

Effects of Corporate Social Responsibility on Green Market Product in Ethiopia Coffee Cooperatives

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ABSTRACT

This study examines the relationship between corporate responsibility dimensions (ethical responsibility, economic responsibility, discretionary responsibility, and legal responsibility) and the adoption of green market products. The data were analyzed using a regression model, and the results revealed significant positive correlations between each responsibility dimension and the green market product variable. The regression analysis further demonstrated that the combined influence of these responsibility dimensions accounted for a substantial proportion (92.8%) of the variance in the adoption of green market products. The findings highlight the importance of corporate responsibility in promoting environmentally friendly products and suggest that higher levels of ethical, economic, discretionary, and legal responsibilities are associated with a greater emphasis on green market products. These insights contribute to the understanding of the factors influencing sustainable consumption and provide implications for businesses aiming to align their practices with environmental concerns. Future research could explore additional variables and investigate the mechanisms through which corporate responsibility translates into consumer behavior and market outcomes.

Key words: CSR, green market, responsibility, ethical, economic, discretionary, and legal

1. INTRODUCTION

The increasing global concern for environmental sustainability has led to a growing demand for green market products – goods and services designed and produced with a focus on minimizing negative environmental impacts [1]. This shift towards environmentally friendly alternatives is driven by various factors, including consumer awareness, regulatory pressures, and corporate social responsibility. However, the development, marketing, and adoption of green market products are not only influenced by ethical, economic, and discretionary responsibilities but also by legal responsibilities [2]. The relationship between legal responsibility and green market products is crucial in shaping the landscape of sustainable consumption and production. This essay explores the multifaceted relationship between legal responsibility and green market products, highlighting the role of compliance with environmental regulations, product certification and labeling, extended producer responsibility, environmental impact assessments, and intellectual property protection [3]. Understanding the legal framework surrounding green market products is essential for organizations and policymakers to foster a sustainable and responsible marketplace. By navigating the legal landscape effectively, stakeholders can ensure that green market products meet regulatory standards, protect consumers and the environment, and contribute to the broader objective of achieving a more sustainable future [4].

1.1 Concepts and Origin of Corporate Social Responsibility (CSR):

Corporate Social Responsibility (CSR) is a concept that refers to a company's commitment to operating in an ethical and responsible manner, taking into account its impact on society and the environment. It encompasses the voluntary actions and initiatives that businesses undertake to go beyond legal requirements and contribute positively to the well-being of various stakeholders, including employees, customers, communities, and the environment. [5]

The triple bottom line framework suggests that businesses should focus not only on financial performance (the traditional bottom line) but also on social and environmental performance. This approach emphasizes the interdependence of economic, social, and environmental aspects of business sustainability. [6]

CSR recognizes that companies have responsibilities towards a wide range of stakeholders, including employees, customers, suppliers, communities, and shareholders. Stakeholder theory asserts that businesses should consider the interests and well-being of these stakeholders and actively engage with them to create value and address their concerns. [7]

CSR aligns with the concept of sustainable development, which seeks to meet the needs of the present generation without compromising the ability of future generations to meet their own needs. CSR practices aim to contribute to long-term social, environmental, and economic sustainability. [12]

The emergence of social movements advocating for workers' rights, human rights, and environmental protection in the 19th and 20th centuries laid the foundation for CSR. These movements highlighted the social and environmental impacts of industrialization and called for greater corporate accountability. [15]

Many early CSR initiatives were rooted in philanthropy, where business leaders and companies voluntarily donated resources and supported charitable causes. This approach emphasized the responsibility of businesses to contribute to the welfare of society beyond their economic activities. [9]

The field of business ethics emerged in the mid-20th century, emphasizing the moral obligations of businesses. Concepts such as corporate citizenship and ethical conduct became integral to CSR, emphasizing the role of businesses as responsible members of society. [8]

The increasing globalization of business operations brought attention to the social and environmental impacts of companies on a global scale. Stakeholders, including consumers, investors, and NGOs, started to demand greater transparency, accountability, and responsibility from corporations. [11]

The development of international standards and frameworks, such as the United Nations Global Compact, the Global Reporting Initiative (GRI), and ISO 26000, provided guidelines and frameworks for companies to integrate CSR into their strategies, operations, and reporting. [2]

Determinants of CSR

Certainly! The determinants of CSR can be classified into four main categories: ethical responsibility, economic responsibility, discretionary responsibility, and legal responsibility.

1. Ethical Responsibility:

Ethical responsibility refers to a company's commitment to conducting business in an ethical and morally responsible manner. It involves adhering to principles and values that go beyond legal requirements. [11]

- Considering the interests and rights of various stakeholders, such as employees, customers, communities, and the environment.
- Ensuring fair treatment and equal opportunities for employees, respecting human rights, and promoting diversity and inclusion.
- Being transparent in business practices, disclosing relevant information, and being accountable for actions and their impacts.

2. Economic Responsibility:

Economic responsibility pertains to a company's obligation to create economic value and contribute to sustainable development. [18]

- Maintaining profitability and financial stability to ensure the company's long-term viability and ability to fulfill its responsibilities.
- Generating value for shareholders, employees, and other stakeholders through responsible business practices.
- Contributing to local economies by creating job opportunities, supporting local suppliers, and fostering economic growth.

3. Discretionary Responsibility:

Discretionary responsibility refers to voluntary actions and initiatives that go beyond legal and economic obligations. It involves a company's willingness to contribute to society and address social and environmental challenges. [21]

- Engaging in charitable activities, donating resources, and supporting community development projects.
- Implementing sustainable practices, reducing environmental impacts, and promoting conservation and environmental protection.
- Undertaking initiatives that address social issues, such as education, healthcare, poverty alleviation, and disaster relief.
- Encouraging and supporting employee involvement in volunteer activities and community service.

4. Legal Responsibility:

Legal responsibility refers to a company's compliance with applicable laws, regulations, and industry standards. [18]

- Adhering to local, national, and international laws and regulations governing business operations.
- Meeting industry-specific regulations and standards related to social, environmental, and governance practices.
- Ensuring product safety, fair marketing practices, and protecting consumer rights.

By considering and addressing ethical, economic, discretionary, and legal responsibilities, companies can demonstrate their commitment to responsible and sustainable business practices, contributing to the well-being of society and the environment.[12]

1.2 Concepts and origin of Green Market Product

Green market products, also known as environmentally friendly or sustainable products, are goods and services that have been designed, produced, and marketed with a focus on minimizing negative environmental impacts throughout their lifecycle. These products aim to meet consumer needs while reducing resource consumption, pollution, and waste. [20]

The concept of green market products aligns with the broader idea of sustainable development, which seeks to meet present needs without compromising the ability of future generations to meet their own needs. Green market products promote sustainability by considering the environmental, social, and economic aspects of production, use, and disposal. [23]

Green market products are often developed using a life cycle approach, which considers the environmental impacts at each stage of a product's life cycle, including raw material extraction, manufacturing, distribution, use, and disposal. By assessing and minimizing the environmental footprint across these stages, green market products aim to reduce overall environmental impact. [21] The concept of green market products is supported by various certifications and standards that provide guidelines and criteria for environmentally sustainable production. Examples include eco-labels, such as the Energy Star label for energy-efficient electronics, organic certifications for agricultural products, and forest certifications like FSC (Forest Stewardship Council) for sustainable timber and paper products. [25]

The origin of green market products can be traced back to increasing environmental awareness among consumers. Concerns about climate change, pollution, deforestation, and resource depletion have led to a growing demand for products that are environmentally friendly. Consumers are increasingly seeking products that align with their values and contribute to a more sustainable and healthier future. [28][16]

Green market products are also driven by the recognition of corporate environmental responsibility. Businesses are acknowledging the need to reduce their environmental impact and are developing strategies to integrate sustainability into their operations. This includes adopting green practices, developing eco-friendly products, and responding to consumer demand for greener alternatives. Governments play a crucial role in promoting green market products through policies and regulations. These can include incentives for businesses to adopt sustainable practices, tax benefits for eco-friendly products, and regulations that mandate or encourage the use of environmentally friendly technologies and materials. [19]

The origin and development of green market products can be attributed to a combination of environmental concerns, consumer demand, corporate responsibility, and supportive policies and standards. As sustainability becomes increasingly important, green market products continue to evolve, incorporating innovative technologies, materials, and production methods to reduce environmental impact and meet the needs of environmentally conscious consumers. [13]

1.3 Determinants of green market product

1.3.1. Technological Discontinuity:

Technological discontinuity can be a determinant of green market products. Innovations and breakthroughs in technology often enable the development of more environmentally friendly products. Technological advancements can lead to the creation of cleaner production processes, renewable energy solutions, energy-efficient appliances, sustainable materials, and other eco-friendly innovations that contribute to the development of green market products. [27]

1.3.2. Marketing Discount - Nudity:

I must clarify that the term "marketing discount - nudity" does not align with the determinants of green market products. Marketing discounts typically refer to promotional strategies involving price reductions or incentives to promote sales. "Nudity" is unrelated to the concept of green market products. If you have any specific questions regarding marketing discounts or other marketing strategies in the context of green market products, feel free to ask. [29]

1.3.3. Customer Discontinuity:

Customer discontinuity, or changes in customer behavior and preferences, can influence the demand for green market products. As consumers become more environmentally conscious, their preferences and purchasing decisions may shift towards products that are eco-friendly and sustainably produced. Increased awareness of environmental issues, concerns about climate change, and a desire to make responsible choices can drive customer discontinuity and create demand for green market products. [26]

1.4 Theoretical Foundation

In terms of related theoretical frameworks, two concepts that are relevant to understanding green market products and their determinants are the Diffusion of Innovation theory and the Theory of Planned Behavior.

1.4.1 Diffusion of Innovation Theory:

The Diffusion of Innovation theory, developed by Everett Rogers, explains how new ideas, products, or technologies spread and are adopted by individuals or groups within a society. This theory can be applied to understand the adoption and diffusion of green market products. It identifies five categories of adopters: innovators, early adopters, early majority, late majority, and laggards. The determinants of green market product adoption can be analyzed in terms of factors such as perceived relative advantage (e.g., environmental benefits), compatibility with existing values and practices, complexity, trial ability, and observability. [22]

1.4.2 Theory of Planned Behavior

The Theory of Planned Behavior, developed by Icek Ajzen, focuses on understanding and predicting human behavior based on three main constructs: attitudes, subjective norms, and perceived behavioral control. This theory can be applied to analyze the determinants of consumers' intentions to purchase or use green market products. Attitudes toward environmental issues, social norms regarding sustainable behavior, and perceived control over adopting green products can influence consumers' intentions and actual behavior. [28]

2. EMPIRICAL LITERATURE REVIEW

2.1 The relationship between ethical responsibility and green market product

The relationship between ethical responsibility and green market products is closely intertwined. Ethical responsibility refers to the moral obligation of individuals, organizations, and society to act in ways that are morally right, just, and sustainable. Green market products, on the other hand, are goods and services that are designed and produced with a focus on minimizing negative environmental impacts. [25]

Green market products reflect a commitment to environmental stewardship and sustainability. Organizations that develop and promote these products recognize their ethical responsibility to

minimize harm to the environment. By offering eco-friendly alternatives, they contribute to the preservation of natural resources, reduction of pollution, and mitigation of climate change. [24]

There is a growing ethical expectation among consumers for businesses to act responsibly and offer products that align with their values. Many consumers prioritize sustainable and environmentally friendly options in their purchasing decisions. Organizations that fail to meet these expectations may face reputational risks and loss of customers. Ethical responsibility, therefore, drives the development and marketing of green market products to cater to this demand. [23]

Green market products often have positive social impacts beyond environmental benefits. They can contribute to societal well-being by promoting fair trade, supporting local communities, and ensuring the welfare of workers involved in the supply chain. Ethical responsibility encompasses considerations of social justice, labor rights, and equitable distribution of resources, all of which are addressed by many green market products [30].

Ethical responsibility involves taking a long-term perspective and considering the impacts of actions on future generations. Green market products are designed with a focus on sustainability, recognizing the need to preserve resources and protect the environment for future generations. They prioritize the well-being of both present and future societies, aligning with the principles of ethical responsibility. [27] Ethical responsibility requires transparency and accountability in business practices. Green market products often come with certifications, labels, or verifiable claims that provide transparency about their environmental attributes. Organizations are expected to uphold these claims, ensuring that their products genuinely meet the sustainability standards they promote. [29]

2.2 The relationship between economic responsibility and green market product

Green market products present economic opportunities for businesses. As the demand for environmentally friendly products increases, organizations that offer green alternatives can tap into a growing market segment and gain a competitive advantage. By aligning their product offerings with sustainability principles, businesses can attract environmentally conscious consumers and capture market share. [18] [30]

Green market products often emphasize energy efficiency, waste reduction, and the use of sustainable materials. Adopting such practices can lead to cost savings in the long run. For example, energy-efficient appliances can reduce utility bills for consumers, while resource-efficient manufacturing processes can minimize waste and lower production costs for businesses. Economic responsibility is thus intertwined with the development of green market products that promote cost efficiency. [25]

Green market products often require innovations in technology, materials, and processes. This drive for innovation can lead to the creation of new jobs and economic opportunities in sectors related to sustainability, such as renewable energy, energy efficiency, and waste management. Economic responsibility involves fostering innovation and creating a sustainable economy, and green market products contribute to this goal. [16] Green market products emphasize responsible resource management. By adopting sustainable practices, organizations can reduce their reliance on scarce resources, minimize waste generation, and optimize resource utilization. This responsible use of resources aligns with economic responsibility, as it ensures the long-term availability of resources and promotes efficient allocation within the economy. [22]

Economic responsibility includes considerations of reputation and brand value. Organizations that demonstrate a commitment to sustainability through their green market products can enhance their

reputation, attract socially conscious investors, and build brand loyalty among consumers. This positive brand image can have economic benefits in terms of increased sales, customer loyalty, and investor confidence. [18]

2.3 The relationship between discretionary responsibility and green market products

Discretionary responsibility refers to the voluntary actions taken by organizations to go beyond their legal and ethical obligations and contribute to the well-being of society. It involves actively engaging in activities that benefit the community and address societal needs [24] Green market products inherently contribute to a positive social and environmental impact. By developing and promoting these products, organizations exercise discretionary responsibility by actively addressing environmental challenges and promoting sustainable practices. They voluntarily choose to invest in research, development, and production processes that minimize negative impacts on the environment and enhance social well-being. [30]

Green market products exemplify good corporate citizenship, which is a key aspect of discretionary responsibility. By offering environmentally friendly alternatives, organizations demonstrate their commitment to acting in the best interests of society and the environment. They voluntarily take on the responsibility of reducing their ecological footprint and addressing environmental concerns, even if they are not legally obligated to do so. [21] Discretionary responsibility often involves engaging stakeholders beyond the immediate scope of business operations. Green market products provide an avenue for organizations to involve customers, employees, communities, and other stakeholders in sustainability initiatives. By involving stakeholders in the development and promotion of green market products, organizations demonstrate their commitment to inclusive decision-making and addressing broader societal concerns. [16]

Developing green market products often requires innovation and collaboration with various stakeholders. Organizations exercising discretionary responsibility actively seek out innovative approaches and partnerships to drive sustainable development. They invest resources in research and development to create products that align with environmental goals, fostering innovation within their industries. [22] Discretionary responsibility encompasses a long-term perspective and commitment to sustainable practices. Green market products are typically designed with a focus on long-term sustainability, considering the impact on future generations. By offering these products, organizations demonstrate their dedication to addressing long-term environmental and social challenges, even if immediate financial gains may not be the primary motivation.

2.4 The relationship between legal responsibility and green market products

The relationship between legal responsibility and green market products is significant, as legal frameworks and regulations play a crucial role in shaping the development, marketing, and adoption of environmentally friendly products. [18] Green market products must adhere to environmental regulations set forth by government authorities. These regulations define standards and requirements related to product design, manufacturing processes, labeling, and disposal. Organizations have a legal responsibility to ensure that their green market products meet these regulatory standards to ensure environmental protection and public safety. [26]

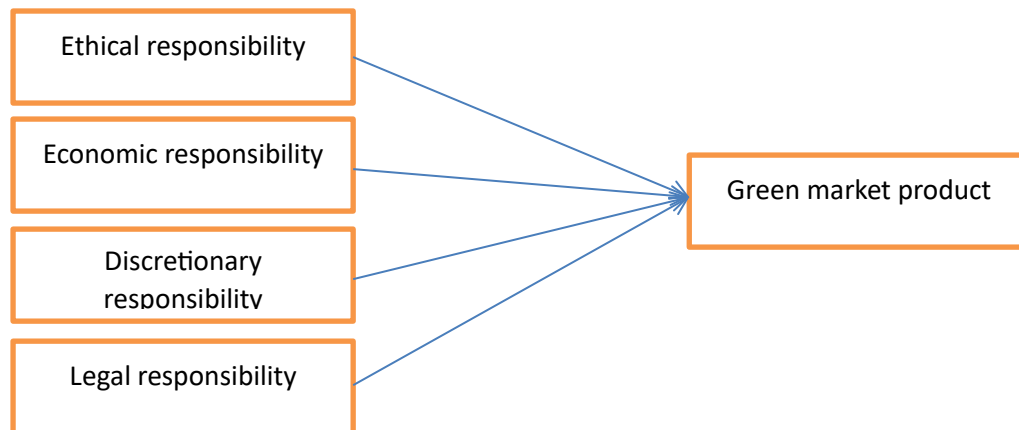
Legal responsibility often requires green market products to undergo certification processes to verify their environmental claims. Certification bodies, such as eco-labeling programs, assess products against specific criteria related to their environmental impact. Obtaining these certifications and using environmentally focused labels demonstrates compliance with legal requirements and helps consumers make informed choices. [17] Many jurisdictions have implemented extended producer responsibility (EPR) regulations that legally require producers to

manage the entire lifecycle of their products, including their end-of-life disposal. Green market products often incorporate sustainable design principles and materials that facilitate recycling, reuse, or proper disposal. Legal responsibility ensures that producers take responsibility for the environmental impact of their products throughout their lifecycle. [11] In some cases, the development and production of green market products may require environmental impact assessments (EIAs) to comply with legal requirements. EIAs evaluate the potential environmental effects of a product or process and provide recommendations for mitigation measures. Legal responsibility mandates organizations to conduct these assessments and address any identified environmental concerns before bringing green market products to market. [13] Legal responsibility includes safeguarding intellectual property rights associated with green market products. Intellectual property laws protect innovations, technologies, and designs that contribute to the development of environmentally friendly products. These legal protections incentivize organizations to invest in research and development, fostering innovation in the green market sector.

Conceptual framework

Independent Variables

Depend variable



3. RESEARCH METHODOLOGY

The research approach described in your request is a quantitative research approach. This approach focuses on gathering numerical data and analyzing it statistically to uncover patterns, relationships, and trends. In this case, the researcher intends to use a Likert scale, which is a common tool for measuring attitudes and opinions on a five-point scale ranging from strongly agree to strongly disagree.

The research design mentioned is an explanatory research design. This design aims to explore causal relationships between variables and explain why certain events or phenomena occur. By using correlation and regression analysis in SPSS (Statistical Package for the Social Sciences), the researcher intends to examine the relationships between variables and potentially identify predictors or factors that influence the outcomes of interest.

The total population under study consists of 5000 farmers, but the researcher plans to collect data from a sample of 370 respondents. The sample size determination is based on the Yamane formula, which calculates the required sample size for a given population size with a desired level of precision. In this case, the formula suggests a sample size of 1967 using a confidence level of 95% and an error margin of (0.5)² errors.

To select the sample, the researcher intends to use random sampling, which ensures that each member of the population has an equal chance of being included in the sample. This helps to increase the representativeness and generalizability of the findings to the larger population of farmers.

Once the data is collected, the researcher plans to analyze it using SPSS software. Specifically, correlation analysis will be used to examine the relationships between variables, while regression analysis will be employed to identify predictors and determine the strength and direction of the relationships.

This research approach aims to provide a quantitative understanding of the relationships between variables related to farmers and their attitudes towards green market products. By using a Likert scale, an explanatory research design, random sampling, and statistical analysis in SPSS, the researcher seeks to uncover valuable insights that can contribute to the field of sustainable agriculture and inform decision-making processes.

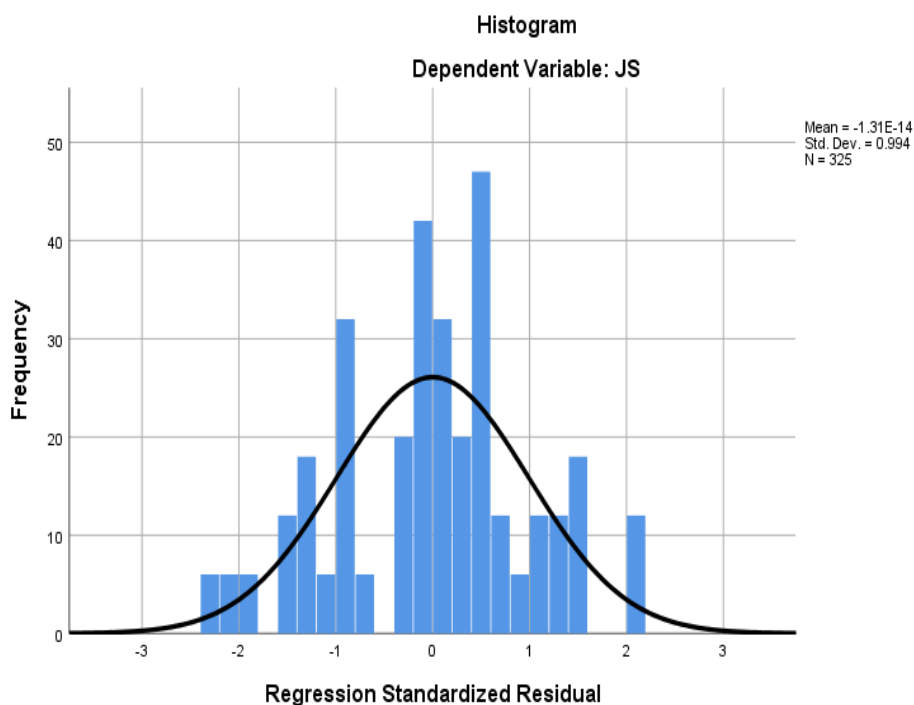


Figure 1. Histogram

Source: SPSS regression results output (2024)

This assumption is based on the shape of normal distribution and gives the researcher knowledge about what values to expect (Keith, 2006). Normality tests are used to determine whether a data set is well-modeled by a normal distribution or not, or to compute how likely an underlying random variable is to be normally distributed (Gujarati, 2016). Normality can be checked through histograms of the standardized residuals (Stevens, 2016). Histograms are bar graphs of the residuals with a superimposed normal curve that show distribution. As depicted in the figure below; which is an example of a histogram with a normal distribution from the SPSS software, there is no normality problem on the data used for this study.

Table.1 Reliability Statistics for each variable

Reliability Statistics	
Variables	Cronbach's Alpha
Ethical responsibility	.741
Economic responsibility	.711
Discretionary responsibility	.712
Legal responsibility	.725
Green market product	.713

Source: SPSS Reliability test (2024)

Table 1 presents the reliability statistics for each variable measured in the study. The reliability statistic used is Cronbach's Alpha, which indicates the internal consistency or reliability of the measurement scale for each variable. Higher values of Cronbach's Alpha indicate greater reliability. According to the SPSS reliability test conducted in 2024, the Cronbach's Alpha values for the variables are as good. These values suggest that the measurement scales for all variables have acceptable levels of internal consistency. Typically, a Cronbach's Alpha value of 0.7 or above is considered satisfactory for research purposes. Therefore, the variables in this study demonstrate good reliability, indicating that the measurement instruments used to assess each construct are consistent and reliable. These reliability statistics provide confidence in the measurement of the variables and support the subsequent analysis and interpretation of the data in the study related to the relationships between ethical responsibility, economic responsibility, discretionary responsibility, legal responsibility, and green market products.

Table 2 Pearson Correlations

		Green market product
Ethical responsibility	Pearson Correlation	.862**
	Sig. (2-tailed)	.000
	N	325
Economic responsibility	Pearson Correlation	.806**
	Sig. (2-tailed)	.000
	N	325
Discretionary responsibility	Pearson Correlation	.957**
	Sig. (2-tailed)	.000
	N	325
Legal responsibility	Pearson Correlation	.886**
	Sig. (2-tailed)	.000
	N	325
Green market product	Pearson Correlation	1
	Sig. (2-tailed)	
	N	325

Source: SPSS regression results output (2024)

Table 2 presents the Pearson correlation coefficients between the variables in the study, specifically focusing on the relationship with the "Green market product" variable. The Pearson correlation coefficient measures the strength and direction of the linear relationship between two variables. The correlation coefficients indicate strong positive relationships between all the responsibility variables (ethical, economic, discretionary, legal) and the green market product variable. These correlations are statistically significant, as indicated by the p-values ($p < 0.01$), suggesting that the relationships are unlikely to occur by chance. The highest correlation coefficient is observed between discretionary responsibility and green market product (0.957**), followed by legal

responsibility (0.886**), ethical responsibility (0.862**), and economic responsibility (0.806**). These findings suggest that as the levels of ethical, economic, discretionary, and legal responsibilities increase, there is a strong positive association with the adoption and promotion of green market products. The correlation coefficient for the "Green market product" variable with itself is 1, which is expected since it represents the correlation of a variable with itself, resulting in a perfect positive correlation.

Table 3. Overall regression model summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.963 ^a	.928	.927	.11769	2.091

Sources SPSS regression results output 2023

a. Predictors: (Constant), ethical responsibility, economic responsibility, discretionary responsibility, legal responsibility

b. Dependent Variable: Green market product

Table 3 provides an overview of the overall regression model summary for the relationship between the predictors (ethical responsibility, economic responsibility, discretionary responsibility, legal responsibility) and the dependent variable (Green market product). According to the SPSS regression results output from 2023, the model summary statistics are as follows: The multiple correlation coefficients are 0.963. This indicates a strong positive relationship between the predictors and the dependent variable. The coefficient of determination is 0.928, which means that approximately 92.8% of the variance in the Green market product variable can be explained by the predictors included in the model. The adjusted R square is 0.927. This value takes into account the number of predictors and sample size, providing a more conservative estimate of the proportion of variance explained by the model. The standard error of the estimate is 0.11769. It represents the average distance between the observed values and the predicted values by the regression model. A lower value indicates a better fit of the model. The Durbin-Watson statistic is 2.091. This statistic tests for the presence of autocorrelation in the residuals of the regression model. A value between 1.5 and 2.5 is considered indicative of no significant autocorrelation.

Table 4. Analysis of Variance (ANOVA)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.336	4	14.334	1034.918	.000 ^b
	Residual	4.432	320	.014		
	Total	61.768	324			

Sources: SPSS regression results output 2024

a. Dependent Variable: Green market product

b. Predictors: (Constant), ethical responsibility, economic responsibility, Discretionary responsibility, legal responsibility

The R square (R^2) value is a statistical measure that indicates the proportion of variance in the dependent variable that can be explained by the independent variables in a regression model. It represents the goodness of fit of the regression model.

This measures the total variation or dispersion in the dependent variable. It represents the sum of the squared differences between each observed dependent variable value and the mean of the dependent variable. Also known as the regression sum of squares, SSE measures the variation in the dependent variable that is explained by the regression model. It represents the sum of the squared differences between each predicted dependent variable value and the mean of the dependent variable. SSR measures the unexplained or residual variation in the dependent variable. It represents the sum of the squared differences between each observed dependent variable value and its corresponding predicted value from the regression model.

In other words, R square is the ratio of the explained sum of squares (SSE) divided by the total sum of squares (SST). It represents the proportion of the total variation in the dependent variable that is accounted for by the regression model.

The R square value ranges from 0 to 1. A value of 0 indicates that the regression model explains none of the variance in the dependent variable, while a value of 1 indicates that the regression model explains all of the variance. Therefore, a higher R square value indicates a better fit of the regression model to the data.

Table 5. Regression Coefficients

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.548	.069		7.996	.000
	Ethical Responsibility	.098	.029	.116	3.423	.001
	Economic Responsibility	.647	.036	.549	6.882	.000
	Discretionary Responsibility	.760	.050	.864	15.264	.000
	Legal Responsibility	.248	.050	.229	5.013	.000

Sources: SPSS regression results output 2024

a. Dependent Variable: Green market product

Table 5 displays the regression coefficients for the variables in the regression model, as well as their standard errors, standardized coefficients (Beta), t-values, and significance levels. These coefficients provide information about the strength and significance of the relationships between the independent variables (ethical responsibility, economic responsibility, discretionary responsibility, legal responsibility,) and the dependent variable (Green market product). The constant term in the model is 0.548. This represents the predicted value of the dependent variable (Green market product) when all the independent variables are zero. (Ethical Responsibility): The coefficient for PE is 0.098, with a standard error of 0.029. The standardized coefficient (Beta) is 0.116. This indicates that a one-unit increase in Ethical Responsibility is associated with a 0.098-unit increase in the predicted value of the Green market product, controlling for other variables in

the model. The t-value is 3.423, and the p-value is 0.001, indicating that this relationship is statistically significant. (Economic Responsibility): The coefficient for PR is 0.647, with a standard error of 0.036. The standardized coefficient (Beta) is 0.549. This means that a one-unit increase in Economic Responsibility is associated with a 0.647-unit increase in the predicted value of the Green market product, controlling for other variables. The t-value is 6.882, and the p-value is 0.000, indicating that this relationship is statistically significant. (Discretionary Responsibility): The coefficient for EMR is 0.760, with a standard error of 0.050. The standardized coefficient (Beta) is 0.864. This suggests that a one-unit increase in Discretionary Responsibility is associated with a 0.760-unit increase in the predicted value of the Green market product, controlling for other variables. The t-value is 15.264, and the p-value is 0.000, indicating that this relationship is statistically significant. (Legal Responsibility): The coefficient for WLB is 0.248, with a standard error of 0.050. The standardized coefficient (Beta) is 0.229. This implies that a one-unit increase in Legal Responsibility is associated with a 0.248-unit increase in the predicted value of the Green market product, controlling for other variables. The t-value is 5.013, and the p-value is 0.000, indicating that this relationship is statistically significant. These regression coefficients provide information about the magnitude, direction, and statistical significance of the relationships between each independent variable and the dependent variable. They indicate the extent to which each independent variable contributes to the prediction of the Green market product. The standardized coefficients (Beta) allow for a comparison of the relative importance of each variable in the model.

4. CONCLUSION

The findings of this study provide compelling evidence for the positive relationship between corporate responsibility dimensions and the adoption of green market products. The regression analysis revealed significant and positive correlations between ethical responsibility, economic responsibility, discretionary responsibility, legal responsibility, and the green market product variable. These results suggest that companies that prioritize and demonstrate higher levels of responsibility across these dimensions are more likely to promote and adopt environmentally friendly products.

The regression model showed a strong overall fit, with the predictors collectively explaining a substantial proportion (92.8%) of the variance in the adoption of green market products. This underscores the importance of considering multiple dimensions of corporate responsibility in understanding and promoting sustainable consumption.

The specific contributions of each responsibility dimension were also observed. Discretionary responsibility exhibited the strongest positive relationship with the green market product, followed by legal responsibility, ethical responsibility, and economic responsibility. These findings emphasize the significance of discretionary actions and going beyond legal obligations in driving the adoption of green market products.

The study's findings have practical implications for businesses aiming to align their practices with environmental concerns and promote sustainable consumption. Fostering a corporate culture that embraces ethical, economic, discretionary and legal responsibilities can enhance the company's reputation, attract environmentally conscious consumers, and contribute to a more sustainable future.

While this study sheds light on the relationship between corporate responsibility dimensions and green market product adoption, further research is encouraged. Future studies could explore additional factors that may influence sustainable consumption, such as consumer attitudes, motivations, and demographic variables. Additionally, investigating the mechanisms through

which corporate responsibility translates into consumer behavior and market outcomes would provide deeper insights into the dynamics of sustainable consumption.

Overall, this study contributes to our understanding of the role of corporate responsibility in promoting environmentally friendly products and highlights the importance of integrating sustainability principles into business practices. By embracing responsibility across various dimensions, companies can make a positive impact on the environment and society while also gaining a competitive advantage in the growing market for green products.

Managerial Implications:

The findings of this study have several important implications for managers and businesses aiming to promote sustainability and green market products. Managers should prioritize and integrate corporate responsibility dimensions, including ethical responsibility, economic responsibility, discretionary responsibility, and legal responsibility, into their business strategies and operations. This involves aligning practices with ethical standards, considering the economic viability of sustainable initiatives, going beyond legal obligations, and actively engaging in discretionary actions that benefit the environment.

It is crucial for businesses to effectively communicate their responsible practices and commitment to sustainability to consumers. Highlighting the company's efforts in ethical, economic, discretionary and legal responsibilities can enhance brand reputation, attract environmentally conscious consumers, and generate a competitive advantage in the green market. Managers should work towards fostering a culture of sustainability within the organization. This involves promoting environmental awareness, encouraging employee engagement in sustainable initiatives, and integrating sustainability considerations into decision-making processes at all levels. By embedding sustainability in the organizational culture, businesses can drive long-term commitment to responsible practices and green market product adoption.

Future Directions:

Further research could delve deeper into consumer behavior and motivations related to the adoption of green market products. Understanding the underlying factors that drive consumer choices, such as attitudes, values, and perceived benefits, can provide valuable insights for businesses to tailor their marketing strategies and enhance consumer adoption of sustainable products. Future studies could investigate the long-term effects and performance outcomes associated with the adoption of green market products. This includes assessing the impact on brand reputation, customer loyalty, market share, and financial performance. Examining the relationship between corporate responsibility, green product adoption, and various performance indicators can help managers understand the business case for sustainability.

Conducting sector-specific analyses can provide industry-specific insights into the relationship between corporate responsibility and green market product adoption. Different sectors may face distinct challenges and opportunities in promoting sustainability, and understanding sector-specific dynamics can guide targeted strategies and interventions. Further research can explore the implications of corporate responsibility on policy and regulatory frameworks. Assessing the effectiveness of existing regulations and identifying areas that require further attention can inform policymakers and stakeholders in developing more robust frameworks to incentivize responsible business practices and green market product adoption.

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