



SPANISH JOURNAL OF MARKETING - ESIC

www.elsevier.es/sjme



ARTICLE

Introducing Personal Social Responsibility as a key element to upgrade CSR

S. López Davis^{a,*}, L. Marín Rives^b, S. Ruiz de Maya^a

^a *Cátedra de Responsabilidad Social Corporativa, Universidad de Murcia, Murcia, Spain*

^b *Departamento de Comercialización e Investigación de Mercados, Universidad de Murcia, Murcia, Spain*

Received 22 December 2016; accepted 8 April 2017

KEYWORDS

Corporate Social Responsibility;
Consumer Social Responsibility;
Personal Social Responsibility;
Theoretical framework;
Ethics

Abstract Corporate Social Responsibility has emerged as a response to the increasing demand of societies to have more responsible, ethical, transparent and respectable public and private organizations. However, these corporate strategies cannot be a reality without a parallel evolution on individual responsible behaviors, aligned with the claimed premises and values that are gaining space in the social and economic fields. Although literature on consumer behavior has correctly addressed new tendencies of ethical consumption during the last decades, citizens should be responsible not only of their purchasing choices, but also of the influence that their daily acts and decisions will have on the economic, social and environmental spheres of life. This article introduces Personal Social Responsibility as a new concept, based on the concepts of Corporate and Consumer Social Responsibility, providing a theoretical framework as a starting point for future empirical research.

© 2017 ESIC & AEMARK. Published by Elsevier España, S.L.U. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

PALABRAS CLAVE

Responsabilidad social corporativa;
Responsabilidad social del consumidor;
Responsabilidad social personal;
Marco teórico;
Ética

Introducción de la responsabilidad social personal como elemento clave de mejora de la RSC

Resumen La responsabilidad social corporativa ha surgido como respuesta a la demanda creciente de las empresas de contar con organizaciones públicas y privadas más responsables, éticas, transparentes y respetables. Sin embargo, estas estrategias corporativas no pueden constituir una realidad sin una evolución paralela de los comportamientos individuales responsables, en línea con las premisas y valores reivindicados que van ganando espacio en los ámbitos sociales y económicos. Aunque la literatura sobre el comportamiento del consumidor ha abordado con corrección las nuevas tendencias del consumo ético durante las últimas décadas, los

* Corresponding author at: Cátedra de Responsabilidad Social Corporativa, Facultad de Economía y Empresa, Universidad de Murcia, CP. 30100, Campus Universitario de Espinardo, Murcia, Spain. Tel.: +34 868 887 822; fax: +34 868 887 986.

E-mail addresses: sylvia.lopez@um.es (S. López Davis), lonignos@um.es (L. Marín Rives), salvruiz@um.es (S. Ruiz de Maya).

<http://dx.doi.org/10.1016/j.sjme.2017.04.001>

2444-9695/© 2017 ESIC & AEMARK. Published by Elsevier España, S.L.U. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Please cite this article in press as: López Davis, S., et al. Introducing Personal Social Responsibility as a key element to upgrade CSR. *Spanish Journal of Marketing - ESIC* (2017), <http://dx.doi.org/10.1016/j.sjme.2017.04.001>

ciudadanos deberían ser responsables, no sólo de sus elecciones sobre compras, sino también de la influencia que tendrán sus acciones y decisiones diarias en las esferas económicas, sociales y ambientales de la vida. Este artículo introduce la responsabilidad social personal como nuevo concepto, basado en los conceptos de la responsabilidad social corporativa, y aportando un marco teórico como punto de partida para la investigación empírica futura.

© 2017 ESIC & AEMARK. Publicado por Elsevier España, S.L.U. Este es un artículo Open Access bajo la licencia CC BY-NC-ND (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Asking companies about their CSR, but what about us? Introducing Personal Social Responsibility

Introduction

A recent national survey to one thousand citizens in Spain concludes that a 49% of the respondents are critical consumers, excluding or boycotting those brands believed to be irresponsible (Fundación Adecco, 2015). This study indicates that citizens are placed as the third group of importance in responsibility toward society, satisfying the environment needs and contributing to the end of the crisis, just behind the government and the enterprises. This perception of the responsibility that citizens have in the development of a sustainable society is not independent from the corporate system, and contributes to their synchronic evolution.

The economic and financial crisis, the crisis of developed societies, the policy crisis and the crisis of values have led to an individual, organizational and global analysis of the human being as a citizen of a globalized world. People are beginning to know, to get informed, to be interested on and to question how the system works – maybe in an attempt to point out the culprit (Deng, 2012). All this information has contributed to a general and increasing demand of more responsible, ethical, transparent and respectable organizations. But, what about us? What about our personal behavior as consumers, citizens, workers, neighbors or members of a certain family or community?

Literature on consumer behavior has correctly addressed new tendencies of ethical consumption during the last decades, which have been analyzed upon different perspectives such as social, ethical, responsible, conscious, and sustainable (Vitell, 2015). However, individuals are not only consumers and behavior has exceeded the limits of a mere economic exchange and consumption. Citizens should be responsible not only of their purchasing choices, but also of the influence that their daily acts and decisions will have on the economic, social and environmental spheres of life. Taking the car to go to our job or the public transport, the bicycle or just walking; buying what we desire in a certain point of time or just what we need; downloading films from the Internet for a Friday night or, instead, renting it in a video store; acting as a constant example for our children, families and friends; dedicating one or two hours a week of our spare time to help a social organization of our community, are some examples of decisions that will make the difference on the impacts – and the results of the impacts – that our way of life will have on the evolution of the world.

All these reasons lead us to talk about *Personal Social Responsibility* (PSR) as a new construct that not only incorporates what previous works have accepted within the field of ethical or responsible consumption, but also that is determined by different dimensions of behavior related to further issues not considered by them.

The main contribution of this paper is to define and justify, conducting a qualitative research (in-depth interviews and a group discussion), the concept of Personal Social Responsibility (PSR). To accomplish this goal, in the following sections a theoretical framework of Consumer Social Responsibility (CnSR) and CSR is presented. While the present research focused on PSR, future research can examine the relationship between PSR and the level of CSR of the companies of a country or area, as well the relationship with the level of education or general development.

We draw on extant research in marketing and consumer behavior to propose the nature and dimensions of Personal Social Responsibility (PSR). More specifically, we first review the extant literature regarding responsible, socially responsible, green, ethical and social consumption behavior. Then, we provide a brief introduction to the main contributions on the literature of CSR, focusing on a particular model that can be related to the consumer perspective of social responsibility. With those arguments, we proceed to specifically address the proposed construct of Personal Social Responsibility. The article is concluded with a discussion of the main theoretical propositions developed and their managerial implications, as well as an outline of a further research agenda in the area of consumer behavior.

Methodology

The methodology followed for the specification of the domain of the construct consisted in two parts: the first one was the literature review, and the second part the use of qualitative methods (in-depth interviews and a group discussion), which are explained and detailed in the next sections.

After the literature review on Consumer and Corporate Social responsibility (Section “**Developing Personal Social Responsibility on the basis of Consumer and Corporate Social Responsibility**”), in-depth interviews to four researchers and a focus group interview (with 6 members) to a convenience sample of consumers were conducted, in order to (1) help in the process of defining the construct and dimensionality of PSR, and (2) help on the translation of the dimensions identified in the literature from the consumer

Download English Version:

<https://daneshyari.com/en/article/7434264>

Download Persian Version:

<https://daneshyari.com/article/7434264>

[Daneshyari.com](https://daneshyari.com)