



Analyzing the Business Impact of Veikkaus' Sustainability Agenda: A Study
of Customer Perceptions of the Company's Responsible Gaming
Registration Initiative

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Agenda: A Study of Customer Perceptions of the Company's
Responsible Gaming Registration Initiative

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Against a backdrop of increasing legislation towards social sustainability implementation in the Finnish gaming industry, this study aimed to examine the impact of Veikkaus' sustainability initiatives through investigating customer perceptions. To address the research objective, the study investigates the evolution of corporate social responsibility (CSR) into a global megatrend, reviews literature on customer perceptions of CSR and provides a general overview of the gambling industry. This study hypothesises that customers value CSR practices in the gambling industry.

The study used quantitative methods whereby empirical data was collected through a survey. A total of 127 survey results were collected from Veikkaus customers. The sample group consisted of individuals that identified as registered and unregistered Veikkaus customers. The surveys were conducted in a Veikkaus game arcade and posted on online social media platforms. Following the data collection, the input was structured using Microsoft Excel and analysed for findings. The scope of the study was limited to the gaming industry in Finland and excluded casinos.

The results provided further knowledge, of developments in the CSR practices of Veikkaus. The majority of respondents asserted that responsibility plays a big role in the gaming market and in choosing their gaming provider. The registration campaign overall was perceived positively among the survey respondents. Nonetheless, sustainability is not a driver of their registration. The results also indicated a relatively high level of customer awareness of Veikkaus' responsible gaming tools and support for their development. Finally, respondents find Veikkaus' sustainability efforts somewhat noticeable, but not highly prominent in comparison to other industries they engage in.

In accordance with past research, the author of this study recommends effective communication of sustainability initiatives to reach better effectiveness in the marketplace.

Keywords: Corporate Social Responsibility (CSR), Social Sustainability, Gambling industry, Customer perceptions

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1 Introduction

From customers to companies and across stakeholders, sustainability is increasingly developing into an important aspect of everyday decision-making and activities. In recent years, the impact of corporate social responsibility (CSR) in business operations has been broadly investigated and this is especially within multinational corporations (Kolk & Van Tulder 2010; Bondy, Moon & Matten 2012). Despite the growth of CSR literature, the gaming industry has received a relatively lower amount of attention in the CSR realm of academic literature (Li, Zhang, Mao & Min 2011).

The gaming industry has developed rapidly over the past decade with the key driver of technology contributing to factors such as product design and accessibility (Hancock, Schellinck & Schrans 2008).

Economic prosperity on the account of the prevalent social issues remains a central global dilemma in the gaming industry. Navigating towards diminishing what is today seen as a trade-off, is integral to accomplish sustainable growth in the industry. Over the years however, many countries have come to rely on the taxes derived from the gaming industry and although researchers and regulators have increasingly raised the question of the related harms, solutions seem to be lagging, as governments are often dependent on these revenues (Hancock et al. 2008).

Companies are increasingly integrating CSR to their strategies for better firm performance and shared value (Porter & Kramer 2006). Friedman's classical financial theory with the aim of creating profits for shareholders is increasingly being challenged and declining in prominence.

This thesis studies customers' perceptions of the sustainability initiatives of the Finnish gaming company in order to grasp on its business impact. The aim of this thesis is to settle if Veikkaus is perceived as a more sustainable business by its customers, through the steps it has been taking. In more detail, the author of this work is going to be concentrating on the responsible gaming aspect, that falls under social sustainability.

In Finland, a state monopoly prevails for the gambling market that is operated by the state-owned company Veikkaus and regulated by the Lotteries act (Ministry of the Interior 2023). The current Veikkaus was founded in 2017, via the merging of Fintoto (horse racing games), RAY (slot machines) and Veikkaus (lotteries and sports betting) (Veikkaus no date). The state-owned organisation acts as the sole gaming service provider within the borders of mainland Finland (YLE NEWS 2022). It however advocates for breaking the monopoly it is currently

under and instead introducing a licensing system, as only approximately half of the Finnish online gaming market share belongs to it (YLE NEWS 2022). The other half of the market is shared by foreign companies that do not operate under the same regulations as Veikkaus (YLE NEWS 2022). The company recycles its revenue back to the Finnish society through associations, that then reinvest it to the fields of sports, culture, youth work, science, social welfare and health, and lastly the equine industry (Veikkaus no date).

This study integrates past literature and research with eminent regulatory developments to understand the gaming industry ecosystem in order to identify and capture impacts related to how customers perceive the changes in terms of sustainability.

The word “gaming” has two meanings, the action or practice of playing gambling games and the action or practice of playing video games. In this work gaming and gambling are used interchangeably, in accordance with the empirical literature of the field.

There are certain market forces that drive the integration of social sustainability initiatives to businesses. In the gaming industry, legislation is the primary market force for Veikkaus. In light of the global sustainability megatrend, the objective of this study is to determine the extent that customers value these initiatives.

The hypothesis is formulated based on the research that shows people are becoming increasingly aware of social sustainability issues, hence have become more critical in their product and service provider selection as they are expecting products and services that are sustainable towards the society (elaborated on chapter 4). This research attempts to demonstrate that customers are another market force which drives and values sustainability in the gaming industry.

2 Corporate Social Responsibility

2.1 CSR definition

Despite the vast amount of literature on the concept of CSR there is no universal definition in the context of businesses (Matten & Moon 2008). The phenomenon is dynamic and has evolved over time. Matten and Moon (2008) identify that the definition and understanding of CSR varies among countries. There are several theories and views which have contributed and advanced the thinking in the field, some of which are going to be reviewed in this section.

One of the most prominent definitions of sustainability, is that of Our Common Future. A report published in 1987, by the Brundtland commission. The commission that was formerly known as the World Commission on Environment and Development, a subdivision of the

United Nations, described sustainable development in that report as: “Humanity has the ability to make development sustainable to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs” (Brundtland Commission 1987).

A more elaborative description is provided by the Center for Sustainable Enterprise, that was developed by the Illinois Institute of Technology Stuart School of Business: “The practice of sustainable development assures that the natural resources and energy we use to provide today’s products and services will not deny future generations the resources necessary to meet their needs while building and preserving communities that are economically, socially and environmentally healthy” (Avlonas & Nassos 2013, 17).

The difference between sustainability and Corporate Social Responsibility is unclear, as often they are used interchangeably.

According to the United Nations Industrial Development Organization “Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders.” (UNIDO no date).

Wayne Visser (2011, 8) states that CSR has not been successful in achieving the initial purpose of its formulation. He believes that the reformation of Corporate Sustainability and Responsibility, as he calls it, could provide the solution to environmental and social concerns (Visser 2011, 8). CSR dates to companies considering it in the context of philanthropy. Responsibility has been viewed and demonstrated as charitable donations to the society. The previous 4 phases of CSR’s evolution, as demonstrated in the table 1 below, are inadequate in saving the global situation (Visser 2011, 18). The newest phase, systemic CSR, concentrates on finding and resolving the true culprits for the irresponsibility and unsustainability of our times, generally via process, product and service revamping, reshaped business models and calls for revised CSR policies on a local and global level (Visser 2011, 19).

Table 1: The ages and stages of CSR (Visser 2011, 18)

Business age	Stage of CSR	Modus operandi	Key enabler	Stakeholder target
Greed	Defensive	Ad hoc interventions	Investments	Shareholders, government & employees
Philanthropy	Charitable	Donations	Projects	Communities
Marketing	Promotional	Public relations	Media	General public
Management	Strategic	Management systems	Codes	Shareholders & NGOs/CSOs
Responsibility	Systemic	Business models	Products	Regulators & customers

On a local level, consumers in Finland are concerned of sustainability and responsibility matters. According to Sanoma (no date), the majority of consumers value responsibility in their purchase behaviour. Nonetheless, approximately the same per cent of people finds it challenging to evaluate the responsibility of products and services (Sanoma no date). Finally, 2/3 of Finns believe company responsibility is an essential part of their operations (Sanoma no date).

2.2 Social Sustainability

In the beginning, sustainability concentrated on the environmental aspect, though with a firm ethical schedule that connects to the social aspect of development (European Parliament 2020). The figure provided by the European Parliament (2020, 21) created by Colantonio, illustrates the evolution of the sustainability areas.

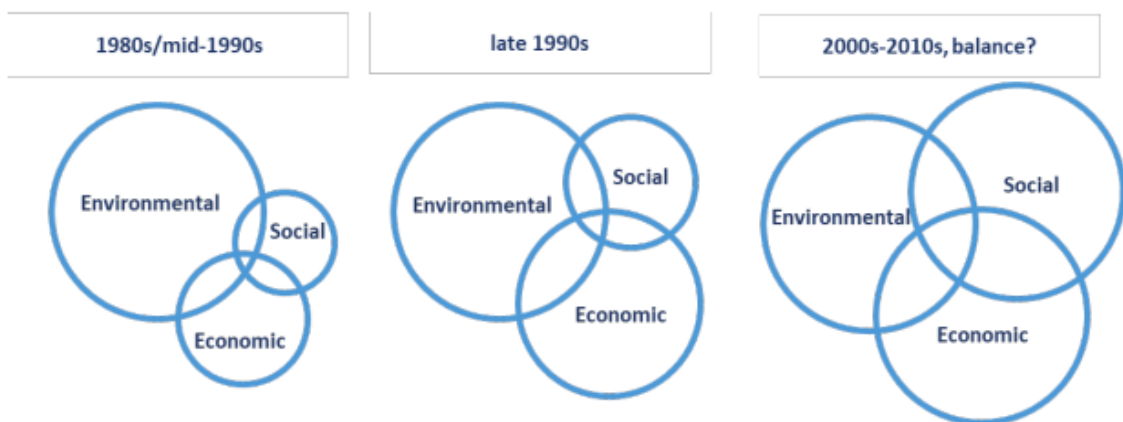


Figure 1: The evolving importance of social sustainability (Colantonio 2009, cited in European Parliament 2020)

Social Sustainability targets the discovery of the minimum number of social requirements for lasting growth, also known as critical social capital, and the recognition of problems to the running of a society in the long-term (Bart 2002, cited in European Parliament 2020, 25).

2.3 Shareholder value to stakeholder value

There has been a shift in business from a shareholder-oriented ideology towards a stakeholder one, along with the appearance of CSR (Avlonas & Nassos 2013, 20). Alfred Rappaport (1999, 1) states that the concept of shareholder value has received broad recognition in the U.S. and increasing interest in the rest of the western world and Japan, after the release of his book *Creating Shareholder Value: A Guide for Managers and Investors*. It is defined primarily by the capitalisation of the market, increased value of stocks and stockholders' equity (Schmid & Milan 2015, 15).

The American economist and Nobel Prize winner Milton Friedman (1970) expresses how businesses cannot be held accountable, as they are a manmade construct, and the sole purpose of a business entity is to satisfy its proprietors by accumulating the most profit from running the company, while adhering to regulations and ethical custom (Caldwell no date; Friedman 1970). The theory asserts a shareholder-oriented system that acted mainly in the interest of providing profit to the shareholders, that were viewed as owners. Friedman (1970) states that if social responsibilities are to be considered, they are to be answered by individuals rather than businesses.

His Shareholder Theory has received a plethora of criticism since its publication. Among others, Naomi Klein (2015) states that the application of the Friedman doctrine has resulted in a poor majority of the population and a wealthier top corporate class. Paul Tudor Jones, an American billionaire investor and JUST capital co-founder, also argues that this theory enables executives to act amorally in their decision-making, as in the case of Purdue Pharma (CNBC 2022). The company was run in accordance with the principles of the doctrine, which led to the death of virtually half a million U.S. citizens through the opioid epidemic (CNBC 2022). In addition, he remarks how the United States lost over 4 million jobs in under a decade to China, because making profit was the sole target of that period of time (CNBC 2022). He concludes that one cannot separate business from its ethical and moral aspects and its social ramifications and there are several factors that prove that the Friedman's doctrine is wrong, not only on a social dimension but also on an economic one (CNBC 2022).

According to Harvard Business School emeriti professors Bower and Paine (2017), the majority of Chief Executive Officers and boards of directors think maximisation of stockholder value is their primary responsibility, even though it is not. Firstly, from a legal aspect, the agency theory is in conflict with corporate law, as shareholders do not reserve the owner rights of the organisation and managers do not act as agents of the shareholders (Bower & Paine 2017).

Secondly, the theory in question is not conforming to common usage, as stockholders are not proprietors of the company in any conventional use of the word, nor do they receive conventional incentives of the proprietors to manage the company carefully (Bower & Paine 2017). Thirdly, the theory is full of moral imbalances, as the accountability for running the business lies not on stockholders but on proprietors, nor does the duty of interests' protection of the company lie on stockholders, but on directors and officers (Bower & Paine 2017). Fourthly, the theory's notion of interests' alliance between the management and the stockholders of the corporation generates moral imbalances through the entire organisation and binds management's orientation to short term (Bower & Paine 2017). Lastly, in contrast to the theory's expectation of all stockholders being homogeneous in their intent, their intentions differ, therefore it is not possible to view them as a sole entity (Bower & Paine 2017).

Ultimately, Bower and Paine (2017) express their concern that governance and management based on the Friedman doctrine's model is being put into effect in manners that are impoverishing corporations and in the case of even larger acceptance and application as predictions of experts suggest, it has the potential to harm the extensive economy. The model has yet to come to terms with the consequences of the omission of liability, that stems from the acceptance of its fundamental idea, which in their opinion is incorrect, that stockholders hold the ownership of the organisation (Bower & Paine 2017).

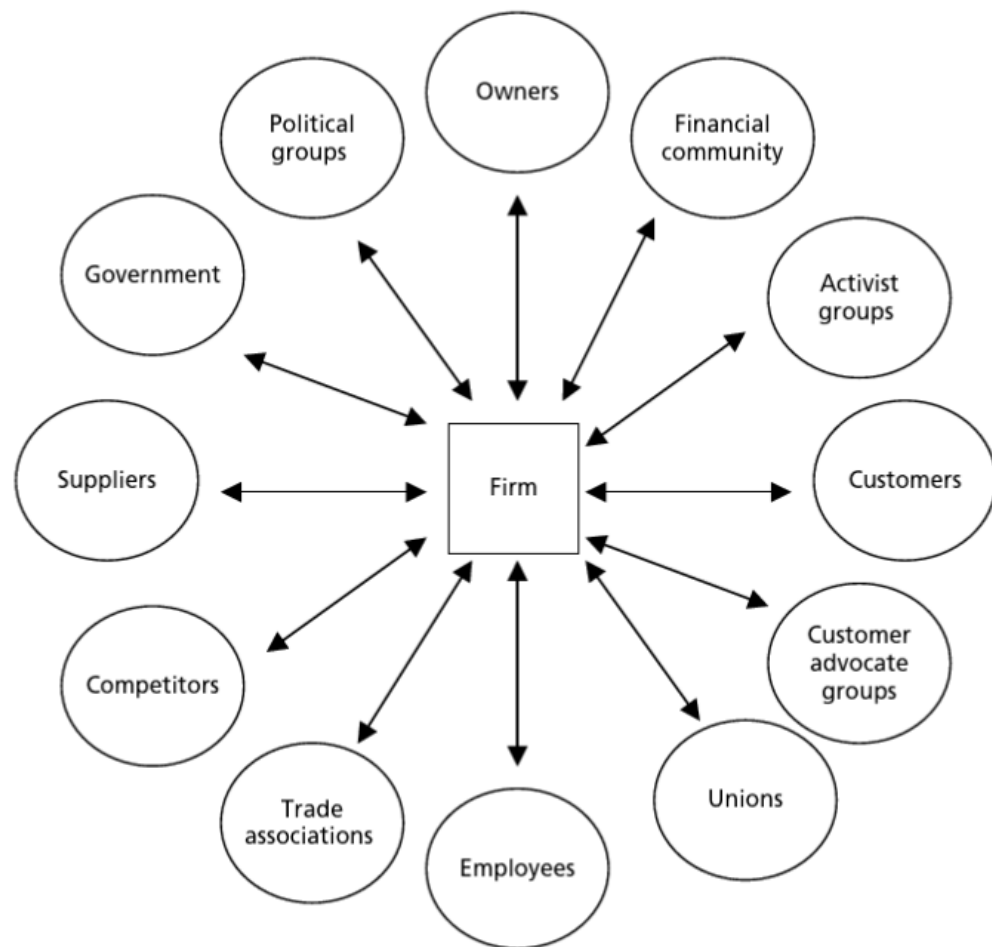


Figure 2: Stakeholder map of a very large organisation around one major strategic issue (Freeman 1984, 55, cited in Friedman & Miles 2006, 27)

Together with the rise of CSR a different type of model has emerged, that considers all the groups that are involved with and affected by the firm's activities. The stakeholder theory includes proprietors, stockholders, associated institutions and governments, partners, suppliers, all the employees and customers (Avlonas & Nassos 2013, 20). These groups embody the richest and most heterogeneous information pool that can easily be obtained by a company (Avlonas & Nassos 2013, 20). Thus, the essentiality of dialogue and engagement with stakeholders should not be shocking, in keeping the business running and profitable, as the perspectives of the stakeholders can be incorporated to give direction to the company's vision and mission and analyse the feedback on its performance (Avlonas & Nassos 2013, 20).

To make good use of the stakeholders' potential and to maintain a lasting relationship, an organisation has to be committed to interact with the groups on a regular basis via dialogue, views' assessment, and provide them the opportunity to be involved in different processes of decision-making (Avlonas & Nassos 2013, 20). If they fail to do so, it is possible that the business will lose stakeholder value, in the form of labour, monetary or intellectual capital,

that can lead to the end of the enterprise in the long-term (Avlonas & Nassos 2013, 20). Committed interaction between the company and the stakeholder groups offers the constant possibility for the development and betterment of the company (Avlonas & Nassos 2013, 20). Heterogeneous stakeholders, if in committed interaction, can guide a business toward profitability and productivity via the offering of opinions on various matters, including industrial aspects, geographical locals' and demographic groups' perspectives and aspects of cultural background (Avlonas & Nassos 2013, 20). For efficient and effective interaction between the groups and the company to be formed, frequent, open discussion is vital between the partakers, among other things, setting mutual objectives between the organisation and the stakeholders, and the engagement and participation of the latter in relevant events (Avlonas & Nassos 2013, 20). Forming a genuine connection that surpasses the business boundaries is a recognised way of creating a stakeholder's personal and emotional commitment in the company mission and it evokes sincere interest in learning through cooperation (Avlonas & Nassos 2013, 20-21).

2.4 The Triple Bottom Line

For an organisation to be cognizant of its goals and objective's reach, it must follow its performance through the measurements of appropriate Key Performance Indicators (Avlonas & Nassos 2013). Achieving a balance in selecting both environmental and social as well as financial indicators is of utmost importance, when creating a statistical record (Avlonas & Nassos 2013). The approach by Elkington, which balances environmental concerns, social justice and economic prosperity is a valid way to measure the performance of the entirety of the company's activities (Avlonas & Nassos 2013, 21; Russo 2008, 49). The triple bottom line (TBL) is depicted in figure 3 (Avlonas & Nassos 2013, 21). Planet, people and profit is an alternative term for it (Avlonas & Nassos 2013, 21). A more realistic illustration of earth, equity and economy, another name of the theory, can be seen on figure 4 (Avlonas & Nassos 2013, 22).

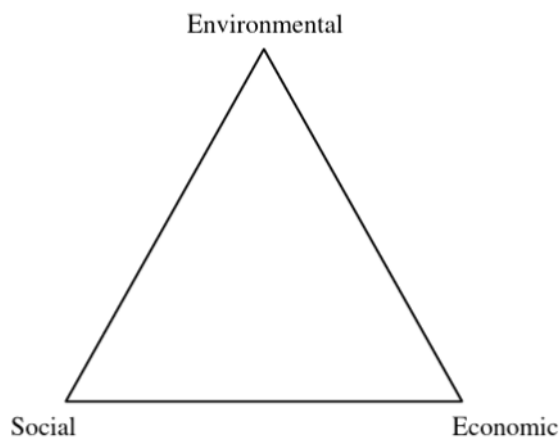


Figure 3: Triple bottom line (Avlonas & Nassos 2013, 21)



Figure 4: Realistic triple bottom line (Avlonas & Nassos 2013, 22)

2.5 CSR as a strategic approach

In 2006 it was argued by Porter and Kramer that the prevailing approaches to corporate responsibility were needlessly disconnected from the company's strategy and concealing opportunities for companies to generate social advantages while maintaining a competitive edge. According to Porter and Kramer (2006), corporations, which evaluate their social responsibility opportunities through the same frameworks used for core business decisions, may realize that CSR extends beyond being merely a cost, constraint, or charitable action, but rather can serve as a powerful driver for opportunities and competitive advantage. The authors propose that implementing a strategic approach to sustainable development that fits with the company's core strategies can act as a differentiator. They also observe that the majority of companies incorporate ESG aspects into their business operations in superficial and philanthropic approaches that lack strategic connection (Porter & Kramer, 2006). Porter and Kramer argue against the conventional notion that CSR is merely about philanthropy and

meeting societal expectations at a cost to the company. They assert that this does not balance out with a company's long-term objectives (Porter & Kramer 2006). As companies do not have the resources to battle all societal issues, they should focus their efforts to aspects they are suited to resolve, which can lead to shared value (Porter & Kramer 2006).

Porter and Kramer (2006) proposed that creating shared value as the primary objective for corporations appears to align with the societal expectations for corporate behaviour and this is subsequently outlined also by the Sustainable Development Goals (SDGs) adopted in 2015.

2.6 Sustainable Development Goals

The Sustainable Development Goals (SDGs) are a global effort of countries from all positions of the economic spectrum to bring sustainable prosperity to the attention of the public (United Nations No date). They acknowledge that for poverty to cease to exist, it is necessary for it to be combined with strategies that build economic development and to deal with various social needs consisting of educational, health, social protection and job opportunity matters, while also determinedly dealing with the issues of climate change and environmental protection (United Nations No date). It is recognised that all 17 SDGs are interconnected, so changes in one field of a goal will impact the performance of the others as well, and that progress must occur in social, economic and environmental sustainability (United Nations Development Programme no date).

Veikkaus' commitment to SDGs, also known as the Global Goals, can be viewed in detail on the table 2 below (Veikkaus 2023; UNDP no date).

Table 2: Responsibility programme (Veikkaus 2023)



As depicted in the table 2 above, the company conveys being a responsible corporate citizen and a positive influence on the society, by returning their yields to the society, cooperating with their stakeholders, being environmentally responsible and tackling climate change (Veikkaus 2023). Moreover, it has identified the Global Goals that correspond to the responsible corporate citizenship, number 3, good health and wellbeing, 8, decent work and economic growth, 13, climate action, 16, peace, justice and strong institutions, 17, partnerships for the goals (Veikkaus 2023; UNDP no date).

The group that the author of this study is going to be focusing on is the customers. The third SDG has been pinned to this stakeholder (Veikkaus 2023). The company is accountable to the customers in reducing the number of problem gamblers, whose problem is primarily caused by Veikkaus' games, preventing gaming caused detriments from happening and improving customers' experience on Veikkaus being a caring gaming provider (Veikkaus 2023). In addition, Veikkaus pledges that no underage gaming takes place, that the majority of customers are familiar with the games and their gaming habits, that most of the players play moderately and to react to abnormal gaming behaviour (Veikkaus 2023).

3 Gaming industry

The gaming industry is a controversial industry. Globally, it is large and greatly profitable, it relates to political and economic entities of the state. Together with the invention of the internet, on a global level the industry has become a main source of entertainment and it has seen a boom in its growth in the last two decades (Yani-de-Soriano, Javed & Yousafzai 2012).

3.1 Externalities and Responsible Gaming

All businesses generate impacts, indicating positive or negative effects by their actions on the economy, people and environment. An externality is an unpriced output from production. Gambling is a controversial industry that exhibits both positive and negative externalities as well as direct benefits and social costs (Grinols & Mustard 2001). Walker and Barnett (1999) clarify that these concepts are related, which can lead to confusion in the gambling literature. In the gaming industry benefits are often listed as government revenue, economic development, and job creation (Hing 2001). Hing (2001) asserts that problem gambling is the main negative social issue. Problem gambling is often used as the umbrella term to refer to a broader pattern of excessive gambling behaviour that leads to associated harmful effects (Blaszczynski, Ladouceur & Shaffer 2004). The negative effects become social costs such as decreased productivity, illnesses and stress, suicide and can extend to violence against family or other individuals (Walker & Barnett 1999). In the Macao gambling industry, it is perceived that organizations within this sector tend to highlight positive social impacts while

downplaying or concealing the negative effects, such as issues related to gambling addiction and health (Leung & Snell 2017).

Macao, a region in China, has the largest gambling industry in the global context (Leung & Snell 2017). A large proportion of related previous research investigates Macao as the gambling related issues are more prevalent in this region compared to other countries. Walker and Sobel (2016) have found that research has also developed through the growth of the industry in the USA.

Companies in the gambling industry often integrate CSR initiatives as a solution to mitigate the social costs and negative externalities. These are called responsible gambling initiatives, which can be viewed as a subset of CSR (Blaszczynski, Ladouceur & Shaffer 2004). These initiatives engage with stakeholders, primarily consumers, but also health service providers, community groups, governments and related agencies to address issues and maximize benefits (Blaszczynski, Ladouceur & Shaffer 2004). As with CSR, there is a lack of common definition for responsible gambling and thus there is no standard manner to conduct responsible gambling (Blaszczynski, Ladouceur & Shaffer 2004).

3.2 Finnish gaming industry

Gaming games in Finland are operated by Veikkaus Oy, whose ownership lies with the Finnish state (Ministry of the Interior no date). The monopoly system has been seen as the best way to fight against financial, social and health related detriments caused by gaming, and to inhibit misuse (Ministry of the Interior no date). As the Government Programme states the government will remodel the gaming system by opening it to competition, in the form of a licence model with 1 January 2026 being the deadline (Ministry of the Interior no date). The objective of the remodelling is to inhibit and decrease the aforementioned detriments caused by gaming and to better the channelling degree of the gaming system (Ministry of the Interior no date). Traditionally the proceeds earned through the gaming games have been invested in activities that benefit the public, for support (Ministry of the Interior no date). Starting from 2024, the proceeds of Veikkaus Oy are going to be utilised on the state dictated budget, without any predetermined purpose (Ministry of the Interior no date).

The lotteries act states that it is Veikkaus' obligation to offer games in a manner that looks after the legal protection of the participants of the games, with efforts to stop fraud and crime, and to limit and lessen the health, economic and social-based harms caused by its offerings as pointed out in its annual report (Veikkaus 2022).

The lotteries act was renewed and confirmed by the President of Finland at the end of 2021 (valtioneuvosto 2021). The focus of the renewal is on the minimisation of gaming detriment, enforcing intervention toward anti lotteries act-like marketing and orienting the gaming demand toward the framework of the lotteries act (valtioneuvosto 2021).

4 Customer perceptions

In business, consumption is the market demand defined as the willingness for consumers to purchase a product or service at a given price. In general, it is regarded that more consumption is better for business. Consumption in competitive markets is regarded as a core for economic growth. Consumption and especially overconsumption, however, have their consequences on the dimensions of ESG (Sheth, Shethia & Srinivas 2010). This condition is increasingly being awakened to as the unintended negative impacts overshadow the positive economical benefits (Sheth et al. 2010).

Literature of CSR effects on consumer perceptions and behavior toward a corporation is still limited and the early stages of research concentrate on certain markets (Oe & Yamaoka 2020). Pomeroy and Dolnicar (2009) find that although consumers hope to make sustainable decisions, the stakeholder group's awareness levels of CSR initiatives are low and thus CSR is more effective in theory than in practice. The authors state that companies are to more actively communicate their initiatives in order to reach better effectiveness in the marketplace. CSR initiatives are, however, increasingly developing positive attitudes toward consumer groups, but the impact of these differ not only on company level, but from market to market and also is affected by factors such as cultural background (Oe & Yamaoka 2020).

Literature finds that consumers tend to consider CSR and company image in their purchase decision-making, but that this is not necessarily true in all business segments (Alvarado-Herrera, Bigne, Aldas-Manzano & Curras-Perez 2015).

The impact of consumer power and support for CSR is especially noticeable in the case of scandals as customers are overall willing to buy products from companies that they trust and that actively engage in CSR activities (Oe & Yamaoka 2020). Oe and Yamaoka (2020) exhibit that poor social responsibility can lead to customers boycotting. Mulki and Jaramillo (2011) also add that business scandals make consumers skeptical of companies' motives. Corporate reputation is an intangible asset and is a valuable source of competitive advantage which is difficult to imitate (Kirkova & Esen 2018). Corporate reputation that is managed by corporate social responsibility seeks to mitigate perceived risks (Swaen, Demoulin & Pauwels-Delassus 2020). It has been studied that unethical behavior of companies is demonstrated in customer decisions as a lack in the willingness to pay for a product or service (Trudel & Cotte 2009).

Trudel and Cotte (2009) finds that consumers exhibit stronger behavior towards punishing unethical companies in comparison to rewarding companies for their ethical behavior. This supports the view that CSR is going towards the direction of a norm in the market.

Overall the lack of a common manner of measuring CSR within consumer purchasing provides difficulty in comparing studies (Alvarado et al. 2015). The authors argue that all theoretical approaches offer limitations (Alvarado et al. 2015). They provide the example of Carroll's pyramid that does not provide an element that measures real reactions of customers' purchasing (Alvarado et al. 2015). Juholin (2004) states that CSR is difficult to define because apart from legal obligations, it is a subjective matter. She further explains that responsibility for one company, may be irresponsibility for another company (Juholin 2004).

Mulki and Jaramillo (2011) list that technology development and global competition have expanded consumers' product awareness and availability of alternative products. This has initiated the increasing expectations of customers over companies' product sustainability. Consumers are constantly becoming more conscious of the intricate impact that their decisions have on the planet, from the methods that are utilised to manufacture an end product or service, to the materials that are selected for the product itself as well as its packaging, to the way the logistics are implemented, all aspects of the product manufacturing are reviewed (Saint-Gobain 2020). And not only, the product itself, but also the effects of the operations on the employees, the local communities and the environment and also the possible ramifications of the product or service to the customers themselves in the long term (Saint-Gobain 2020). Hence, they have become more selective when buying products or services and demand some certifications in some cases, for instance, responsibly sourced fish and coffee.

5 Methods

To undertake this study, quantitative methods were used for data collection and analysis. A quantitative study measures quantities and correlations between factors and attributes and is deductive in nature (Bowling & Ebrahim 2005, 190-214). This typically builds on top of existing knowledge and research on the matter, which provides an aspect of standardization to the methods (Bowling & Ebrahim 2005, 190-214). The research methods for undertaking this study draws principally from this particular literature from Bowling and Ebrahim (2005, 190-214), which touches upon research methods from similar socio-political backgrounds. The authors identify that a survey is the most common tool whereby research is first initiated before testing hypothesis through the quantitative experiment (Bowling & Ebrahim 2005, 190-214). Derek Watson (Mark Proctor 2018) depicts that similar survey-based studies often lack the integration of previous research in the data collection and analysis phases of a study,

which typically supports the ability to group findings into themes picked from previous market knowledge.

In the case of this study a deductive approach of a survey is justified as the aims principally concern the understanding of CSR implementation and customer behaviour within industries globally as well as in the market and investigating if the initiation of the similar phenomenon in the gambling industry applies with a positive customer perception relationship. A survey is a method for collecting information from a certain population of interest, that is called a sample (Bowling & Ebrahim 2005, 190-214). As with most surveys, this study exhibits a questionnaire-based survey on the research subject and questions individuals from the target population as specified in the sample section.

5.1 Research design considerations

As articulated earlier, the aim of this research is to develop an understanding of the extent that CSR is being made operational as a concept in the gambling business and what this could mean in terms of customer behaviour and its impact on the industry in Finland. This study argues that customers are as strong of a driver for the gambling industry to incorporate CSR practices to its business as is factually mandated by legislation in Finland. Having opted to structure the study as a survey using quantitative methods, the first step involved constructing the survey within the themes that had appeared from background research as suggested by Derek Watson (Mark Proctor 2018). Several themes and boundaries were identified for this study especially within the area of CSR and customer behaviour, which formed the basis for the questionnaire. A few market segmentation questions were added, which allowed for comparison between demographics such as age groups and gender.

5.2 Sample

In statistics, a population is the aggregate of individuals or objects and since the population often contains too many members, a sample from the population is used for estimates of characteristic of behaviour in the population (Bowling & Ebrahim 2005, 190-214). A sampling frame in the context of a survey study is the group of members from the target population from which the sample can be drawn. Decisions about a sample size were made with reference to the population as well as through discussions with company representatives. Due to this study targeting the customers of a specific company, Veikkaus, this provides the target population from which the sampling frame was drawn. A random probability of the sample is achieved in the setting of this frame of representation. That is the source of data in terms of participants to the survey was viewed such that individuals which identified as Veikkaus customers would contribute to the overall aims of this study. A total of 127 survey results were collected from within this target group. Although this sample size was discussed as

appropriate with the company representatives for the purposes of this study, limitations in especially subgroup analysis exist and affect the power of the findings.

5.3 Data collection and analysis

A total of 53 quantitative surveys were carried out at Veikkaus gaming premises, Veikkaus game arcades, during 15-16.11.2023 (one survey per participant) and 74 of the same survey were collected from online platforms of LinkedIn, Instagram and Facebook during 10.11.2023-4.12.2023. The use of multiple platforms is in order to reach a wider variety in the target population. The on-site approach of collecting survey data from Veikkaus arcades was initially thought as the primary means of reaching the target group, however research indicated that social media platforms contribute effectively to addressing the research question considering the target group. For example, certain demographics are assumed to prefer online platforms for gambling as opposed to arcades and especially these could be viewed as critical customers from the point of view that they could be lost to online competitors in the case that they do not value Veikkaus' CSR initiatives. This justified as the main reasoning for the use of multiple platforms for data collection as a research strategy for this study.

The same information was collected from each survey participant, meaning that questions remained fixed throughout the data collection period, which is a common feature of survey samples (Bowling & Ebrahim 2005, 190-214). Also, one individual was provided only a single opportunity to participate in the survey. The survey consisted of 18 questions within which 9 were multiple choice, 2 were optional open-ended questions and 7 were from a numerical scale of 1-5. The options for the scale values varied, adapting in accordance with the nature of the question. The author created the questionnaire to be available in both Finnish and English. At the end 47 responded in English and 80 in Finnish. The survey questions can be found in the appendix, in both languages. Due to this study being designed to not only meet the requirements of a thesis but also to fulfil the customer insight needs of the commissioning company, Veikkaus, questions 5-8 were not utilised for the purposes of this thesis. These questions relate to customer perceptions and preferences in relation to channel use.

Following the data collection, the input was considered the empirical data for study and was structured using Microsoft Excel. The data was reviewed, combined as well as visualized in order to make it comprehensible for analysis. The empirical data was interpreted in order to establish themes in the data for analysis and findings. Operations included categorization and comparison.

5.4 Limitations and the scope of the study

The scope of the study is set to the gaming industry in Finland and excludes casinos. This exclusion is due to the casino segment being operated as a separate body, whereby the

customer registry and membership card differ from the other Veikkaus games (Casino Helsinki no date). The study also limits to social sustainability as this links highly to the registration campaign, which is at the core of the company's responsibility agenda. Veikkaus' corporate responsibility also includes mitigating environmental impacts of its operations (Veikkaus 2022).

While the research methods chosen, have been based on previous academic research and can offer insight into customer perceptions of Veikkaus' responsibility in the Finnish gaming industry, as with all studies, certain limitations impact the reliability and validity of results. Consumer perceptions are an ever-evolving landscape, which are impacted by demographics. While certain demographic characteristics were included in the study such as age and gender, educational background for example was left out to keep the questionnaire at a reasonable length. Furthermore, as mentioned in the sample demographics section of this thesis, certain demographics were represented less in comparison to others and this visibility provided limitations in the analysis by the subgroups.

CSR is a complex system which is context dependent. Thus, the results could be limited to the gaming industry in Finland and may not be generalized globally. Furthermore, the knowledge of customers' awareness of sustainability issues within the context of a gaming industry could be limited. Bias can appear in various stages of the study. The questionnaire could be exposed to response bias of for example positive bias. Pomeroy and Dolnicar (2009) state this could appear in questions that relate to an objective awareness measure. This is because respondents are asked to self-assess their level of awareness (Pomeroy & Dolnicar 2009).

6 Results and Analysis

Companies are to a greater extent held accountable for their behavior by increasing legislative interest. The European Union is aiming to shift capital flows to the direction which supports the UN agenda for sustainable development (European Commission 2018). These aims have extended to the gaming industry in Finland. In the backdrop of debate over benefits and impacts of CSR in various industries, stakeholder understanding is crucial in the search for financial value of corporate actions. Notably, this study focuses on customer perceptions in the evaluation of the tools for best practices in balancing the social sustainability actions in the gaming market. The purpose for the following results is to provide further knowledge, which can extrapolate developments in the CSR practices of Veikkaus. Empirical data gathered in the survey are summarized and analyzed in this chapter.

6.1 Sample Demographics

For market segmentation purposes, demographic related questions 1-4 (Appendix 1 & 2) were included, to build an understanding of the respondents' background. This further allows for data analysis of customer perceptions on sustainability in the Finnish gaming industry between the different customer segments. Furthermore, in terms of reliability it also provides visibility to limitations of this study, with regards to the scenario of only certain demographical backgrounds being represented.

The age distribution of the sample is divided to 10% being 18-24 years old, 37% being 25-34 years old, 13% being 35-49 years old, 20% being 50-64 years old, 12% being 65-79 years old and 8% being over 80 years old, as depicted in figure 5 below. Evidently, the dominant group is that of 25-34-year-olds.

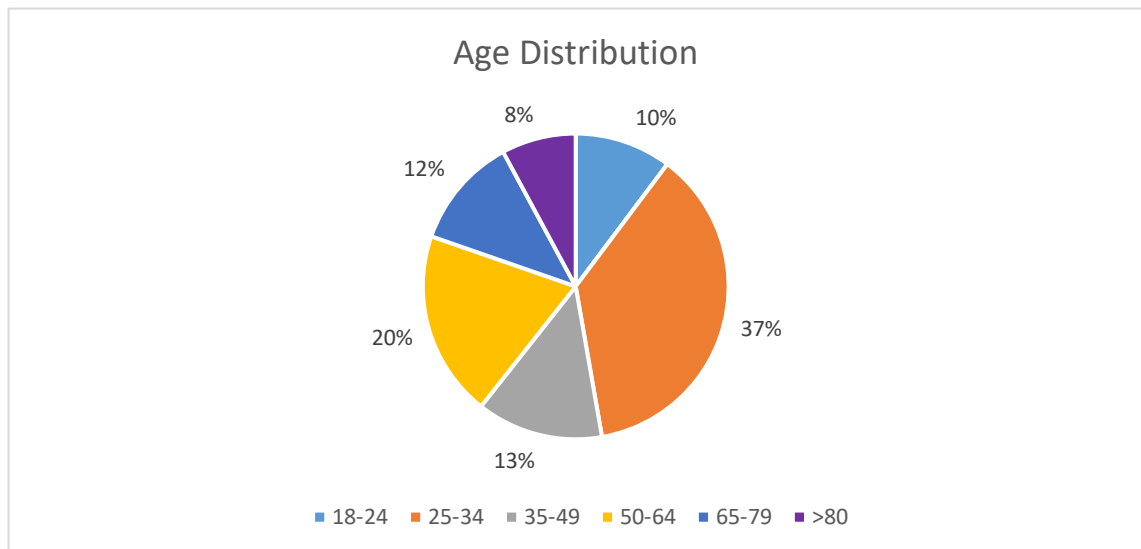


Figure 5: Age Distribution, based on responses of survey question 1

The gender distribution included 4 categories, illustrated on figure 6 below, female with 33%, male with 64%, other with 2% and those who preferred not to say with 1%. Almost 2/3 of the respondents identified as males and 1/3 as females. The remaining respondents' groups were excluded from any gender subgroup analysis, as they were insufficient in size for the results to be deemed reliable.

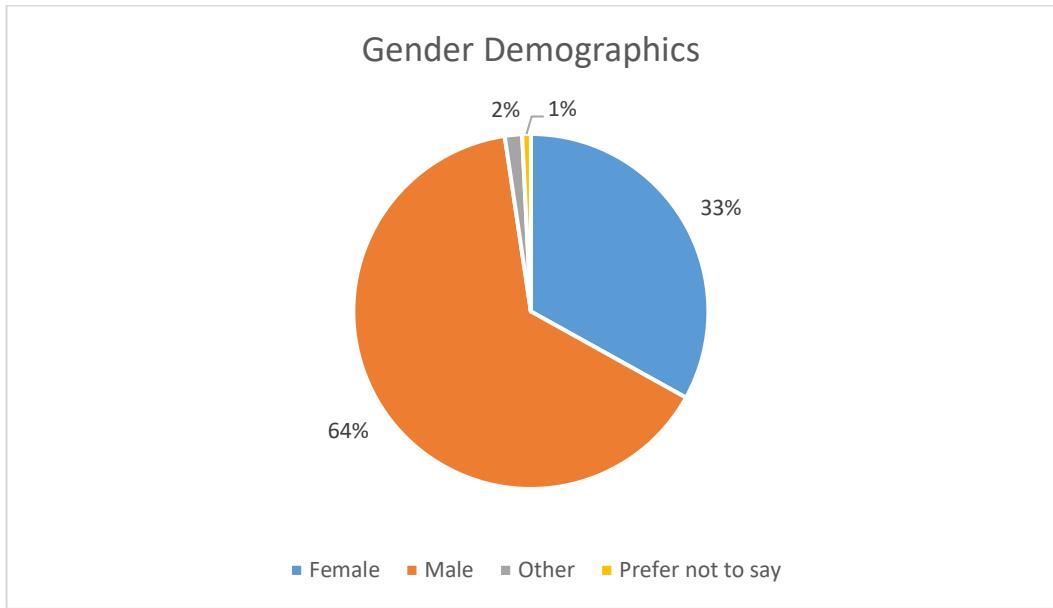


Figure 6: Gender Demographics, based on responses of survey question 2

As demonstrated in figure 7, the most preferred channel to play Veikkaus' games on is Veikkaus' points of sale, that includes shops like: R-Kioski, K-Supermarket and Prisma, with 34%, in second place is the group of smartphones and tablets with 32%, in third come the Veikkaus' game arcades with 24% and the last place is held by PCs with 10%.

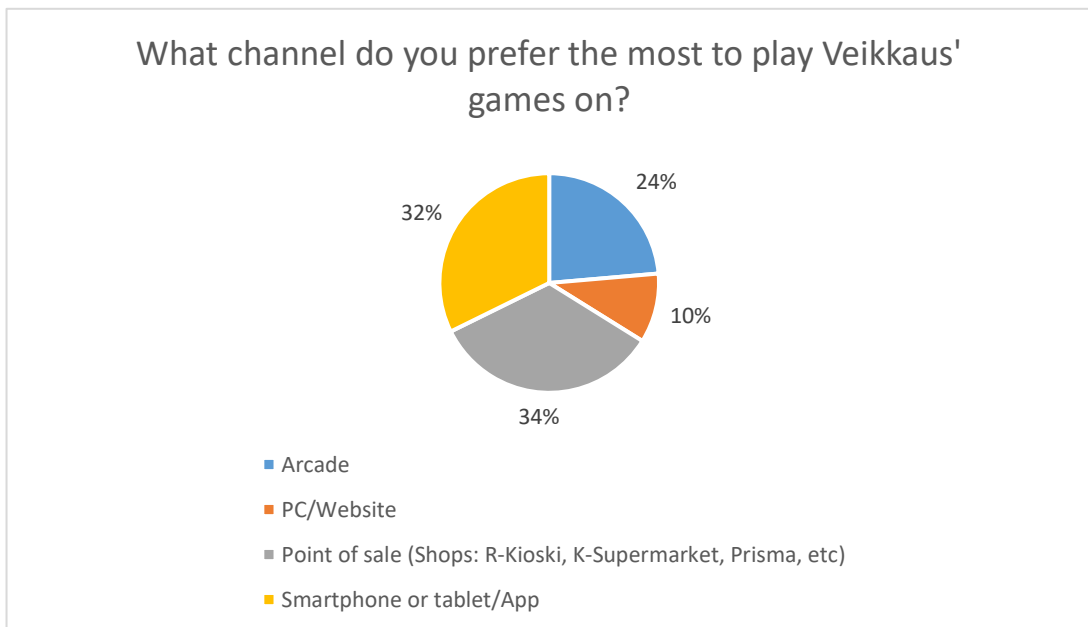


Figure 7: Customers' channel preferences, based on responses of survey question 3

The majority (66%) of respondents regarding the registration as Veikkaus members question had registered prior to 2022, as seen in figure 8, followed by the group that intends not to

register with 14%, the group that had registered in the year of 2023 with 8%, the group that had registered in the year of 2022 with 6%, the group that is going to register in the future with 4% and lastly the group that was about to register right now with 2%.

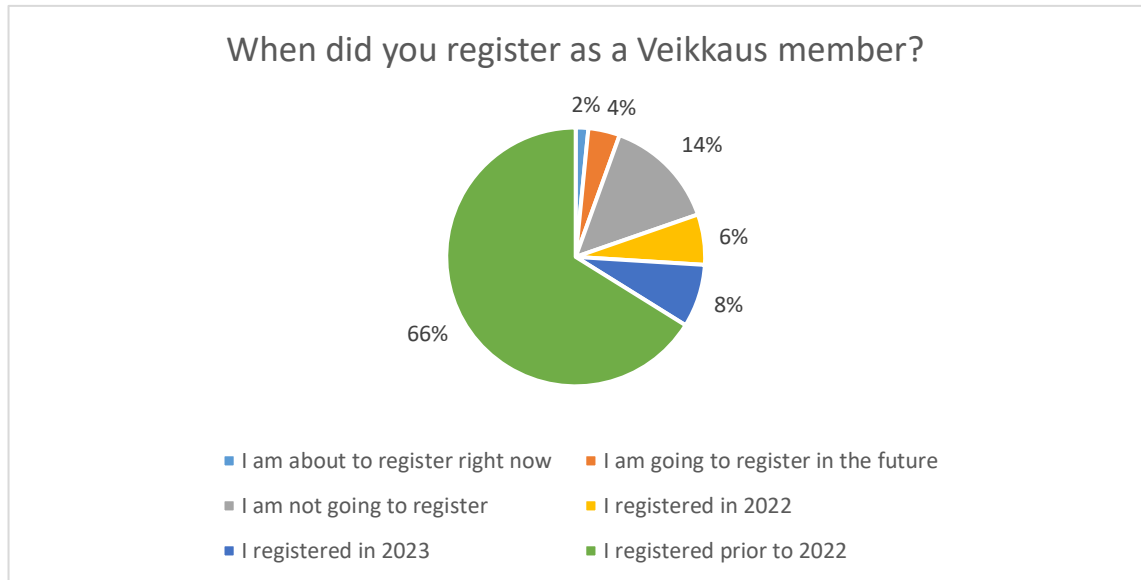


Figure 8: Customer registration period, based on responses of survey question 4

6.2 The Role of Responsibility in the Gaming Industry

As previous empirical research finds that CSR varies largely across countries and industries, one milestone of the survey for this study is to find whether sustainability is valued in the gaming industry overall. Nearly 60% of respondents assert that responsibility plays a big role in the gaming market and in choosing their gaming provider as shown in figure 9 below. On average the question “how big of a role does responsibility have in choosing your gaming provider” received a score of 3.5 from a scale of 1-5. This provides results that there is an opportunity for return on investment in terms of implementing responsibility in the gaming industry in Finland and there is potential to garner the desired consumer engagement. It is simultaneously to be noted that 21% of the respondents feel that responsibility plays rather a small factor in their choice of gaming provider. This result is on average higher among males than females but has no clear trend within the different age groups of the sample.

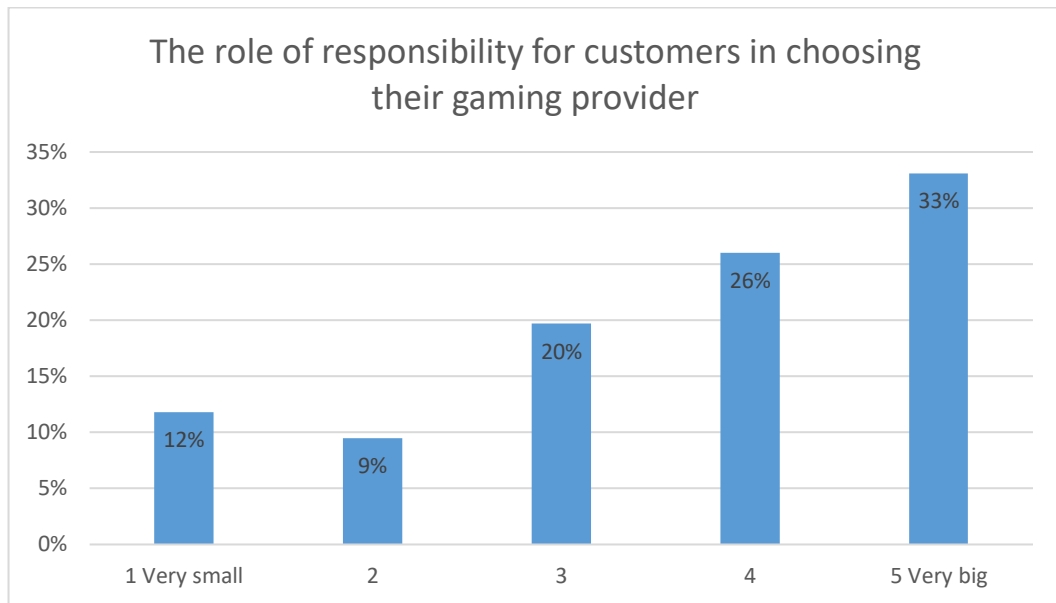


Figure 9: The role of responsibility for customers in choosing their gaming provider, based on responses of survey question 13

As explained earlier in the sample section, this source of data in terms of participants to the survey includes individuals which identified as Veikkaus customers (registered or unregistered). On average the sample group that identified as registered customers provided a score of 3.6 while those who were not going to register provided a value of 3.3 and those who were going to register in the future have an average score of 4.2. Thus, the group which does not see the value in registering on average feels a slightly smaller value in the role of responsibility, however there is no significant difference to the group of already registered.

6.3 Drivers for customer registration

As it is accomplished that CSR can appear very different in various industries, this study dives deeper into the customer perceptions of the sustainability initiatives that are being implemented in the gaming industry by Veikkaus. Veikkaus' main CSR related initiative and at the core of the company's responsible development strategy lies in their registration campaign. Among benefits the company lists that registration allows for data that enables development of customer experience, incorporation of responsibility measures and safety of gaming (Veikkaus 2022). The registration campaign overall was perceived positively among the survey respondents as demonstrated in figure 10 below. The question "How do you view Veikkaus' registration campaign" calculates an average score of 3.8 from a scale of 1 to 5, which is rather high. The older generation perceived the registration campaign very positively with 60% of ages 50-64 and 65-79 as well as 50% of over 80 choosing the maximum score of 5 for this question.

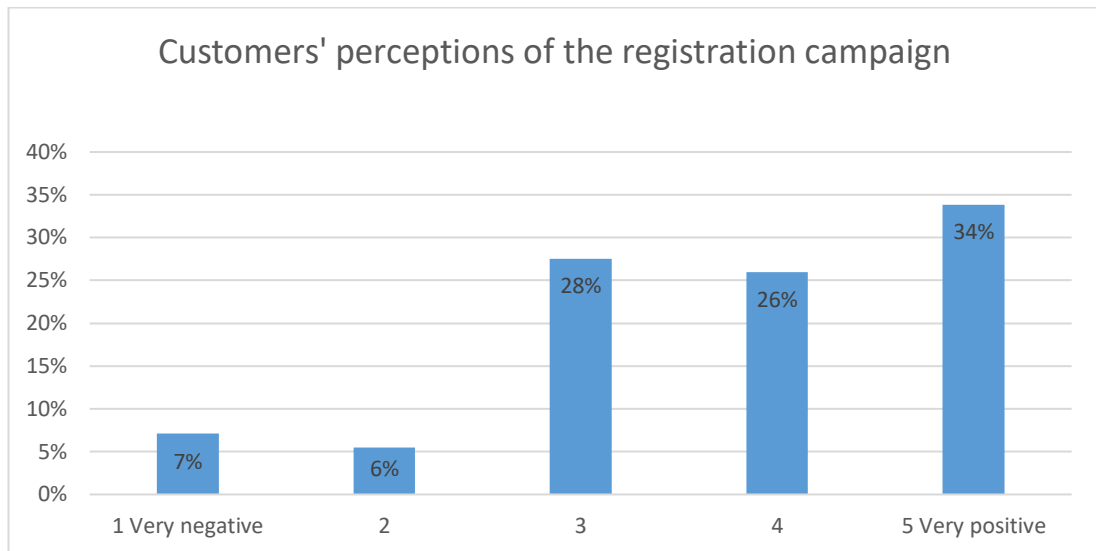


Figure 10: Customers' perceptions on registration campaign, based on responses of survey question 11

Strategically the survey was formulated so that customers were first asked about the drivers for their registration. This is for the reason to not bias the customers initially with sustainability related questions, to capture customer understanding into the registration campaign. The results demonstrate that although customers later in the survey perceive sustainability as an important factor for their decision-making (figure 9 above), they have not chosen sustainability related drivers for their registration (figure 11 below). Responding to this question allowed for the respondent to choose multiple drivers. Only 15% of the 127 survey respondents felt that registration for the good of themselves or the society was a driver for their registration. From the individuals that answered they have not registered yet, no respondents also chose that it would be good for them or the society. The 15% of respondents which identified social responsibility as a driver for their registration had no division between gender or age.

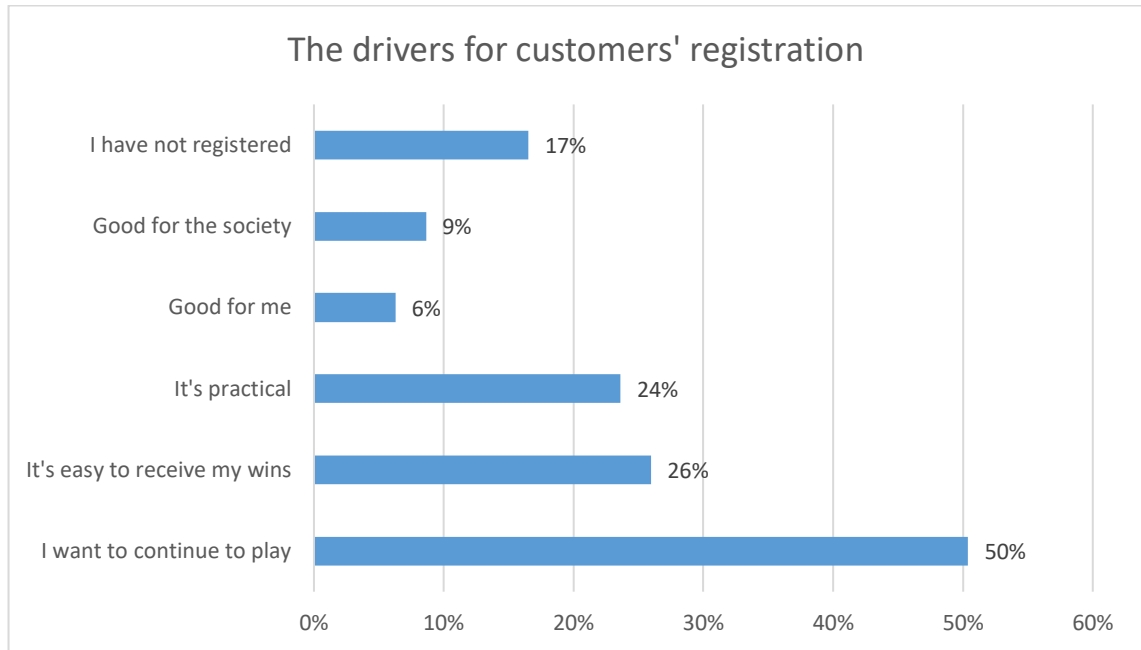


Figure 11: The drivers for customers' registration, based on responses of survey question 9

Kantar has similar findings in their sustainability sector index containing consumer data across sectors (2023). Kantar (2023) finds that 57% of consumers feel that it is really difficult to tell which products or services are good or bad ethically or environmentally. They conclude the customer trust is at the edge due to miscommunication and misguided strategies (Kantar 2023). Kantar (2023) further suggests that across sectors, companies should prioritise the various consumer groups and frame their strategy to focus on the purpose which resonates with people. They also highlight the importance of engaging communication (Kantar 2023). Similar conclusions could be drawn from the results of this survey. The results for this question potentially portray that consumers want to incorporate social responsibility to their decision-making, but are not able to recognize what sustainability means in the context of the gaming industry or perhaps solely the registration campaign. Kantar finds similar conclusions also in their 2021 sustainability infographic, which focuses on the European market. Kantar (2021) finds that "70% think that people don't have enough information about how ethical/sustainable different products are". This also supports Pomeroy and Dolnicar (2009) finding that consumers wish to make sustainable decisions, however awareness levels for CSR initiatives remain lower.

6.4 Customer awareness of responsible gaming tools

In the survey the awareness level of consumers regarding responsible gaming and the tools was inquired and the results indicate a relatively high level of awareness as portrayed in figure 12. In relation to the previously discussed results, this could indicate that customers have not made the association of the registration campaign as the enabler for responsible

gaming tools. Alternatively, this could be analyzed as customers expecting of Veikkaus to behave responsibly, while believing it is not also their responsibility. This is also a finding similar to Kantar (2021) that states that “61% of consumers feel like sustainability is not their responsibility but it’s up to businesses/producers”.

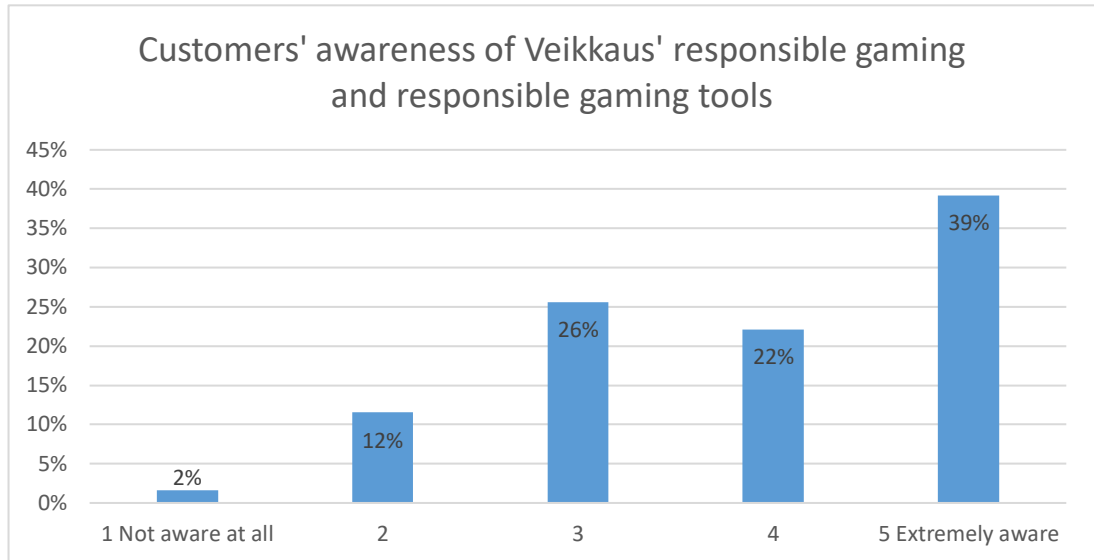


Figure 12: Customers’ awareness of Veikkaus’ responsible gaming and responsible gaming tools, based on responses of survey question 12

On average the respondents support the development of the responsible gaming tools as the results suggest that at least 60% find it likely, that the further development of responsible gaming tools will lead to choosing a Finnish gaming provider (figure 13). This is another element which provides support for a result that customers value responsibility.

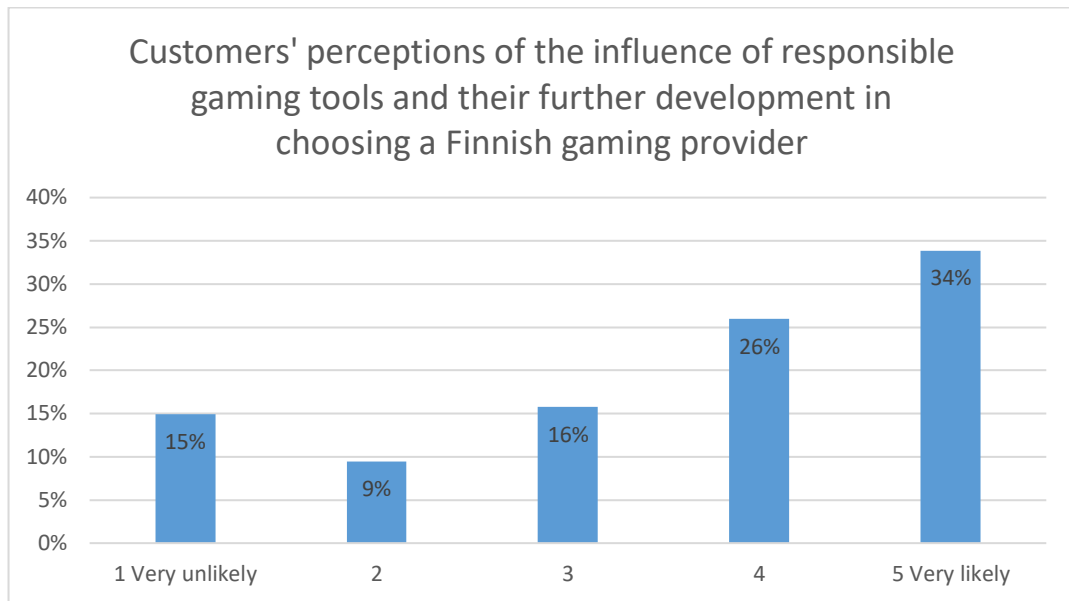


Figure 13: Customers' perceptions of the influence of responsible gaming tools and their further development in choosing a Finnish gaming provider, based on responses of survey question 15

6.5 Noticeability of sustainability efforts

Finally, this study attempts to grasp the perceptions of consumers with regards to how Veikkaus as a brand is perceived in terms of sustainability and how the company compares to other industries. Customers often take into account CSR and company image when making purchasing decisions, but that this is not universally applicable across business segments (Alvarado-Herrera et al. 2015).

The noticeability of Veikkaus' sustainability efforts in comparison to other industries as perceived by Veikkaus' customers is demonstrated in figure 14 below. On average the question "How noticeable are Veikkaus' sustainability efforts in comparison to other industries you engage with?" received a score of 3.2 from the scale of 1-5, which is rather neutral in comparison to other results from the same sample group. The averages of the sustainability related scale-based questions are compared in table 3 later in the report. Respondents find Veikkaus' sustainability efforts somewhat noticeable, but not highly prominent in comparison to other industries they engage with. Especially the age group of 25-32 on average provided this question a score of 2.8 indicating that they rather find other companies' sustainability efforts more noticeable. In terms of other demographics there were no drastic divergences from the average. Pomeroy and Dolnicar (2009) state that firms should more effectively communicate their initiatives in order to reach better effectiveness in the marketplace. This is also disclosed by Kantar as mentioned earlier (Kantar 2023).

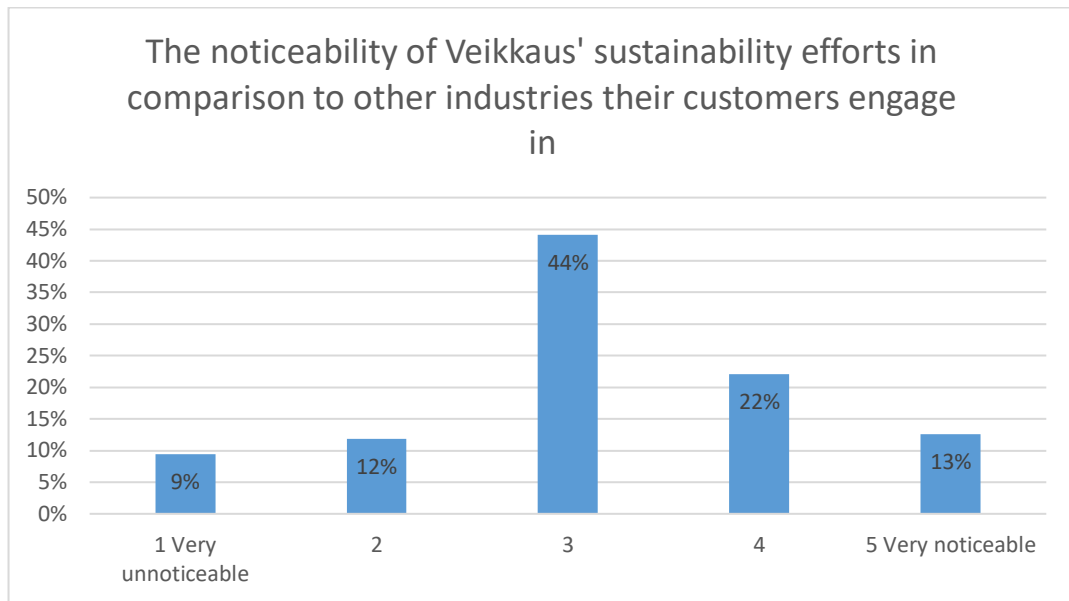


Figure 14: The noticeability of Veikkaus' sustainability efforts in comparison to other industries their customers engage in, based on responses of survey question 14

Customer perceptions on Veikkaus' responsibility is demonstrated in figure 15 below. On average respondents scored Veikkaus at 3.4 from a scale of 1-5 in terms of a sustainable company through the question "How responsible is Veikkaus in your opinion". This suggests that respondents view Veikkaus as moderately responsible, but there is room for improvement, if compared to how consumers perceive where Veikkaus potentially could be in terms of sustainability and its future direction as portrayed in figure 15 below. It is not considered entirely lacking in responsibility, however, and only 1% feels that Veikkaus is not at all operating responsibly. While there are no significant statistical differences between gender, the older age groups perceive Veikkaus as more responsible in comparison to the younger age groups. This is also portrayed in table 3.

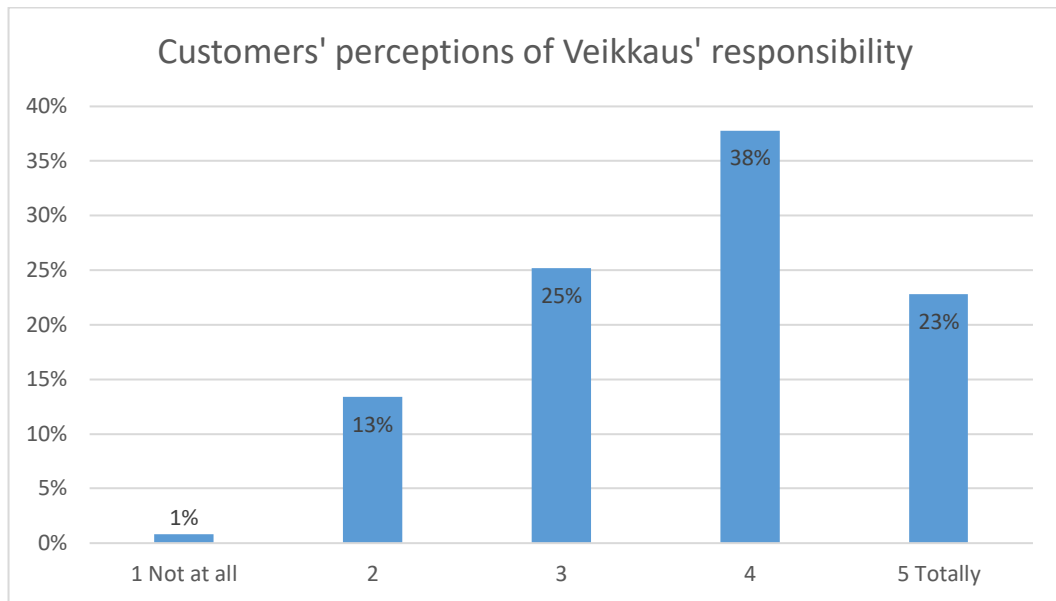


Figure 15: Customers' perceptions of Veikkaus' responsibility, based on responses of survey question 16

This survey attempted to catch consumer perceptions with regards to the degree that Veikkaus drives progress on social responsibility (figure 16). On average this question receives a score of 3.7 which indicates that Veikkaus' customers perceive the company as becoming more responsible, suggesting a positive trend in the eyes of the customers. Females are slightly more optimistic than males in their perception of Veikkaus' direction with 74% of females and 62% of males answering higher scores of either 4 or 5.

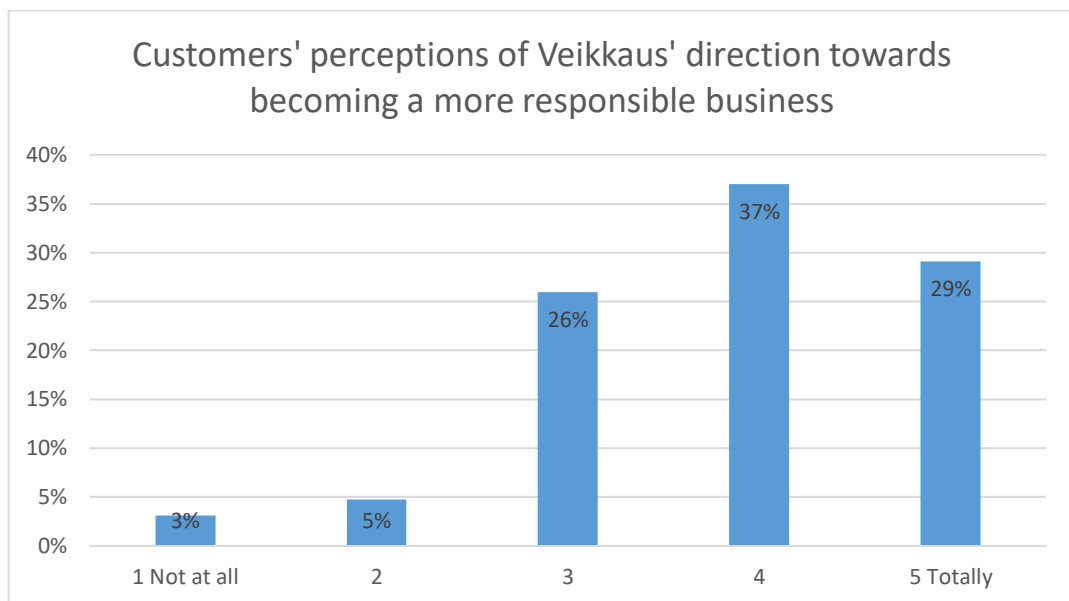


Figure 16: Customers' perceptions of Veikkaus' direction towards becoming a more responsible business, based on responses of survey question 17

In summary the average scores for the scale-based sustainability questions suggest a rather positive sentiment towards Veikkaus responsibility agenda. Consumers overall value responsibility in the Finnish gaming industry. In table 3, the average scores for each question within all age groups as well as the total averages are displayed. The average scores for age groups which fall below the total average for a question are highlighted. Results indicate that older generation provided a higher sentiment towards sustainability in their decision-making as well as their perceptions for Veikkaus' sustainability agenda. This indicates that the younger generation is more critical towards Veikkaus' responsibility and CSR initiatives as well as their own awareness of sustainability within the gaming industry. They also feel Veikkaus CSR initiatives are not as noticeable compared to other industries.

Table 3: Summary of averages for scale-based sustainability questions across age groups, based on survey questions. The lowest averages have been highlighted in yellow.

Question/Age group	18-24	25-34	35-49	50-64	65-79	>80	Average from Total
How do you view Veikkaus' registration campaign? 1 (very negative) - 5 (very positive)	3,9	3,6	3,9	4,0	3,9	4,0	3,8
How well do you know of Veikkaus' responsible gaming and responsible gaming tools? 1 (not aware at all) - 5 (extremely aware)	3,3	3,4	3,8	4,0	4,0	4,1	3,7
How big of a role does responsibility have in choosing your gaming provider? 1 (very small) - 5 (very big)	3,2	3,3	3,1	4,0	3,9	4,1	3,5
How noticeable are Veikkaus' sustainability efforts in comparison to other industries you engage with? 1 (very unnoticeable) - 5 (very noticeable)	3,5	2,8	3,2	3,6	3,2	3,4	3,2
Do responsible gaming tools and their further development influence you in choosing a Finnish gaming provider? 1 (very unlikely) - 5 (very likely)	3,2	3,3	3,5	3,9	4,1	4,1	3,6
How responsible is Veikkaus in your opinion? 1 (not at all) - 5 (totally)	2,7	3,2	3,6	3,8	3,5	3,8	3,4
Is Veikkaus becoming a more responsible business? 1 (not at all) - 5 (totally)	3,3	3,4	3,5	4,2	4,3	4,1	3,7

7 Conclusion and recommendations

The information age means increasingly aware customers, and in return that means selective purchasing, as a result it seems natural that customers would prefer responsibly and sustainably operating companies when choosing products or services. Together with the rise of the megatrend of Corporate Social Responsibility, the business world has witnessed a shift in its ideology, from a shareholder oriented one to a stakeholder one. Concentrating solely on creating profit and satisfying the shareholders is not seen as a sustainable approach and is imbalanced accountability wise. Stakeholders are seen as a valuable part of running a business and if integrated properly, through systematic interaction, they can provide additional capital to the company. The topic of sustainability is no longer discussed (or limited or premised to) in the context of the environmental aspect only, the economic and social aspects are seen as equally significant and for companies finding the balance between the three is key.

Some scholars believe that Corporate Sustainability and Responsibility, another term for CSR, has failed in its initial purpose, and for there to be hope of a sustainable planet, a systemic approach of CSR must occur, wherein sustainable practices are integrated to the core of the business strategy.

Even though, CSR has “infiltrated” each industry and is context dependent, there is limited research on CSR in the gaming industry. It could partly be explained by the fact, that it is a controversial industry, therefore the threshold is higher than in others. Prior studies mainly center around Macao China, the world’s biggest gambling hub. Based on the knowledge of previous research, the author of this study conducted quantitative research in the form of a survey to bridge the gap. The aim of this work is to examine Veikkaus’ customers’ perceptions on the responsibility of the company, through the ongoing compulsory registration campaign and to determine its impact on the business.

Responses were collected via on-the-spot interviews in a game arcade of the commissioning company Veikkaus and the posting of the survey on social media platforms. The response total target of Veikkaus was reached to fulfil the needs of a sample for data analysis.

The Finnish gaming industry has been operating under a monopoly, as it has been viewed as the responsible approach for this controversial industry. Directors of the company itself, have been raising the question of the functionality of the current system. The Finnish government has announced that there is going to be a transition to a licensing-based model.

As hypothesised this research demonstrates that customers are another market force which drives and values sustainability in the gaming industry, along with legislation. Similar conclusions have been made in consumer studies of Finland on CSR. This study finds that

responsibility acts as a significant factor in the gaming market and for customers in choosing their gaming provider.

Although, Veikkaus' registration campaign was overall perceived positively among survey respondents, sustainability proved not to be a driver for their registration. This potentially indicates that consumers are incapable of associating the registration campaign with responsible initiatives. This conclusion is based on findings that customers want to incorporate social responsibility to their decision-making and indicate relatively high level of awareness to Veikkaus' responsible gaming tools. This is further reinforced by the findings on Veikkaus' sustainability initiatives in comparison to other industries, that indicate recognition but not prominence in noticeability. Finally, customers view Veikkaus currently as a moderately responsible company, consequently there is room for development, that Veikkaus' is already striving for in the opinion of their customers. Older generations view Veikkaus in more responsible light in contrast to younger ones, according to the results.

As the younger customers are more critical of Veikkaus' responsibility and their awareness of it, it could be suggested that connecting responsibility generated actions more clearly in their communications and across channels could be beneficial, as it would bring clarity and awareness to the purpose. Committed dialogue between the company and the stakeholders offers the constant possibility for the development and betterment of the company. There is an open opportunity for the commissioning company to cater to its customer base, which values sustainability and grow to resonate to modern expectations, beyond legislative demands.

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Appendix 1: Google Forms questionnaire in English

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Veikkaus registration and sustainability centered questionnaire (Anonymous)

This questionnaire is the basis for a business management student's thesis on Veikkaus customers' registration behaviour and perceptions of the company's sustainability.

1. Choose your age group: *

- 18-24
- 25-34
- 35-49
- 50-64
- 65-79
- >80

2. Choose gender: *

- Male
- Female
- Other
- Prefer not to say



3. What channel do you prefer the most to play Veikkaus' games on? *

- PC/Website
- Smartphone or tablet/App
- Arcade
- Point of sale (Shops: R-Kioski, K-Supermarket, Prisma, etc)



4. When did you register as a Veikkaus member? *

- I registered prior to 2022
- I registered in 2022
- I registered in 2023
- I am about to register right now
- I am going to register in the future
- I am not going to register



5. What registration channel do you prefer? *

- Website
- Mobile app
- Veikkaus' arcade

⋮

6. Evaluate the following options to register yourself as a Veikkaus card member. How natural and easy are they to you? *

	Easy	All the same / Indifferent	Difficult
Website / e-banking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile App / e-banking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arcade / ID card	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

⋮

7. What defined your registration method? *

- Ease
- Chance
- Need
- I have not registered

⋮

8. Where did you hear about Veikkaus' compulsory registration? *

- Tv commercial
- Newspaper advertisement
- Social Media advertisement
- Radio advertisement
- Friends and family
- Other



9. What are or were the drivers for your registration? *

- I want to continue to play
- It's easy to receive my wins
- It's practical
- Good for me: identified gaming enables me to follow my own gaming and the use of responsible gaming ...
- Good for the society: identified gaming and the responsible gaming tools that come along with it, reduce ...
- I have not registered
- Other...

10. Other feedback about the mandatory registration?(Optional)

Long answer text

11. How do you view Veikkaus' registration campaign? *

- | | | | | | | |
|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very negatively | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very positively |

12. How well do you know of Veikkaus' responsible gaming and responsible gaming tools? *

- | | | | | | | |
|------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Not aware at all | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Extremely aware |

13. How big of a role does responsibility have in choosing your gaming provider? *

- | | | | | | | |
|------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------|
| | 1 | 2 | 3 | 4 | 5 | |
| Very small | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very big |

⋮

14. How noticeable are Veikkaus' sustainability efforts in comparison to other industries you engage with? *

Very unnoticeable 1 2 3 4 5 Very noticeable

⋮

15. Do responsible gaming tools and their further development influence you in choosing a Finnish gaming provider? *

Very unlikely 1 2 3 4 5 Very likely

16. How responsible is Veikkaus in your opinion? *

Not at all 1 2 3 4 5 Totally

⋮

17. Is Veikkaus becoming a more responsible business? *

Not at all 1 2 3 4 5 Totally

18. What could Veikkaus do to become more responsible? (Optional)

Long answer text

.....

Appendix 2: Google Forms questionnaire in Finnish

Questions Responses 80 Settings

Veikkauksen rekisteröintiin ja kestävään kehitykseen keskittyvä kysely (Anonyymi)

Tämä kyselylomake on osa liiketalous opiskelijan opinnäytetyötä, jonka aiheena on Veikkauksen asiakkaiden rekisteröinti käyttäytyminen ja käsitys yrityksen kestävästä kehityksestä.

1. Valitse ikäryhmäsi: *

18-24

25-34

35-49

50-64

65-79

>80

2. Valitse sukupuolesi: *

Mies

Nainen

Muu

En halua kertoa



3. Missä kanavassa mieluiten pelaat Veikkauksen pelejä? *

- Tietokone / Verkkosivut
- Älypuhelin tai tabletti / Sovellus
- Pelisali
- Myyntipiste (R-Kioski, K-Supermarket, Prisma, yms.)



4. Milloin olet rekisteröitynyt Veikkauksen etuasiakkaaksi? *

- Olen rekisteröitynyt ennen vuotta 2022
- Olen rekisteröitynyt vuoden 2022 aikana
- Olen rekisteröitynyt vuoden 2023 aikana
- Olen nyt rekisteröitymässä
- Rekisteröidyn tulevaisuudessa
- En ole rekisteröitymässä



6. Arvioi alla olevia rekisteröinti tapoja - kuinka luontevina pidät niitä omalta kannaltasi? *

	Helppo	Samantekevä	Vaikea
Nettisivu / verkkopankki...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobiilisovellus / verkko...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pelisali / henkkarit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Mikä määrittää rekisteröitymistavan? *

- Helppous
- Sattuma
- Tarve
- En ole rekisteröitynyt

8. Mistä kuulit rekisteröitymistarpeesta? *

- Televisiomainos
- Sanomalehtimainos
- Sosiaalisen Median mainos
- Radiomainos
- Ystäviltä ja perheeltä
- Muu

9. Mikä on tai oli motiivisi rekisteröityä? *

- Haluan mahdollistaa pelaamisen
- Saan voittoni talteen
- Kätevää
- Minun hyväksi: tunnistautuneena pelaaminen mahdollistaa minulle oman pelaamisen seurannan ja vast...
- Yhteiskunnan hyväksi: tunnistautunut pelaaminen ja sen mukanaan tuomat vastuullisuustyökalut vähent...
- En ole rekisteröitynyt
- Other...

16. Miten vastuullinen Veikkaus on mielestäsi? *



	1	2	3	4	5	
Ei yhtään	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Täysin

17. Onko Veikkaus menossa vastuullisempaan suuntaan? *

	1	2	3	4	5	
Ei yhtään	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Täysin

18. Mitä Veikkaus voisi tehdä ollakseen vastuullisempi? (Valinnainen)



Long answer text
