

CONDITIONS OF THE PROCESS OF BUILDING OF AWARENESS OF CORPORATE SOCIAL RESPONSIBILITY AS AN ELEMENT NECESSARY TO INCLUDE CSR IN CUSTOMER PURCHASES

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Purpose: The aim of this study is to examine the relationship between the demographic characteristics of consumers, their knowledge of the concept of CSR and the awareness of CSR activities undertaken by enterprises. This paper intends to examine whether the consumer knows the CSR activities undertaken by PKN ORLEN.

Design/methodology/approach: The paper used a survey to assess the consumers' perception of activities undertaken by PKN ORLEN in the area of CSR. The survey was an electronic survey. The questionnaires were administered to consumers from southern Poland. In order to test the hypotheses, cross-tabulation analyzes were performed along with the chi-square test of independence and Mann-Whitney U tests.

Findings: The research revealed that demographic characteristics do not influence the knowledge of activities undertaken by PKN Orlen in the area of CSR or the knowledge of the Orlen Foundation run by the surveyed company. The only factor that influences the awareness of CSR activities of the examined company is knowledge of the CSR concept. The results suggest that consumers who have knowledge about CSR are more aware of the activities that companies undertake in this area. It was also identified that the factors influencing knowledge of the CSR concept are gender and level of education, with people who demonstrated higher knowledge of CSR being men and people with university education.

Research limitations/implications: The research was conducted on the Polish market, it concerned the activities of a large and very well-known brand in Poland (a multi-industry concern operating, among others, in the fuel and energy industry). The research can be repeated for other brands and other countries.

Practical implications: Research results suggest that an important aspect that increases the effectiveness of communication of CSR activities should be the educational aspect in the area of CSR.

Originality/value: The article obtained an interesting result that demographic characteristics do not influence customers' knowledge about companies' CSR activities, but the knowledge (understanding) of the CSR concept is such a factor.

Keywords: Social responsibility, Social responsibility awareness, Brand image, CSR knowledge, PKN ORLEN.

Category of the paper: Research paper.

1. Introduction

CSR is seen as a company's voluntary commitment to exceed the explicit and implicit obligations imposed on the company by society's expectations regarding conventional corporate behavior, including emphasizing the increased attention of companies to environmental, social and even cultural aspects (Falck, Heblich, 2007; Hownaiec, 2019; 2023).

The social involvement of enterprises is rewarded, among others, by: increased interest of some consumers by paying attention to companies' CSR when shopping. There are studies showing who declares a greater willingness to take CSR into account when shopping (Klein, Dawar, 2004; Sen, Bhattacharya, Korschun, 2006). Unfortunately, there is still an unexplored gap in how consumers transfer knowledge about companies' CSR activities into their market decisions.

It is emphasized, among others, the need for enterprises to communicate CSR, paying attention to the numerous conditions for receiving CSR messages (Morsing, Schultz, 2006; Pomeroy, Dolnicar, 2009; Öberseder et al., 2011). The types of messages that trigger consumer reactions (at least the declared ones) as well as the types and goals of activities undertaken in the area of CSR are examined. The effects of strategic, profit-maximizing use of CSR by companies are analyzed (Kolstad, 2007). An important aspect of CSR research is also an attempt to fill the gap in the existing literature between various dimensions of CSR and brand loyalty. There is still a lack of studies examining consumer reactions in real shopping conditions with real brand practices in the area of CSR, therefore, there is a need to examine consumer attitudes and behaviors towards CSR in a real context.

This paper consists of five parts, beginning with an introduction. The second part reviews the literature on the impact of CSR on consumer behavior, communicating CSR and the impact of CSR on brand image and loyalty, and presents the adopted hypotheses. The third part describes the methodology, including data collection and characteristics of respondents, and presents the research results. In chapters four and five there is a discussion and summary.

2. Literature review

The literature contains more and more research results trying to determine the impact of CSR on consumer purchasing decisions (Brown, Dacin, 1997; Mohr, Webb, 2005; Sen, Bhattacharya, 2001; Castaldo et al., 2009; Öberseder et al., 2011; Howaniec, 2019; 2023). Many of them confirm that consumers choose brands/products of companies that are socially responsible and include CSR in their strategies (Sen, Bhattacharya, 2001; Salmones et al., 2005; Werther, Chandler, 2005; Pomeroy, Dolnicar, 2009). Some studies show that CSR still plays

a minor role in consumption decisions (Mohr et al., 2001; Öberseder et al., 2011; Howaniec, 2019; 2023). However, when considering the impact of CSR on customer purchasing behavior, i.e. whether this impact exists and is significant or whether it is not as important as it is attributed by some researchers (Auger, Devinney, 2007; Devinney et al., 2010), determining the relationship between CSR and consumer behavior is not easy. It has not been clearly confirmed how consumers take CSR into account in their decisions, whether knowledge about CSR influences their market behavior and how they translate knowledge about companies' CSR activities into their market choices.

The problem with most studies examining the relationship between CSR and consumer behavior is the assumed or artificially induced awareness of CSR among consumers (see Öberseder et al., 2011). However, consumers generally have a low level of awareness of what CSR is (Sen et al., 2006; Pomeroy, Dolnicar, 2009; Howaniec, 2019; 2023).

The relationship between consumers' CSR awareness or knowledge of what CSR is and their behavior on the market was demonstrated by, among others, Öberseder et al. (2011), Rodrigues and Borges (2015), Howaniec (2019, 2023). According to Öberseder et al., when companies engage in CSR activities, they must be mindful of the complex consumer evaluation process required to gain consumer recognition for CSR efforts and be mindful of communicating CSR activities. In a situation where they do not want to include CSR initiatives in their marketing activities, companies should focus on a positive image, because consumers interested in CSR associate CSR with the company's overall image (Öberseder et al., 2011). Rodrigues and Borges confirmed that knowledge about social responsibility practices and dimensions of CSR perception revealed by consumers influence the purchase of the company's products (Rodrigues, Borges, 2015). Howaniec's research has shown that the only factor that motivates people to take social responsibility into account when shopping is the knowledge of buyers themselves (Howaniec, 2019; 2023). But how does knowledge of the CSR concept or knowledge of CSR practices influence purchasing decisions?

According to many studies, the intermediary element, the link between CSR and consumers' market decisions, is the brand image.

Brand image is defined as a set of attributes that customers associate with a branded product and which give it a unique value in their consciousness and subconsciousness. These attributes include, among others: brand name, packaging, price, advertising style, but also the brand's or its owner's involvement in social responsibility (Popoli, 2011; Howaniec, 2012; Lu et al., 2020). As an attitude, brand image influences behavioral intentions such as brand loyalty (Johnson et al., 2001). Research confirms, among others, that the more favorable the image, the higher the perceived product quality, satisfaction and loyalty of consumers (Johnson et al., 2001; Herrmann et al., 2007). Socially responsible corporate behavior is a cue that helps consumers shape brand attitudes, which in turn helps determine their overall brand loyalty.

Research on the impact of CSR on brand image was conducted by, among others, Sen and Bhattacharya (2001), He and Lai (2014), Lu et al. (2020). Sen and Bhattacharya, for example, argue that high corporate credibility (positive reputation, contribution to the community and the environment) lead to more positive brand attitudes than low corporate credibility (Sen, Bhattacharya, 2001). He and Lai proved that there is a relationship between CSR, brand image and consumer loyalty, whereby brand image is an intermediate element between CSR and brand loyalty. In their research, the legal and ethical responsibility of companies has a positive impact on brand loyalty by shaping a positive functional and symbolic image of the brand (He, Lai, 2014). The results of studies Lu et al. indicate that the firm's CSR initiatives have a significant and positive impact on brand loyalty and brand image (Lu et al., 2020).

An important role in reactions to CSR activities is played by consumers' perception of the company's motives for engaging in CSR activities (Ellen et al., 2006; Vlachos et al., 2009). Ellen et al. (2006) identified different types of attribution: other-centered attribution (stakeholder- and values-oriented attribution), egocentric attribution (strategy - and self-interest-based attribution), and win-win attribution. Other-focused attributions refer to consumers' perceptions that companies feel morally committed and view helping as their duty. Egocentric attributions, meanwhile, portray companies as engaging in CSR for strategic reasons (e.g., to increase their profits). Most consumers attribute mixed motives to corporate CSR engagement and perceive it in a positive light when they attribute a combination of value-based and strategic attributions to CSR efforts (Ellen et al., 2006; Vlachos et al., 2009). Vlachos et al. (2009) show that value-based attributions have a positive effect on trust, while stakeholder-oriented, self-interested, and strategic attributions have a negative or no effect. Similarly, Becker-Olsen et al. (2006) concluded that social motivation is essential for positive consumer response, whereas profit-oriented initiatives have a negative impact.

An important aspect of the impact of CSR on consumer purchasing behavior is also the communication of CSR activities by enterprises. This problem was dealt with, among others, by: Morsing et al. (2008), Kim and Ferguson (2014), Go and Bortree (2017). Studies emphasized, among others: the importance of reliable sources of communication (Maignan, Ferrell, 2001; Schlegelmilch, Pollach, 2005; Pomeroy, Dolnicar, 2009), approvals of third parties (Morsing, Schultz, 2006; Morsing et al., 2008; Coombs, Holladay, 2011), stakeholder engagement (Schlegelmilch, Pollach 2005; Morsing, Schultz, 2006; Morsing et al., 2008), cohesion (Pomeroy, Dolnicar, 2009; Coombs, Holladay, 2011), employee engagement (Morsing et al. 2008) and good matching the company to the sponsored (supported) goal (Rifon et al., 2004).

Despite reservations and recommendations regarding CSR communication, the need for CSR communication is indicated by, among others: Öberseder et al. (2011), Howaniec and Kasiński (2021). According to Öberseder and others, companies must facilitate access to CSR information and indicate how a product or the entire company is linked to CSR initiatives.

However, they point out that companies should only communicate CSR initiatives that concern their core business, thus taking into account the peripheral credibility factor (Öberseder et al., 2011). Howaniec and Kasiński emphasize that the lack of any activity of the company in the area of CSR communication means that its stakeholders do not know the company's activity in the area of CSR and, therefore, do not take it into account in their behavior in any way (Howaniec, Kasiński, 2021).

Therefore, this study asked the following research questions:

RQ1 - How do demographic variables describing customers influence their perception of CSR at PKN Orlen?

RQ2 - How do demographic variables describing customers influence their knowledge of the CSR concept?

RQ3 - Do people with higher knowledge of CSR better perceive the activities undertaken by PKN Orlen in the area of CSR?

RQ4 - Do variables describing customers influence their perceived impact of CSR on brand image?

RQ5 - Do variables describing customers influence their perceived impact of CSR on brand loyalty?

Based on the research questions thus adopted, research hypotheses were formulated:

H1. Demographic variables describing customers influence their perception of CSR at PKN Orlen.

H2. Demographic variables describing customers influence their knowledge of the CSR concept.

H3. People with higher knowledge of CSR better perceive the activities undertaken by PKN Orlen in the area of CSR.

H4. Demographic variables describing customers influence their perceived impact of CSR on brand image.

H5. Demographic variables describing customers influence their perceived impact of CSR on brand loyalty.

3. Conditions of perception of CSR activities undertaken by PKN ORLEN – research results

3.1. Objectives and methodology

The company selected for the study is PKN ORLEN. PKN ORLEN was selected for the study on purpose. PKN ORLEN and its subsidiaries (together the ORLEN Group) is one of the multi-energy concerns in Central Europe. The beginnings of the concern date back to 1944. Currently, PKN ORLEN is part of the ORLEN Group and operates on the Polish, Lithuanian,

Czech, Slovak, German and Canadian markets. The Group manages six refineries in three countries: Poland, the Czech Republic and Lithuania. In 2020, the total crude oil processed by the ORLEN Group amounted to approx. 29.5 million tones. They produce, among others gasoline, diesel fuel, heating oil and aviation fuel. They are also a leading producer of petrochemicals. They have the largest retail network in the region of over 2,850 petrol stations located in Poland, Germany, the Czech Republic, Lithuania and Slovakia. PKN OLRLLEN is also the largest industrial producer of electricity in Poland (Płock heat and power plant). The company and its brand are very well known in Poland.

The company is very socially involved. It undertakes a number of activities addressed to various stakeholders. PKN Orlen also runs the Orlen Foundation, which undertakes many activities. Including provides financial donations to the sick and needy, supports local communities through grant programs, grants scholarships for talented youth, donates for the purchase of equipment to fire brigades, provides support to hospitals, runs an employee volunteering program or, for example, donates to the Family Orphanages.

To conduct the study, empirical data were collected in the form of a questionnaire-based survey-CAWI (Computer Assisted Web Interview) technique. The survey was prepared in Polish. Online surveys were available at: <https://ankieta.interaktywnie.com> and information about the surveys was shared via email and on social media. The survey process lasted within a period from May 2021 to May 2022. The questionnaire-based survey had the nature of scientific intelligence and was not aimed at substantiating the representativeness of the sample. The survey covered 166 people.

The aim of the study was to determine the determinants of knowledge of CSR activities undertaken by PKN ORLEN, i.e. to determine whether demographic variables characterizing respondents have an impact on the knowledge and perception of CSR activities undertaken by PKN ORLEN and whether, in the respondents' opinion, these activities affect PKN ORLEN's image and loyalty. consumers. The sample selection was untargeted. Anyone could participate in the research. Basic information about the research is presented in Table 1. The sample characteristic is presented in Table 2.

Table 1.

Basic information about the research

Specification	Research
Research method	Survey
Research technique	CAWI (computer-assisted web interview)
Research tool	Electronic questionnaire
Sample selection	Untargeted
Sample size	Total: 166
Research date	May 2021 – May 2022

Source: own study.

Table 2.*The sample characteristic (%)*

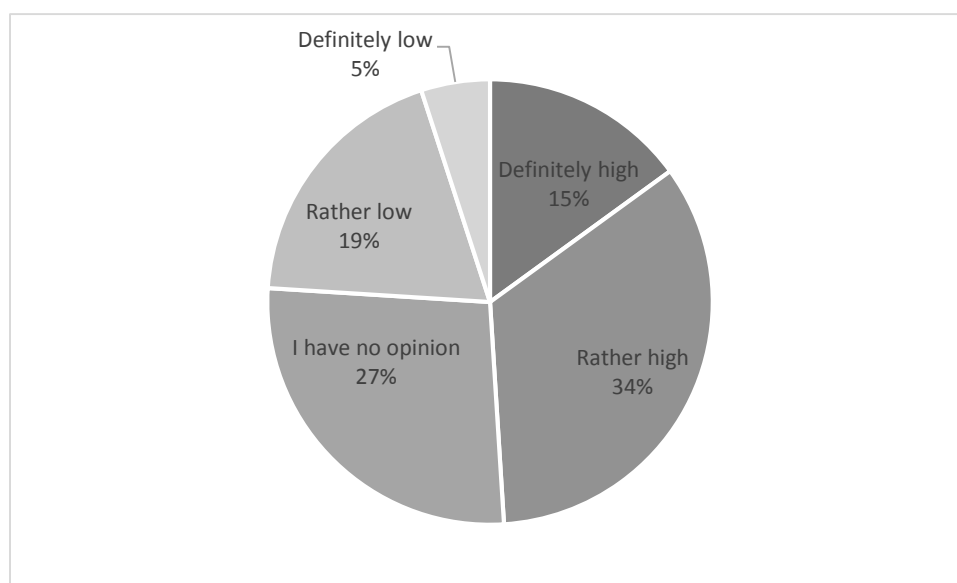
Gender	Female		Male	
(%)	56		44	
Education	Primary/Middle school	Vocational school	High school	A university degree
(%)	3	2	61	36
Place of residence	Village	City up to 50,000 residents	City from 50 to 100,000 residents	City of over 100,000 residents
(%)	50	23,5	23,5	3

Source: own study.

In order to answer the research questions, statistical analyzes were carried out using the IBM SPSS Statistics 29 package. It was used to perform cross-tabulation analyses, along with the chi-square independence test and Mann-Whitney U tests. The level of significance was $\alpha = 0.05$.

3.2. Results

The respondents know the PKN ORLEN brand. It was confirmed by as many as 97% of respondents. Almost half of the respondents positively assess the degree of brand awareness in society. For 15%, the level of knowledge of PKN ORLEN brand is high and for 34% rather high. A relatively large group of respondents has no opinion. But only 5% think it is definitely low and 19% think it is rather low (Figure 1).

**Figure 1.** The perceived level of awareness of the PKN ORLEN brand.

Source: own research.

Most of the respondents associate the PKN ORLEN brand with the industry in which the company operates, i.e. the fuel industry (81%). However, the respondents also associate the brand with the activities that the company takes in the area of sports sponsorship (11%), in this group the majority of respondents indicated sponsoring the participation of the ORLEN Team in Formula 1, with Robert Kubica - a Polish racing and rally driver. The second was

sponsoring by PKN ORLEN volleyball. Indeed, since 2012, PKN ORLEN has been the main sponsor of the Polish Volleyball Federation. Another element with which the respondents associate the brand are food products that can be purchased at stations, such as coffee or hot dogs (10%). These products were the subject of the brand's advertising campaigns, so the association is justified. Next, respondents chose Daniel Obajtek, President of the Management Board of PKN ORLEN (6%). Unfortunately, in this case, some of the respondents emphasized negative connotations, pointing to ambiguities related to the property of Mr. Obajtek (Afera Obajtka). The respondents also associate the brand with high prices (5%), logotype or good (Polish) brand (3%) and care for natural environment (2%). Answers with less than 2% of responses were classified under the "other" category (Figure 2).

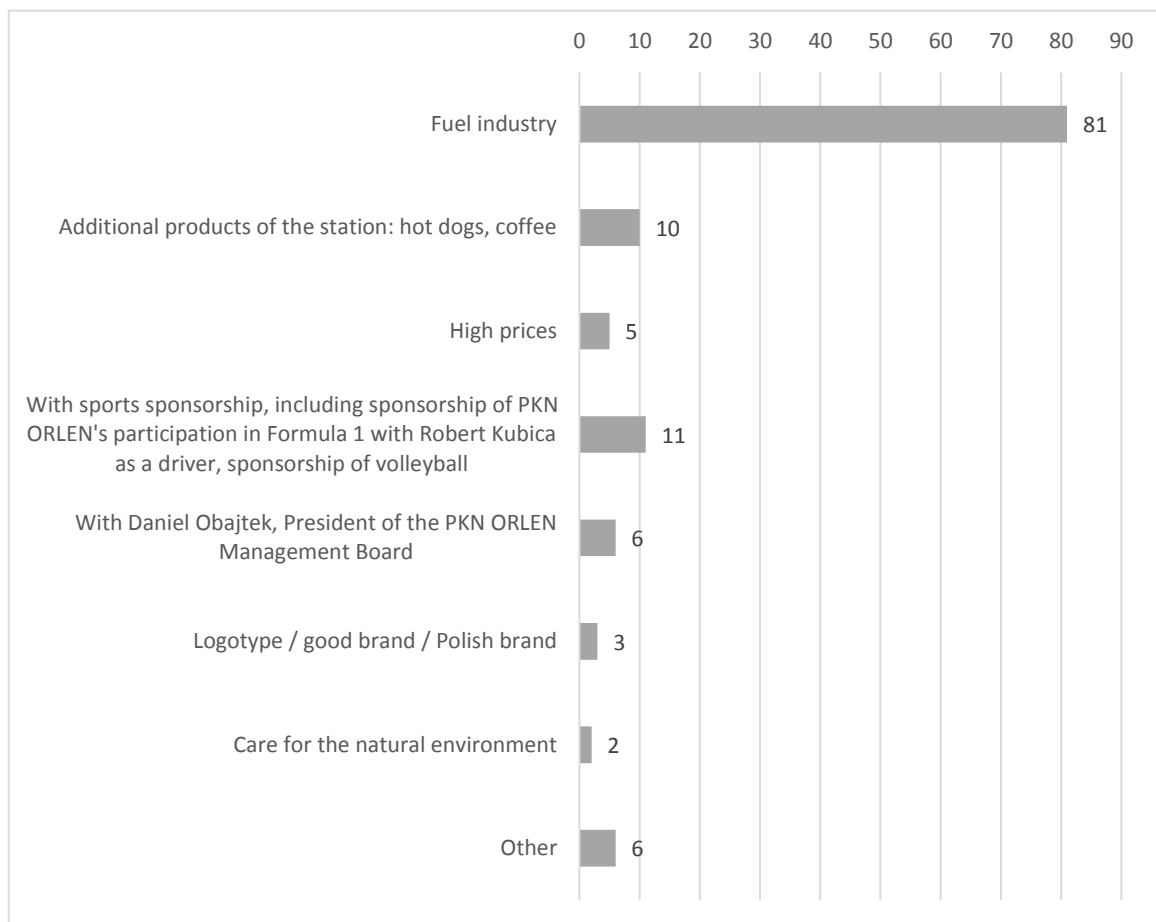


Figure 2. Associations related to the PKN ORLEN brand (%).

Source: own research.

Not all respondents know the concept of CSR. As many as 64% gave a negative answer to this question. Out of the remaining 36%, only 26% declared that they were able to define the concept of CSR, while 22% replied - "rather yes", and only 4% answered "definitely yes". 10% of respondents answered "I have no opinion", but only 4% indicated that they are rather unable to define the concept of CSR.

For more than half of the respondents, CSR means caring for human rights (52%), caring for the natural environment (52%) and social involvement and development of the local community (49%). Slightly fewer respondents indicated that, in their opinion, CSR is good work practices (40%), fair market practices (37%) and fair organizational practices (34%). For 28%, CSR is corporate governance, and 17% chose the answer "I don't know", which confirms that some of the respondents did not meet with this term or have no knowledge in this area. Due to the fact that the term CSR is relatively new in broad communication (including the media and social media), there is a high probability that there are people who may not have had contact with the definition of CSR. Even if they are recipients of advertisements indicating, for example, environmental responsibility, greater social involvement, or being a good citizen, they do not have to equate it with CSR. None of the respondents chose any other answer in this question, despite such a possibility (Figure 3).

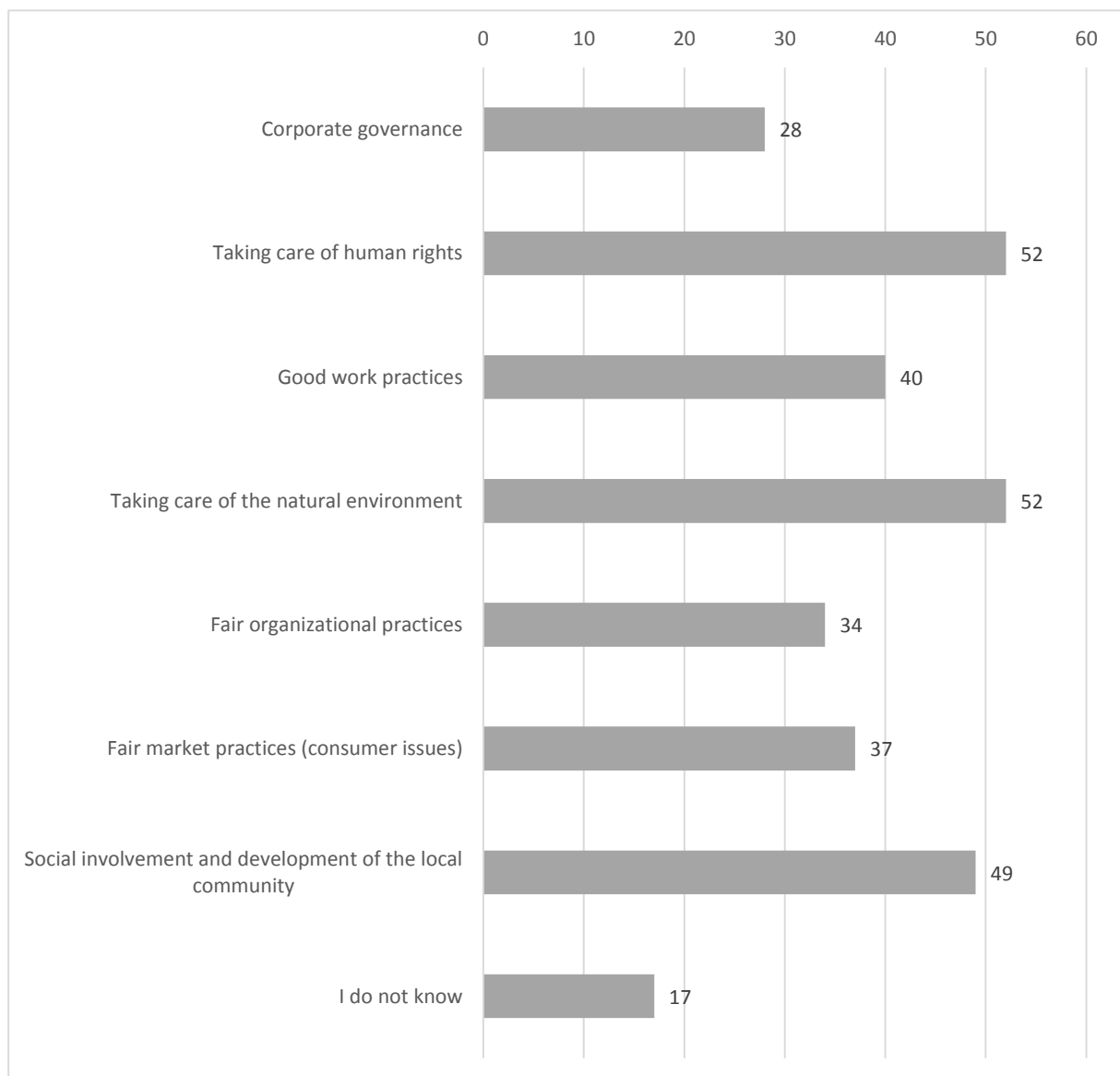


Figure 3. Associations related to CSR (%).

Source: own research. The respondents could select more than one answer.

However, the question about knowledge of the concept was informative and was asked, among others, in order to later check whether there is a relationship between knowledge of the CSR concept and the perception of CSR activities undertaken by the Company. The main objective of the study was to determine how CSR activities undertaken by PKN ORLEN are perceived, what influences it and whether it affects the company's image. Therefore, the respondents were asked, *inter alia*, the question is whether, in their opinion, PKN Orlen is a socially responsible company, i.e. a company that engages, for example, in environmental protection, in the development of the local community, etc.? To this question, 34% answered "rather yes", which indicates the conditionality of the assessment, 7% answered "definitely yes", but as many as 49%, that is almost a half of them did not have an opinion on this subject. A total of 11% of the respondents gave a negative answer, i.e. 10% answered "rather no", and 1% of the respondents gave the answer "definitely not". In the case of the answer "probably no", as in the case of a positive answer, it is not a clearly negative answer. This answer contains partial doubts of the respondent, which may also result from the respondent's lack of knowledge about the activities undertaken by PKN ORLEN.

In order to clarify the information on the knowledge of the respondents about the CSR activities undertaken by PKN ORLEN, they were asked whether they knew the activities undertaken by the company in the CSR area. In this case, the greatest number of respondents answered "I have no opinion" - 39% and "rather not" - 37%. This means that most of the respondents either did not come across the information on the CSR activities of the audited company or did not pay attention to this information. Relatively many, as many as 11% of the respondents indicated that they definitely do not know the CSR activities undertaken by the surveyed company. Slightly more, because 12% answered that they rather know these activities and only 1% of respondents chose the answer "definitely yes", which means that these people know the activities undertaken by the company in the area of CSR.

The respondents had the opportunity to independently indicate the activities undertaken by the company in the area of CSR, as part of the so-called open-ended question. These activities were indicated by only 10% of the respondents.

Assuming reluctance to open questions, the respondents were asked an additional question about activities in the CSR area of PKN ORLEN, in which a list of actions actually taken by the company was indicated.

The answers to this question partially confirm the answers to the previous questions. Most respondents are aware of the activities that PKN ORLEN undertakes in the area of sports sponsorship (44% of respondents). In the second place, the respondents indicated sponsorship of cultural institutions and undertakings in Poland (28%), and the third - activities undertaken by PKN ORLEN to protect the natural environment (22%). The other activities are not as widely known. Activities in the area of promoting film art, music, theater and literature are known to only 10% of respondents. Exactly as many respondents know that the company promotes the principles of fair trade (10%). Slightly more people confirmed the knowledge of the company's

cooperation with the local community (16%) and the company's commitment to education in the field of road safety (14%). However, less known are the programs targeted at the company's employees, such as the scholarship program for employees' children (9%), additional measures for the safety of staff (10%) or additional health support for employees (8%). The least known is the involvement of PKN ORLEN in the revitalization of Memorial Sites in the local environment (3%) and the company's activities for endangered species (5%). Unfortunately, as many as 37% answered that they did not know the activities undertaken by the surveyed company (Figure 4).

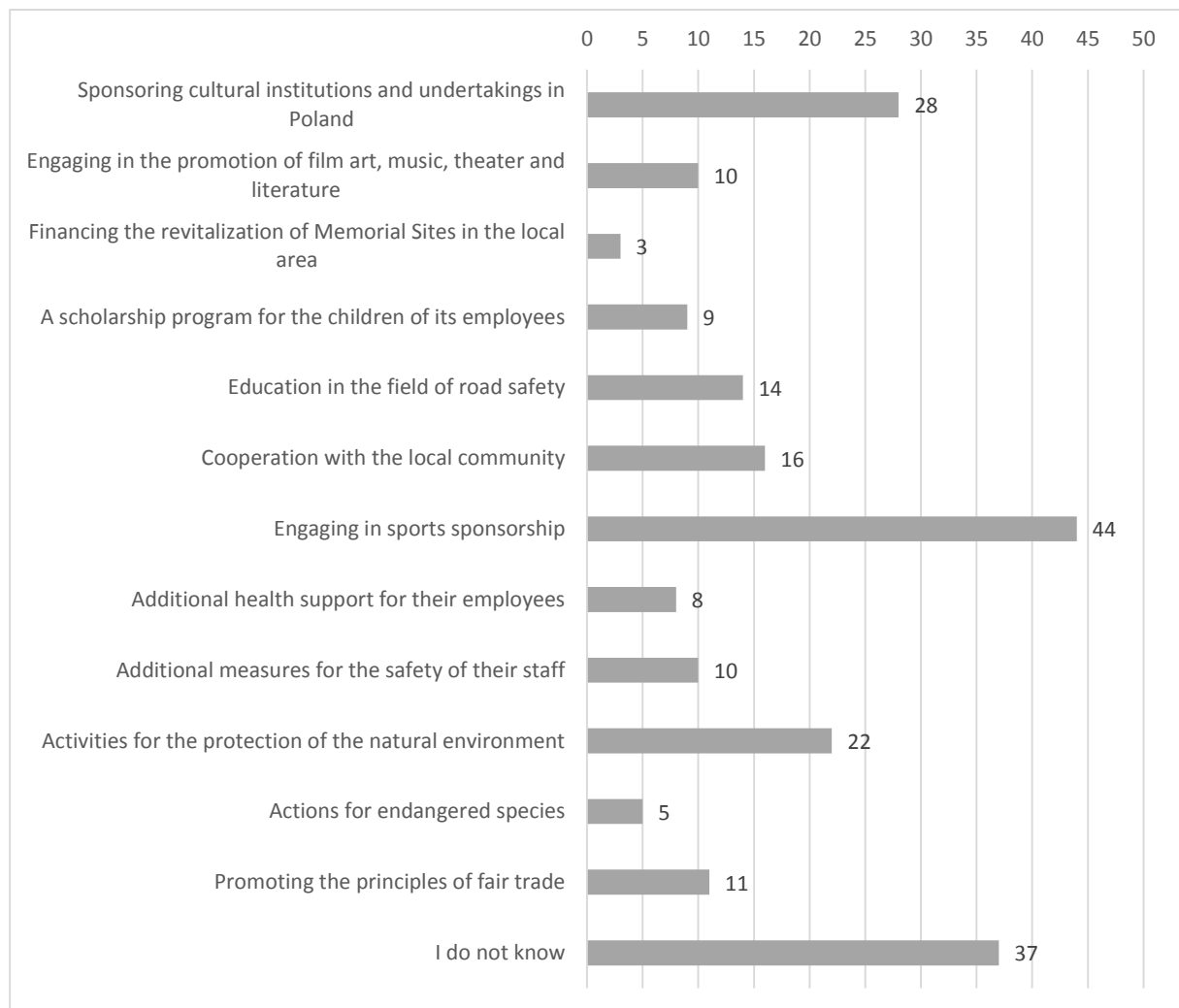


Figure 4. Awareness of activities undertaken by the PKN ORLEN concern in the area of CSR among the respondents (%).

Source: own research. The respondents could select more than one answer.

As many as 90% of respondents do not know the Orlen Foundation. The activities undertaken by the Foundation are also unknown. Most responses - 4% received support from the local community and scholarships for gifted youth. The Foundation's other activities were known to 3% of respondents or less (Figure 5).

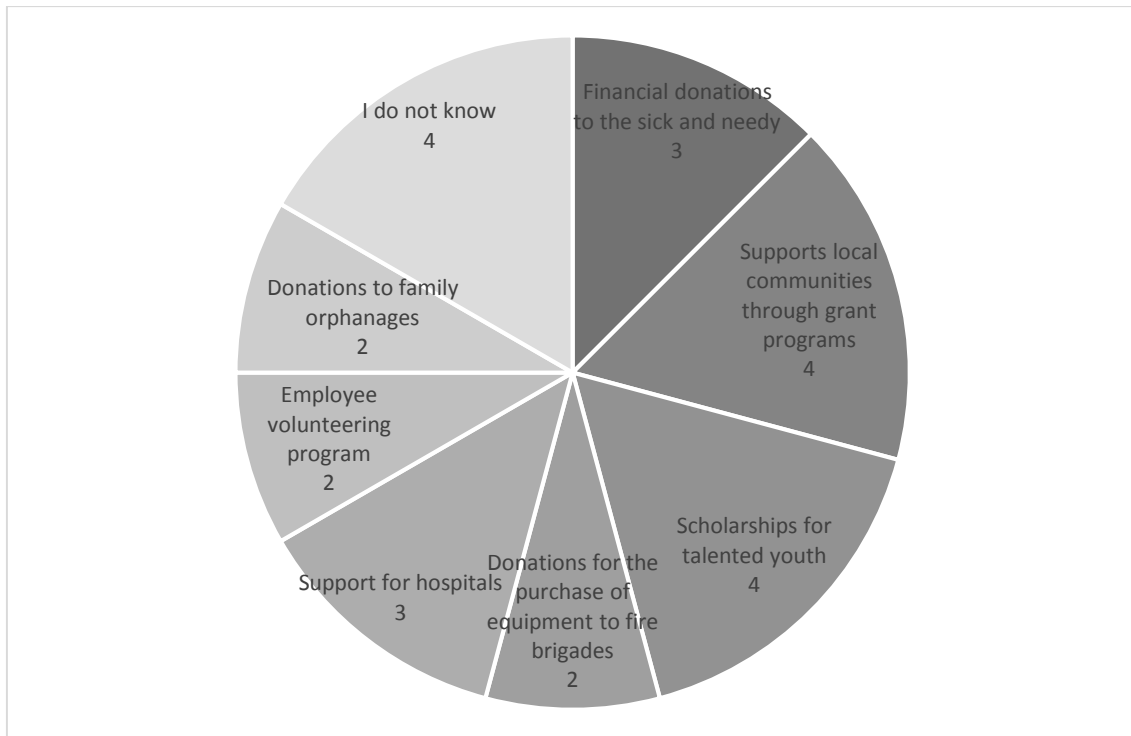


Figure 5. The awareness of activities undertaken by the ORLEN Foundation (%).

Source: own research. The respondents could select more than one answer.

As many as 49% of the respondents to the question: How do you perceive the responsibility of PKN ORLEN? - replied "I have no opinion". Only 3% of respondents believe that this responsibility is definitely high, but the same number believe that the company's responsibility is definitely low. Partly optimistic is that 39% of respondents consider the responsibility of PKN ORLEN to be rather high, while only 8% believe that it is rather low (Figure 6).

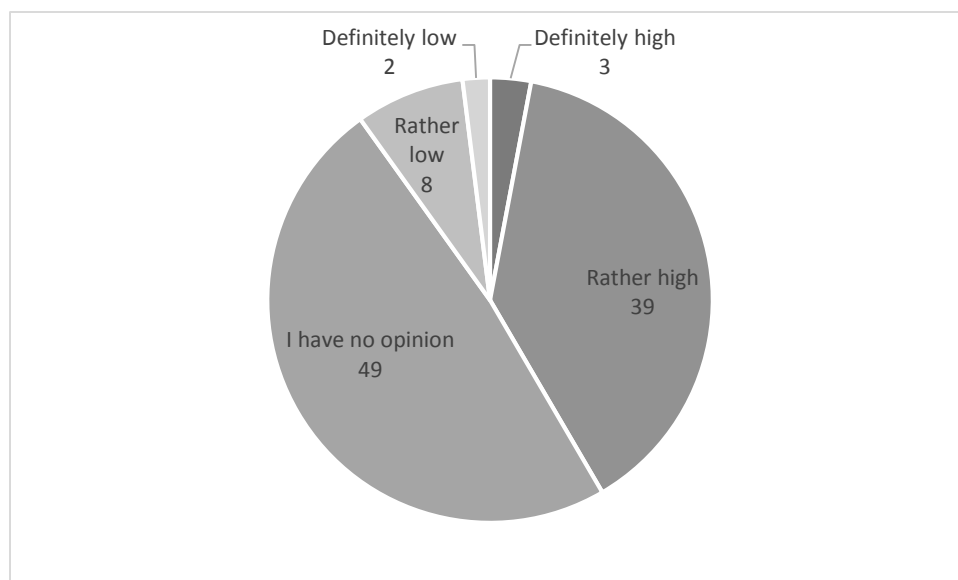


Figure 6. Perception of PKN ORLEN responsibility (%).

Source: own research.

This perception of PKN ORLEN's responsibility is confirmed by the responses to another question asked to the respondents, namely: Do you think the Corporate Social Responsibility strategy undertaken by PKN ORLEN is appropriate? The pattern of the answers is very similar. The vast majority - 54% answered that they did not know. 33% said rather yes, while only 7% said rather not. And 3% of respondents believe that the company's CSR strategy is definitely appropriate or definitely inappropriate (Figure 7). However, the results mainly confirm the lack of knowledge about the activities undertaken by PKN ORLEN in this CSR area.

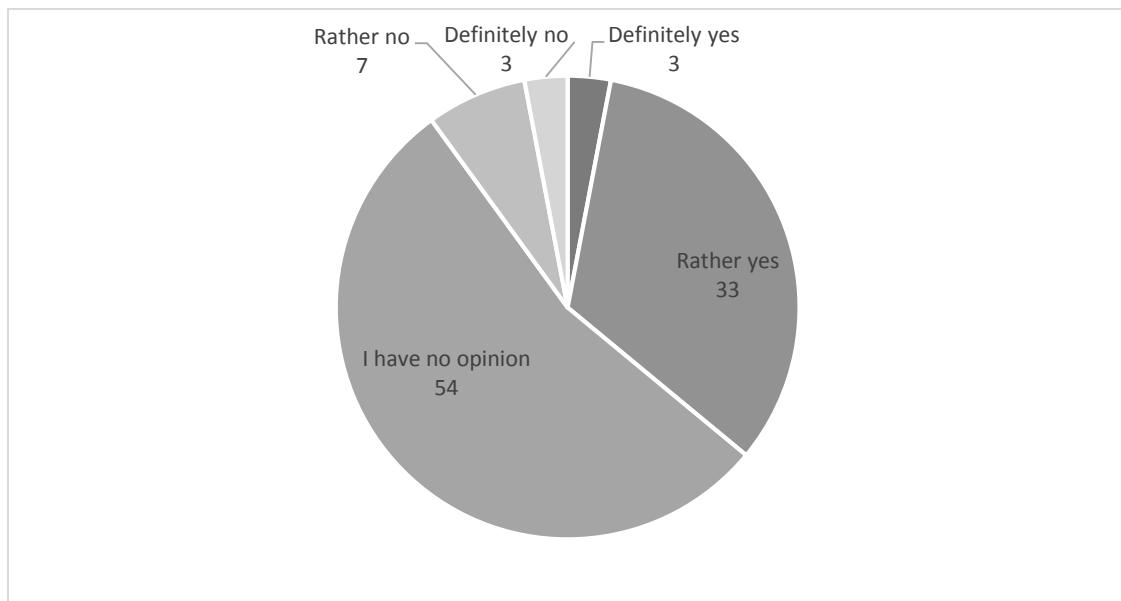


Figure 7. The respondents' assessment if the CSR strategy undertaken by PKN ORLEN is correct (%). Source: own research.

The respondents were also asked whether, in their opinion, CSR activities undertaken by PKN ORLEN have a positive impact on its image. It should be emphasized at this point that the questions were not asked whether these activities affect the overall image of the company, but whether they have a positive impact. To this question, the vast majority replied that they did not know. Only 12% of respondents believe that such activities have a rather positive effect, and only 4% believe that they have a definitely positive effect. Responses that these activities did not have a positive impact were given by a total of 3% of respondents, while 2% believe that they definitely do not have a positive impact on the company's image, and 1% that they do not have such an impact (Figure 8).

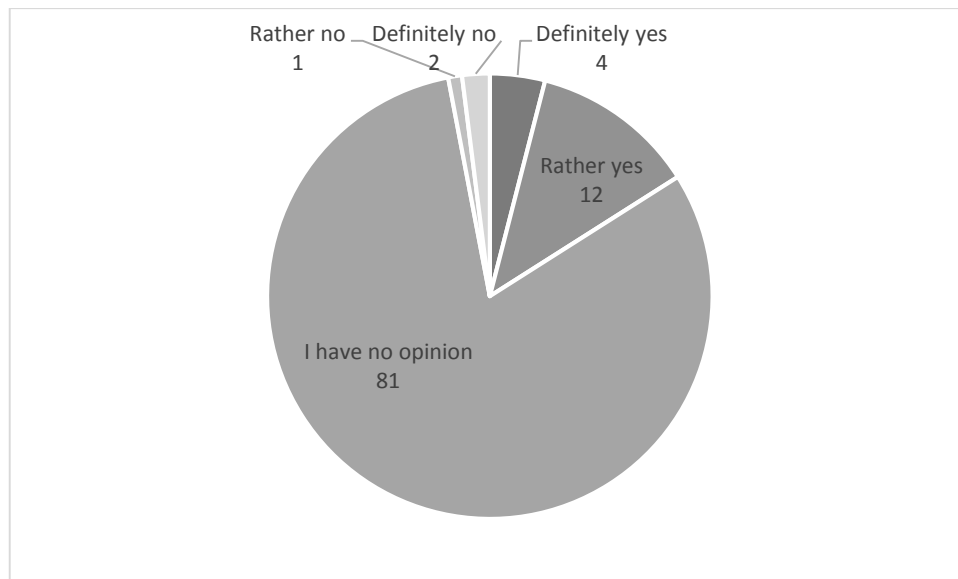


Figure 8. Assessment of the positive impact of activities in the area of social responsibility on the image of PKN ORLEN (%).

Source: own research.

The respondents had the opportunity to justify their position by completing an open-ended question. Only 11% of the respondents mentioned the reasons why they believe that taking CSR activities by PKN ORLEN has a positive effect on the company's image. All the answers combine the positive social perception that accompanies, for example, activities such as supporting sports, supporting local society, with the positive impact of such activities on the company's image. In the case of supplementing the negative answer, i.e. that these activities do not have a positive impact on the company's image, only 1% of respondents gave the reasons for such a position (2 people). One of the respondents indicated that he is a subcontractor, which is ambiguous, but may mean that he knows that these activities do not have a positive impact on the image of PKN ORLEN. The second one indicated that the company is a state-owned company. In this case, it is also difficult to clearly indicate how to interpret such an answer.

The respondents were also asked if, in their opinion, the CSR activities undertaken by PKN ORLEN had a positive effect on loyalty to the PKN ORLEN brand. A very large proportion of this question also answered "I don't know", but as many as 39% believe that such an impact rather exists and 8% definitely believe that such an impact exists. Only 4% believe that CSR activities undertaken by PKN ORLEN do not have a positive impact on brand loyalty PKN ORLEN, and 2% believe that it definitely does not have a positive effect on brand loyalty (Figure 9).

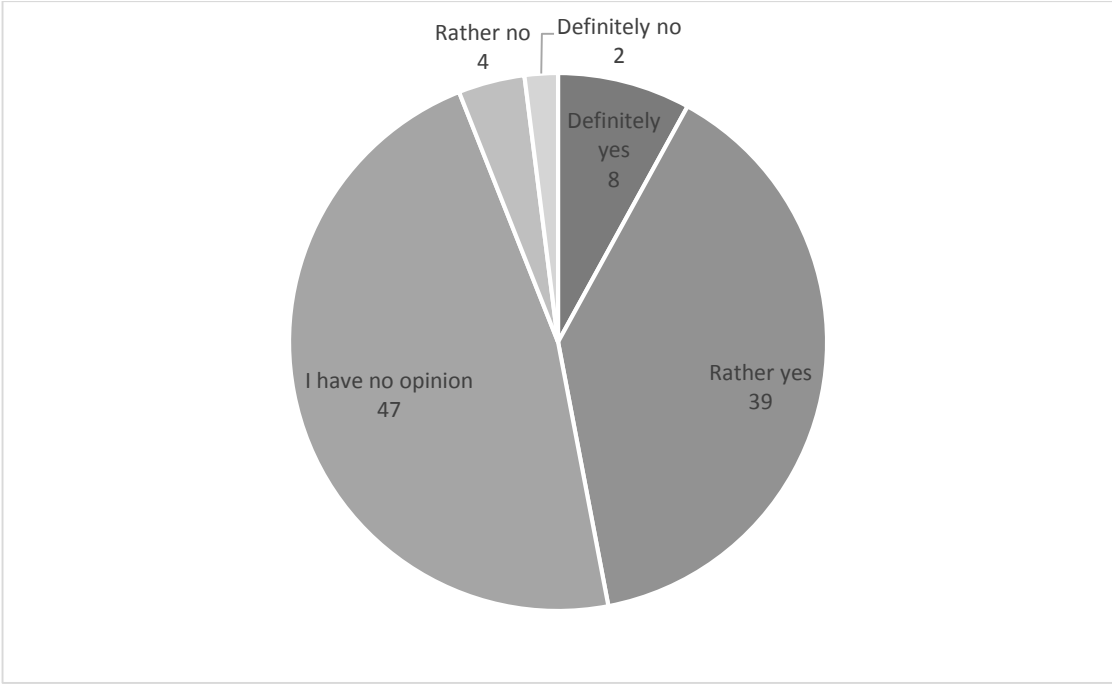


Figure 9. Assessment of the positive impact of activities in the area of social responsibility on loyalty to the PKN ORLEN brand (%).

Source: own research.

However, the majority of the respondents assessed positively the image of the PKN ORLEN brand. More than half - 51% believe that it is rather positive, and 10% believe that it is overwhelmingly positive. In this case, only 22% of respondents said that they did not have an opinion about it. However, 12% of respondents believe that the image of the PKN OLREN brand is rather negative, and 5% believe that it is definitely negative (Figure 10).

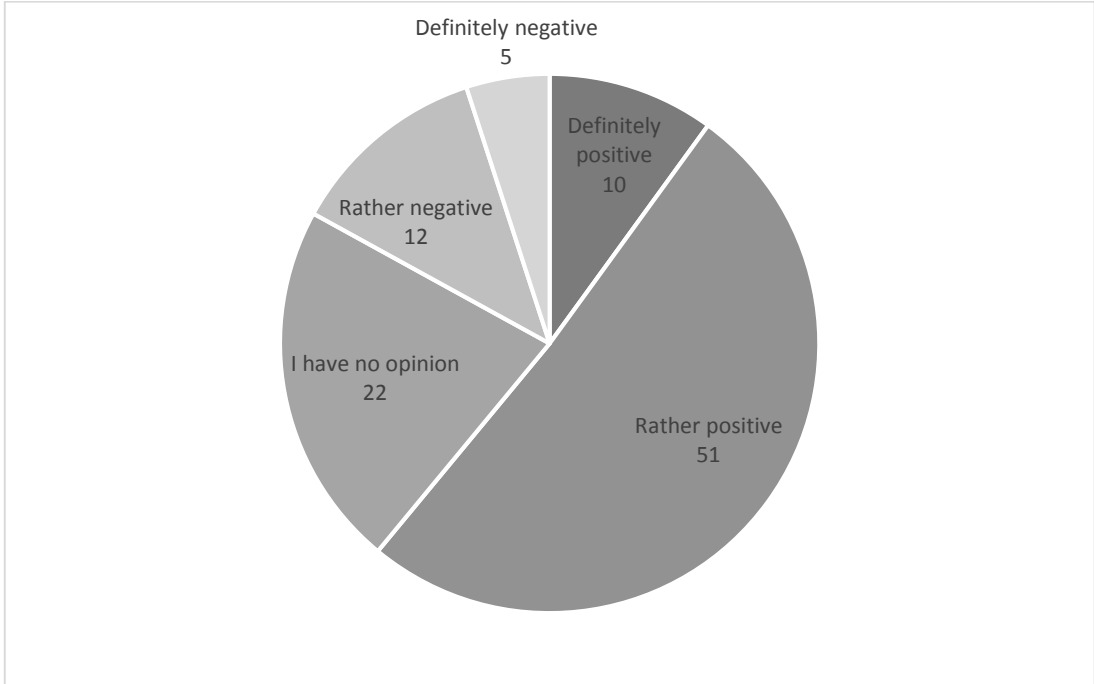


Figure 10. Assessment of the image of the PKN ORLEN brand (%).

Source: own research.

3.3. Results of statistical analysis

By examining the impact of demographic variables on the knowledge of CSR activities undertaken by PKN ORLEN, the first part of the analysis checked whether women differ from men in terms of knowledge of the CSR concept and knowledge of the Orlen Foundation. For this purpose, cross-tabulation analyzes and chi-square tests of independence were performed (Table 3).

Table 3.

Gender and knowledge of the concept of CSR and knowledge of the Orlen Foundation - results of the chi square test

Variables		Gender				Total		$\chi^2(1)$	<i>p</i>	ϕ
		Women		Men						
		<i>n</i>	%	<i>n</i>	%	<i>n</i>	%			
Knowledge of the CSR concept	Yes	27	29.0%	33	45.2%	60	36.1%	4.64	0.035	0.17
	No	66	71.0%	40	54.8%	106	63.9%			
	Total	93	100.0%	73	100.0%	166	100.0%			
Knowledge of the Orlen Foundation	Yes	6	6.5%	11	15.1%	17	10.2%	3.30	0.077	0.14
	No	87	93.5%	62	84.9%	149	89.8%			
	Total	93	100.0%	73	100.0%	166	100.0%			

Note. n - number of observations; χ^2 - chi square test result; p - statistical significance; ϕ - effect strength index.

Source: own study.

The analysis showed a statistically significant relationship between gender and knowledge of the CSR concept. Men declared knowledge of this concept significantly more often than women (45.2% vs. 29.0%). This correlation is weak. The results regarding the relationship between gender and knowledge of the Orlen Foundation turned out to be statistically insignificant.

In the next step, it was verified whether knowledge of the CSR concept and knowledge of the Orlen Foundation depended on the level of education. For this purpose, a group of people with higher education (university degree) was compared with a group of people with less than university education (i.e. primary school/middle school/vocational school/high school). Cross-tabulation analyzes were performed along with the chi-square test of independence (Table 4).

Table 4.

Level of education and knowledge of the CSR concept and knowledge of the Orlen Foundation - results of the chi square test

Variables		Level of education				Ogółem		$\chi^2(1)$	<i>p</i>	ϕ
		Less than university degree		University degree						
		<i>n</i>	%	<i>n</i>	%	<i>n</i>	%			
Knowledge of the CSR concept	Yes	32	30.2%	28	46.7%	60	36.1%	4.51	0.034	0.16
	No	74	69.8%	32	53.3%	106	63.9%			
	Total	106	100.0%	60	100.0%	166	100.0%			
Knowledge of the Orlen Foundation	Yes	8	7.5%	9	15.0%	17	10.2%	2.32	0.128	0.12
	No	98	92.5%	51	85.0%	149	89.8%			
	Total	106	100.0%	60	100.0%	166	100.0%			

Note. n - number of observations; χ^2 - chi square test result; p - statistical significance; ϕ - effect strength index.

Source: own study.

The result of the analysis regarding knowledge of the CSR concept was statistically significant. It turned out that people with higher education (university degree) declared knowledge of this concept significantly more often than people with less than higher education (46.7% vs. 30.2%). This relationship is weak. However, the relationship between the level of education and knowledge of the Orlen Foundation turned out to be statistically insignificant.

In the research also checked the relationship between place of residence (urban vs. rural or city vs. village) and knowledge of the CSR concept and knowledge of the Orlen Foundation. Cross-tabulation analyzes were again performed and a chi-square test of independence was performed (Table 5).

Table 5.

Place of residence and knowledge of the CSR concept and knowledge of the Orlen Foundation - results of the chi square test

Variables		Place of residence				Total		$\chi^2(1)$	<i>p</i>	ϕ
		Village		City						
		<i>n</i>	%	<i>n</i>	%	<i>n</i>	%			
Knowledge of the CSR concept	Yes	32	38.6%	28	33.7%	60	36.1%	0.42	0.518	0.05
	No	51	61.4%	55	66.3%	106	63.9%			
	Total	83	100.0%	83	100.0%	166	100.0%			
Knowledge of the Orlen Foundation	Yes	9	10.8%	8	9.6%	17	10.2%	0.07	0.798	0.02
	No	74	89.2%	75	90.4%	149	89.8%			
	Total	83	100.0%	83	100.0%	166	100.0%			

Note. *n* - number of observations; χ^2 - chi square test result; *p* - statistical significance; ϕ - effect strength index.

Source: own study.

The analyzes did not reveal any statistically significant relationships. This means that in the study group, the place of residence had no impact on the knowledge of the CSR concept or the knowledge of the Orlen Foundation.

The existence of gender differences in knowledge, attitudes and assessments regarding CSR and PKN Orlen was also verified. In order to compare women and men in terms of the described variables, due to their ordinal nature, a non-parametric Mann-Whitney U test was performed (Table 6).

Table 6.

Results of the Mann-Whitney U test on indicators, compliance and evaluation regarding the CSR and PKN Orlen concepts between women and men

Variables	Statistics	Gender		<i>Z</i>	<i>p</i>	<i>r</i>
		Women	Men			
Knowledge of the concept of CSR	<i>n</i>	93	73	-2.01	0.045	0.16
	<i>Q1</i>	1.00	1.00			
	<i>Q2</i>	1.00	1.00			
	<i>Q3</i>	3.00	4.00			
	medium rank	77.84	90.71			
Perception of PKN Orlen as a socially responsible company	<i>n</i>	93	73	-0.60	0.547	0.05
	<i>Q1</i>	3.00	3.00			
	<i>Q2</i>	3.00	3.00			
	<i>Q3</i>	4.00	4.00			
	medium rank	81.67	85.83			

Cont. table 6.

Knowledge of activities undertaken by PKN Orlen in the area of CSR	<i>n</i>	93	73	-1.91	0.056	0.15
	<i>Q1</i>	2.00	2.00			
	<i>Q2</i>	2.00	3.00			
	<i>Q3</i>	3.00	3.00			
	medium rank	77.56	91.07			
Perception of PKN Orlen's responsibility	<i>n</i>	93	73	-1.02	0.306	0.08
	<i>Q1</i>	3.00	3.00			
	<i>Q2</i>	3.00	3.00			
	<i>Q3</i>	4.00	4.00			
	medium rank	80.42	87.42			
Perception of the CSR strategy undertaken by PKN Orlen as appropriate	<i>n</i>	92	73	-0.85	0.396	0.07
	<i>Q1</i>	3.00	3.00			
	<i>Q2</i>	3.00	3.00			
	<i>Q3</i>	4.00	4.00			
	medium rank	85.52	79.82			
Assessment of the impact of PKN Orlen's CSR activities on the company's image	<i>n</i>	93	73	-0.07	0.945	<0.01
	<i>Q1</i>	3.00	3.00			
	<i>Q2</i>	3.00	3.00			
	<i>Q3</i>	3.00	3.00			
	medium rank	83.34	83.70			
Assessment of the impact of PKN Orlen's CSR activities on brand loyalty	<i>n</i>	93	73	-0.20	0.845	0.02
	<i>Q1</i>	3.00	3.00			
	<i>Q2</i>	3.00	3.00			
	<i>Q3</i>	4.00	4.00			
	medium rank	84.09	82.75			
Assessment of the PKN Orlen brand image	<i>n</i>	93	73	-1.27	0.205	0.10
	<i>Q1</i>	3.00	3.00			
	<i>Q2</i>	4.00	4.00			
	<i>Q3</i>	4.00	4.00			
	medium rank	87.37	78.58			

Note. *n* - number of observations; *Q1* – first quartile, *Q2* – second quartile (median), *Q3* – third quartile, *Z* - value of the test statistic; *p* - statistical significance; *r* - effect strength index.

Source: own study.

The analysis showed only one statistically significant result. The difference concerned knowledge of the concept of CSR. In this case, a higher degree of familiarity was observed in men compared to women - which was already noted earlier. This effect is weak. No statistically significant differences were observed in the remaining variables.

A similar comparison in terms of knowledge, assessment and evaluation of the CSR and PKN Orlen concepts was made for the respondents' places of residence (rural residents vs. urban residents) and the level of education (people with less than higher education, i.e. primary school/middle school/vocational school/high school vs. people with higher education - university degree). Analogous variables were used for the analyzes as in the previous analysis. In order to compare the groups, the Mann-Whitney U test was also performed (Tables 7 and 8).

Table 7.

Results of the Mann-Whitney U test comparing knowledge, attitudes and assessments regarding the concepts of CSR and PKN Orlen between people living in villages and cities

Variables	Statistics	Place of living		Z	p	r
		Village	City			
Knowledge of the concept of CSR	n	83	83	-0.45	0.655	0.03
	Q1	1.00	1.00			
	Q2	1.00	1.00			
	Q3	4.00	3.00			
	medium rank	84.92	82.08			
Perception of PKN Orlen as a socially responsible company	n	83	83	-0.88	0.377	0.07
	Q1	3.00	3.00			
	Q2	3.00	3.00			
	Q3	4.00	4.00			
	medium rank	86.53	80.47			
Knowledge of activities undertaken by PKN Orlen in the area of CSR	n	83	83	-0.07	0.941	<0.01
	Q1	2.00	2.00			
	Q2	3.00	3.00			
	Q3	3.00	3.00			
	medium rank	83.24	83.76			
Perception of PKN Orlen's responsibility	n	83	83	-0.70	0.482	0.05
	Q1	3.00	3.00			
	Q2	3.00	3.00			
	Q3	4.00	4.00			
	medium rank	85.89	81.11			
Perception of the CSR strategy undertaken by PKN Orlen as appropriate	n	82	83	-0.28	0.783	0.02
	Q1	3.00	3.00			
	Q2	3.00	3.00			
	Q3	4.00	4.00			
	medium rank	83.93	82.08			
Assessment of the impact of PKN Orlen's CSR activities on the company's image	n	83	83	-1.68	0.092	0.13
	Q1	3.00	3.00			
	Q2	3.00	3.00			
	Q3	3.00	3.00			
	medium rank	79.24	87.76			
Assessment of the impact of PKN Orlen's CSR activities on brand loyalty	n	83	83	-1.69	0.091	0.13
	Q1	3.00	3.00			
	Q2	4.00	3.00			
	Q3	4.00	4.00			
	medium rank	89.27	77.73			
Assessment of the PKN Orlen brand image	n	83	83	-2.07	0.038	0.16
	Q1	3.00	3.00			
	Q2	4.00	4.00			
	Q3	4.00	4.00			
	medium rank	90.64	76.36			

Note. n - number of observations; Q1 - first quartile, Q2 - second quartile (median), Q3 - third quartile, Z - value of the test statistic; p - statistical significance; r - effect strength index.

Source: own study.

A statistically significant result was observed only for the assessment of the PKN Orlen brand image. People living in rural areas perceived the image of the PKN Orlen brand more positively than people living in cities. This effect is weak. In terms of the remaining tested variables, rural residents did not differ statistically significantly from urban residents.

Table 8.

Results of the Mann-Whitney U test comparing knowledge, attitudes and assessments regarding the concepts of CSR and PKN Orlen between people with less than higher education and people with higher education

Variables	Statistics	Level of education		Z	p	r
		Less than university degree	University degree			
Knowledge of the concept of CSR	n	106	60	-2.44	0.015	0.19
	Q1	1.00	1.00			
	Q2	1.00	1.00			
	Q3	3.00	4.00			
	medium rank	77.66	93.82			
Perception of PKN Orlen as a socially responsible company	n	106	60	-0.63	0.528	0.05
	Q1	3.00	3.00			
	Q2	3.00	3.00			
	Q3	4.00	4.00			
	medium rank	85.13	80.63			
Knowledge of activities undertaken by PKN Orlen in the area of CSR	n	106	60	-0.05	0.957	<0.01
	Q1	2.00	2.00			
	Q2	3.00	2.50			
	Q3	3.00	3.00			
	medium rank	83.64	83.25			
Perception of PKN Orlen's responsibility	n	106	60	-0.02	0.981	<0.01
	Q1	3.00	3.00			
	Q2	3.00	3.00			
	Q3	4.00	4.00			
	medium rank	83.56	83.39			
Perception of the CSR strategy undertaken by PKN Orlen as appropriate	n	105	60	-0.94	0.346	0.07
	Q1	3.00	3.00			
	Q2	3.00	3.00			
	Q3	4.00	4.00			
	medium rank	85.38	78.84			
Assessment of the impact of PKN Orlen's CSR activities on the company's image	n	106	60	-0.33	0.740	0.03
	Q1	3.00	3.00			
	Q2	3.00	3.00			
	Q3	3.00	3.00			
	medium rank	82.87	84.62			
Assessment of the impact of PKN Orlen's CSR activities on brand loyalty	n	106	60	-0.17	0.862	0.01
	Q1	3.00	3.00			
	Q2	3.00	3.00			
	Q3	4.00	4.00			
	medium rank	83.95	82.71			
Assessment of the PKN Orlen brand image	n	106	60	-0.32	0.746	0.03
	Q1	3.00	3.00			
	Q2	4.00	4.00			
	Q3	4.00	4.00			
	medium rank	84.34	82.02			

Note. n - number of observations; Q1 – first quartile, Q2 – second quartile (median), Q3 – third quartile, Z - value of the test statistic; p - statistical significance; r - effect strength index.

Source: own study.

The analysis showed only one statistically significant difference. It concerned knowledge of the concept of CSR. A higher level of knowledge of this concept was observed in people with higher education compared to people with less than higher education, as already indicated

earlier. This difference is weak. The results for the remaining variables turned out to be statistically insignificant.

In the next step, it was verified whether knowledge of the activities undertaken by PKN Orlen in the area of CSR, as well as knowledge of the Orlen Foundation, was related to knowledge of the CSR concept. Knowledge of the activities undertaken by PKN Orlen in the CSR area was assessed on the basis of the question "Do you know the activities undertaken by PKN Orlen in the CSR area?". It was considered that people who chose the answer "Definitely yes" or "Rather yes" had knowledge of these activities, while people who chose one of the other answers ("I have no opinion", "Rather no" or "Definitely no") they don't know about such activities. In order to check the described relationships, cross-tabulation analyzes and chi-square tests of independence were performed (Table 9).

Table 9.

Knowledge of activities undertaken by PKN Orlen in the area of CSR and knowledge of the Orlen Foundation and knowledge of the CSR concept - results of the chi square test

Variables		Knowledge of the concept of CSR				Total		$\chi^2(1)$	<i>p</i>	ϕ
		Yes		No						
		<i>n</i>	%	<i>n</i>	%	<i>n</i>	%			
Knowledge of activities undertaken by PKN Orlen in the area of CSR	Yes	17	28.3%	4	3.8%	21	12.7%	20.91	<0.001	0.35
	No	43	71.7%	102	96.2%	145	87.3%			
	Total	60	100.0%	106	100.0%	166	100.0%			
Knowledge of the Orlen Foundation	Yes	8	13.3%	9	8.5%	17	10.2%	0.98	0.323	0.08
	No	52	86.7%	97	91.5%	149	89.8%			
	Total	60	100.0%	106	100.0%	166	100.0%			

Note. n - number of observations; χ^2 - chi square test result; p - statistical significance; ϕ - effect strength index

Source: own study.

The analysis showed a statistically significant relationship between knowledge of the CSR concept and knowledge of the activities undertaken by PKN Orlen in the area of CSR. People who knew the concept of CSR were significantly more likely to be aware of the activities undertaken by PKN Orlen in the area of CSR than people who did not know this concept (28.3% vs. 3.8%). This relationship is moderately strong. The relationship result for knowledge of the Orlen Foundation was statistically insignificant.

In the last part, the existence of a relationship between knowledge of the activities undertaken by PKN Orlen in the area of CSR, knowledge of the Orlen Foundation and knowledge of the definition of the concept of CSR was checked. Knowledge of the activities undertaken by PKN Orlen in the area of CSR and knowledge of the definition of the concept of CSR were assessed on the basis of the questions "Can you define the concept of CSR?" and "Do you know the activities undertaken by PKN Orlen in the area of CSR?" The answers "Definitely yes" or "Rather yes" were considered to indicate knowledge in a checked area, while the answers "I have no opinion", "Rather no" or "Definitely no" were treated as lack of knowledge in a that area. In order to test the relationships, cross-tabulation analyzes were performed along with the chi-square test of independence (Table 10).

Table 10.

Knowledge of activities undertaken by PKN Orlen in the area of CSR and knowledge of the Orlen Foundation and knowledge of the definition of the concept of CSR - results of the chi square test

Variables		Knowledge of the definition of the concept of CSR				Total		$\chi^2(1)$	<i>p</i>	ϕ
		Yes		No						
		<i>n</i>	%	<i>n</i>	%	<i>n</i>	%			
Knowledge of activities undertaken by PKN Orlen in the area of CSR	Yes	12	27.9%	9	7.3%	21	12.7%	12.22	<0.001	0.27
	No	31	72.1%	114	92.7%	145	87.3%			
	Total	43	100.0%	123	100.0%	166	100.0%			
Knowledge of the Orlen Foundation	Yes	6	14.0%	11	8.9%	17	10.2%	0.87	0.384	0.07
	No	37	86.0%	112	91.1%	149	89.8%			
	Total	43	100.0%	123	100.0%	166	100.0%			

Note. n - number of observations; χ^2 - chi square test result; p - statistical significance; ϕ - effect strength index.

Source: own study.

A statistically significant result was observed for the relationship between knowledge of the definition of the concept of CSR and knowledge of the activities undertaken by PKN Orlen in the area of CSR. People who knew the definition of the concept of CSR were significantly more likely to know what activities are undertaken by PKN Orlen in the area of CSR compared to people who did not know the definition of this concept (27.9% vs. 7.3%). This relationship is weak. However, the result for the relationship between knowledge of the definition of the concept of CSR and knowledge of the Orlen Foundation was statistically insignificant.

4. Discussion

Respondents know the PKN ORLEN brand. Most respondents associate the PKN ORLEN brand with the industry in which the company operates, i.e. the fuel industry. Respondents also associate the brand with activities undertaken by the company in the area of sports sponsorship, i.e. sponsoring the participation of the ORLEN Team in Formula 1, sponsoring volleyball or sponsoring cultural institutions and events in Poland. Respondents also associate the brand with food products that can be purchased at stations, such as coffee or hot dogs. The vast majority of people associate the company positively. However, despite knowledge of the company's involvement in numerous activities and high awareness of the PKN ORLEN brand, respondents do not assess PKN Orlen as a socially responsible company, nor do they show spontaneous knowledge about CSR activities undertaken by PKN ORLEN. Supported awareness of the CSR activities of the surveyed company is slightly greater, i.e. respondents indicated more activities undertaken by the company when they had a list with ready-made answers. However, there is no demographic variables describing the respondents were identified that would influence their perception of CSR at PKN Orlen. Hypothesis H1 was not confirmed. As many as 90% of respondents did not know the Orlen Foundation or any activities undertaken by it, despite its considerable activity.

The lack of knowledge about companies' activities in the area of CSR is nothing new. Consumers do not pay attention to companies' CSR activities. This was noticed by, among others, such authors as Pomeroy and Dolnicar (2009), Kot (2014) and others. However, the conducted research proved that knowledge about the company's CSR activities depends on the respondents' knowledge of the CSR concept, and more precisely, that people with greater knowledge in the field of CSR know better the activities undertaken by PKN Orlen in the area of CSR. However, hypothesis 3 was not fully confirmed. The research showed a statistically significant relationship between knowledge of the CSR concept and knowledge of the activities undertaken by PKN ORLEN in the area of CSR, however, no statistically significant relationship was demonstrated between knowledge of the CSR concept and the way of perceiving the CSR of the surveyed company, including, among others, recognizing it as socially responsible.

As already indicated, more and more authors emphasize the need for companies to communicate CSR. They also agree that communicating CSR is not easy. Previous research analyzed, among others: what, how and where to communicate in the field of CSR (see Ellerup Nielsen, Thomsen, 2007; Ziek, 2009; Go, Bortree, 2017). Meanwhile, the results of the conducted research prove that there is a relationship between the demographic variables describing the respondents and their knowledge of the CSR concept. According to the results obtained, men more often declare knowledge of the CSR concept. People with higher education also declare such knowledge. Thus, hypothesis H2 was confirmed. However, there is no statistically significant relationship between place of residence and the examined variable.

The research did not identify a relationship between the demographic variables describing the respondents and their perceived impact of CSR on brand image or brand loyalty. Hypotheses H4 and H5 were not confirmed.

5. Conclusions

The research shows that when consumers are aware of what CSR is, CSR can actually lead to positive attitudes and stronger behavioral intentions towards products from a socially responsible company, because, above all, the actions it undertakes will be noticed by consumers. However, communicating CSR is not sufficient for these activities to be noticed. The lack of knowledge about CSR seems to block the reception of information about the social involvement of enterprises, even in the case of such a large company as PKN ORLEN and despite its high social involvement. An important aspect of communicating CSR should therefore be the educational aspect, which will lead to understanding the concept of CSR and the need for its application by a wide group of recipients.

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