondents and how do the respondents perceive the importance of CSR among other people and companies. In order to see, if the field of CSR activities makes any difference to the respondents' perceptions, then a list of activities was given for respondents to evaluate the importance of them. The list was conducted based on Estonian CSR index, which divides CSR activities in the 4 main fields: local community, environment, working environment and market environment (Vastutustundliku ..., 2011b). This gives the possibility to compare, what activities are companies engaged in and what do the consumers appreciate more. An introductory letter and questions about the respondents' demographical data were also added to the survey.

Survey consisted of 40 questions. In order to make the answering easier for the respondents, the survey was translated into Estonian (Appendix 2). It took around 5 minutes to answer the survey. The survey was run in SurveyXact. Snowball sampling was applied and survey was distributed on Facebook and on e-mail lists. Survey was open for respondents from 1st of December to 5th of December 2011.

Measures

Mainly close-ended questions with 7-point Likert scale were used, where 7 stands for „Strongly agree“ and 1 for „Strongly disagree“. Survey included four single-choice, questions, three open-ended questions and one multiple-choice question. The internal reliability of the multi-items' measures were checked and new common variables were created (Appendix 3).

Personal involvement (RQ1) was measured using four multi-items: non-costly sustainable behavior, costly sustainable behavior, importance of CSR when buying from the company and importance of CSR when liking the company. Awareness about CSR (RQ2) was measured using one single-item and importance of CSR (RQ3) was measured using 5 multi-items: importance of CSR, importance of community-related CSR, importance of environment related CSR, importance of work environment related CSR and importance of market environment related CSR.

Data analyses

After conducting the survey, results were analyzed in SPSS. Empty responses were deleted in order to give a better overview of responses and partially completed responses were preserved to maximize the data, concluding in 130 respondents. Answers were recoded so that 1 would always be „Strongly disagree“ and 7 would always be „Strongly agree“.

For answering the RQ1, four types of personal involvement were assessed: non-costly sustainable behavior, costly sustainable behavior, importance of CSR when buying from the company and importance of CSR when liking the company. Reliability of questions about different of behavior was calculated and new common variables were created. Correlations and means of these variables were calculated and influences of demographical factors were checked. For answering the RQ2, frequencies were calculated and influences of demographical factors were checked. For answering the RQ3, new variables assessing the importance of CSR, importance of community-related CSR, importance of environment related CSR, importance of work environment related CSR and importance of market environment related CSR were created after calculating the

reliability of related questions. Means were calculated and influences of demographical factors were checked.

Also, some additional analysis was made to check the relationship between awareness and perceived importance of CSR. Demographical influences were tested as well.

Results

In this chapter the results of the survey are presented according to the research questions.

The results of the additional analysis made are presented in the end of this chapter.

What is the personal involvement in sustainable behavior among Estonians?

Respondents are moderately involved in non-costly sustainable behavior ($M=4.33$, $SD=1.05$), whereby women ($r=.25$, $p<.05$) and younger people ($r=-.23$, $p<.05$) are more likely to engage in non-costly sustainable behavior. Respondents engagement in costly sustainable behavior is low ($M=2.92$, $SD=1.27$) and being a student is negatively related to engaging in costly sustainable behavior ($r=-.19$, $p<.05$). CSR not so important factor when making purchase decisions ($M=4.59$, $SD=1.49$), but women are more likely to find CSR important when buying ($r=.18$, $p<.05$). CSR is more important factor when liking the company ($M=5.12$, $SD=1.54$) and it is more important factor for younger people ($r=-.20$, $p<.05$).

What is the level of awareness about CSR in Estonia?

When looking at the level of awareness among respondents then 49.6% stated, that they have not heard about CSR before, 44.1% were aware of CSR and 6.3% where not sure whether they have heard about CSR before.

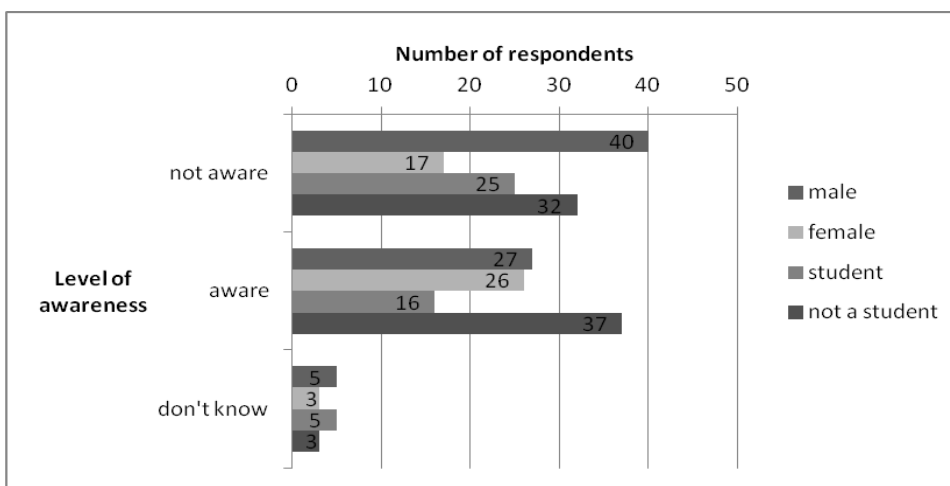


Figure 2. Respondents' level of awareness based on sex and student-status.

Women were more aware of CSR as 56.5% of female respondents reported being conscious about CSR, whereas only 37.5% of men did the same. Also, students were more aware of CSR (51.4%) than non-students (34.8%) (Figure 2).

Respondents' knowledge about CSR comes mainly from university or school (29.2%), media (23.8%) and other people (16.2%) (Table 1). Student organization AIESEC was mentioned 6 times as other source of CSR-related information; workplace, conferences, Internet and home were mentioned once.

Table 1. Usage of sources for CSR-related information

Source	yes	no
media	23.8%	76.2%
university/school	29.2%	70.8%
other people	16.2%	83.8%
companies	13.8%	86.2%
forums	3.8%	96.2%
other	90.8%	9.2%

Is the companies' CSR involvement important to Estonians?

Companies' involvement to CSR is important to Estonians (M=5.76, SD=1.41). Women perceive CSR more important than men ($r=.18$, $p<.05$). Respondents graded work environment (M=5.85, SD=0.94), market environment (M=5.40, SD=1.08) and natural environment (M=5.39, SD=1.26) as important fields for companies' CSR initiatives. Engagement in developing the local community was perceived less important field of CSR (M=4.92, SD=1.23). Women also evaluate natural environment ($r=.28$, $p<.05$), work environment ($r=.26$, $p<.05$) and market environment ($r=.24$, $p<.05$) related CSR more highly than men. Younger people see work environment related CSR as the most important of the CSR fields ($r=-.19$, $p<.05$). People with lower education perceive natural environment related CSR as the most important field of CSR ($r=-.19$, $p<.05$). Being a student is positively related to viewing market environment related CSR activities as important ($r=.22$, $p<.05$).

Additional analysis

People who were aware of CSR before they took part of the survey (M=5.54, SD=1.57) did not perceive CSR importance differently than those who were not aware of CSR before the survey (M=5.94, SD=1.27), $t=0.14$, $p<.05$. There were no significant differences based on demographics either.

Discussion

This chapter begins with discussions of the study findings along with possible directions for future research. Then, some recommendations are made based on the theoretical framework and findings of this study. Finally, the main limitations of this research are presented.

Possible attitude-behavior gap

The general engagement to costly sustainable behavior was low, but as the majority of respondents were students and being a student was negatively correlated with costly sustainable behavior. It is a clear indication that students do not simply have the necessary funds to be engaged in costly sustainable behavior. In the other hand, the engagement in non-costly sustainable behavior was only moderate and it could indicate to low personal concern. It could also mean that even if the respondents would have the funds, they would not be willing to pay more for products from sustainable companies. These contradictions may refer to the existence of attitude-behavior gap. More research could be done including self-efficacy and response efficacy (Bandura, 1977 cited in Wigley, 2007) to find out whether people would change their behavior when their financial status would improve.

Respondents expressed a fair belief that their purchase decisions influence companies to get engaged in CSR (Appendix 3). Based on Carrigan and Attalla (2001) this could indicate rather low level of cynicism among the respondents. They also stated that ethical purchase depends on demographical factors (Carrigan & Attalla, 2001) and this research confirms it. Women expressed higher importance of CSR when making consumption decisions than men. This could be explained with women being generally more emotional consumers than men but it does not show that CSR involvement is more important factor for women than f ex price and quality. Therefore more specific research needs to be done in this field.

CSR is an important factor for the respondents when they are applying for a job or generally liking the company. This is confirming the results of Sen et al. (2006) who reported that positive CSR image induces consumers to get engaged with the company in several ways. People would like to work for companies with a good reputation and for the companies with whom they share the values with. As sustainable behavior is generally perceived as positive, then people might have the tendency to be more affective to sustainable companies.

People who behave sustainably could be defined as prosocialists (caring about themselves and others equally). Prosocialists are expected to support CSR activities to greater extent than other types of people (Du et al., 2010). More extensive studies are needed to test the relationship between personal sustainable behavior and awareness as the sample of this study was too small for it.

Low level of awareness

Findings of this research confirm previous studies (Boulstridge & Carrigan, 2000; Carrigan & Attalla, 2001; Du et al., 2007; Sen et al., 2006) that point out the low level of awareness among consumers. From consumer-specific core factors defined by Öberseder et al. (2011), respondents scored high on the personal concern about CSR and low on the awareness. As awareness is easier to change than personal concerns, it could be assumed that raising awareness of the consumers would have a positive effect on their sustainable consumption (Sen et al., 2006).

According to Wigley's findings (2007) that awareness of CSR is positively correlated with being exposed to CSR communication then the results from this research indicate that respondents are not exposed to CSR communication and due that companies' CSR initiatives are not notably affecting the respondents' consumption decisions (Pomering & Dolnicar, 2008). It makes it difficult for companies to benefit from their CSR effort (Du et al., 2010). Interestingly previous awareness about CSR did not affect the perceived level of importance of CSR. It could be assumed that lack of ethical demands to companies in Estonia is the result of low level of awareness about CSR and the right to expect sustainable behavior from companies.

Respondents could be generally categorized as “confused and uncertain” or “oblivious” referring to the typology of Carrigan and Attalla (2001). In both cases raising awareness could help to provoke them to more ethical consumption (Carrigan & Attalla, 2001). This research did not try to answer why some Estonians consider CSR as an important factor when buying and others do not, so it is not possible to divide the respondents according to Mohr et al. (2001) typology.

When looking at the sources of information about CSR then university/school and media were named the most. It illustrates the importance of both formal and informal learning. These results also give credit to but also emphasize the importance of educational institutions. So far, CSR is not thought as a separate obligatory subject in most of the universities, but it is part of electives about business ethics in few curricula. Therefore universities could help to raise awareness by implementing CSR more widely at least to the curricula of business-related studies as well as journalism to give the previous knowledge to the future journalists to contextualize and evaluate better companies’ sustainable behavior and CSR communication. As students were more aware of CSR than non-students, it could indicate that CSR is more widely discussed in the lectures now than couple of years ago. It also supports the fact that university is named as the most important source of CSR-related information.

The results of the survey show that women are more aware of CSR than men. It could be explained with that the proportion of women is higher in higher education institutions than men (Eesti ..., 2011). This study did not identify any significant influence of the level of education and major to the results as the sample was too small for it. More extensive research is needed about the influences of education to awareness of CSR.

As the quick search in the two main daily newspapers’ websites gave only a modest result with CSR-related articles then it could be estimated that CSR is not an important topic in the written media. It does not exclude the possibilities that corporate sustainable behavior is more widely elaborated on in the audiovisual media or respondents are consuming media from other countries.

Still, it could also be that people tend to assume that important topics are discussed in media and therefore expect CSR to be discussed in media as well. AIESEC was mentioned several times as a source of CSR-related information. This emphasizes the importance of co-operation with business-related NGO-s and other organizations with sustainability as a core value.

Consensus with companies about social issues

This research also confirmed the findings of Du et al. (2010) about the importance of social issues as different social issues were evaluated dissimilarly. It also supports the findings of Maignan (2001) that the support of different social issues depends on the culture. When Lee & Shin (2010) reported environmental issues as the least important for the South Koreans then Bonini et al. (2007) research in several other countries stated environmental issues as the most important. The findings of this research indicate environmental issues as third according to the importance, preceded by work and market environment. The findings are contrary to Bonini et al. (2007) statement that consumers and company executives perceive the importance of social issues differently. CSR index 2011 (Vastutustundliku ..., 2011b) shows that companies were more engaged in market (74.2%) and work environment (73.3%) related CSR, followed by natural environment (69.5%) and local community (66.4%). So the only difference between consumers' opinion and companies' engagement is the conversion between first and second place. Interestingly both companies and consumers did not perceive community-related CSR as very important even though the governments' social support is quite small. This could be explained with the reluctance from the Soviet times but more qualitative research has to be done to elaborate more on this. The same applies for why women, young people and people with lower education perceive natural environment as more important and students the market environment as more important.

Paving the way to better future

According to the results of CSR index 2011, reporting is still not the strong side of CSR-related activities (Vastutustundliku ..., 2011b). Internationally acknowledged CSR reports are not

used in Estonia so even if some companies publish their CSR reports, it's difficult for consumers to compare them. The NGO of Responsible Business Forum has put a lot of effort in to make companies CSR efforts more comparable and to reward them for their effort. Together with Estonian Business School they started to honor sustainable companies with a special mark that they can use in their communication. CSR index also helps to compare different companies' engagement in CSR and to assess the current situation. The governmental platform would be a huge step forward in implementing CSR as more integral part of Estonian entrepreneurship and raising awareness among different parties such as governmental institutions, companies and consumers. Due to the growing pressure to companies to more be engaged in CSR it changes CSR's role from giving a competitive advantage to being a key factor for success.

Recommendations

First, some recommendations are made to the companies in order to make CSR communication more effective and to educate the consumers through it. Based on the results of this survey, it could be assumed that companies have huge opportunities to gain more attention from the consumers for their CSR communication and therefore gain competitive advantages.

- Companies need to make sure that they are truly behaving sustainably when talking about CSR. Otherwise CSR communication could backfire and consumers will become skeptical (Sen & Bhattacharya, 2001; Mohr et al., 2001). To avoid it, CSR should be implemented throughout the strategy (Du et al, 2007) and it should be regularly evaluated.
- CSR projects should have a strong linkage with the company's core activities as high CSR fit is important to gain consumers' trust (Du et al, 2010, Ellen et al, 2006). Moreover, it enables the company to use the existing know-how.
- Companies should communicate their CSR motives honestly including both intrinsic and extrinsic motives to gain consumers' trust (Ellen et al., 2006; Forehand & Grier, 2003).

- Companies should write CSR reports. It is a good tool for a company to evaluate the current situation and it gives a good overview to different stakeholders. Besides, CSR reports are one of the preferred means for communicating about CSR activities (Morsing & Schultz, 2006 cited in Pomeroy & Dolnicar, 2008).
- More thought should be put in to which social issues to approach (Du et al, 2010). Firstly, consumers may differ in their opinions about the importance of various social issues. The choice of social issue should therefore also depend on the target group. Secondly, it is important to be consistent with the choice of CSR projects. Third, it is also an option to segment the consumers based on their interests to different social issue and to then have more targeted CSR communication (Öberseder et al., 2011).

As said before, government is doing a good job with creating the platform for CSR. Some recommendations are made to supplement current action plan:

- Implementing CSR more thoroughly into the curricula of business-related programs gives longitudinal effects to consumers' and future businessmen awareness.
- More collaboration with different business-related NGO-s could help to spread the word about CSR.

Limitations

This research was concentrating on the consumer-specific factors. More research could be done focusing on the company-specific factors such as how companies' reputation affect the perception of CSR communication and comparing the motives communicated by the companies and perceived by the consumers, or on other types of shareholders.

The findings of this study report consumers' evaluations to certain pre-defined corporate responsibilities and the list given was not comprehensive. Thereby the results may not fully describe respondents' personal preferences of CSR fields. Moreover, these people who were not

aware of CSR before answering this survey, their answers were affected by the given definition.

The sample used in this research was small and it is not possible to generalize the results to a larger population. Survey for a larger and more representative sample is definitely called for.

Conclusion

The aim of this research was to reflect on the level of personal engagement to sustainable behavior, on the level of awareness and perceived importance of CSR among Estonian consumers.

A survey was conducted and distributed via e-mail and Facebook resulting 130 filled surveys.

Respondents' were more engaged in non-costly sustainable behavior than to costly sustainable behavior. Low engagement in costly sustainable behavior could be explained with respondents' financial situation as majority of them were students. Contradictions between non-costly and costly sustainable behavior could also indicate on attitude-behavior gap.

CSR is more important factor when liking the company than when buying from the company. Again, for students price might be a more decisive. When it comes to getting engaged with companies, then people prefer companies with good reputation.

The level of awareness among Estonian consumers is low. Students were more aware of CSR and university was named the most as a source for CSR-related information. This emphasizes the importance of educational institutions in raising awareness. Due to the small sample no difference occurs between different levels or fields of education therefore more extensive studies is needed. Companies' involvement to CSR is important to Estonians. Some differences occurred between demographical groups about the perceived importance of different social issues. In general companies' actual involvement in different social issues and respondents' expectations were quite similar.

The goals of this research were fulfilled. More extensive research is needed to understand the importance of different factors affecting consumption decisions and why different demographical groups value social issues differently.

References

Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. (2006). The impact of perceived corporate social responsibility on consumer behavior. *Journal of Business Research*, 59, 46-53.

Bonini, S. M. J., McKillop, K., & Mendonca, L. T. (2007). *The trust gap between consumers and corporations*. Retrieved from <http://www.visiontraininginstitute.com.au/Media/DocumentLibrary/12%20Corporations%20-%20trust%20gap.pdf>

Boulstridge, E. & Carrigan, M. (2000). Do consumers really care about corporate responsibility? Highlighting the attitude-behaviour gap. *Journal of Communication Management*, 4, 355-368.

Carrigan, M. & Attalla, A. (2001). The myth of the ethical consumer – do ethics matter in purchase behavior? *Journal of Consumer Marketing*, 18, 560-577. Retrieved from <http://www.scribd.com/doc/63439696/The-myth-of-the-Ethical-Consumer-do-Ethics-Matter-in-Purchasing-Behaviour>

Cornelissen, J. (2011). *Corporate Communication. A Guide to Theory and Practice*. London: Sage Publications Ltd.

Du, S., Bhattacharya, C. B., & Sen, S. (2007). Reaping relational rewards from corporate social responsibility: The role of competitive positioning. *International Journal of Research in Marketing*, 24, 224-241.

Du, S., Bhattacharya, C. B., & Sen, S. (2010). Maximizing Business Returns to Corporate Social Responsibility (CSR): The Role of CSR Communication. *International Journal of Management Reviews*, 12, 8-19.

Edelman Trust Barometer (2011). *2011 Edelman Trust Barometer findings*. Retrieved from <http://www.edelman.com/trust/2011/uploads/Edelman%20Trust%20Barometer%20Global%20Dec%20k.pdf>

Eesti Päevaleht. (2011). Retrieved from <http://www.epl.ee>

Eesti Statistika (05.04.2011). *Naistudengite osatähtsus*. Retrieved from <http://pub.stat.ee/px-web.2001/Dialog/Saveshow.asp>

Ellen, P. S., Webb, D. J. & Mohr, L. A. (2006). Building Corporate Associations: Consumer Attributions for Corporate Socially Responsible Programs. *Journal of the Academy of Marketing Science*, 34, 147-157.

European Commission. (2011). *A renewed EU strategy 2011-14 for Corporate Social Responsibility*. Retrieved from http://ec.europa.eu/enterprise/policies/sustainable-business/files/csr/new-csr/act_en.pdf

European Commission. (05.07.2005). *Corporate social responsibility: A business contribution to sustainable development*. Retrieved from http://europa.eu/legislation_summaries/employment_and_social_policy/employment_rights_and_work_organisation/n26034_en.htm

Forehand, M. R. & Grier, S. (2003). When Is Honesty the Best Policy? The Effect of Stated Company Intent on Consumer Skepticism. *Journal of Consumer Psychology*, 13, 349-356.

Geomedia. (2004). *Corporate Social Responsibility: State of the Art in Estonia 2004*. Tartu: Noorkõiv, K. (ed.).

Lamson, L. (2009). *Ettevõtte ühiskondliku vastutuse põhimõtete rakendamise Eesti kommertspankades*. Retrieved from http://www.lihtne.ee/cms2.9.3/sites/www.csr.ee/upload/fck/loputoo-_liina_lamson.pdf

Lee, K.-H. & Shin, D. (2010). Consumers' responses to CSR activities: The linkage between awareness and purchase intention. *Public Relations Review*, 36, 193-195.

Maignan, I. (2001). Consumers' Perceptions of Corporate Social Responsibilities: A Cross-Cultural Comparison. *Journal of Business Ethics*, 30, 57-72.

Miller, Jr, D. J. (2011). *A Study on Sustainable Behavior Inducement: The Role of Information and Feedback*. Retrieved from <http://igel.upenn.edu/pdf/Oxford%20Study-Sustainable%20Behavior%20Inducement.pdf>

Mohr, L., Webb, D. J., & Harris, K. E. (2001). Do Consumers Expect Companies to be Socially Responsible? The Impact of Corporate Social Responsibility on Buying Behavior. *The Journal of Consumer Affairs*, 35, 45-72.

Pomering, A. & Dolnicar, S. (2009). Assessing the Prerequisite of Successful CSR Implementation: Are Consumers Aware of CSR Initiatives? *Journal of Business Ethics*, 85, 285-301.

Postimees. (2011). Retrieved from <http://www.postimees.ee>

Schwab, D. (2005). *Research Methods for Organizational Studies*. New York: Psychology Press.

Sen, S. & Bhattacharya, C. B. (2001). Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility. *Journal of Marketing Research*, 38, 225-243.

Sen, S., Bhattacharya, C. B., & Korschun, D. (2006). The Role of Corporate Social Responsibility in Strengthening Multiple Stakeholder Relationships: A Field Experience. *Journal of Academy of Marketing Science*, 34, 158-166.

Tetrault Sirsly, C.-A. & Lamertz, K. (2008). When Does a Corporate Social Responsibility Initiative Provide a First-Mover Advantage? *Business & Society*, 47, 343-369.

University of St Andrews. (2007). *Findings of Student Sustainability Survey*. Retrieved from <http://www.st-andrews.ac.uk/media/Findings%20of%20Student%20Sustainability%20Survey.pdf>

Vastutustundliku Ettevõtluse Foorum. (2011a). Retrieved from <http://www.csr.ee/>

Vastutustundliku Ettevõtluse Foorum. (2011b). *Vastutustundliku ettevõtluse indeksi ülevaade 2011*. Retrieved from <http://www.csr.ee/upload/fck/Vastutustundliku-ettevotluse-indeksi-ulevaade-2011.pdf>

Wigley, S. (2007). Gauging Consumers' Responses to Corporate Social Responsibility Activities: Does Increased Awareness Make Cents? *Paper presented at the annual meeting of the International Communication Association*. Retrieved from http://citation.allacademic.com/meta/p_mla_apa_research_citation/1/7/1/2/5/pages171252/p171252-1.php

Öberseder, M., Schlegelmilch, B. B., & Gruber, V. "Why Don't Consumers Care About CSR?": A Qualitative Study Exploring the Role of CSR in Consumption Decisions. *Journal of Business Ethics*, 104, 449-460.

Appendices

Appendix 1: Survey in English

Hello,

My name is Maarja-Eeva Mändmets, student of Aarhus University and I am conducting a school project about sustainability. I am writing to request your help with participating in the survey.

The survey contains three parts: sustainable behavior, awareness, and opinions and beliefs about corporate social responsibility. It will take around 5 minutes to complete.

Participation in this study is voluntary, and your responses will remain anonymous. The survey is open until 5th of December.

If you have any questions, please contact me: maarja.mandmets@gmail.com

Kind regards,

Maarja-Eeva Mändmets

MA student of Corporate Communication in Aarhus University

Sustainable behavior

	7	6	5	4	3	2	1
	Strongl y agree						Strongl y disagre e
I frequently work as a volunteer.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
I always sort my garbage.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
I always reuse shopping bags.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
I always turn the lights off when leaving the room.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
I buy most of my clothes second-hand.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
I am willing to pay more for	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>

	7						1
	Strongly agree	6	5	4	3	2	Strongly disagree

ecological/organic/Fairtrade food.

I am steadily giving donations for a good cause. (1) (2) (3) (4) (5) (6) (7)

I am willing to pay extra for using green energy. (1) (2) (3) (4) (5) (6) (7)

Awareness about corporate social responsibility

Corporate Social Responsibility (CSR) is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis (European Commission).

Have you heard about CSR before?

- (1) Yes
- (2) No
- (3) Not sure

If yes, then where does your knowledge come from? (Mark all suitable options.)

- (1) Media
- (2) University/school
- (3) Other people
- (4) Companies
- (5) Forums
- (6) Other

If you chose other, then please name from where?

Opinions and believes about corporate social responsibility

	7	6	5	4	3	2	1
	Strongly agree						Strongly disagree
CSR is important for me.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
CSR should be important for other people.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
CSR should be important for companies.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Companies' engagement to CSR is important to me when I buy from the company.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Companies' engagement to CSR is important to me when apply for a job.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Companies' engagement to CSR is an important factor if I like the company.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
The purchase decisions I make influence the companies to engage more in CSR.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>

I believe that companies should put the most effort in ...

	7	6	5	4	3	2	1
	Strongly agree						Strongly disagree
Improving the health of the community members.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Reducing the waste and pollution.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>

	7						1
	Strongly agree	6	5	4	3	2	Strongly disagree
Investing into safe and healthy working environment.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Avoiding conflicts of interest.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Helping to develop the local culture.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Maximizing the product recycling.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Assuring work and private life balance for the employees.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Assuring the transparency of operations.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Improving the education of the community members.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Diminishing the greenhouse gas emissions.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Assuring fair remuneration for the employees.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Finding sustainable suppliers.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>

Sex

(1) Male

(2) Female

Age

What is your highest level of education acquired?

(1) Elementary education

(2) Basic education

(3) Secondary education

- (4) Vocational education
- (5) Diploma
- (6) Bachelor's degree
- (7) Masters degree
- (8) PhD degree

Are you studying right now?

- (1) yes
- (2) no

If you are still studying or you have already graduated, then what is your field of studies?

Please save the responses by clicking „X“ in the down right corner.

Thank you for your responses!

Appendix 2: Survey in Estonian

Tere,

Olen Maarja-Eeva Mändmets, Aarhusi Ülikooli tudeng ning ma uurin koolitöö raames suhtumist vastutustundlikku ettevõtlusesse Eestis. Sellega seoses paluksin teie abi koostatud küsimustiku täitmisel.

Küsimustik koosneb kolmest osast: jätkusuutlik käitumine, teadlikkus ettevõtte ühiskondlikust vastutusest ning arvamused ja hoiakud seoses vastutustundliku ettevõtlusega. Selle täitmine võtab aega umbes 5 minutit.

Uuringus osalemine on vabatahtlik ning vastused on anonüümsed.
Küsimustik on avatud kuni 5. detsembrini.

Küsimuste korral palun võtke minuga ühendust meili teel: maarja.mandmets@gmail.com.

Ette tänades,
Maarja-Eeva Mändmets
Korporatiivse kommunikatsiooni magistritudeng Aarhusi Ülikoolis

Jätkusuutlik käitumine

	7						1
	Täiesti	6	5	4	3	2	Üldse
	nõus						ei
							nõustu
Ma töotan järjepidevalt vabatahtlikuna.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Ma sorteerin alati prügi.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Ma taaskasutan alati kilekotte.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Ma kustutan alati ruumist lahkudes tule.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Ma ostan enamiku riideid teise ringi poodidest.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Ma olen nõus ökoloogilise/ orgaanilise/ Fair Trade toidukaupade eest rohkem maksuma.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Ma teen püsiannetusi heategevuseks.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>

	7							1 Üldse
	Täiesti	6	5	4	3	2		ei
	nõus							nõustu

Ma olen nõus rohelise energia kasutamise eest rohkem maksma.

(1) (2) (3) (4) (5) (6) (7)

Teadlikkus ettevõtete ühiskondlikust vastutusest

Ettevõtte ühiskondlik vastutus (EÜV) (*Corporate Social Responsibility*) on äriorganisatsioonide toimimine viisil, kus põhitegevusega on kooskõlastatud ka tähelepanu ümbritsevale sotsiaal- ja looduskeskkonnale ning mis koosneb pigem vabatahtlikest tegevustest, mitte asjadest, mida ettevõtte peab tegema (Euroopa Komisjon).

Kas te olete eelnevalt ettevõtte ühiskondlikust vastutusest (EÜV) kuulnud?

- (1) Jah
- (2) Ei
- (3) Ei tea

Kui jah, siis kust teie teadmised pärinevad? (Palun märkige kõik sobivad variandid)

- (1) Meediat
- (2) Ülikoolist/koolist
- (3) Teistelt inimestelt
- (4) Ettevõtetelt
- (5) Foorumitest
- (6) Muu

Kui valisite muu, siis palun täpsustage.

Arvamused seoses vastutustundliku ettevõtlusega

	7						1 Üldse
	Täiesti	6	5	4	3	2	ei
	nõus						nõustu
Ettevõtete vastutustundlik toimimine on minu jaoks oluline.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Inimestele peaks korda minema, kas ettevõtted toimivad vastutustundlikult.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Ettevõtted peaksid äri vastutustundlikult ajama.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Ettevõtte vastutustundlik toimimine on oluline, kui ostan ettevõtte tooteid/teenuseid.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Ettevõtte vastutustundlik toimimine on oluline, kui kandideerin tööle.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Ettevõtte vastutustundlik toimimine on oluline faktor määramaks, kas ettevõtte meeldib mulle.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
Minu tarbimisotsused mõjutavad ettevõtteid ühiskondlikku vastutust võtma.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>

Ma arvan, et ettevõtted peaksid enim keskenduma ...

	7						1 Üldse
	Täiesti	6	5	4	3	2	ei
	nõus						nõustu
kogukonna liikmete tervise arendamisele.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
jäätmete ja reostuse vähendamisele.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
ohutu ja tervisliku	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>

	7	6	5	4	3	2	1
	Täiesti						Üldse
	nõus						ei
							nõustu
töökeskkonna loomisele.							
huvide konflikti vältimisele.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
kohaliku kultuuri arendamisele.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
oma toodete taaskasutamise määra suurendamisele.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
töötajate töö ja eraelu tasakaalu kindlustamisele.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
oma tegevuse läbipaistvuse kindlustamisele.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
kogukonna liikmete hariduskvaliteedi tõstmisele.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
kasvuhoonegaaside vähendamisele.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
töötajate õiglase tasustamise kindlustamisele.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>
jätksuutlike koostööpartnerite ja tarnijate leidmisele.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>	(6) <input type="checkbox"/>	(7) <input type="checkbox"/>

Sugu

(1) Mees

(2) Naine

Vanus

Kõrgeim omandatud haridustase

(1) Algharidus

(2) Põhiharidus

(3) Keskkharidus

(4) Kutseharidus

- (5) Rakenduskõrgharidus
- (6) Bakalaureusekraad
- (7) Magistrikraad
- (8) Doktorikraad

Kas õpite hetkel kõrgkoolis?

- (1) jah
- (2) ei

Kui omate/omandate kõrgharidust, siis mis on teie eriala?

Palun salvestage vastused, vajutades X-i all paremal nurgas.
Aitäh vastamast!

Appendix 3: Multi-item variables

Non-costly sustainable behavior ($\alpha=.95$, $M=4.33$, $SD=1.05$)

- 1) I frequently work as a volunteer. ($M=4.55$, $SD=8.65$)
- 2) I always sort my garbage. ($M=5.34$, $SD=11.89$)
- 3) I always reuse shopping bags. ($M=6.25$, $SD=8.34$)
- 4) I always turn the lights off when leaving the room. ($M=6.43$, $SD=8.29$)
- 5) I buy most of my clothes second-hand. ($M=3.44$, $SD=8.63$)

Costly sustainable behavior ($\alpha=.99$, $M=2.92$, $SD=1.27$)

- 1) I am willing to pay more for ecological/organic/Fairtrade food. ($M=4.22$, $SD=8.58$)
- 2) I am steadily giving donations for a good cause. ($M=2.92$, $SD=8.63$)
- 3) I am willing to pay extra for using green energy. ($M=3.84$, $SD=8.60$)

Importance of CSR when buying from the company ($\alpha=.70$, $M=4.59$, $SD=1.49$)

- 1) Companies' engagement to CSR is important to me when I buy from the company. ($M=5.00$, $SD=1.70$)
- 2) The purchase decisions I make influence the companies to engage more in CSR. ($M=4.14$, $SD=1.69$)

Importance of CSR when liking the company ($\alpha=.84$, $M=5.12$, $SD=1.54$)

- 1) Companies' engagement to CSR is important to me when apply for a job. ($M=5.16$, $SD=1.67$)
- 2) Companies' engagement to CSR is an important factor if I like the company. ($M=5.17$, $SD=1.58$)

Importance of CSR ($\alpha=.95$, $M=5.76$, $SD=1.41$)

- 1) CSR is important for me. ($M=5.60$, $SD=1.56$)
- 2) CSR should be important for other people. ($M=5.80$, $SD=1.48$)
- 3) CSR should be important for companies. ($M=5.89$, $SD=1.43$)

Importance of community-related CSR ($\alpha=.80$, $M=4.92$, $SD=1.23$)

- 1) Improving the health of the community members. ($M=4.75$, $SD=1.48$)
- 2) Helping to develop the local culture. ($M=4.68$, $SD=1.50$)
- 3) Improving the education of the community members. ($M=5.36$, $SD=1.39$)

Importance of environment related CSR ($\alpha=.83$, $M=5.39$, $SD=1.26$)

- 1) Reducing the waste and pollution. ($M=5.68$, $SD=1.35$)
- 2) Maximizing the product recycling. ($M=5.53$, $SD=1.33$)
- 3) Diminishing the greenhouse gas emissions. ($M=4.96$, $SD=1.68$)

Importance of work environment related CSR ($\alpha=.70$, $M=5.85$, $SD=0.94$)

- 1) Investing into safe and healthy working environment. ($M=6.17$, $SD=1.06$)
- 2) Assuring work and private life balance for the employees. ($M=5.48$, $SD=1.28$)
- 3) Assuring fair remuneration for the employees. ($M=5.90$, $SD=1.24$)

Importance of market environment related CSR ($\alpha=.70$, $M=5.40$, $SD=1.08$)

- 1) Avoiding conflicts of interest. ($M=5.05$, $SD=1.47$)
- 2) Assuring the transparency of operations. ($M=5.54$, $SD=1.29$)
- 3) Finding sustainable suppliers. ($M=5.59$, $SD=1.32$)