



**ASSOCIAÇÃO DE POLITÉCNICOS DO NORTE (APNOR)  
INSTITUTO POLITÉCNICO DE BRAGANÇA**

**Perception of Georgian consumers towards corporate social  
responsibility in the restaurant industry**

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To obtain the Master Degree in Management, Specialisation in Business  
Management

**Supervisors:**

**Paula Odete Fernandes (PhD)**

**Anna Gogichadze (PhD)**

***Bragança, June, 2022.***



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## **Abstract**

Corporate social responsibility (CSR) growing importance, especially for consumers, cannot be denied. More and more businesses are implementing socially responsible campaigns, believing that consumers will actively support them. However, little is known about the meaning and importance of social responsibility for consumers, particularly in Georgia.

This study aims to look into topics such as customer knowledge of CSR, their involvement with socially responsible restaurants, whether they prefer restaurants that are socially responsible, and the initiatives that are most valuable to them. In summary, the study investigates consumer perceptions and expectations of CSR in general.

A quantitative research method was selected to determine the impact of corporate social responsibility on consumer perception and behavior in the restaurant industry. Four hundred people were surveyed using Google Forms. The questionnaire was distributed electronically through social media.

Based on the research, it could be said that the majority of people have already heard about corporate social responsibility. It can be noted that environmental responsibility and the prevention of pollution are most closely associated with corporate social responsibility, according to the majority of respondents. They also have a positive attitude towards restaurants that are engaged in corporate social responsibility, and, in the case of similar products, prices, and services, they prefer restaurants that carry out corporate social responsibility activities. This data will help restaurant owners to make the best and most efficient decisions possible during the strategy development process, and it will underline the importance of corporate social responsibility for them.

**Keywords:** Corporate Social Responsibility, Restaurant Social Responsibility, Customer Perception, Customer Behaviour, Social Responsibility.

## Resumo

A crescente importância da Responsabilidade Social Empresarial (RSE), especialmente para os consumidores, não pode ser negada. Cada vez mais empresas têm vindo a implementar campanhas socialmente responsáveis, acreditando que os consumidores as apoiarão ativamente. Porém, pouco se sabe sobre o significado e a importância da responsabilidade social para os consumidores, principalmente na Geórgia.

Este estudo visa analisar tópicos como o conhecimento do cliente sobre RSE, o seu envolvimento com restaurantes socialmente responsáveis, se eles preferem restaurantes socialmente responsáveis e as iniciativas que são mais valiosas para eles. Em resumo, o estudo investiga as perceções e expectativas dos consumidores em relação à RSE em geral.

Um método de pesquisa quantitativa foi selecionado para determinar o impacto da responsabilidade social corporativa na perceção e o comportamento do consumidor no setor de restaurantes. Quatrocentas pessoas foram inquiridas usando o Google Forms. O questionário foi distribuído eletronicamente através das redes sociais.

Com base na pesquisa, pode-se dizer que a maioria das pessoas já ouviu falar em responsabilidade social empresarial. Pode-se notar que a responsabilidade ambiental e a prevenção da poluição estão mais intimamente associadas à responsabilidade social corporativa, de acordo com a maioria dos entrevistados. Eles também têm uma atitude positiva em relação aos restaurantes que realizam atividades de responsabilidade social empresarial e, no caso de produtos, preços e serviços similares, preferem restaurantes que realizam atividades de responsabilidade social empresarial. Estes dados ajudarão os proprietários de restaurantes a tomar as melhores e mais eficientes decisões possíveis durante o processo de desenvolvimento da estratégia e destacarão a importância da responsabilidade social empresarial para eles.

**Palavras-chave:** Responsabilidade Social Empresarial, Responsabilidade Social do Restaurante, Perceção do Cliente, Comportamento do Cliente, Responsabilidade Social.

## აბსტრაქტი

დღესდღეობით, კორპორაციული სოციალური პასუხისმგებლობის როლი, განსაკუთრებულად იზრდება. უამრავი ბიზნესი ნერგავს სოციალური პასუხისმგებლობის კამპანიებს, რათა მიიღონ მომხმარებლების მხარდაჭერა. მიუხედავად ყველაფრისა, საქართველოს ჭრილში, საკმაოდ მცირეა ინფორმაცია, თუ რას გულისხმობს კონკრეტულად კორპორაციული სოციალური პასუხისმგებლობა, მომხმარებლებისთვის.

კვლევა, მიზნად ისახავს, განიხილოს საკითხები, რომლებიცაა მომხმარებელთა ცოდნა კორპორაციული სოციალური პასუხისმგებლობის მიმართ, მათი ჩართულობა და დამოკიდებულება სოციალურად აქტიური რესტორნების მიმართ, რაც გამოიხატება თუ რამდენად ანიჭებენ უპირატესობას სოციალური პასუხისმგებლობის მქონე რესტორნებს.

კვლევის ფარგლებში, რაოდენობრივი მეთოდი შეირჩა, რათა განსაზღვრულიყო კორპორაციული სოციალური პასუხისმგებლობის გავლენა მომხმარებლის აღქმასა და ქცევაზე, საქართველოს სარესტორნო ინდუსტრიაში. გამოიკითხა 400 ადამიანი, რისთვისაც გამოვიყენეთ Google Forms პლატფორმა. კითხვარი დაიგზავნა სოციალური მედიის საშუალებით.

კვლევაზე დაყრდნობით, გამოკითხულთა უმრავლესობას სმენია კორპორაციული სოციალური პასუხისმგებლობის შესახებ. აღსანიშნავია, რომ ეკოლოგიური პასუხისმგებლობა და გარემოს დაზინძურების პრევენცია იყო აქტუალური გამოკითხული ადამიანებისთვის, რომელიც ყველაზე მეტად ასოცირდებოდა კორპორაციულ სოციალურ პასუხისმგებლობასთან. მათ ასევე პოზიტიური დამოკიდებულება აქვთ, რესტორნების მიმართ, რომლებიც ჩართული არიან სოციალურ აქტივობებში, ასევე გამოკითხული ადამიანების უმრავლესობის აზრით, მსგავსი ფასის, პროდუქტისა და სერვისის შემთხვევაში, ისინი არჩევენ სწორედ კორპორაციული სოციალური პასუხისმგებლობის მქონე რესტორანზე გააკეთებენ. საბოლოოდ უნდა აღინიშნოს, რომ აღნიშნული კვლევა დაეხმარება რესტორნების მფლობელებს, რომ იმოქმედონ მაქსიმალურად ეფექტიანად.

**ძირითადი საძიებო სიტყვები:** კორპორაციული სოციალური პასუხისმგებლობა, რესტორნების სოციალური პასუხისმგებლობა, მომხმარებლის ქცევა, მომხმარებლის აღქმა, სოციალური პასუხისმგებლობა.

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## **Acronyms**

BE: Business Ethics

CC: Corporate Citizenship

CED: Committee for Economic Development

CEO: Chief Executive Officer

CSP: Corporate Social Performance

CSR: Corporate Social Responsibility

EC: European Community

EU: European Union

H: Hypothesis

O: Objective

Q: Question

RBC: Responsible Business Conduct

SD: Standard Deviation

SME: Small and Medium Enterprises

SPSS: Statistical Product and Service Solutions

SR: Social Responsibility

SSM: Strategic Stakeholder Management

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## Introduction

Corporate social responsibility is a common corporate philosophy in the twenty-first century. A corporate social responsibility policy aims to create a self-regulatory structure that allows a company to monitor and assures efficient compliance with the law's spirit, international norms, and ethical standards. The managerial responsibility to protect and improve society's welfare and the organisation's interests are known as "corporate social responsibility" (Asemah, Okpanchi, & Edogah, 2013).

Corporate social responsibility (CSR) is a word that has become widely used in modern society to describe how a corporation expresses and develops its "corporate culture". CSR has earned a lot of interest from researchers across the world. As a result, CEOs, government officials, and academics are increasingly focused on the concept of "corporate social responsibility" (Khan et al., 2012).

Nowadays, corporate social responsibility (CSR) is viewed as a concern because of the negative implications of company decisions. If this happens, the organization should take steps to reduce the risk. The same rule is applied when managers take actions to defend and support social interests, even if there are no immediate economic or technical benefits to the firm (Kroik, & Swida, 2012). In developed western countries, most medium and large companies regularly publish their social responsibility reports when evaluating their performance along with their financial performance, which outlines the company's vision and strategy toward internal social standards and the impact that the business has on society or the environment (Dzadzua, 2017).

There is an opinion that CSR considerably impacts customer brand recognition and satisfaction. Consumers all around the world, in both developed and emerging economies, have been shown to prefer products and services offered by companies that actively care about social issues in addition to their core economic goals (Agyei et al., 2021).

According to Gigauri (2012), studies confirm the positive effect of corporate social responsibility on customer attitude and support for the company. The ethics of the company's actions are important when making a purchase decision. Clients are willing to pay more for an ethical company's products and thus reward its ethical actions. If they buy a product from an unethical company, they demand low prices and thus punish the seller.

The information age relates to more power and more responsibility for the various actors that make up the new global, electronically connected civil society. We now live in a world where large businesses, powerful governments, and global civil society plays a crucial role. Economic and political leaders, therefore, have two choices: either to consider the demands of civil society, which leads to sustainable development or to ignore their interests of them, which can be the road to failure (Gigauri, 2012).

This paper aims to determine the consumer's attitude towards socially active restaurants and assess whether the company's social activities influence the consumer's decision. The study will determine if customers have pre-existing knowledge about CSR, what are their attitudes toward socially active restaurants, their possible actions under certain circumstances, and what they consider to be part of CSR. To achieve the objective, a survey will be carried out questionnaires in the places where the target is most likely to appear online.

This thesis starts with the introduction chapter, where research problems, research questions, and the structure of the thesis are explained; next section focuses on developing a literature review, which forms a foundation for the later research objectives and hypotheses. In this chapter, we will take a closer look at corporate social responsibility, the restaurant industry in Georgia, customer behaviour, and their perception both in general and in the CSR context. Next, the research methods are introduced, which discuss the study's objective, the description of data collection, and the description of data analysis and clarify why they were chosen. The next section presents and analyses the results of the research. It includes customer profiles, descriptive analysis, and research hypotheses. Finally last part of the work consists of some recommendations and conclusions, limitations, and future research. At the end of the research, Georgian restaurants will benefit from the findings since they can see how their consumers react to their CSR initiatives. Findings will also positively contribute to the existing information regarding the impact of CSR on customer attitudes and intentions.

# 1. Literature Review

## 1.1. Brief History of Corporate Social Responsibility

The history of Corporate Social Responsibility (CSR), according to multiple sources, is as old as trade and business itself. Here's a quick rundown of CSR's history:

- CSR in 1950s

According to Carroll (1999), CSR was formerly referred to as social responsibility (SR) rather than CSR in early works. Perhaps this was due to the fact that the era of the modern corporation's prominence and control in the commercial sector had not yet arrived. Bowen's (1953) work assumed that the world's major enterprises were critical centres of power and decision-making and that their activities had a wide impact on citizens' lives. Carroll (1999) also suggests that Howard Bowen should be called the "Father of Corporate Social Responsibility" because of his early and fundamental contributions.

- CSR in 1960s

Carroll (1999) wrote that if there was little indication of CSR definitions in the literature before the 1950s, the 1960s saw a substantial increase in attempts to define or, more precisely, describe what CSR means. Keith Davis was one of the earliest and most famous writers of the time to define CSR. Davis' contributions to early CSR definitions were so significant that Carroll (1999) considers him a close to Bowen for the title of "Father of CSR", Joseph W. McGuire was another major contributor to the definition of social responsibility in the 1960s, and William C. Frederick was also an influential contributor to the early definitions of social responsibility, in the 1963 year he published his book *Business and Society*.

- CSR in 1970s

According to ACCP (2021), CSR developed in the United States in the 1970s, when the Committee for Economic Development established the "social compact" between business and society in 1971. The social contract is based on the idea that businesses exist because of public "permission", and as a result, businesses are responsible for productively serving society's needs.

The Committee for Economic Development (CED) published *Social Responsibilities of Business Corporations* in 1971, significantly contributing to the notion of CSR. According to the CED, business functions by adopting this strategy, and its main aim is to constructively serve society's requirements. The CED observed that the social contract between business and society was undergoing significant changes (Carroll, 199).

- CSR in 1980s

There were fewer new definitions in the 1980s, but more empirical investigation and alternative themes began to grow. Corporate social performance (CSP), stakeholder theory, and business ethics theory were among the alternate subjects (Carroll, 1999).

- CSR in 1990s

As a general statement, Carroll (1999) noted, that the 1990s saw very few unique contributions to the definition of CSR. The primary themes that dominated the 1990s were CSP, stakeholder theory, business ethics theory, and corporate citizenship.

CSR began to gain widespread acceptance in the 1990s. Donna J. Wood, a University of Pittsburgh professor, released Corporate Social Performance in 1991, which expanded and improved on early CSR models by offering a framework for evaluating CSR programs' impacts and outcomes (Writer, 2019).

- CSR in the 21st Century

CSR literacy is swiftly becoming a top priority for a wide range of actors in many jobs in the public, private, and community sectors both nationally and internationally (Horrigan, 2007). Letapi (2019) wrote that because of the number of key events surrounding CSR, the decade of the 2000s is separated into two sections. The first part focuses on the acknowledgement, extension, and implementation of CSR, while the second half focuses on academic publications' strategic approaches to CSR at the time.

Between 2001 and 2004, the European Commission hosted a series of conferences on CSR ("What is CSR" in Brussels, "Why CSR" in Helsinki, and "How to Promote and Implement CSR" in Venice), which led to its inclusion as a strategic element in the EC's General Direction of Business Plan. Porter and Kramer (2011) further on the concept of producing shared value, describing it as an essential step in the evolution of a company (Letapi, Jóhannsdóttir, & Davídsdóttir, 2019).

- CSR in the Future

Visser (2007) states that in today's environment, when international competition is tough, it is clear that CSR can be sustainable only as long as it continues to add value to corporate bottom lines. It must be noted that stakeholders, known as a society or the public, play an increasing role in what contributes to business success, not just business executives alone. Therefore, CSR has an upbeat future in the global business arena. The pressures of international competition will continue to intensify, and as a result, the business case for CSR will always be at the forefront of conversations.

## **1.2. Definition of Corporate Social Responsibility**

The term corporate social responsibility has been used for more than 50 years, but what is the responsibility of businesses and organisations is still unclear (Nickles & McHugh, 2019). It should be noted that there are various synonyms for the term: "corporate citizenship", "ethical business", "corporate

ethics" and others. Scientists and researchers are still attempting to define social responsibility. Despite numerous definitions, there is no universal definition at this time. Most definitions of corporate social responsibility state that it is a voluntary concept in which businesses integrate social and environmental issues into their company operations and interactions with their stakeholders. Being socially responsible entails not simply meeting legal obligations but also going above and above and investing "more" in human capital, the environment, and stakeholder relations. However, corporate social responsibility should not be viewed as replacing social rights or environmental standards regulation or legislation (European Commission, 2001).

Hopkins (2004) wrote that CSR is defined as "the process of treating stakeholders ethically, being economically responsible, and creating a higher standard of living for people inside and outside of the company".

According to ISO (2010), which introduced guidance on social responsibility, CSR is defined as the responsibility for decisions and actions that have an impact on society and the environment, and at the same time, it is important to have transparent and ethical actions that comply with legislation and make an additional contribution to the well-being of the community.

Asemah, Ruth, and Leo (2013) in their critical review of CSR, wrote that the goal of a corporate social responsibility policy is to create a self-regulating mechanism that allows the company to monitor and assure efficient compliance with the law, international norms, and ethical standards. Organisations should take action that protects and improves the welfare of society as a whole.

According to World Business Council for Sustainable Development, CSR refers to a company's ongoing commitment to act ethically and contribute to economic development while enhancing the lives of its employees, their families, and the community and society (Schmoll, 2019).

The European Commission (2011) define Corporate Social Responsibility as "the responsibility of corporations for their impacts on society." The Commission promotes SR as being socially responsible, which includes meeting legal obligations and investing more in human capital, the environment, and stakeholder relationships. According to Obine (2015), Enterprises must be given the freedom to experiment and build a Corporate Social Responsibility strategy that is personalised. Corporate Social Responsibility, as a set of principles and concepts, encourages businesses to look beyond their only goal of increasing profits and instead prioritise improving the economic and social conditions of the communities in which they operate. As a result, Corporate Social Responsibility can be defined as a business's additional commitment to demonstrate and enhance diverse stakeholders' social and economic conditions while adhering to all legal, regional, and economic standards.

In addition to other authors' explanations, it is important to note Carroll's Pyramid, which clearly describes corporate social responsibility's role. Carroll's Pyramid was published in 1979, and the idea is that companies have economic and legal obligations and ethical and philanthropic ones that form the



pyramid. All this means that businesses and organisations should reduce harm and act in the public interest; more specifically, business is expected to be good corporate citizen, which means that the financial and human resources have to be used for the good of society (Carroll, 2013).



**Figure 1.** Graphical depiction of Carroll's Pyramid.

Source: Carroll (2016).

In short, according to Carroll, several empirical research studies have established the diversity and research usefulness of the four categories. Following is a quick rundown of each of the four CSR categories:

- Businesses have an economic duty to society that allows them to be developed and sustained as a fundamental condition or requirement of existence. Businesses create money by creating value and all the company's stakeholders' profit. Profits are required to reward investors/owners and for business growth when profits are returned to the company. In today's hypercompetitive global corporate climate, economic performance and sustainability have become critical concerns, and therefore economic responsibility must be addressed (Carroll, 2016).
- Based on the pyramid, the next step is a legal responsibility, and it has to be mentioned that businesses have been recognised as economic entities by society, which has also defined the minimum ground rules by which they are supposed to exist and function. Laws and regulations are among the ground rules. Businesses' compliance with these rules and regulations is expected and demanded (Carroll, 2016).
- The next part of the pyramid is an ethical responsibility. The expectations of most communities argue that rules are necessary but not sufficient. In addition to what is needed by laws and regulations, society expects businesses to operate and perform their business ethically. Taking

on ethical responsibilities implies that corporations will engage in expected activities, norms, standards, and practices, even if they aren't explicitly stated in the law (Carroll, 2016).

- The final part of the pyramid is philanthropic responsibility. The voluntary acts of businesses are referred to as corporate philanthropy. Philanthropy is part of the public's everyday expectations. They are motivated by a company's desire to participate in social activities that aren't mandated, regulated, or demanded in an ethical sense. Also, Carroll notes that as time passes, what each of these four categories means may change or evolve (Carroll, 2016).

Dahlsrud (2008) analysed 37 definitions of corporate social responsibility and identified its five aspects. The most important aspect is the stakeholder dimension, followed by the social dimension, the economic dimension, the voluntariness dimension, and the environmental dimension. Also, he emphasises that corporate social responsibility is not a new concept, and businesses have always had social, environmental, and economic responsibilities and cared for stakeholders. Despite the lack of a globally acknowledged definition of corporate social responsibility, all definitions share the requirement that the firm considers stakeholder interests and social, economic, and environmental goals in addition to profit maximisation.

### **1.3. CSR as a source of Competitive Advantage**

Every company's competitive advantage is its lifeblood. It is nearly hard to acquire and maintain clients on a long-term basis without a competitive advantage. To gain a competitive advantage, a firm must first identify and, if required, create, develop, and maintain an attribute that exceeds its competitors. Organisations today must dare to be different to gain a competitive advantage else, they will fail. Businesses are under pressure in today's globalised world to differentiate their products and services from those of their competitors (Kenyon & Sen, 2014).

Porter divides competitive advantage into two categories: cost leadership and differentiation. He believes that in a differentiation strategy, a company tries to stand out in its field by using widely valued buying criteria. Porter (1985) believes cost plays an important role in differentiation strategies because a differentiator must keep costs close to competitors.

Asimah, Okpanchi and Edegoh (2013) in their study expressed that, businesses that recognise the importance of being socially responsible are good examples, CSR obtains numerous benefits, on the other hand, businesses that are solely profit-driven demonstrate no sense of responsibility for the proper development of society and thus lose brand recall, customers, and well-wishers. No employee or shareholder wants to be connected with a company that does not make money legally, reasonably, and ethically. CSR, or corporate social responsibility, comes into play here.

Companies with an active CSR play a major role in improving the country by donating to charities and assisting those less fortunate. In general, socially responsible businesses have high levels of employee satisfaction and motivation; CSR saves businesses money in the long term. Organisations that practice

CSR have a higher reputation, which means that the public perceives the company positively, which translates into consumer loyalty. Companies that practice CSR will attract a rising number of investors, allowing them to access additional capital. As a result, the author emphasised that businesses that engage in corporate social responsibility have much to gain (Asemah, Okpanchi, & Edegoh, 2013).

CSR investments may help organisations achieve sustainable, above-average performance. According to the idea, CSR provides competitive advantages. To begin with, CSR investments can minimise corporate risk by preventing consumer boycotts, governmental regulation, or the loss of a company's operating license (i.e., its support in the local community). Second, CSR has the potential to improve operational efficiency. Costs can be cut by better waste, energy, and water management (named eco-efficiency). Employees are also motivated by proactive CSR, which reduces turnover and absenteeism. Third, companies may use social marketing to promote products with greater social performance, resulting in increased sales or the ability to charge higher prices (Hockerts, 2002).

The term strategic CSR is the most widely used buzzword when discussing CSR. Its essence is to achieve positive business outcomes from social and environmental business activities. Oliver Laasch (2015). The following is a definition of strategic CSR by different authors:

- According to Porter and Kramer (2018) strategic CSR may be used to gain a competitive advantage by enhancing the competitive setting or transforming firms' value chain to benefit both strategy and society.
- Wernerfelt (1995) mentioned that CSR-related firm resources, such as environmental performance, ethical standards, and stakeholder ties, can help a company maintain a competitive advantage over time.
- Freeman (2001) strategic stakeholder management (SSM) is built on constructing a corporate strategy around relationships with important strategic stakeholders.
- Ansoff (2007) on strategic concerns and crisis management said that Business issues and crises are frequently linked to social, environmental, or ethical issues and must be factored into business strategy.

According to Pohle and Hittner (2015), 68% of organisations are already focusing on CSR to generate new revenue streams. 49% of those surveyed have only recently begun to do so, highlighting the topic's critical importance. According to a 2008 study by the Economist Intelligence Unit, more than a third of corporations anticipate the following benefits from CSR: Customer attraction and retention, increased shareholder value, increased profitability, risk identification, and management of products and services of higher quality, ability to recruit and retain high-quality staff.

CSR will become increasingly vital in achieving competitive success. Corporations aren't to account for all of the world's issues, and they don't have the resources to address them all, but each organisation

can determine which set of societal issues it is best suited to assist in solving and from which it can earn the most competitive advantage. Addressing social concerns by creating shared value will result in self-sustaining solutions and do not require corporate or government subsidies. When a company applies its large resources, experience, and management ability to challenges it understands and in which it has a stake, it has the potential to make a bigger social impact than any other institution or philanthropic group (Porter & Kramer, 2006).

#### **1.4. CSR In Georgia**

Corporate social responsibility, in today's sense, is a relatively new phenomenon for Georgia, although it is slowly gaining a foothold in the Georgian business sector, which is open to global trends and innovations (Khoperia, 2012). The focus on corporate social responsibility in Georgia began in the nineteenth and twentieth centuries, although the information mainly covers the activities of large Georgian entrepreneurs (Dzadzua, 2017).

At first, CSR was just only linked with philanthropy. Since the 2000s, there has been an increase in awareness in this area and in business. There were already other requirements related to environmental protection, Consideration of consumer rights, transparency, employee Labor rights, etc. (Dzadzua, 2017). Because Georgia is a post-Soviet country with only fifteen years of civilian business experience, the situation with CSR in Georgia differs dramatically from that of mature industrial countries in the West, where similar procedures developed much earlier (Khoperia, 2012).

The main driving force behind CSR development and change in Georgia is the business sector itself, with the support of international and civil society organizations. The corporate social responsibility model was first introduced by foreign corporations (such as BP Georgia) that recognize the long-term value of ethical business practices. For Georgian enterprises that seek to form constructive collaborations with foreign businesses, launch their products around the world, and build leading positions in the local market, corporate social responsibility is becoming an increasingly significant concern (Khoperia, 2012).

According to Khoperia (2012) for most Georgian companies, CSR is not a priority issue, although most of them believe that companies can and should even contribute to the implementation of economic, social, and environmental goals of the country. At the same time, CSR trends in Georgia are growing and developing quite rapidly. Nowadays, the role of corporate social responsibility is especially growing in different business sectors.

Gogichadze and Tzavara (2020), in their research, stated that numerous Georgian banks participate in Corporate Social Responsibility (CSR), which includes a variety of socioeconomic, environmental, and philanthropic programs. Also, it should be noted that Georgian banks disclosed 42% of CSR business activity in Georgia in 2015, according to the World of Marketing media report.

It should be noted that banks' CSR activities significantly impact Georgian bank customers. Georgian bank customers are primarily concerned about social and environmental issues, and while many of them

are unfamiliar with the term "corporate social responsibility", they strongly believe that businesses, in general, have an obligation to participate in initiatives that promote social and environmental good (Gogichadze & Tzavara, 2020).

According to two sociological surveys conducted in Georgia in 2007, both the Georgian population and the private sector saw the role of business in society quite broadly and saw the company's function as being important not only in direct business activities and revenue growth, but also in public, socioeconomic, and national wellbeing. However, it should be noted that both the population and the businesses are assigning responsibility to large business companies (Khoperia, 2012).

### **1.5. Restaurant Industry**

Although the restaurant industry is a significant aspect of the tourism sector, little research has been done on the nature of restaurant experiences or their functions in enhancing the tourism offering (Sparks, Wildman, & Bowen, 2002).

Restaurants, bars, and other foodservice providers that allow consumers to enter, order meals, and dine on the premises make up the restaurant sector. This term can be applied to a variety of establishments, ranging from the most luxurious restaurants to fast-food places. The hospitality industry includes four key sectors: food and beverage, travel and tourism, housing, and recreation. Food and beverage include the restaurant industry and is the largest segment of the hospitality industry. It encompasses all businesses involved in preparing, transporting, and serving food and beverage, from suppliers to distributors to restaurants and cafeterias. Although the terms "foodservice industry," "food and beverage industry," and "restaurant industry" are frequently mixed, there are significant differences between them, with the restaurant industry referring to a narrower range of enterprises than the other two. Restaurants are primarily thought of as sit-down operations that make and serve meals to paying customers on the premises, but they also include cafes, coffee shops, and delicatessens that specialise in takeaway as an alternative to dining (Wiesen, 2022).

The restaurant economy has a crucial role in both the economic and social sectors, expressing itself in boosting the country's economic development and ensuring the population's quality of life by meeting, above all, their basic physiological demands (Poltavska, 2017). According to Statista (2021), in 2020, the full-service restaurant business produced 1.2 trillion dollars in revenue worldwide. By 2027, it is expected to reach 1.7 trillion dollars.

Restaurant businesses are distinguished by their production and customer service operations, which dictate the characteristics of their operations. Consumers' individual, personalised demands are increasingly being met by modern mass food enterprises, which are paying attention to the organisation of product consumption and the supply of leisure and recreational opportunities for customers. The importance of marketing and marketing activities in restaurants has grown as a result (Poltavska, 2017).

According to Cravy (2018), Technomic reported their results at the end of 2017, the global foodservice sector was worth \$3 trillion dollars (including US sales). The United States continues to be the largest contributor to the restaurant industry in terms of revenue, with 872 billion dollars, ahead of China's \$624 billion. However, with Chinese restaurant earnings growing at a rate of 10.9% each year, the highest in the world by a long, this may not be the case for long. Asia, and China, present an exciting opportunity for expansion, and a number of worldwide chains have entered the country to capitalise on the region's predicted growth.

### **1.5.1. Restaurant Industry in Georgia**

In Georgia, where tourism is rapidly growing, restaurants can be an attractive concept for starting a business. The hospitality industry is a significant market in Georgia, and investors frequently choose to create a catering firm in the country (BSG, 2020). According to the National Statistics Office of Georgia, in 2019, the number of enterprises engaged in restaurants and mobile food service activities amounted to 4561 units, while in 2020 it decreased by 376 units.

A restaurant in Georgia will attract both tourists and locals. Georgian cuisine is the result of a long history and the influence of numerous cultures and individuals who came to the nation via historic routes. Georgians place a high value on their cuisine and beverages, especially since some scientists claim that Georgia was the first country to produce wine. In Georgia, a restaurant can specialize in traditional Georgian cuisine or provide a variety of international foods (BSG, 2020).

According to AGIC (2021), the number of restaurants and restaurant-type establishments in Georgia was steadily growing through 2019, but in 2020 the pace of development significantly decreased, which was due to the current pandemic situation. However, it is expected that after overcoming the crisis, the restaurant industry in Georgia will continue to grow, in parallel with the return of the old tourist landmarks

One of the most frequent activities by tourists is the tasting of local cuisine and wine. With all this in mind, the industry turnover will increase from year to year, with the exception of the 2020 year. Gradually, restaurants make changes and introduce appropriate standards that meet the global requirement, making the field even more attractive (AGIC, 2021).

### **1.5.2. CSR in Restaurant Industry**

According to Lombardi, in recent years, public awareness and, at the same time, their influence on CSR has grown significantly. Various studies show that in the food sector, corporate social responsibility has a positive relationship with the successful operation of organisations and companies, although there are still questions about how important CSR is for consumers and how valuable this Intangible attribute is to the public (Lombardi et al., 2015). Font and Lynes (2020) found that CSR in the field of restaurants, tourism, and hospitality has become relevant in the last 5 years. More specifically, 70% of the articles were published during this period.

CSR greatly impacts the economy, the environment, and society. CSR activities are now becoming a core part of the business, especially for companies that have many customers. In addition to the growing focus of large companies on CSR, it is important to integrate small and medium enterprises in CSR activities because although small companies have less impact on the global market, their overall impact on the environment and society is considerably greater (Hartman, 2011).

Visser (2007) wrote that Corporations in the food and beverage industry face many of the same general issues of accountability, responsibility, and sustainability as companies in other industries. However, two challenges are essential to the wider social consequences of food and beverage companies: first, health-related impacts, and second, globalization-related impacts. The former is primarily concerned with product consumers, while the latter is primarily concerned with people who are impacted by manufacturing techniques.

Consumers of food and beverage items are concerned about health-related effects, and the notion of such worry is not new. Companies are under renewed examination in this area due to significant media attention and growing concern about health-related issues. Increased nutritional knowledge are likely to contribute to today's health challenges. Nowadays, advertising and labelling are critical tools. In 2006, for example, a major EU-wide push was ongoing to limit children's exposure to "unhealthy meals" (Visser, 2007).

In contrast to health-related implications, globalization-related effects can directly impact those who aren't even users of the products. They could be involved in its production or just affected by the implications of these processes. Many complicated issues are important here, such as desertification, and food riots in Egypt and Bangladesh, which signal that this will be a significant social, environmental, political, and, therefore, business issue (Visser, 2007).

If we compare the restaurant industry to other directions, we will clearly see that it is closely related to the health, economic and environmental conditions. According to the Caterer, there are a lot of ways to be socially responsible, for example, sponsorships, Charity, a contribution to an Eco-friendly environment, Efficient energy use, Minimal wastage, etc. (Mullen, 2020).

In addition to the common problems associated with CSR in general, there are several distinct problems in the restaurant industry. The first and most common problem is social issues; these are child labour, workers' exploitation, forced labour, displacement of population, poor working conditions, people trafficking, discrimination, etc. According to World Health Organization, food safety is one of these problems and must be seen as a shared responsibility that involves food producers and handlers at every stage of the farm-to-table process. Consumers have the most significant role since they are closest to the consumption site. Global research, global thinking, and global solutions are required to solve food safety issues. Food safety regulation should be based on the concepts that public health comes first, and that only safe and appropriate foods should be promoted (WHO, 2001).

Another problem that is also related to the restaurants is food waste, and a third of the food that has been produced worldwide is wasted. According to the research conducted in the UK, the main causes of food waste are Preparation - 45%, Customer leftovers - 34%, and Spoilage - 21% (Murphy, 2021). In the United States alone, almost 643 million meals were thrown away in 2018. Each year, China produces around 44.1 million tons of kitchen food waste, which is disposed of in landfills. These figures represent a huge waste of resources and a missed opportunity to feed millions of hungry people around the world. Saving this food that would otherwise go to waste, on the other hand, could demonstrate the enormous beneficial social influence that restaurants may have (Kaur, 2021).

Many leading fast-food chains have taken action. As an example, Burger King has introduced a new energy-efficient restaurant in Germany that uses renewable energy, in other words, state-of-the-art-technologies to supply one-third of the restaurant's energy requirements (Roos, 2018). Nowadays, companies such as McDonald's and Starbucks attach great importance to active involvement in corporate social responsibility, based on "The Restaurant Business" in 2018 McDonald's and Starbucks were united and invested in order to develop "NextGen" recyclable cups and they also changed plastic straws to paper which is a good contribution towards a sustainable environment (Maze, 2018).

## **1.6. CSR-Related Customer Perception**

Perception is essentially the process of picking, arranging, and interpreting information inputs to provide meaning that helps consumers in decision-making. Exposure, Attention, and Interpretation are the steps in the perception process. People select, organise and interpret sensations through perception, which is the initial reaction of sense receptors (such as the eyes, ears, nose, mouth, and fingers) to such basic stimuli as light, colour, odour, texture, and sound (Madichie, 2012).

Consumer perception theory explains consumer behaviour by looking at why people buy or don't buy certain things. Self-perception, pricing perception, and perception of a benefit to someone's quality of life are three domains of consumer perception theory related to the topic. Advertising, reviews, public relations, social media, personal experiences, and other practices impact customer perception (Yadav & Jain, 2016).

One of the biggest issues companies have to face is the quality of the image of their products to the public. The age of consumers and the environment in which they live impact their perceptions and buying intentions. One of the most important psychological elements influencing people's purchasing decisions is perception. Due to the considerable subjectivity inherent in each individual's perception, humans absorb and interpret the environment differently (Kotler & Armstrong, 2011).

Perception research focuses on what humans do with basic sensations to give meaning. Each person interprets a stimulus in a way compatible with their own biases, wants, and experiences (Madichie, 2012). Based on their perceptions, consumers will buy from organisations that give the most consumer-perceived value for them. In other words, those who can provide their clients with the most refined



product and/or service experience. As a result, firms attempt to influence consumers' perceptions by, for example, enhancing their image and creating long-term connections with them. Because people's perceptions are highly subjective, consumers' perception standards, such as reputation and quality, are influenced by a variety of factors, including age, income, level of education, lifestyle, personality traits, and knowledge of the product or service, as well as the organisation itself (Kotler & Armstrong, 2011).

Another important topic for customer perception is Halo Effect, even though the halo effect is one of the oldest and most well-known psychological phenomena, nothing is known about its origins (Nisbett and Wilson, 1977). Edward Thorndike, an American psychologist, originally identified the Halo Effect in 1920 (Cherry, 2020).

In business, a company's total performance, which is typically characterised by measurable financial results, influences our assessment of less tangible items (Madichie, 2012). Marketers use the halo effect to promote their products and services. When a celebrity supports a product, our positive impressions of that person can transfer to our impressions of the product (Cherry, 2020).

As a representation of a company's ideas and principles, corporate social responsibility (CSR) has received a lot of research interest in the last decade. According to experimental studies, if customers are aware of consumer views and purchase intentions are influenced by CSR initiatives. Businesses are increasingly turning to 'pro-social' marketing communications to raise awareness, yet such initiatives are viewed with scepticism, and their effectiveness is thus uncertain (Pomeroy & Dolnicar, 2008).

While consumers are frequently mentioned as a driver of the "business case" for corporate social responsibility, little is known about how SR affects them. It is often assumed that consumer awareness of one set of socially responsible behaviours would influence their perceptions of SR performance in other areas about which they have little or no information (Smith, Read, & Rodriguez, 2010).

Customers are more likely to be sceptical or hesitant about continuing a relationship after a service failure. This could make regaining customer trust challenging. How can a service provider regain client trust on this basis? According to the current findings, CSR initiatives can contribute to the recovery of client trust. As a result, marketers must develop service recovery techniques that increase customer trust to reestablish customer relationships (Choi & La, 2013).

Yadav and Jain (2016) wrote that the majority of customers feel that corporations should perform CSR while meeting business objectives. A lot of consumers feel that businesses that do good will be rewarded. They also discovered that customers are loyal to businesses supporting charities and eager to spend more money with them. Consumers also assume that businesses that sell locally produced goods would increase customer loyalty. Also, it is important to mention that by promoting local products, businesses will gain the trust of customers.

However, according to academics, there is another side to the relationship between consumer and CSR initiatives, who claim that it is not always direct and beneficial. If CSR initiatives are not effectively

communicated, consumers may be sceptical towards companies that invest more in CSR (Webb & Mohr, 1998).

If the company is not innovative, social responsibility initiatives will actually bring negative results. Consequently, corporate social responsibility requires appropriate support from the company, such as corporate competencies and innovation. For less innovative companies, it is even better to avoid corporate social responsibility in financial terms. Marketers, therefore, need to carefully analyse contextual integrity before starting a variety of initiatives (Luo & Bhattacharya, 2006).

The effect of corporate social responsibility activities on customers varies by company type. According to researchers, corporate social responsibility initiatives that are properly planned are never universal. For example, assisting a specific community group by a company experiencing reputational problems would be more beneficial than from a company that is not involved in a corporate scandal. Researchers, therefore, suggest that the results will be less beneficial in a similar situation for a company with a positive reputation (Mattila, Hanks, & Kim, 2010).

## **1.7. Customer Behaviour**

Customer behaviour is a study of how a person buys a product, but it has quite a bit more meaning. Customer behaviour involves goods, services, experiences, activities, people, and ideas (Hoyer, MacInnis, & Pieters, 2013). A customer behaviour concept aims to convince customers that they want your goods, even if they didn't initially. As a result, it's essential to consider how consumers react when they're presented with new advertising approaches and content. The customer behaviour study is based on consumer purchasing behaviour, in which the customer can be a user, payer, and buyer (Gajjar, 2022).

According to Priest, Carter, and Statt (2001), Consumer behaviour covers a wide range of topics. For example, how can we obtain product information? What criteria do we use to evaluate alternative products? Why do people choose or use items differently? How can we determine what good value for money is? How much risk do we take with what products? Who impacts our purchasing decisions and how we use the product? What factors influence the formation and change of brand loyalty?

Consumer researchers studied the powerful role that emotions play in consumer behaviour, which can be positive or negative, and also some specific emotions that are involved in the process, such as hope, fear, regret, etc. besides the emotional part, psychology can be described as a core component for consumer behaviour that includes: motivation, opportunity, attention, perception, memory, knowledge and etc. another important part of the topic is a decision-making process, which involves: problem recognition, making judgment and post-purchase evaluation (Hoyer, MacInnis, & Pieters, 2013).

Gajjar, (2022) wrote that consumer behaviour is difficult to forecast, even for specialists in the industry, according to research. Customers are extremely important since they are the ones who ultimately buy the company's goods and services, and the company is constantly trying to persuade them to do so in

order to generate income. In a highly developed and technologically evolved world, customers today have many choices and possibilities (sometimes extremely near and competitive) from which to choose.

According to Kardes, Cronley, and Cline (2015), there are several benefits to studying customer behaviour: business performance improvement, public policy influence, and educating and helping customers make better decisions. Study about consumer behaviour helps to improve business performance through customer-focused approaches. Marketers who know their clients can develop high-quality products and services, advertise them more effectively, and establish marketing plans and strategies. Their purpose is to learn about the general dynamics of consumer behaviour unaffected by trends. This knowledge allows marketers to predict what motivates individuals and supply products that respond to those motivations to meet and exceed customer expectations consistently. Government employees and non-profit workers are frequently called upon to influence public policy and improve society's well-being. The development of rules that regulate company operations to protect customers is known as public policy. Consumer behaviour is studied by those interested in shaping public policy to understand public needs and wants while also protecting the public from unfair, unethical, or harmful activities. And finally, many people study consumer behaviour to educate or assist customers in making responsible decisions.

According to the study findings from Lee and Shin (2010), there is a favourable correlation between customer knowledge of CSR efforts and purchase intentions. Consumers' purchase intentions were highly influenced by corporate social contributions and local community contributions among corporate social responsibility initiatives, but not by corporate environmental contributions.

Many companies have embraced corporate social responsibility (CSR) strategies on the notion that consumers will reward them for their support of social activities. Results of the research reveal that CSR actions are linked to better loyalty both because the customer develops a more favourable company evaluation and identifies more closely with the firm (Marin, Ruiz, & Rubio (2008).

In his study where he wanted to define willingness to pay from consumers, Lombardi revealed that consumers are willing to pay more for a product created by companies involved in CSR activities. However, this hypothesis does not apply to all countries and consumers because it is conducted in relation to one specific segment, therefore, conducting research in other countries and determining the consumer willingness to pay will be helpful in making general conclusions (Lombardi et al., 2015).

EnviroNics' Millennium Poll on CSR (1999) was the first significant study conducted worldwide to understand public expectations. According to poll results, a high percentage of individuals in all countries are concerned about corporate responsibility. One out of every five people in the world claims to have discussed corporate behaviour with friends or family "several times" in the previous year. Another third say they've talked about it "a few times" in the last year. With nearly half of consumers discussing corporate behaviour, corporations have no place to hide from this problem. Another major finding is that

40% of citizens throughout the world have considered punishing firms for not behaving responsibly in the previous year.

Experts who have been encouraging their business clients for years that companies can do well by doing good now have concrete evidence that it pays off to pay attention to corporate social responsibility. A six-month nationwide poll done in 1994 reveals that a company's social performance considerably impacts prospective consumers, employees, and investors when making basic decisions regarding the organisation. Based on the study, if the products and services supplied by competing companies are the same, 47% of consumers claim they would be considerably more likely to purchase from a socially responsible company that is a good "corporate citizen". Consumers are far less likely to buy from a company that is not socially responsible and a decent corporate citizen (CC), according to 57% of respondents (Gildea, 1994).

In contrast to the above arguments, certain studies offer evidence suggesting an opposite view. Is it true that bad ethics make buyers uncomfortable, but not enough to make them change their purchase behaviour? The main source of concern is that most consumers do not consider ethical aspects when making purchasing decisions, despite having expressed worries about societal issues (Carrigan & Attalla, 2001).

According to Carrigan and Attalla (2001), when people were asked if a company's environmental or social responsibility record influenced their purchase decision. Almost all respondents stated it had no impact on their decision and were unconcerned about how well firms behaved. One person believed that it might influence roughly "5%" of their purchasing decisions. Respondents appeared to state the media as a valuable source of knowledge on ethical issues. They believed that if a corporation's bad action received a lot of press, it would affect their purchasing decisions. When it was pointed out that Nike, the Gap, and McDonald's had all been publicly exposed for poor ethics, the respondents admitted that they had made no change to their purchasing habits regarding these products. Gap clothes are my favourite, McDonald's is delicious, and Nike looks and feels wonderful.

## 2. Research Methodology

### 2.1. Objective of the study and Research Hypotheses

Despite the current debates about how firms should integrate social responsibilities into the present business environment, the literature study showed that CSR had grown significantly in recent years.

The literature review revealed uncertainty between consumer behaviour, perception, and corporate social responsibility. More specifically, several studies confirm that consumers' responses toward socially responsible companies are generally positive, and customers believe that corporations should perform CSR while meeting business objectives. A lot of consumers feel that businesses that do good will be rewarded (Pomeroy & Dolnicar, 2006; Yadav & Jain, 2016). However, on the other hand, other researchers concluded that consumers are not interested in CSR if initiatives are not effectively communicated. Consumers may be sceptical towards companies that invest more in CSR. The main concern is that most consumers do not consider ethical aspects when purchasing decisions, despite having expressed worries about societal issues (Carrigan & Attalla, 2001; Webb & Mohr, 1998).

This research aims to analyse and describe how restaurant customers perceive and acknowledge the concept. In order to achieve the objective, a survey will be conducted online. A quantitative research method was selected to analyse the impact of corporate social responsibility on consumer perception and behaviour in the restaurant industry. The final report is based on the survey findings.

During the research there were established three main research objectives (O) of the study:

- O<sub>1</sub>: Analyse if Georgian restaurant customers consider CSR reputation while selecting and reviewing restaurants.
- O<sub>2</sub>: Find out if Georgian consumers would choose CSR-oriented restaurants when there is a similar price, product, and service.
- O<sub>3</sub>: To identify if consumers in Georgia are willing to pay a higher price for restaurant products and services that engage in corporate social responsibility.

Based on the work's main objectives, some hypotheses (H) were developed to complete the research:

- H<sub>1</sub>: There is a positive correlation between the statement that Georgian customers believe that restaurants should be more active in the field of social responsibility (Q<sub>10</sub>) and the statement that with similar products and services, customers would pay more for a restaurant that focuses on social responsibility (Q<sub>14</sub>).

H<sub>2</sub>: There is an association between gender and how customers evaluate and select restaurants based on their reputation (Q<sub>15</sub>).

H<sub>3</sub>: There are differences by gender regarding the perception of CSR activities.

## 2.2. Description of Data Collection

The current study is based on quantitative analysis with specific objectives and hypotheses. The research is based on a survey. Respondents were selected for quantitative research through random sampling.

The population of the study was the Georgian residents. According to Geostat.ge, as of January 1, 2022, the population of Georgia was 3,688.6 thousand. According to Krejcie and Morgan (1970), when the population exceeds 1 million, the sample size should be at least 384 to ensure the study's trustworthiness and assume the margin of error of 5%. Based on the survey and considering a 95% confidence level, the error sample based on 400 respondents for the present study will be 4.9%.

The questionnaire is divided into two sections: On the one hand, these are questions concerning personal information, and on the other hand, information on their attitudes and perceptions about restaurant-related CSR. Questions in the first part collect data on each participant's age, gender, occupation, and income to create a broad profile, and the questionnaire's second section contains 11 questions. All the questions in the second part use the five-point Likert Scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was administered in English and Georgian language and can be found in Appendix. The survey was carried out between March and May 2022.

This study was conducted using the Google Forms online platform, which allows users to store completed questionnaires and export and analyse data in Excel. The survey was distributed using the social media platform Facebook. In the social network, active groups were used, which united the Georgian audience.

Various approaches are used to secure the confidentiality of the information gained through the research. Questions about the person's name, surname, personal number, residence, and so on were not included in the questionnaire.

Table 1 shows Cronbach's alpha consistency, which was used to assess the questionnaire's reliability. According to the result, the reliability of the test is good.

**Table 1.** Reliability of the Questionnaire.

Group	Item	Cronbach's alpha	Reliability
Customers' Perceptions of CSR activities	8	.888	Good

### 2.3. Description of Data Analysis

The data analysis process summarizes the information gathered. It includes using analytical and logical reasoning in data to identify patterns, correlations, and trends. It also provides for interpreting figures and numbers and seeking evidence to support the major results. The SPSS was used to enter and analyse data.

The demographic profile of the respondents will be analysed using descriptive statistics, which will display absolute and relative frequencies. Frequency analysis tables, the mean, and standard deviation will be used to answer the specific objectives.

In addition, inferential statistics and related hypothesis testing will be used to help with assumptions that will be made from the data obtained. To complete the work's main purpose, numerous assumptions were given, along with various ways of validating them or not. The Pearson correlation coefficient is used to see the relationship between variables once the premise of sample size and normal distribution is not violated. The Chi-Square test, a non-parametric test, will be used to examine the relationship between two qualitative variables. Lastly, parametric, for independent samples, the t-Student test will be used, since the assumptions of sample size, per independent sample, and also a homogeneity of variances are not violated. Decisions on research hypotheses will always be made assuming a 5% significance level.

The objectives, research hypotheses, and methodologies used to gather the data are summarised in Table 2.

**Table 2.** Objectives and Hypotheses.

Label	Objective or research hypothesis	Technique
O <sub>1</sub>	Analyse if Georgian restaurant customers consider CSR reputation while selecting and reviewing restaurants	Mean and Standard deviation. Frequencies
O <sub>2</sub>	Find out if Georgian consumers would choose CSR-oriented restaurants when there is a similar price, product, and service.	Mean and Standard deviation. Frequencies
O <sub>3</sub>	To identify if consumers in Georgia are willing to pay a higher price for restaurant products and services that engage in corporate social responsibility (CSR).	Mean and Standard deviation. Frequencies
H <sub>1</sub>	There is a positive correlation between the statement that Georgian customers believe that restaurants should be more active in the field of social responsibility (Q10) and the statement that with similar products and services, customers would pay more for a restaurant that focuses on social responsibility (Q14).	Pearson's Correlation Test
H <sub>2</sub>	There is an association between gender and how customers evaluate and select restaurants based on their reputation (Q15).	Chi-Square Test
H <sub>3</sub>	There are differences by gender regarding the perception of CSR activities.	t-Student test

### 3. Presentation and Analysis of Results

#### 3.1. Introduction

This section will examine and analyse the findings of this research. First, a detailed description of the respondents who were part of the research sample and the characteristics of the sample in terms of age, gender, occupation, and income is described.

#### 3.2. Demographic data of respondents

During the research, four hundred people participated in the study, "Perception of Georgian consumers towards corporate social responsibility in the restaurant industry". Out of 400 respondents, 260 is female, and 140 are male. The percentage of results was distributed as follows: 65%-female, 35%-male. Most of the respondents surveyed were young, less than 24 years old. At the same time, the smallest percentage of the respondents were over the age of 65, with only 0.7% of respondents. 71.5% of respondents are employed or self-employed, and 17.3% are students. Unemployed and retired people make up 10.5% and 0.7% of respondents who were unable to work. For most of the respondents, which was 40.8% the income was less than 1,000 GEL. 29% of them have an income range from 1,000-1,999 GEL and 20% have an income from 2,000 - 2,999. 6.2% of respondents earn between GEL 3,000 and 3,999, and a small number of people have an income of 4000– 4999 GEL, which is 2%; at the same time, the share of high-income respondents (over GEL 5,000) is 2%. In the table presented below is a profile of the respondents belonging to the sample.

**Table 3.** Profile of respondents.

<b>Variables</b>	<b>n</b>	<b>%</b>
<b>Age</b>		
Less than 18	14	3.5%
18 - 24	142	35.5%
25 - 34	117	29.3%
35 - 44	68	17%
45 - 54	41	10.3%
55 - 65	15	3.7%
65 and more	3	0.7%
<b>Total</b>	<b>400</b>	<b>100%</b>
<b>Gender</b>		
Male	140	35%
Female	260	65%
<b>Total</b>	<b>400</b>	<b>100%</b>
<b>Occupation</b>		
Student	69	17.3%
Employed	254	63.5%
Self-employed	32	8%
Unemployed	38	9.5%
Retired	4	1%
Unable to work	3	0.7%
<b>Total</b>	<b>400</b>	<b>100%</b>



**Table 3.** Profile of respondents (cont.).

<b>Income</b>		
Less than 1000 GEL	163	40.8%
1000 – 1999	116	29%
2000 - 2999	80	20%
3000 - 3999	25	6.2%
4000 – 4999	8	2%
More than 5000 GEL	8	2%
<b>Total</b>	<b>400</b>	<b>100%</b>

### 3.3. Descriptive Analysis

In Table 4 below, there is a question about whether they had a prior understanding of the definition of corporate social responsibility, which provides both quantitative and percentage information about the answers to the question. The survey found that out of 400 respondents, most had heard of corporate social responsibility, which is 267 (66.7%), and among those unfamiliar with the term, it was 133 (33.3%).

**Table 4.** CSR awareness among respondents.

<b>Have you heard about corporate social responsibility?</b>		
<b>Answers</b>	<b>n</b>	<b>%</b>
Yes	267	66.7%
No	133	33.3%
<b>Total</b>	<b>400</b>	<b>100%</b>

Table 5 shows the results of a question in which the definition of CSR was presented, and respondents were asked if they believe that organisations should practice corporate social responsibility. Based on the survey's findings, we can conclude that the vast majority of respondents believe that businesses should implement corporate social responsibility, which is 364 (91%) of the respondents, number of people who don't know the answer to this question is 29 (7.3%). In contrast, the people who believe that businesses should not engage in corporate social responsibility is only (7) 1.7%.

**Table 5.** Customers attitudes, whether businesses should engage in corporate social responsibility.

<b>Corporate Social Responsibility is a company's voluntary activity in order to protect the environment and society's well-being. Do you believe businesses should engage in corporate social responsibility?</b>		
<b>Answers</b>	<b>n</b>	<b>%</b>
Yes	364	91%
No	7	1.7%
I don't know	29	7.3%
<b>Total</b>	<b>400</b>	<b>100%</b>

Table 6 shows answers to the question about respondents' preferences for the possible options most relevant to the term "corporate social responsibility". During research, 391 respondents chose at least one of the items below. Based on the results, two statements are clearly highlighted since they were

chosen by over 70% of the respondents: environmental responsibility (82.1%) and prevention of pollution (75.2%). On a smaller scale but still, the majority of people surveyed also made the following statements: creating equal opportunities for employees (57.3%), efficient use of sustainable energy (energy, water, etc.) (55.8%), job creation (53.7%), and customer data protection and privacy (51.4%). Significantly fewer people considered fair competition in the market (47.8%) and profit maximization (32.2%) as a part of corporate social responsibility (CSR).

**Table 6.** Frequency table of activities perceived as being part of CSR.

<b>Indicate which activities you believe are part of CSR.</b>	<b>n</b>	<b>%</b>
Environmental responsibility	321	82.1%
Prevention of pollution	294	75.2%
Creating equal opportunities for employees	224	57.3%
Efficient use of sustainable energy (Energy, water, etc.)	218	55.8%
Job creation	210	53.7%
Customer data protection and privacy	201	51.4%
Fair competition in the market	187	47.8%
Profit Maximization	126	32.2%

The remaining questions from the second part of the survey are shown in Table 7. The percentage of responses to each question is also provided. For this part, it was used the Likert scale from 1 to 5. The mean and standard deviation are also included.

Here are presented some of the main points from the results. Since we have reached 400 respondents, we can say that there is a 95% confidence level and only a 5% margin of error. It should be noted that each question has a significantly higher mean and corresponding standard deviation. Based on the results, the great majority of people think that restaurants in Georgia should be more active in the field of social responsibility, (mean = 4.41 points and SD = .948), which is the highest mean and standard deviation, another result with a relatively small but statistically high mean and standard deviation was the question of whether organizations should constantly strive to maximize profits, (mean = 3.97 points and SD = 1.141). At the end of the table, we calculated the global mean, which combined all the questions from 8 to 15, where it can be seen that the respondents agree (value over 4 points) with the questioned statements.

**Table 7.** Data on Customer's Social Responsibility.

<i>Q8: To what extent do you agree or disagree with the view that restaurants should constantly strive to maximize profits?</i>						
1	2	3	4	5	Mean	SD
17(4.3%)	26(6.5%)	86(21.5%)	94(23.5%)	177(44.3%)	3.97	1.141
<i>Q9: Do you agree or disagree that Georgian restaurants should contribute some of their resources to philanthropic and charitable initiatives?</i>						
1	2	3	4	5	Mean	SD
11(2.8%)	23(5.8%)	54(13.5%)	98(24.5%)	214(53.5%)	4.2	1.053
<i>Q10: Do you agree or disagree with the opinion that restaurants in Georgia should be more active in the field of social responsibility?</i>						
1	2	3	4	5	Mean	SD
7(1.8%)	18(4.5%)	35(8.8%)	86(21.5%)	254(63.5%)	4.41	.948
<i>Q11: To what extent do you agree or disagree with the view that restaurants should be involved in protecting the environment and solving social problems?</i>						
1	2	3	4	5	Mean	SD
11(2.8%)	23(5.8%)	51(12.8%)	72(18%)	243(60.8%)	4.28	1.066
<i>Q12: To what extent do you agree or disagree that restaurants should be transparent regarding their operations?</i>						
1	2	3	4	5	Mean	SD
12(3%)	15(3.8%)	43(10.8%)	86(21.5%)	244(61%)	4.34	1.013
<i>Q13: With similar prices, products, and services, I would choose a restaurant that is focused on social responsibility.</i>						
1	2	3	4	5	Mean	SD
7(1.8%)	15(3.8%)	49(12.3%)	80(20%)	249(62.3%)	4.37	.957
<i>Q14: With a similar product and service, I would pay more for a restaurant that focuses on social responsibility</i>						
1	2	3	4	5	Mean	SD
8(2%)	26(6.5%)	65(16.3%)	96(24%)	205(51.2%)	4.16	1.045
<i>Q15: When evaluating and selecting a restaurant, I consider its reputation in the field of corporate social responsibility.</i>						
1	2	3	4	5	Mean	SD
15(3.8%)	31(7.8%)	70(17.5%)	83(20.8%)	201(50.2%)	4.06	1.151
<b>Global Mean</b>						
					Mean	SD
					4.2237	.78611

Table 8 analyse the awareness of respondents about CSR based on their age, more specifically it will show if there is a difference between ages. People from 25 to 45 years old appeared to have the highest percentage of the answer “Yes” and 74.1% of them know the meaning of corporate social responsibility; on the other hand, more than 45 people have the lowest percentage. Only 56% of the respondents of that age have heard about CSR.

**Table 8.** CSR awareness among age groups.

<b>Have you heard about corporate social responsibility?</b>			
<b>Age</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
Up to 25	97(62.2%)	59(37.8%)	156
26 - 45	137(74.1%)	48(25.9%)	185
46 or more	33(56%)	26(44%)	59
<b>Total</b>	<b>267</b>	<b>133</b>	<b>400</b>

Table 9 shows participants with different incomes and their willingness to pay extra for CSR-oriented restaurants. On the statement: "With similar products and services, I would pay more for a restaurant that focuses on social responsibility." Respondents who either agreed or disagreed were distributed as follows: 73% of the respondents who earn less than 2, 000 GEL, 80% of the respondents who have a monthly income of 2,000 to 4,000 GEL, and finally, 82% of the respondents with an income of more than 4,000 GEL. Based on the results, we can say that respondents with higher incomes are more likely to pay extra for restaurants engaged in CSR.

**Table 9.** Three income groups and their willingness to pay extra for CSR-oriented restaurants.

<b>With similar products and services, I would pay more for a restaurant that focuses on social responsibility.</b>						
<b>Income</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neither Agree nor Disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>
Up to 1999	5(1.8%)	22(8%)	48(17.2%)	68(24.3%)	136(48.7%)	279
2000 - 3999	3(2.9%)	4(3.8%)	14(13.3%)	25(23.8%)	59(56.2%)	105
4000 or more	0	0	3(18.75%)	3(18.75%)	10(62.5%)	16
<b>Total</b>	<b>8</b>	<b>26</b>	<b>65</b>	<b>96</b>	<b>205</b>	<b>400</b>

### 3.4. Validation of research objectives

The next step of the work is focused on reviewing the research objectives.

To answer the first research objective, O<sub>1</sub>. "Analyze if Georgian restaurant customers consider CSR reputation while selecting and reviewing restaurants". Mean, and standard deviation were calculated, with a mean of 4.06 points and a standard deviation of 1.151. As a result, among people who strongly agree with the statement, their percentage distribution is 50.2%, and 20.8% of people agree, making a total of 71% positive feedback. Based on these results, it is clear that people attach importance to restaurants' reputations in the area of corporate social responsibility.

**Table 10.** Georgian customer's perception of restaurants' CSR reputation.

<b>Statement</b>	<b>Mean</b>	<b>SD</b>
When evaluating and selecting a restaurant, I consider its reputation in the field of corporate social responsibility. (Q <sub>15</sub> )	4.06	1.151

The next research objective is O<sub>2</sub>: *“Find out if Georgian consumers would choose CSR-oriented restaurants when there is a similar price, product, and service”*. According to the results, the mean of the question is 4.37 and a standard deviation of .957, which clearly shows that customers prefer CSR-oriented restaurants. To show the percentage distribution of the results, people who strongly agree with the statement, the percentage is 62.3%, and 20% of people who agree, which makes a total of 82.3% positive feedback.

**Table 11.** Customers’ attitudes regarding CSR-oriented restaurants in Georgia.

<b>Statement</b>	<b>Mean</b>	<b>SD</b>
With similar prices, products, and services, I would choose a restaurant that is focused on social responsibility. (Q13)	4.37	.957

Since price generally has a huge impact on customer behaviour, the next research objective is to determine their willingness to pay extra for products and services of a restaurant that is engaged in CSR. O<sub>3</sub>: *“To identify if consumers in Georgia are willing to pay a higher price for restaurant products and services that engage in corporate social responsibility (CSR)”*. Based on the results, the mean for the statement is 4.16, and the standard deviation 1.045. In terms of percentage, 51.2% of people strongly agree with the statement and 24% of people agree. All of this suggests that the vast majority of consumers would be willing to pay more for a restaurant that participates in CSR initiatives.

**Table 12.** Customers' willingness to pay extra.

<b>Statement</b>	<b>Mean</b>	<b>SD</b>
With similar products and services, I would pay more for a restaurant that focuses on social responsibility. (Q14)	4.16	1.045

### 3.5. Validation of research hypotheses

The first research hypothesis is H<sub>1</sub>: *“There is a positive correlation between the statement that Georgian customers believe that restaurants should be more active in the field of social responsibility (Q10) and the statement that with similar products and services, customers would pay more for a restaurant that focuses on social responsibility (Q14)”*. For this hypothesis, the correlation between two variables was calculated.

According to the results achieved, it could be defined that Q10 and Q14 are corroborated as there is a significant level of correlation between both variables. A positive correlation means that as one variable increases, the other variable increases too. For both questions, the Pearson correlation coefficient is 0.570, and the significance level is less than 0.001 (Table 13). A possible explanation of the results could be that people who think that restaurants should be involved and more active in CSR, would prefer

restaurants that are engaged in CSR activities. Based on the results, the research hypothesis was corroborated.

**Table 13.** Pearson’s Correlation Test.

		Q <sub>14</sub>
	<b>Pearson Correlation</b>	.570
<b>Q<sub>10</sub></b>	<b>p-value</b>	<.001
	<b>n</b>	400

To answer the second hypothesis, H<sub>2</sub>: “*There is an association between gender and how customers evaluate and select restaurants based on their reputation (Q15)*”. Chi-Square test was used.

As a result of the chi-square test, it was found that there is a significant relationship between gender and how customers evaluate and select restaurants based on their reputation, so the result is corroborated. Table 14 below show the result. We can assume that the hypothesis has been approved based on the data. Also, in the table, the p-value is lower than 0.05, which indicates that the study result is statistically significant.

**Table 14.** Chi-Square Test.

	Value	Degrees of freedom	p-value
Pearson Chi-Square	14.938 <sup>a</sup>	4	0.005

To answer the third hypothesis H<sub>3</sub>: “*There are differences by gender regarding the perception of CSR activities*”. Independents Samples T-test (t-Student test) was used. Based on the results, it could say that there was no significant difference by gender regarding the perception of CSR activities, p-value = .063 > .05, but it is possible to reach that mean of females is slightly more than males (*M: 4.1241 points, F: 4.2774 points*). The hypothesis is not corroborated.

### 3.6. Main Results

Table 15 briefly describes the results of the research objectives and hypotheses, which are essential for an easy understanding of the results. For the research objectives, mean and standard deviation are used, and for the hypotheses, whether it was corroborated or not.

**Table 15.** Main results.

Label	Objective or research hypothesis	Main Results	
		Mean	Standard deviation
O <sub>1</sub>	Analyse if Georgian restaurant customers consider CSR reputation while selecting and reviewing restaurants.	4.06 points	1.151
O <sub>2</sub>	Find out if Georgian consumers would choose CSR-oriented restaurants when there is a similar price, product, and service.	4.37 points	.957
O <sub>3</sub>	To identify if consumers in Georgia are willing to pay a higher price for restaurant products and services that engage in corporate social responsibility (CSR).	4.16 points	1.045
H <sub>1</sub>	There is a positive correlation between the statement that Georgian customers believe that restaurants should be more active in the field of social responsibility (Q <sub>10</sub> ) and the statement that with similar products and services, customers would pay more for a restaurant that focuses on social responsibility (Q <sub>14</sub> ).	Corroborated	
H <sub>2</sub>	There is an association between gender and how customers evaluate and select restaurants based on their reputation (Q <sub>15</sub> ).	Corroborated	
H <sub>3</sub>	There are differences by gender regarding the perception of CSR activities.	Not Corroborated	

## **Conclusions, Recommendations, Limitations, and Future Research Lines**

CSR is an important part of any company. This not only allows businesses and organizations to communicate with customers but also gives them a way to engage with the world around them positively. Responsible business conduct (RBC) is a relatively recent concept in Georgia. Promoting awareness and understanding of international principles and standards that guide commercial activity, especially those relating to human rights, labour, and the environment, can enhance competitiveness. CSR is beneficial and important in a lot of fields, and the restaurant industry is one of those. Nowadays, socially responsible activities are becoming important approaches for restaurants that help to transform restaurants into socially responsible businesses.

The purpose of this study was to understand the concept and history of CSR, as well as to demonstrate its various aspects, such as CSR as a source of competitive advantage, customer perception and behaviour based on CSR activities, the restaurant industry's role in Georgia, and CSR-related restaurant industry. Specifically, the purpose of the survey was to determine both respondents' attitudes toward corporate social responsibility and their perceptions and possible actions in certain circumstances.

The 400 respondents participated in the survey and based on the Georgian population, 384 respondents allowed us to determine the reliability of the study with a 5% possible error, where the majority of respondents were 65% women and 35% men.

In order to successfully complete the current research project, the following activities were carried out:

- Relevant literature review;
- The survey that allowed us to collect relevant data;
- Data analysis, both descriptive and inferential;
- Finally, we developed recommendations regarding the results of the analysis.

The questionnaire used can be found in the appendix in both English and Georgian versions.

According to the answers, it was revealed that in all groups, according to age, occupation, and income, most consumers prefer restaurants oriented toward CSR. It's worth mentioning that the majority of those surveyed, 66.7%, have heard of corporate social responsibility, also, the age group with the highest percentage was 25 to 45 years old respondents, with over 74%. Although 35% of those surveyed have never heard of corporate social responsibility, 91% agreed that corporations should engage in CSR activities after reading the definition.



Another crucial point raised in the survey is respondents' perceptions of what is most important in terms of corporate social responsibility, with the majority believing that environmental responsibility and pollution prevention are the most critical aspects; in both cases, the percentage distribution was over 70%.

During the result analysis process, it has become apparent that the questions have a high mean and standard deviation. Several significant questions were answered throughout the research objective assessment. The first objective was to identify the process of customer evaluation and selection of restaurants and the role of reputation in the context of social responsibility, 71% of respondents agreed or strongly agreed with the statement. It also defined the impact of CSR on customers' willingness to pay extra, where it was clearly shown that people are willing to pay more for a CSR-oriented restaurant. The third objective is oriented toward defining customers' attitudes toward choosing a restaurant in terms of similar prices, products, and services, where results are also positive with a mean of 4.37.

Another significant aspect of the research work was determining the hypotheses. The first hypothesis was to identify a correlation between the two questions, Q10 and Q14; more specifically, it determines the degree of correlation between users' attitudes and their actions, a possible explanation of the results could be that people who believe restaurants should be more active in CSR will choose and go in the restaurants that engage in CSR activities. A chi-square test was used to evaluate another hypothesis, which indicated that there is a significant association between gender and how customers evaluate and select restaurants based on their reputation. At the end of the hypotheses, we calculated the global mean of the questionnaire and based on that, and it was identified if there was a difference between males and females regarding the perception of CSR activities, which as the result shows, was not corroborated, during the process independent samples t-test was used.

To sum up the work, corporate social responsibility plays a significant role in the lives of Georgian customers. As a result, to succeed in a highly competitive environment, restaurants must be closely involved in this area. Restaurants should understand that there is not only an economic aspect to maximizing profits; it is also important to take care of all stakeholders, including the community. The findings of this study provide useful information to restaurant decision-makers, which suggests that restaurant owners should put more effort into charitable contributions, presenting affordable prices, and managing CSR initiatives.

The present research investigated consumers' evaluation of the importance of different CSR activities. It has been shown that customers are positive towards restaurants that are engaged in corporate social responsibility.

Corporations need to be clearly aware of this fact in order to assess their expectations and adapt their strategies to suit the needs of customers and society at large. Additionally, it seems that the study identified an interesting and important new target group for restaurants that the implementation of appropriate activities could influence. More specifically, people aged 25–45 appear to have the highest

percentage of CSR awareness. The study also made it clear that the vast majority of people surveyed consider environmental responsibility as an integral part of corporate social responsibility, which means that both the business and public sectors may be concerned about this.

This thesis makes a significant contribution to the understanding of customers' views and expectations of CSR. According to the study, customers value CSR initiatives, and organizations should learn more about their perspectives to gain more goodwill from their initiatives. The information obtained from the study is statistically significant and valuable for the management of restaurants. Using this information will enable the company's management to make effective decisions in the corporate social responsibility strategy planning process.

The limitations of the conducted work are the following: The literature review revealed a lack of resources related to the corporate social responsibility of the restaurant industry. In particular, we could not use more updated data because of data availability issues. Also, little information is available in the Georgian scientific literature on corporate social responsibility; therefore, collecting a detailed analysis of CSR in Georgia was impossible.

In the future, the involvement of Ph.D. students in CSR-related research could be highly beneficial in a variety of areas in the future. Qualitative research with customers and restaurant owners can also help better explain and analyse each party's attitudes and actions.

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## Appendix

### Questionnaire. (English Version)

Dear Respondent,

Please participate in the research conducted for the master's thesis on the role of corporate social responsibility in the Georgian restaurant industry. Specifically, the purpose of the study is to determine the consumer's attitude towards corporate social responsibility.

Thank you for taking the time to assist me in carrying out this research. The data obtained is confidential and will be used for academic purposes only.

Please answer the following questions by choosing answers from the list.

Q1. Your gender:

1. Male
2. Female

Q2. Your age:

1. Less than 18
2. 18 – 24
3. 25 – 34
4. 35 – 44
5. 45 – 54
6. 55 – 64
7. 65 and more

Q3. Work status:

1. Student
2. Employed
3. Unemployed
4. Not able to work
5. Retired
6. Self-employed



Q4. Which of these describes your personal income?

1. Less than 1000
2. 1000 – 1999
3. 2000 – 2999
4. 3000 – 3999
5. 4000 – 4999
6. More than 5000

Q5. Have you heard about corporate social responsibility?

1. Yes
2. No

Q6. Corporate Social Responsibility (CSR) is a company's voluntary activity in order to protect the environment and society's well-being. Do you believe businesses should engage in corporate social responsibility?

1. Yes
2. No
3. I don't know

Q7. Below is a list of activities. Indicate which activities you believe are part of CSR. (You can select more than one answer).

1. Prevention of pollution.
2. Environmental responsibility
3. Efficient use of sustainable energy (Energy, water, etc.)
4. Profit Maximization
5. Customer data protection and privacy
6. Job creation
7. Creating equal opportunities for employees
8. Fair competition in the market
9. Other\_\_\_\_\_

Q8. To what extent do you agree or disagree with the view that restaurants should constantly strive to maximize profits?

1. Strongly Disagree
2. Disagree

3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

Q9. Do you agree or disagree that Georgian restaurants should contribute some of their resources to philanthropic and charitable initiatives?

1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

Q10. Do you agree or disagree with the opinion that restaurants in Georgia should be more active in the field of social responsibility?

1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

Q11. To what extent do you agree or disagree with the view that restaurants should be involved in protecting the environment and solving social problems?

1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

Q12. To what extent do you agree or disagree that restaurants should be transparent regarding their operations?

1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree

5. Strongly Agree

Q13. With similar price, product, and service, I would choose a restaurant that is focused on social responsibility.

1. Strongly Disagree
2. 3Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

Q14. With similar product and service, I would pay more for a restaurant that focuses on social responsibility.

1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

Q15. When evaluating and selecting a restaurant, I consider its reputation in the field of corporate social responsibility.

1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

Thank you for your collaboration!

## Questionnaire. (Georgian Version)

გთხოვთ, მონაწილეობა მიიღოთ კვლევაში, რომელიც ტარდება სამაგისტრო ნაშრომისთვის და ეხება კორპორაციული სოციალური პასუხისმგებლობის როლს, საქართველოს სარესტორნო ინდუსტრიაში. კონკრეტულად, კვლევის მიზანია, განსაზღვროს მომხმარებლის დამოკიდებულება კორპორაციული სოციალური პასუხისმგებლობის მიმართულებით.

მადლობა, რომ დამითმეთ დრო და დამეხმარეთ აღნიშნული კვლევის განხორციელებაში. მიღებული მონაცემები კონფიდენციალურია და გამოყენებული იქნება მხოლოდ აკადემიური მიზნებისთვის.

გთხოვთ უპასუხოთ შემდეგ კითხვებს:

Q1. თქვენი სქესი:

1. მამრობითი
2. მდედრობითი

Q2. თქვენი ასაკი:

1. 18 -ზე ნაკლები
2. 18 – 24
3. 25 – 34
4. 35 – 44
5. 45 – 54
6. 55 – 65
7. 65 -ზე მეტი

Q3. თქვენი საქმიანობა:

1. სტუდენტი
2. თვით დასაქმებული
3. დასაქმებული
4. დაუსაქმებელი
5. პენსიონერი
6. არ შემოდის მუშაობა

Q4. თქვენი შემოსავალი:

1. 1000 ლარზე ნაკლები
2. 1000 – 2000
3. 2000 – 3000
4. 3000 – 4000
5. 4000 – 5000
6. 5000 ლარზე მეტი

Q5. გსმენიათ თუ არა კორპორაციული სოციალური პასუხისმგებლობის შესახებ?

1. დიახ
2. არა

Q6. CSR ანუ კორპორაციული სოციალური პასუხისმგებლობა, არის კომპანიის ნებაყოფილობითი საქმიანობა, რომლის მიზანია იზრუნოს გარემოს დაცვასა და საზოგადოების კეთილდღეობაზე. მიგაჩნიათ, თუ არა რომ ორგანიზაციებმა უნდა განახორციელონ კორპორაციული სოციალური პასუხისმგებლობის აქტივობები?

1. დიახ
2. არა
3. არვიცი

Q7. თქვენი აზრით, ჩამოთვლილთაგან, რომელი შეესაბამება კორპორაციულ სოციალურ პასუხისმგებლობას? (შესაძლებელია მონიშნოთ ერთზე მეტი პასუხი)

1. დაბინძურების პრევენცია
2. ეკოლოგიური პასუხისმგებლობა
3. მოგების მაქსიმიზაცია
4. მომხმარებელთა მონაცემების დაცვა და კონფიდენციალურობა
5. სამუშაო ადგილების შექმნა
6. ენერჯის ეფექტიანი მოხმარება
7. თანამშრომლებისთვის თანაბარი შესაძლებლობების შექმნა
8. სამართლიანი კონკურენცია ბაზარზე
9. სხვა\_\_\_\_\_

Q8. რამდენად ეთანხმებით ან არ ეთანხმებით მოსაზრებას, რომ რესტორნებმა მუდმივად უნდა იზრუნონ მოგების მაქსიმიზაციაზე?

1. კატეგორიულად არ ვეთანხმები
2. არ ვეთანხმები
3. არც ვეთანხმები და არც არ ვეთანხმები
4. ვეთანხმები
5. სრულად ვეთანხმები

Q9. რამდენად ეთანხმებით ან არ ეთანხმებით მოსაზრებას, რომ საქართველოში რესტორნებმა უნდა გამოყოფნა თავიანთი რესურსების ნაწილი ფილანტროპული, საქველმოქმედო აქტივობებისთვის?

1. კატეგორიულად არ ვეთანხმები
2. არ ვეთანხმები
3. არც ვეთანხმები და არც არ ვეთანხმები
4. ვეთანხმები
5. სრულად ვეთანხმები

Q10. რამდენად ეთანხმებით ან არ ეთანხმებით მოსაზრებას, რომ საქართველოში რესტორნები მეტად აქტიურები უნდა იყვნენ სოციალური პასუხისმგებლობის მიმართულებით?

1. კატეგორიულად არ ვეთანხმები
2. არ ვეთანხმები
3. არც ვეთანხმები და არც არ ვეთანხმები
4. ვეთანხმები
5. სრულად ვეთანხმები

Q11. რამდენად ეთანხმებით ან არ ეთანხმებით მოსაზრებას, რომ რესტორნებმა მონაწილეობა უნდა მიიღონ გარემოს დაცვასა და სოციალური პრობლემების მოგვარებაში?

1. კატეგორიულად არ ვეთანხმები
2. არ ვეთანხმები
3. არც ვეთანხმები და არც არ ვეთანხმები
4. ვეთანხმები
5. სრულად ვეთანხმები

Q12. რამდენად ეთანხმებით ან არ ეთანხმებით მოსაზრებას, რომ რესტორნებმა უნდა იზრუნონ საქმიანობის გამჭვირვალობაზე.

1. კატეგორიულად არ ვეთანხმები

2. არ ვეთანხმები
3. არც ვეთანხმები და არც არ ვეთანხმები
4. ვეთანხმები
5. სრულად ვეთანხმები

Q13. მსგავსი ფასის, პროდუქტისა და სერვისის პირობებში არჩევანს გავაკეთებდი რესტორანზე, რომელიც ორიენტირებულია სოციალურ პასუხისმგებლობაზე.

1. კატეგორიულად არ ვეთანხმები
2. არ ვეთანხმები
3. არც ვეთანხმები და არც არ ვეთანხმები
4. ვეთანხმები
5. სრულად ვეთანხმები

Q14 მსგავსი პროდუქტისა და სერვისის პირობებში, გადავიხდიდი მეტს იმ რესტორანში, რომელიც ორიენტირებულია სოციალურ პასუხისმგებლობაზე.

1. კატეგორიულად არ ვეთანხმები
2. არ ვეთანხმები
3. არც ვეთანხმები და არც არ ვეთანხმები
4. ვეთანხმები
5. სრულად ვეთანხმები

Q15. რესტორნის შეფასებისა და შერჩევის დროს ვითვალისწინებ მის რეპუტაციას, კორპორაციული სოციალური პასუხისმგებლობის მიმართულებით.

1. კატეგორიულად არ ვეთანხმები
2. არ ვეთანხმები
3. არც ვეთანხმები და არც არ ვეთანხმები
4. ვეთანხმები
5. სრულად ვეთანხმები