

THE IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY IN ESTONIAN
CONSUMERS' PURCHASING DECISIONS

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Declaration

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Abstract

The topic of corporate social responsibility is a relatively new subject in Estonia. Although responsible thinking has become more important, Estonian society is still not used to generally demand bigger responsibility from companies. One of the propulsions for companies to deal with corporate social responsibility issues should be the increased expectations of today's consumers. Therefore the Author decided to examine the importance of corporate social responsibility in today's Estonian consumers' purchasing decisions. The objective of the paper is to find out of how important role corporate social responsibility plays in Estonian consumers' purchasing decisions in order to understand and analyze the present situation. This objective is executed through quantitative and qualitative research methods, using online survey and semi-structured interviews. The collected data is analyzed using interview transcriptions and statistical data analysis, in case of online survey.

The results of the research show that most of questioned Estonian consumers are not aware of corporate social responsibility's notion, but they still consider companies' socially responsible behaviour very important for them. In consumers' thoughts, employee friendliness is the most important aspect of corporate social responsibility. But in general, they do not rather think on companies' social responsibility when buying its products or services. Most of Estonian respondents would rather pay more for a product or service by a socially responsible company than for a cheaper product or service from not so responsible company.

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INTRODUCTION

The subject of corporate social responsibility is very motivating and interesting. Mostly because of it is still a relatively new subject here, in Estonia and there are quite a few researches done about this field. Although responsible thinking and caring for the surrounding have become more important and popular, Estonian society is still not used to generally demand bigger responsibility from companies and organisations. Therefore, in most cases, the economical results are still more taken into account. Fortunately, consumers together with the rise of civic society have taken bigger lead and turned their attention to more socially responsible subjects. Therefore it is only a matter of time, when more companies understand the necessity for corporate social responsibility activities.

One of the propulsions for companies to do so should be the increased expectations of today's consumers. But, in order to understand the real attitudes of Estonian consumers towards corporate social responsibility, the Author of the current paper took the challenge to examine and research the importance of corporate social responsibility of today's Estonian consumers' purchasing decisions.

Before starting with the study, the Author formulated the following research questions:

1. Are Estonian consumers aware of the notion of "corporate social responsibility"?
2. Do Estonian consumers consider companies' social responsibility important for them?
3. Which aspect of corporate social responsibility do Estonian consumers consider the most important for them?
4. Do Estonian consumers think on company's social responsibility when buying its product/service?
5. Are Estonian consumers ready to pay more for a product/service, which is produced by a socially responsible company than for a product/service from not so responsible company?

Based on the previously listed questions, the Author set the objective of the research, which is to find out of how important role corporate social responsibility plays in Estonian consumers' purchasing decisions in order to understand and analyze the present situation.

After that, in order to find answers to the research questions and to achieve the goal, the Author conducted extensive quantitative study and supporting qualitative part.

In addition, the Author decided to narrow down the scope of the study to young consumers, and more precisely to university students.

Overall, the paper consists of three major chapters. The first gives an overview of theoretical framework, introducing definitions and different aspects of corporate social responsibility and its situation in a nowadays Estonia. In addition, the chapter also speaks about different approaches of consumer society and socially responsible consumer behaviour, and ends with the overview of previously carried out researches.

The second part of the study introduces research methods and a chosen sample, which were used for conducting the survey. The chapter also explains the objective of the study more closely and brings out the results of the carried out research.

The third and final section analyzes the results of the research more in-depth and brings them together in important findings. Here, the research questions find their answers and the Author makes her prior amendment proposals.

In general, there have been a few studies about Estonian consumers' thoughts about corporate social responsibility and ethical consuming, but these were more diffusive, more general, or were carried through few years ago. But, as today's civic society and the field of responsibility are in a rapid change, then in the Author's opinion there is definitely room for the current kind of research. Another propulsion for this study came from the fact that there might be many companies in Estonia who are planning or thinking of corporate social responsibility but do not know yet, where and how to start its implementation and how it might affect their clients and products' consuming in the future. But, as the thoughts and expectations of consumers are vital and important for every successful business, then the research could really be beneficial to all those companies. Additionally, organizations, who already apply corporate social responsibility activities in their everyday business, could also take the results of the research into account in order to focus even more on subjects, which consumers consider the most important. That all will be beneficial to the whole society, as motivated companies do good and care of the community. Furthermore, the current research could also be a good basis for future studies about the effects of corporate social responsibility on Estonian consumers.

All in all, with this research, the Author hopes to find out that Estonian consumers consider corporate social responsibility as an important subject, which has an effect on their purchasing decisions.

The Author expresses her gratitude to her supervisor, Elina Rääsk, who was very supportive and helpful, and to all survey respondents and interviewees, who found the time to answer to questions.

1 THEORETICAL FRAMEWORK

The theoretical part of the thesis first introduces of how the term “corporate social responsibility” became known and what are its different definitions. In addition, the second subchapter gives an overview of different aspects and fields of corporate social responsibility in order to make the notion of it more understandable. After that, the Author introduces the situation of corporate social responsibility in today’s Estonia and explains the background of socially responsible consumer behaviour. The chapter ends with an overview of previous researches about socially responsible consumer behaviour in Estonia.

1.1 History of the term “corporate social responsibility” and its definition

Nowadays, the responsibility of companies has become one very important issue, and the term “corporate social responsibility” (abbreviated as CSR) is widely used in every-day business. Still, the origin of the definition itself is not very clear. But one is certain - the history of corporate social responsibility is long and varied. Although the roots of CSR trace back to the emergence of business in general, the real concept of it was formally formulated quite recently.

The modern era of corporate social responsibility and serious discussion around the topic began in 1950s when the book “Social Responsibilities of the Businessman” by Howard R. Bowen, who is so-called “the Father of Corporate Social Responsibility,” was publicized. This book was specifically concerned with the doctrine of social responsibility. Bowen’s belief was that social responsibility is no panacea, but that it contains an important truth that must guide businesses and companies in the future (Carroll, 1999, p. 268-270).

This academic concept was followed by a number of different interpretations – by Cheit in 1964, Blomstrom and Davis in 1966, Steiner in 1975, etc. But in academic researches, only Bowen’s explanation of CSR is the one, which is considered to be the first definition of the term “corporate social responsibility”. According to Bowen, CSR refers “to the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action, which are desirable in terms of the objectives and values of our society“ (Juholin, 2003, p 21-22).

In addition, there was another significant man from the early period of CSR, the decade of the 1960s – Keith Davis. His contributions to early definitions of corporate social responsibility let him to be considered as the runner-up to Bowen for the Father of corporate social responsibility designation. Davis believed that some socially responsible business decisions can be justified by a long and complicated reasoning process as having a good chance of bringing a long-run economic and financial gain to the firm, thus paying it back for its socially responsible outlook. This view and idea became commonly accepted and known in the late 1970s and 1980s. The key of his fame were his views on the relation between business power and social responsibility (Caroll, 1999, p. 271).

The modern debate on CSR started in the USA in 1970, when Nobel Prize winning economist Milton Friedman came out with an article where he stated that any company should not deal with issues, which do not directly belong to its core mission of increasing shareholder value and maximizing profit. For Friedman, corporate social responsibility was a fundamentally subversive doctrine and a pure socialism (Friedman, 1970).

At the same time, not all agreed to Friedman, as there were two men, who expressed an opinion about Friedman's article - Thomas Mulligan and Bill Shaw. They found that companies should still be socially responsible. And, despite the costs which these activities demand, the company should concentrate on emphasizing the usefulness of the conception in the society in general (Poff, Waluchow, 1987, p. 46-57).

In spite of the proliferation of corporate social responsibility, it is still very difficult to define it as the concept is very widespread because of its breadth and number of different notions, which vary from business-ethics to sustainability.

Subsequently, the author brings forth different approaches in order to explain the definition of corporate social responsibility.

According to Kilcullen and Kooistra (1999), CSR can be defined as, “the degree of moral obligation that may be ascribed to corporations beyond simple obedience to the laws of the state” (p. 158).

At the same time, Kotler and Lee (2004) explain the term corporate social responsibility as, “a commitment to improve community well-being through discretionary business practices and contributions of corporate resources” (p. 3).

In order to balance the theoretical side of the definition, the Author brings forth more practical view of what corporate social responsibility is, using the definition by European Commission.

Thus, according to European Commission (2006), most of the definitions describe corporate social responsibility 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” (p.2). In the Author’s opinion, this concluding definition reflects the concept of CSR the best and thereby relies on this in the further research.

But yet, the definition itself does not give the full notion of corporate social responsibility. Therefore, in order to make the further research clearer, different aspects of CSR must be introduced more in depth.

1.2 The aspects and fields of corporate social responsibility

Traditionally, one company’s key of success has been a “single bottom line” – financial results. But due to the heightened attention of consumers, different environmental organizations and government towards the influence of companies and environmental problems (e.g. climate changes) the more the importance of the “triple bottom line”, a concept developed by John Elkington in the middle of 1990s, has been arisen. The three parameters of it are “planet”, which refers to sustainability, “people” to a changing social responsibility and “profit” to business results (Jonker & Witte, 2006, p. 4). The “triple bottom line” simultaneously considers and balances economic, environmental and social goals from a microeconomic standpoint (Carter & Rogers, 2008). The aim of taking these three factors into consideration is to guarantee the sustainability of companies and society. Therefore, in addition to the financial indicators, the social and environmental influences and the expectations of external stakeholders are also taken into account (Global, 2002-2006).

As the current research is based on the views of one of the external stakeholder groups of companies, then, at this point, the term ”stakeholder” must be explained.

According to Freeman (1984), stakeholder is, “any individual or group who can affect or is affected by the actions, decisions, policies, practices, or goals of the organization” (p. 25). This is actually one of the broadest definitions in the literature. At the same time, Rhenman has defined stakeholders as groups or individuals who are depending on a company in order to achieve personal goals, and on whom the company is depending for its existence (Näsi, 1995, p. 22). These two definitions reflect the same notion – there is an exchange of influence and two-way interaction (Carroll & Buchholtz, 2003, p. 84).

Stakeholders are divided into primary and secondary. Primary stakeholders include company’s owners, employees, customers, suppliers. Secondary stakeholders, at the same time, are all other interested groups – consumers, media, lobbyists, governments, courts, competitors, the public and the society (Weiss, 1994, p. 32). R. Edward Freeman has offered a very good overview of one large company’s major stakeholders, which can be seen on Figure 1. As all these stakeholders have different interests, wishes and expectations towards the company and its business behaviour, the company has to find the solution of how to make decisions in a way, which satisfies and equilibrates all the mentioned stakeholder-groups.

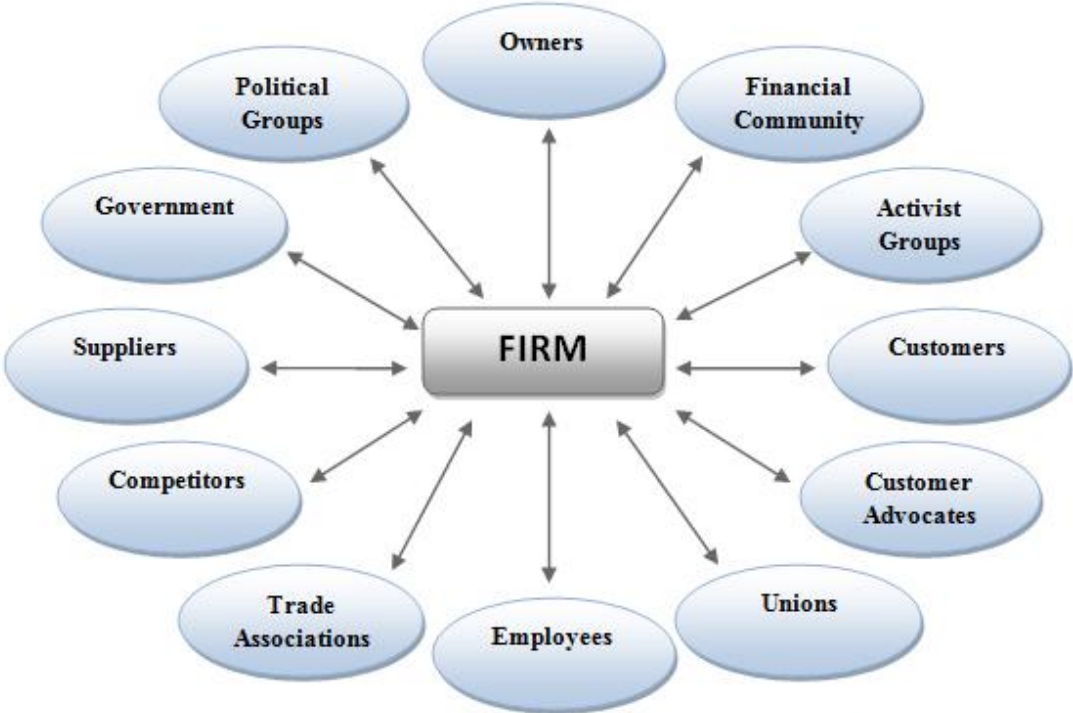


Figure 1: Company’s major stakeholders (Freeman, 1984, p. 25).

In three areas (planet, people, profit) of the “triple bottom line”, several different activities of how one company can reach to its stakeholders while being socially responsible, can be implemented. Developing corresponding values and principles, identifying important social partners and compatible actions, and the evaluation and measurement of the results requires, above all, leadership and commitment from governing board. Therefore, the contribution of time is much bigger than financial (Gröön, 2004, p. 22).

In general, socially responsible entrepreneurship embraces activities in which social and environmental questions are integrated into company’s performance. Therefore, for example, a company can invest into its employees by offering different trainings and courses, which is beneficial to both. In addition, the company could improve working conditions, or support different initiatives and projects, and encourage its employees to do a voluntary work. Also, it is important to see and understand the clear relationship between company’s profitability and community’s welfare. Sparing the environment is another thing where a company can give its contribution (Euroopa Komisjon).

European Green Paper divides companies’ CSR activities and areas into two: the internal and external dimension. The internal dimension incorporates human resources management, health and safety at work, adaption to change, and the management of environmental impacts and natural resources. The external dimension, at the same time, is all about the aspects of local communities, business partners, suppliers and consumers, human rights, and global environmental concerns (Commission, 2001)

At the same time, Ashridge Centre for Business and Society writes in its report “Catalogue of CSR Activities: A broad overview”, that CSR activities can be clustered into seven main groups, which can be seen on Figure 2.



Figure 2 – Main groups of corporate social responsibility activities (Ashridge, 2005, p 2).

These groups, seen on the Figure 2, follow broadly the mainstream CSR descriptions and guidelines, focusing mainly on practical activities. Therefore, when explaining the Ashridge's figure more closely, then couple of practical examples can be brought out about each activity.

Accordingly, CSR should be incorporated into company's purpose, values and vision. It is important to practise ethical policies and procedures, and have responsible consumer relations. In addition, the company should stand for their products' responsibility and correct labelling. The company makes the market work for all by respecting ethical competition. Also, there are a lot what one company can do in its workforce activities – having a correct communication, ensuring employees' skills' development, guarantying safety, and honouring their diversity and equality are only some of them. In addition, the company can be a fair customer by having ethical supply chain standards. And, when talking about stakeholders, then responsible responding, managing, reporting, communication and consultation are the key terms for successful CSR activities in this field. Being a good neighbour guarantees success in community issues and responsible transport planning, pollution and waste management, resource and energy use ensure that the company acts ethically in the field of environment (Ashridge, 2005, p. 2, 29).

It is not necessary to deal with all previously named issues at the same time. The best results are achieved if to prioritise and concentrate specifically on these areas, which are the most connected with the company's actions. Though, CSR does not coincide on one-to-one with company's business interests, it should still be taken as a company's strategic activity, which is an ongoing process and is targeted to the future (Loorents, 2004).

All in all, socially responsible company should not only be law-obedient and profit-oriented, but act like a good citizen by caring of its employees, local community and surrounding environment. The needs of all different stakeholders should be taken into account by tying them into company's everyday activities. By that, a company can create a surplus value to all of its parties. Though the actions and activities of CSR can be costly, then still, in a long-term period it will be beneficial. And that not only to companies who implement the principles of CSR in their everyday business, but to whole society, especially when corporate social responsibility is, or at least becomes one very important issue to consumers as well.

Before introducing the theories and aspects of consumer behaviour more in depth, the Author wishes to give an overview of nowadays situation of corporate social responsibility in Estonia, in order to help to understand better the basis of the research.

1.3 Corporate social responsibility in today's Estonia

Corporate social responsibility, which has been a popular subject in elsewhere of the world for quite a long time already, is still a new conception here, in Estonia. The main reason of that is hidden in the fact that after Estonia regained independence at the beginning of nineties, there was post-socialistic identity crisis, which means that there were no room for social subjects. And, as the definition of CSR incorporates the word “social” then Estonians saw it rather slightly and it raised rather negative associations in them (Liive, 2008, p. 35). In addition to that, there are many other reasons of why Estonian companies are so passive in corporate social responsibility activities. These influences are pointed out in the following different social and economic circumstances:

- a. Small public awareness, attention and acknowledgement;
- b. Small presence of literature, regulations or competence in Estonian or about Estonia;
- c. Slow development of necessary information channels related to CSR
- d. The state does not involve companies into the solving-processes of society's problems;
- e. Not many studies, researches or practical experiences on the subject;
- f. Different domestic level of development, which does not allow to apply a common system and strategies;
- g. Companies' financial situation – Estonian companies cannot do such big investments than other European organizations;
- h. Many Estonian companies are owned by foreign owner or organization and therefore there is a lack of interest to invest into the local community;
- i. General short-term planning and programming in most of the companies;
- j. Underdeveloped network relations, small orientation to co-operation, studying from each other and joint actions in the Estonian society.

(Noorkõiv & Tamm)

Previously named points give an overview that there are a lot of reasons of why corporate social responsibility in Estonia, at this moment, is distant and without properly developed guides and practices. On the other hand, today's tough economic life and inequality in getting

social security benefits have increased dealing with those social and economic weak-points and socially responsible entrepreneurship have started its development, especially after Estonia joined the European Union in 2004. Therefore, there already is a bigger emphasis on corporate social responsibility in Estonia as European Union policies and the demands of foreign proprietors have changed the situation for the better (EIROnline, 2006).

In addition, the new generation of Estonian civic society is taking the lead as they have a wish to speak along in future subjects and want to give their contribution in the development of a balanced society where corporate social responsibility plays an important role. There are several organizations, which promote and propagate corporate social responsibility in Estonia. The most active of them are Good Deed Foundation, Estonian Chamber of Commerce and Industry, Open Estonia Foundation and Responsible Business Forum in Estonia.

The last one is the most thorough of them all, as Responsible Business Forum in Estonia, which is a non-profit organization, has a single aim to expand CSR in the Estonian society. They try to achieve it, as it is written on their website, “through being the centre of competence building and communication on CSR.” Responsible Business Forum in Estonia started their activity in 2006 and from there on, in a co-operation with other organizations, have lead yearly CSR Index project (Responsible Business Forum). The Index helps Estonian companies to define, evaluate and monitor their economic, social and environmental impact. In addition, companies can receive feedback about their activities and compare their results with the other participated companies. And, by that, they can identify the future needs for company’s development (Responsible Business Forum, 2009).

There were 55 companies who participated in the Estonian CSR Index 2010. The results of it show that the average grade was 62 points out of 100. The medium score was 2% higher than a year ago, and an improvement was observed in most areas. This means that there is a consistent development in the field of Estonian CSR. Moreover, the most responsible company in the results’ table of CSR Index 2010 (Appendix 1) is Coca-Cola HBC Eesti AS, which gained 95,8 points out of ideal 100. That shows that Estonia has companies, which dedicate themselves to socially responsible business and are very successful in that (Responsible Business Forum, 2011). In addition, it can be said, that all these 55 companies, who participated in the Index, set an example to all the others, as they have integrated CSR more or less in their everyday business and took the step by letting their business-actions

analysed from a socially responsible standpoint. Therefore, other companies have a lot to learn from them.

All in all, though the field of CSR is a relatively new subject in Estonia, and today matters to only a small number of companies and people, the need to make a contribution in the society is increasing as the civic society in Estonia is growing and more companies will realise that in order to be successful in today's competitive market, they have to adopt the beliefs of corporate social responsibility. The more so, when together with the growth of civic society, Estonian consumers will also be more aware and conscious about companies' activities and socially responsible investments.

Subsequently, the Author introduces different approaches of today's consumer society to understand better its backgrounds in order to reach to the definition of socially responsible consumer behaviour.

1.4 Consumer society approaches

The notion of today's consumer society is wide and many interpret it differently. As much as there are different authors, there are also different approaches to the whole concept. Therefore, the Author focuses only to those interpretations, which help to understand the consumer society the best and by this support the concept of this current research.

Featherstone (1991), in his book "Consumer Culture and Postmodernity" has described the notion of consumer society the best by bringing out the three major approaches.

Firstly, the growth of a capitalistic production is the driving force of consumer society. It has caused a massive expansion of material culture in terms of consumer goods and their sites of buying and consuming. This is reflected in the growth of leisure and consumption activities. And, although, on the one hand, it is seen as the growth of freedom of one individual, then on the other hand, it is claimed that there is a possibility for manipulation and ideological traps.

Secondly, in case of consumption, social significance is very important. According to this viewpoint, people use products to mark their social identity. They consume goods with the purpose to create firm social connections and social characteristics. Here, symbolic associations with products are important. That means, in short, that products note the social belonging.

Third approach is all about emotional benefits of consuming. It describes the dreams and wishes which come true in a person's consumption figures, and by this, create a direct physical excitement and aesthetic pleasure (p. 13).

At the same time, Lury (1996) has brought out four factors, which are important in shaping nowadays consumer culture:

1. The circulation of goods and commodities;
2. Changes in the relations between different systems of consumption and production, or regimes of value;
3. The consumption practices' relative independence from those of production, giving, by that, more power and authority to consumers;
4. The special importance of consuming cultural objects or goods in today's society by specific social groups or cultural mediators. (p. 4)

Another likely necessary characteristic of consumer culture is that, "people obtain goods and services for consumption through exchange rather than self production" (Rassuli & Hollander, 1986, p. 5).

Moving from the theoretical approaches of consumer society to more practical ones, an article from a consumer education project "Dolceta" has to be introduced. This publication presents nowadays, 21st century criteria of consumer society. The main thought of it is that consumers become more individual and active, have more choices and possibilities to decide. Today, an individual consumer is active in two sides of the market by earning a living and consuming goods and services. However, many consumers do not have time to make responsible and informed consumer choices. Therefore, more and more consumers must spend much time to access and use the needed information in order to identify the goods or services before making purchasing decisions. Consequently, it can be said that there is no proficient consumer. Today's consumers are amateurs, who deal with high-throughput "selling machines". And there is a big consumer awareness difference between consumers and providers. In addition, there is more free time than ever before, which means that some people spend their time by consuming - more and more people eat outside and sports activities are popular. Nevertheless, all these temptations are dangerous for consumers because the cost of these services is often high (Dolceta, 2007).

Partly the same notion comes out from the book “The unmanageable consumer” by Gabriel and Yang (2006), who write that today’s consumer is a “god-like”, triumphant figure, who dictates production, leads innovation or contemporary politics, creates new service sectors in advanced economies, has a power to save the environment and to protect the planet’s future. Therefore, all in all, consumers today have a right to choose. But, at the same time, consumer is weak, malleable creature, who can be easily manipulated, who is foolish, passive and dependant (p. 1).

In conclusion, as it can be seen from previously looked approaches then nowadays, the role of consumer has become one very important issue. There is no aspect of people’s everyday life, which has been left untouched by the consumer society: from the foodstuffs people eat, the clothes they wear to the ways of how people spend their leisure time. Therefore, these changes are not only the outcome of different advancements in science and technology but also reflect the change of how people organize their very means of existence (Lee, 2000, p. 9). Additionally, the satisfaction of one individual’s personal desires and responsible behaviour are now mixing with each other. Consequently, we can also speak about socially responsible consumer behaviour.

1.5 Socially Responsible Consumer Behaviour

A big part of nowadays’ people’s lives consists of consuming. But why, what and how much do we need to buy, is still a big question. However, if a consumer manages to do his/her purchasing decisions deliberately – to side or be against with some specific marketing- or production methods, then it is already a one step closer to a wise consuming. The combination of large product selection, education, brand consciousness and wealth on the one hand, and increased availability of ethical products on the other, equals a more socially conscious consumer (Ramasamy & Yeung, 2009, p. 121). But yet, the definition of socially responsible consumer behaviour is still a bit confusing.

According to Webster (1975), socially responsible consumer is “a consumer who takes into account the public consequences of his or her private consumption or who attempts to use his or her purchasing power to bring about social change” (p. 188). This concept paves the way for the explanation of what is the notion of socially responsible consumer behaviour.

By the broadest definition, socially responsible consumer behaviour is, “the conscious and deliberate choice to make certain consumption choices based on personal and moral beliefs“ (Devinney, Auger, Eckhardt & Birtchnell, 2006, p. 3). At the same time, the term can also be explained, “as a person basing his or her acquisition, usage, and disposition of products on a desire to minimize or eliminate any harmful effects and maximize the long-run beneficial impact on society” (Mohr, Webb, & Harris, 2001, p. 48). And if to simplify the definition even more, then socially responsible consumer behaviour is equivalent to buying and/or consuming things, which are made and offered ethically by the companies that act ethically. Here, “ethical”, which can be a subjective term to both, for companies and consumers, means, in its truest sense, operating without harming or exploiting humans, animals or environment (Brinkmann, 2004, p. 130).

It can be said that there are three possible ways of how socially responsible consumer behaviour can show up:

1. Active behaviour with the respect to specific causes like donations or willingness to be involved in boycotts and protests;
2. Expressed activity in terms of purchasing or non-purchasing behaviour;
3. Expressed opinions in market researches/surveys.

(Devinney, Auger, Eckhardt & Birtchnell, 2006, p. 3).

But yet, before consumers can consider firm’s CSR initiatives in their purchase decision-making, there are three limits, which Smith has brought out to the potential for consumers’ purchase behaviour to influence CSR practices.

Firstly, consumers must be aware of company’s corporate social responsibility practices. At this point, media and different pressure groups are in an important position, as well as good and informative communication by the company itself. Secondly, consumers must be familiar and concerned about company’s CSR activities and social issues, and willing to consider these practices in their purchase decisions. Though consumers have different concerns about CSR activities, and not all consider it, there still is a group of concerned consumers, and therefore, the effect of it occurs indirectly by forming a part of company’s reputation thanks to its CSR practices. After that, thirdly and lastly, consumers must be able to act on their concerns by being in the market for the firm’s products and having an option to choose some more socially responsible competitor (Smith, 2000, p. 26). Consumers' personal support,

awareness and activity for the field of corporate social responsibility are the key determinants of their sensitivity to company's CSR efforts (Pomeroy & Dolnicar 2007, p. 3).

A big consumer interest to corporate social responsibility practices has led to a number of guides and websites to assist in shopping. In Estonia, the biggest of them is probably consumer education project “Dolceta“ (www.dolceta.ee), which is addressed to all consumers by helping to find answers to many consuming related questions – how to be a wise and responsible consumer is one of the most important of them. “Dolceta” itself is actually an ongoing consumer education project, involving all 27 European Union countries. Moreover, it is funded by the European Commission.

In addition to “Dolceta“, there is also a website www.nupukas.ee, which is an information source for young consumers for giving suggestions of what should be considered when a person is buying or making purchase decisions. The site stands for that people even in an early age can become socially responsible consumers. Additionally, there are organisations like Uuskasutuskeskus, Eesti Roheline Liikumine, and websites www.roheline24.ee, www.bioneer.ee, www.fairtrade.ee, etc, which all stand for responsible consuming and are available to all Estonian consumers.

This shows that consumers, at least in Estonia have already all the possibilities to get the information about socially responsible consuming and can educate themselves of how to be a wiser consumer. Though, the weakness of it is that if people do not have a certain will to examine the information about socially responsible consuming they might just not know about those organizations, sources or sites.

Now, before reaching to the description and results of the research itself, the previous researches about socially responsible consumer behaviour in Estonia must be introduced.

1.6 Previous researches of socially responsible consumer behaviour in Estonia

In May 2008, The Nielsen Company, which is a market research firm, carried through a consumer research in 51 different countries, and altogether 28 253 people took part (The Nielsen Company, 2008). It came out that according to consumers, environment should be the first priority to companies, and the companies should improve their environmental politics and other socially responsible programs. At the same time, 39% of Estonian consumers think

that the state should show up more initiative to find different solutions through scientific and technological researches – environmentally friendly cars, houses, energy using.

It became obvious that companies' devotion to environmental and other socially responsible programs play an important role in consumers' purchasing decisions.

According to the Nielsen Company research, 41% of Estonian respondents think that government should limit the companies' amount of carbon dioxide and other pollutants, which they throw in the air. And, 27% of Estonians find that companies, who act in a climate-friendly way, should get some extra financing benefits.

Two thirds of global consumers say that they are interested in buying ethical products and by that want to support the environment and society. At the same time, in Estonia, 56% of consumers are willing to do so (Figure 3). But, when to ask how much of them have heard about "Fair Trade" brand then 66% of Estonians claim that they have never heard about it.

In addition, it comes out from the research that 28% of Estonian consumers consider it important that food processing industry uses raw materials, which are not harmful for the environment. And, 15% of them admit that it is essential to them that food is not produced by using unethical labour policy. Also, 27% of Estonians find that it is important for them that companies implement environmentally friendly policy.

But, when coming back to the fact that 56% of Estonian consumers are ready to buy socially responsible products and by that want to support the environment and society (which can also be seen on Figure 3), then in the Author's opinion, this number is only theoretical by showing only people's manner of thinking, and does not reflect the practical side of it, because in everyday life, people might still not buy and consume more socially responsible products and they might not really understand the real notion of CSR or Fair Trade concept. Here, Endre Tisler (2009), who also covered the previous Nielsen Company's research in his bachelor's thesis "Ethical Image of ethical and political consumption among students", has brought out the same thought when describing and analyzing the results of the Nielsen Company research. (p. 23)

How would I support the social and environmental problems?

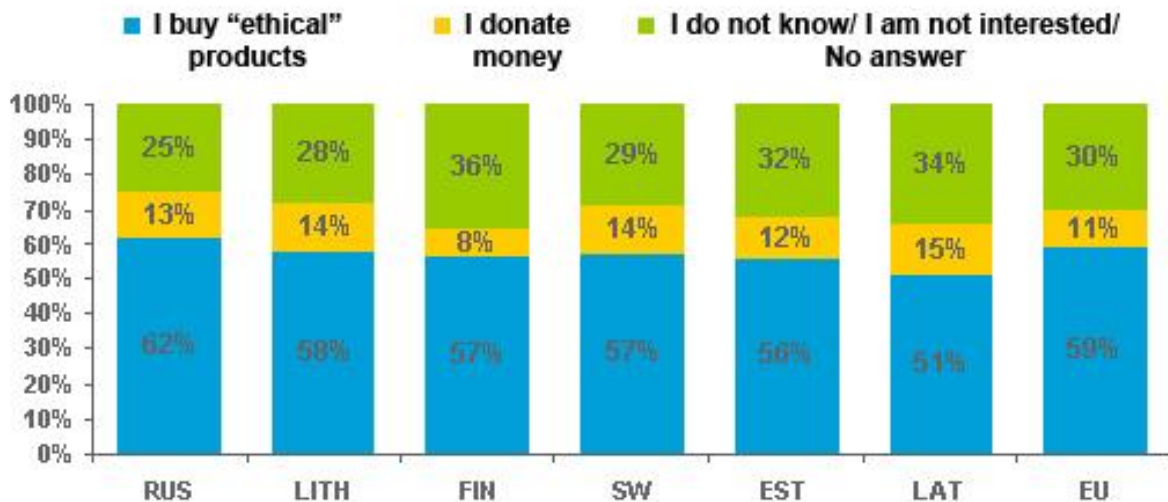


Figure 3. How would I support the social and environmental problems? (The Nielsen Company, 2008)

When now to explore Tisler's thesis more closely, then his aim was to find out if ethical or political aspects affect students' decisions in consuming, having the main focus on ethical consuming. Hereby, Tisler questioned 12 university students during semi-structured interviews.

As it came out from Tisler's (2009) research, "The principal results showed that ethical consumption does not have a certain semantic field among the interviewed students and various students approach ethical consumption in their own way. Ethical consumption appeared to have connections with rational consumption, environment-friendly consumption and fair trade." The respondents' thoughts about the importance of the subject in Estonian society divided into two: half of them considered it an important subject, and the other half admitted that in their opinion it is less actual. However, the overall concept of socially responsible consuming was seen more as a positive ideology, which is directed to help developing countries (p. 64-65).

Interviewed students were mostly aware of different unethical production methods, but yet the ethical and socially responsible aspects do not express in their consuming choices. For

example, fair trade and manufacturers' ethical reputation were rather inessential factors. The only factor, to which students turned attention to, was preferring domestic manufacture.

The Estonian Human Development Report 2008 covers the subject of social responsibility from the environmental angle, giving an overview that according to Eurobarometre 2007 statistics, 47% of Estonian consumers tend to buy and consume locally grown products in order to save the environment. This, together with recycling and preferring eco-goods is the most popular environment-saving activity in Estonian consumers. The research also brings out that richer people tend to invest more in environment-saving activities and subjects by making donations, paying higher taxes or buying high-price eco-products (Eesti Koostöö Kogu, 2000, p. 107-108).

Turu-uuringute AS, which is an Estonian market research company, carried through a research "The recognition of fair trade in population" in people aged 15-74 years, in September 2009. Altogether there were 1005 respondents. Only 8% of them knew the brand and the principles of fair trade. At the same time, 80% were not familiar with it. 1% of the respondents told that they buy fair trade products quite often and 91% admitted that they do not buy these products at all. The most popular of these products among Estonian consumers were coffee/tea, bananas and other fruits. In addition, when it was asked why they tend to buy these products, the most popular answer was to support goods with social message.

After a brief explanation of the principles of fair trade and ethical goods, 46% of all the respondents expressed their increased interest towards fair trade products. Therefore, the research concluded that the main obstacle of a present small buying rate of fair trade products is Estonian people's slight knowledge about them (Turu-uuringute, 2009, p. 2, 7, 9, 10, 13, 14, 15, 17).

2 METHODOLOGY AND FINDINGS

In the current chapter, the Author describes the methods and findings of an empirical research. Herewith, the findings are viewed separately by questions.

2.1 The starting-points of an empirical research

Here, the Author puts previously introduced theories into practice in order to follow the objective and to find answers to set research questions, which are brought out in the introduction section of the current research.

Previously introduced studies about the image of corporate social responsibility among Estonian consumers led the Author to understanding that there is no previous extensive or in-depth research about the importance of CSR in consumers' purchasing decisions. In addition, as the Author was a lot interested of the subject and finding out what kind of effects does a CSR have over Estonian consumers' purchasing attitudes, then the decision was made and the subject phrased.

As today's consumer society is in a rapid change, then the Author wanted to examine whether consumers' knowledge and thoughts about corporate social responsibility have changed over the time. The analysis and discussion around this is introduced in the third chapter of the current research.

As it was introduced in the introduction, then the Author included only university students to take part in the study, as in the Author's opinion exactly the students are the ones, who are young consumers, the members of today's rising civic society and might be more aware of the concept of corporate social responsibility, as they have more possibilities to access to different information of CSR and have wide reading in general. Therefore, the target group of this research, a subset from a big population of Estonian consumers, is university students. That means that all persons in all ages, who study in Estonian higher educational institutions are considered under this sample.

In order to carry through the research, the Author decided to set the following tasks:

- based on the research questions, to work through needed theoretical literature about the subject;

- to elaborate previously carried through studies and researches about the effects of CSR on Estonian consumers and their purchasing decisions;
- to compile the questionnaire;
- to clear up the sampling for the survey and decide the channels through which the questionnaire will be sent out;
- to send out the questionnaire;
- to carry through additional qualitative interviews if needed;
- to compile the analysis and conclusions based on the results of the questionnaire and supportive interviews.

When compiling the questionnaire for the survey, the Author relied on the research questions, written theoretical framework and previously done researches, which were introduced and described in the first chapter of this current paper. The interview-questions were fixed based on the questionnaire, so that they would support and justify the possible results of it.

2.2 Method

In order to fulfil the objective and find answers to set research questions, the Author decided to use the combination of two methods – quantitative (Appendix 2) and qualitative (Appendix 3).

Firstly, the Author carried through a quantitative research as the main priority was to reach to as many respondents as possible. This method allowed large samples and required a fewer special skills from possible respondents. It also gave the possibility to compile online questionnaire and spread it easily through Internet by using the help of social media and different e-mail mailing lists. In addition, the method allowed doing statistical and more generalized and summarized analysis (McDaniel & Gates, 1998, p. 99).

The quantitative method's questionnaire consisted of 10 close-ended questions, where it was possible to answer on a 2-5 multiple-choice scale, and 2 open-ended questions, which formed a more qualitative part of this survey and revealed more in depth feelings, motivations and approaches of the questioned young consumers. While the first three questions of the questionnaire were introductory, asking the age, gender and the school respondent goes to, then the following questions penetrated one by one deeper into respondent's knowledge and thoughts of corporate social responsibility, beginning with general definition, and ending with

direct questions about respondents' attitudes towards CSR. Answering to all these questions was made compulsory. But, the questionnaire was anonymous as the author believed that by this, the answers would be more honest and reliable.

Still, the first, previously described part of the research also revealed a couple of disadvantages of the used method. The biggest of them is in the Authors opinion the fact that a quantitative research method requires statistical analysis and therefore might be relatively difficult to non-mathematicians. In addition, the two open-ended questions did not have a strictly structured protocol and therefore half of their answers were confusing, diffusive or there were no answers at all. The reason of this might be in the fact that these questions required a careful consideration and thinking, which is why many respondents were not enough ready to do so. Also, the overall responding rate of the questionnaire depended a lot on students' will, honesty and motivation. And because of this, it is possible that there were a lot of those, who just did not find themselves motivated to fill the questionnaire, or did it very quickly without fully concentrating on the questions and the subject matter of the questionnaire in general. Therefore, indeed, the results may be statically significant, but at the same time insignificant in the practice.

The quantitative survey was carried through in April 2010 during a 10-day time period, using eFormular, which is an internet tool for online surveys. The questionnaire was in Estonian and was spread by e-mails, using the help of the Author's friends, social media and universities' mailing-lists. Thereby, the Author's minimal goal was to get at least 500 filled questionnaires. But, as a result, there were 687 respondents. Therefore, it can be said that the goal was met well above the expectations. The results of the survey are introduced in the fourth section of the current chapter. All the tables, charts and statistics there are made and composed by the Author herself, using Microsoft Excel 2007 spreadsheet program, which helped to organize the collected data.

After the quantitative research, in order to understand consumers' thoughts and preferences even more, the Author also decided to carry through a qualitative part of the study, which would interpret and explain the statistical results from the quantitative questionnaire. This method helped to answer to question "why?" and placed quantitative results into an analytical framework, bringing out the causes, relations and consequences. Face-to-face semi-structured interviews were conducted in April 2011 during a one-week period and altogether there were

9 interviewees from 9 different universities, who answered to 6 different question-points (Appendix 3), which were compiled based on the research questions and quantitative questionnaire. The interviews were carried through in English, in quiet and empty rooms, where there were no additional disturbing factors, and lasted from 10 minutes to 20 minutes. The Author had prepared all the questions before interviews and in case of questions 6 and 8, the Author also showed answer-choices on the paper in order to make respondent's decision-making easier. At the end, the Author analyzed gathered results based on interviews' transcriptions. (Appendix 4)

The advantage of qualitative interviews was that the Author could give additional explanations if an interviewee did not understand something. As the interviews were not long and played rather a supportive part in the whole research then there are no negative sides of this method to be brought out.

Next, the Author introduces the sampling, which was used when carrying through the research.

2.3 Sampling

In quantitative part, the Author used convenience sampling method, which is a non-probability sampling technique and suited the best for the current research as it allowed getting answers from a relatively large number of people in quite a short period of time. In addition, the sample used in the research was homogeneous – at this case, it was Estonian university students. Therefore, the homogenous feature was studying at the university.

As was said before, there were altogether 687 students who answered to the questionnaire. The Figure 4 shows the age distribution of the respondents. As it can be seen then the largest number of students who answered to the questionnaire was in the age between 19-21 years.

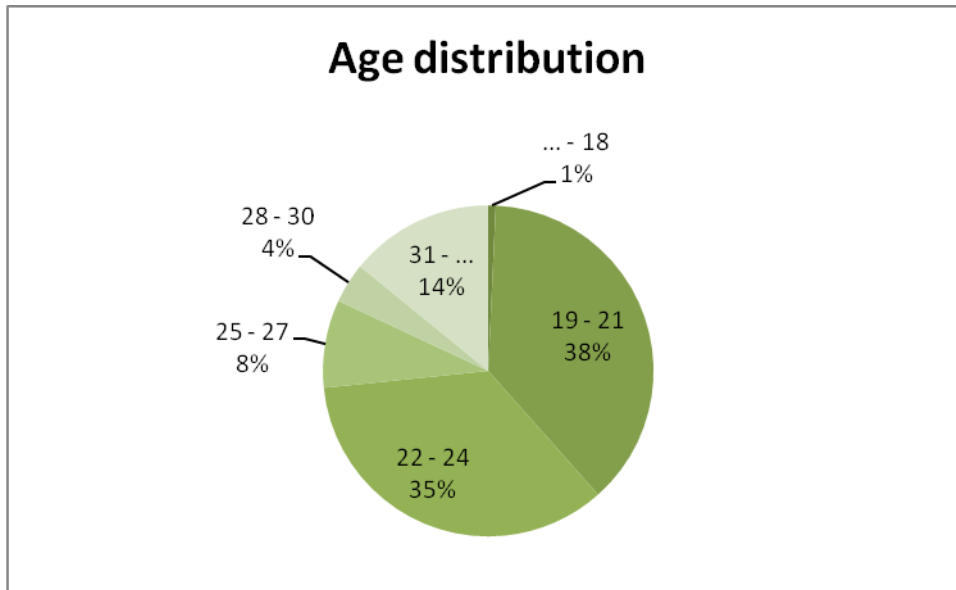


Figure 4: Age distribution of the respondents in the survey

From the gender perspective, the respondents divided relatively unevenly. There were 181 male and 506 female respondents. The percentage rate was divided as follows – 26.3% and 73.7%.

In addition, respondents' division between universities came also out from the survey results. It can be seen on Table 1. It shows that the majority of the respondents study in Tallinn University – altogether 32,2% of all the respondents were from there.

University	Number of students	Percentage
Tallinn University	221	32.2%
Tallinn University of Technology	115	16.7%
University of Tartu	80	11.6%
Tallinn School of Economics	76	11.1%
Estonian IT College	61	8.9%
Other	41	6.0%
The University of Applied Sciences	38	5.5%
Tartu Health Care College	35	5.1%
Euro Academy	10	1.5%

Tallinn Health Care College	7	1.0%
Estonian Academy of Arts	1	0.1%
Estonian University of Life Sciences	1	0.1%
Nord Academy	1	0.1%

Table 1: Respondents' division between universities

In a short qualitative part, the Author used a judgemental sampling method, as this technique gave the possibility to reach to samples which suited best to the Author's needs. In this case, the Author wanted her samples to all study in different universities and made her choices based on that. Therefore, the Author chose the first nine random students from her friends' community with the criteria that they all have to go to different universities in order to get answers from people from different specialities. All in all, there were 6 female and 3 male interviewees in the age between 21 and 25 years, who study in the following 9 different universities: Tallinn Health Care College, Tallinn University of Technology, University of Tartu, Estonian Academy of Arts, Euro Academy, Tallinn University, Tallinn School of Economics, The University of Applied Sciences and Estonian IT College. Hereby, as all interview-transcriptions were analyzed mainly based on qualitative method, the Author did not concentrate more on the qualitative research's statistical results. Instead, the thoughts from these interviews will be brought out in the following subchapters to support and justify quantitative survey outcomes.

Overall, the sampling of the current study gave the Author possibility to examine Estonian consumer's attitudes towards corporate social responsibility and explain how much CSR affects their purchasing decisions on the example of university students. Though, the Author does not know how representative the collected information about the sample is to the population as a whole, it could still provide some fairly significant insights, and, in addition, be a good source of data for the analysis and further researches.

2.4 Empirical findings

Subsequently, the Author brings out the findings of previously introduced empirical research.

2.4.1 Knowledge of the notion of “corporate social responsibility”

The respondents of the survey were asked if they are aware of the notion of corporate social responsibility. The results, which can be seen on Figure 5 show, that almost half of people (44%) admitted that they have no idea what CSR is. At the same time, 41% of the respondents recognized that they have some knowledge about the concept, but it has still remained quite unclear for them in real life. It also came out from the interviews that this knowledge might not always be right, “I’d put it like this – corporate social responsibility is a company’s imagological trick to tie its brand with some softer and trustworthy qualities in clients’ minds, through which the company could show itself from a much better side“ (Appendix 4.2 – Interview 2).

And finally, only 15% declared that they really know the notion of corporate social responsibility.

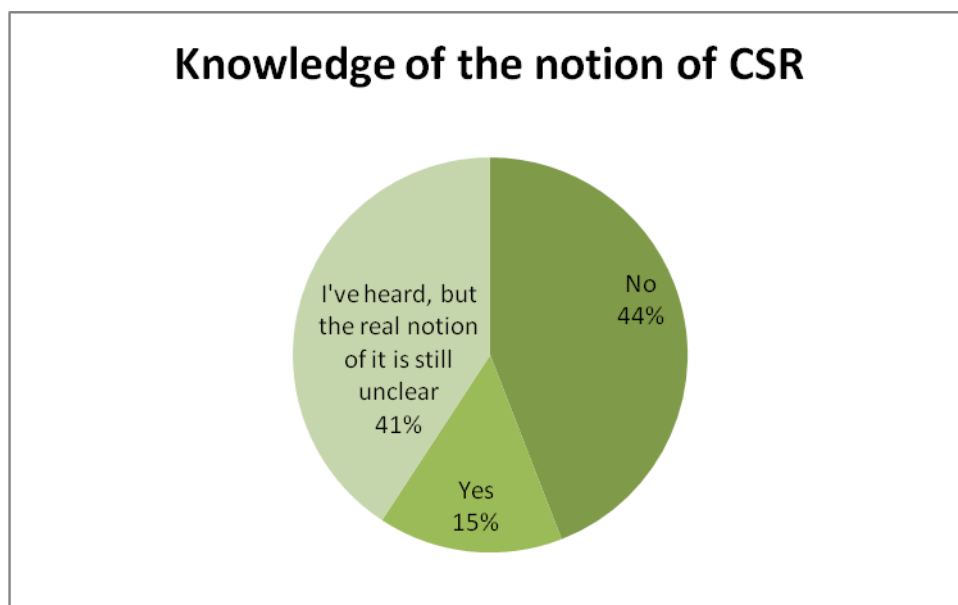


Figure 5: Respondents’ knowledge of the notion of “corporate social responsibility“

2.4.2 The importance of companies’ socially responsible behaviour

When the survey touched the subject of the importance of companies’ socially responsible behaviour in Estonian consumers’ thoughts and examined their attitudes towards it, then it was good to see that over the half of all respondents (53%) considered companies’ social responsibility one very important issue for them while 43% answered that it is rather

important. But, when now to consider that these two answers reflect the positive attitudes towards companies' responsible behaviour then it can be said that the overall percentage of it is very high. One interviewee described her thoughts as follows, "Yes, companies' socially responsible behaviour is quite important for me as I consider it important when a company, besides asking money for its products and services, also cares about the surrounding and invests in it. Also, I think that I feel more secured and I trust the company much more when I know that it engages social responsibility beliefs in its everyday business. And of course, in my eyes, dealing with social responsibility issues raises company's reputation" (Appendix 4.1 – Interview 1).

The residual percentage divides as follows – 3% of all the respondents thought that companies' socially responsible behaviour is rather not important for them and only a small 1% admitted that it is not important at all.

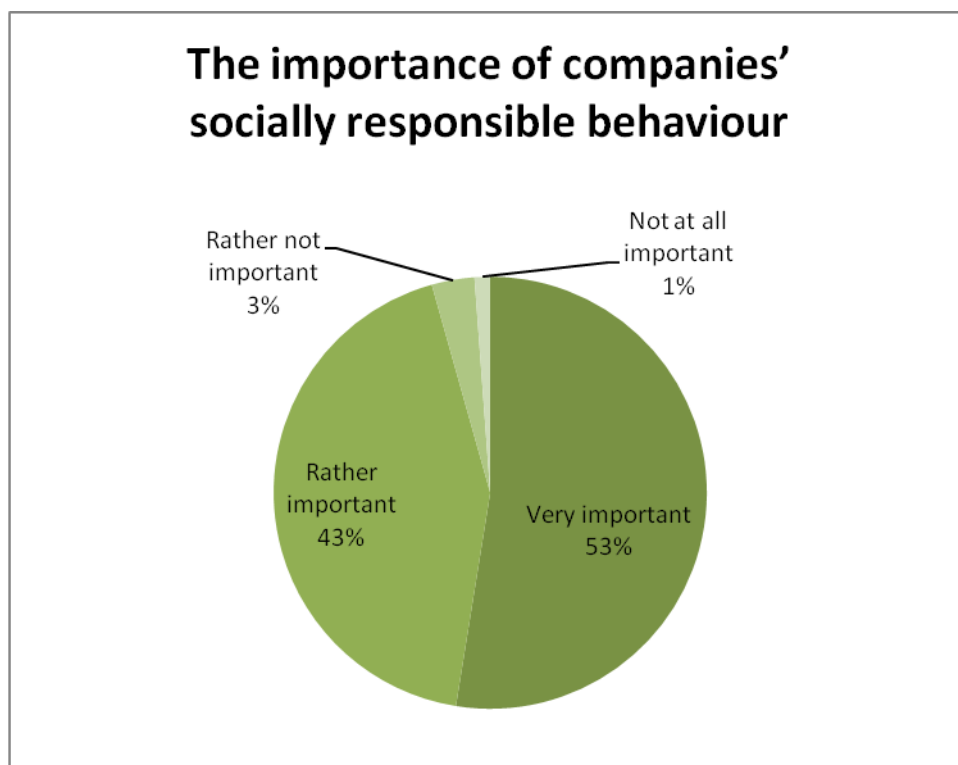


Figure 6: The importance of companies' socially responsible behaviour

2.4.3 The evaluation of different fields of corporate social responsibility

Here, it was asked from the respondents to evaluate the importance of different fields of corporate social responsibility. In other words, the Author wanted to find out, which of these

aspects of corporate social responsibility on which one company should pay the most attention on when wanting to be socially responsible, is considered important. In order to explain the different actions among these fields, several examples were brought out under the each point, both – in the questionnaire and during the interviews. These actions were also shortly described in the theoretical framework of this current research.

The answers of the question about employee friendliness at the workplace reflect that a very large number of people (80%) considered it one very important issue in company’s corporate social responsibility actions. 19% answered that it is rather important. These positive results can be explained by one thought from an interview: “If employees are not satisfied and enough motivated, then it is very difficult to implement other corporate social responsibility aspects. Therefore I think that the base of all is employee friendliness. Through involving employees into company’s decision-processes it is possible to get multilateral opinions and suggestions of how to be responsible towards the community and environment, and how to implement responsible market behaviour, management and strategy” (Appendix 4.3 – Interview 3). Only 1% of all the respondents admitted that employee friendliness is rather not important CSR issue. There were no one who had chosen the answer “not important at all.” All these previously described results can be seen on Figure 7.

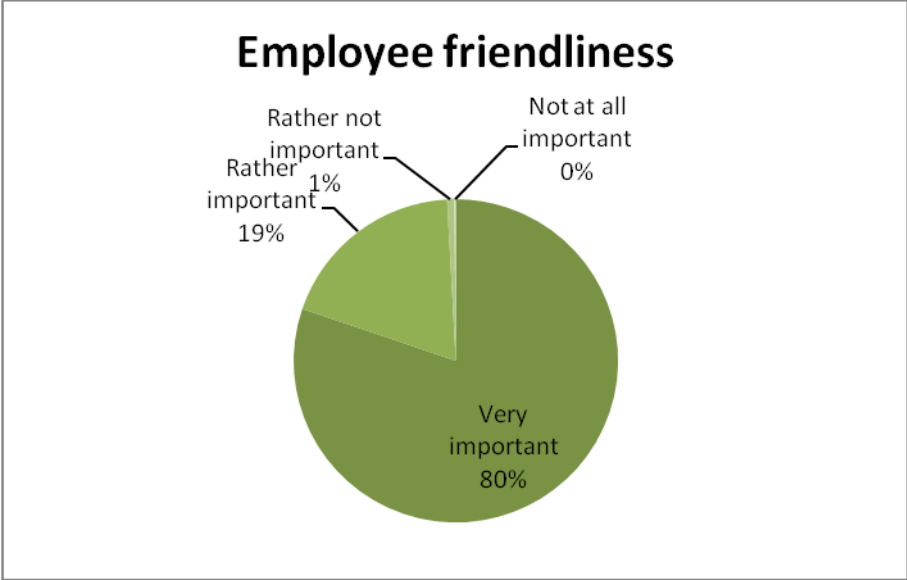


Figure 7: The importance of employee friendliness at the workplace

When moving to the community friendliness point, then the Figure 8 shows that the largest number of young consumers supported the answer “rather important”, which means that 54%

of them think of community friendliness as one quite important issue in corporate social responsibility on which the companies should turn their attention to. At the same time, 37% of respondents considered it very important. One interviewee brought out, that community friendliness is important and should be tied into companies' actions as it seems that this area has been left a bit uncared till now (Appendix 4.5 – Interview 5).

When examining the negative thoughts about this point, then 8% of all the questioned consumers take it something as not so important and there were 1% of those who see community friendliness as not important at all.

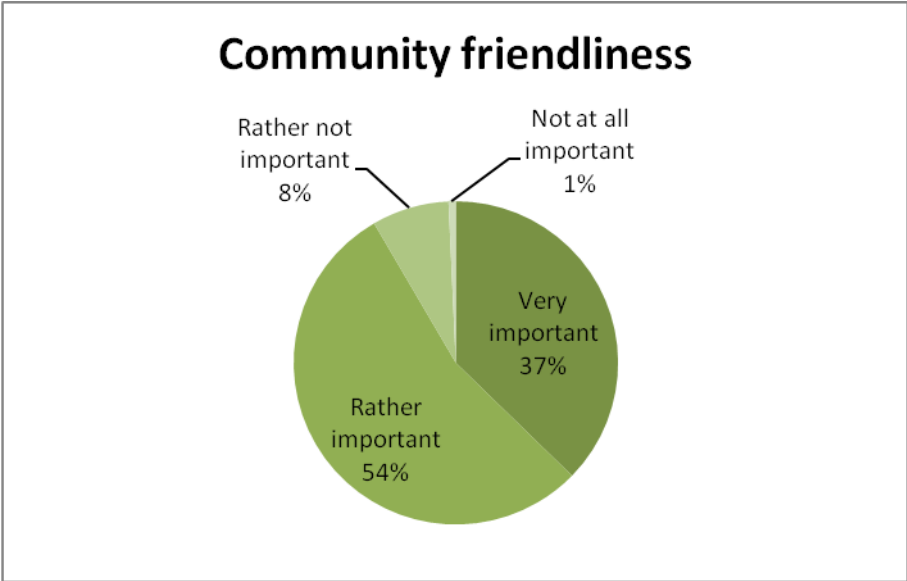


Figure 8: The importance of company's community friendliness

Examining now the Figure 9, which gives an overview of the answers about the importance of environment friendliness in corporate social responsibility, then it can be seen that 57% of respondents thought that this is one very important subject in company's CSR activities. 36% of them, expressed that environment friendliness is rather important. "I like think-global-act-local mentality and that's because I consider environmental questions as the most important." (Appendix 4.7 – Interview 7) At the same time, altogether 7% of respondents were thinking negatively about that, as 6% of all the questioned consumers considered environment friendliness rather not important and 1% not important subject at all.



Figure 9: The importance of company's environmental friendliness

At the same time, the results reflecting the respondents' attitudes towards the field of company's responsible market behaviour (Figure 10) show that a relatively large number of people (67%) think that company's CSR activities in that field are very important. One of the reasons might have come out from the interview where the respondent chose market behaviour as the most important subject of CSR as responsible acting towards business-partners and clients is the base of every normal business, which has to be achieved firstly. (Appendix 4.1 – Interview 1) 31% consider market behaviour rather important and only 2% of all the answered students thought it is something rather not so important. There were no one who had chosen the answer “not important at all”.

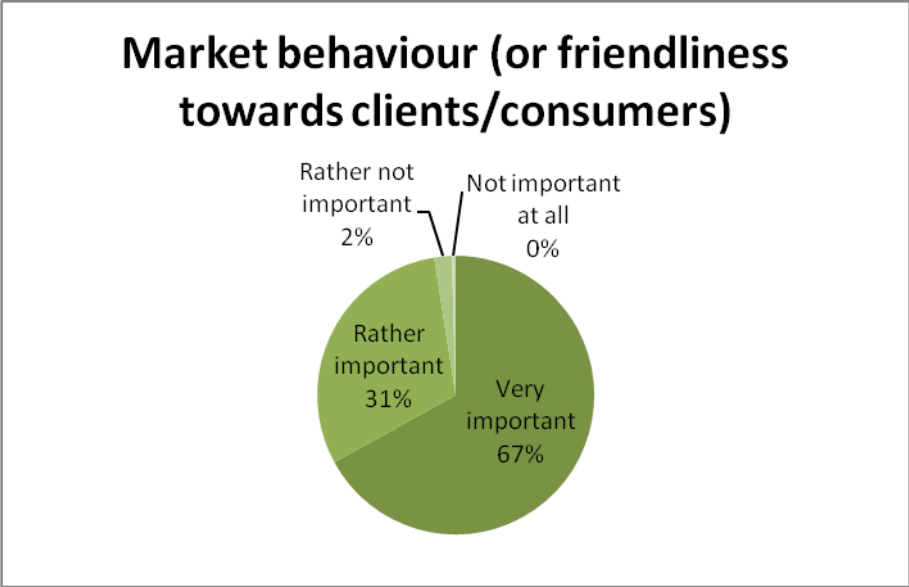


Figure 10: The importance of company's market behaviour

The final point of this question was about the consumers' attitudes towards the importance of socially responsible strategy and management activities. The Figure 11, which introduces the results of this point, shows that 48% of the respondents considered strategy and management one very important field of CSR. 44% thought that it is rather important, while only 7% expressed their opinion that strategy and management is rather not important field of corporate social responsibility actions. And, only 1% had the most radical thoughts by considering it not important at all.



Figure 11: The importance of strategy and management

2.4.4 The role of CSR in consumers' everyday purchasing decision thoughts

The questionnaire also examined of whether Estonian consumers think on corporate social responsibility when making their everyday purchasing decisions. Therefore, it came out, as it can be also seen from Figure 12 that most of the people (44%) do not rather think on that. 35% admitted that they sometimes think whether a product or service, which they are trying to buy is produced by a responsible company or not. At the same time, 17% of all the answered young consumers do not think on CSR at all. The smallest percentage of this question reflected these consumers' answers who always think on CSR when doing their purchasing decisions. Overall, the same notion as from these results, reflected in the interviews, "Unfortunately, not really as my everyday life is very busy and I have to make my most purchasing decisions during a very short time, without thinking on its producer and its' responsibility" (Appendix 4.1 – Interview 1).

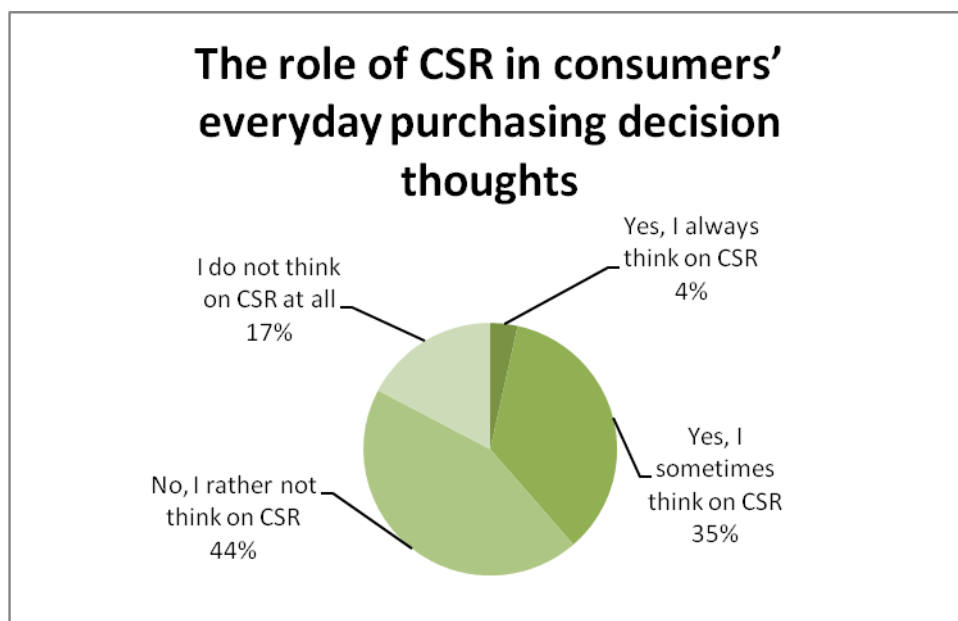


Figure 12: The role of CSR in Estonian consumers' everyday purchasing decision thoughts

2.4.5 The importance of corporate social responsibility among other aspects in consuming

The Author wanted to know of how important corporate social responsibility is for consumers among other company's product's aspects, which also might affect consumers' purchasing decisions. Therefore, the respondents had to evaluate the importance of price, quality,

fashion-trend, CSR and company's reputation on a 1-5 grade scale, where the grade 5 stood for "very important" and the grade 1 for "not important at all".

The results can be seen on the Figure 13. As it came out then the quality is the most important for consumers and affects their purchasing decisions the most. Its average grade was 4,54. The second most influential aspect was price, gaining the average grade of 4,41. "I haven't thought on company's responsibility. I have only focused on products' quality and price." (Appendix 4.2 – Interview 2)

In addition, company's reputation was on the third place (average grade 2,94) and the fourth place went to CSR, which gained the grade of 2,91. The last and most less important aspect for consumers and their purchasing decisions was fashion-trend with the average grade of 2,69.

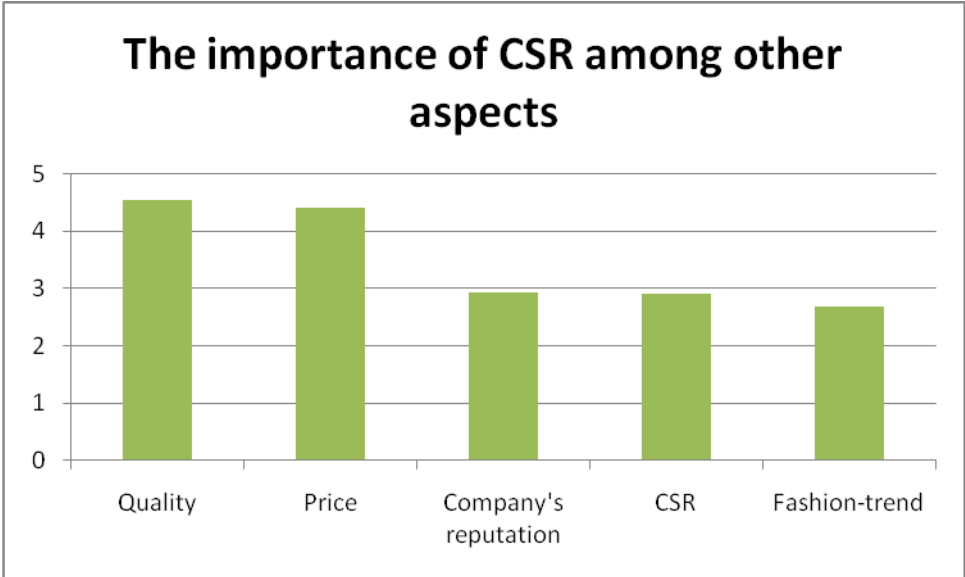


Figure 13: The importance of CSR among other aspects by the average grade

2.4.6 The most important aspect of corporate social responsibility

The survey also contained a question, where respondents had to mark out the most important aspect of corporate social responsibility for them in their purchasing decisions. Therefore, the choice had to be made between these different aspects of CSR: company's overall image in the field of CSR in the society, no chemicals or unhealthy substances or a minimal use of them, the use of environmentally friendly supply chain, important product information's fair and equitable communication, product's country of origin (where the product is produced),

employee friendliness and good working conditions in the production chain, responsible behaviour towards suppliers and business partners, and other aspects. Thereby, respondents could only choose one of them.

As a result, which can be seen on Figure 14, it came out that the most important aspect of CSR for consumers is a small or no use of chemicals or unhealthy substances. 39% of respondents supported this. Most of the interviews also supported this – “No chemicals or unhealthy substances. And this, because nowadays we already have so many harmful substances spreading around us, and therefore we have to do everything we can to not to consume these chemicals voluntarily.” (Appendix 4.5 – Interview 5)

The second most important aspect is important product information and its fair and equitable communication (33%). It is followed by the product’s country of origin (10%). After that, environmentally friendly supply chain and company’s overall CSR image got both 6% of the respondents’ votes. Then came the employee friendliness (4%) and, lastly, company’s responsible behaviour towards its business partners and suppliers, gaining, as a result only 2%.

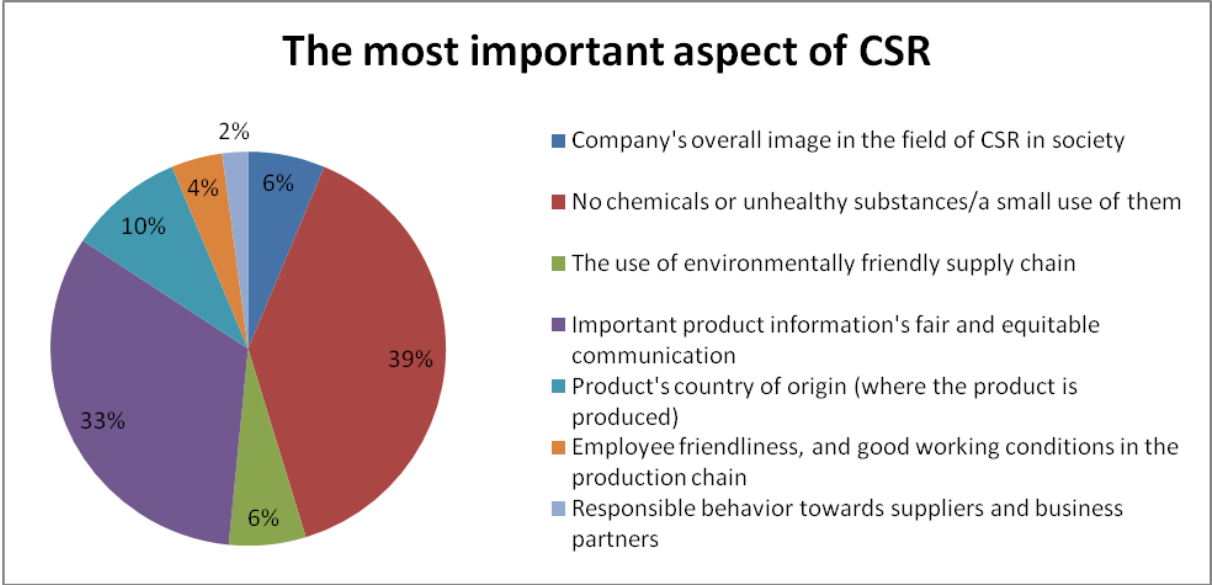


Figure 14: The most important aspect of corporate social responsibility

2.4.7 Willingness to pay more for products/services produced by socially responsible company

The last closed-end question examined whether consumers are ready to pay more for a product/service, which is produced by a socially responsible company than for a cheaper product/service from not so responsible company. The results revealed (see Figure 15) that only 15% of all responded young consumers are definitely ready to do so. At the same time, there were a lot more these respondents who answered that they rather would pay more for a product or service, which is produced by a socially responsible company – 63%. “If the price is not dramatically more expensive then yes, I’d be ready to pay more, as by that I’d give my contribution to a better society.” (Appendix 4.3 – Interview 3)

At the same time, 20% of the respondents admitted that they would rather not pay more for that kind of products/services and 2% of consumers answered that they would definitely not pay more.

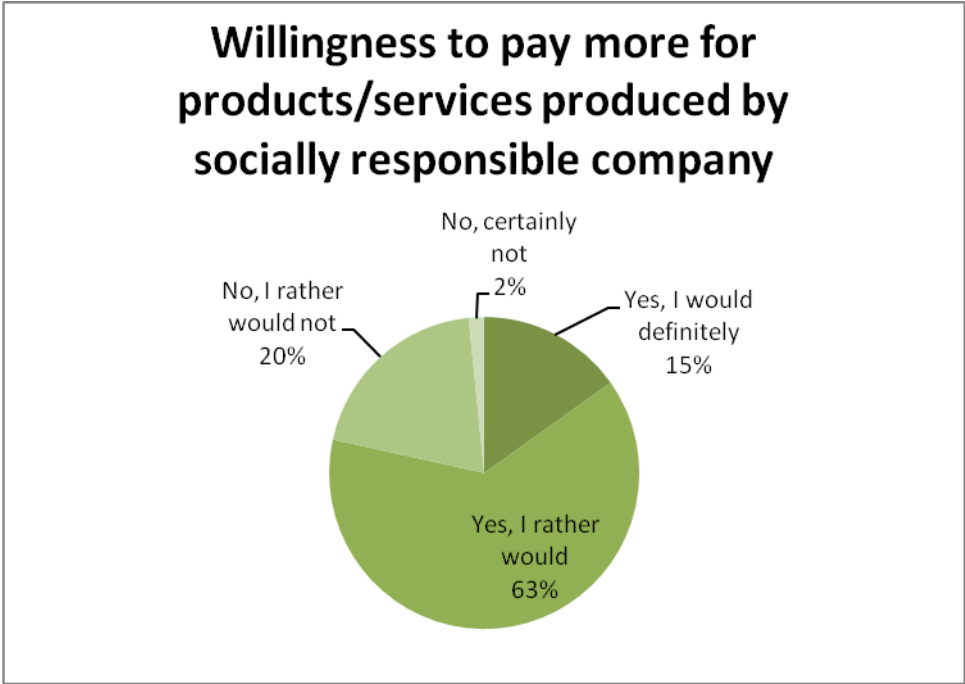


Figure 15: Consumers’ willingness to pay more for products/services produced by a socially responsible company

2.4.8 Socially responsible companies according to consumers' thoughts

At this point, the Author wanted to use an open-ended question to measure the public opinion about socially responsible companies.

All respondents had to bring out three companies, which they think are socially responsible. Therefore, altogether there should have been 2061 results to that. But what happened was that in 593 cases there were no answer or the respondents were written something not related to what was asked. For that reason, the Author got 1468 answers, which could be taken into account. These results can be seen on Table 2 (Appendix 5).

It came out that for young Estonian consumers the most socially responsible company is Swedbank, which got 93 votes. The second was EMT with 78 respondents' answers and the third place went to Elion, which got 69 votes. While the first mentioned company is one of the biggest banks here in Estonia, the other two belong in the same corporation and are the biggest and most popular telecommunication companies. The other results can be seen directly from the table in Appendix 5.

In addition, there were so many single offers – in 414 cases, respondents brought out a company, which the others did not. Therefore, the Author summarized these results under the concept “other”. Altogether, these single company-offers formed a 20,1% out of all the possible results.

2.4.9 Lately bought product/service, which social responsibility was considered by the consumer

In addition to companies, the Author also wanted to find out if there was some product or service, which put consumers to think on its producer's or company's social responsibility. As filling this question field was made compulsory, the Author had to work through 687 answers. After setting the variables and coding all these results, the products were divided into 18 different groups – cars and all related to them (tires, spare parts, etc), fuel, hygiene and health care (toothpaste, tampons, medicines etc), household goods (toilet paper, washing powder, cleaning liquids, etc), cosmetics and hair care (creams, decorative cosmetics, shampoos, conditioners, etc), consumer electronics(TV, computers, washing machines, mobile phones, mp3 players, etc), furniture, clothes, shoes and accessories, sports equipment (roller skates,

skis, simulators, etc), food and non-alcohol, alcohol and tobacco, services (bank services, hair dresser, public transportation, dentist, travelling services, etc), and other. In addition, there were 134 respondents who did not answer to this question and wrote just “I do not know” or a single character/symbol in order just to submit the questionnaire. The results of this question can be seen on Table 3 (see Appendix 6).

As it came out then Estonian consumers think most frequently on CSR when buying food. 29,3% of all the respondents declared that. Therefore, the Author considered it necessary to divide this group of products into smaller subgroups. Consequently, it was possible to determine that dairy products (milk, yoghurt, butter, etc) are the ones by which consumers think on CSR the most. They were followed by fruits and vegetables and meat. Additionally, there were a lot of these food products, which were mentioned only once and did not go under any subgroup of products. Therefore, the group “other” was here also created. In addition, one another thing, which also reflected from the respondents’ answers, was that many wrote the word “domestic” or “eco” in front of their product.

After food, consumers also think on corporate social responsibility when buying clothes, shoes and accessories, as 10% of all the respondents admitted that they had done so. “I often worry about in which conditions have these cloth-pieces manufactured. And, for example, haven’t they used child-labour” (Appendix 4.3 – Interview 3).

Almost equally to them, electronics is another thing, which has put consumers think on ethical subjects as 9,9% of consumers answered so. “I had to choose between two very good TVs in a same price range, but the decision was made based on energy consumption. Our choice was the one, which saves more energy” (Appendix 4.8 – Interview 8).

More specific results and percentages can be seen on Table 3 (Appendix 6).

3 ANALYSIS AND DISCUSSION

In the current chapter, the Author analyzes the most important findings of the research by trying to understand their reasons and find connections between theory and practice. That is based on the theoretical framework, previous researches and the Authors' vision and thoughts. In addition, the previously set research questions will find their answers. Lastly, at the end of the chapter, the Author makes couple of suggestions for amendment proposals.

The empirical research of the current study examined the importance of corporate social responsibility in Estonian young consumers' purchasing decisions. Findings show that most of Estonian consumers (44%) are not aware of the term "corporate social responsibility" or have heard it, but the real meaning is still unclear (41%). By this, the first research question, "Are Estonian consumers aware of the notion of "corporate social responsibility"?" found its answer. Still, the result of this is not very surprising as there really have not been a satisfying informing-work towards consumers in public. Partly the same notion came out from Turu-uuringute AS' research "The recognition of fair trade in population". There, only 8% of all 1005 respondents knew about the fair trade brand and its principles. But, after a brief explanation of the main concept of fair trade, 46% of all the respondents expressed their increased interest towards fair trade products (Turu-uuringute, 2009). This shows that consumers are simply not just aware of the whole concept of CSR and without having a certain will to search the information about it, they will remain uninformed. Consequently, small public awareness and a small presence of relative literature are one of the reasons why companies are not used to tie corporate social responsibility beliefs and actions into their business.

Though consumers do not know the real meaning of "corporate social responsibility" they still consider companies' socially responsible behaviour rather important (43%) or very important (53%), which shows that people want to care and at least admit the essentiality of the subject. This statistics and carried through interviews also answer to the second research question: "Do Estonian consumers consider corporate social responsibility important for them?" In addition, the results also witness the fact that a more socially responsible generation is coming into being, which is creating a basis for consumers, who make their consumption choices based on their personal and moral beliefs in order to maximize the long-time beneficial impact on the society. One of Featherstone's (1991) consumer society approach describes that

people buy and use certain products to mark their social identity, which means that these products note the social belonging (p. 13). In the Author's opinion, this thought can also be set in a socially responsible consumer society concept, in order to hope that when consumers consider CSR important for them, they also want it to reflect to outside and they therefore buy (only) responsible products.

The results of carried through quantitative and qualitative research show that the answer to the third research question, "Which aspect of corporate social responsibility do Estonian consumers consider the most important for them?" is that the most important aspect of CSR for Estonian consumers is employee friendliness, as altogether 99% of all the survey respondents considered it important or rather important, and three interviewees brought it separately out. Although, as all the other aspects also got the positive attitudes percentage higher than 90%, then, it could also be said, that all corporate social responsibility aspects – employee-, community-, environment friendliness, market behaviour, strategy and management, are all quite equally important for Estonian consumers. At the same time, the research from the Nielsen Company revealed that according to their respondents, environment should be the first priority to companies (The Nielsen Company, 2008). Overall, the Author is satisfied that the third research question shows so positive results, by reflecting that consumers understand that companies should turn their attention more or less to all corporate social responsibility aspects.

However, if to analyse the results where respondents had to evaluate CSR among other company's and its products' aspects, which are price, quality, fashion-trend, and company's reputation, on a 1-5 grade scale. Then it was not surprising to see that a quality and price are the most important aspects for Estonian consumers, a way ahead from the others. CSR got the third place and almost shared its position with fashion-trend and company's reputation. Therefore, the results show that even though consumers consider CSR as an important subject for them, which companies should adopt in their business, they still choose their purchase products based on their quality and price relation, and only after that, the matters of CSR are taken into account. Still, it is better than nothing, and we can only hope that the average grade of corporate social responsibility among other general aspects will increase. One fact, which might support this hope, is that socially responsible products really have a better quality, which in turn might tempt many consumers. But, at the same time, these products also have a

higher price, as all, which is grown or produced responsibly, with higher care, requires more money.

Let us now go even deeper into this issue, in order to find an answer to the fourth research question of this survey, “Do Estonian consumers think on company’s social responsibility when buying its product/service?” The results of the study reflect that most (44%) of the respondents and interviewees do not rather think on CSR, when doing their purchasing decisions, while 35% of all admitted, that yes, they sometimes think on it. Here, the Author wishes to bring out the Nielsen Company’s research results, which revealed that altogether 56% of their Estonian respondents expressed their readiness to buy socially responsible products (The Nielsen Company, 2008). Though, the number is quite high, if not to say very high, when comparing it to this current research’s answers, it can still be said that the questions’ structure was from slightly different angle. When this research wanted to know, whether consumers actually think on CSR during their shopping-tours, when doing their purchasing decisions, then the Nielsen Company’s study wanted to find out, if consumers are theoretically ready to buy more socially responsible products. Therefore, in the Authors opinion, the differences in the results comes from the fact that in practice, people might still not buy and consume those promised products, and the Author believes that this paper’s question was more from a practical angle. At the same time, research from Turu-uuringute AS gives an overview that altogether 91% of their 1005 respondents admitted that they do not buy fair trade products (Turu-uuringute, 2009). Therefore, it is a much more radical answer than the two previous ones together. The reason of this might be in the fact that the study was carried through in 2009 and, hopefully, consumers have got smarter in the knowledge of CSR.

In addition, the survey also asked about the most important aspect of CSR on which consumers think, when doing their purchasing decisions. The most popular choice was the one, which referred to no existence of chemicals or other unhealthy substances. And, that in both cases, in quantitative survey (39% of respondents) and in qualitative interviews. Most of the questioned students explained it by that there are already so many chemistry around us with harmful chemical substances, that it would be thoughtless to consume those matters voluntarily even more. But, what is interesting is that the results from Nielsen Company’s study and from Estonian Human Development’s report, both publicized in 2008, reflect that people consume more socially responsible products in order to save and protect the

environment (The Nielsen Company, 2008; Eesti Koostöö Kogu, 2009). In this current research case, only 6% supported the environment oriented answer-choice. The reason of this might be that consumers have changed to more egocentric and today think more on themselves rather than the whole environment. On the other hand, it is also possible that the respondents just did not understand the full meaning of the answer-choice “the use of environmentally friendly supply chain”, as in one previous answer they considered environment one quite an important aspect, which one company should tie in their CSR activities. Nevertheless, we cannot also forget that in this case, respondents had to choose only one answer-possibility, but in this previously mentioned question, they had a chance to grade all the listed aspects. Therefore, it really is still possible that environmental aspect is not so important for today’s consumers.

Now, let us find an answer to the fifth and last research question, which is, “Are Estonian consumers ready to pay more for a product/service, which is produced by a socially responsible company than for a product/service from not so responsible company?” The statistical results show that most of questioned people would rather buy socially responsible products (63%). And if now to analyze, why customers preferred this but not “yes, I definitely would” option, then the background reveals when looking on interview transcriptions. Most of those respondents explained their choice by saying that whether they are ready to pay more or not depends on the products’ real quality and the price difference, whether it justifies itself or not. Here, the Author has to agree, as she also has had an experience, where a domestic, self-grown product was much overpriced and, therefore, did not tempt to buy it at all.

The respondents’ also brought out companies, which, in their personal opinion, are socially responsible. The TOP 3 of them is as follows: Swedbank, EMT, Elion. Based on that, it can be said that Estonian consumers are quite well aware of local companies’ responsible actions, as two out of these three companies also belong in the list of Estonian CSR Index 2010 (Appendix 1), and Swedbank is even second in the table. And, if to watch the table of respondents’ offers even wider, then quite a lot of companies’ names also exist in the Index. Though, all those companies seem to be quite big, who are mentioned in the media quite often. Therefore, consumers might be aware of these companies’ CSR actions as some mediums have publicized news about them. But still, it is better that nothing and the respondents surprised the Author with their wise answers positively.

In addition to companies, respondents also had to bring out some product or service which they lately bought and during which they thought on its company's or producer's social responsibility. The results show that different food products were the most popular with dairy products at the head of them. Many answers contained the word "green" or "eco" in front of them. Partly the same reflected from the Endre Tisler's research and Turu-uuringute AS' survey, where participants expressed their preferences towards domestic manufacture/products, which are also often described as something "green" and "eco".

Overall, in the Authors opinion, the research carried its point as all raised research questions found through previously introduced and analyzed survey and interviews their satisfying answers. In addition, the objective of the research, which was to find out of how important role corporate social responsibility plays in Estonian consumers' purchasing decisions in order to understand and analyze the present situation, is also completed.

Therefore, at this point, the Author brings out couple of amendment proposals, which might be beneficial for CSR developments in Estonia.

Firstly, the Author suggests organisations, who deal with corporate social responsibility issues to more concentrate on increasing public awareness about this subject as it came out from the current study that most of Estonian consumers do not know the real notion of CSR and by that, they might not concentrate on this aspect when doing their purchasing decisions. Therefore it would be wise to cover the subject in media, organize free events about CSR, where free materials would be available to all, and interesting performers talk about the importance of socially responsible behaviour. In addition, educating people about CSR subjects should already start in school, where it should be covered in different classes so that young students could grow into wise consumers. The Author believes that if Estonian consumers could get more information about corporate social responsibility they would do more responsible purchasing decisions and by that, pressurize companies to act more responsibly.

Secondly, these organisations, whose main activity field is CSR and other social aspects, should also do more cooperation with different companies, both, big and small organisations. Today, many companies might think that being responsible means environmental actions or doing charity gifts during Christmas. Therefore, these companies need more information and should get an overview of what they could do in order to be socially responsible and what

effects might it have on their company's performance and their clients' attitudes. The Author thinks that many companies, whose attention have not turned on CSR yet, might surprise positively as doing good will also bring along a general positive image. In conclusion, there should be information seminars about corporate social responsibility for companies, as well as information materials sent directly to those companies. In addition, here also, bigger information work in media might have positive results.

Thirdly, if to expand the previous point's thought even more, then the Author suggests making CSR reporting in Estonia compulsory. Therefore companies have no choice but to turn their attention more or less on corporate social responsibility issues and actions, and have an obligation to inform their interest groups regularly about company's viewpoints and actions in societal and environmental fields. That actually may be beneficial to all those companies, but as well as consumers and the whole society in general, as by that, all different CSR aspects might develop for the better.

CONCLUSION

The subject of corporate social responsibility is a relatively new subject in Estonia and by now, there are still quite a few researches done about this field. Although responsible thinking have become more important and popular, Estonian society is still not used to demand bigger responsibility from companies and organisations, and therefore, economical results are still taken more into account. Fortunately, there are already signs of a rising civic society, which might lead to a bigger demand of Estonian consumers to companies.

In order to understand today's Estonian consumers' thoughts, the Author decided to carry through the research about the importance of corporate social responsibility in consumers' purchasing decisions. Before starting with the study, the Author formulated the following five research questions:

1. Are Estonian consumers aware of the notion of "corporate social responsibility"?
2. Do Estonian consumers consider companies' social responsibility important for them?
3. Which aspect of corporate social responsibility do Estonian consumers consider the most important for them?
4. Do Estonian consumers think on company's social responsibility when buying its product/service?
5. Are Estonian consumers ready to pay more for a product/service, which is produced by a socially responsible company than for a product/service from not so responsible company?

In addition to that, the Author also set the objective for the research, which was to find out of how important role corporate social responsibility plays in Estonian consumers' purchasing decisions in order to understand and analyze the present situation.

During the study, the Author applied both quantitative and qualitative research methods, using online survey and semi-structured interviews. As a result, all previously set research questions found their answers.

It came out that most of Estonian consumers are not aware of corporate social responsibility's notion, but they still consider companies' socially responsible behaviour very important for them. And, in consumers' thoughts, employee friendliness is the most important aspect of CSR. But in general, they do not rather think on companies' social responsibility when buying

its products or services. Surprisingly, most of Estonian respondents would rather pay more for a product or service by a socially responsible company than for a product or service from not so responsible company. Based on that, the previously set research's objective was met.

The Author believes that the subject of CSR will be more and more important by the time, and will have more effects on Estonian consumers' purchasing decisions. Therefore, the Author made couple of suggestions in order to change the situation for the better even faster.

- To increase public awareness of corporate social responsibility issues.
- To increase companies' awareness of what they could do in order to be socially responsible, and what benefits would dealing with CSR bring along.
- To make CSR reporting compulsory for the companies, so that they will have an obligation to inform their interest groups regularly about company's viewpoints and actions in societal and environmental fields.

All in all, Estonian consumers and companies should realize that being socially responsible means doing good not only for themselves but to whole world and whole society.

As this current research is one of the first studies in Estonia, examining the subject of CSR and consumers from this specific angle, then the Author believes that the paper could be beneficial socially, professionally and scholarly, and that it could be used in future researches as well.

As the Author has a bigger personal interest towards the subject of corporate social responsibility, then the Author will definitely make her contribution to CSR field's development in Estonia.

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RESÜMEE

Ettevõtte sotsiaalse vastutustundlikkuse tähtsus Eesti tarbijate ostuotsustes

Liis Veersalu

Vastutustundlik ettevõtetus on Eestis veel suhteliselt uus mõiste ning siiani on sellel teemal viidud läbi vaid üksikuid uurimustöid. Kuigi vastutustundlik mõtlemine on muutumas aina tähtsamaks ja populaarsemaks, pole Eesti ühiskond veel siiani harjunud ettevõtetele nõudma suuremat vastutustundlikkust. Siiski, juba praegu on märke, et pead on tõstmas uus kodanikuühiskond, millega koos võib see nõudlus tekkida.

Saamaks aru praeguste Eesti tarbijate mõtetest, otsustas Autor viia läbi uuringu, mõistmaks ettevõtete vastutustundlikkuse tähtsust tarbijate ostuotsustes. Selleks püstitas Autor viis järgnevat uurimisküsimust:

1. Kas Eesti tarbijad on kursis vastutustundliku ettevõtluse mõistega?
2. Kas ettevõtete vastutustundlikkus on Eesti tarbijate jaoks oluline?
3. Milline ettevõtete sotsiaalse vastutustundlikkuse aspekt on Eesti tarbijate jaoks kõige olulisem?
4. Kas Eesti tarbijad mõtlevad ettevõtte vastutustundlikkusele, kui ostavad antud ettevõtte toodet või tarbivad teenust?
5. Kas Eesti tarbijad on valmis maksma rohkem toote või teenuse eest, mille taga seisab vastutustundlik ettevõtte, kui odavam toote või teenuse eest, mis pärineb mitte nii vastutustundlikust ettevõttest?

Lisaks küsimustele seadis Autor tööle eesmärgi – uurida välja, kui tähtsat rolli mängib ettevõtte sotsiaalne vastutus Eesti tarbijate ostuotsustes, et mõista ja analüüsida hetkesituatsiooni.

Uuringu läbiviimisel kasutas Autor nii kvantitatiivset kui ka kvalitatiivset uurimismeetodit, tänu millele said vastuse kõik viis eelnevalt püstitatud uurimisküsimust.

Uuringust selgus, et enamus Eesti tarbijaid pole ettevõtte sotsiaalse vastutustundlikkuse mõistega kursis, kuid peavad siiski ettevõtete sotsiaalselt vastutustundlikku käitumist väga oluliseks. Seejuures on Eesti tarbijate jaoks kõige olulisem sotsiaalse vastutustundlikkuse aspekt töötajasõbralikkus. Teisalt ei mõtle Eesti tarbijad ettevõtte vastutustundlikkusele, kui

ostavad selle toodet või tarbivad teenust. Siiski on teorias enamuse küsitletud tarbijatest valmis maksma pigem rohkem raha toote või teenuse eest, mille taga seisab vastutustundlik ettevõtte, kui odavam toote või teenuse eest, mis pärineb mitte nii vastutustundlikust ettevõttest.

Tulenevalt eelnevast võib väita, et Autori poolt seatud töö eesmärk sai uurimuse käigus täidetud.

Autor usub, et ettevõtete sotsiaalne vastutustundlikkus muutub aja jooksul aina tähtsamaks teemaks ning omandab aina suuremat osakaalu Eesti tarbijate ostuotsustes. Sellest tulenevalt toob Autor välja ka mõningad omapoolsed ettepanekud olukorra veel kiiremalt paremaks muutmiseks.

1. Suurem tarbijate teavitustöö avalikkuses.
2. Suurem teavitustöö ettevõtete suunal, et ka nemad mõistaks, mis ettevõtte sotsiaalne vastutustundlikkus üldse tähendab ning millist kasu sellega tegelemine kaasa võib tuua.
3. Ettevõtte sotsiaalse vastutustundlikkuse alase aruandluse kohustuslikuks muutmine, millega ettevõtted peaksid regulaarselt teavitama huvigruppe oma seisukohtadest ning tegevustest sotsiaal- ja keskkonnasfääris.

Üldiselt öeldes peaksid tarbijad ning ettevõtted mõistma, et olla sotsiaalselt vastutustundlik, ei tee head mitte vaid neile endale, vaid ka kogu ühiskonnale ning maailmale üldiselt.

Kuna antud uurimustöö on üks esimesi sellelaadseid Eestis, usub Autor, et käesolev uuring võib kasulik olla nii sotsiaalses, professionaalses kui ka akadeemilises mõttes, ning leiab, et seda on võimalik kasutada ka edasistes selleteemalistes uurimustes tulevikus.

Kuna Autoril on teema vastu isiklik huvi, siis kindlasti panustab ta ettevõtete sotsiaalse vastutustundlikkuse arendamisse Eestis ka tulevikus.

APPENDIXES

APPENDIX 1 - Estonian CSR Index 2010

Nr	Name of the Company	Town	Points
1	Coca-Cola HBC Eesti AS	Tallinn	95,8
2	Swedbank AS	Tallinn	90,6
3	Eesti Energia AS	Tallinn	89,2
4	Microsoft Estonia OÜ	Tallinn	84,9
5	Eesti Post AS	Tallinn	84,8
6	ABB AS	Tallinn	83,5
7	Ecoprint AS	Tartu	79,4
8	Riigimetsa Majandamise Keskus	Tallinn	79,3
9	If P&C Insurance AS	Tallinn	79,0
10	Lennuliiklusteeninduse AS	Tallinn	75,4
11	Riigi Kinnisvara AS	Tallinn	74,5
12	Põltsamaa Felix AS	Jõgeva mk	74,3
13	Viru Keemia Grupp AS	Kohtla-Järve	75,2
14	DPD Eesti AS	Tallinn	74,1
15	Skanska EMV AS	Tallinn	71,8
16	SEB Pank AS	Tallinn	71,6
17	Rautakesko AS	Tallinn	70,7
18	Green IT OÜ	Tallinn	70,6
19	Estiko-Plastar AS	Tartu	70,2
20	NOTE Pärnu OÜ	Pärnu	69,7
21	Elisa Eesti AS	Tallinn	67,8
22	Humana Sorteerimiskeskus OÜ	Tallinn	67,2
23	Kliinik 32 OÜ	Tallinn	66,5
24	EMT AS	Tallinn	65,4
25	Farm Plant Eesti AS	Viljandi	64,7
26	Reval Hotelligrupi AS	Tallinn	63,9
27	TNT Express Worldwide Eesti AS	Tallinn	63,0
28	Ragn-Sells AS	Tallinn	62,5

29	BaltCap AS	Tallinn	62,4
30	Repo Vabrikud AS	Ida-Viru mk	61,2
31	Advokaadibüroo Sorainen AS	Tallinn	61,0
32	Ensert OÜ	Kuressaare	60,9
33	Nordkalk AS	Harju mk	60,2
34	Estonian Cell AS	Lääne-Viru mk	59,7
35	Prisma Peremarket AS	Tallinn	59,3
36	Rakvere Lihakombinaat AS	Lääne-Viru mk	58,3
37	DHL Estonia AS	Tallinn	55,5
38	Manpower OÜ	Tallinn	54,3
39	Kaleva Travel AS	Tallinn	54,2
40	Lennart Meri Tallinna Lennujaam	Tallinn	51,2
41	Infotark AS	Tallinn	51,1
42	Vestman Grupp AS	Viljandi	50,6
43	Clik AS	Harju mk	50,4
44	Dimela AS	Tartu	<50
45	Tamro Eesti Grupp	Harju mk	<50
46	EVR Infra AS	Tallinn	<50
47	Energest Group OÜ	Tallinn	<50
48	Estravel AS	Tallinn	<50
49	Lääne-Tallinna Keskhaigla AS	Tallinn	<50
51	Danske Bank A/S Eesti filiaal	Tallinn	<50
51	Megaram OÜ	Tallinn	<50
52	ERGO Kindlustuse AS	Tallinn	<50
53	Bilanss OÜ	Lääne mk	<50
54	Koidulapark Hotell OÜ	Pärnu	<50
55	Arvestusabi OÜ	Tallinn	<50

APPENDIX 2 – Quantitative questionnaire

1. Age:

2. Sex:

- Female
- Male

3. In which university do you go:

- *Nord Academy*
- *Estonian IT College*
- *Estonian Academy of Arts*
- *Estonian Aviation Academy*
- *Estonian University of Life Sciences*
- *Estonian Maritime Academy*
- *Estonian Academy of Music and Theatre*
- *Estonian Business School*
- *Euro Academy*
- *International University Audentes*
- *Estonian Entrepreneurship University of Applied Sciences*
- *Estonian Academy of Security Sciences*
- *The University of Applied Sciences*
- *Tallinn University of Technology*
- *Tallinn Health Care College*
- *Tallinn University*
- *Tartu Art College*
- *Tartu Health Care College*
- *University of Tartu*
- *Other*

4. Are you familiar with the term “corporate social responsibility” (abbreviated as CSR)?

- *Yes*
- *I've heard, but the real notion of it is still unclear*
- *No*

5. Is companies' responsible behaviour important for you?

- *Very important*
- *Rather important*
- *Rather not important*
- *Not important at all*

6. Please evaluate the following CSR aspects. In other words, which of the following aspects of corporate social responsibility on which one company should pay the most attention on when wanting to be socially responsible, do you consider important?

a. Employee friendliness

- *Very important;*
- *Rather important;*
- *Rather not important;*
- *Not important at all*

b. Community friendliness

- *Very important;*
- *Rather important;*
- *Rather not important;*
- *Not important at all*

c. Environmental friendliness

- *Very important;*
- *Rather important;*
- *Rather not important;*
- *Not important at all*

d. Market behaviour (or friendliness towards clients/consumers)

- *Very important;*
- *Rather important;*
- *Rather not important;*

- *Not important at all*

e. Strategy and management

- *Very important;*
- *Rather important;*
- *Rather not important;*
- *Not important at all*

7. Do you think on whether the company is socially responsible or not, when making your everyday purchasing decisions?

- *Yes, I always think on company's social responsibility*
- *Yes, I sometimes think on company's social responsibility*
- *No, I rather not think on company's social responsibility*
- *I do not think on company's social responsibility at all*

8. How important do you consider the following aspects? (On a 1-5 scale where “5” is “very important” and “1” refers to “not important at all”).

- Price 5; 4; 3; 2; 1
- Quality 5; 4; 3; 2; 1
- Fashion-trend 5; 4; 3; 2; 1
- Company’s social responsibility 5; 4; 3; 2; 1
- Company’s reputation 5; 4; 3; 2; 1

9. Which of the following aspects of corporate social responsibility is the most important for you when making your purchasing decisions?

- *Product's country of origin (where the product is produced);*
- *No chemicals or unhealthy substances, or a minimal use of them;*
- *Employee friendliness and good working conditions in the production chain;*
- *The use of environmentally friendly supply chain;*
- *Important product information’s fair and equitable communication;*
- *Responsible behaviour towards suppliers and business partners;*
- *Company's overall image in the field of CSR in the society;*
- *Other*

10. Would you be ready to pay more for a product/service, which is produced by a socially responsible company than for a cheaper product/service from not so responsible company?

- *Yes, I would definitely*
- *Yes, I rather would*
- *No, I rather would not*
- *No, certainly not*

11. Please name three companies, which you think are the most socially responsible:

- 1)
- 2)
- 3)

12. Please name one product or service, which you lately bought and during which you thought on its company's social responsibility.

.....

APPENDIX 3 – Qualitative interviews’ questions

1. Age:
2. Sex:
3. In which university do you go?
4. Are you familiar with the term “corporate social responsibility” (abbreviated as CSR)?
If yes, the where have you heard about it and how would you formulate its meaning?
5. Is companies’ responsible behaviour important for you? Why?
6. Which of the following aspects of corporate social responsibility on which one company should pay the most attention on when wanting to be socially responsible, is the most important for you? Why?
 - Employee friendliness
 - Community friendliness
 - Environmental friendliness
 - Market behaviour (or friendliness towards clients/consumers)
 - Strategy and management
7. Do you think on whether the company is socially responsible or not, when making your everyday purchasing decisions? If yes, then please name one product or service, which you lately bought and during which you thought on its company’s social responsibility.
8. Which of the following aspects of corporate social responsibility is the most important for you when making your everyday purchasing decisions? Why?
 - Product's country of origin (where the product is produced);
 - No chemicals or unhealthy substances, or a minimal use of them;
 - Employee friendliness and good working conditions in the production chain;
 - The use of environmentally friendly supply chain;
 - Important product information’s fair and equitable communication;
 - Responsible behaviour towards suppliers and business partners;
 - Company's overall image in the field of CSR in the society;

– Other (please comment).

9. Would you be ready to pay more for a product/service, which is produced by a socially responsible company than for a cheaper product/service from not so responsible company? Why?

APPENDIX 4 – Interviews’ transcriptions

Appendix 4.1 – Interview 1

1. Age: 22
2. Sex: *Female*
3. In which university do you go? *Tallinn Health Care College*
4. Are you familiar with the term “corporate social responsibility” (abbreviated as CSR)?
If yes, then where have you heard about it and how would you formulate its meaning?
No, I have no idea what the term “corporate social responsibility” really means. Thanks to you I now started to think on it ... have to look up when I get back home!
5. Is companies’ responsible behaviour important for you? Why?
Yes, compenies’ socially responsible behaviour is quite important for me as I consider it important when a company, besides asking money for its products and services, also cares about the surrounding and invests in it. Also, I think that I feel more secured and I trust the company much more when I know that it engages social responsibility beliefs in its everyday business. And of course, in my eyes, dealing with social responsibility issues raises company’s reputation.
6. Which of the following aspects of corporate social responsibility on which one company should pay the most attention on when wanting to be socially responsible, is the most important for you? Why?
 - Employee friendliness
 - Community friendliness
 - Environmental friendliness
 - Market behaviour (or friendliness towards clients/consumers)
 - Strategy and management*Oh, I’d like to pick more than one... But, ok, I think that it’s market behaviour as I think that responsible acting towards business-partners and clients is the base of every normal business. After achieving this, the company should start thinking on other CSR aspects as well.*

7. Do you think on whether the company is socially responsible or not, when making your everyday purchasing decisions? If yes, then please name one product or service, which you lately bought and during which you thought on its company's social responsibility.

Unfortunately, not really as my everyday life is very busy and I have to make my most purchasing decisions during a very short time, without thinking on its producer and its' responsibility. Therefore I cannot name you a product also.

8. Which of the following aspects of corporate social responsibility is the most important for you when making your everyday purchasing decisions? Why?

- Product's country of origin (where the product is produced);
- No chemicals or unhealthy substances, or a minimal use of them;
- Employee friendliness and good working conditions in the production chain;
- The use of environmentally friendly supply chain;
- Important product information's fair and equitable communication;
- Responsible behaviour towards suppliers and business partners;
- Company's overall image in the field of CSR in the society;
- Other (please comment).

Ok, let's imagine that I have time to deepen into product's information and its producer's background – then I'd choose “no chemicals or unhealthy substances, or a minimal use of them”. And that, because there is so many people who have allergies 'thanks' to these chemicals and different substances. Therefore I'd avoid buying products with too much chemicals.

9. Would you be ready to pay more for a product/service, which is produced by a socially responsible company than for a cheaper product/service from not so responsible company? Why?

I wouldn't pay more for a service. But it's different with products, as I'd be ready to pay more for products, which are good for my health, without chemicals, etc. And I'd also pay more for a product, which doesn't pollute or damage our dear environment.

Appendix 4.2 – Interview 2

1. Age: 24

2. Sex: *Male*

3. In which university do you go? *Tallinn University of Technology*

4. Are you familiar with the term “corporate social responsibility” (abbreviated as CSR)?
If yes, then where have you heard about it and how would you formulate its meaning?
Not very familiar. But I'd put it like this – corporate social responsibility is a company's imagological trick to tie its brand with some softer and trustworthy qualities in clients' minds, through which the company could show itself from a much better side.

5. Is companies' responsible behaviour important for you? Why?
No, I wouldn't say that it's important. But the fact that people talk more and more about companies' responsibility actions and consider it more and more important urges companies to really act in a socially responsible manner. And hopefully, by that, companies will focus more on offering quality products. And I like that!

6. Which of the following aspects of corporate social responsibility on which one company should pay the most attention on when wanting to be socially responsible, is the most important for you? Why?
 - Employee friendliness
 - Community friendliness
 - Environmental friendliness
 - Market behaviour (or friendliness towards clients/consumers)
 - Strategy and management

As we talk about corporate social responsibility, then I say environment friendliness. In other cases I'd say that the most important aspects for one company are employee friendliness, market behavior, strategy and management.

7. Do you think on whether the company is socially responsible or not, when making your everyday purchasing decisions? If yes, then please name one product or service, which you lately bought and during which you thought on its company's social responsibility.

No, I haven't thought on company's responsibility. I have only focused on products' quality and price.

8. Which of the following aspects of corporate social responsibility is the most important for you when making your everyday purchasing decisions? Why?
- Product's country of origin (where the product is produced);
 - No chemicals or unhealthy substances, or a minimal use of them;
 - Employee friendliness and good working conditions in the production chain;
 - The use of environmentally friendly supply chain;
 - Important product information's fair and equitable communication;
 - Responsible behaviour towards suppliers and business partners;
 - Company's overall image in the field of CSR in the society;
 - Other (please comment).

It's product's country of origin as I prefer domestic goods.

9. Would you be ready to pay more for a product/service, which is produced by a socially responsible company than for a cheaper product/service from not so responsible company? Why?

No, at least not only because of this matter. I'd pay more if I feel that there is a more quality in this company's products.

Appendix 4.3 – Interview 3

1. Age: 22
2. Sex: *Female*
3. In which university do you go? *University of Tartu*
4. Are you familiar with the term “corporate social responsibility” (abbreviated as CSR)?
If yes, then where have you heard about it and how would you formulate its meaning?
No. Haven't heard this definition before.
5. Is companies' responsible behaviour important for you? Why?
As I am not familiar with the definition and do not know its real meaning, then I have to answer based on what I think it is. Therefore I believe that corporate social

responsibility is important as I consider responsibility vital and essential in all spheres of life.

6. Which of the following aspects of corporate social responsibility on which one company should pay the most attention on when wanting to be socially responsible, is the most important for you? Why?
- Employee friendliness
 - Community friendliness
 - Environmental friendliness
 - Market behaviour (or friendliness towards clients/consumers)
 - Strategy and management

It is very difficult to choose the most important as they all perform an essential part. If we talk about client-service company then the most important would be market behavior. If we talk about the company, which is potentially harmful to the environment, then I'd choose environment friendliness. At the same time, if employees are not satisfied and enough motivated, then it is very difficult to implement other corporate social responsibility aspects. Therefore I think that the base of all is employee friendliness. Through involving employees into company's decision-processes it is possible to get multilateral opinions and suggestions of how to be responsible towards the community and environment, and how to implement responsible market behavior, management and strategy.

7. Do you think on whether the company is socially responsible or not, when making your everyday purchasing decisions? If yes, then please name one product or service, which you lately bought and during which you thought on its company's social responsibility.

No, I definitely do not think on that on an everyday basis. I believe, that this kind of thinking runs through my head when I buy clothes as I often worry about in which conditions have these cloth-pieces manufactured. And, for example, haven't they used child-labour.

8. Which of the following aspects of corporate social responsibility is the most important for you when making your everyday purchasing decisions? Why?
- Product's country of origin (where the product is produced);

- No chemicals or unhealthy substances, or a minimal use of them;
- Employee friendliness and good working conditions in the production chain;
- The use of environmentally friendly supply chain;
- Important product information's fair and equitable communication;
- Responsible behaviour towards suppliers and business partners;
- Company's overall image in the field of CSR in the society;
- Other (please comment).

Depends of what do I buy. For example, when buying medicines, the most important for me is fair and equitable product information as the lack of it might be harmful to my health. Therefore, there should be clear and fair information about how often different age-groups should take the medicine, what are its contraindications and externalities, and so on. But when doing ordinary, everyday purchases, then good working conditions in the production chain would be quite an important issue for me, but as I don't have information about this when being in a shop, then I can't take that into account. Therefore, I'd pick a minimal or no use of chemicals or unhealthy substances as there are already so many chemicals around us in our everyday life then I try to avoid them as much as it is in my hands.

9. Would you be ready to pay more for a product/service, which is produced by a socially responsible company than for a cheaper product/service from not so responsible company? Why?

If the price is not dramatically more expensive then yes, I'd be ready to pay more, as by that I'd give my contribution to a better society. Think a little bit – if more people would be ready to do so, then not so socially responsible companies should rethink their steps and change their business for more responsible in order to survive in today's competitive market. But in order for this to work, all consumers must be aware of which companies are more socially responsible and which aren't. But it would be very difficult to really communicate this information to all people.

Appendix 4.4 – Interview 4

1. Age: 25
2. Sex: Female

3. In which university do you go? *Estonian Academy of Arts*
4. Are you familiar with the term “corporate social responsibility” (abbreviated as CSR)?
If yes, then where have you heard about it and how would you formulate its meaning?
Unfortunately I hear this definition for the first time and have no idea of what it might mean.
5. Is companies’ responsible behaviour important for you? Why?
Yes, it’s important as in my case, it creates trust for the company.
6. Which of the following aspects of corporate social responsibility on which one company should pay the most attention on when wanting to be socially responsible, is the most important for you? Why?
- Employee friendliness
 - Community friendliness
 - Environmental friendliness
 - Market behaviour (or friendliness towards clients/consumers)
 - Strategy and management
- Definitely employee friendliness. Because when a company is employee-friendly then its productivity is higher and acting towards clients more friendly.*
7. Do you think on whether the company is socially responsible or not, when making your everyday purchasing decisions? If yes, then please name one product or service, which you lately bought and during which you thought on its company’s social responsibility.
I haven’t been able to turn my attention to this as I haven’t thought that corporate social responsibility might somehow directly affect products or services.
8. Which of the following aspects of corporate social responsibility is the most important for you when making your everyday purchasing decisions? Why?
- Product's country of origin (where the product is produced);
 - No chemicals or unhealthy substances, or a minimal use of them;
 - Employee friendliness and good working conditions in the production chain;
 - The use of environmentally friendly supply chain;
 - Important product information’s fair and equitable communication;

- Responsible behaviour towards suppliers and business partners;
- Company's overall image in the field of CSR in the society;
- Other (please comment).

Definitely the second choice – no chemicals. I care about my family and their health and therefore try to consume as healthy products as possible, which should not contain chemical-substances.

9. Would you be ready to pay more for a product/service, which is produced by a socially responsible company than for a cheaper product/service from not so responsible company? Why?

Yes, if higher price is justified. For example, when higher price is conditioned because the products is produced in an environmentally friendly way by an environmentally friendly company, then yes, why not.

Appendix 4.5 – Interview 5

1. Age: 22

2. Sex: *Female*

3. In which university do you go? *Euro Academy*

4. Are you familiar with the term “corporate social responsibility” (abbreviated as CSR)?
If yes, then where have you heard about it and how would you formulate its meaning?
Oh, no, sorry, but I have no idea what it is.

5. Is companies’ responsible behaviour important for you? Why?

I think that it is wise to consider it important. Because responsibility is important.

6. Which of the following aspects of corporate social responsibility on which one company should pay the most attention on when wanting to be socially responsible, is the most important for you? Why?

- Employee friendliness
- Community friendliness
- Environmental friendliness
- Market behaviour (or friendliness towards clients/consumers)

- Strategy and management

I think it's community friendliness as it seems that this area has been left a bit uncared till now.

7. Do you think on whether the company is socially responsible or not, when making your everyday purchasing decisions? If yes, then please name one product or service, which you lately bought and during which you thought on its company's social responsibility.

Again, sorry, but no, I do not think on that at all.

8. Which of the following aspects of corporate social responsibility is the most important for you when making your everyday purchasing decisions? Why?

- Product's country of origin (where the product is produced);
- No chemicals or unhealthy substances, or a minimal use of them;
- Employee friendliness and good working conditions in the production chain;
- The use of environmentally friendly supply chain;
- Important product information's fair and equitable communication;
- Responsible behaviour towards suppliers and business partners;
- Company's overall image in the field of CSR in the society;
- Other (please comment).

No chemicals or unhealthy substances. And this, because nowadays we already have so many harmful substances spreading around us, and therefore we have to do everything we can to not to consume these chemicals voluntarily.

9. Would you be ready to pay more for a product/service, which is produced by a socially responsible company than for a cheaper product/service from not so responsible company? Why?

Yes, if I can be sure that the product really has higher quality and is produced without harming the environment.

Appendix 4.6 – Interview 6

1. Age: 23
2. Sex: Female

3. In which university do you go? *Tallinn University*
4. Are you familiar with the term “corporate social responsibility” (abbreviated as CSR)?
If yes, then where have you heard about it and how would you formulate its meaning?
Yes, as it was taught at school. But about two years ago I had no idea about this. But, CSR means managing company in a way where besides company’s good financial results, other aspects like caring of employees, environment and the community, are also taken into account.
5. Is companies’ responsible behaviour important for you? Why?
Generally I don’t think on it, as I’m not really closely affected by one company’s behaviour. But it definitely does that indirectly. And if I’d work for one big company, then I’d really like if the company would care about me and therefore the subject of responsibility would be important.
6. Which of the following aspects of corporate social responsibility on which one company should pay the most attention on when wanting to be socially responsible, is the most important for you? Why?
- Employee friendliness
 - Community friendliness
 - Environmental friendliness
 - Market behaviour (or friendliness towards clients/consumers)
 - Strategy and management
- I consider employee and environment friendliness as the most important of them. The first one because when the employer cares of its employees then employees are happy and motivated, which in turn leads to a better results. Environment friendliness, at the same time, because it doesn’t affect only the company and the people connected to this company, but the whole society.*
7. Do you think on whether the company is socially responsible or not, when making your everyday purchasing decisions? If yes, then please name one product or service, which you lately bought and during which you thought on its company’s social responsibility.

No, I have to admit that I don't do my purchasing decisions based on whether the company is socially responsible or not.

8. Which of the following aspects of corporate social responsibility is the most important for you when making your everyday purchasing decisions? Why?
- Product's country of origin (where the product is produced);
 - No chemicals or unhealthy substances, or a minimal use of them;
 - Employee friendliness and good working conditions in the production chain;
 - The use of environmentally friendly supply chain;
 - Important product information's fair and equitable communication;
 - Responsible behaviour towards suppliers and business partners;
 - Company's overall image in the field of CSR in the society;
 - Other (please comment).

The most important of them, what I also watch when buying something, is what the product contains. Therefore it's "no chemicals or unhealthy substances, or a minimal use of them". And that because today almost everything is related to chemicals and chemistry, and by that I already am in a contact with them. Therefore I try to buy as much chemical-free products as possible.

9. Would you be ready to pay more for a product/service, which is produced by a socially responsible company than for a cheaper product/service from not so responsible company? Why?

It all depends. Depends on a quality, depends on a product and definitely depends on a price difference and how much do I earn.

Appendix 4.7 – Interview 7

1. Age: 24
2. Sex: Female
3. In which university do you go? *Tallinn School of Economics*
4. Are you familiar with the term "corporate social responsibility" (abbreviated as CSR)?
If yes, then where have you heard about it and how would you formulate its meaning?
Honestly? I really haven't heard about it.

5. Is companies' responsible behaviour important for you? Why?

Sure it is! As all individuals should act responsibly, then the companies should do the exact same.

6. Which of the following aspects of corporate social responsibility on which one company should pay the most attention on when wanting to be socially responsible, is the most important for you? Why?

- Employee friendliness
- Community friendliness
- Environmental friendliness
- Market behaviour (or friendliness towards clients/consumers)
- Strategy and management

Environmental friendliness. I like think-global-act-local mentality and that's because I consider environmental questions as the most important.

7. Do you think on whether the company is socially responsible or not, when making your everyday purchasing decisions? If yes, then please name one product or service, which you lately bought and during which you thought on its company's social responsibility.

I try to consume green products and prefer goods from domestic small-sized businesses when possible. It seems to me that small producers are socially responsible already by their nature. For example, I lately had a chance to buy a meat of freely bred rooster and chicken, which was produced by a Vana-Torokese farm. Doing this, it run through my mind that the farmers who breed happy roosters and chicken are socially very responsible as birds grow in a good environment and people have possibility to buy quality domestic meat.

8. Which of the following aspects of corporate social responsibility is the most important for you when making your everyday purchasing decisions? Why?

- Product's country of origin (where the product is produced);
- No chemicals or unhealthy substances, or a minimal use of them;
- Employee friendliness and good working conditions in the production chain;

- The use of environmentally friendly supply chain;
- Important product information's fair and equitable communication;
- Responsible behaviour towards suppliers and business partners;
- Company's overall image in the field of CSR in the society;
- Other (please comment).

I choose no chemicals. I don't want to poison mine or my family's health and lives.

9. Would you be ready to pay more for a product/service, which is produced by a socially responsible company than for a cheaper product/service from not so responsible company? Why?

Yes, I am ready to pay more because by this I can show my support towards socially responsible companies, whose existence is very thankworthy.

Appendix 4.8 – Interview 8

1. Age: 21
2. Sex: Male
3. In which university do you go? *The University of Applied Sciences*
4. Are you familiar with the term “corporate social responsibility” (abbreviated as CSR)?
If yes, then where have you heard about it and how would you formulate its meaning?
Yes, I know about it. I had heard about this for some time ago, but it became clearer when I studied it in my first university year. For me, corporate social responsibility is when a company values and cares about the whole society, environment and culture, and making decisions in a way, which would benefit to all these mentioned areas.
5. Is companies' responsible behaviour important for you? Why?
Corporate social responsibility is definitely important for me. And that, if not directly, then definitely in an indirect way. It is a thing, which, at least in my eyes, affects companies' reputation quite strongly, and by this, has also effects on my purchase decisions. Therefore I often choose a product, produced by a responsible organisation than from a company who is very passive in that subject.

6. Which of the following aspects of corporate social responsibility on which one company should pay the most attention on when wanting to be socially responsible, is the most important for you? Why?

- Employee friendliness
- Community friendliness
- Environmental friendliness
- Market behaviour (or friendliness towards clients/consumers)
- Strategy and management

I think that the company should turn its attention to environment friendliness. Environmental pollution is one of the biggest subjects today and people around the globe should start to realize immediately of how important the problem really is. If the pollution will continue spreading with the same speed then already very soon, it might be out of control. Here, companies are the ones who could give their helping hand and start to think on environment.

7. Do you think on whether the company is socially responsible or not, when making your everyday purchasing decisions? If yes, then please name one product or service, which you lately bought and during which you thought on its company's social responsibility.

If to be honest, I think on it during my all purchases. For example, if I buy eggs, then I choose the ones which come from freely grown chicken. And when talking about our new TV, then I had to choose between two very good TVs in a same price range, but the decision was made based on energy consumption. Our choice was the one, which saves more energy.

8. Which of the following aspects of corporate social responsibility is the most important for you when making your everyday purchasing decisions? Why?

- Product's country of origin (where the product is produced);
- No chemicals or unhealthy substances, or a minimal use of them;
- Employee friendliness and good working conditions in the production chain;
- The use of environmentally friendly supply chain;
- Important product information's fair and equitable communication;
- Responsible behaviour towards suppliers and business partners;

- Company's overall image in the field of CSR in the society;
- Other (please comment)..

No chemicals or unhealthy substances, or a minimal use of them. It affects me the most. As eating have direct effects to my health then I try to eat as healthy products as possible. Yes, organic, chemical-free products pay more, but they are also worth that. In addition, organic goods are grown in good, environment-friendly conditions.

9. Would you be ready to pay more for a product/service, which is produced by a socially responsible company than for a cheaper product/service from not so responsible company? Why?

Yes, definitely. I believe all my other answers also reflected this notion. Therefore, as long my financial situation allows that, I'd be ready to pay more as I really value companies' socially responsible behaviour.

Appendix 4.9 – Interview 9

1. Age: 23
2. Sex: *Male*
3. In which university do you go? *Estonian IT College*
4. Are you familiar with the term “corporate social responsibility” (abbreviated as CSR)?
If yes, then where have you heard about it and how would you formulate its meaning?
No, I'm not familiar.
5. Is companies' responsible behaviour important for you? Why?
Yes it is, because if a company doesn't behave responsively then I cannot trust it and therefore do not want to do a cooperation with it.
6. Which of the following aspects of corporate social responsibility on which one company should pay the most attention on when wanting to be socially responsible, is the most important for you? Why?
 - Employee friendliness
 - Community friendliness
 - Environmental friendliness

- Market behaviour (or friendliness towards clients/consumers)
- Strategy and management

I think for me it is community friendliness, because even if I'm not the consumer of one company's services or products I and all the other community-members could still benefit from its actions. It also shows that the company do not only think on its profit but really cares of the surrounding.

7. Do you think on whether the company is socially responsible or not, when making your everyday purchasing decisions? If yes, then please name one product or service, which you lately bought and during which you thought on its company's social responsibility.

No, I don't.

8. Which of the following aspects of corporate social responsibility is the most important for you when making your everyday purchasing decisions? Why?

- Product's country of origin (where the product is produced);
- No chemicals or unhealthy substances, or a minimal use of them;
- Employee friendliness and good working conditions in the production chain;
- The use of environmentally friendly supply chain;
- Important product information's fair and equitable communication;
- Responsible behaviour towards suppliers and business partners;
- Company's overall image in the field of CSR in the society;
- Other (please comment).

As I don't really think on these aspects then it is quite difficult to bring out one of these aspects. But, if I have to, then it would be chemical-free products as this is the only thing which might affect me and my health directly.

9. Would you be ready to pay more for a product/service, which is produced by a socially responsible company than for a cheaper product/service from not so responsible company? Why?

No. As I'm not familiar with the subject, and media or other sources have not informed me about the notion of corporate social responsibility then I cannot care. My only goal in my everyday purchases is to get the products I want and need with as small price as possible.

APPENDIX 5

Table 2: Responsible companies according to young Estonian consumers

Company	Number of respondents	The percentage %
No Answer	593	28,8
OTHER	414	20,1
Swedbank	93	4,5
EMT	78	3,8
Elion	69	3,3
Eesti Energia	49	2,4
Selver	38	1,8
Statoil	31	1,5
Elisa	27	1,3
Rimi	24	1,2
Tallinna Kaubamaja	24	1,2
The Body Shop	24	1,2
SEB	20	1,0
Tele 2	19	0,9
Skype	19	0,9
Kalev	16	0,8
Tallink	16	0,8
Tere	14	0,7
Eesti Post	13	0,6
Prisma	13	0,6
Sampo	13	0,6
Coca-Cola HBC	12	0,6
Humana	11	0,5
Nopri Talumeierei	10	0,5
Tallinna Vesi	10	0,5
Riigimetsa Majandamise Keskus	10	0,5
Fazer	9	0,4
Ecoprint	9	0,4
Nordea	9	0,4
Saku Õlletehas	9	0,4
A.Le.Coq	8	0,4
Apple	8	0,4
Nokia	8	0,4
ReUse Republic	8	0,4
Dell	7	0,3
Denim Dream	7	0,3
Google	7	0,3
Stockmann	7	0,3

Webmedia	6	0,3
Orto	6	0,3
Põltsamaa Felix	6	0,3
Ragn-Sells	6	0,3
Valio	5	0,2
Konsum	5	0,2
Leibur	5	0,2
Looduspere pood	5	0,2
Lush Cosmetics	5	0,2
Maksu- ja Tolliamet	5	0,2
Ordi	5	0,2
Rakvere Lihakombinaat	5	0,2
Saida farm	5	0,2
Yves Rocher	4	0,2
Eesti Pagar	4	0,2
Hewlett-Packard	4	0,2
IT Kolledz	4	0,2
Kadarbiku talu	4	0,2
McDonalds	4	0,2
Microsoft Estonia	4	0,2
Parim Pood	4	0,2
Pere Leib	4	0,2
Puhas Loodus	4	0,2
Rahva Raamat	4	0,2
Starman	4	0,2
Taaskasutuskeskus	4	0,2
Toyota	4	0,2
Aura	3	0,1
DHL	3	0,1
Ergo Kindlustuse AS	3	0,1
Estonian Air	3	0,1
ETK	3	0,1
Honda	3	0,1
IF Kindlustus	3	0,1
Joik	3	0,1
Kehrwieder	3	0,1
Lennuliiklusteeninduse AS	3	0,1
Maag	3	0,1
Microlink	3	0,1
Monton	3	0,1
Neste	3	0,1
Oriflame	3	0,1
Petrone Print	3	0,1
Playtech	3	0,1

Premia Foods	3	0,1
SEBE	3	0,1
Sony	3	0,1
Sportland	3	0,1
Swissotel	3	0,1
Tallinna Sadam	3	0,1
Uuskasutuskeskus	3	0,1
Vändra Leib	3	0,1
Ökosahver	3	0,1
ABB	2	0,1
Alma	2	0,1
Anttila	2	0,1
Arvutikeskus	2	0,1
Baltika	2	0,1
Bastion	2	0,1
Bosse lemmikloomapood	2	0,1
EAS	2	0,1
Ecco	2	0,1
Edelaraudtee	2	0,1
Eesti Gaas	2	0,1
Eesti Mahe	2	0,1
Eesti Pärimusmuusika Keskus	2	0,1
Elcodeq	2	0,1
Ensto Ensek AS	2	0,1
Ericsson	2	0,1
Estravel	2	0,1
Euronics	2	0,1
Eurostauto	2	0,1
Fair Trade	2	0,1
Farmi	2	0,1
G4S	2	0,1
Harju Elekter	2	0,1
Helmes	2	0,1
Kalev Spa	2	0,1
Lipton	2	0,1
Mack Bar-B-Que	2	0,1
Maksimarket	2	0,1
Maxima	2	0,1
Merko Ehitus	2	0,1
Nike	2	0,1
Nissan	2	0,1
NO99	2	0,1
Oskar Lihatoöstus	2	0,1
Philips	2	0,1

Postimees	2	0,1
Rautakesko	2	0,1
Sangar	2	0,1
Seppälä	2	0,1
Siemens Eesti	2	0,1
SOL	2	0,1
Starmaker	2	0,1
Säästumarket	2	0,1
Tagurpidi Lavka	2	0,1
Tallegg	2	0,1
Tallinna Ülikool	2	0,1
TNT Eesti	2	0,1
TÜ Kliinikum	2	0,1
United Motors	2	0,1
Vapiano	2	0,1
Äripäeva Kirjastus	2	0,1

APPENDIX 6

Table 3: Lately bought product/service, which social responsibility was considered by the consumer

Group of products	Number of respondents	The percentage %
Cars and all related to them	20	2,9
Fuel	13	1,9
Hygiene and health care	18	2,6
Household	16	2,3
Cosmetics and hair care	53	7,7
Electronics	68	9,9
Furniture	10	1,5
Clothes, shoes and accessories	76	11,0
Sports equipment	7	1,0
Food and non-alcohol drinks	201	29,3
<i>Fruits and vegetables</i>	29	14,4
<i>Sweets</i>	8	4,0
<i>Coffee and tea</i>	8	4,0
<i>Dairy products</i>	39	19,4
<i>Juices</i>	16	8,0
<i>Black and white bread</i>	15	7,5
<i>Dry substances</i>	13	6,5
<i>Meat</i>	22	10,9
<i>Domestic eco-goods in general</i>	13	6,5
<i>Other</i>	38	18,9
Alcohol and tobacco	6	0,9
Services	52	7,6
Other	13	1,9
No answer	134	19,5

