

Probing impact of Consumer Social Responsibility (CnSR) on Sustainable Consumption (SC): A novel approach

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ABSTRACT

Increasing environmental health issues have diverted economies towards the path of sustainability. Globally, corporates have been fixed with their social responsibility within the legal framework of CSR activities. To achieve the long-term sustainability, consumers awareness and accountability that is Consumer Social Responsibility (CnSR) is the need of the hour. Because CSR activities cannot produce fruitful results in isolation, and they have to be linked with CnSR. This article aims to test the impact of predefined antecedents of Consumer Social Responsibility (CnSR) on CnSR through Multi regression analysis and conducted single regression analysis to test impact of CnSR on Sustainable Consumption (SC). Positive impact of antecedents was recorded, and same results were shown for CnSR and SC. This concluded the need of consumers understanding of their social responsibility and hence demanding their healthy participation for the same.

Key words : Consumer social responsibility (CnSR), Antecedents, Sustainable consumption (SC).

Introduction

Every individual is accountable for their actions and must be held responsible towards society as well as environment for the same. Social responsibility is an approach wherein individuals are held for their civic liability and their acts should seek balance between economy and ecology. Human race has been moving towards new technological improvements but are least bothered and negligent towards ill-effects of their consumption habits. From last few decades, governments, NGOs, have joined their hands for maintenance of balance between economy and ecology. For the same purpose, Corporates' have also been put into legal framework of Corporate Social Responsibility (CSR) activities. But to talk about governments, NGOs and corporates efforts, they are

only small population of the society and do not contribute much towards the societal and environmental sustainability. Majority of population is of consumers and for the benefit of society and environment at large, it is the need of the hour to seek societal and environmental sustainability with their efforts. But consumers consider it as the responsibility of corporates as they had already contributed by paying off to the product value. Belk *et al.* (2005), examined beliefs and behaviors of consumers and concluded that companies should behave ethically as consumers follow their footprints. Consumers strongly believe that a company must first act in a socially responsible manner towards its

customers and should not charge them with heavy immoral prices (Öberseder *et al.*, 2013). Consumers are large in population and hold control

through their buying power over producers, CSR must be linked with CnSR so that activities don't go futile (Vitell, 2015; Quazi *et al.*, 2016). Kampf (2018) stated that social media can be a platform to connect CSR activities with CnSR. Wu and Chen (2014) through survey of 560 respondents concluded consumers' responsibility cannot be designed inside lawful constraints. It is an understanding to be developed among them through their own principles and views. The key to the successful implementation of CSR practices is the approval and confidence of consumers (Devinney *et al.*, 2006; Morrison and Bridwell 2011). To find the solution of environmental degradation and for societal upliftment, alterations in consumers lifestyles and consumption are important (Jackson, 2005; Peattie and Peattie, 2009). It has been observed that environmentally motivated consumers intentionally reduce their consumption volume to minimize their impact on environment (Craig-Lees and Hill, 2002). To draw the true picture of sustainability, not only consumption, but non-consumption choices also play vital role (Cherrier *et al.*, 2011; Black, 2010). Consumers involved in more sustainable lifestyle wish for anti-consumption over green consumption (Black and Cherrier, 2010; García-de-Frutos *et al.* 2018). Anti-consumption practices also get promoted because of consumers being environmental consciousness (Kaynak and Eksi, 2011). But it is also observed that consumers purchasing actions does not match with their concern for environment (Auger and Devinney, 2007; Groening *et al.* 2018). The distrust of consumers towards companies selling green is also concluded as products quality did not match their claim and green products are perceived as expensive and poor in quality (Gleim *et al.* 2013). In this work, we aim to measure the impact of Consumer Social Responsibility (CnSR) on Sustainable Consumption (SC) by considering its pre-identified antecedents (Soni *et al.* 2021).

Materials and Methods

Consumer Social Responsibility (CnSR): The consumers' support system to create ecological and economical balance with the help of their consumption practices as well as living style can be denoted as Consumer Social Responsibility (CnSR).

Consumers' awareness and efforts will not only lead the path of sustainable consumption but also promote sustainable production practices as well.

CnSR is a novel and unexplored concept in the field of social responsibility. The four antecedents of CnSR (Soni *et al.* 2021) as identified are: Environmental orientation (EO), Ethical and Moral disposition (EMD), Spiritual Orientation (SO) and Orientation towards Shared Consumption (OSC). The factor analysis performed indicates further splitting of Environmental orientation (EO) into Environmental oriented preference (EOP) and Recyclable oriented preference (ROP). In this article, authors have conducted multiple linear regression analysis (Model – 1) to examine the impact of antecedents EOP, ROP, EMD, SO and OSC on CnSR. Also, simple linear regression analysis (Model – 2) was conducted to examine the impact of CnSR on SC.

MODEL – 1: Antecedents and CnSR

The four-hypotheses designed to test the impact of antecedents on CnSR are as follows:

H1: Environmental orientation (EO) has significant and positive impact on CnSR.

H2: Ethical and moral disposition (EMD) has significant and positive impact on CnSR.

H3: Spiritual Orientation (SO) has significant and positive impact on CnSR.

H4: Orientation towards shared consumption (OSD) has significant and positive impact on CnSR.

Multiple linear regression analysis was conducted to examine the impact of antecedents EOP, ROP, EMD, SO and OSC on CnSR. The multiple regression model produced significant 66.5 % variation ($R^2 = 0.665$, $F = 171.153$, $p < .05$) which can be observed from Table 1 (a) Model summary and Table 1 (b) ANOVA mentioned below:

Table 1 a. Model Summary

	R	R Square	Adjusted R Square	Std. Error
Model	0.818	0.669	0.665	0.338

a. Antecedents (Constant): EOP, ROP, EMD, SO and OSC.
b. Dependent Variable: CnSR

Table 1(b). ANOVA

Model	Sum of Squares	Df	Mean Square	F Value	P Value
Regression	97.83	5	19.56		
Residual	48.35	423	0.114	171.15	0.00
Total	146.18	428			

a. Antecedents (Constant): EOP, ROP, EMD, SO and OSC.
b. Dependent Variable: CnSR

Hence, we may conclude that 66.5 % variability was observed in CnSR due to EOP, ROP, EMD, SO and OSC. The same is also validated here with the help of histogram of residuals (Fig. 1 (a)) and Normal P-P plot (Fig. 1 (b)) mentioned below

As can be seen in the Table 2 of Coefficients, the ROP (B = 0.076, P < 0.05), EMD (B = 0.414, P < 0.05) and OSC (B = 0.348, P < 0.05) had significant positive

regression weight, indicating respondents with higher scores on these variables were expected to have higher perception about CnSR.

MODEL- 2: CnSR & Sustainable Consumption (SC)

The fifth hypotheses designed to test the impact of

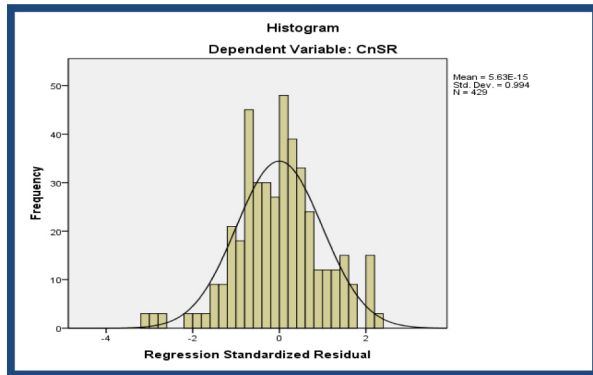


Fig. 1(a). Histogram of residuals.

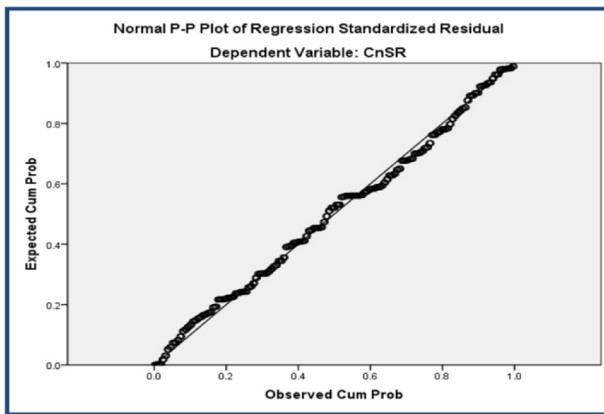


Fig. 1(b). Normal P-P Plot.

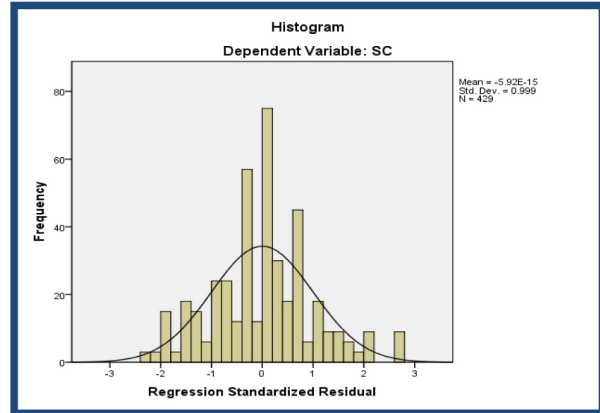


Fig. 2(a). Histogram of residuals.

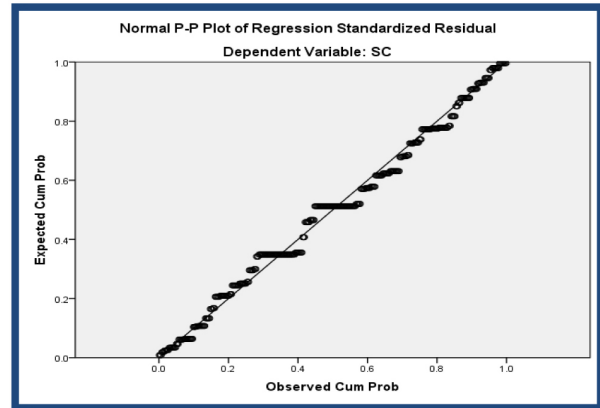


Fig. 2(b). Normal P-P Plot.

Table 2. Coefficients of Variables

Model	Coefficients									
	Unstandardized Coefficients		Standardized Coefficients	tvalue	P value	95.0% Confidence Coefficients		Collinearity Statistics		Interence
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF	
(Constant)	0.240	0.147		1.627	0.105	-0.050	0.529			NS
EOP	0.042	0.035	0.048	1.210	0.227	-0.026	0.111	0.501	1.994	NS
ROP	0.076	0.026	0.090	2.926	0.004	0.025	0.127	0.827	1.209	Significant
EMD	0.415	0.046	0.369	9.027	0.000	0.324	0.505	0.467	2.140	Significant
SO	0.060	0.038	0.067	1.585	0.114	-0.015	0.135	0.443	2.255	NS
OSC	0.348	0.038	0.400	9.262	0.000	0.274	0.422	0.419	2.388	Significant

a. Antecedents(Constant): EOP, ROP, EMD, SO and OSC.

b. Dependent Variable: CnSR

Table 3 (a). Model Summary

	R	R Square	Adjusted	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0.834	0.695	0.695	0.33319

a. Predictors: (Constant), CnSR

b. Dependent Variable: SC

Table 3(b). ANOVA ANOVA

Model	Sum of Squares	df	Mean Square	F	P value
Regression	108.185	1	108.185	974.52	0.00
Residual	47.403	427	.111		
Total	155.588	428			

a. Predictors: (Constant), CnSR

b. Dependent Variable: SC

CnSR on Sustainable Consumption (SC) is as follows:

H5: CnSR has significant and positive impact on the Sustainable Consumption (SC).

Simple linear regression analysis was conducted to examine the impact of CnSR on SC. The Simple linear regression model with predictor CnSR produced significant 69.5 % variation ($R^2 = 0.695$, $F = 974.520$, $p < .05$) which can be observed from Table 3 (a & b) Model summary and ANOVA.

Hence, we may conclude that 69.5 % variability was observed in SC due to CnSR. This was also validated with the help of histogram of residuals and Normal P-P plot.

As can be seen in the Table 4 of Coefficients, the CnSR had significant positive regression weight ($B = 0.860$, $P < 0.05$), indicating respondents with higher scores on CnSR was expected to have higher perception about SC. The representation is presented over here in Table 4.

Table 4. Coefficients

Model	Coefficients						Inference	
	Unstandardized Coefficients		Standardized Coefficients	t value	P value	95.0% Confidence Interval for B		
	B	Std. Error				Beta		Lower Bound
(Constant)	.688	.115		6.003	.000	.463	.914	Significant
CnSR	.860	.028	.834	31.217	.000	.806	.914	Significant

a. Constant: CnSR

b. Dependent Variable: SC

Results and Discussion

In this paper, Model 1 represents that the antecedents, EOP, ROP, EMD, OSD and SO have positive impact on CnSR. Similarly, Model 2 results shows that CnSR have positive impact on SC. To achieve the dream of sustainability it is imperative for consumers to acknowledge their efforts towards societal and environmental welfare. Their understanding and awareness about the impact of consumption will help in long term sustainability. It is vital to understand that there exists relationship between CSR and CnSR activities for sustainable development to happen.

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