

Tytuł, streszczenie i słowa kluczowe w języku angielskim

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Corporate social responsibility as a factor shaping customers' buying purchasing

Keywords: corporate social responsibility, customer buying behavior, food industry, stakeholder.

The subject of the dissertation is the issue of the influence of socially responsible activity of food companies on the purchasing behavior of customers.

In the theoretical part of the dissertation, models and the concept of corporate social responsibility were characterized; the tools that business entities can use in its implementation were described; the benefits and barriers of implementing the concept of social responsibility were presented. In the next part of the dissertation, selected models of customers' purchasing behavior were described and the determinants of this behavior were identified; the topic of trends that can be observed in customers' purchasing behavior in the food market is brought closer.

The fourth chapter of the dissertation presents the methodology of the research conducted, characterizing the research methods used (analysis and criticism of the literature; analysis and synthesis; diagnostic survey; inductive and deductive inference; statistical methods: Chi-square test of independence; Kruskal-Wallis rank ANOVA test; Phi-Yule'e coefficient; V-Cramer coefficient; association analysis). Additionally, synthetically described are those of the methods of statistical data analysis that, for objective reasons, were not applicable to the data collected in the primary research (correspondence analysis, classification trees).

In the empirical part, the above-mentioned research methods were used to achieve the main objective established in the dissertation, the specific objectives and to formulate answers to the research questions posed. This was based on the results of the primary survey, which covered 801 adult residents of the Świętokrzyskie Voivodeship. The research was conducted in two time frames. The first covered the period from December 2019 to February 2020, when the studies were halted due to the pandemic situation. They were resumed in November 2020 and completed in March 2021. The recommendations formulated for companies to implement socially responsible activities conclude the dissertation.

The main objective of the study is as follows: Identification of areas of social responsibility in which the activities of food companies have an impact on their customers' purchasing behavior. The main objective was disaggregated into specific objectives:

1. To verify the level of customers' knowledge of the concept of corporate social responsibility.

2. To determine the accuracy of understanding of environmental/social labels.
3. To determine customers' expectations in the area of corporate social responsibility.
4. To indicate the impact of socially responsible activities on the purchasing behavior of customer groups distinguished according to the criteria selected for the study.
5. To formulate recommendations for food companies on undertaking and communicating socially responsible actions.

In order to achieve the above-mentioned goals of the study, it was necessary to find answers to the following research questions:

1. What is the level of customers' knowledge about corporate social responsibility?
2. Which environmental/social labels are best known?
3. How are food products with an environmental/social label perceived?
4. In which area do customers most often expect companies to take socially responsible action?
5. Which socially responsible actions most often influence customers' purchasing behavior?
6. Whether and how do the demographic, social and economic conditions of customers determine the strength of the impact of undertaking socially responsible activities by companies on their purchasing behavior?
7. What communication channels should be used to convey information about corporate social responsibility in order to influence customers' purchasing behavior?

The study of the relationship between socially responsible activities of food companies and customers' purchasing behavior improves the recognition of this issue and contributes to systematizing and providing new knowledge on the subject.. The results of the research described in the dissertation have an applicable dimension. They are useful for businesses, as they determine customers' expectations regarding what socially responsible activities they believe business entities should undertake, as well as which ones realistically shape their purchasing behavior. Based on the conclusions drawn from the analyses carried out and the recommendations formulated in the dissertation, strategies for dealing with customers on socially responsible activities can be developed more efficiently and effectively in enterprises.

The analysis of the literature on the subject and my own research indicate the growing importance of corporate social responsibility activities. This justifies the need to continue and expand research focusing on the issue of the impact of undertaking socially responsible activities by enterprises on the purchasing behavior of customers. Undertaking research that covers a broader research scope will enable entrepreneurs operating in other markets and industries than food to use the knowledge provided.