



Customers' Perception of Corporate Social Responsibility in Finnish Tourism Industry

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Bachelor's thesis

May 2022

School of Business

Degree Programme in Tourism Management and Hospitality

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Customers' Perception of Corporate Social Responsibility in Finnish Tourism Industry

Jyväskylä: JAMK University of Applied Sciences, May 2020, 46 pages

School of Business. Degree Programme in Tourism Management and Hospitality. Bachelor's Thesis

Permission for web publication: Yes

Language of publication: English

Abstract

Corporate Social Responsibility nowadays is perceived as a unique concept that might have a positive impact not only on any businesses' performance, but on the society as a whole. Even though Corporate Social Responsibility as a concept is already being actively engaged by many leading companies of different industries, in tourism industry it is only in the beginning of its possible further growth. Besides, customer perspective on the given topic is barely researched. Thus, the study aimed to outline customers' perception of Corporate Social Responsibility, particularly, in Finnish tourism industry.

The study emphasized a problem of involving Corporate Social Responsibility in any company's performance. The main objective of this project work was to examine how people understand Corporate Social Responsibility in Finnish tourism industry. Equally, a researcher assessed how does Corporate Social Responsibility affect people's purchasing decisions. Topic selected is covered from its theoretical base and framework as well as from customer perspective. A researcher emphasized main aspects and approaches of Corporate Social Responsibility in line with impact it has on consumers' buying behaviour.

To solve the problem of this research, quantitative data collection method was chosen. To obtain people's opinions regarding the topic, a survey was conducted. The purpose of the survey was to evaluate how many people are familiar with the term Corporate Social Responsibility and its aspects. Furthermore, a researcher was aiming to determine whether any company's social responsibility attitudes and reputation are factors for choosing service provider in the sphere of tourism. As the study has its target group, a survey was narrowed particularly to people living in Finland and using local services.

The results of the research conducted were represented in figures and analyzed. Results cover each subtopic ever discussed in thesis and the summary is represented in the table. Overall, the study found that majority of customers in Finnish tourism industry stated that company's reputation affect their purchasing decisions. It was also found that among pupils asked Corporate Social Responsibility is associated with environmental and ethical matters. Customers expect companies to be engaged in CSR activities and report their actions.

corporate social responsibility, sustainability, customer behaviour, perceptions, value creation, csr reporting, social impact, tourism, business culture, company's reputation

Miscellaneous (Confidential information)

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1 Introduction, Research Questions, and Objectives

Corporate Social Responsibility (CSR) is a unique concept that improves business culture and encourages social change (CSR Growth, 2020). The given concept affects company's performance from different perspectives by approaching the issue through its main aspects: philanthropic, ethical, legal, and economic responsibilities (Caroll, 2016).

Engagement of Corporate Social Responsibility in any business improves its culture and performance. Long term utilization of strong and appropriate CSR strategies affects company's revenue and profit in a positive way by having a deeper awareness of the issues the organization faces and how they are influenced by other factors. Besides that, the most powerful change Corporate Social responsibility implies is social factor. It can be seen from stakeholder, employee, and customer perspective. Everyone would be willing to be a part of a company that not only has an impact on society but treats its employees careful and thoughtful. Corporate Social responsibility is able to enhance customer success by improving the way a company is perceived by others to increase trust and reputation matters. Overall, developing a CSR plan demands interaction between the strong leadership and managerial teams, as well as recognizing how to effectively convey the company's values, missions, and strategic direction. (CSR Growth, 2020)

However, further in this project besides explaining the concept of Corporate Social responsibility a researcher will emphasize customers' perspective on it. Needless to mention, how important a customer in any business, especially in the sphere of Tourism Management and Hospitality, where service providers do not sell any goods, but interact with their customers while providing them services. Thus, enhancement of customer success, improvement of their trust and company's reputation would be crucial aspects for businesses to consider. Although, Corporate Social Responsibility is extremely important when improving customer success, not every regular customer might know what the given concept is about. That is why, this research aims to identify customers' understanding of Corporate Social Responsibility in Finnish tourism industry as well as find out whether it is actually a factor for them when choosing a service provider.

Even though Corporate Social Responsibility as a concept is already being actively engaged by many leading companies of different industries, in tourism industry it is only in the beginning of its

possible further growth. As the industry of tourism is quite sensitive by itself, the engagement of additional and especially new strategies is always challenging. Although, when analyzing the concept of Corporate Social Responsibility, authors often state that engagement of CSR practices on one's business has a positive impact on local community, sustainable and economic development, which reflects positively on both society at a large scale and company's performance. However, as CSR activities obviously require additional resources and financing, many business owners neglect these practices and choose simpler way of entrepreneurship. Thus, in this research will be discussed advantages and disadvantages of different CSR aspects and frameworks as well as affect they have on any company's performance.

Considering all the evidence written, a researcher in her thesis is emphasizing a problem of involving Corporate Social Responsibility in any company's actions. To solve the problem two main research questions were identified.

1. How people understand Corporate Social Responsibility in Finnish tourism industry?
2. How does Corporate Social Responsibility affect peoples' purchasing decisions?

To answer these research questions the main research objectives were identified:

1. Form a strong theoretical framework for gathering data and its analysis. The theoretical framework based on literature review is the essential stage of the research as it serves as the foundation for thesis and build direction for practical research method.
2. Identify work data collection that would be the most appropriate for this project, and organize practical research based on literature review.
3. Analyze the results, discuss the outcomes of the research, and formulate its conclusion.

2 Literature Review

In the following chapter will be explained the history of Corporate Social Responsibility as well as its concept and definition. Literature review is divided into two main subchapters: Theoretical Framework of Corporate Social responsibility and Customer Perspective on this concept. Theoretical background is mostly based on research articles and data collected from both Finnish and international authors. To support the original subject, information on the definition of Corporate Social Responsibility was found in scientific literature and European Commission articles and will be studied and supported by examples relevant to the tourism business.

2.1 Corporate Social Responsibility

Further in this category will be described history and definition of Corporate Social Responsibility, its four main aspects based on Carroll's Pyramid. The idea of Triple Bottom Line approach will be emphasized as well as Five Dimensions of Strategic Corporate Social Responsibility and Value Creation.

To begin with, research into Corporate Social Responsibility has a long history, starting when society recognized concern about workers' well-being and efficiency in the mid 1800s. Growing objections of the increasing industrial system, labour state, and the recruitment of women and children, particularly in the United States, were released publicly. (Writer, 2019)

Staff Writer in his article regarding history of Corporate Social Responsibility says that reformers were clear in their belief that current working policies were contributing to societal issues such as poverty and labor unrest. Industrial reform and welfare efforts, on the other hand, were considered at the time as a mix of humanitarianism and commercial acumen. The increase of charity was noticeable in the late 1800s. Andrew Carnegie, an entrepreneur who made his wealth in the iron business, was well-known for donating considerable amounts of money to scientific and educational research causes. Following Carnegie's lead, oil magnate John D. Rockefeller donated over half a billion dollars to artistic, intellectual, and scientific institutions. Thus, first actions supporting Corporate Social Responsibility began. Even though responsible firms already have existed for over a century, American economist Howard Bowen emphasized the term Corporate Social Responsibility in his book *Social Responsibilities of the Businessman* in 1953. Bowen has been

dubbed the "Father of CSR" as a result of this. CSR had developed by the end of the 1980s, as more companies began to incorporate social issues into their operations while paying greater attention to stakeholders. (Writer, 2019)

To date, a number of studies explain Corporate Social Responsibility as a concept in several different ways. Overall, it implies the relationship a company has towards the society and environment. Corporate Social Responsibility is usually seen in the way how any particular company promotes its approach to supporting charitable organizations, share profit between educational and ecological corporations as well as promote equal and fair rights for its employees and customers. Some aspects of Corporate Social Responsibility are supported by law and involve protection of private information, medical help, financial aspects etc. However, in most cases Corporate Social Responsibility is company's obligation to control social, environmental, and economic effects responsibly to attract customers, workers, and maintain sustainable profit. The concept can be either ignored or supported by company's willingness. (The Business Development Bank of Canada, n.d.). Taken together, this information supports the notion that Corporate Social Responsibility is a truly unique and different concept.

Furthermore, Corporate social responsibility also has a following term responsible business conduct (RBC), which is an alternative term introduced by The Organisation for Economic Co-operation and Development (OECD). They have defined it as "making a positive contribution to economic, environmental and social progress with a view to achieving sustainable development and avoiding and addressing adverse impacts related to an enterprise's direct and indirect operations, products or services". (European Commission, 2011, Responsible Business Conduct section, para 1.). Thus, the evidence reviewed here confirms that a concept studied involves a majority of different aspects, including not only its environmental or social parts, but larger positive and adverse impacts dedicated to any company's personal performance.

To conclude, it is crucial to point out, that tourism is an extremely customer-oriented industry in which Corporate Social Responsibility is a significant aspect. Businesses are responding to clients' preferences and adjusting operations in order to assure long-term economic success by commit-

ting to responsible partnerships. As a result, keeping Corporate Social Responsibility at a reasonable level will certainly promote a stronger reputation and attract both customers and stakeholders to any particular organization.

2.1.1 Aspects of Corporate Social Responsibility

Traditionally, aspects of Corporate Social Responsibility are explained by Archie Carroll in 1979 through his Carroll's CSR pyramid. Author outlines four categories: economic, ethical, philanthropic, and legal. Every aspect has a crucial impact on companies' responsible business planning and performance. (Carroll, 2016). Each of described below categories can be applied either separately or combined to achieve better results. To further explain Carroll's CSR pyramid, shown in Figure 1, each category will be defined and analyzed in the following chapter.



Figure 1: Carroll's pyramid

Economic responsibility goes first in the list of aspects of Corporate Social Responsibility as without it every other aspect might not be possible to accomplish. Since, economic responsibility entails guaranteeing the company's profitability, competitiveness, and efficiency, it results in company's financial stability. Economic responsibility also involves risk management as one of its crucial aspects. Well balanced risk management decreases unpleasant surprises, enhances financial stability, and improves the ability to monitor profit development. Economic responsibility adheres to established ethical and moral guidelines. That is why, businesses seek a solution that would help them to develop their businesses and obtain profits while at the same time benefiting the community and society. (Logistikan Maailma, 2021)

Secondly, Archie Carroll in 2016 highlights **legal responsibility**, which means obeying the law. Overall, laws explain society what is right and what is wrong. When delivering or purchasing a service or a product, it is essential to obey relevant rules and regulations. Same rules are provided for both customers and stakeholders of any company.

Compared to the previous aspects, **ethical responsibility** is a more complex and abstract term. By following ethical responsible principle, companies are looking after the wellbeing of workers by guaranteeing fair labor conditions for both employees and suppliers. Suppliers who use ethical labor practices will use goods that have been verified as meeting fair trade standards. Overall, fair labor regulations for employees mean that no discrimination will be made on the basis of gender, ethnicity, or religion, as well as state that each individual will be paid equally for equal work. (Transparent Hands, 2018)

To continue, **philanthropic responsibility** considers the well-being of people who are less fortunate or in need of assistance. Companies fulfill their philanthropic responsibilities by providing time, money, or resources to national or worldwide charities and organizations. (Carroll, 2016). Besides that, tourism related companies are able to maintain high level of philanthropic responsibility by providing families with socio-economic grounds (meaning families with lower income, in need of governmental support etc.) an opportunity to travel. As a relevant example, it is possible to outline how philanthropic responsibility is already being accomplished in Finland. Since in Finland was created a Hyvinvoitilomat platform, wherein hospitality and tourism organizations participate in competitive tendering to prove its accessibility and to be able to serve families with socio-

economic grounds. Companies that meet all necessary requirements are being chosen, and families are being fully or partly sponsored to travel.

Last but definitely not least, goes **environmental responsibility**. The given aspect is not outlined by Archie Carroll in his pyramid as a separate category. However, for this research it is necessary to mention this aspect as well. Since, nowadays society pays especial attention to ecological matters, environmental responsibility goes high in the list of priorities. Environmental responsibility can be described as the process through which businesses may integrate environmental concerns into their actions to decrease waste and emissions, but to increase resource efficiency and production as well as reduce activities that harm the country's natural resources (Optimy, 2019). Customers' knowledge of environmental concerns is expanding, and they now want enterprises to take the required actions to secure our planet and all its inhabitants. Companies that care about decreasing pollution in the air, land, and water have improved their reputation as good corporate citizens while also helping society (TNafi, 2018)

To summarize the information above, it is worth to notice that Archie Carroll indeed gave a strong foundation for Corporate Social Responsibility as a concept. He made the term clearer by explaining its main aspects and discussing their implementation options for enterprises to engage. Nevertheless, every corporate individual has a right to choose their strategy and aspects to pay especial attention to. Most importantly, is that the aspect will continue to evolve, whether people base it on Carroll's pyramid or not

2.1.2 Triple Bottom Line Approach

To continue opening up the term Corporate Social Responsibility, further will be explained Triple Bottom Line (TBL) approach, which is a crucial part of Corporate Social Responsibility as connects its most important parts: economic, environmental, and social. This theory is sometimes also being called as 3Ps, 3BL, or TBL. Nevertheless, the idea of Triple Bottom Line approach proposes that businesses focus on three aspects: profit, people, and the environment. In other words, it is a framework that focuses on three dimensions: social, environmental, and economic (which sometimes also being referred as financial). The given approach is represented below in Figure 2. Further in this chapter will be discussed origin of the approach, its comparison to 3P's theory, and use of Triple Bottom Line theory

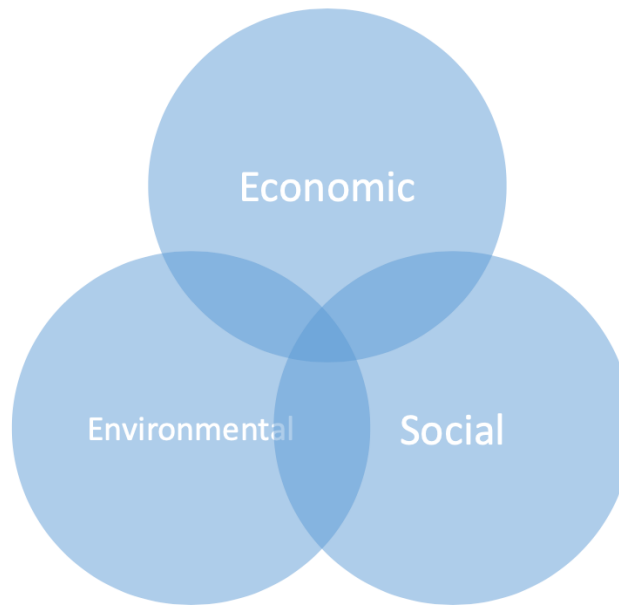


Figure 2: Triple Bottom Line

The concept of Triple Bottom Line was born in the late 1990s, when the need for Corporate Social Responsibility became more generally acknowledged. Thus, environmental, social, and economic considerations became more thoroughly ingrained in business strategies (Elkington, 2004) The Triple Bottom Line approach is inextricably linked with the term Corporate Social Responsibility as its main idea is to describe organizations' obligation to consider social and environmental issues.

Since the strategy discussed focuses on three particular dimensions, it may be mistaken with the 3P framework, in which each P stands for people, planet, and profit. The Triple Bottom Line, on the other hand, does not emphasize environmental and social concerns over profit. Instead, it indicates that the three "p's" are all interwoven. A focus on sustainability, values, and economic ethics has been shown to enhance the overall company's performance rather than damage it. (Miller, 2020)

Finally, the use of The Triple Bottom Line theory should also be emphasized. As previously said, rather than focusing solely on the financial aspect, the Triple Bottom Line highlights the need to recognize, assess, and report on a company's overall success. This form of reporting is becoming more frequent, and potential shareholders using these ratings to assess possible investments. From a moral context, placing people and the environment at the core of your business, alongside

revenues, is not the right thing to do. There are also strong financial reasons for implementing a 3BL approach, which have motivated some of the world's top firms, such as GE, Unilever, and Procter & Gamble, to do so. (Farnham, 2021)

2.1.3 Five Dimensions of Strategic CSR and Value Creation

To continue analysis of Corporate Social Responsibility, there were identified five dimensions of corporate strategy. The given dimensions are represented as both vital to the company's performance and beneficial in connecting CSR policies, initiatives, and procedures to value generation. Centrality, specificity, proactivity, voluntarism, and visibility are among them. Value creation, as indicated in Figure 2, is the goal that companies strive towards through strategic management. (Ghalib, 2014). Below we will go through precise description of these dimensions both from a businesses' standpoint and from a customer' point of view.

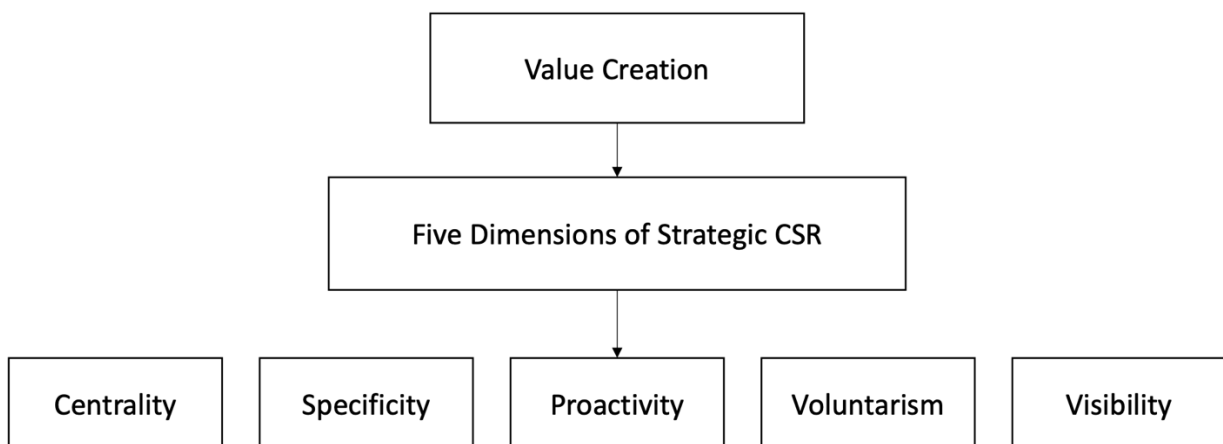


Figure 3: Five Dimensions of Strategic CSR

In this figure, **centrality** refers to the degree to which a CSR program and the firm's goals and objectives are in sync. It serves as a feedback mechanism, allowing management to examine whether its plans are in line with the company's overall goals on a frequent basis. As an example, automobile manufacturers invest millions of dollars each year in research and development to create machines that are more productive in terms of fuel efficiency while also lowering CO2 emissions. Then, goes **Specificity**, which refers to a company's ability to collect or externalize the benefits of a

CSR strategy, rather than just offering shared products that may be enjoyed by many in the industry. **Proactivity**, in turn, refers to the amount of activity prepared in advance of emerging economic, technological, social, or political changes in the event of an emergency. Proactivity has long been acknowledged as a critical component of planning and monitoring systems by business strategists. **Voluntarism** is described as a decision-making process in which no external compliance obligations are enforced. Finally, as a result of any form of business action, **visibility** refers to how much a firm is observed and acknowledged by both varied stakeholders. (Ghalid, 2014)

Customers, on the other hand, are more likely to perceive Corporate Social Responsibility as a means of ensuring that the economic system generates value. They expect the economy to concentrate on generating products and services that are worth more than the resources used to create them. Businesses should be committed to providing economic value from a CSR standpoint, since this is what society is willing to receive from its economic system. (McWilliams A. & Siegel D. 2001)

2.2 Tourism Industry in Finland

In the following chapter will be discussed not the whole Finnish tourism industry as a whole, but rather the impact Corporate Social Responsibility has on it. A researcher will analyze how theoretical CSR practices are used and implemented in Finnish business industry.

2.2.1 Corporate Social Responsibility in Finland

Within the further chapter a researcher will present a comparison of modern approaches regarding Corporate Social Responsibility to the practices that have been implemented ten years ago. The given analysis will be based on the article written in 2010 by Arno Kourula and Social Responsibility Report by Business Finland published in 2020.

Finland is a modern Nordic country with a smart approach towards personal economy development. Maintaining sophisticated relationships with countries both from the European Union and outside of it as well as having careful attitude towards life of its inhabitants have always been priorities. After the second World War Finland's economy has progressed from an agricultural and

forest economy to a balanced contemporary manufacturing. In Finland public institutions have always played a vital role in establishing a societal social safety and managing inequalities. (Kourula, 2010)

What comes to CSR practices applied in Finland, traditionally, they have been strongly engaged in working life of a country. Finland has always been in the leading positions regarding environmental responsibility. However, traditions related to philanthropic responsibility came to Finland with time rather than have been there always. Anyways, Finland has highly developed views on Corporate Social Responsibility and its practices, which can be seen as a significant advantage of a Nordic country. As Arno also writes in their article, in 2010 priority issues of Finland were labor practices, ethical consumption, issues related to climate change and the environment overall as well as competitiveness and managing operation of local companies abroad. (Kourula, 2010)

To analyze the changes occurred in the domain of social responsibility throughout the years, a researcher is to compare previous findings with modern information. Business Finland published Social Responsibility Report 2020. The given report highlights new strategies developed after COVID-19 has affected our lives. The renewed strategies will be valid until 2025 and the key differences are: more client-oriented approach and an improved employee experience. As it has always been, sustainability will take the crucial part of the new strategy. Besides that, there will be major investments in areas related to economic growth and strengthening of competitiveness. Business Finland aims to increase the accessibility of its services and to take into consideration wants and needs of its clients in all areas of Finland and throughout the world. Business Finland emphasizes employee well-being and motivation. Business Finland addresses the influence on employee well-being when making decisions. Business Finland promotes diversity and encourages fair treatment and nondiscrimination in hiring, remuneration, personnel development, and career advancement. Which reminds, that Corporate Social Responsibility does not mean engagement only local personnel, but to offer fair labor conditions for everyone. In its workplace, abuse, bullying or any form of harassment are not accepted. In order to accomplish the goals established for its operations, Business Finland complies with all applicable laws, rules, operational procedures, and good governance in Finland, the EU, and the countries where it does business to follow legal responsibility approaches. (Business Finland, 2020)

To sum up, Corporate Social Responsibility has always been an important factor for Finnish business industry. It might have started with the slightest changes much earlier than ten years ago, however, currently we can observe outstanding results. It is also noticeable that engagement of each aspect of corporate social responsibility comes step by step. Thus, instead of only focusing on the results achieved, it is also crucial to continue development of social responsibility approaches, spreading of awareness among employers, customers, and stakeholders.

2.2.2 Social Impact on Tourism

Once a concept of Corporate Social Responsibility was explained through its frameworks and implementation in Finnish business industry, it is worth to explain the impact social aspect has particularly on the sphere of tourism. The United Nations World Tourism Organization (UNWTO) outlined tourism industry as one of the key drivers of socio-economic progress as international tourism is developing constantly. Tourism is the fastest growing industry and for some countries is the main industry for its economy and overall development. People travel for many different reasons, including businesses, leisure, adventures, and others. As travelers visit different destinations and explore cultures of our world, they increase their knowledge, become more open-minded, financially support country they are traveling to and spread the tendency of traveling via word of mouth. All mentioned above aspects outline that the importance of tourism is crucial as it involves many different advantages. However, at the same time the more people visit any location, the worse it may get. Issues such as overcrowding, infrastructural damages, distribution of locals, slow traffic, and extensive stress of service workers occur. To prevent these problems, it is vital to engage Corporate Social Responsibility in tourism. As this term is usually described as a concept that considers different stakeholders' interests, it is to develop tourism that would remain its growing success, but still decrease its damage to the society and environment. Further will be mentioned several ways to engage Corporate Social Responsibility in tourism as well as barriers that prevent this engagement.

So far there are many options exist to make tourism more responsible, those might include: Managing the seasonality of demand and aim to attract customers to any particular location all year round rather than during shorter periods. Improving the quality of jobs in the tourism sector. Paying attention to the use of resources and waste production. Protecting cultural heritage and

spreading awareness on their protection. Including families with socio-economic grounds to customer segments of any company. Finally, use tourism wisely to promote global sustainable development rather than damage it. (Lund-Durlacher, 2015)

However, there are several reasons and barriers exist that interfere the development of tourism as a responsible industry. First of all, it is about the amount of time and resources required to examine and execute sustainable methods and processes, as well as the significant investments and operating expenses, are the key hurdles to implementing CSR activities. Then, lack of sustainability awareness and understanding among senior management, as well as a lack of government backing, are significant obstacles to Corporate Social Responsibility implementation. When tourism firms are convinced that adopting environmentally friendly methods would save operating costs and provide them a competitive edge in the market, they are more likely to do so. Improving the company's image, creating exposure, and offering promotional opportunities are all important goals. Personal values, such as the desire to live a healthy lifestyle, as well as understanding and knowledge levels, are all important factors for managers who is willing to engage Corporate Social Responsibility in their hospitality and tourism related organizations. (Lund-Durlacher, 2015)

2.3 Customer Perspective

As was being said in the beginning, one of the key research questions in this study is to identify customer understanding of Corporate Social Responsibility in tourism. Thus, in the following chapter will be discussed people's perception of Corporate Social Responsibility, impact it has on consumers' buying behaviour, implementation of CSR practices in Finland as well as regulations regarding CSR reporting, and importance of social impact on tourism industry.

Firstly, a researcher will go over common customers' perception of Corporate Social Responsibility. The discussion will be supported by several different research places in a chronological order to observe changes in numbers of people who acknowledge the term of corporate social responsibility. Overall, further described articles were conducted to evaluate how people understand corporate social responsibility.

One of the earliest studies on customers' opinions regarding Corporate Social Responsibility were researched in Malaysia by Rahizah Abd Rahim. In his study called 'The Importance of Corporate Social Responsibility on Consumer Behaviour in Malaysia' author carried out a questionnaire to collect data concerning customers' perspective on CSR in Malaysian organizations. The survey involved people of different ages and different customer groups and was conducted in 2008. According to the results, less than a half - 28.6 percent of the respondents completely understood the concept of CSR, when 40.4 percent, in turn, said that they understood the given concept partly. Besides that, 27.5 percent of people have a little understanding of CSR and 3.5 percent of responders had no understanding of the concept asked. Author highlights that the number of people who understand and consider the term corporate social responsibility is sufficient. However, as the survey was carried out in 2008, in the modern world it would be fair enough to hope for a better result as we are seeking for the grow of awareness among customers. In terms of CSR activities an organization should be involved in, according to the given survey, community work and donations received the highest marks. Closely follows the protection of the environment, the protection of wildlife and the production of safe products. The least popular among respondents were sports sponsorship and shareholder value maximization. Most respondents indicated that it is vital for business organizations to participate in community service and contribute to charities in order to show that they are responsible corporate citizens. (Rahim 2011). Also, Carroll (1991) proposed that managers and workers should participate in volunteer and philanthropic activities

in their communities, particularly in programs that improve the community's quality of life and company's reputation.

Later, customers' perception of Corporate Social Responsibility was well-described in Deloitte's report '2030 Purpose: Good business and a better future' from January 2017. According to its analysis, organizations that are seen as reliable and contribute positively to society attract more customers who are prepared to spend money on goods and services. According to research of 30,000 customers in 60 countries, 'brand trust' was the top purchase influencer for more than half of global respondents, particularly, 62 percent. Consumers are more likely to select businesses that support a worthy cause. Moreover, in 2013, half of customers said they would be willing to pay more for products and services from companies who publicly pledged to be sustainable. Customers agreed with this statement 55 percent of the time in 2014, and 66 percent of the time in 2015m which shows growth among customers' awareness on the given topic. (Deloitte, 2017)

According to another research conducted by Beth Foster, in 2019. Most of the customers, particularly 87 percent, concluded that they were willing to focus on businesses that speak publicly about a subject they care about. Additionally, people are becoming increasingly concerned about how active companies are in local and global social justice issues. Researcher also mentioned that 'Customers no longer want to be sold to — instead, they want to get involved with brands that not only care about their business but also care about the world at large.' (Foster, 2019)

To sum up all information written above, it is worth mentioning that raising awareness about the relevance of the given topic is crucial. Since the engagement of CSR principles in a company's performance depends on how many customers consider these CSR principles when choosing a service provider. While organizations neglect socially responsible actions, the environment and society with suffer from pollution, frightful attitude towards employees, production of unsatisfactory goods and other issues we face daily.

2.3.1 Impact of Corporate Social Responsibility on Consumers' Buying Behaviour

To determine if CSR initiatives have an impact on customer buying behaviour, it is necessary to first comprehend the elements that influence consumer behaviour in general. Consumer purchas-

ing decisions are impacted by a range of factors. Personal, social, cultural, and psychological aspects, according to Kotler, Armstrong, Saunders, and Wong (2001), impact consumer behavior directly. Further will be described the given aspects of buying behaviour as well as impact of CSR activities on consumers' buying behaviour.

To begin with, consumer behavior may include **personal** aspects or purchasing behavior. Personal buying decisions that an individual makes usually differ from those made by professionals, especially if the purchase is made as an employee of an organization rather than as a business owner. Essentially, this belief emphasizes that consumers can have multiple profiles based on different aspects of their lives. Some of personal factors involve age, income level, and a lifestyle. Then, **social** aspects of consumer behavior that can be related to the influence of external elements such as family, social class, and culture. Clients often make decisions based on the beliefs and traditions of the society in which they live. They also usually buy certain items because they believe it is appropriate for their particular social class. Both of these elements can also play a similar role in a small family environment. Other social groups or professional associations may also influence when, where, and why a customer may buy a particular product. A group of individuals connected with a set of beliefs and views that adhere to a certain community is referred to as **cultural** factors. When a person belongs to a certain community, the culture associated with that group has a strong impact on his or her conduct. Cultural factors, in turn. Involve customers' culture and subculture as well as his or her social class. Finally, human psychology is the main determinant of consumer behavior. Thus, **psychological** factors are especially difficult to measure. However, they are powerful enough to influence a purchase decision. Psychological factors refer to a motivation, consumer's perception of any particular product. And his or her attitudes and beliefs that may affect buying behaviour. (Clootrcak, 2021)

To better understand the mechanisms of Corporate Social responsibility and its effects on consumers' buying behaviour David Servera-Frances and Lidia Piqueras-Tomas in their research regarding effects of Corporate Social Responsibility on consumer loyalty developed a questionnaire. According to which, consumer-focused CSR initiatives have a significant and positive impact on customers' perceptions of value and trust. Besides, perceived value affects customer behaviour and satisfaction in a way that clients tend to become loyal. The authors also point out that while many studies examine the impact of Corporate Social Responsibility on satisfaction or loyalty, only a few include the variable perceived value in their models. Nevertheless, CSR initiatives focused on

the customer as the primary stakeholder enhance the perceived value of the consumer as well as their commitment to the organization. Customer commitment may have a direct and beneficial impact on the brand's or company's perceived value and behavioral loyalty. It impacts satisfaction and behavioral loyalty in the same way as value does, validating the classic satisfaction–loyalty relationship. To conclude, the adoption of CSR strategies into businesses that are aimed at addressing customers wants and needs creates a competitive advantage. That is to say, engaging Corporate Social Responsibility in a company not only helps us to decrease the negative impact of company on the environment and society, but it also allows us to provide extra value to consumers. According to the findings, consumers are aware of and appreciate companies that engage in CSR activities that are tailored to their requirements. This, in turn, leads to an increase in the consumer's trust and dedication to the firm, resulting in increased customer satisfaction and loyalty. (Servera-Frances & Piqueras-Tomas, 2018)

2.3.2 Corporate Social Responsibility Reporting

Reporting is one of the most important components in raising customer awareness of Corporate Social Responsibility. Thus, further in this section will be explanation of Finnish laws and regulations regarding the CSR reporting based on information provided by Ministry of Economic Affairs and Employment. Then, a researcher will analyze the CSR reporting via two different examples of a companies from the tourism sphere: Scandic Hotels chain and a restaurant chain Fafa's.

Ministry of Economic Affairs and Employment of Finland has published guidelines regarding reporting of corporate social responsibility required at the end of 2018. The given legislation is based on an EU directive and demands organizations to report on their operations related to sustainable development, labor rights, social and corruption issues. Besides that, reporting must include a concise overview of the company's business strategy, as well as the risks associated with its policies and how the risks are managed. Corporate Social Responsibility reporting may be provided as either a part of their annual reporting or a separate statement based on international reporting framework. (Ministry of Economic Affairs and Employment of Finland, 2016)

As an example of a company's reporting on Corporate Social Responsibility, it is worth to refer to Scandic annual and sustainability report. In the report a company outlines four main goals related

to social sustainability. Firstly, a goal diversity, which implies a set of standards in the hotel business by providing equal rights to all workers and reflecting the society in which it works. Overall, diversity refers to a mix of individuals with different cultures and personalities, whereas inclusion relates to how to manage them to achieve the best potential results. Scandic's approach in this area is based on its cultural platform as well as its diversity and inclusion policy. Diversity and inclusion, according to the organization, generate stronger groups, which leads to greater service. Secondly, to enhance mental and physical health, in recent years Scandic has adopted a number of programs, including Compass, which aims to increase staff participation and decision-making inside the company. Training programs and collaborations to combat human trafficking, drug use, and harmful alcohol use, as well as to inspire team members to exercise and eat well. It is done to place Scandic as the desirable workplace, wherein employees' physical conditions are being taken care of. Finally, Scandic is working on becoming the hotel with the lowest CO2 emissions and to reduce its total waste. The organization may reduce its emissions by raising awareness among its employees, visitors, partners, and property owners. (Scandic, 2020)

What comes to raising customers awareness on any company's Corporate Social Responsibility, a reporting can be done in a more informal way. As an example, Fafa's is a sustainable street food chain located all over Finland. A company is famous for its different approach to street food, Fafa's operations are governed by ideals that prioritize environmental and societal well-being while providing high-quality cuisine. It is Finland's first fast casual restaurant chain to pay for all carbon dioxide emissions from restaurant operations, including indirect emissions. To achieve 100% carbon dioxide emissions label Fafa's has participated in the South Pole's in Congo. The initiative has so far conserved 187,000 hectares of rainforest in one of the world's most diversified jungles. South Pole is a major actor in the fight against climate change and the world's top developer of emission-reduction programs. South Pole assists enterprises, the financial industry, and government agencies in creating value for long-term development. It also aids in risk management as society strives to become more sustainable and carbon neutral. Coming back to its reporting on achieved results, Fafa's shares its latest information mostly via social media channels. In the beginning of this year a company has posted a news telling its customers that the restaurant is no longer going to sell any red meat and focus mostly on vegetarian dishes. Besides that, Fafa's is famous for its international employees. A company explains its choice by saying that they want to support international people to find a job and, thus, offer equal rights and workplaces for everyone. (Orcale, 2020)

3 Method

To continue exploring the term Corporate Social Responsibility from a more practical perspective and to answer main research questions outlined, a study was conducted. In the following chapter besides precisely describing the chosen method for this research, a researcher will also go through most common ways of obtaining information, their descriptions, usage, and implementation as well as examples and reasoning for the chosen method. Furthermore, there will be described a target segment chosen for this research, data analysis, and ethical principles followed throughout the research.

Initially, several methods exist to collect data for any research. The most common ones include quantitative and qualitative data collection methods. The first one refers to analysis via numbers. It is used to put theories and assumptions to the test or confirm them. This form of study may be utilized to provide us with universally applicable facts about a subject. Typical examples of quantitative data collection methods are questionnaires and survey with shortly answered questions to obtain information in amounts and numbers. Qualitative data collection method, in turn, obtains information in words, rather than numbers. It's utilized to perceive concepts, thoughts, and experiences. This method of study enables people to find out more about subjects that may not be well-understood. (Streefkerk, 2021). To put it another way, qualitative research is use when it is necessary to analyze opinion of fewer amount of people, but to explore more deeply their thought on any particular subject via observations, interviews with open-ended questions etc.

Practical method of research exists to answer two research questions outlined:

1. How people understand Corporate Social Responsibility in Finnish tourism industry?
In Finland Corporate Social
2. How does Corporate Social Responsibility affect peoples' purchasing decisions?

Thus, to examine customers' overall understanding of the given topic and to estimate amounts of customers who consider Corporate Social Responsibility and its aspects when choosing a service provider, it is worth to engage quantitative data collection method in the given research. For these reasons, it is crucial to utilize survey as a data collection method to obtain trustworthy results.

Besides that, in order to find out whether the awareness of Corporate Social Responsibility and its importance has been increasing during past years, a researcher would compare numbers obtained by other authors in their analyses that were already described in literature review.

3.1 Survey

The survey was conducted in order to obtain peoples' opinions regarding Corporate Social Responsibility in Finnish tourism industry. The purpose of the survey was to evaluate how many people are familiar with the term Corporate Social Responsibility and its aspects. Furthermore, a researcher was aiming to determine whether any company' social responsibility attitudes and reputation are factors for choosing service provider in the sphere of tourism. Survey questions are supported by theoretical background and help to answer main research questions.

The survey was conducted via Google Forms. It was opened on 31st of January and closed by the end of one week on 6th of February. During that time survey received 33 answers. Demographical questions regarding age and gender were placed in end of the questionnaire to keep a respondent up during the most important questions before tiredness would affect their choices.

3.2 Respondents

Since the study is narrowed to Finnish tourism industry, a survey had its target segment. Participants have to live in Finland and be users of local services. Target segment does not imply selection based on age or gender. To make sure every respondent is a part of the chosen target segment, a researcher sent a questionnaire personally to each participant. Before the survey has begun, respondents were explained that this research is needed to identify customers' opinions regarding Corporate Social Responsibility in tourism organizations. A researcher is aiming to find out how customers in Finland understand the concept of Corporate Social Responsibility and whether people pay attention to company's reputation and socially responsible actions.

Regarding demographical data obtained, among 33 respondents 26 of them were in age of 21-30, 1 person was in the age of 31-40, and 6 people were below 20 years old. 24 of respondents were females and 9 males. This is the only personal information collected from the respondents, every other question was related to their views and opinions related to the subject. Nationality was not asked as the survey was conducted to collect relevant data from customers located in Finland, but regardless their origin.

3.3 Reliability

To gather reliable data for the Literature Review purposes, a researcher has been mostly using scientific articles as well as official websites of relevant organisations. Thus, to obtain information regarding Carroll's Pyramid, article by Archie B. Carroll was studied. Scientific articles were also used when analyzing Triple Bottom Line approach, Five Dimensions of Strategic CSR, Impact of Corporate Social Responsibility on Consumers' Buying Behaviour, Corporate Social Responsibility in Finland, and Social Impact on Tourism. An official website of the European Union was referred to when describing Responsible Business Conduct. Further, when analyzing rules and regulations regarding CSR reporting, an official website of the Ministry of Economic Affairs and Employment in Finland was used. Information was also collected from such organizations as Business Finland, Business Development Bank of Canada, United Nations World Tourism Organization, Scandic, and Deloitte.

Survey was created manually based on the literature review to increase its reliability. In view of the fact that survey has its customer group, a researcher chose respondents herself and sent direct link for survey personally to each participant. To obtain reliable data questions were formulated without usage of academic language, so that every person was able to understand meaning of any question. In questions 2, 4 and 7 respondents were able to select one or multiple options. Afterwards, when describing results, figures and numbers were taken directly from Google Forms, a platform wherein the survey was conducted.

No replies needed to be excluded from the research since they were all valid. A survey was conducted anonymously. Participants were not demanded to mention their name. However, to evaluate whether any correlation between one's age or gender exists, participants were supposed to mention their age group and gender, if defined.

3.4 Ethical Principles

Researcher was familiar with Ethical Principles for JAMK University of Applied Sciences before the survey was conducted. The ethical guidelines specifically related to theses were followed and taken into account. This project work involves individuals who share their information regarding their age and gender as well as state their opinions on a particular topic. To adhere Ethical Consideration, every participant was informed in written form that their replies will be used for theses. Thus, every participant knew the goal of the research and thesis topic. Every participant was also able to refuse answering the survey without any consequences. Every participant was able to discuss with the researcher the content before, during or after the survey. Every participant has the right to ask that their answers be excluded from the final work before it is published.

The research was planned and carried out in such a way that the findings of the study would be reported, and the data collected during the study would be recorded in line with scientific knowledge standards, taking into consideration any relevant copyrights. Researcher acts in compliance with good administrative practice and personnel and data protection legislation.

The survey was conducted completely anonymously, neither name nor individual's address were asked. Respondents were not asked neither their nationality, nor native language. Every respondent was treated equally without any kind of discrimination. No individual taken part in the research experienced harassment based on someone's race, country of origin, religion, beliefs, property, gender, sex orientation and any other form of intolerance.

4 Results

Results are represented in figures with the data collected from the Google Forms. Questions were based on and connected with literature review contents and have corresponding headings accordingly. In the further chapter each question result will be analyzed separately, when the next chapter, in turn, will have overall discussion and analysis.

Corporate Social Responsibility awareness among customers

The first question aims to estimate how many people are familiar with the term Corporate Social Responsibility. Respondents were able to choose only one option among answers 'yes', 'no', and 'not sure'. The question only asks respondents whether they have ever heard the term, however, does not determine their knowledge of it. According to the results shown in the figure 4 below, majority of respondents have heard the given term. As 64.7% answered 'yes', 11.8% were not sure, and 23.5% stated that they have never heard about Corporate Social Responsibility. Possibly, "Not Sure" option was chosen by respondents who is not confident in their knowledge regarding the given concept, though they might have heard of it. Thus, the given question only outlines the knowledge of the actual term but does not calculate how many respondents realize what Corporate Social Responsibility is.

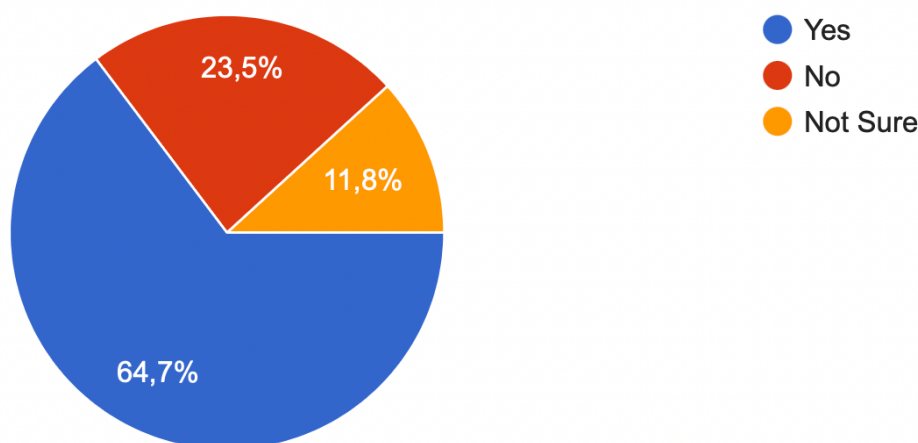


Figure 4: Does customers ever hear of Corporate Social Responsibility?

Aspects of Corporate Social Responsibility

The second question is meant to identify the most important aspects of Corporate Social Responsibility among customers in the Finnish tourism industry. Respondents are not required to know the definitions or be familiar with the term to answer this question, since replies contain a brief description of each component and the question inquired whether any of these aspects seemed familiar to customers. Respondents were able to select one or multiple options. Based on the results shown in the figure 5 “The most well-known aspects of Corporate Social Responsibility among customers” ethical responsibility was the most common response and gained 91.2% of replies. Secondly, follows environmental responsibility with 82.4%. Legal responsibility, in turn, has 61.8%. More than a half of respondents also mentioned economic responsibility, it has nearly 56% of replies. Lastly, goes philanthropic responsibility, that was chosen by 29% of respondents. Additionally, one person (2.9%) has stated that none of listed aspect sounded familiar to them.

Thus, these studies clearly indicate that customers are the most concerned about company’s attitude towards ethical responsibility, in this case outlining fair labor standards and absence on discrimination as well as environmental responsibility and sustainability. Philanthropic responsibility explained as donation to charity organizations is the least common response, when the rest of the options are nearly the same.

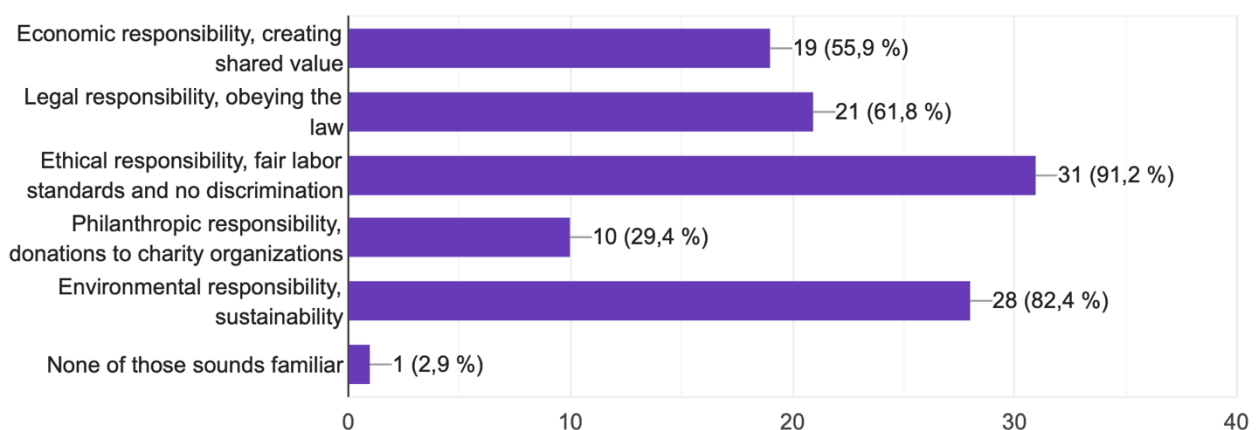


Figure 5: The most well-known aspects of Corporate Social Responsibility among customers.

Followed question regarding aspects of CSR is represented in figure 6 and outlines how often customers pay attention to mentioned above aspects when choosing a service provider. According to the replies represented in the diagram, 14.7% of customers consider CSR aspects when making their choices. At the same time, 20.6% never pay attention to that. However, majority of people replied that they consider CSR aspects sometimes and their number was 64.7%.

Consequently, 14.7% of customers perhaps pay more attention to the quality of service, price range, accessibility etc. rather than socially responsible aspects. The majority of replies still implies awareness of Corporate Social Responsibility and 85.3% in total pay attention to the given aspects, at least sometimes. Nevertheless, including the fact, that there are people who does not understand the core and importance of Corporate Social Responsibility, spread of awareness regarding this topic might decrease 14.7 to lower numbers

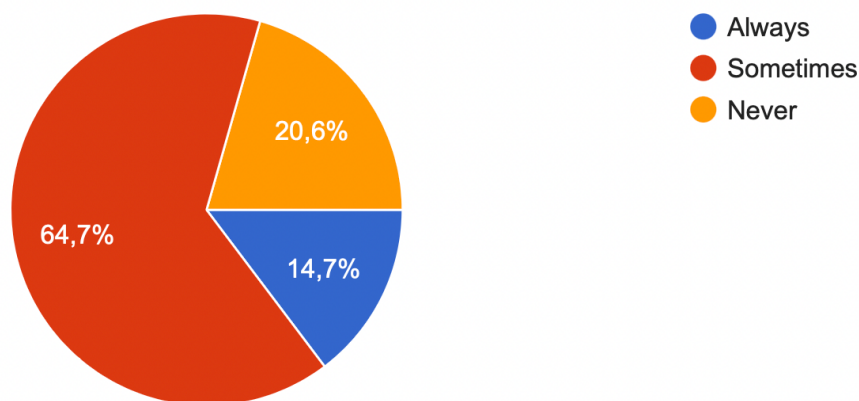


Figure 6: How often customers pay attention to CSR aspects when choosing a service provider?

CSR Activities

Through the next question, data regarding several CSR activities was collected. Results represented in the Figure 7 show different CSR activities customers might expect companies to be involved in. Among those, environmental protection was the most common answer and received 82.4%. Production of safe products goes right after and has 70.6%. Then follows use of local products, which has 52.9% of responses. Wildlife protection, community work and education sponsorship go later in the list with 44.1%, 29.4%, and 24.5% accordingly. Donations and sport sponsorship follow lastly with 5.9% each.

As expected, environmental protection as well as environmental responsibility were chosen as frequent, since within the past decade peoples' knowledge and concern regarding sustainable matter has been evolving constantly. Usage of local products as well as wildlife protection are technically located under the same category and were also chosen nearly as often. When production of safe products is an aspect related to customers' own comfort, thus, has extensive number of replies as well.

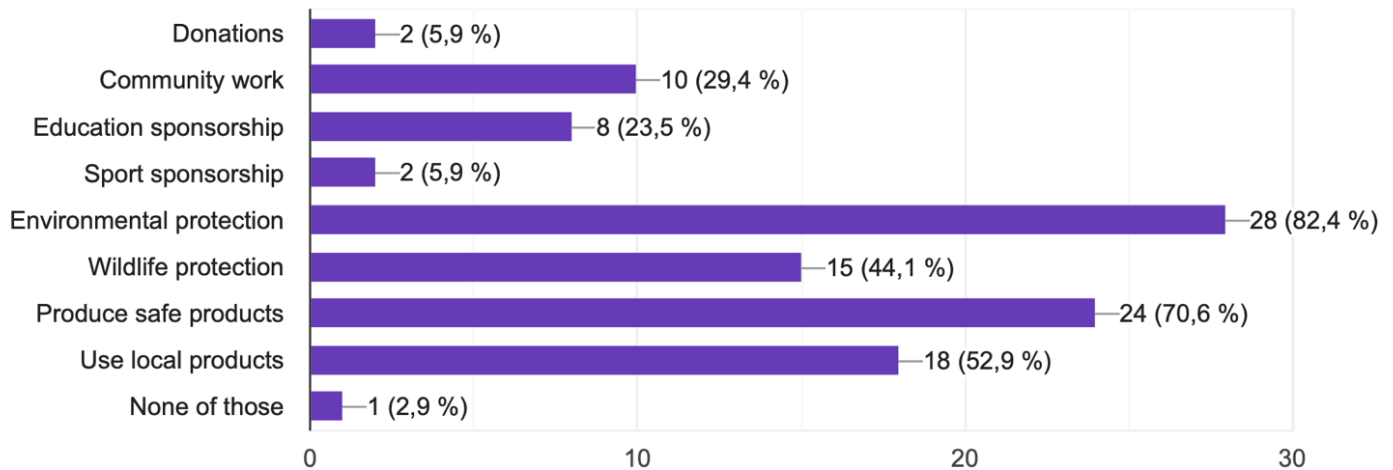


Figure 7: Activities customers expect companies to be involved in

CSR Reporting

To evaluate the importance of CSR reporting among customers, the next question was created. Participants were asked whether they expect tourism companies to report their CSR acts. Diagram represented in Figure 8 below shows that most of the customers (82.4%) expect tourism companies to report their socially responsible acts. At the same time, 14.7% of respondents were not sure and one person (2.9%) stated "No". Results indicate that majority of respondents are willing to obtain company's CSR reporting.

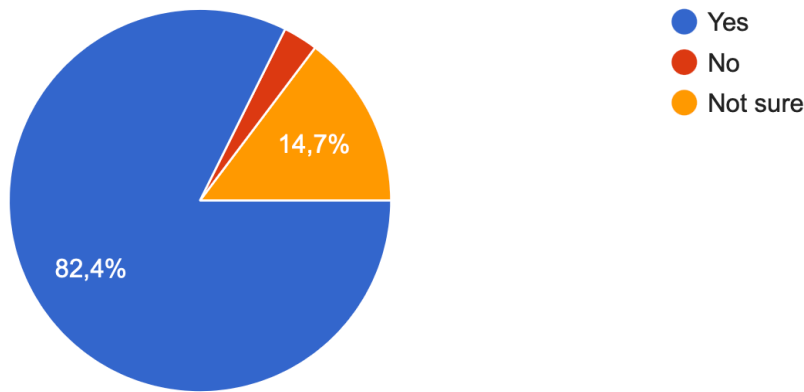


Figure 8: Do customers expect tourism companies to report their CSR acts?

By the means of next question, the method of obtaining relevant information was examined and outlined in the Figure below. According to the results, social media and company's own website or source of information were the most popular answers with 64,7% each. Word of mouth or friends and family advice are placed later in the list and have 47.1% of customers. Further goes advertisement, which has 32.4% of answers, 5.9% of individuals obtain information somewhere else and the rest (11.8%) do not obtain this type of information at all.

Considering the given results, it is possible to outline that the most efficient channel to report company's CSR acts include different social media platforms as well as company's personal website.

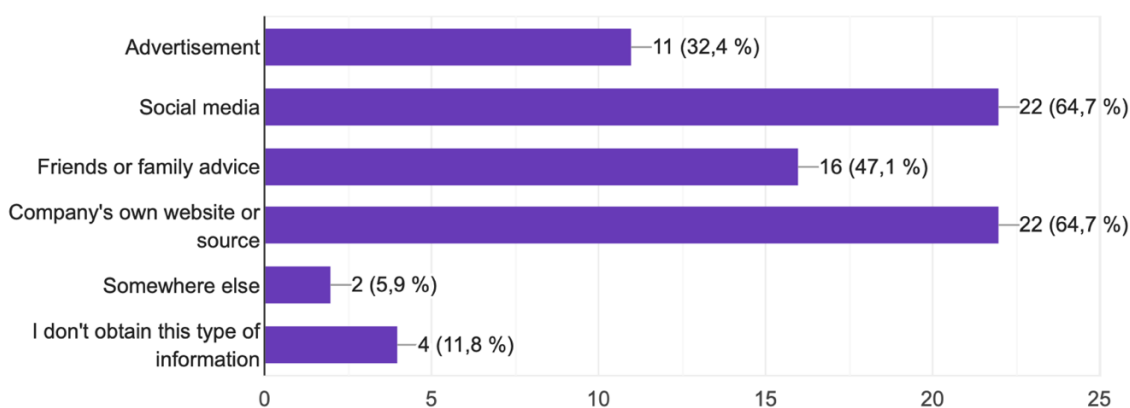


Figure 9: Where customers obtain information regarding Corporate Social Responsibility?

Influence of company's reputation on customers' buying behavior

Finally, participants were asked whether a company's reputation influence their choice. A researcher found out that for almost every individual company's reputation influence their purchasing decision. Answers "Yes, it does" and "Sometimes" were the most common ones and received 47.1% and 44.1% accordingly. Simultaneously, 5.9% of respondents stated that they were not sure, and one respondent (2.9%) answered that company's reputation does not have an impact on one's purchasing decision.

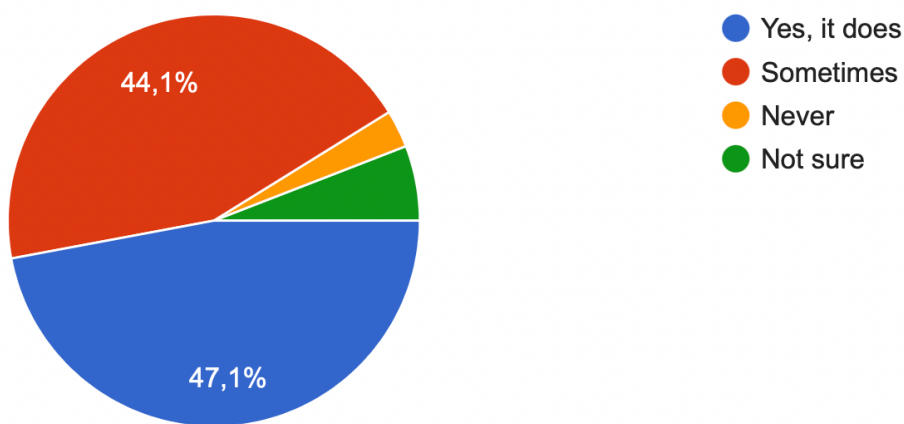


Figure 10: Does a company's reputation influence customers' choice?

5 Discussion and Limitations

Discussion will be supported by summary of the results to provide clear conclusions regarding topics covered in both literature review and survey. A problem of involving Corporate Social Responsibility in any company's performances will be discussed as well as research question covered. Before moving to the conclusion, a researcher will also describe limitations that anyhow might have influenced the research.

Summary of the Results

By the means of survey, demographical information including age and gender was obtained in order to identify whether it has an influence on customers' perspective on corporate social responsibility. However, by the end of the survey analysis, researcher identified that correlation between neither age nor gender and awareness of corporate social responsibility matters was not defined. Despite the fact that every responded below 20 years old stated that a company's reputation influences their purchasing decision. Overall, analyzing the rest of the questions it is seen that both male and female more or less equally understand the given subject regardless of their age as well.

It is also notable that Rahizah Abd Rahim in his equivalent research conducted in Malaysia in 2008 (see pages 12-13, Customer Perspective) estimated that community work and donations were the most common replies. Closely followed by the protection of the environment, the protection of wildlife and the production of safe products. The least popular among respondents were sports. Most respondents indicated that it is vital for business organizations to participate in community service and contribute to charities in order to show that they are responsible corporate citizens. In current study, sport sponsorship has one of the lowest scores as well as it was in Malaysia. Wildlife protection and the production of safe product both have extensive number of results. However, donations that were commonly chosen in Malaysia that year, now have one of the lowest scores. Though researcher acknowledges that studies have different customer groups and were conducted in different years. Thus, it is not being fully compared, rather observing the difference between replies.

Table 1: Summary of the Results

Subject	Summary
<i>Corporate Social Responsibility awareness among customers</i>	Majority of respondents have heard the term Corporate Social Responsibility. To decrease number of people who either not sure what the term is or have never heard of it, it is necessary to spread awareness and increase their knowledge regarding the subject.
<i>Aspects of Corporate Social Responsibility</i>	Among CSR aspects asked, the most important ones for customers were environmental and ethical responsibility. Legal and Economical responsibility were chosen by half of the respondents. While Philanthropic responsibility turned out to be the least common response. Also, 85.3% of respondents stated that they pay attention to the given aspects of Corporate Social Responsibility while choosing a service provider, at least sometimes.
<i>CSR Activities</i>	Participants chose environmental protection and production of safe products as the activities customers expect companies to be involved in the most. Wildlife protection as well as use of local products were chosen by half of the customers. However, donations, community work, education sponsorship, and sport sponsorship have the lowest number of replies. Nevertheless, still every activity was chosen at least by some customers.
<i>CSR Reporting</i>	To evaluate the importance of CSR reporting customers were asked whether companies are supposed to report their CSR acts. According to the results, 97.1% answered “yes” or “not sure”. Among them, 82.4

	<p>stated “yes”. While 2.9% respondents replied “no”. Participants were also asked to choose platforms they use to obtain information regarding company’s Corporate Social Responsibility. Social media and company’s own website are the most common replies. Followed by advertisement and word of mouth.</p>
<p><i>Influence of company’s reputation on customers’ buying behavior</i></p>	<p>91.2% of respondents outlined that company’s reputation affect their purchasing decision, at least sometimes.</p>

Results of the survey conducted also represent that position of each individual might strongly differ from another person. While some people always establish their purchasing decisions based on company’s socially responsible acts, some do not consider it as a factor. Nevertheless, if we ground our decisions on opinions that majority of customers have, we have to consider that company’s reputation is definitely an aspect to develop in order to improve company’s success. Awareness of Corporate Social Responsibility in Finnish tourism industry has to be spread more strongly. However, already at this point customers value sustainable and responsible acts a company makes towards the environment and society.

In the beginning of the project work a problem of involving Corporate Social Responsibility in any company’s actions was emphasized. To solve the problem two main research questions were identified.

1. How people understand Corporate Social Responsibility in Finnish tourism industry?

2. How does Corporate Social Responsibility affect peoples’ purchasing decisions?

Observing and studying how people understand Corporate Social Responsibility in Finnish tourism industry, a researcher realized that in Finland Corporate Social Responsibility initially was perceived as a tool to establish a social safety and manage inequalities. It was also a crucial initiative to develop environmental matters and protection. Philanthropic responsibility, in turn, came slightly later and is still on its way to adapt completely. Besides that, priority issues regarding Corporate Social Responsibility in Finnish tourism industry have been fair labor practices, ethical usage and consumption, ecological issues and climate change as well as managing operations of local companies abroad (Kourula, 2010). Nowadays, the given perspective has progressed to more client-oriented approach, and an improved employee experience (Business Finland, 2020) as well as stronger and smarter environment protection and especial care about customers' and employees' well-being by excluding any kind of discrimination and harassment.

Besides that, based on the survey conducted, it became clear that majority of Finnish customers strongly associate Corporate Social Responsibility with ethical and environmental responsibility. People expect companies to produce safe products, act in a beneficial way for the environment, offer fair labor rights as well as do not discriminate neither its employee nor its clients.

To determine whether Corporate Social Responsibility and its engagement affects people's buying behavior, firstly customer behavior as a concept was studied based on previous research regarding this topic. Thus, it became clear that customer behaviour includes several personal aspects. A customer forms its behaviour individually based on different spheres of their lives. (Cloutrak, 2021).

CSR initiatives that focus on customers have a large and positive influence on their views of value and trust. Furthermore, perceived value influences customer behavior and satisfaction in such a way that customers are more likely to become loyal. That is to say, including Corporate Social Responsibility into a business not only enables us to reduce a negative influence on the environment and society, but it also allows to provide additional value to customers. People are aware of and appreciate businesses that engage in CSR initiatives that are targeted to their needs. As a result, the consumer's confidence and commitment to the company grows, leading in enhanced customer satisfaction and loyalty (Servera-Frances & Piqueras-Tomas, 2018).

While analyzing whether Corporate Social Responsibility affects customers' purchasing decisions, a researcher defined that people are more likely to choose a service provider with a more confident reputation. A reputation, in turn, depends on several factors including correct CSR reporting as well as production of safe and locally made goods. Hence, Corporate Social Responsibility definitely does affect people's buying behaviour. Though, not always in a direct way. Companies' mission is to represent their socially responsible acts in a clear and simple way. Even those customers who do not know what Corporate Social Responsibility means, understand the importance of sustainable and responsible production as well as value fair attitude towards any person.

For the most part, the constant progress and evolution of environmental and social demands has resulted in a dynamic corporate structure that leads to new business practices. Thus, as a result of this progress the scope of Corporate Social Responsibility has expanded. If earlier Corporate Social Responsibility could have been perceived as an additional tool to enhance company's performance, now it is an active key corporate function. Corporate ethical and social activities are no longer a simple concept. Consequently, over time as a result of increased multiple pressures and legal evolution Corporate Social Responsibility becomes more complicated approach. (Zaineb Hlioui & Ouidad Yousfi, 2020)

Limitations

Finally, limitations or factors that could have somehow affect the research will be covered. Worth mentioning that in terms of limitations the given research has not been suffering that much. Nevertheless, for theoretical background development, lack of accessible resources to gather relevant information must be the main barrier. Corporate Social Responsibility is being researched actively, however, its impact on customer behaviour, or especially the way customers perceive the given phenomenon are less available topics to study.

Another facet to point out involves the fact that a researcher has been completing the project on her own and was not able to gather more extensive survey results due to the lack of time and resources to access more respondents. Thus, to decrease the effect of the limitation, open-ended questions were excluded to save respondents' time. Multiple-options questions, in turn, were kept in order to gather more extensive data.

Language barrier might have also affected the final results. Firstly, theoretical framework regarding Finnish tourism industry was built based on English literature, it might have resulted in the lack of information. Secondly, a survey was also conducted in English, though majority of respondents were native Finns. Thus, it could have an impact on the number of replies gathered and backgrounds of people participated.

Last but not least, emotional factor of the research. It is a common knowledge that any study or a project work must be conducted without any emotional attachment to it. However, in the given case a researcher chose a topic that she finds crucial for any corporate environment development. Hence, a researcher has her personal opinion regarding several topics. To decrease an effect of emotional factor, studies and articles from different authors were collected and analyzed based on common knowledge rather than personal opinion.

6 Conclusion and Suggestions

In the last section of the project work a researcher will provide study conclusions gathered by the end of the research. Study motivations and their origin will also be explained as well as author's personal initial concerns regarding the research. Finally, a researcher will provide suggestions for further possible research regarding the subject studied. Future suggestions are based on the aspects that could be improved in order to create deeper research. Lastly, a researcher will provide several examples on how to develop peoples' perception of Corporate Social Responsibility.

Conclusions

Modern business environment is a subject to constant changes. Those changes occur based on demands of the society and environment. Since Corporate Social Responsibility is a concept that implies both customers' needs and a company's success factors, engagement of the given concept is a crucial aspect to consider. Tourism businesses are not an exception as well. Based on the research conducted it became clear that customers of Finnish tourism industry value responsible approach of a company as well as its positive reputation overall.

Besides that, this study gathered all relevant information regarding origin of the concept described, its definition and most important frameworks. Besides that, a researcher examined guidelines and regulations regarding CSR Reporting and implementation in Finland. Perception of Corporate Social Responsibility among customers in Finnish tourism Industry were studied and analyzed both from theoretical and practical research.

The given study answered its research question and found out that customers in Finnish tourism industry associate Corporate Social Responsibility with ethical principles and environmental matters. Majority of people make their purchasing decisions based on company's good reputation and expect organisations to be engaged in CSR actions as well as report their results. Thus, the study outlined the impact Corporate Social Responsibility has on a company's performance beneficial for both society and company's success.

It is to be hoped that the number of companies engaging CSR practices in its business performance will keep increasing. Nevertheless, the importance of spreading awareness regarding the concept among both employers and their clients is vital for our healthy future. Consequently, it will become a priority for every job seeking individual to choose a company with socially responsible environment as well as every customer could make a choice that would benefit them as well as the environment.

Study Motivations

Motivations for the given study arose from the researcher's personal interests and career perspectives in the sphere of Human Resources and People Management. Since the author herself is interested in both environmental and social sustainability, a concept Corporate Social Responsibility was chosen as the core for the study as it combines both subjects. Besides that, throughout her working experience a researcher has faced unhealthy attitude towards employees and the environment. It was her personal interest to study the phenomenon of engaging Corporate Social Responsibility in a company's performance as well as its possible positive and negative effects.

At the beginning, a researcher was concerned whether customers pay attention to Corporate Social Responsibility when choosing a service provider at all. However, results of the study refuted author's concerns and had proved that engagement of CSR practices in a company's actions will have a positive effect on its overall performance.

Suggestions

One of the most relevant suggestions for future research on the subject is to conduct a larger research and collect a larger number of replies to gather more reliable and valid data. In this case a researcher due to limitations was not able to collect more respondents. However, within this study the amount of respondents is sufficient enough to answer the research questions formulated. In addition to that, further studies might also conduct personal interviews of both businesses' employees and their customers to obtain more detailed information regarding relevant topics. Open-ended questions were not included in the given study to save respondents' time. However, further studies might involve those to obtain more extensive results.

Finally, actions to develop people's CSR perception have to be taken inside and outside of a company. Organisations should develop their mental health support programs for employees, engage team building activities on a regular basis, expand diversity and inclusion of a company, create a rewarding system for outstanding results and, needless to say, enable healthy communication between employees and supervisors to make sure everyone is heard and listened to. For customers, in turn, it is vital to offer more responsible options to choose from, such as goods made from local products, green choices as well as options that support local area initiatives. Companies may share their charity actions and offer customers opportunities to support charities by themselves. Use social media platforms to make Corporate Social Responsibility seen as a crucial process rather than an additional feature.

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