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Rola wartości osobistych dla reakcji na społeczną odpowiedzialność biznesu

The role of personal values in consumers' reactions to Corporate Social Responsibility

Wraz ze wzrostem liczby firm wdrażających politykę społecznej odpowiedzialności (*corporate social responsibility*, CSR) coraz istotniejsze staje się pytanie o odbiór społeczny tego typu zaangażowania ze strony biznesu. Prezentowane badania miały na celu zidentyfikowanie różnorodnych postaw konsumentów wobec CSR i zrozumienie psychologicznych uwarunkowań owych postaw. W badaniu 1, ilościowym, na próbie reprezentatywnej ($N = 1055$) wyodrębniono sześć segmentów konsumentów różniących się postawami wobec zaangażowania firm w działalność CSR. Badanie 2, jakościowe, pokazało, że różne reakcje konsumentów wobec CSR są konsekwencją ich odmiennego systemu wartości (według teorii Schwartz, 1994). Pozytywnym postawom wobec CSR sprzyjają wartości z obszaru *przekraczania siebie* (widoczne u Spełnionych Realistów i Wrażliwych Intelktualistów). Natomiast wartości z obszaru *umacniania siebie* sprzyjają mniej otwartości na CSR (widoczne u Wykluczonych Frustratów i Korpoegoistów). Dla otwartości na działania CSR firm znaczenie ma nie tylko treść, lecz także zrównoważenie systemu wartości. Niespójność wyznawanych wartości (przejawiająca się wysoką oceną wartości ze sobą sprzecznych) w grupach wysoko ceniących *przekraczanie siebie* (Pasywni Pozerzy, Wrażliwi Intelktualiści) powoduje, że postawy wobec CSR są mniej pozytywne i skłonność do zaangażowania w działania inicjowane przez firmy jest mniejsza.

Słowa kluczowe

społeczna odpowiedzialność biznesu (CSR), segmentacja, odpowiedzialna konsumpcja, wartości, prospołeczność

As the number of companies implementing the CSR policy increases, the question about the public perception of this type of involvement is becoming more and more important. The present research aimed at identifying various consumer attitudes towards CSR and understanding of the psychological traits underlying these attitudes. As the result of Study 1 (quantitative, on a representative sample of $N = 1055$ consumers), six segments of consumers were extracted, differing in the responses to the involvement of companies. Study 2 (qualitative) showed that attitudes of consumers are a consequence of their different value systems (Schwartz, 1994). Values from the area of *self-transcendence* were connected with more positive responses to CSR (visible within groups of Fulfilled Optimists and Sensitive Intellectuals). On the other hand, *self-enhancement* values were connected with low openness to CSR (Excluded & Frustrated and Corpoegoists). Moreover, it is not only the content, but also the balance of the value system that matters. Inconsistency of the values system (manifested by a high assessment of contradictory values) in groups pursuing *self-transcendence* values (Passive Poseurs, Sensitive Intellectuals) causes that attitudes towards CSR and the tendency to engage in activities initiated by companies are lower.

Keywords

corporate social responsibility (CSR), segmentation, responsible consumption, values, prosocial behavior

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