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Item Type	Conference proceedings
Authors	Karaszewski, Robert;Jakubczak, Anna;Gotowska, Małgorzata
Publisher	ISBEE
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Download date	2026-11-19 02:55:41
Link to Item	http://hdl.handle.net/20.500.12424/188704

MEASUREMENT OF CONSUMERS' SOCIAL RESPONSIBILITY

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Summary

The problem of consumers' social responsibility (ConSR - Consumer Social Responsibility) has been presented in this article. The importance of a role of responsible consumption in shaping business strategies of socially responsible business has been indicated. The harmony of activities in both areas of responsibility may promote implementation of sustainable development. The aim of this study is to present the theoretical foundations of measuring corporate social responsibility of consumers. It has been indicated that the socially responsible consumer behavior can be measured in an objectified way. The justification of necessity of measurement and the concept of measurement methods of consumers' social responsibility have been presented in the text. The model presents the most important areas and proposals of ConSR metrics.

Keywords: Consumer social responsibility, corporate social responsibility, sustainable development, the method of measuring socially responsible consumption

Introduction

The main research problem in this work is the social responsibility of the consumer (ConSR - Consumer Social Responsibility) as a key determinant influencing the demand side on the possibility of implementing the principles of social responsibility to business organizations. The aim of the study is to identify the meaning of socially responsible consumption in management and to indicate the possibility of its objectified measurement.

Social responsibility of consumers is an attitude characterizing buyers who make informed choices about goods and services that are produced by organizations which use in their strategy the principles of corporate social responsibility. This procedure applies to all groups of goods. This attitude is fully aware of the consequences of such choices for all members of the community and for the future of the environment[1].

This way of understanding of consumer' social responsibility is a key determinant of sustainable development[2]. As the implementation of corporate social responsibility (CSR) depends on the level of consumers' social responsibility. Balance between consumers' expectations and aspirations of business organization is therefore a prerequisite for sustainable development. The adapting of business organizations to the needs of consumers with responsible consumption is responsible production of goods, which requires the determination of the level of social responsibility of consumers.

Socially responsible consumer has different characteristics depending on the level of economic development of the society in which he lives. For example, in low-developed countries, where income per capita is very low, it is difficult to say about a high level of ConSR, in situations when most people are not

[1] Cyfert Sz., Hoppe G., Social and environmental responsibility as a determinant of consumers' effective implementation of CSR and ECSR, "Overview of the Organization", 8/2011, pp. 1,4.
[2] Thomas P. L., Maxwell J. W., 2008, Corporate Social Responsibility and the Environment: A Theoretical Perspective, "Review of Environmental Economics and Policy", pp. 2-4.

able to meet their basic needs. In developing societies, large importance for the continuation of sustainable development is the formation of a growing number of organizations that are guided by the principles of CSR. In effect, it should lead both to an increase in wealth of the society and to increase of social and ecological awareness of communities.

The paper presents the concept of objectified measurement method of ConSR based on an analysis of municipal waste. The justification of necessity of measurement and the concept of measurement methods of consumers' social responsibility have been presented.

What is the social consumers' responsibility and why it is important for the development of CSR concept?

ConSR – concerns the behavior of consumers making informed choices about services and products produced by these organizations which are guided by the principles of corporate social responsibility to implement both strategic and operational objectives. Socially responsible consumer behavior is related to their procurement processes for all categories of products, from products to meet basic physiological needs and ending with luxury goods to meet the needs of higher order. Achieving such state of affairs calls for the need to ensure high environmental and social consciousness of buyers, associated with full awareness of the consequences of the choices for all participants, both the communities in which they live, and for the ecological future of the environment[3].

All purchased products and services become waste after their consumption, which means that the examination of the waste generated by a particular consumer or consumer group gives a picture of their buying preferences. Of course there is no information in the waste about products and services purchased and consumed outside the home of such consumers, but it seems that this fact has no significant effect on determining in an objective way the purchasing preferences of examined consumers.

According to the definition, socially responsible consumers select products and services which are prepared in organizations which observe the principles of CSR and are characterized by high sensitivity to the environmental issues, and they appreciate sustainable development too. This also means that customers act in a responsible manner with waste produced by them, that is appropriate for the community and according to the accepted principles. According to these rules, generated wastes undergo a process of sorting and eliminating from them the municipal waste stream such as hazardous waste. This specific waste is separated by them and are moved to a special places[4].

The starting point to formulate the assumptions of the research problem in the article is the theory of consumer behavior. Consumer decisions are a key influence on the market[5]. In the conditions of capitalist system, because we have to do with market development in this direction in Poland, the consumer is the central axis of any changes. It may be noted that the power of consumers is increasing and becoming more and more a matter of importance as a market game. The concept of a positive accountability sets consumer perception of his responsibility that accompanies him during the operation on the market and it has a significant role. Consumers generally do not realize this kind of responsibility, but they should take it, to determine their correct direction of the market game[6].

One of the consequences of consumer choices is the ability to influence the industry and trade. This deliberate emphasis, caused by consistent individual choices of consumers, may be the only way to shape the appropriate economic development of the world, giving the prospect of a better future[7]. Properly formed strategy of customer will force buyers and sellers to form the appropriate strategy to change the way we manage supply chains for favorable sustainable development.

[3]Cyfert Sz., Hoppe G., op. cit., s. 4.
[4]Cyfert Sz., Hoppe G., op. cit., s. 4.
[5] Rutkowski K., Supply chain, the company's position in market networks, "Harvard Business Review Poland", February 2005, p 63-64.
[6]Filek J., 1996, Ontologizacja responsibility, Published by Baran and Suszczyński, Cracow, pp. 31-33.
[7] Goleman D., 2009, Ecological Intelligence, REBIS, Warsaw, p 7..

The right strategy of the shoppers is formed at different rates, depending for example on the level of wealth of the society. However, on a global basis some signs of transformation of the expectations of social terms of business can be noticed. They are dictated by the increasing concern of the quality of living space in the local and global area as well, and present and futuretoo[8],[9].

If the equation of sustainable development can be summarized as follows: responsible consumption + responsible business = sustainability development. Then the filling of the cognitive gap of the level and quality of customers' responsibility, which is actually measuring their expectations from the business, using the proposed method will materialize at least in some particle sustainable development.

The issue of measuring socially responsible behavior of consumers has not achieved the status of the important problem related to the effectiveness of development of the concept of CSR yet. Attempts to measure consumers' social responsibility has so far been based on qualitative research, which does not reflect in an objective and comparable way the issue of this phenomenon. Therefore it lacks a more objectified and standardized measurement methods and tools, too.

Among the conditions to address the problem of measurement ConSR, as key determinants of CSR, is a growing importance and interest in the idea of CSR in Poland and abroad. Some of examples are establishment of Respect Index in a project undertaken by the Stock Exchange (GPW), and the appointment by the Prime Minister in 2009 the inter-group (Team for Corporate Social Responsibility) coordinating the development of CSR in Poland. References to the importance of CSR, which plays an important role in shaping a new economic order, are located in strategy of Europe 2020 and the Country Strategy Papers[10].

Social responsibility in business

The first and central issue in the discussion on corporate social responsibility (CSR) is an economic aspect and it has to be discussed at the outset to dispel any myths and misconceptions. Many of entrepreneurs and representatives of scientific circles equate CSR with philanthropy, sponsorship or pay close attention to environmental aspects. Very often on corporate websites in tabs showing the performance of organizations in the area of CSR we can find thanks from the recipients of aid activities, diplomas and awards, pictures of social action, etc. What is more, representatives of small and medium enterprises answering to the question of their CSR policies say that "it is the expense, which only the corporate business can afford"[11]. On the other hand, representatives of science, culture or art commonly believe that companies are simply required to finance projects implemented by them, and any refusal of support is treated as a personal affront. To some extent such a selective point of view can not be regarded as unquestionably wrong. When we discuss issues of social responsibility without clarifying the economic issues there is a high risk that ,precisely in the manner described above, we lose the sense of the idea's assumptions.

We must realize, that the fundamental condition for corporate responsibility, is the implementation of the most important goal, that is to generate profit pursued by every business organization[12],[13]. Companies are not created in order to solve social problems, to finance sport or science, or to deal with saving the environment. The main goal of business was, is and will be money[14],[15]. However, the competitive mechanism is based on the responsible consumption and the strength of consumers' decisions, which may limit the actions of unethical businesses, and empower socially responsible companies. In this way,

[8] Karaszewski R., Karwacka M., Paluszek A. (ed.), 2011, Corporate Social Responsibility, the prospects and directions of development, Scientific Publisher of Nicolaus Copernicus University in Torun, Torun, p 12.
[9] Gasparski W., 2007, Lectures on business ethics, Publisher of College of Business and Management of Leon Koźmiński, Warsaw, p 39.
[10] Report on the activities of consultative and deliberative group for Prime Minister, the Panel on Corporate Social Responsibility, July 4, 2011 Warsaw, pp. 1-6.
[11] Goleman D., 2009, Ecological Intelligence, REBIS, Warsaw, p 17.
[12] Gustafson J., 2007, What is the social responsibility of business?, Business, Volume 1, Business Management, Part 1, PWN, Warsaw, pp. 190-193.
[13] Freeman R. E., Phillips R. A., 2002, Stakeholder Theory: A Liberian Defense, "Business Ethics Quarterly", vol 12, No. 3, pp. 331-350.
[14] Jurek M., Kornacka D., Timeliness theory of corporate social responsibility, "Overview of the Organization", 5/2000, pp. 18-20.
[15] Noga A., 2009, Theories of business, PWE, Warsaw, pp. 112-120.

CSR is attractive for both businesses and consumers. Consumer needs are met in an ethical manner and the companies do not seek only to reach profit, and in addition at any price. But it does not mean that firms lose the imperatives of profit and they do not resign their overriding goals[16]. Moreover, the only for-profit attitude brings results just in the short run nowadays[17]. The positive effect of the implementation of CSR in business does not preclude the pursuit of profit, and even assists in the operations of companies.

We need to carefully consider these assumptions to be able to understand many aspects of accountability. If we agree that the firm's goal is to generate a profit, then we create in the economy area a platform to reflect on the responsible approach to firms management. Is the payment of the total earnings of dividend an expression of accountability to investors or investment funds in further development of the organization will be more responsible?

So, are the above considerations an attempt to undermine the idea of corporate social responsibility? Of course not, just the opposite. Efforts were made to all available means to support the promotion of CSR as it is believed that the proper understanding and correct implementation of CSR concept can not only strengthen the company, but also give it the ability to create competitive advantage.

What is the phenomenon of corporate social responsibility principles? The answer is trivially simple - it is manifested as the ability to a wider, multi-faceted and long-term perception of the world around us and in understanding that business is not playing poker, in which one winner wins the whole pot. Regardless of whether we do business on a self-employment or we stand at the head of a large company our actions affect the environment, which in turn affects us. Lack of accountability towards informed stakeholders sooner or later develops into the bill, which we will have to settle. What's more when we think about the business, we must realize that the condition for success increasingly will become the principle of win-win (double victory). Today, more measurable indicator of success is often how much we could earn. Each of us has encountered the bitter voice of entrepreneurs who complains that has earned X, while he could "draw" from the client 2 times more. However, this is an example of pathological myopia in business. Modern measure of success must take into account short-and long-term customer satisfaction and no adverse effects for other stakeholders.

Perhaps one could say that in the above assumptions, there is nothing new. Even in the environment of scientist which deal with the quality there are well-known rules which were promoted over a half a century ago by Deming, Juran, and Crosby, emphasizing the role of customer satisfaction, long-term collaboration, continuous improvement, supporting education - ideally corresponding with the assumptions of CSR. Indeed, corporate social responsibility combines the assumptions used in the previously known concepts and methods of management. However, its advantages and possibilities of application to a large extent are determined by social development. Simply, we are now dealing with a situation in which a very important problem - the corporate social responsibility has been recognized by both the business environment, financial markets, government structures, international organizations, mass media and most importantly, this common interest is not due to political decisions but to the evolution of attitudes and social expectations.

Coming back to the merits of the case – what does corporate social responsibility mean in practice? This concept is designed to draw attention to the fact that in conditions of the current social development, firm must take into account many more variables than was the case in their activities in the past. Today, it is not enough to move only within the limits of applicable law and customary rules[18]. The growing awareness of the principles of sustainable development, weakening confidence in business circles due to numerous bankruptcies of giant corporations, a need to redefine the ideals of a consumer life approach and a weakening role of inefficient state structures, all lead to the need to develop a new base for

[16]Fromm E., 1989, To have or to be, Colloquia Communia, Warsaw. In: Lewicka-Strzałecka A., About consumer responsibility, „Praxeology", 2002, No. 142, p 165.
[17] Karwacka M., Chickens M., Gądecki J., 2008, Corporate Responsibility, CSR research in Kujawsko-Pomorskim in 2008, Kujawsko-Pomorski Support Centre of NGO Initiatives Piston, p 8.
[18] Nidumolu R., Prahalad C. K., Rangaswami M. R., Sustainable development: the main engine of innovation today, "Harvard Business Review Poland", March 2010, p. 63..

business. Therefore, the concept of CSR draws attention to the legal, ethical, ecological, social, philanthropic, and of course the already mentioned above, the economic aspects[19].

Areas of CSR

Each of the above items could be the subject of extensive discussion. But they are discussed in this paper in a few sentences.

The problem of ethics. It is often stated that the term "business ethics" is a kind of an oxymoron. After all, it is a well known phrase in our country that: "the first million you need to steal." Probably, there is also a bit of truth in it. If we study the names of the richest Polish people 20 years ago, we see that most of them are the customers of the penitentiary then members of the prestigious Business Centre Club. But we must remember that the rules of the Wild West are the domain of time of the conquest of the new reality and lose the advantages of application in an established environment. Therefore, it is still important to work on developing a responsible culture, which must be based on clearly defined values, objectives and assumptions. Work on continuous improvement of ethical standards which determine the quality of the promoted within the organization values is thus a kind of frame of responsible company. If we reread the last two sentences we can think with skepticism and treat the above suggestions as utopias. Values, ethics - for example in a construction company or the restaurant, that might seem unthinkable. But why not - work on shaping the organizational culture in construction company or in a restaurant can be as useful and profitable as in the well-known consulting company. How to require of workers fair accounting with the materials if the business owner pushes cheaper, inferior replacements as much as he can, cheating investor's at the same time? "If the rich boss steals I'd be a fool, if I also did not take the opportunity" thinks the worker.

Responsibility in the legal area involves the development of policies, in which there is no place for such trendy activities as: "exploit loopholes", "balancing on the edge", "bending the law", but there is the space for using transparent methods and fair lobbying in many developed countries. Entering the CSR does not imply a passive attitude towards the activities of authority structures. On the contrary - a socially responsible company is committed to shaping a favorable legal regulations using the available instruments of impact. The possibility of real influence on legislative solutions does not necessarily remain exclusively the domain of large business organizations, small businesses as well by actively participating in the activities of chambers of commerce, industry associations are able to monitor and correct ideas of policy makers.

It is needless to mention the environmental issues in the era of the fight against plastic commercials and universal promoting of eco attitudes. However, we must refer to one thing. Often when we think about environmental issues in business we visualize the image of smoking chimneys of Power Station Bełchatów, and then somehow automatically, in the face of a size of the pathology, we grant ourselves absolution for our tiny sins, which seem to be almost insignificant. This is a mistake. Every dripping tap, mindlessly open window during the heating season, electric charger left in the socket or a flashy roar of the fuel-consuming engine which sooths complexes those of low libido in this way, is not only diminishing natural resources, but also detrimental to our wallet.

At the end of the considerations the last two matters - philanthropy and sociological issues. If in the remaining four issues, it is clear that considered engagement of organizations influences the improvement of quality of their functioning and develops their potential, but at this case it may seem that we can talk only about the load. But this is not true. Even supporting education can bring valuable results in terms of access to trained and prepared staff. The sponsorship of cultural or humanitarian activities can contribute to solving many difficult social problems and at the same time gives us a measurable effect in improving the image or helps as reach new customers. Many skeptics may protest again indicating that such action is only cold public relations and not a true "gift of the heart". But we must remember that the issue raised here is corporate social responsibility and not the philanthropic attitudes of business owners. Responsibility of business organization is the ability to create synergies effects flowing from taking actions

[19] Crane A., McWilliams A., Mattem D., Moon J., Stegel D., 2009, The Oxford Handbook of Corporate Social Resposibility, OXFORD University Press, New York, pp. 3-5.

favorable to more than one group of stakeholders. Unfortunately, in practice, these actions are extremely complex.

How to navigate in a world filled with pressing issues? How having only limited resources make the right choice of whom we can help at the same time contributing to the development of our organization? How not to have adverse effect on the environment? Or is it better to concentrate on making money and leave solving problems to others? These are the questions which today's managers will have to ask increasingly often [20]. Even the most prominent specialists cannot cope with so many issues if they do not find a reference point in the vision, mission and precisely formulated values, and if they do not understand that CSR is a coherent strategy, not just the position in the budget of promotional activities.

This is where equally important issue of measuring consumers' social responsibility occurs, which may prove useful in considering the many issues related to the clarification of the company's strategy which is based on the concept of CSR.

The importance of research on consumer responsibility

The postulate of analysis the ConSR problem is the result of authors' researches on the concept of determinants of corporate social responsibility (CSR). The problem of social responsibility of consumers (Consumer Social Responsibility - ConSR) is closely related to CSR, as responsible consumption is one of the key determinants of the implementation of the principles of this concept in business organizations[21], [22].

One of the most difficult problems of modern organizations is their attitude to social environment. Failure to comply with social expectations for the organization may bring the negative consequences such as loss of market, brand degradation and even legal and financial sanctions. Organizations as open systems that interact with various stakeholders, must be managed ethically in order to avoid these negative consequences.

This raises the need for ethical decision making, taking into account the interests of the communities in which the organization operates[23]. Today, many organizations in different industries and different sizes and for various reasons, say they are willing to commit to meet purposes for the society[24].

The areas of corporate social responsibility can be determined on the basis of the types of organization's environment. Among the major areas of corporate social responsibility, distinguished by subject, must be mentioned: the "electorate" of enterprises, natural environment and social welfare in general.

The requirements of society in CSR are noticeably bigger than ever. This is due to increase public awareness, among other things because of the rising level of educating. Therefore, the planning of social responsibility has an important place in the management of business organizations, especially on strategic level.

State of knowledge on CSR and many of its conditions can be defined as unsatisfactory. This follows from the fact that although from about a dozen years it is talking more often on CSR, and many types of organizations are dealing with the issues, but is a too short time for the canons of new knowledge creation. Previous views on social responsibility have been partly devalued as a result of permanently changing environment. Many of the definitions up of CSR has not been agreed. It not been achieved yet consensus on the basic issue, namely whether CSR is "good", or maybe "bad" for business. Many paths,

[20] Gustafson J., 2007, What is the social responsibility of business?, Business, Volume 1, Business Management, Part 1, PWN, Warsaw, pp. 190-193.
[21] Goleman D., 2009, Ecological Intelligence, REBIS, Warsaw, p. 7.
[22] Karaszewski R., Karwacka M., Paluszek A. (ed.), 2011, Corporate Social Responsibility, the prospects and directions of development, Scientific Publisher of Nicolaus Copernicus University in Torun, Torun, p 12.
[23] Gryffin R. W., Principles of management, PWN, 1996, pp. 135-144.
[24] Report on the activities of consultative and deliberative group for Prime Minister, the Panel on Corporate Social Responsibility, July 4, 2011 Warsaw, pp. 1-6.

therefore, remains still undiscovered, in this one concerning the meaning and measurement of consumer social responsibility for the development of CSR.

Most multinational corporations is well aware of the importance of social activities, they have been implemented, and they are bringing the ongoing activities of the organizations financial benefits. W in the Polish reality, especially in small-scale enterprises, the problem is often unrecognized. Even if CSR is used in business practices but often the idea is shallowing and actions are not systemic. The longer a company in Poland are left behind by its competitors, the gap that separates them is becoming deeper and more difficult to catch up.

Implementation of the principles of CSR into the business encounters a problem to accept suitable shape and dimension in organizations. It is associated with an incorrect understanding of the essence of the concept. Until now it was too shallow and narrow. Companies are not aware of costs and revenues related to the implementation of the concept, so they are not able to measure the effectiveness of these actions. There are so many gaps of information both in theory and practice of CSR, which must be filled in order to increase the success of the idea of social responsibility. One is the lack of information on consumer expectations towards business organizations using the principles of social responsibility and the willingness of this group of stakeholders for the adoption of these rules.

The dynamic development of the concept of CSR is observed In Polish conditions, but it is still the initial phase. There is an imbalance in the distribution of the effective implementation of this concept into practice. The smallest difficulty have great units with foreign capital, as both the cultural conditions and the direction of propagation of the idea of CSR conducive these firms. Companies not falling in the aforementioned elite should be assisted in the effective action for the society. The effectiveness of their activities is likely to increase if managers receive the tools and through them knowledge of consumers' readiness to adopt the practice of CSR in Polish realities of business.

In summary it should be noted that the issue of measuring socially responsible behavior of consumers do not yet achieved the status of the important issue in the development effectiveness of CSR. Implementation of research on this topic would enable expansion of knowledge of ConSR. Until now, attempts to measure consumers' social responsibility were based on qualitative research, which does not reflect in an objective and comparable this phenomenon. Therefore lacks a more objectified and standardized measurement methods and tools.

Currently, CSR as a concept of management is undergoing a renaissance. The main reason is the return of society, including business and, in the direction of respect for the essential values. Proposed solutions for the development of a business model focused on the observance of ethical principles for all, including external stakeholder of organizations. All this is due to changes not only in business but in world with around the business. These substitutions can be observed in many areas such as the social sphere (including demographics), economic and environmental spheres.

Changes in the further environment affect businesses indirectly through the closer environment, such as competitors, consumers, suppliers, etc. The impact of buyers is associated with the formation and changes their preferences and needs. Consumers on a global basis are becoming more aware in making choices on the market. The important role in consumer choices are non-price factors[25]. This forces the concrete actions of business in the field of production, marketing, competitive strategies, etc. Adaptation measures are implemented in enterprises from always , without this there could have been talking for example of the successful strategy of marketing. However, to properly construct a product, marketing, or strategy of the company in accordance with the principles of CSR, managers must understand consumers' expectations and opportunities in this area. So, be determined with a high degree of objectivity the level and quality of social responsibility of consumers.

In conditions of globalization and the leveling of the level of firms' equipment in productive, technological and financial resources, there are explored solutions in the sphere of competition. "Soft" resources gain

[25]Rosłan M., The importance of the place of manufacture of products in consumer choices, Implementation research: TNS on behalf of brands Zywiec, p.2.

in importance, such as knowledge, human capital, relational capital, organizational culture, leadership. These resources allow the use of innovations in management and to build competitive the original strategy. It results the increasing of value for business. Organization's development is a good thing not only for participants in these organizations, but also for other stakeholders, particularly if it is sustainable development, and such is proposed in the concept of CSR. So the consideration of determinants of effective implementation the concept of CSR into the business (one of them is ConSR), including its measurement, reflects the trend of development not only of management science, but it is also important for the development of civilization.

There is no doubt that the study should include the issue of CSR in ever wider and more detailed scale, because social responsibility is gaining importance. It is in the field of interest of business, society, and governments in a global context.

The research problem is particularly relevant in the context of the ongoing changes of business model, which are forced by changes and expectations of the environment. Managing Polish companies are under increasing competitive pressure. The supply is increasing significantly, while demand is growing with a slower dynamics due to stagnation of consumers' income and difficult situation in the labor market. Strong competition from countries such as China and India makes it difficult to compete by adopting strategies low price based on low costs because these costs are not low. That's why the demand for innovative new strategies increases. More and more frequently, as research indicates, the changes in strategy won't rely on existing procedures involving cost reduction, improved operational efficiency and restructuring of the company[26]. They are looking for new developments. One of the possibilities is to adopt a business model based on social responsibility, which in turn requires the knowledge of consumer expectations and opportunities to express their sense of duty towards society.

The relevance of the concept of CSR is so great that this subjects has been permanently inscribed in the range of activities at EU level. Since 2000 have lasted the concrete actions to reinforce the competitiveness of the economic and social the Union in accordance with mainstream of sustainable development. These activities are called the Lisbon process and the associated document issued by the European Commission to: Green Paper on Corporate Social Responsibility. There was initiated a public debate on corporate responsibility, which was attended the EU institutions: Directorates-General of Commission for employment, social affairs, enterprise and information society, trade, environmental protection, industry, trade unions, media, experts, NGOs and institutions scientific. The result of the action taken is the strategy of implementation and dissemination of responsible business practices in the European Union called the White Paper: Communication on CSR. The concept of corporate responsibility has become one of the key themes of the EU economic policy. There were set up appropriate institutions, in the national parliaments began the legislative processes, research programs have been launched.

Proposed concept of measurement of consumers' social responsibility - methodological assumptions

The research problem is to define the essence of social responsibility of consumers, its definition and identification of areas of its implementation that can be objectively measured using the existing methods of quantitative and qualitative analysis of municipal waste.

Based on existing studies and analysis of the literature it is assumed that:

- consumers can take a positive attitude of social responsibility,

- behavior (attitudes) consumers in the market for goods and services can be reflected through the formation of morphology of municipal waste produced by them. These variables can be measured, and it is possible to create one comprehensive measure of the quality and level of social responsibility of consumers.

[26] Ignaczewska H., Łokaj A., Time to escape to the front, „Business Harward Review Polska", July/August 2005, p. 13.

In view of the mentioned above assumptions, analysis of selected qualitative and quantitative variables describing the household waste, should allow objectified assessment of the relative level of social responsibility of consumers and resulting from it expectations towards the enterprises engaged in pro-social activities. There will also be possible to characterize the social responsibility of the selected groups of consumers based on the identification and description of the core areas of implementation of their attitudes.

It is important for the purposes of this study to determine the essential features of the socially responsible consumer in developed societies. The height of the ConSR for such societies is determined by the amount of knowingly bought goods from CSR organizations and by responsible attitude to the environment future. We can notice such behavior in the treatment of municipal waste and its morphological composition and it can be described by the characteristics of the waste, which also determine the most important areas of consumers' social responsibility, as following:

1. Sorting of waste in accordance with the obligatory rules in the society.
2. Management of hazardous wastes.
3. The amount of waste that is easily recyclable.
4. Number of packaging products, produced by organizations using the principles of CSR in relation to other waste.

Conclusions

In view of the high importance of the implementation of corporate social responsibility to Polish companies, the measurement of consumers' social responsibility as a factor facilitating the effective acceptance of this concept, is becoming necessary. Equally important is the issue of new trends shaping consumer behavior, such as:

- multifactorial purchasing decisions, with emphasis on beyond price factors,
- increase in the awareness of consumers who feel more responsible for their decisions in a positive dimension,
- hardly positive attitudes to the economic condition in global terms which limit trends of excessive consumerism,
- lack of confidence towards brands as a result of unethical behavior on the markets and bursting speculative bubbles, which bring about changes in consumer habits.

To know the effects of these changes accurately it should be initiated to prepare and develop a method to measure objectified social responsibility of customers. The study will be important for the development of management theory. The knowledge gained could significantly complement the cognitive gap in the science of management regarding the social responsibility of consumers and the possibility of its measurement. The developed method can be used in the development of both science and business practice in the future it. Guidelines relating the possibility of adapting the method to conditions other than those of Polish society will be developed. Measuring and determining the level of social responsibility of consumers will enable researchers and consumer organizations to obtain knowledge and guidance for further research on the evolution of responsible behavior of consumers. The ability to measure ConSR, achieved through a more objective method, will be useful to obtain information necessary to raise the efficiency of management processes in Polish enterprises, which is important for the dissemination of innovative solutions and will enable making real the idea of the sustainable development promoted in international politics.

The solution of the original research problem is postulated, as it is resolved in a small degree. The problem deserves recognition and examination in the Polish and global realities. It is evidenced by the current scientific achievements in this area. There is a lack of studies which run consumers' social responsibility issues, its importance for the development of CSR and the economy and ways to measure ConSR. A crucial problem is to gain new knowledge about the objective measurement of qualitative phenomenon as is the social responsibility of the consumers.

Development of methods for measuring consumers' social responsibility will allow to use it for further more detailed study at first in theory and then in management practice. Measuring and determination of the level consumers' social responsibility, will enable researchers and consumer organizations to gain knowledge and suggestions for further research into the evolution of responsible behavior of consumers. the possibility achieved through an objective measurement method of ConSR can be useful to obtain information necessary for improving the efficiency of Polish enterprises management processes, which is important for the dissemination of innovative solutions and allow for making real the idea of sustainable development promoted in international politics recently.

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