The Impact of Perceived Corporate Social Responsibility Practices on young Vietnamese People's Behavioural Intention to Purchase Food and Beverages in Ho Chi Minh City

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Abstract: *While research on corporate social responsibility (CSR) is expanding into new areas, the degree to which such literature is manifested in developing countries is not yet completely known. In light of this, the purpose of this research is to explore the CSR knowledge from university students in Ho Chi Minh City, Vietnam, focusing on the food and beverages industry. In this study, with 248 valid responses, a quantitative method is used as the primary approach, which incorporates multiple statistical methods such as reliability analysis, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), structural equation modeling (SEM), and bootstrap testing. The findings indicate that the effects of CSR on the purchase intention, trust on purchase intention and brand image on purchase intention of young people were all favorable and substantial. In addition, the paper also discovers a positive moderating effect of awareness on the relation between CSR and purchase intention of young consumer in Ho Chi Minh City in this industry.*

Keywords: corporate social responsibility, consumer behavior, awareness, food and beverages

1. Introduction:

In recent years, both global and regional enterprises have started to place a greater emphasis on corporate social responsibility (CSR) in response to growing public awareness of the importance of social responsibility on the part of corporations and to the public's strong disapproval of companies that fail to act responsibly. The idea of CSR has also been brought to Vietnam in a widespread manner via a variety of activities carried out by international non-governmental organizations and multinational corporations. However, CSR is still a relatively novel idea, and pioneers in this field are encountering a great deal of difficulty when attempting to put CSR initiatives into action in Vietnam, althoughit is now becoming one of the most talked-about issues in the business environment, particularly after environmental harms had been caused by a few manufacturers.

Approximately 15-20 years ago, Vietnamese firms did not engage in many CSR initiatives; such activities were mostly conducted by major multinational organizations and were primarily focused on providing charity to those in need. Local businesses, on the other hand, have only just started to recognize the significance and potential power of a genuine CSR program in the previous 5-10 years. However, only major firms are now ready to invest in CSR in accordance with their basic beliefs. Other businesses are still wary of, or have a misunderstanding of, the main objective of CSR. Many studies have been conducted in the area ofCSR and its influence on people (consumer) behavior. However, as compared to other nations, it seems that there have been relatively little studies conducted on Vietnam about this topic. On the other hand, the relationship between CSR practices and business performance is not always favorable, despite the fact that numerous studies have concluded that CSR has a beneficial impact on company performance, the whole results do not all point in the same direction. According to certain studies, it is claimed that purchasing intention is not directly linked to CSR policies.

As a result, it is significant to address this gap by doing research on how important the impact of perceived CSR practices on consumer purchasing intention is. The following three objectives are the primary focus of this research paper: (1) analyzing and consolidating the impact of CSR towards purchasing intention; (2) comprehending the relationship between trust, brand image, awareness and purchase intention towards CSR activities; and (3) providing recommendations for food & beverages enterprises in Vietnam to improve their overall performance and especially retain the customer loyalty. In this regard, the following research questions will be answered: (1) How do young people perceive the current CSR activities in food & beverages firms in Ho Chi Minh City, Vietnam?; (2) Does increased consumer perception of corporate social responsibility policies have a positive impact on trust and brand image?; and (3) Do increased trust and brand image through the impact of CSR practices have a positive effect on purchase intention?

2. Literature Review and Methods

Under theory of sustainable economics, CSR plays an essential role since it motivates businesses to proactively improve the social, economic, and environmental context in which they operate, hence producing value for end users (Green and Peloza, 2011). According to previous studies, CSR may be seen as both a strategy and a management system for the development of competitive advantages; and this places social and environmental concerns at the center of a company. To preserve its existence and profitability, a

business must incorporate societal concerns into its operations. CSR refers to a business's responsibilities to society, more precisely to its stakeholders. Four distinct forms of social responsibility that have been defined by scholars include: economic, legal, ethical and philanthropic responsibilities. Economic responsibility is the commitment to satisfy customers with high-quality goods and to provide significant returns for investors. Liability obligates firms to comply with relevant laws and regulations while also meeting their economic obligations. The term "ethical responsibility" refers to the sorts of behavior and ethical standards that corporations are required to adhere to even if they are not established in law. Finally, charity duty encompasses both monetary and non-monetary donations to particular activities that benefit society.

In the context of Vietnam, CSR is a relatively recent strategy that has been used in Vietnam from the year 2002 (Hamm, 2012). In recent years, this market has improved its understanding of CSR and acknowledging the need to strike a balance between economic success, social advancement, and environmental sustainability. Individual level, organizational environment, and external societal context all have an impact on the character of CSRin Vietnam. This character includes both CSR conceptualizations (CSR Thinking) and the execution of CSR (CSR doing). Tradition, modernity, and government are all intertwined with all three of these aspects. However, the vast majority of Vietnamese businesses have an inaccurate understanding of the meaning and components of CSR. They think of CSR in terms of charity rather than a definition of CSR that is more all-encompassing and takes into account all of its components (The notion of CSR was unknown to almost 40% of the firms, and less than 20% of them had any comprehension of CSR).There are several societal issues that need to be addressed in Vietnam, including terrorism, industrial crises, a lack of infrastructure in the areas of health and education, as well as political and economic instability. For instance, Coca-Cola evaded paying taxes in 2012 (Iyer, 2013); Formosa was responsible for polluting the environment in 2016 (Ortmann, 2017); Nike was engaged in a variety of exploitative tactics in 1997 (Greenhouse, 1997); and VN Pharma imported fake medication in 2017 (Tuoi Tre News, 2017). As a result, the importance of CSRhas to be recognized and examined further.

In order toacquire a better understanding of CSR practices in food and beverages sector, we begin with the food industry, since food and beverage merchants are the last participants in the food supply chain. Hartmann (2011) demonstrated the applicability of CSR to the food industry in recent important research by completing a comprehensive analysis of the CSR literature. Forsman-Hugg et al. (2013) highlighted seven critical components of food chain CSR: environmental stewardship, product safety, corporate nutritional responsibility, occupational health and welfare, animal health and welfare, and market presence. Maloni and Brown (2006) provided a framework for implementing CSR across the food supply chain, encompassing animal welfare, biotechnology, the environment, and trade. It has been noticed that the food business is increasingly adopting CSR, and their regularly released CSR bulletins provide more evidence of this trend. According to Jones et al. (2006), CSR

is an integral component of the British food industry and is also supported by local businesses. Additionally, Anselmsson and Johansson (2007) argued that there is a considerable connection between CSR and the act of purchasing food products. According to the findings of Li et al. (2019) about CSR practices in large food companies, the researchers discovered that food businesses that have maintained strong CSR practices have made significant advancements in comparison to businesses that haveless CSR practices. According to various reseachers, the implementation of CSR in the Australian food businesses, and it was discovered that companies have seen CSR as an essential component of their operations of which they begin to publicize the CSR initiatives they have implemented in their annual reports and online, and that a positive purchase reaction from people was discovered among businesses who participated in CSR programs.

Regarding the impact of CSR on consumer intention, Mohr et al. (2001) showed that the appraisal of goods, firms, and purchasing intentions are contingent on the quantity and quality of CSR information conducted. Lee and Shin (2010) discovered a favorable correlation between consumers' perceptions of corporate social responsibility and their intentions to make a purchase. According to Gatti et al. (2012), CSR and perceived quality may give a competitive advantage through influencing buying intention. Similarly, Lee and Lee (2015) indicated that CSR attitudes positively influence purchase intention through consumer ethics. In other words, CSR perception may influence buying intent. CSR perception and reputation perception are two sides of the same coin. CSR efforts need a minimal degree of credibility since customers might be skeptical of this sort of activity when done by corporations with corporate image concerns (Liebl, 2011). Therefore, reputation is a rare and difficult-to-imitate intangible asset that is effective in promoting customer purchase intentions (Ozdora-Aksak et al., 2016) and company reputation (Park et al., 2014).

On a different note,the concept of trust has received a significant amount of attention from academics over the last 10 years, particularly in the fields of organizational theory and marketing (Su, 2019). This concept may be investigated at a number of different levels of social interaction, including interpersonal, intergroup, and interorganizational levels, among others. The establishment and upkeep of connections between persons who take part in an exchange process is recognized as an important function of trust in marketing (Cha and Abbas, 2020). This is especially true in a buyer-seller relationship with the purpose of acquiring items or services (Moorman et al., 1992). Trust may be summed up as the degree of reliability that one party offers to another in a particular business relationship (Rotter, 1967). Trust is typically related with customer expectations about a company's capacity to complete its tasks and fulfill its promises (Barber, 1983).These expectations are founded on the knowledge and experience of the organization, as well as its honor and charity (Blomqvist, 1983). To have competence is to have expertise, and for customers, it denotes that an organization is able to satisfy their requirements in terms of conducting transactions and living up to their anticipations (Smith and Barclay, 1997). The literature provides a detailed description about how trust

plays in the establishment of behavioral intentions. For example, trust makes it easier to cultivate and maintain a loyal customer base (Chow and Holden, 1997).Customers that have trust in a brand are certain that the brand will live up to their standards and fulfill their needs. A number of studies suggest that trust is a mediating variable within a model that encompasses multiple aspects of the consumer-brand relationship (Chaudhuri and Holbrook, 2001) or that it is the result of a chain of effects that includes the various forms of evaluation conducted by consumers and their commitment (Gurviez and Korchia, 2002), or even their loyalty; or that it is the result of a chain of effects that includes the various forms of evaluation conducted by consumers and their loyalty. The purpose of this study is to investigate the function that trust plays as a mediator between the consumer's perspectives of CSR operations and the customer's willingness to make a purchase.

On the other hand, according to Keller (1998), a favorable brand image might be formed by linking the distinct and powerful brand connection with the memories that customers have about the brand via marketing initiatives. In this sense, the customers' level of familiarity with the brand has to be increased and comprehended before they can provide a favorable response to the branding effort. If customers are familiar with a brand, the firm may be able to reduce the amount of money it spends on brand extension while still achieving better levels of revenue. Lassar et al. (1995)claimed that the source of brand equity was the trust that buyers had in a particular brand. If consumers have a higher level of trust in the product, there is a larger chance that they will be prepared to spend a higher price for it. Similarly, Netemeyer et al. (2004) acknowledged that the dominant influence of brand equity on consumer reaction to the branding effort was validated. As a result of the increasing number of brands available on the market, customers base the majority of their purchasing choices on the image of the brand rather than the product itself. A positive image of the brand is definitely an asset, since it influences the customers' anticipations with respect to how the company will interact with them and the tasks that it will do (Kim et al.,2018). And although all corporate activities will have some effect on brand images, CSR is one business activity that has a particularly large influence on brand images (Lion et al., 2016). The positive outcomes of CSR include increased revenue, a more positive business image, more customer loyalty, and greater market value (Baden et al., 2011). The implementation of CSR might make it possible for customers to have a substantial level of engagement with the brand and establish a favorable picture of the business in the eyes of consumers. Similarly, Deegan (2002) shown that CSR perceptions provide a major contribution to brand images, which in turn enhances the identity of the brand as well as its trustworthiness.

Regarding the moderating role of awareness,consumer awareness of CSR is a prerequisite for a business to reap the benefits of its CSR operations, which may include customers' acknowledgment of these initiatives (Jamali, 2007) and purchase intention (Lee and Shin, 2010).However, the amount of knowledge varies across consumers (Bhattacharya and Sen, (2004).Numerous studies operate on the assumption that customers are either aware or that cognition is artificially manufactured within the parameters of the experiment (Tian et al., 2011). In fact, customers have been thought to be mostly oblivious of the CSR activities of corporations, but significant interaction will enhance their knowledge. According to Carrington et al.(2010), clients have informed the company that they want information not only on the legal but also on the behavioral activities of the company. When consumers are not aware of the CSR activities that enterprises are participating in, the impact that CSR has on customers' purchase intention will be reduced (Zheng et al., 2014). More importantly, although companies want to get the most out of their CSR plans, it might be difficult to accomplish so due to a lack of awareness about CSR programs. Businesses that publicly disclose their CSR plans serve as a medium for improving their public relations and developing a powerful company brand (Jeurissen,2000). When consumers have a greater awareness of CSR initiatives, it leads to a positive disposition and behavior when it comes to buying behavior (Pomering and Dolnicar, 2009).
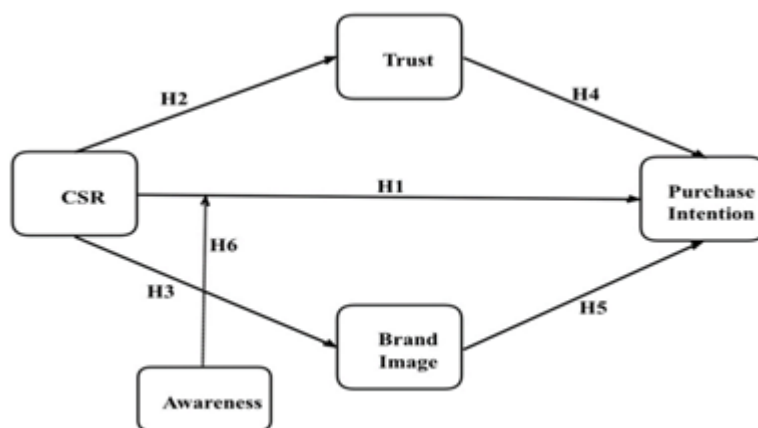
Conceptual framework of the study
Source: Authors

According to Figure 1, there are six hypotheses, includingH1: CSR has a direct positive relationship with purchase intention; H2: CSR has a direct positive relationship with trust.H3: CSR has a direct positive

relationship with the brand image; H4: Trust has a direct positive relationship with the purchase intention;H5: Brand image has a direct positive relationship with purchase intention; H6: CSR awareness moderates the relationship between CSR and purchase intention.A questionnaire survey is conducted in this quantitative research to test the conceptual framework.The chosen participants of the research survey in this study are young people between the ages of 18 and 30in the Ho Chi Minh City, Vietnam.

3. Result and Discussion

With 248 valid responses, regarding all measurement items, the average mean values range within 3 to 4. It shows that each item's mean is quite near to one another; thus, demonstrating that the majority of respondents totally concur on this factor. The greatest mean value is 3.98, which is associated with item CSR2 expressing respondents feel pleased because the business tries to protect the environment. The lowest mean of this factor is that respondents would keep being consumers of the businss (PI2), which values 3.61. Also, Std. Deviation illustrates a tight gap between all items from the data set.When the scale test is performed, the Cronbach's Alpha for all factors is more than 0.6. In addition, they value at 0.889, 0.813, 0.818, 0.794, and 0.762 for 'CSR', 'Trust', 'Brand Image', 'Awareness', and 'Purchase Intention', respectively. All correlation coefficients of the total variables are larger than 0.3, and the cronbach's alpha if the variable is removed is also less than the cronbach's alpha of the factor, leading to the conclusion that all these scales are appropriate and should be used for Exploratory Factor Analysis (EFA).

The EFA is conducted with the purpose of validating the qualification of the questionnaire to produce good data that can be grouped into the proposed factors in our model. The total of 20 items are analyzed with EFA to check if they can be extracted into the same groups as the conceptual framework.The factor analysis results show that the KMO index is $0.867 > 0.5$, which proves that the data used for factor analysis is completely appropriate. Because the results of Barlett's test have a significance level of Sig = $0.000 < 0.05$, it may be concluded that the variables are correlated with one another and that the prerequisites for factor analysis have been met. As Cumulative Rotation Sums of Squared Loadings are greater than 50% (i.e.66.070%), it is implied that the 5 extracted components may account for 66.070 percent of the total 20 variables; hence, these five factors account for 66,070% of the data's variation. All Eigen values are more than 1, with 7.186, 2.062, 1.496, 1.391, and 1.077, respectively from the 1st to the 5th component. Regarding the validity and reliability values, each construct is all above 0.7 ranging from the highest of CSR with 0.889 and the lowest of PI with 0.764 that showed good CR. Besides, all AVE values of the 5 theoretical constructs were extracted above 0.5. The highest factor belongs to A with 0.668 and the lowest is CSR reaching 0.501. In addition, each indicator's MSV values are also lower than its AVE value. In this case, the essential condition is fully met with all requirements which confirm the data are well-matched with the measurement models. Therefore, it can be confirmed that the scale achieves reliability and convergence. It is also shown that the square root AVE of all variables is greater than all the correlation values below between that variable and others in the model, so the discriminant is guaranteed.

In the following stage, a confirmatory factor analysis(CFA) was utilized to explain the relationship between measuring items and conceptual frameworks to verify these findings. The fundamental model was created in SPSS AMOS 20 utilizing the Pattern Matrix table in EFA. There were 20 observable variables and 5 latent components in the measurement model. The following factors must be considered while reviewing CFA results: The results of CFA analysis show that: Chi-square/df = $1.863 < 3$, TLI = $0.923 > 0.9$, CFI = $0.935 > 0, 9$, GFI = $0.897 > 0.8$, RMSEA coefficient = $0.059 < 0.08$ so the observed variables are confirmed to have a good representation for the factor in the CFA model and the scales have high convergence. The Standardized Regression Weights (SRW) table is then used to establish the constructs' Convergent Validity. A value-based categorization of standardized regression weights is a reasonable technique to express the degree of a connection. The following criteria must be considered while assessing the results:the scale is also considered to have converged value if the normalized weights of the scale are greater than 0.5 and are statistically significant. As a result, the scale of the study achieves the required convergence value because the normalized weights of the scale are all greater than 0.5. In addition, there are 13 of 20 variables having a large influence with a beta value higher than 0.7 (CSR3, CSR4, CSR5, CSR6, T1, T2, T3, BI1, BI2, BI3, PI1, PI3, A1), while the remaining 6 items except for the only A2 with 0.881 possessing moderate influence of above 0.6. Hence, all variables are acceptable and preserved in the next steps.

Following the EFA and CFA measurement components, a SEM model was developed to assess the hypothesized associations between latent variables and their correlates. The SEM model findings will confirm the aforementioned hypothesis of a research investigation. This study used five primary stages to investigate the five assumptions listed above, including: (1) the SEM model was manually constructed using the AMOS graphic option, as illustrated in Figure 9, utilizing maximum likelihood estimation with IBM Amos 20.0 SPSS; (2) a model was examined to show that the model's determinants whether or if they were good. The criteria that must be taken into account while assessing the SEM findings are presented in the CFA criteria above; (3) modification indices were explored to connect two variables in the same components in order to reduce the chi-square value if the essential criterion was not met; (4)the hypothesis testing was conducted using the Regression Weights table to verify all the hypotheses in the conceptual framework; and (5) bootstrapping is carried out to verify and confirm the result again. After running the analysis, the resulting structural model indicate that the determinants of the model achieved well with Chi-square/df value = $1572 < 3$, TLI = $0.954 > 0, 9$, CFI = $0.961 > 0.9$, GFI = $0.918 > 0.9$, RMSEA coefficient = $0.048 < 0.08$. Because chi-square values satisfied all basic conditions, modification indices were not required to improve the measurement model's fit.

After analyzing the reliability of the scale through Cronbach's Alpha tools, EFA and CFA, the authors conducted SEM linear structural model analysis to test the

proposed hypotheses. This model has many dependent variables, including 'Trust' (T),'Brand Image'(BI), and 'Purchase Intention' (PI). Furthermore, T and BI are also independent factors that influence PI. As a result, a pathway graph was drawn in this situation to highlight the causal relationships between those factors.The probabilities of getting a critical ratio as large as CR of each item in absolute value is totally less than 0.001, within the exception of CSR to PI. Especially, the relationships of CSR to T, CSR to BI, and T to PI were the significance of 99% of the significance level. In other words, the regression weights of these items are significantly different from zero at the 0.001 level. Furthermore, since all of the estimated weights tended to be significant, the findings revealed that all of the connections between variables in the proposed model were positive. CSR and 'Trust' path diagrams are obviously significant at 0.584, showing that hypothesis 1 (H1) is strongly supported. Similarly, the association between CSR and 'Brand Image' is shown to be positive with a figure of 0.825, indicating that hypothesis 2 (H2) is validated. Next, in hypothesis 3 (H3), the impact of 'Trust' on 'Purchase Intention' appears to be slightly smaller than in the previous hypotheses, with an estimated value of just 0.559. Hypothesis 4 (H4) reveals that 'Brand Image' has an influence on customer 'Purchase Intention' of just 0.252, which is not as strong as the others but still plays an essential part in the model. Finally, with the path diagram at 0.316, the link between CSR and 'Purchase Intention' is greatly assured (H5). In the end, all five hypotheses were supported. Similarly, the connection between CSR and BI was discovered to be the most important component since it had the highest regression weight.

Furthermore, regarding 'Trust', we see that the independent factor CSR has a P-value less than 0.05. Therefore, the independent factor CSR has an influence on the dependent variable (T) and this relationship is positive due to the sign of the positive relationship. This independent factor explains 38.9% of the Trust's volatility. Regarding 'Brand Image', we see that the independent factor CSR has a P-value less than 0.05. Therefore, the independent factor CSR has an effect on the dependent variable (BI) and this relationship is positive due to the sign of the positive relationship. This independent factor explains 30.2% of the variation in 'Brand Image'. Regarding 'Purchase Intention', we see that the independent factors (T, BI, CSR) all have P-values less than 0.05. Therefore, the independent factors (T, BI, CSR) all influence the dependent variable (PI) and this relationship is positive because the signs of the relationships are all positive. These independent factors explain 51.7% of the variation in 'Purchase Intention'.

On a different note, although the data in this study satisfies all of the multivariate normality criteria, bootstrapping is used to validate and clarify the results. Many changes in data may arise while evaluating a path analysis model, based on variable allocation and sample size differences. The official survey sample size for this research is 248 young people, however the author picks 1,000 individuals to test the sample using the Bootstrap technique to satisfy the criterion that the initial sample play the role of the public. The values of Mean, Bias, and Standard Errors – Bias (SE-Bias) are computed in the output of CFA for 1000 bootstrap samples,

which is roughly four times bigger than the available data. The Critical Ratios (CR) value is manually calculated from the differences of SE-Bias and Bias. Assuming that H0 has a bias of zero and H1 has a bias more than or less than zero, the verification criteria are as follows: CR > 1.96 has the same significance as p-value 0.05, which accepts H1 and indicates that there are considerable differences in the affects of the independent variables on the dependent variable; and CR 1.96 has the same meaning as p-value greater than 0.05, which accepts H0 but rejects H1. As a result, although the bias appears, it is not much, and the deviation is quite small. All CR values of the five hypotheses are less than 1.96 with the lowest of T influencing on PI which is -1.33. The highest CR values belong to parameters of CSR influencing PI that is 0.75. Therefore, H1 is rejected and H0 which is the traditional hypothesis before putting in bootstrap is confirmed to be significantly reliable, and that the model is still suitable for a sample size larger than 1,000 people.

In the preceding matrix, the p-value of "Int 1" is 0.0053 (<0.05), indicating that the interaction effect is statistically significant. As a result, 'Awareness' plays an important moderating role in the effect of CSR on 'Purchase Intention'. As a result, hypothesis H6 is supported.In addition, as with the basic model, we might verify the findings using a different technique. The following is how the new variable is calculated:CSR_A = CSR*A. The results show that, sig of CSR < 0.05means that CSR has an impact on Purchase Intention, where Sig of A > 0.05 means that'Awareness' has no impact on 'Purchase Intention'. The Sig of CSR_A = 0.005 < 0.05indicates that'Awareness' plays a moderating role in the relationship between CSR and 'Purchase Intention'.

Result Summary

Denoted hypothesis	Proposed hypothesis	Result
H1	CSR positively affects 'Trust'	Accepted
H2	CSR positively affects 'Brand Image'	Accepted
H3	Trust positively affects 'Purchase Intention'	Accepted
H4	'Brand Image' positively affects 'Purchase Intention'	Accepted
H5	CSR positively affects 'Purchase Intention'	Accepted
H6	'Awareness' plays a moderating role in the relationship between CSR and 'Purchase Intention'	Accepted

Source: Authors

4. Conclusion

This study provides an important foundation for future research into the moderating influence that consumer CSR knowledge has on business credibility, especially in the setting of developing countries.In details, it serves as an additional proof to the claim that, in order for corporations in Vietnam, especially in food and beverages sector, to achieve their goals, they need to incorporateCSR into their core business strategies and effectively communicate these strategies to the consumer. In general, there are three new parts of social responsibility, including responsibility to customers, responsibility to the environment, and responsibility to the social community, to whichbusinesses need to promote the knowledge of their CSR effortsto boost the trustworthiness among their consumers andto affect both

the purchase choices and consumers' participation in CSR initiatives. The findings indicate that both the routes between CSR &'Trust' and the paths between CSR &'Brand Image' were positive and significant.In this research, it demonstrated that the effects of CSR on Purchase Intention, Trust on 'Purchase Intention' and 'Brand Image' on 'Purchase Intention' were all favorable and substantial. Meanwhile, the study also discovers a positive moderating effect of 'Awareness' on the relation of CSR –'Purchase Intention' in the food and beverages industry in Vietnam. In particular, the higher a consumer's awareness about these projects is, the better the effect of CSR is on their intention to purchase goods. In other words, individuals who have lower self-awareness are less susceptible to the effect of CSR with regard to the 'Purchase Intention'. The data analysis revealed, as a result, that the interaction effect of CSR and 'Purchase Intention' is significantly important.

5. Future Scope

The study focuses mostly on the food and beverages business. Aside from that, there are several industries with significant growth rates that are less competitive. As a result, further research should be conducted on these areas so that businesses may use the notion. Also, there are other aspects that should be considered in further studies, such as product risk, electronic word of mouth, income, etc. On a different note, in this study, the model was put to the test in a number of different fields, including ones in which the core of the services offered is not very complicated and the risk associated with such services is given less consideration. The conceptual model might be examined in circumstances in which the risk linked with the resources and service is intricate. In addition, there is a mentality gap between consumers on the real market; for instance, consumers will prefer to claim that they are prepared to pay for socially acceptable firms' goods or products, but it is uncertain if they actually do so. This is one example of the mentality gap that exists on the real market. This is due to the fact that there are disparities between the desire and preparedness of consumers to pay and the actual purchasing habits of such customers. It's possible that in the future, researchers may focus their attention on the connection between consumer intent and actual customer purchasing behavior.

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