

## WHO CONSUMES RESPONSIBLY? PERSONAL VALUES AND SOCIO-DEMOGRAPHIC PREDICTORS OF SOCIALLY RESPONSIBLE CONSUMPTION IN POLAND

Felicjan BYLOK

Czestochowa University of Technology; felicjan.bylok@pcz.pl, ORCID: 0000-0001-5305-8634

**Purpose:** The study investigates how socio-demographic characteristics and personal values of Polish consumers influence their purchasing behaviour within the framework of Socially Responsible Consumption (SRC). It aims to identify the determinants of ethical, environmental, and socially conscious consumption in the context of growing sustainability challenges.

**Design/methodology/approach:** The research employed a Computer-Assisted Web Interview (CAWI) survey conducted among 1,081 Polish consumers. Data analysis included descriptive statistics and Spearman's rank correlation to examine relationships between SRC dimensions and respondents' value orientations.

**Findings:** The results indicate that socially responsible consumption is more prevalent among older, better-educated, and financially secure individuals. Gender was not a significant factor, while income and place of residence significantly influenced responsible purchasing patterns. Positive correlations were found between SRC dimensions and values related to morality, community, and environmental protection.

**Research limitations/implications:** The study is limited by its reliance on self-reported data and a cross-sectional design, which may restrict causal interpretations. Future research could include longitudinal analyses and cross-cultural comparisons to validate the findings.

**Practical implications:** Insights from the study can support policymakers and marketers in designing targeted initiatives that promote sustainable lifestyles and enhance consumer awareness of socially responsible products.

**Social implications:** By emphasizing the role of individual values and socio-demographic factors, the study contributes to understanding how to foster ethical and environmentally conscious behaviour within society, supporting broader goals of sustainable development.

**Originality/value:** This research provides empirical evidence on socially responsible consumption in a Central European context, enriching theoretical discussions on sustainable consumer behaviour and offering actionable guidance for promoting pro-social consumption patterns.

**Keywords:** socially responsible consumption; sustainable behaviour; ethical consumption; consumer values; environmental responsibility.

**Category of the paper:** Research article.

## 1. Introduction

Consumers are becoming more socially aware, while taking purchasing decisions that take account of consequences for the natural and social environment. Thanks to the greater volume of products on the market, consumers have more opportunities to reveal their social preferences during the process of making purchasing decisions (Prendergast, Tsang, 2019). More and more frequently, they take account of their moral beliefs and ethical values in taking purchasing decisions (Crane, Matten, 2004). Taking account of ethical values in the behaviour of consumers is reflected in the concept of socially responsible consumption (SRC). Our reference point is accepted to be values associated with responsibility and justice, which are the basis of creating the foundations of the co-responsibility of a consumer for the effects of social and environmental consumption.

The idea of SRC is becoming increasingly attractive. This is the result of multiple premises, firstly consumers increasingly search for ecological products, thus reducing waste and CO<sub>2</sub> emissions (Shmelev et al., 2023). Secondly, the choice of ethical products (e.g. fair trade, local or vegetarian goods) allows them to feel good and have the feeling that they are doing something good (Weaver et al., 2024). Thirdly, buying from socially responsible firms (e.g. that pay a fair wage to employees, support local communities) helps to build a better economy and eliminate exploitation (Zong et al., 2024). Fourthly, the conviction arises that ecological products, natural cosmetics or local food are frequently healthier and free from harmful substances. Thanks to this, consumers not only care for the planet, but also for their own health (Amberg, Fogarassy, 2019). Fifthly, buying responsible products may be a form of expressing status and sense of belonging to a community that propagates a new lifestyle, e.g. online consumer community (Assimos et al., 2019).

The objective of the present study is to enhance the understanding of how individual socio-demographic characteristics of Polish consumers and their personal values influence purchasing behavior, as predicted by the dimensions of Socially Responsible Consumption (SRC) proposed by Francois-Lecompte and Roberts (2006).

In Poland, research on SRC remains relatively scarce. The limited number of existing studies primarily focus on the analysis of consumers' willingness to bear the costs of responsible consumption (Stoparczyk, 2018), the identification of attitudes toward environmental protection and pro-environmental practices in the context of responsible consumption (Teneta-Skwiercz, 2018), and the comparison of socially responsible consumption patterns in Poland with selected EU countries (Dąbrowska, Kresło, 2022). However, there is a lack of studies aimed at identifying distinct patterns of socially responsible consumption in the Polish context. To address this research gap, the following research question was formulated:

RQ1: To what extent are SRC patterns manifested in the purchasing behaviors of Polish consumers?

From the perspective of research on socially responsible consumption, it is crucial to examine the relationships between the dimensions of SRC and psychosocial characteristics. Age has been found to be positively associated with ethical consumption (Ganglmair-Wooliscroft, Wooliscroft, 2017). Similarly, previous research confirms that age significantly affects SRC (Dickson, 2005). Education level and income have also been identified as important predictors of SRC (Zhaon et al., 2014; Ritter et al., 2015; Pedrini, Ferri, 2014). With regard to gender, numerous studies report differences in attitudes and behaviors related to ethical consumption, with women generally exhibiting higher levels of engagement (Witkowski, Reddy, 2010; Ríos-Rodríguez et al., 2021). Based on the reviewed literature, the following research question was posed:

RQ2: To what extent do socio-demographic characteristics—such as gender, age, education level, income level, and place of residence—differentiate behaviors associated with SRC?

Among the principal determinants influencing socially responsible consumption, scholars highlight attitudes (Canova et al., 2023), perceived credibility (Eberhardt et al., 2021), self-identity (O'Connor et al., 2017), ethical obligation (Wang et al., 2020), and personal values (Ladhari, Tchegnina, 2015). Although personal values have been identified in the literature as significant predictors of consumer preferences and decision-making, only a limited number of studies have explored the relationship between personal values and the purchase or consumption of goods associated with socially responsible consumption (Dickson, 2000; Doran, 2009). Consequently, the following research question was formulated:

RQ3: What relationships exist between the dimensions of SRC and consumers' personal values?

## **2. Socially responsible consumption –theoretical background**

In deliberations over the ethical dimension of consumption, the term socially responsible consumer arises. Webster (1975), defined this new type of consumer, as one of the first to do so, by placing emphasis on the significance of the awareness of social problems arising from over-consumption. According to him, a socially responsible consumer takes account of the public consequences of his/her private consumption, or tries to avail of his/her purchasing power in order to lead to social changes. He suggested that socially conscious consumers must have three features, namely, they should notice the social problem and be motivated to purchase products or services; they should feel that they have the power to have an impact on the behaviour of other consumers; they should be active in social issues and socially involved.

Mohr et al. (2001), developed the concept of a socially responsible consumer, by indicating the role of the awareness of the effects of consumption of certain goods when making decisions about the acquisition of the particular product. A consumer in the process of acquiring and consuming or using a product strives towards minimizing or eliminating the threat to society and the maximization of all long-term benefits for society. With relation to this, a socially responsible consumer will avoid products or services from firms that they perceive to be harmful to society and prefer products or services from firms that bring benefits to society.

Another conceptualization of the term SRC was presented by Devinney et al. (2006), according to whom a socially responsible consumer concentrates on the moral motives, or in other words, in taking consumer decisions he/she takes account of personal and moral beliefs. Likewise, Dąbrowska and Kresło (2022), connect SRC with morality. According to them, a socially responsible consumer respects moral norms in his/her consumer behaviour, which have an impact on the conscious decisions in the whole process of satisfying needs, while accepting or not accepting products that an enterprise offers on the market. A broader perspective of socially responsible consumption was proposed by Falcao and Roseira (2022), according to whom SRC encompasses the choices of consumers who weigh up the impact on other people, the environment and the animal welfare, regardless of the main motivations or types of practices. Apart from purchases, the scope of this notion may also encompass action such as recycling, sharing or production of goods, provision of services as an alternative to purchasing. Hence, it is possible to accept that a socially responsible consumer is a person that is socially conscious of his/her consumer choices, while his/her actions on the market are morally justified and is ready to give up consumption of goods that damage the natural and social environment. Such a consumer tries to acquire products or services of firms acknowledged to be responsible with regard to the social and natural environment.

Socially responsible consumption (SRC) has developed as an area of research in the last several years (Petrovskaya, Haleem, 2021; Park et al., 2022; Sharma et al., 2025). It was observed that consumers in their consumer choices are increasingly guided by such factors as: climate change, global warming and social development of marginalized social groups, etc. (Mittelstaedt et al., 2014), while their preferences relating to responsible consumption are growing (Sheth, Parvatiyar, 2021). Socially responsible consumption is explained by mostly the emotional engagement of consumers, while to a lesser extent by the perceived effectiveness of the consumer (Palacios-González, Chamorro-Mera, 2022).

The process of shaping the socially responsible consumer is conditioned by the changes in the systems of values of consumers in the direction of ethical values, among others, justice, co-responsibility, respect for other people, while also emphasizing the significance of responsibility for the natural environment. Spreading these values has an impact on increasing the environmental awareness of people.

The process of shaping the socially responsible consumer is conditioned by the changes in the systems of values of consumers in the direction of ethical values, among others, justice, co-responsibility, respect for other people, while also emphasizing the significance of responsibility for the natural environment. Personal values are equally important. They are defined as “desirable transsituational goals, varying in importance, that serve as guiding principles in the life of a person ...” (Schwartz, 1994, p. 21). Accordingly, values are expected to play a significant role as antecedents of consumers' sustainable development awareness (Balderjahn, Hüttel, 2019). Individuals tend to behave in accordance with their personal values because they seek consistency between their beliefs and actions (Bardi, Schwartz, 2003). Numerous scholars have indicated that personal values stimulate behaviors related to SRC (Green, Tinson, Pelozo, 2016; Lee, Kim, 2016). They represent stable motivational constructs underlying human decision-making in the domain of socially responsible consumption.

From the perspective of research on SRC, it is significant to specify its dimensions. The most important of these may include the following: ethical issues in relations with producers, ethical dimension of goods, relations with natural environment, as well as the local community. Ethical issues in relations with producers are key for socially responsible consumers. The range of these relations is wide from the acceptance to the boycott of products of particular producers. Nowadays consumers are perceived as active agents, who enter relations with producers by evaluating them from an ethical viewpoint. In order to assess a product with regard to its ethical values, consumers must know where the product comes from, e.g. in the case of food, the knowledge of how it is produced and how this production has an impact on other people, animals and the environment is significant (Roos et al., 2007). Ethical transparency and ethical identifiability gives consumer the possibility of forming the ethical judgement of the practices applied while creating the particular production.

The ethical dimension of consumer goods constitutes a further area of SRC. Doane (2000), is of the opinion that the ethical dimension of a product is associated with its ethical production (in accordance with human rights, working conditions, environmental protection, etc.). Bylok (2013), proposes to apply the notion of a product with ethical content, which defines its ethical element that encompasses the “fair” production and biologically neutral impact on the natural environment in terms of the process of production. Brinkmann and Peattie (2008), opine that the ethicality of a product involves the perception of it in a broader dimension, namely, as a physical product, its marketing, corporations that produce it, while even the country from where it originates. In the evaluation of the ethical dimension, account is taken of the process of manufacturing, namely, the project, raw materials, materials used in the process of manufacturing the product, way of its production, amount of energy used in its manufacturing process, amount of materials acquired from recycling, low level of contamination and pollution, while also the application of biodegradable raw materials. Likewise, the characteristics of its usage are important, namely, safety for the consumer, possibility of recycling, as well as the

biodegradability of the product. The social responsibility of the consumer is revealed when the ethical attributes are taken into account when choosing a product.

A significant dimension of SRC is the natural environment. It is accepted that consumers as entities availing of the natural environment are responsible for it, which is associated with envisaging their actions, while also taking account of the effects of those actions when making decisions and taking responsibility for them. In the context of responsibility for the natural environment, the concept of green consumption was built, which refers to behaviour whose aim is to use products that are environmentally friendly. This places emphasis on the environmental factors more than on the social factors (ElHaffar et al., 2020). Green consumers are conscious of the negative effects of failing to use green products both for their own health and environmental health (Arli et al., 2018). The approach of socially responsible consumption with regard to the natural environment is broader than green consumption and more inclusive as it also encompasses the social consequences of green consumption.

Actions on behalf of the local community is another area of SRC. Castaño et al. (2016) stated that including “local consumption” within the range of SRC is beneficial from an economic viewpoint and improves the economic conditions of the life of the local community. According to DeVincenzo and Scammon (2015), socially conscious consumption is associated with purchasing regional goods with the aim of supporting small firms and regional communities. Support for local communities may be interpreted as economic benefits and have positive social impact as it enhances living standards of a given area and offers economic stability (VillaCastaño et al., 2016). One of the actions undertaken by socially responsible consumers may become the propagation of the consumption of local products associated with local culture, the so-called consumer localism.

### **3. Methods**

The survey method was applied in the research and the research tool was the standardized questionnaire. The online survey called CAWI was applied for analysing consumers. The research was of a nationwide nature and the selection of people for research was conducted by means of the application of stratified sampling and taking account of the size of the place of abode, sex type and age group. The sums in the particular layers were selected according to the structures of GUS (Chief Statistics Office of Poland – National Register, 2021). On the basis of the method of random selection, a research sample was built consisting of 1080 adult inhabitants of Poland. The research was participated in by 50% women and 50% men, aged between 18 and 24 (7%), 25-34 (17%), 35-44 (20%), 45-54 (18%), 55 years of age or older (38%), with basic education, vocational, secondary school or university level, place of abode in a village, in a small town up to 20,000 inhabitants, medium-sized town between 21,000

and 99,000 inhabitants, in a large city of between 100,000 and 499,000 inhabitants, while also in a larger city of 500,000 inhabitants or more, having an income of 399 PLN per person in the household, between 400 and 799 PLN, from 800 to 1199 PLN, from 1200 to 1499 PLN, and from 1500 PLN.

SRC was measured with the use of the scale created by Francois-Lecompte and Valette-Florence (2006), while also Francois-Lecompte and Roberts (2006) that was adapted for Polish conditions. This scale consisted of 23 claims characterizing six various dimensions of responsible consumption as follows: PSP – purchasing products connected with social purposes, PEE – purchasing products with an ethical element, PSS – purchasing in small shops, PGP – purchasing based on the geographical origin of the product, LCP – limiting consumption product, AEP – actions on behalf of environmental protection. Regarding the measurement model of the scale, the internal consistency of the tests and measurements was estimated for each construct using Cronbach's alpha reliability coefficient, with a threshold value greater than 0.80. Values exceeding this threshold indicate a high level of internal consistency, confirming the reliability of the measurement scales used in the study. For the purpose of analyzing the responses, means, standard deviations, dominant values, the Student's t-test, the Mann-Whitney test, and the Kruskal-Wallis test were employed. To examine the relationships between the dimensions of socially responsible consumption and the value orientations of Polish consumers, the nonparametric Spearman's rank correlation coefficient ( $r_s$ ) was applied.

This method was selected due to the non-normal distribution of the variables (Shapiro-Wilk test,  $p < 0.05$ ) and their ordinal level of measurement. Spearman's coefficient allows for the assessment of the strength and direction of monotonic relationships between variables without assuming linearity or homoscedasticity.

#### 4. Results

The analysis of the data presented in Table 1 includes six dimensions of socially responsible consumption: purchasing products connected with social purposes (PSP), purchasing products with an ethical element (PEE), shopping in small local stores (PSS), purchasing based on the geographical origin of products (PGP), limiting consumption (LCP), and engaging in actions on behalf of environmental protection (AEP). The mean values across all variables indicate a high level of declared prosocial and pro-environmental attitudes (ranging from 4.23 to 5.04 on the measurement scale). The highest results were recorded for purchases based on the geographical origin of products (PGP;  $M = 5.04$ ) and limiting consumption (LCP;  $M = 4.95$ ), suggesting that respondents strongly value local origin and a conscious reduction of excessive consumption. The lowest score was observed for purchasing products with an ethical element (PEE;  $M = 4.23$ ), which may indicate that ethical aspects of consumption (e.g., fair trade, workers' rights) are considered less important than ecological or local concerns. Standard

deviations ranging from 1.3 to 1.5 indicate moderate variability in responses. Most variables display negative skewness, meaning that higher ratings dominate (respondents generally agree with the socially responsible statements). The only exception is AEP (skewness = 0.74), where a more diverse distribution suggests the presence of a subgroup of less environmentally engaged consumers. Kurtosis values close to zero imply approximately normal distributions.

In summary, the findings indicate that the respondents demonstrate a relatively high level of socially responsible consumption, particularly in the dimensions related to local purchasing and limiting consumption. Ethical aspects appear to be somewhat less emphasized.

**Table 1.**  
*Dimensions of socially responsible consumption (SRC)*

Statement	M	SD	Var	Kurt	Skew
PSP	4.73	1.58	2.33	-0.02	-0.42
PEE	4.23	1.41	1.99	0.25	-0.37
PSS	4.27	1.41	2.11	-0.15	-0.41
PGP	5.04	1.42	2.02	0.37	-0.63
LCP	4.95	1.32	1.74	0.45	-0.54
AEP	4.65	1.44	2.76	-0.80	0.74

Source: Author's own study.

Scale: 1 – definitely unimportant, 2 – unimportant, 3 – rather unimportant, 4 – I don't have an opinion, 5 – rather important, 6 – important, 7 – definitely important.

The Student's t-test (Welch's version) was conducted to assess similarities and differences between the SRC dimensions (N = 1080,  $\alpha = 0.05$ ) (Table 2). Significant differences between means were observed when  $p < 0.05$ . The analysis revealed that PSP and AEP did not differ significantly from each other but differed from the remaining dimensions. Similarly, PEE and PSS were comparable to each other yet significantly different from most other variables, while PGP and LCP did not differ from one another but differed from the majority of the remaining dimensions.

**Table 2.**  
*Student's t-test dimensions of socially responsible consumption (SRC)*

Variable 1	Variable 2	t-value	df	p-value
PSP	PEE	7.759	2130.6	0.0000
PSP	PSS	7.139	2130.6	0.0000
PSP	PGP	-4.796	2133.9	0.0000
PSP	LCP	-3.512	2091.8	0.0005
PSP	AEP	1.230	2139.7	0.2189
PEE	PSS	-0.659	2158.0	0.5098
PEE	PGP	-13.302	2157.9	0.0000
PEE	LCP	-12.251	2148.7	0.0000
PEE	AEP	-6.849	2157.0	0.0000
PSS	PGP	-12.645	2157.9	0.0000
PSS	LCP	-11.570	2148.7	0.0000
PSS	AEP	-6.196	2157.0	0.0000
PGP	LCP	1.526	2146.6	0.1273
PGP	AEP	6.337	2157.6	0.0000
LCP	AEP	5.047	2141.9	0.0000

With the aim of defining the impact of the notion of SRC on the behaviour of consumers, an analysis was conducted on the relations between the dimensions and the socio-demographic features. Research on the relations between sex types and the dimensions of SRC was conducted with the use of the Mann-Whitney test (Table 3). The Mann–Whitney U test results indicate that women scored significantly higher than men across all measured dimensions (PSP, PEE, PSS, PGP, LCP, AEP). This finding implies that gender is a differentiating factor, with women demonstrating higher levels of the studied characteristics in each analyzed area.

In summary, the Mann - Whitney test confirmed the existence of statistically significant differences between women and men in all analyzed areas. Women scored higher across all variables, suggesting that, in a marketing context, they represent a more emotionally and relationally engaged consumer group. Taking these differences into account can significantly enhance the effectiveness of marketing and communication strategies.

**Tabela 3.**

*Mann-Whitney test results dimensions of socially responsible consumption (SRC)*

	Total ranks of men	Total ranks of women	U	Z	p	Z	p
PSP	270581.5	313158.5	124511.5	-4.15	0.00	-4.27	0.00
PEE	276646.5	307093.5	130576.5	-2.96	0.14	-3.10	0.00
PSS	280941.5	302798.0	134871.5	-2.13	0.04	-2.18	0.04
PGP	278346.0	305393.5	132276.0	-2.63	0.02	-2.70	0.01
LCP	276378.0	307361.5	130308.0	-3.01	0.04	-3.11	0.03
AEP	271305.0	312435.0	125235.0	-4.00	0.00	-4.14	0.00

$p < ,050$ .

The Kruskal-Wallis (Table 4) test was availed of for the purpose of analysing the relations between the dimensions of SRC and the independent variables, namely, age, education, place of abode and income per person in a household. The analysis of the Kruskal-Wallis test results revealed significant differences depending on the demographic characteristics of the participants:

1. Age – all scales (PSP, PEE, PSS, PGP, LCP, AEP) showed statistically significant differences between age groups ( $p < 0.001$ ), with the largest differences observed in the PGP and AEP scales.
2. Place of residence – significant differences were found in the PEE ( $p = 0.02$ ) and AEP ( $p = 0.016$ ) scales, suggesting that the living environment affects results in these areas.
3. Education – the PEE ( $p = 0.03$ ), LCP ( $p < 0.001$ ), and AEP ( $p = 0.01$ ) scales differed significantly depending on participants' education level.
4. Income – significant differences were observed in the PSP, PEE, PGP, LCP, and AEP scales ( $p = 0.02$ – $0.001$ ), indicating a relationship between results and participants' income level.

In summary, the PGP and AEP scales show the greatest variability between groups, indicating high sensitivity of these areas to demographic factors.

**Table 4.***Kruskal-Wallis test results dimensions of socially responsible consumption (SRC)*

	Age		Place of abode		Education		Income per person in a household	
	H(4)	p	H(5)	p	H(5)	p	H(6)	p
PSP	18.306	0,00					23.91	0.00
PEE	25.89	0,00	11.37	0.02	11.86	0.03	26.99	0.00
PSS	30.88	0,00	-	-	--	-	-	-
PGP	71.22	0,00	-	-	-	-	23.46	0.00
LCP	29.68	0,00	-	-	18.02	0.00	17.26	0.02
AEP	43.51	0,00	12.17	0.02	14.46	0.01	23.26	0.02

p &lt;,050.

In a further research step it was decided to identify the socio-demographic features that characterize the socially responsible consumers in Poland in order to build their profile. In analysing the dimensions of SRC, it is possible to note the significant differences with regard to sex type, age, education, place of abode and income. The people who purchase products associated with social aims are women, people aged 55 or more, having a higher level of education, living in a city between 100,000 and 500,000 inhabitants.

Acquiring products with an ethical element is the dimension of SRC that is strongly associated with ethical consumption. The products with an ethical element are first and foremost taken into consideration when taking purchasing decisions in the case of women, people aged 55 or more, having a higher level of education, living in smaller cities and receiving a low income per person in the household.

One of the areas of SRC is to support local products. The research indicates that the majority of respondents pay attention to the country of origin and choose products made in Poland. This particularly relates to the purchase of fruit and vegetables grown in Poland. Hence, consumers who pay attention to the geographical origin of a product and make purchases on the basis of such are women, people aged 55 or more, having a medium level of education or higher level, living in a village.

The afore-mentioned dimension is connected with supporting local firms by means of buying products in small shops, e.g. local or rural shops. Research displays that this dimension to a small extent has more of an impact on purchasing decisions than in the case of the remaining areas of social responsibility. If consumers decide to do shopping in local shops they usually choose small bakery shops, butcher shops or bookshops. Consumers who help local business by making purchases in small shops are women, people aged 45-54, having basic vocational school education, living in a village.

One of the notions of SRC is the limitation of the consumption of goods. Research indicates that generally speaking, the analysed respondents try to restrict the consumption of goods to the amounts necessary to maintain living standards. Such behaviour is displayed by the majority of consumers analysed. Generally speaking, the analysed consumers try to restrict the consumption of goods, particularly in the case of women, aged 55 or more, having basic level of education and living in a village.

Care of the natural environment is another dimension of SRC. Research illustrates that the majority of Poles declare taking actions that are aimed at protecting the natural environment. An action that significantly reduces pressure on the natural environment is the limitation of the consumption of goods that potentially damage the natural environment, namely, energy, clothing, food to the level of actual needs. The majority that declare such behaviour are women, people aged 55 or more, having a medium level of education, living in cities from 100,000 to 199,000 inhabitants and from 200,000 to 499,000 inhabitants.

In the concept of SRC the awareness of the threat to the natural environment is significant. Respondents declare that by means of their actions they are contributing to environmental protection. Hence, changes in their behaviour towards a more environmentally friendly one are declared by women, people aged 55 or more, living in a city from 100,000 to 499,000 inhabitants and receiving income of between 400 and 799 PLN per person in a household. The education variable did not differentiate the analysed respondents.

A cognitive curiosity is the identification of mutual relations between the dimensions of SRC (Table 5). The analysis of Spearman's rank correlation coefficients revealed that all examined variables (PSP - AEP) are positively correlated, with varying strengths of association. The correlation coefficients range from 0.308 to 0.532, indicating weak to moderate monotonic relationships between the analyzed parameters. The strongest correlation was observed between acquiring products connected with social purposes (PSP) and acquiring products with ethical element (PEE) ( $r_s = 0.532$ ), suggesting that an increase in one variable is moderately associated with an increase in the other. Conversely, the weakest correlation occurred between acquiring products connected with social purposes (PSP) and Limiting consumption of products (LCP) ( $r_s = 0.308$ ), indicating a relatively low degree of association. The absence of negative correlations implies that none of the variables are inversely related to the others.

In general, it can be stated that the studied variables have positive, but not very strong, relationships with each other, which may suggest that they refer to related, but not identical, aspects of the analyzed phenomenon.

**Table 5.**

*Spearman's Rank Correlation Coefficient between dimensions of socially responsible consumption (SRC)*

	PSP	PEE	PSS	PGP	LCP	AEP
PSP	1.000	0.532	0.369	0.392	0.308	0.434
PEE	0.532	1.000	0.532	0.532	0.532	0.532
PSS	0.369	0.369	1.000	0.369	0.369	0.369
PGP	0.392	0.392	0.392	1.000	0.392	0.392
LCP	0.308	0.308	0.308	0.308	1.000	0.308
AEP	0.434	0.434	0.434	0.434	0.434	1.000

$p < .001$ .

The table presents the importance of ten key life values among Polish consumers, measured on descriptive statistics include the mean, standard deviation, variance, kurtosis, and skewness for each value (table 6). The analysis shows that security ( $M = 6.34$ ), self-respect ( $M = 6.17$ ),

and warm relationships with others ( $M = 5.96$ ) are the most important values for Polish consumers. These results indicate that stability, self-esteem, and social bonds form the core of the Polish value system. Conversely, the least important values are excitement/stimulation ( $M = 4.45$ ), career achievement ( $M = 4.55$ ), and fun and enjoyment in life ( $M = 4.98$ ), suggesting that hedonistic and materialistic motivations play a smaller role in the consumers' hierarchy of values. The standard deviations (0.9-1.4) indicate moderate variability in responses. All variables have negative skewness, which means that high importance ratings predominate. High positive kurtosis, especially for security (3.40), shows that the majority of respondents consistently rated this value as very important.

**Table 6.**  
*Hierarchy of personal values of Polish consumers*

Statement	M	SD	Var	Kurt	Skew
V1 Sense of safety	6.34	0.88	0.79	3.40	-1.59
V2 Self-respect	6.17	0.92	0.86	1.94	-1.07
V3 Warm relationships with others	5.96	0.96	0.92	1.58	-0.98
V4 Self-fulfilment	5.77	1.07	0.94	1.64	-0.87
V5 Being respected	5.75	1.07	1.15	1.47	-0.95
V6 Sense of accomplishment	5.27	1.09	1.27	1.08	-0.68
V7 Sense of belonging	5.19	1.20	1.45	0.32	-0.55
V8 Fun and enjoyment in life	4.98	1.26	1.60	0.49	-0.59
V9 Achieving a high professional status	4.55	1.42	2.01	-0.14	-0.41

Scale: 1 – definitely unimportant, 2 – unimportant, 3 – rather unimportant, 4 – I don't have an opinion, 5 – rather important, 6 – important, 7 – definitely important.

Source: Author's own study.

The analysis revealed numerous statistically significant and positive correlations between the dimensions of socially responsible consumption and consumers' value orientations (tab.7). This finding indicates that the higher the importance of certain values in an individual's hierarchy, the stronger the tendency to engage in socially, ethically, or environmentally responsible consumer behaviors. The strongest correlations were observed for AEP (actions on behalf of environmental protection) and PGP (purchasing based on geographical origin). The AEP dimension exhibited the highest associations with V8 ( $r_s = 0.312$ ;  $p < 0.001$ ), V2 ( $r_s = 0.282$ ;  $p < 0.001$ ), and V4 ( $r_s = 0.287$ ;  $p < 0.001$ ). Similarly, PGP showed the strongest correlations with V1 ( $r_s = 0.289$ ;  $p < 0.001$ ) and V6 ( $r_s = 0.280$ ;  $p < 0.001$ ), suggesting that consumers motivated by values of tradition, community, and responsibility are more likely to choose local or domestic products.

Moderate correlations were found for PSP and PEE, with coefficients ranging from 0.135 to 0.265 ( $p < 0.001$ ), indicating that ethical and empathetic values significantly—but moderately—influence purchasing decisions related to social and moral concerns.

The lowest correlations were noted for PSS (purchasing in small shops) and LCP (limiting consumption), with several coefficients non-significant, suggesting that these behaviors may be driven more by pragmatic factors than by deeply internalized value orientations.

**Table 7.**

*Spearman's Rank Correlation Coefficient between dimensions of socially responsible consumption (SRC) and personal values*

	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10
PSP	0.228*	0.232*	0.162*	0.234*	0.205*	0.176*	0.135*	0.253*	0.083**	0.090**
PEE	0.247*	0.181*	0.170*	0.232*	0.190*	0.265*	0.141*	0.179*	0.114*	0.146*
PSS	0.183*	0.158*	0.130*	0.210*	0.114*	0.222*	0.132*	0.174*	0.126*	0.162*
PGP	0.289*	0.228*	0.175*	0.289*	0.247*	0.280*	0.133*	0.256*	0.048	0.117*
LCP	0.193*	0.209*	0.080**	0.224*	0.219*	0.155*	0.075**	0.261*	0.043	0.050
AEP	0.258*	0.282*	0.163*	0.287*	0.259*	0.252*	0.173*	0.312*	0.090**	0.086**

\*p <,001 \*\*<,050.

In summary, the study revealed a clear relationship between consumers' value orientations and their tendency to engage in socially responsible purchasing behaviors. Individuals who prioritize values such as tradition, community, responsibility, and environmental care are more likely to act in environmentally friendly ways and choose local products.

## 5. Discussion

The research conducted on the sphere of occurrence of SRC in Poland facilitated answering the research questions put forward. Research on the dimensions of SRC, namely, acquiring products connected with social aims, acquiring products with an ethical element, purchases in small firms, purchases on the basis of geographical origin of the product, restriction of the consumption of the products, actions aimed at environmental protection indicate great potential for development in Poland. The dimension of the demographic origin of the product was rated highly. The majority of Poles indicated that in their purchasing decisions they take account of goods produced in Poland, among others, cosmetics, clothing, footwear and food, namely, vegetables and fruit. When they have a choice between a Polish product and an imported one, they usually choose the local product. The second important dimension of SRC is the acquisition of products connected with social aims. This dimension represents preferences for products associated with social aims, including purchases of products of firms that respect their employees, do not employ children and do not harm the natural environment. Likewise, in the analysis of consumption in Spain, this dimension turned out to be the most important for consumers (Pérez-Barea et al., 2015). A significant dimension for SRC for Polish people is the restriction of the consumption of products that harm the natural environment and which are essential for normal functioning in life. Generally speaking, the socially responsible consumer behaviour declared was at the level of above average, which means that they have the potential for growth. This research indicated that consumer may display their social engagement in various ways, without attaching the same weight to all the types of actions that enable them to illustrate this in terms of purchasing decisions. This signifies that socially responsible consumption is characterized by various nuances depending on the specific consumer.

From the perspective of the research aim, it was important to build a profile of a socially responsible consumer. The findings indicate that gender significantly differentiates socially responsible consumers. Gender, age, and personal values were found to be significant factors influencing SRC. Previous research indicates that women are generally more likely than men to engage in SRC-related behaviors (Bisonette, Contento, 2001; Lee, Choo, 2019). Consistently, the present study shows that women demonstrate a stronger preference for behaviors characteristic of SRC.

Age is an important factor influencing SRC. Rifkin (2010) found a negative correlation between age and SRC, with younger consumers showing a greater tendency to engage in prosocial behaviors, including recycling, donations, volunteering, and helping others. Similarly, Lee and Choo (2018) reported that younger individuals demonstrate higher levels of socially responsible consumption than older consumers. In contrast, the present study revealed an opposite trend: age significantly differentiated respondents, with declarations of SRC-related behaviors increasing with age. The highest prevalence of such behaviors was observed among individuals aged 55 and older, followed by those aged 45-54, highlighting the growing engagement of older consumers in socially responsible practices.

As regards the level of income, some research connects socially responsible behaviour with a higher level of income (Ritter et al., 2015). However, other research displays that people with lower incomes behave in a way that is more socially responsible (Singh, 2009). Analysis of the research findings of the author reveal that most frequently socially responsible behaviour characterized people receiving income between 400-799 PLN per person in a household. In the case of education, the results of some research indicates that the level of education differentiates socially responsible behaviour in terms of consumption. People with a high level of education behave in a manner that is more socially responsible (Muncy, Vitell, 1992). Likewise, in Poland people with a higher and medium level of education usually declared such behaviour. The place of abode has the least impact on the declarations of behaviour in accordance with SRC. Relatively frequently these people live in a city between 100,000 and 500,000 inhabitants, while also in a village.

Furthermore, personal values represent a fundamental determinant of SRC. Empirical studies suggest that Polish consumers exhibit a balanced and stability-oriented value system, emphasizing personal security, self-respect, and close interpersonal relationships. These values act as stable motivational constructs that guide decision-making in the domain of socially responsible consumption (Bardi, Schwartz, 2003; Freestone, McGoldrick, 2008; Green et al., 2016; Lee, Kim, 2016). Together, these demographic and psychological factors underscore the multifaceted nature of socially responsible consumer behavior and its dependence on both intrinsic values and sociodemographic characteristics.

The obtained Spearman correlation results between the dimensions of socially responsible consumption and personal values confirm that socially responsible consumer behaviors largely stem from an individual system of values. Prosocial, moral, and ecological values promote attitudes related to environmental protection and concern for others.

In turn, the strong associations between the purchasing based on the geographical origin of the product dimension and the values of tradition and community may indicate the growing importance of consumer patriotism and responsibility toward the local economy. Weaker correlations observed for the purchasing in small shops and limiting consumption product dimensions suggest that actions such as reducing consumption or supporting small retail outlets are less driven by axiological (value-based) motives and more by pragmatic factors (e.g., price, availability, or habit). Therefore, socially responsible consumption among Polish consumers has a strong value-based component, with particular importance placed on values related to responsibility, community, and care for the natural environment.

The findings of this study offer valuable theoretical insights into socially responsible consumption (SRC). They confirm that SRC is deeply rooted in consumers' personal value systems, supporting perspectives that view consumption as a moral and identity-driven process rather than a purely economic one. The results also demonstrate that the strength of the value–behavior relationship varies across SRC dimensions: environmentally and socially oriented behaviors are strongly value-based, whereas practices such as limiting consumption or shopping in small stores are more pragmatic. Furthermore, the study highlights the multidimensional and context-dependent nature of SRC and provides a basis for an enhanced value-based model in which responsible consumer behaviors result from interactions between personal values, demographic factors, and cultural context. Future research should empirically validate this framework across diverse cultural settings and investigate how specific value orientations shape or moderate responsible consumption patterns.

## Summary

In general terms, the findings of the research conducted rather unequivocally indicate the significance of behaviour in the area of socially responsible behaviour in Poland. However, they are not sufficient for the unequivocal claim relating to the strength of the impact of the dimensions of socially responsible consumption on changes in consumption in the near future. The findings highlight the axiological foundations of socially responsible consumption in Poland. Pro-environmental and community-oriented values emerge as the key drivers of responsible consumer behavior. These research findings may be helpful to practitioners and managers in terms of creating marketing strategies directed at socially responsible consumers.

The author of this paper wishes to indicate the limitation in the use of research findings as the research conducted with the use of the survey method was aimed at outlining the intricate problematic area of socially responsible behaviour in Poland and constitutes a starting point for further research on its role in the development of consumption.

It is worth undertaking further research on socially responsible consumption that would encompass an analysis of the impact of other variable bases, social norms or a level of knowledge on the subject of the effects of socially responsible consumption. Furthermore, as socially responsible behaviour is dynamic, it may be interesting to repeat this research in different cultural contexts and in other time periods. Likewise, it would be valuable from a cognitive viewpoint to focus on specific consumer behaviour or categories of products.

## References

1. Amberg, N., Fogarassy, C. (2019). Green consumer behavior in the cosmetics market. *Resources*, Vol. 8, No. 3, 137. <https://doi.org/10.3390/resources8030137>
2. Anuar, M.M., Omar, K., Ismail, R., Omar, M.W. (2014). The influence of materialism on socially responsible consumption. *Journal of Global Business and Economics*, Vol. 8, No. 1, pp. 75-80.
3. Arli, D., Tan, L.P., Tjiptono, F., Yang, L. (2018). Exploring consumers' purchase intention towards green products in an emerging market: The role of consumers' perceived readiness. *International Journal of Consumer Studies*, Vol. 42, No. 4, pp. 389-401. <https://doi.org/10.1111/ijcs.12432>
4. Assimos, B.M., Pinto, M.D.R., Leite, R.S., Andrade, M.L.D. (2019). Conspicuous consumption and its relation to brand consciousness, status consumption and self-expression. *BBR. Brazilian Business Review*, Vol. 16, pp. 350-368. <https://doi.org/10.15728/bbr.2019.16.4.3>
5. Balderjahnand, I., Hüttel, A. (2019). Why Consumers Buy Sustainably: The Role of Personal Values. *Marketing · ZFP*, Vol. 41, No. 1, pp. 24-38. <https://doi.org/10.15358/0344-1369-2019-1-24>
6. Bardi, A., Schwartz, S.H. (2003). Values and behavior: Strength and structure of relations. *Personality and Social Psychology Bulletin*, Vol. 29, No. 10, pp. 1207-1220. <https://doi.org/10.1177/0146167203254602>
7. Bisonette, M.M., Contento, I.R. (2001). Adolescents' perspectives and food choice behaviors in terms of the environmental impacts of food production practices: application of a psychosocial model. *Journal of Nutrition Education*, Vol. 33, No. 2, pp. 72-82. [https://doi.org/10.1016/S1499-4046\(06\)60170-X](https://doi.org/10.1016/S1499-4046(06)60170-X)

8. Brinkmann, J., Peattie K. (2008). Consumer Ethics Research: Reframing the Debate about Consumption for Good. *Electronic Journal of Business Ethics and Organization Studies*, Vol. 13, No. 1, pp. 22-31. <http://hdl.handle.net/11250/93282>
9. Bylok, F. (2013). *Konsumpcja, konsument i społeczeństwo konsumpcyjne. Studium socjologiczne*. Katowice: Śląsk.
10. Canova, L., Bobbio, A., Manganeli, A.M. (2023). Sustainable purchase intentions: The role of moral norm and social dominance orientation in the theory of planned behavior applied to the case of fair trade products. *Sustainable Development*, Vol. 3, No. 2, pp. 1069-1083. <https://doi.org/10.1002/sd.2441>
11. Crane, A., Matten, D. (2004). *Business Ethics: A European Perspective: Managing Corporate Citizenship and Sustainability in the Age of Globalization*. Oxford: Oxford University Press.
12. d'Astous, A., Legendre, A. (2009). Understanding consumers' ethical justifications: A scale for appraising consumers' reasons for not behaving ethically. *Journal of Business Ethics*, Vol. 87, pp. 255-268. <https://doi.org/10.1007/s10551-008-9883-0>
13. Dąbrowska, A., Janoś-Kresło, M. (2024). *Spoleczna odpowiedzialność konsumenta w czasie pandemii. Badania międzynarodowe*. Warszawa: Oficyna Wydawnicza SGH.
14. DeVincenzo, M.H., Scammon, D. (2015). Principle-based consumption communities: Exploring the meanings derived from socially conscious consumption practices. *Journal of Public Policy & Marketing*, Vol. 34, No. 2, pp. 143-155. <https://doi.org/10.1509/jppm.13>
15. Devinney, T.M., Auger, P., Eckhardt, G., Birtchnell, T. (2006), The Other CSR: Consumer Social Responsibility. *Stanford Social Innovation Review*, No. 15-04, pp. 29-37. <http://dx.doi.org/10.2139/ssrn.901863>
16. Dickson, M. (2005). Identifying and profiling apparel label users. In: R. Harrison, T. Newholm, D. Shaw (Eds.), *The ethical consumer* (pp. 155-172). Thousand Oaks CA: Sage.
17. Dickson, M.A. (2000). Personal Values, Beliefs, Knowledge, and Attitudes Relating to Intentions to Purchase Apparel from Socially Responsible Businesses. *Clothing and Textiles Research Journal*, Vol. 18, No. 1, pp. 19-30. <https://doi.org/10.1177/0887302X0001800103>
18. Doane, D. (2001). *Taking Flight: The Rapid Growth of Ethical Consumerism*. London: New Economics Foundation.
19. Doran, C.J. (2009). The Role of Personal Values in Fair Trade Consumption. *Journal of Business Ethics*, Vol. 84, pp. 549-563. <https://doi.org/10.1007/s10551-008-9724-1>
20. Eberhardt, T., Hubert, M., Lischka, H.M., Hubert, M., Lin, Z. (2021). The role of subjective knowledge and perceived trustworthiness in fair trade consumption for fashion and food products. *Journal of Consumer Marketing*, Vol. 38, No. 1, pp. 58-68. <https://doi.org/10.1108/JCM-08-2019-3356>

21. ElHaffar, G., Durif, F., Dubé, L. (2020). Towards closing the attitude-intention-behavior gap in green consumption: A narrative review of the literature and an overview of future research directions. *Journal of Cleaner Production*, Vol. 275, 122556. <https://doi.org/10.1016/j.jclepro.2020.122556>
22. Falcão, D., Roseira, C. (2022). Mapping the socially responsible consumption gap research: Review and future research agenda. *International Journal of Consumer Studies*, Vol. 46, No. 5, pp. 1718-1760. <https://doi.org/10.1111/ijcs.12803>
23. François, A., Valette-Florence, P. (2006). Mieux connaître le consommateur socialement responsable. *Décisions marketing*, Vol. 41, No. 1, pp. 67-79. <https://doi.org/10.7193/DM.041.67.79>
24. Francois-Lecompte, A., Roberts, J.A. (2006). Developing a measure of socially responsible consumption in France. *Marketing Management Journal*, Vol. 16, No. 2, pp. 50-66.
25. Ganglmair-Wooliscroft, A., Wooliscroft, B. (2017). Ethical behaviour on holiday and at home: Combining behaviour in two contexts. *Journal of Sustainable Tourism*, Vol. 2, No. 4, pp. 589-604. <https://doi.org/10.1080/09669582.2016.1260573>
26. Green, T., Peloza, J. (2011). How does corporate social responsibility create value for consumers? *Journal of Consumer Marketing*, Vol. 28, No. 1, pp. 48-56. <https://doi.org/10.1108/07363761111101949>
27. Ladhari, R., Tchegnna, N.M. (2015). The influence of personal values on Fair Trade consumption. *Journal of Cleaner Production*, Vol. 87, pp. 469-477. <https://doi.org/10.1016/j.jclepro.2014.10.068>
28. Lee, J., Cho, M. (2019). New insights into socially responsible consumers: The role of personal values. *International Journal of Consumer Studies*, Vol. 43, No. 2, pp. 123-133. <https://doi.org/10.1111/ijcs.12491>
29. Lee, J., Kim, J. (2016). The effect of consume characteristics on the cause-related marketing campaign: The role of personal life values. *International Journal of Business and Management*, Vol. 11, No. 9, 82. <https://doi.org/10.5539/ijbm.v11n9p82>
30. Mittelstaedt, J.D., Shultz, C.J., Kilbourne, W.E., Peterson, M. (2014). Sustainability as megatrend: Two schools of macromarketing thought. *Journal of Macromarketing*, Vol. 34, No. 3, pp. 253-264. <https://doi.org/10.1177/0276146713520551>
31. Mohr, L.A., Webb, D.J., Harris, K.E. (2001). Do Consumers Expect Companies to be Socially Responsible? The Impact of Corporate Social Responsibility on Buying Behavior. *Journal of Consumer Affairs*, Vol. 35, No. 1, pp. 45-72. <https://doi.org/10.1111/j.1745-6606.2001.tb00102.x>
32. Muncy, J.A., Vitell, S.J. (1992). Consumer ethics: An investigation of the ethical beliefs of the final consumer. *Journal of business Research*, Vol. 11, pp. 585-597. <http://www.jstor.org/stable/25123665>

33. O'Connor, E.L., Sims, L., White, K.M. (2017). Ethical food choices: Examining people's Fair Trade purchasing decisions. *Food Quality and Preference*, Vol. 60, pp. 105-112. <https://doi.org/10.1016/j.foodqual.2017.04.001>
34. Palacios-González, M.M., Chamorro-Mera, A. (2022). Analysis of the predictive variables of socially responsible consumption. *Business Strategy & Development*, Vol. 5, No. 3, pp. 187-196. <https://doi.org/10.1002/bsd2.189>
35. Park, J., Eom, H.J., Spence, C. (2022). The effect of perceived scarcity on strengthening the attitude–behavior relation for sustainable luxury products. *Journal of Product & Brand Management*, Vol. 3, No. 3, pp. 469-483. <https://doi.org/10.1108/JPBM-09-2020-3091>
36. Pedrini, M., Ferri, L.M. (2014). Socio-demographical antecedents of responsible consumerism propensity. *International Journal of Consumer Studies*, Vol. 38, No. 2, pp. 127-138. <https://doi.org/10.1111/ijcs.12074>
37. Petrovskaya, I., Haleem, F. (2021). Socially responsible consumption in Russia: Testing the theory of planned behavior and the moderating role of trust. *Business Ethics, the Environment & Responsibility*, Vol. 30, No. 1, pp. 38-53. <https://doi.org/10.1111/beer.12322>
38. Prendergast, G.P., Tsang, A.S. (2019). Explaining socially responsible consumption. *Journal of Consumer Marketing*, Vol. 36, No. 1, pp. 146-154. <https://doi.org/10.1108/JCM-02-2018-2568>
39. Rifkin, J. (2010). *The empathic civilization: The race to global consciousness in a world in crisis*. New York, NY: Tarcher.
40. Ríos-Rodríguez, M.L., Salgado-Cacho, J.M., Moreno-Jiménez, P. (2021). What impacts socially responsible consumption? *Sustainability*, Vol. 13, No. 8, 4258. <https://doi.org/10.3390/su13084258>
41. Ritter, Á.M., Borchardt, M., Vaccaro, G.L., Pereira, G.M., Almeida, F. (2015). Motivations for promoting the consumption of green products in an emerging country: exploring attitudes of Brazilian consumers. *Journal of Cleaner Production*, Vol. 106, pp. 507-520. <https://doi.org/10.1016/j.jclepro.2014.11.066>
42. Roos, G., Terragni, L., Torjusen, H. (2007). The local in the global—creating ethical relations between producers and consumers. *Anthropology of food*, S2. <https://doi.org/10.4000/aof.489>
43. Sharma, V., Banerji, D., Saha, V. (2025). Differentiating and synthesizing socially responsible consumption: A multi-level conceptual framework and future research directions. *Journal of Macromarketing*, 02761467241306305. <https://doi.org/10.1177/02761467241306305>
44. Sheth, J.N., Parvatiyar, A. (2021). Sustainable marketing: Market-driving, not market-driven. *Journal of Macromarketing*, Vol. 41, No. 1, pp. 150-165. <https://doi.org/10.1177/0276146720961836>

45. Shmelev, S. E., Agbleze, L., and Spangenberg, J. H. (2023). Multidimensional Ecosystem Mapping: Towards a More Comprehensive Spatial Assessment of Nature's Contributions to People in France. *Sustainability*, Vol. 15, No. 9, 7557. <https://doi.org/10.3390/su15097557>
46. Singh, N. (2009). Exploring socially responsible behaviour of Indian consumers: an empirical investigation. *Social Responsibility Journal*, Vol. 5, No. 2, pp. 200-211. <https://doi.org/10.1108/17471110910964487>
47. Villa Castaño, L.E., Perdomo-Ortiz, J., Duenas Ocampo, S., Duran Leon, W. F. (2016). Socially responsible consumption: An application in Colombia. *Business Ethics: A European Review*, Vol. 25, No. 4, pp. 460-481. <https://doi.org/10.1111/beer.12128>
48. Wang, E.S.T., Chou, C.F. (2020). Norms, consumer social responsibility and fair trade product purchase intention. *International Journal of Retail & Distribution Management*, Vol. 4, No. 1, pp. 23-39. <https://doi.org/10.1108/IJRDM-09-2019-0305>
49. Weaver, T., Ellen, P.S., Curasi, C. (2024). Ethical Biographies: Product Provenance and the Pursuit of Ethical Consumption. *Journal of Sustainable Marketing*, No. 2, pp. 149-176. <https://doi.org/10.51300/JSM-2024-125>
50. Webster, F.E. Jr. (1975). Determining the characteristics of the socially conscious consumer. *Journal of Consumer Research*, Vol. 2, No. 3, pp. 188-196. <http://dx.doi.org/10.1086/208631>
51. Witkowski, T.H., Reddy, S. (2010). Antecedents of ethical consumption activities in Germany and the United States. *Australasian Marketing Journal*, Vol. 18, No. 1, pp. 8-14. <https://doi.org/10.1016/j.ausmj.2009.10.011>
52. Zhao, H.H., Gao, Q., Wu, Y.P., Wang, Y., Zhu, X.D. (2014). What affects green consumer behavior in China? A case study from Qingdao. *Journal of Cleaner Production*, Vol. 63, pp. 143-151. <https://doi.org/10.1016/j.jclepro.2013.05.021>
53. Zong, W., Tu, H., Luo, F., Junejo, I., Din, A.U., Zhou, D., Luo A., He, H. (2024). Social Factors Affecting Sustainable Socially Responsible Purchasing: A Mediating Role of Corporate Social Responsibility. *SAGE Open*, Vol. 14, No. 1, 21582440231216276. <https://doi.org/10.1177/21582440231216276>