CONSUMERS' AWARENESS FACTORS ON CSR OF CONSUMER GOODS MANUFACTURERS IN SURABAYA, INDONESIA

by Evi Thelia Sari

CONSUMERS' AWARENESS FACTORS ON CSR OF CONSUMER GOODS MANUFACTURERS IN SURABAYA, INDONESIA

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Abstract

This research is aimed to investigate the factors influencing the awareness among the consumers about the CSR of consumer goods manufacturers in Surabaya, Indonesia. Using the quantitative research methods, the data collected from 100 respondents were processed in exploratory factor analysis. The respondents were chosen if they are more than 18 years old and buyers of consumers' products. The results indicate four factors influencing the respondents' awareness of CSR practices executed by consumer goods manufacturers are company's exposed performance, consumer's perceived CSR, company's exposed activities and company's treatment to employees. Consumer awareness on consumer goods manufacturers' CSR consists of two dimensions, internal and external dimensions. Internal dimensions is about consumers' perceived CSR and external dimension is supported by three other factors namely company's exposed performance, company's exposed activities and the company's treatment to employees so the consumer goods manufacturers will be considered responsible to its social environment if the companies give attention not only to the performance, activities but also their treatment to their employees.

Keywords: CSR, CSR practices, CSR awareness, consumer goods manufacturer.

1. INTRODUCTION

Corporate Social Responsibility (CSR) is common term in business that represents an ethical ways a company may do (Doda, 2015). The programs to support CSR are executed by companies for many purposes, either to promote their company's goodwill, implement the company's philanthropy action, and encourage creativity and other competitive advantage (Doda, 2015) or just to get more attention from communities to their products in the future. Consumer goods manufacturers tend to execute the programs because they have to educate market about their product existence and most of consumer goods products are needed and known by society.

In fact, some consumers may not aware of the CSR programs of the companies which products are consumed in daily basis. Other consumers may notice some CSR programs implemented by the company. If the company often do the CSR programs such as charity, contribution and others seen by the society, the company will get the goodwill from the consumer. On the other hand, if the company does something against their responsibility, the consumers tend to change their products to other manufacturers. The consumers may have concern in company's CSR but their reaction toward the program for their buying behavior is different.

It is quite easy for the service businesses to get society attention about the responsibility and instantly, the society will consider it responsible to the society because of the nature of the

business for example the private hospital, health clinic, drugstore, schools or else. Even though such business does not execute charity in a very explicit way, the society will regard the business as having social corporate responsibility. However, the business is not merely service companies but also tangible goods. Commonly, CSR practices and strategies implemented by the companies is also to increase the value either economically or non-economically (Kopcewicz, et al., 2019) thus they can sustain in the future. Although consumer goods is important for economic growth and usually focus in innovative strategy, high product quality and brand awareness (Khanna, 2016), but CSR practices is then thinkable by the companies as other ways to win over the competition.

Since CSR is now becoming a popular and contemporarily issue both for companies and consumers (Hieu, 2011), the consumers value the CSR from the activities done by the company especially the activities which relate directly to the society's wellness. However, companies more or less, responsible in many ways although the consumers may skip their attention to the program itself. This research has aim to investigate the factors influencing the awareness among the consumers about the CSR of consumer goods manufacturers.

2. LITERATURE REVIEW

2.1 CSR definition

The definition of CSR is mainly about the commitment of companies to implement their ethical concepts and involve in society's welfare (Anim & Cudjoe, 2015). The CSR activities make the companies understand the component that the job cannot be or can be the source of competitiveness (Zulfiqar, et al., 2019). There were some differences in indicating the relationship between CSR practices and the consumers' reactions toward the products (Butt, 2016). The consumers are not always directly giving reactions to the companies' products because of the CSR practices. Butt (Butt, 2016) stated that Carroll found CSR pyramid that differed the classic and for the developing countries. In developing countries, like Indonesia, the bottom of the pyramid is about economic responsibilities and followed by philanthropic responsibility, while the classic pyramid has philanthropic responsibility on its pyramid top. The possible ways to make the company gain the strategic responsibility advantage is by associating to CSR programs (Kavaliauske & Stancikas, 2014). However, CSR practices needs the knowledge and understanding of the managers to implement the CSR so that it can give the social impact to community (Ismail, 2009). One thing to understand is that broader definition of company's CSR which not limit CSR practices in its relationship to environment but also customers, employees, supplier and others (Kavaliauske & Stancikas, 2014).

2.2 Consumer awareness on CSR

CSR is important for the consumers so it needs the consumer awareness of it when they consumes consumer products. Consumers will be aware of the company's practices and behavior especially if the consumers feel that either employees or companies have a good influence to the society and surroundings (Brinzea, et al., 2014). They will look for products or services provided by the firms who are responsible socially (Anim & Cudjoe, 2015). Towards daily consumption, the consumers now are more aware of the company's CSR practices on their environment and

social life (Manimalar & Sudha, 2015). The previous research found that CSR awareness of consumers has correlation with the CSR practice of consumer goods manufacturer (Manimalar & Sudha, 2015). The consumer awareness is the precedent of the company's CSR practice success (Manimalar & Sudha, 2015), so the lack of the knowledge and awareness among the consumers about the CSR will bring uselessness of the CSR practice done by the company.

2.3 Consumer goods manufacturer

Consumers goods is called as fast moving consumer goods (FMCG) and usually their success is supported by the demands, product awareness and functions to consumers (Swami & Humbe, 2009). Most of the consumer goods will produce dairy products, foods, toiletries, and other products served for large range of consumers' profiles. Consumer goods are called as fast moving goods because they are packed and purchased quickly (Singh, 2016), so the consumer will not spend too much time in buying decision process (Singh, 2014). The retailers experience low profit margin but usually the manufacturers produce more than one product type and sell more of these. However, the consumer goods manufacturers will get profit from the high level of sales from the products. Since the consumer goods are about daily needs of society, it is easier for the manufacturers in implementing the CSR by providing qualified, green and hygiene products in affordable price although the CSR concept is not merely referring to consumers' side.

3. METHODOLOGY

This study used exploratory factor analysis to examine the factors influencing consumers' awareness of consumer goods manufacturing's CSR practices. The respondents were 100 consumers in Surabaya City, Indonesia and used purposive sampling method because the samples were chosen to be more than 18 years old, have income and as buyers of the consumers' products.

4. RESULTS AND DISCUSSION

The results of the survey are described in this section. The companies' names are not specifically mentioned in this study because of the various names will affect to inefficiently listing process. However the CSR activities done by the companies can be listed as usual based on

Table 1: Respondents' Profiles and Opinion

Respondents' Profile		CSR Activities by Companies Based on Consumers' Opinion			
Female	58%	**Activities**	**Yes**	**No**	**Do not know**
Male	42%	Education	58%	19%	23%
< 30 years old	69%	Youth	53%	28%	19%
30-40 years old	27%	Culture	33%	37%	30%
> 40 years old	4%	Sport	43%	28%	29%
Private companies	53%	Local Development	47%	27%	26%
Entrepreneurs	29%	Infrastructure	37%	35%	28%
Public services	12%	Charity	52%	30%	18%

Housewife	6%	Employee treatment	65%	25%	10%
Income < 2 Million IDR	20%	Tax	55%	38%	7%
Income 2-4 Million IDR	62%	Society	60%	28%	12%
Income > 4 Million IDR	18%	Health Check	43%	39%	18%

The profiles of the respondents are shown in Table 1. Minimum 18 years old respondents were eligible to be chosen as samples and most of the respondents aged less than 30 years old. The respondents mostly work in private companies and as entrepreneurs. The average of income of the respondents ranged from 2-4 million IDR.

Respondents were also asked about the CSR activities of the companies that they might know, concern, pay attention or even be involved in buying the products. Based on the results most of the respondents concern in employee treatment done by the companies they mentioned in their prior survey item because most of the consumer goods manufacturer in Surabaya Indonesia are familiar to the consumers. Some of the consumers asked have relatives work in the companies. Other activities which attract the consumers are the activities in education, youth development, sports, charity, tax, society and health check. Those activities are usually announced and exposed by the companies in their websites, brochures or other publicities. The answers of "no" indicate the respondents were sure of no action taken by the companies in terms of specific CSR activities but maybe the answer would be 'yes' if other activities mentioned and "do not know" means that the consumers were not sure of the activities to occur because they only buy the products and do not care of such activities. This situation was justified by the previous research of Hieu that found if the consumers' perception on CSR was not too high and even confusing because the consumers got limited information about the CSR activities of the companies (Hieu, 2011). So it may cause the high percentage of the answer "no" and "do not know" towards the activities.

Table 2: Responses to the Items

Item/ Response	Yes (%)	No (%)	Do Not Know (%)
Item_1: "Do you understand about CSR?"	69	12	19
Item_2: "Do you think that the company with CSR practices will have better product quality?"	75	16	9
Item_3: "Do you think there is relationship between CSR practices and company profit?"	65	19	16
Item_4: "Do you think company with CSR practices have positive image?"	78	15	7
Item_5: "Is the company with CSR experiencing sales increase?"	74	21	5
Item_6:"Is CSR practices company's obligation?"	67	17	16
Item_7: "Does the company gives privilege to the customers?"	91	5	4
Item_8: "Does the company produce the quality products?"	92	6	2
Item_9: "Does the company concern in environment aspect in its production process?"	54	40	6
Item_10:"Does the company provide product composition?"	83	8	9
Item_11: "Does the company provide manual for product usage?"	84	5	11
Item_12: "Do you buy the product of the company because of its CSR practices?"	45	29	26

Item_13: "Do you think CSR practices is very important for you as the consumer of the products?"	64	18	18
Item_14: "Will you keep on buying the products if the company stop paying taxes?"	17	26	57
Item_15: "Will you keep on buying products if the company does not treat its employees fairly?"	19	24	57

Table 2 shows the responses of the consumers when they were asked using questionnaires. However the answer of "do not know" indicates the respondents were not sure of themselves while responding. They might know a little about the issues but they were reluctant to answer straightly. In common, the respondents understand about the CSR and concern in company's practices of it. The consumers might cancel buying products if the company does not treat the employees fairly so the answers of respondents that straightly keep buying although the companies do not treat their employees well are only 19%, the rest is "no" and "do not know". However, the people tend to find the employers who are recorded in treating their employees well. Other things that company should know is that CSR will be such a promotion for the company's products so it is important for the company to embed their CSR programs into the marketing programs (Brinzea, et al., 2014).

Table 3: Questionnaire Items Validity and Reliability

Item	Pearson Correlation	Sig. Value	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Item_1	.510**	.000	21.35	14.068	.346	.600
Item_2	.532**	.000	21.51	14.252	.438	.589
Item_3	.510**	.000	21.34	14.004	.387	.593
Item_4	.546**	.000	21.56	14.229	.493	.584
Item_5	.435**	.000	21.54	14.897	.359	.604
Item_6	.425**	.000	21.36	14.394	.314	.607
Item_7	.308**	.002	21.72	15.719	.246	.620
Item_8	.276**	.005	21.75	16.109	.184	.627
Item_9	.408**	.000	21.33	15.011	.294	.611
Item_10	.360**	.000	21.59	15.133	.265	.615
Item_11	.421**	.000	21.58	14.913	.287	.612
Item_12	.359**	.000	21.04	14.928	.183	.631
Item_13	.390**	.000	21.31	14.762	.232	.621
Item_14	.271**	.006	20.45	16.270	-.013	.661

Item_15	.278**	.005	20.47	16.252	-.015	.663

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

All the significance value shown in the Table 3 are less than 0.05, so all the items used in the questionnaire are valid and can be used in further process. The reliability statistics of the data shows the N of items is 15 and the Cronbach's Alpha value is 0.633. However, we can see three items have less than 0.633(Item_2, Item_3, and Item_4), that indicate the lower reliability value but those are considered reliable.

Table 4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.617
Bartlett's Test of Sphericity	Approx. Chi-Square	373.657
	df	105
	Sig.	.000

Table 4 is to measure the adequacy of the items to be processed in exploratory factor analysis and it shows KMO value is more than 0.5 and Sig. value 0.000, so all component can be processed in the further steps.

Table 5: Anti-image Matrices

Item	Anti-image Correlation	Extraction
Item_1: "Do you understand about CSR?"	.631[a]	.268
Item_2: "Do you think that the company with CSR practices will have better product quality?"	.699[a]	.686
Item_3: "Do you think there is relationship between CSR practices and company profit?"	.736[a]	.691
Item_4: "Do you think company with CSR practices have positive image?"	.731[a]	.674
Item_5: "Is the company with CSR experiencing sales increase?"	.668[a]	.561
Item_6:"Is CSR practices company's obligation?"	.739[a]	.570
Item_7: "Does the company gives privilege to the customers?"	.606[a]	.622
Item_8: "Does the company produce the quality products?"	.535[a]	.600
Item_9: "Does the company concern in environment aspect in its production process?"	.590[a]	.622
Item_10:"Does the company provide product composition?"	.719[a]	.390
Item_11: "Does the company provide manual for product usage?"	.649[a]	.531
Item_12: "Do you buy the product of the company because of its CSR practices?"	.557[a]	.333
Item_13: "Do you think CSR practices is very important for you as the consumer of the products?"	.660[a]	.409
Item_15: "Will you keep on buying products if the company does not treat its employees fairly?"	.602[a]	.727

In Table 5, item 14 should be excluded because the value of anti-image covariance is less than 0.5. The Extraction column shows the communalities value. The smaller the communalities value, the weaker the relationship with the formed factor is. Item_1 in the column is 0.268 means 26.8% variance of the variables can be explained by the formed factor. The highest communalities value in the column is shown by Item_15.

Table 6: Total Variance Explained

Compo-nent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Vari-ance	Cumulative %	Total	% of Vari-ance	Cumulative %	Total	% of Variance	Cumulative %
1	3.241	23.147	23.147	3.241	23.147	23.147	2.524	18.030	18.030
2	1.837	13.125	36.272	1.837	13.125	36.272	2.215	15.824	33.854
3	1.429	10.209	46.481	1.429	10.209	46.481	1.633	11.665	45.519
4	1.178	8.413	54.894	1.178	8.413	54.894	1.313	9.375	54.894
5	.987	7.049	61.944						
6	.924	6.597	68.541						
7	.836	5.975	74.515						
8	.768	5.483	79.998						
9	.688	4.917	84.915						
10	.600	4.283	89.198						
11	.487	3.479	92.678						
12	.421	3.009	95.687						
13	.318	2.271	97.958						
15	.286	2.042	100.000						

Table 6 shows the Total variance explained with the total variances 14 (Component 14 was excluded in the previous process) are extracted to be four factors is 54.89%. This indicates that the variances can be explained by the new four factors is 54.89%.

Table 7. Rotated Component Matrix

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Item_1: "Do you understand about CSR?"	.308	.393	.125	-.051
Item_2: "Do you think that the company with CSR practices will have better product quality?"	.813	.143	.050	-.047
Item_3: "Do you think there is relationship between CSR practices and company profit?"	.779	.029	.011	.288
Item_4: "Do you think company with CSR practices have positive image?"	.606	.525	-.093	-.149
Item_5: "Is the company with CSR experiencing sales increase?"	.251	.698	-.104	-.009
Item_6: "Is CSR practices company's obligation?"	.585	.139	.085	-.449
Item_7: "Does the company gives privilege to the customers?"	.132	.073	.774	.029
Item_8: "Does the company produce the quality products?"	-.009	.047	.768	.090
Item_9: "Does the company concern in environment aspect in its production	-.158	.713	.238	-.182

process?"				
Item_10:"Does the company provide product composition?"	.041	.617	.089	.005
Item_11: "Does the company provide manual for product usage?"	-.014	.588	.093	.421
Item_12: "Do you buy the product of the company because of its CSR practices?"	.023	.087	.564	-.080
Item_13: "Do you think CSR practices is very important for you as the consumer of the products?"	.579	-.076	.088	-.246
Item_15: "Will you keep on buying products if the company does not treat its employees fairly?"	-.095	-.054	.023	.845

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Based on the Table 7, there are four factors that extracting the items. The component 1 to component 4 indicates the factor 1 to factor 2 by choosing which value is the highest of the items among the component (shadowed columns indicate the items included in a factor). Factor 1 is formed by Item_2 (0.813), Item_3 (0.779), Item_4 (0.606), Item_6 (0.585) and Item_13 (0.579). Factor 2 consists of Item_1 (0.393), Item_5 (0698), Item_9 (0.713), Item_10 (0.617), and Item_11 (0.588). There are three items support Factor 3, Item_7 (0.774), Item_8 (0.768), and Item_12 (0.564) and Item_15 (0.579) the only item that supports Factor 4. Those factors are then named based on the items support, Factor 1 is named as company's exposed performance, Factor 2 is consumer's perceived CSR, Factor 3 is company's exposed activities and Factor 4 is the company's treatment to employees.

Company's exposed performance (Factor 1) is about the importance of CSR practices as the important obligation of the company that will bring the better product quality, company profit, positive image and important for product consumers to be satisfied. Those indicators are operations results of the companies. In terms of CSR the companies should tie the qualified operations with the goods and services to harmonize the companies and consumers (Ismail, 2009).

Factor 2, namely Perceived CSR by consumers is the consumers' understanding about CSR based on the products delivery to consumers as sales increase due to the better production process, product composition and availability of product usage manual. Perceived CSR by consumer as the precedence of buying process (Manimalar & Sudha, 2015) is important factor because the consumers will support the firms with CSR practices if they get the value from buying the products (Brinzea, et al., 2014)

Company's exposed activities is the name given to Factor 3 consists of more exposed activities done by the company that give direct impact to consumers. Previous research also found that determinant of consumers' awareness of the CSR is the company's activities to their environment (Sardianou, 2017). Socially, the practice of the CSR should be exposed to prove the philanthropic culture of the companies and it needs the mutual understanding between the community developers and the communities to make the communities sustained and improved (Ismail, 2009), although the consumers will focus in buying products and know a little of the company's practices on CSR (Anim & Cudjoe, 2015) because of the nature of consumers products which are consumed every day. For the consumers products most consumers will buy the products based on the prices and products not merely based on the CSR practices (Ali, et al., 2010) but other research found the consumer loyalty can be the results of CSR practices of consumer goods manufacturers (Swami & Humbe, 2009).

The consumers will or not will keep on buying products if the company does not treat the employees fairly is the description of Factor 4 (company's treatment to employees). This factor seems to be clear in consumers' sights because the consumer goods manufacturers have many employees who might be some of the consumers' relatives based on the respondents' profiles in this study. Consumers can also be the employees of these manufacturers so when they start looking for works they also see how well the company treats the employees (Soroka & Kusiak, 2014). Their treatment will tell the honesty of the company and may result in approval from society.

Those four factors can support the awareness of consumers toward the CSR of consumer goods manufacturers. Company's exposed performance that seen by the consumers are based on the product quality and company profit that usually disclosed in the public by which the media boost the image of the company itself. Although the company's exposed performance is good but consumers needs to perceive about the CSR in terms of its understanding towards the CSR and strengthened by company's exposed activities that seen and felt directly by the consumers. However the consumer goods manufacturers that produce the daily needs-products, will be considered having corporate responsibility if the company treats its employees well. The CSR is then still considered important for company's sustainability in terms of consumers' loyalty to buy the products (Alafi, 2018). Thus, according to previous study, in implementing CSR, the companies need policies either from government or back to the board of the companies (Ansah, 2013).

5. CONCLUSION

Based on the results of the research, the consumer awareness of consumer goods manufacturers' CSR are simultaneously supported by the internal and external situation of the consumers. Internal situation is about consumers' perceived CSR based on their understanding about CSR itself and external situation of consumers that consists of company's performance, exposed activities and the company's treatment to employees made by the company. Towards those results, the company especially consumer goods manufacturers should give attention not only to the performance, activities but also their treatment to their employees. The other finding is that

consumers awareness of CSR is precedent to the success of company's exposed CSR practices but it should be initiated by the exposed performance of the company.

It is suggested to the consumer goods manufacturers to announce and inform their CSR activities intensively and in routine basis to the consumers and it may increase the CSR awareness of consumers towards their activities, so the consumers not only buy the products but they will react positively to the companies' image and goodwill. The manufacturers will surely get the long term advantage from the positive image and goodwill in the future. The other suggestion is for the policy maker, either governmental or non-governmental who has concern on CSR and community development to promote CSR practices.

The further research should build a new paradigm in building successful CSR by indicating which step has to be performed in prior to the other steps, such as company's performance first or company's CSR practices first to increase the consumers' CSR awareness.

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