



**VILNIUS UNIVERSITY
BUSINESS SCHOOL**

DIGITAL MARKETING PROGRAMME

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THE FINAL MASTER'S THESIS

***ĮVAIRIŲ CSR KOMUNIKACIJOS ŽINUČIŲ
ĮTAKA KETINIMUI PIRKTI EKOLOGIŠKUS
MAISTO PRODUKTUS***

***DIFFERENT TYPES OF CSR
COMMUNICATION MESSAGES
INFLUENCE ON INTENTION TO BUY
ORGANIC FOOD PRODUCTS***

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Vilnius, 2026

SUMMARY

VILNIUS UNIVERSITY BUSINESS SCHOOL
DIGITAL MARKETING STUDY PROGRAMME
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DIFFERENT TYPES OF CSR COMMUNICATION MESSAGES INFLUENCE ON INTENTION TO BUY ORGANIC FOOD PRODUCTS

Supervisor – Assoc. Prof. Dr. Elzė Rudienė

Master's thesis was prepared in Vilnius, in 2026

Scope of Master's thesis – 74 pages.

Number of tables used in the FMTP – 18 pcs.

Number of figures used in the FMTP – 7 pcs.

Number of bibliography and references – 80 pcs.

Research problem (question): what is the influence of CSR communication messages on consumers' intention to buy organic food products? Aim of the research: to evaluate the influence of CSR communication messages on consumers' intention to buy organic food products. Tasks of the research: 1) to analyse different types of CSR communication messages; 2) to examine consumers' purchasing behaviour of organic food products; 3) to build the theoretical model of the influence of different types of CSR communication messages on intention to buy organic food products; 4) to research the influence of different types of CSR communication messages on consumers' intention to buy organic food products.

Research methods: systematic and comparative analysis of scientific literature, quantitative research (online questionnaire). Data analysis methods: descriptive statistics, comparative analysis between groups, correlation analysis, and linear regression analysis.

Research and results obtained: The results of the correlation analysis in the first group (which assessed the influence of CSR advertising) show strong and statistically significant relationships between all the variables studied. CSR advertising, perceived CSR authenticity, attitude towards organic food products, perceived usefulness, and intention to buy organic food products are closely related to each other. The results obtained in the second group (which assessed the influence of CSR disclosure on Facebook) show even stronger and statistically significant relationships between all the variables analysed.

Conclusions of the FMTP: The results of regression analysis, both CSR advertising and CSR disclosure on Facebook have an indirect positive influence on consumers' intention to buy organic food products. The impact of CSR advertising and CSR disclosure on Facebook is manifested through consumers' perceived CSR authenticity, attitude towards organic food products, and perceived usefulness.

SANTRAUKA

VILNIAUS UNIVERSITO VERSLO MOKYKLA
SKAITMENINIO MARKETINGO STUDIJŲ PROGRAMA
EMILIJA VIŠOCKAITĖ

SKIRTINGŲ ĮSA KOMUNIKACINIŲ PRANEŠIMŲ TIPŲ ĮTAKA KETINIMUI PIRKTI EKOLOGIŠKUS MAISTO PRODUKTUS

Vadovė – doc. Elzė Rudienė

Magistro darbas parengtas 2026 m. Vilniuje.

Magistro darbo apimtis – 74 puslapiai.

Magistro darbe panaudotų lentelių skaičius – 18 vnt.

Magistro darbe panaudotų paveikslėlių skaičius – 7 vnt.

Literatūros ir nuorodų skaičius – 80 vnt.

Tyrimo problema (klausimas): kokia ĮSA komunikacijos žinučių įtaka vartotojų ketinimui pirkti ekologiškus maisto produktus? Tyrimo tikslas: įvertinti ĮSA komunikacijos žinučių įtaką vartotojų ketinimui pirkti ekologiškus maisto produktus. Tyrimo uždaviniai: 1) išanalizuoti skirtingų tipų ĮSA komunikacijos žinutes; 2) ištirti vartotojų ekologiškų maisto produktų pirkimo elgseną; 3) sukurti teorinį skirtingų tipų ĮSA komunikacijos žinučių įtakos ketinimui pirkti ekologiškus maisto produktus modelį; 4) ištirti skirtingų tipų ĮSA komunikacijos žinučių įtaką vartotojų ketinimui pirkti ekologiškus maisto produktus.

Tyrimo metodai: sisteminė ir lyginamoji mokslinės literatūros analizė, kiekybiniai tyrimai (internetinė anketa). Duomenų analizės metodai: aprašomoji statistika, lyginamoji grupių analizė, koreliacinė analizė ir tiesinės regresijos analizė.

Tyrimas ir gauti rezultatai: Pirmosios grupės (kuri vertino ĮSA reklamos įtaką) koreliacinės analizės rezultatai rodo stiprius ir statistiškai reikšmingus ryšius tarp visų tirtų kintamųjų. ĮSA reklama, suvokiamas ĮSA autentiškumas, požiūris į ekologiškus maisto produktus, suvokiamas naudingumas ir ketinimas pirkti ekologiškus maisto produktus yra glaudžiai susiję tarpusavyje. Antroje grupėje (kuri vertino ĮSA atskleidimo „Facebook“ tinkle įtaką) gauti rezultatai rodo dar stipresnius ir statistiškai reikšmingus ryšius tarp visų analizuotų kintamųjų.

Darbo išvados: Regresinės analizės rezultatai rodo, kad tiek ĮSA reklama, tiek ĮSA atskleidimas „Facebook“ tinkle daro netiesioginę teigiamą įtaką vartotojų ketinimui pirkti ekologiškus maisto produktus. ĮSA reklamos ir ĮSA atskleidimo „Facebook“ tinkle poveikis pasireiškia per vartotojų suvokiamą ĮSA autentiškumą, požiūrį į ekologiškus maisto produktus ir suvokiamą naudingumą.

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A LIST OF ABBREVIATIONS

CEO – Chief Executive Officer.

CSR – Corporate Social Responsibility.

eWOM – Electronic Word of Mouth.

GMO – Genetically Modified Organisms.

M – Mean.

PMT – Protection Motivation Theory.

SD – Standard Deviation.

SOBC – Stimulus-Organism-Behaviour-Consequences paradigm.

SOR – Stimulus-Organism-Response paradigm.

TAM – Technology Acceptance Model.

TPB – Theory of Planned Behaviour.

WOM – Word of Mouth.

INTRODUCTION

Relevance of the topic. Climate change, environmental pollution, and rapid degradation of natural resources are increasingly of interest to the public and organisations (Filip et al., 2025). According to Zhang et al. (2023), people's expectations are increasing for CSR as a result of the rise of the market economy and the changes in social culture. Public concern about the environment has converted into a self-disciplined behaviour in the context of consumption. Linked to environmental protection consumption, demand for organic food products globally has been increasing. Other authors agree that the consumption of organic food products is increasing all over the world due to consumers' concerns for individual health and organic food safety (Anand et al., 2025; Moroşan et al., 2025; Zayed, Gaber and El Essawi, 2022; Talwar et al., 2021; Tandon et al., 2021; Pang, Tan and Lau, 2021; Grzybowska-Brzezinska et al., 2017). Consumers understood that their buying habits and behaviour have a strong and direct influence on the environment. Therefore, they need to change their purchasing habits and behave responsibly (Madureira et al., 2025). Consumers are increasingly concerned about the environment to minimise their negative impact on it. This concern is expressed through their awareness and lifestyle changes. For this reason, an increasing number of consumers are inclined to purchase products from socially responsible companies that operate ethically and prioritise environmental concerns (Narayanan and Das, 2021). CSR has become a critical part of current business strategies, significantly impacting companies' reputations, customers' behaviours, and overall success (Chiu et al., 2025).

If companies want to establish lasting relationships with their target audience, they need to use CSR communication. It is important because CSR cannot influence consumer behaviour if consumers are unaware of the company's CSR activities. CSR communication helps shape consumer perceptions of CSR (Cheng et al., 2021; Narayanan and Das, 2021). According to Zainon et al. (2023), CSR communication has become important, given that all corporate activities can only be made known to stakeholders through company communication. The pressure on firms to engage in CSR is strengthening, and communication discharging accountability about CSR actions is becoming more important, especially in a networked society (Wylie, 2020). Zainon et al. (2023) note that CSR communication is an important corporate strategy in some industry sectors, not only due to their economic activities, but also because they produce products to meet consumers' needs. Nowadays, consumers are more concerned about the quality of the products they consume due to climate change and environmental protection. CSR communication is an effective instrument to communicate CSR initiatives in companies.

As competition strengthens and customers become more discerning about corporate social, environmental activities, and ethics, understanding how CSR and its communication

make an impact on customers' behaviour is important (Feng, 2025). Socially responsible companies use various CSR communication messages to encourage consumers' intention to buy organic food products. In order to determine the influence of these messages, it is necessary to assess the influence of different types of CSR communication messages on consumers' intention to buy organic food products, as it is possible to adjust the CSR communication strategy and tactics accordingly.

Novelty of the topic. Most studies demonstrate a statistically significant and positive influence of CSR communication on consumer intention to buy (Chiu et al., 2025; Louis and Lombart, 2024; Tao, Lin and Khan, 2022; Christis and Wang, 2021; Castro-González, Bande and Fernández-Ferrin, 2021; Narayanan and Das, 2021; Ginder, Kwon and Byun, 2019). Only a small number of studies do not confirm this direct influence (Balaguru, Erjuan and Singh, 2024). Louis and Lombart (2024) emphasise that research on CSR mainly concentrates on the impacts of companies' CSR activity on their financial results. Only some research focuses on how a firm's CSR activity influences customers' social performance (e.g., increasing customers' awareness of eco-friendly consumption, promoting behavioural changes which are useful to customers and society). Dalla-Pria and Rodriguez-de-Dios (2022) note that when providing information about their CSR initiatives, companies must choose the appropriate communication channel, tool, and form compelling content in the message. There are many studies evaluating different CSR communication strategies to influence stakeholders. However, these studies are often limited to evaluating a single CSR communication tool, without taking into account that CSR communication can be multifaceted and encompass a variety of communication channels, tools, and message content.

Although many studies aim to assess the impact of CSR communication on consumers' intention to buy, there is a lack of studies that determine how different types of CSR communication messages influence customers' intention to buy. Different types of CSR communication messages can have different effects on consumer purchasing behaviour. Therefore, it is necessary to identify which CSR communication messages (in terms of their way of presentation) are the most effective to include them in the marketing activities of CSR companies to influence consumers' intention to buy. There is a lack of studies that would assess how CSR communication impacts consumers' intention to buy organic food products. In this regard, this forms the novelty of the research to find out which type of CSR communication messages are the most effective in the context of consumers' intention to buy organic food products.

Research problem (question): What is the influence of CSR communication messages on consumers' intention to buy organic food products?

Aim of the research: to evaluate the influence of CSR communication messages on consumers' intention to buy organic food products.

Tasks of the research:

1. To analyse different types of CSR communication messages.
2. To examine consumers' purchasing behaviour of organic food products.
3. To build the theoretical model of the influence of different types of CSR communication messages on intention to buy organic food products.
4. To research the influence of different types of CSR communication messages on consumers' intention to buy organic food products.

Research methods: systematic and comparative analysis of scientific literature, quantitative research (online questionnaire). Data analysis methods: descriptive statistics, comparative analysis between groups, correlation analysis, and linear regression analysis.

The structure of the work. This work consists of an introduction, theoretical, research methodology and results parts, also of conclusions and recommendations, bibliography and a list of references, annexes. The theoretical part discloses the essence of CSR communication, analyses consumers' intention to buy organic food products, and examines CSR communication on consumers' intention to buy products. The theoretical model of the influence of different types of CSR communication messages on intention to buy organic food products is presented at the end of this part. The research methodology of the influence of different types of CSR communication messages on consumers' intention to buy organic food products is presented in the second part. The research results of the influence of different types of CSR communication messages on consumers' intention to buy organic food products are presented in the third part. This part shows the descriptive statistics of the analysed variables and the comparison between groups, gives the results of correlation and regression analysis, empirical justification of the research model, the summary of research results and discussion.

The practical applicability of the research results. The research has practical significance. Based on the results of the empirical study, recommendations are provided on how companies can use CSR communication to have a greater impact on consumers' intention to buy organic food products. The work also has scientific significance. The theoretical model of the influence of different types of CSR communication messages on intention to buy organic food products is compiled on the basis of the analysis of scientific literature. This model can be validated or modified by conducting other scientific research.

1. THEORETICAL ASPECTS OF CSR COMMUNICATION AND CONSUMERS' INTENTION TO BUY ORGANIC FOOD PRODUCTS

1.1. The essence of CSR communication

Before analysing the impact of CSR communication on consumers' intention to buy, it is first necessary to reveal the essence of CSR communication. Since CSR communication is intended to disseminate information about a company's CSR activities and efforts, it is essential to analyse what CSR is and the dimensions that this concept encompasses. The implementation of CSR activities would not bring economic benefits to the company if the target audience and the public were not informed about them. The company must demonstrate that it is making CSR efforts and striving to be socially and environmentally responsible. CSR communication plays a crucial role in this process. Therefore, it is necessary to discuss this concept in detail, too.

1.1.1. The concept of CSR and its dimensions

CSR has now become a fundamental element of the business world. Globalisation and technological development have created conditions for the emergence of a new model of society based on environmental interest and sustainability. This motivates companies to implement CSR practices (Gupta et al., 2021). Farmaki et al. (2023) consider CSR to be an important marketing strategy to increase the competitiveness of the company and ensure consumer trust. CSR is also considered a communication tool in crisis conditions, when it is necessary to restore or maintain the company's credibility in the eyes of consumers.

The socially conscious business, according to CSR, recognises the outcomes of its decisions on others, whether or not they are directly connected to the firm. CSR directs to a concern for society's needs and goals that expands beyond the economic (Narayanan and Das, 2021). CSR benefits companies by increasing the number of loyal customers, encouraging them to recommend the company to other people (Gupta et al., 2021).

According to Louis and Lombart (2024), CSR aims to meet the needs and expectations of stakeholders. This includes not only the company's shareholders and managers, but also employees, consumers, and, more broadly, society as a whole. Therefore, companies that practice CSR strive to operate in a way that is beneficial to society. Tao, Lin and Khan (2022) believe that CSR refers to the additional efforts of a company to include environmental and social issues in its business. CSR influences the behaviour of both internal and external stakeholders. When companies adhere to environmental policies, their employees are actively encouraged to behave in an environmentally friendly manner. It also impresses loyal

consumers by encouraging them to participate in pro-environmental consumption. Thus, CSR actions improve a company's reputation and determine a positive public attitude towards such a company. According to Dathe et al. (2022), CSR is an important element of the value chain. The value chain is focused on improving operational processes and ensuring efficiency throughout the value chain. For example, the aim is to reduce waste and thus minimise operating costs in the company. Therefore, it is important to align the CSR process with the value chain and sustainability in order to achieve a greater CSR effect. Dalla-Pria and Rodriguez-de-Dios (2022) accent that to maximise corporate value, firms are intensively using CSR as a strategic instrument. CSR is described in various ways in sources (Table 1).

Table 1

The meanings of the concept of CSR

Source	Concept	Keywords	The main idea
Feng (2025)	CSR contains business approaches that combine environmental, social, and ethical aspects alongside economic goals.	Environmental, social, and ethical aspects, economic goals	CSR consist of environmental, social, and ethical dimensions
Ramadina, Rubiyanti and Widodo (2025)	CSR refers to a company's commitment to using sustainable business practices in its operations, such as raw material sourcing, packaging, and production, as well as social campaigns promoting environmental sustainability and protection.	Company's commitment, sustainable business practices, social campaigns	Applying sustainable business practices and social campaigns
Louis and Lombart (2024)	CSR is the practice of preferring altruism over materialism, satisfying not only shareholders' needs, but also preserving the resources from which they are accrued.	Altruism, preserving the resources	Altruistic activities of a company to preserve the resources of the environment
Tao, Lin and Khan (2022)	CSR refers to the influence that a company has in promoting socially responsible behaviour, without significantly limiting its economic activities.	Promoting socially responsible behaviour	The influence on promoting socially responsible behaviour
Darhe et al. (2022)	CSR is a way in which companies integrate social, environmental, ethical and economic issues into their value system, culture, strategy and activities in a transparent and accountable manner, thus aiming to implement practices within the company that aims to care not only for the company but also for the well-being of society.	Social, environmental, ethical and economic issues, well-being of society	Integrating social, environmental, ethical and economic issues into the company's value system and activities

Source: compiled by the author

Based on Table 1, CSR is a corporate activity that involves the integration of social, environmental, ethical and economic issues into the company's operations to ensure the well-being of society. To achieve these goals, the company must actively implement CSR

initiatives. Implementation and development of CSR initiatives reflects companies' opinions that customers will reward their CSR actions with favourable word-of-mouth, positive advocacy behaviours and intentions to buy, which subsequently will raise their sales volume (Castro-González, Bande and Fernández-Ferrín, 2021). CSR initiatives must be both internally and externally consistent and coherent. Internal consistency should reflect the company's actual CSR performance, while external consistency should align with societal expectations (Narayanan and Das, 2021). CSR can be described as a multifaceted construct consisting of various dimensions (Castro-González, Bande and Fernández-Ferrín, 2021; Al-Haddad et al., 2022). Although some authors (Castro-González, Bande and Fernández-Ferrín, 2021) distinguish three dimensions of CSR (ethical, economic and environmental), some researchers identify more dimensions of CSR. Xu (2025) distinguishes four dimensions of CSR: charitable, moral (ethical), economic (financial), and legal responsibility.

Tao, Lin and Khan (2022), Al-Haddad et al. (2022), and Faeq et al. (2022) emphasise that CSR consists of these main dimensions:

- 1) Environmental responsibility refers to the responsibility for preserving the environment by reducing negative impact.
- 2) Ethical responsibility refers to voluntary corporate activities aimed at achieving non-legally defined social goals.
- 3) Philanthropic responsibility refers to voluntary actions taken by companies in response to societal problems or expectations (for example, charity).
- 4) Economic responsibility refers to the fundamental corporate responsibility that emphasises the degree of CSR-related activities and financial results, taking into account costs and the company's reputation.

In summary, CSR is a corporate activity that involves the integration of social, environmental, ethical and economic issues into the company's operations to ensure the well-being of society. The following key dimensions of CSR are distinguished: environmental, ethical, philanthropic, and economic. Environmental responsibility is a commitment to protect the environment and reduce negative impacts. Ethical responsibility is voluntary actions that seek social goals not defined by law. Philanthropic responsibility is voluntary assistance to society. Economic responsibility is the obligation of a company to ensure financial results by combining them with CSR spending and reputation.

1.1.2. The different types of CSR communication

CSR communication is important because it can encourage consumers to take on social responsibility (Christis and Wang, 2021). Louis and Lombart (2024) write that through CSR communication, organisations influence consumers' perceptions and behaviour in a way

that is favourable to them. Therefore, organisations must not only invest in CSR activities, but also distribute CSR messages to communicate their CSR values and activities to their consumers. Companies' investments in CSR will provide little benefit if consumers are not informed about these CSR activities. According to Nielsen and Thomsen (2012), CSR communication refers to the management process of setting stakeholder expectations, formulating CSR policy, and using various CSR communication tools. CSR communication tools must provide the target audience with accurate and transparent information about the company's CSR policy and activities, and interaction with stakeholders. CSR communication can be carried out at both strategic and operational levels.

CSR communication is a complex task as different stakeholders have different expectations regarding a company's CSR. CSR communication is important for firms that seek to develop a sustainable dialogue with internal and external audiences. A properly planned and implemented CSR communication strategy increases consumer awareness of a company's CSR activities (Narayanan and Das, 2021). CSR communication is described in various ways in scientific sources (Table 2).

Table 2

The meanings of the concept of CSR communication

Source	Concept	Keywords	The main idea of the concept
Arrigoni and Tench (2024)	CSR communication aims to form, reinforce or transform the target audience's perceptions of responsible companies and the socio-economic-natural environment.	The target audience's perceptions, responsible companies	Influencing the target audience's perceptions about CSR
Louis and Lombart (2024)	CSR communication represents how organisations signal their CSR activities and values to the public and stakeholders.	Signalling of CSR activities and values	Signalling of CSR activities and values to the public and stakeholders
Farmaki et al. (2023)	CSR communication is a type of communication which can increase customers' knowledge or awareness about CSR, ensure their trust, engagement, and perceptions of corporate reputation.	Type of communication, customers' knowledge about CSR	A type of communication focuses on influencing consumers in the context of CSR
Nielsen and Thomsen (2012)	CSR communication is the management process of setting stakeholder expectations, formulating CSR policy, and using CSR communication tools.	Stakeholder expectations, CSR policy, CSR communication tools	The management process of CSR policy and CSR communication tools

Source: compiled by the author

Based on Table 2, CSR communication is a specific type of corporate communication that aims to influence consumer perceptions and behaviour by disseminating information about a company's CSR activities and efforts, as well as by involving stakeholders in this

process. Farmaki et al. (2023) also think that CSR communication is a target process. The goal of CSR communication is to impact stakeholder perceptions of the firm using clear content and marketing channels to notify stakeholders about CSR. Castro-González, Bande and Fernández-Ferrín (2021) emphasise that CSR communication must have the following characteristics: 1) to inform about a firm, its products, sustainability and other features to customers, which would make it easier for them to make decisions; 2) to operate as a customer cue to decrease uncertainty and promote decision-making. Consumers who demonstrate trust in CSR communication show favourable attitudes toward a firm and its products. CSR communication is not only a tactical, but also a strategic communication tool. Farmaki et al. (2023) identify three CSR communication strategies: 1) information. Companies try to inform stakeholders (e.g. consumers) about their CSR actions; 2) response. Companies show stakeholders (e.g. consumers) that the organisation responds to their concerns, beliefs and expectations; 3) engagement. Companies are trying to establish proactive dialogue with stakeholders (e.g. various media, opinion makers). Stakeholders are themselves implicated in CSR communication messages. Wylie (2020) takes a similar approach to communication strategies (Table 3) as Farmaki (2023).

Table 3

CSR communication strategies

Strategy Category	The stakeholder-information strategy	The stakeholder-response strategy	The stakeholder-involvement strategy
The essence of communication	Public Information. One-way communication - sense-giving	Two-way asymmetric communication. Sense-making and sense-giving	Two-way symmetric information. Sense-making and sense-giving in progressive processes
Phase	Instrumental phase	Political phase	Networked phase
CSR communication goals	Inform stakeholders about positive CSR actions	Show stakeholders how the organisation integrates their concerns	Develop systematic and proactive dialogue with stakeholders
	Design a CRS message with an appealing concept	Set the relevant stakeholders	Build effective relationships with the stakeholders
Stakeholder role and involvement	Stakeholders either support or oppose CRS actions in the company	Stakeholders respond to CRS actions in the company	Stakeholders are actively involved and suggest CRS actions
Setting CSR focus	Decided by top management	Decided by top management. Identified in feedback via surveys, dialogue, and networks	Negotiated in strong interaction with stakeholders' strategy
Communication tools (channels)	CSR reports, Company website	Listed tools + CSR advertising	Listed tools + Social media

Source: compiled by the author based by Wylie, 2020

CSR communication can be based on stakeholders' information, response or involvement processes, which determine the different degrees of involvement of stakeholders in CSR communication and the company's interaction with stakeholders. A modern and effective CSR communication strategy is based on active dialogue with stakeholders to jointly shape the content of CSR communication. Depending on the CSR communication strategy, certain priority channels and tools for CSR messaging are used.

Narayanan and Das (2021) argue that CSR communication messages can be conveyed using three main communication channels:

- 1) *Written documents (CSR reports)*. Regular submission of CSR reports can increase the company's credibility among the target audience (Narayanan and Das, 2021). Bernardino (2021) points out that CSR reports are more like marketing materials than financial reports, which raises questions about their usefulness. When preparing CSR reports, one should avoid "CSR-washing" and green-washing, and focus on communication that would show the organisation as a truly and authentically dedicated corporate. CSR reports should be based on facts and testimonials, be transparent, and show the authenticity of the organisation.
- 2) *CSR advertising* facilitates the communication of CSR initiatives and helps build a positive corporate image in society (Narayanan and Das, 2021). According to Yang, Weber and Grimm (2022), with CSR advertising, a firm makes a signal to the target audience that it is willing to 1) react to customer wishes and concerns about environmental protection, and 2) strengthen environment-friendly activities and offerings. Narayanan and Das (2021) state that CSR advertising is criticised for various shortcomings. On the one hand, part of the public is sceptical of CSR advertising and accuses companies of exploiting social problems to improve their image and gain economic benefits. On the other hand, CEOs do not have much confidence in the results of CSR advertising, as it is difficult to measure and problematic to link to the consequences of economic activity.
- 3) *Social networks (social media)*. Social networks are used for CSR communication and brand promotion, as they enable consumers to engage with a brand (Narayanan and Das, 2021).

Wylie (2020) also distinguishes three CSR communication channels, but instead of CSR advertising, he emphasises CSR disclosures on company websites:

- 1) *Published CSR reports*. There are several ways for CSR reporting via reports: standalone CSR report, CSR reporting within annual reports, sustainability reporting, corporate citizenship reporting and integrated reporting. The most significant influences on CSR reporting are contextual aspects (political, social, and

economic context), firm characteristics (size and industry) and internal aspects (boardroom composition and corporate culture).

- 2) *CSR disclosures on company websites*. In this case, three aspects are important: a) accessibility of CSR information on the website; b) use of multimedia to improve the content of the message; c) the use of social media to promote stakeholder involvement.
- 3) *CSR disclosures on social media*. Social networks are important in CSR communication because they can help in two-way communication with stakeholders. Dialogue is important in this process. Opinion makers, etc., can be involved in CSR communication.

Mercadé-Melé, Molinillo and Fernández-Morales (2017) distinguish two essential CSR communication channels – traditional and virtual media. Communication through these channels is intended to shape consumers' perceptions of a company's CSR. Traditional media include CSR communication tools such as print media (e.g. newspapers, annual reports). It helps a company publicise information, creating an image of credibility. Virtual media include a company's website, social networks, etc. A company's website allows for cheap and fast publication of detailed and up-to-date information. Social networks involve stakeholders and increase their perception of the legitimacy of a company's CSR. Dalla-Pria and Rodriguez-de-Dios (2022) conclude that using virtual media to communicate CSR initiatives can improve CSR communication. Zainon et al. (2023) note that CSR communication through social networks can link firms with a large number of stakeholders through the exchange of online messages. Online users can join virtual groups that represent shared values and responsibility. According to Cheng et al. (2021), while many companies use social networks for advertising purposes, an increasing number of firms are also using them as a platform to engage consumers in their CSR efforts. Customer-related CSR activity on social networks refers to the degree to which social network audiences communicate with each other about a company's CSR activities. When consumers see that a company is sharing its CSR activities on social networks, they feel good about the company as they think that the firm not only cares for its consumers but also reacts to society in a positive way. Gupta et al. (2021) indicate that social networks are a fairly important CSR communication tool that helps maintain interactive communication with the target audience and involves them in the company's CSR activities, and shapes their perception of the company's CSR process and results.

Dalla-Pria and Rodriguez-de-Dios (2022) note that it is important for consumers to trust the content of the CSR message and to perceive it positively. CSR message credibility is related to the concept of the communication source. If the source is considered unreliable, it hinders the acceptance of information and reduces its credibility. CSR messages can be communicated through corporate sources (e.g. the firm CEO or the firm itself) or non-corporate

sources (e.g. customers' testimonials or influencers). Wang and Huang (2018) also agree that two different sources may be applied in a company's CSR communication with its stakeholders. CSR messages can be provided via the company's official social network account, such as the company's Facebook page. Also, CSR communication can occur through the CEO's account. Both the CEO's and the company's social network accounts express the voice of the company and are intended for communicating with the same groups of stakeholders. Stakeholders communicate with them for different reasons and with various expectations. Wang and Huang (2018) found a significant two-way interaction between the CSR message source and the type of CSR message on customers' behavioural intention towards the company was accepted.

Balaguru, Erjuan and Singh (2024) especially emphasise virtual CSR communication channels. Digital CSR communication tools convey the company's CSR initiatives and promote a socially responsible image to stakeholders. Social networks like Facebook, Instagram, and Twitter are tools for strengthening the relationship between customers and brands. Virtual CSR communications foster two-way interactions, allowing customers to engage with and respond to the company's CSR efforts and activities. They support brand-consumer bonds, building substantial value. Chae (2020) emphasises the importance of social media in the context of CSR communication. Social media is a communication platform where companies can provide content related to their products to communicate with consumers in real-time. CSR-related communication on social media can be divided into two types: 1) informing consumers about the CSR activities in which the company is involved; 2) inviting and encouraging consumers to participate in these CSR activities.

Ginder, Kwon and Byun (2019) think that CSR communication can be congruent or incongruent. Congruent CSR communication happens when the firm explains exactly what sort of CSR activity it is using. Incongruent CSR communication happens when a firm's CSR claim is not in line with its internal CSR activities. Ginder, Kwon and Byun (2019) determine four CSR communication styles: uniform (CSR claims in line with firm activities), apathetic (not applied in CSR activities), greenhushing (claiming less action than a firm is doing) and greenwashing (claiming more than the firm is involved in). Uniform and apathetic communication can be viewed as congruent, greenhushing and greenwashing are incongruent CSR communication styles. Christis and Wang (2021) expanded the above-mentioned authors' approach to CSR communication and indicated three CSR communication factors: CSR message style (greenhushing vs. uniform vs. greenwashing), CSR message content (climate responsibility vs. sustainable usage of natural resources), and praise tactics (consumer praise vs. company praise). Chiu et al. (2025) note that in CSR communication, it is important to consider the content of CSR messages. The content specificity of CSR messages determines the effectiveness of CSR communication and its impact on the target

audience. Consumers perceive CSR messages with specific content as more authentic and reliable than ambiguous CSR messages. Therefore, this builds trust among consumers and reduces their scepticism (Lim and Lee, 2023).

It is important not only how CSR communication is carried out (what CSR communication channels and tools are used) but also what CSR communication is (what is the content of CSR messages). Pérez, Baraibar-Diez and Garcia de los Salmones (2024) believe that the content of CSR messages must shape consumer perception. To achieve this goal, it must be known that consumers' perceptions of CSR messages include five aspects:

- 1) *Problem relevance*. When a company provides information in a CSR message about the scale and importance of the social problem, it increases customers' awareness and allows them to better process CSR requests, which improves customers' response to the CSR message.
- 2) *CSR influence*. Emphasising the CSR influence gives the CSR message a sense of objectivity, increases its credibility, and allows consumers to assess the true level of a company's commitment to a social issue. This, in turn, can lead to good CSR communication consequences.
- 3) *CSR motives*. Perception of a company's altruistic motives increases perceived sincerity of a company and leads to positive emotions among consumers.
- 4) *CSR fit*. This aspect shows the congruence between the social problem and the company's activities. A fine company-causes fit may minimise consumer judgments about the firm, which improves the generation of altruistic attributions and leads to more positive CSR communication consequences.
- 5) *CSR commitment*. This aspect reflects the company's long-term commitment to social activities, which improves consumer reactions by giving consumers more time to learn about the company. It also shows the company's concern for the well-being of the community and positively affects customers' purchase reactions.

According to various researchers, for CSR communication to be effective and have the desired impact on consumers, the CSR message must be:

- Authentic (how much the CSR information provided by the firm is genuine, accurate, and reliable) (Alam et al., 2025; Jung, Tian and Oh, 2024; Mäncher, Zerres and Breyer-Mayländer, 2023; Afzali and Kim, 2021; Gunawan, Budiarsi and Hartini, 2020; Jose, Khare and Buchanan, 2018; Alhouti, Johnson and Holloway, 2016; Newman, 2016; Mazutis and Slawinski, 2015).
- Useful (how much the CSR message information is perceived as useful and valuable for consumers) (Khan et al., 2023; Nguyen and Nguyen, 2020; Thao, Van Anh and Han, 2017; Maheshwari and Kaura, 2016; Lee et al., 2015).

- Emotional (what emotions does it evoke in consumers) (Balaguru, Erjuan and Singh, 2024; Dudziak and Kocira, 2022; Chae, 2020).
- Informative (does it provide consumers with sufficient and detailed information about CSR) (Chae, 2020; Jung, Tian and Oh, 2024; Kim and Xu, 2019).
- Credible (how credible is the source of information) (Dalla-Pria and Rodriguez-de-Dios, 2022; Castro-González, Bande and Fernández-Ferrín, 2021).

As can be seen, various authors mostly emphasise authentic and useful CSR messages, and less often emotional, informative, and credible CSR messages.

Authentic CSR messages. Authenticity refers to a verification process concerning something that is true or considered a fact (Newman, 2016). This means that consumers fully believe the information that is presented in CSR messages because they think that it is true (Jose, Khare and Buchanan, 2018). Authenticity is used to represent qualities such as credible, certain, and true (Afzali and Kim, 2021). Authenticity and credibility are dependent features of CSR messages. Therefore, what is evaluated as authentic is considered to be trustworthy, credible, or desirable (Mäncher, Zerres and Breyer-Mayländer, 2023).

Gunawan, Budiarsi, and Hartini (2020) note that, effective CSR messages must reveal the authenticity of a company's CSR. It can increase consumers' trust in the company's sincerity in helping society, and thus enhance their loyalty. CSR authenticity has also an impact on the company's image and credibility. It can be argued that the more consumers perceive the information in CSR messages as authentic, the more they trust it. So, there is a connection here with CSR credibility. According to Alhouti, Johnson and Holloway (2016), Mazutis and Slawinski (2015), CSR authenticity is consumers' subjective evaluations of the genuineness or sincerity of CSR activities and motives, based on the company's CSR communication. Alam et al. (2025) state that companies that demonstrate authentic CSR commitments in their CSR communication can improve brand reputation, consumer pleasure and engagement. This is because consumers value authentic information that they trust more (Afzali and Kim, 2021).

Useful CSR messages. Usefulness is customers' perception that the CSR message information will be useful for them (Lee et al., 2015). Nguyen and Nguyen (2020) note that perceived usefulness is related to the extent to which the information provided in a CSR message can be used in making a decision. The authors note that trust is an antecedent of perceived usefulness. This means that perceived usefulness is higher when the users trust the information provided to them. Therefore, it can be argued that perceived usefulness is related to the credibility of CSR messages (Khan et al., 2023). CSR messages must convey to consumers that the information they provide is useful to them and can be valuable (Thao, Van Anh and Han, 2017). Maheshwari and Kaura (2016) found that in CSR disclosure, the

following types of information are most useful to stakeholders: community involvement-related information, environment-related information, and information related to fair practices.

Emotional CSR messages. Krenz et al. (2025) note that CSR messages are effective if they emotionally engage audiences and create positive brand associations. However, it should not be forgotten that their effectiveness is also related to different customer groups. On one hand, arousing certain emotions can cause negative reactions in sceptical consumers. On the other hand, it can encourage, in an emotional way, more involved consumers to engage even more in CSR activities with the company. Chae's (2020) study shows that CSR messages are more appealing to the target audience and increase their engagement when presented with emotional appeals.

Informative CSR messages. Detailed CSR information that meets perceivers' expectations improves its processing fluency and has a greater impact on their positive perception of the company's CSR activities (Kim and Xu, 2019).

Credible CSR messages. It refers to the extent to which consumers fully trust what the company communicates to them. CSR messages can positively impact consumer trust, which leads to their attitude towards a company's CSR activities (Yu et al., 2021; Khalid, 2021).

In summary, CSR communication is a specific type of corporate communication that aims to influence consumer perceptions and behaviour by disseminating information about a company's CSR activities and efforts. CSR communication is designed to inform consumers, receive responses and involve them in joint CSR activities with the company. To achieve these goals, various types of CSR communication messages are used. CSR communication messages are traditional and virtual. In traditional communication messages, CSR communication tools such as published reports and CSR advertising are used. In these communication messages, one-way communication with the audience takes place. Such CSR communication tools as the company's website and CSR disclosure on social networks are used in virtual communication messages. In social media, two-way communication occurs, and a close dialogue is developed with the target audience. Therefore, this type of CSR communication is more effective. It involves consumers in CSR activities and encourages them to act together with the company.

The important thing is that CSR messages should be authentic and useful for consumers. Authenticity means that consumers fully believe the information presented in CSR messages because they perceive it to be true, genuine, and accurate. Usefulness indicates that CSR messages convey information that consumers find useful and valuable. Also, the important thing is that CSR messages should provide information to consumers (informative content of CSR messages), stimulate emotions (emotional content of CSR messages) and build trust (credible content of CSR messages).

1.2. Consumers' intention to buy organic food products

To understand consumers' intention to buy organic food products, it is first necessary to define what purchase intention means in general. Then, it is important to determine what characterises organic food products and how consumers behave towards them (in the context of intention to buy organic food products).

1.2.1. The concept of consumers' intention to buy products

Since the intention to buy is part of consumer buying behaviour, it is first necessary to describe what consumer buying behaviour is.

Consumer buying behaviour is related to the set of mental, physical and emotional activities that consumers perform when choosing, purchasing and using products that meet their needs and expectations. Understanding consumer buying behaviour allows a company to know how consumers think and feel, how they choose products and how they are impacted by various factors (such as the environment, family, friends, acquaintances, etc.). Understanding consumer behaviour can help companies communicate better with their target audience (Sharma et al., 2018). Consumer buying behaviour would be an incomplete concept without including consumer purchase intention. If there were no intention to buy, consumer buying behaviour could not result in a specific purchase action.

The consumer buying behaviour is a cognitive and psychological process that involves need distinction, information selection, option assessment, purchase decision, and post-purchase assessment (Kotler, Keller and Chernev, 2022). Intention to buy serves as the basis for consumers' decision-making process, in which they decide to buy or not to buy (Ramadina, Rubiyanti and Widodo, 2025).

Thus, purchase intention is related to the purchase decision-making process. In this context, intention to buy is the probability that a customer will voluntarily adopt a buying behaviour for a product after considering product information according to their needs, reflecting the degree of willingness to buy a particular product (Zhang et al., 2023). Therefore, it is very likely that the particular product is purchased by a consumer who intends to do so. Consumers' intention to buy a product is a part of their purchase behaviour. Without consumers' intention to buy, the purchasing process itself would be impossible.

It is necessary to understand what the term "intention to buy" means (Table 4). Based on Table 4, intention to buy is a consumer's readiness to purchase a specific product, expressed through interest and a high probability of purchase.

Intention to buy means a consumer's direct behavioural orientation toward engaging in purchasing behaviour. Also, shows the consumer's motivation toward such behaviour.

Intention to buy is a process linked to customers' behaviour and perceptions, making it a good instrument for predicting the buying process (Faeq et al., 2022).

Table 4

The meanings of consumers' intention to buy

Source	Concept	Keywords	The main idea of the concept
Ramadina, Rubiyanti and Widodo (2025)	Intention to buy directs to a consumer's interest in choosing and buying a particular product.	Consumer's interest, choosing, buying	Consumer's interest in choosing and buying product
Faeq et al. (2022)	Intention to buy is a situation in which a customer is ready to buy a specific product under certain conditions.	Situation, ready to buy a product	Consumer readiness to buy a product
Narayanan and Das (2021)	Intention to buy is a measure of the degree to which consumers are likely to engage in shopping behaviour of buying a product. Intention to buy is considered the indicator of real action.	Degree to engage, an indicator of real action	The degree to which consumers are likely to engage in shopping behaviour

Source: compiled by the author

According to Nguyen-Viet, Tran and Ngo (2024), intention to buy can be expressed not only by making a purchasing decision, but also by positive word-of-mouth recommendations and the willingness to pay more for organic products than for conventional ones. Therefore, consumers who have the intention to buy respond positively to organic products and are willing to pay more for them.

Some authors apply the concept of purchase intention to the context of organic products. According to Pang, Tan and Lau (2021), consumers have the intention to buy organic food products when there is a high possibility that they are ready to pay and buy organic food products over their alternatives (traditional food) in their buying concerns.

Huang, Lee and Chen (2022) use the term "green purchase intention", which they describe as the probability that customers would be motivated to buy environmentally friendly products. Tao, Lin and Khan (2022) also use the term "green purchase intention", which they interpret as consumers' tendency to want to buy organic (green) products, thus seeking to protect the environment and support the activities of those companies that adhere to CSR policies in their activities. Jabeen et al. (2023) note that green purchase intention represents the consumers' desire to buy green products that meet their specific expectations, requirements and needs. Thus, this process is directly related to the purchase behaviour of organic products.

In summary, intention to buy is a consumer's readiness to purchase a specific product (e.g. organic product), expressed through interest and a high probability of purchase. Intention

to buy can also be expressed by positive word-of-mouth recommendations and the willingness to pay more for products.

1.2.2. The specifics of organic food products and consumers' behaviour towards them

First, we need to get acquainted with the concept of organic food:

- Organic food is defined as a product made by farmers using renewable resources and defending ecological assets to protect the environment and raise sustainability (Zayed, Gaber and El Essawi, 2022).
- Organic food can be described as having strict production standards and regulations, which are intended to minimise the use of antibiotics, pesticides, synthetic chemicals, GMOs, and fertilisers (Madureira et al., 2025).
- Organic food is a product of farming systems that shun the use of pesticides and fertilisers. Organic food products have no pollutants from water, soil, and air, which is positive for the health and productivity of soil, animals, plants, and people (Anand et al., 2025).

Hengboriboon et al. (2022) emphasise that organic food products play a significant role in implementing environmental laws and policies, as well as in developing products that minimise the use of non-renewable resources and prevent toxic impacts.

The increasing consumption of organic food products can be attributed to growing concerns about ecological welfare related to the use of chemical, synthetic, and genetically modified methods in food production (Tandon et al., 2021). Recently, there has been a growing global consumer awareness of the need for environmental protection and the necessity for sustainability, which has a strong impact on consumption patterns. Consumers are not only interested in the quality of the product, but also in how products are produced, packaged and distributed (Ramadina, Rubiyanti and Widodo, 2025). In the context of these changes, consumers are increasingly inclined to choose organic food products. This is a consequence of their growing concern for sustainable consumption.

Talwar et al. (2021) interpret consumer intention to purchase organic food products as a sustainable propensity to buy such products. This intention can be expressed through the SOBC theory. The SOBC theory evaluates the implications of environmental stimuli (S) for a person's internal state, which contains cognitive and psychological processes. The internal state of persons, or organisms (O), influences their behavioural responses (B) and covert or overt consequences (C). The SOBC theory offers a special way to explain consumers' engagement with the organic food purchasing process. The authors found that stimuli such as health consequences and food safety concerns affect the organism's reactions and consumers' willingness to buy organic products, which develops into stated buying behaviour.

Nguyen-Viet, Tran and Ngo (2024) follow a similar paradigm to the SOBC paradigm – SOR theory. According to these authors, SOR paradigm can explain the motivating effect of CSR messages on consumer behaviour. The SOR theory implies that customers' affective and cognitive responses are triggered by stimuli such as CSR and play an essential role in shaping customers' reactions. So, CSR acts as a stimulus (S) that activates the organism's factors (O). These internal assessments impact response elements (R) (word of mouth, green purchase intention and willingness to pay). Balaguru, Erjuan and Singh (2024) noted that elements of the SOR model explain the reaction of customers that is caused by stimuli, which impacts the response of customers. Positive customers' intention to buy can be described as a response because CSR communication strives to build trust among customers to stimulate their buying behaviour.

Pang, Tan and Lau (2021) argue that consumers' intention to buy organic food products can be explained by TPB and PMT theories. The authors indicate that TPB is an extension of the theory of reasoned action. Three TPB constructs — an individual's attitude towards the behaviour, subjective norm, and perceived behavioural control — affect a consumer's behavioural intention, which subsequently will lead to the adoption of a behaviour.

According to Zayed, Gaber and El Essawi (2022), TPB is widely used to investigate consumers' intention to buy organic food products. The authors explain the elements in the TPB model as follows. Attitude towards the behaviour in TPB links to the degree to which a consumer evaluates the behaviour positively or negatively. The subjective norm means the perceived social pressure to perform or not to perform the behaviour. Perceived behavioural control refers to the perceived ease or difficulty of completing an action. Pang, Tan and Lau (2021) found that TPB can be integrated into PMT, which is an extension of the health belief model. PMT is a theory that explains motivation for behavioural change. The fundamental premise of PMT is that when individuals make a pro-environmental decision, they will consider both the current and new behaviours in terms of benefits and costs. Protection motivation in PMT is similar to intention in TPB, while perceived behavioural control in TPB is similar to self-efficacy in PMT.

Ahmed et al. (2020) compiled an extended TPB model. According to this model, consumers' intention to buy organic food products is determined not only by attitude, subjective norms, and perceived behavioural control, but also by environmental concern (plays a mediating role) and environmental awareness (plays a moderating role). The authors found that attitude, perceived behavioural control, and subjective norms positively impact the consumers' intention to buy organic food products. Attitude has a positive impact on environmental concerns. Environmental concerns positively affect customers' intention to buy organic food products and play a mediating role between attitude and intention to buy.

Some authors refer to the TAM theory, which describes how consumers learn to adopt and use new technologies. According to this theory, perceived ease of use and perceived usefulness are significant factors in individuals' attitudes towards technology use. These factors influence individuals' actual technology use behaviour (Sengupta and Pandit, 2025). Some authors believe that the TAM theory can be applied to consumer purchasing (service use) behaviour (Sengupta and Pandit, 2025; Nguyen and Nguyen, 2020; Thao, Van Anh and Han, 2017). Sengupta and Pandit (2025) argue that the TAM theory can be applied to the context of consumers' intention to purchase products. In this case, consumers behave in the same way as when adopting new technologies. They base their purchase intention on perceived usefulness, which is an important part of the TAM theory.

More and more people around the world are willing to pay more for organic food because they believe it creates added value – it protects health, its production is environmentally friendly, and promotes sustainability (Talwar et al., 2021; Tandon et al., 2021). According to Moroşan et al. (2025), people are increasingly inclined to buy and consume organic food products because a sustainable, healthy diet secures their well-being in all life stages, helps to save natural resources, and maintains biodiversity. The results of research conducted by Eberle et al. (2023) demonstrate that the main determinants of the consumers' intention to buy organic food products are ecological and price awareness, healthy consumption, and consumers' attitude.

Malissiova et al. (2022) found that the consumption of organic food products depends on consumers' awareness of such products and their environmental aspects. Many consumers value organic food products for their greater safety compared to conventional food, but believe that the prices of such products are too high. Dudziak and Kocira (2022) note that consumers' propensity to purchase organic food products depends on their lifestyle, status and financial situation.

Pang, Tan and Lau (2021) found that social effects and one's belief that organic food consumption will be effective in lessening threats raise customers' intention to buy organic food products. Dudziak and Kocira (2022) note that often consumers' intention to buy organic food products is determined not so much by their needs as by their desires. As a result, consumers look for additional features that would increase the value of an organic food product. Consequently, satisfying consumers' emotional needs is as important as ensuring the functional features of the product (Boesso, Fryzeł and Ghitti, 2025).

Companies that sell organic food products must establish an emotional connection with consumers. When assessing consumer preferences for organic food products, it is necessary to focus not only on the properties of the products, but also on the benefits that they provide to the consumer. Therefore, in this process, it is very important to properly present

what functional and emotional benefits organic food provides to consumers in order to arouse their emotions and desire to purchase such food (Dudziak and Kocira, 2022).

Anand et al. (2025) notice that factors of organic food (such as health benefits, affordable price, knowledge of organic food, trust in organic products, and environmental concern related to organic food) perceived as essential by consumers, if taken into account by firms, positively impact customers' perception of the CSR efforts. So, customers' perception and following behaviour towards organic food products are correlated with the CSR of the firms producing these products. When customers purchase similar food products at the same quality and price, the CSR could be the determining factor.

Yu et al. (2021) found that organic food companies can effectively promote consumer trust, continuous purchase, and active engagement in the co-development of products by creating an image of ability and CSR (particularly through CSR messaging). The more consumers trust the CSR message content of an organic food company, the more they will be inclined to buy products from this company. Similar research results were obtained by Khalid (2021). This author's study revealed that corporate image and CSR have a strong and significant impact on consumer trust. Corporate image and CSR also have a positive influence on personal values. Consumer trust and personal values influence customers' intention to buy organic food. Therefore, the author recommends that CEOs must create a consistent corporate CSR image that would increase customer trust, their interaction with the company, and thus increase their intention to buy organic food products (Khalid, 2021).

The studies show that intention to buy organic food products is impacted by perceived CSR authenticity (Alam et al., 2025; Khalid, 2021), also consumers' attitudes (Yu et al., 2021; Eyinade, Mushunje and Yusuf, 2021; Zayed, Gaber and El Essawi, 2022; Yang, Weber and Grimm, 2022; Moroşan et al., 2025; Filip et al., 2025), and perceived usefulness (Alam et al., 2025; Khan, 2025; Roh, Seok and Kim, 2022).

Perceived CSR authenticity. Numerous studies indicate that positive consumer perceptions of CSR lead to an increase in purchase intention (Ramadina, Rubiyanti and Widodo, 2025; Arachchi and Samarasinghe, 2023; Zhang et al., 2023; Al-Haddad et al., 2022; Huang, Lee and Chen, 2022; Hengboriboon et al., 2022; Faeq et al., 2022; Narayanan and Das, 2021). Several studies show direct and indirect links between companies' CSR and consumer behaviour related to the consumption and purchase of organic food products. Studies show that consumers who choose organic food products value the type of company that sells them, the extent to which the company is socially, ethically and ecologically responsible for what it produces. They appreciate how sincere and genuine the company's CSR activities are, i.e. authentic. For these consumers, the company's CSR activities and their results, as well as CSR authenticity, are important (Moroşan et al., 2025; Eberle et al., 2023; Zayed, Gaber and El Essawi, 2022; Talwar et al., 2021; Tandon et al., 2021).

Kim's (2017) study shows that consumers are willing to pay more for food products if their manufacturer actively demonstrates its CSR activities and communicates about them widely to the target audience, and if consumers believe that the company's CSR activities are genuine. These statements can be applied not only to conventional but also to organic food products. Castro-González, Bande and Fernández-Ferrín (2021) explain consumers' intention to buy products (also organic food) through attribution theory. This theory is designed to describe those cognitive processes that determine causal decisions. Consumers conclude a company from its behaviour, which determines its interaction with consumers. When consumers evaluate a company's behaviour and actions positively, they are more motivated to behave positively towards this company. Therefore, if consumers treat a company's CSR actions as ethical, environmentally friendly and sustainable, they form a positive attitude towards such a company and its products, and trust it more. Thus, those consumers who know about and approve of a company's CSR values and actions trust that company more and are more likely to buy that company's products. They perceive the CSR activities of such a company as authentic.

The other authors also state that an important factor influencing the intention to buy products is perceived CSR authenticity (Gunawan, Budiarsi and Hartini, 2020). The more consumers believe that a company's CSR activities are authentic, sincere and genuine, the more they tend to trust this company. It has been found that perceived CSR authenticity has an influence on CSR credibility and corporate image, and through them, consumer loyalty, which tends to be expressed in repeated intention to purchase products (Gunawan, Budiarsi and Hartini, 2020).

It is known that customers reward firms that are engaged in CSR. The findings of some studies indicate that CSR authenticity has a mediating impact on important customer outcomes. The results show that it is not enough for a company to simply engage in CSR activities. A company's CSR strategy must also take into account the extent to which customers perceive the CSR activities and efforts to be authentic (Alhouti, Johnson and Holloway, 2016). Mäncher, Zerres and Breyer-Mayländer (2023) determined that CSR authenticity has a positive impact on consumer intention to buy. Also, CSR authenticity has a positive influence on attitudes towards the firm and the frequency of purchase. Afzali and Kim (2021) found that perceived CSR was positively associated with intention to buy.

CSR authenticity is an important factor in the context of intention to buy organic food products. Consumers prefer brands of organic food firms that engage in CSR activities over those that do not. Firms that show authentic CSR commitments experience improved brand reputation and consumer pleasure (Alam et al., 2025). Firms need to show authentic CSR commitments because greenwashing methods, which pretend to be environmentally friendly, threaten their ability to win consumer trust for organic food products (Khalid, 2021). Studies

suggest that a majority of customers seek out brands of organic food companies that are consistent with CSR engagement and show authenticity (Alam et al., 2025).

Attitude toward organic food products. Jabeen et al. (2023) note that consumers are increasingly aware of the benefits of products produced in an environmentally friendly manner. Consumers' favourable attitude towards organic products increases the likelihood of green purchase intention, which in turn leads to a purchase action and consumption of green products. According to Dudziak and Kocira (2022), the division of consumers by views on organic food products can be as follows:

- 1) True Blues. They are politically active, seek to influence the environment, and therefore do not want to consume environmentally harmful food products.
- 2) Greenback Greens. They consistently adhere to the strong values of ecological consumption, but are not involved in solving political issues.
- 3) Sprouts. For this group of consumers, environmental protection and conservation of natural resources are important issues. This attitude is not related to the consumption of organic food products.
- 4) Grouzers. They have little interest in environmental protection and are convinced that organic food products are too expensive, even though they are no different from conventional food products.
- 5) Apathetics. They are completely uninterested in environmental protection, sustainability and organic food products.

Eyinade, Mushunje and Yusuf (2021) classify the factors that influence consumers' willingness to buy organic food products. According to these authors, the intention to buy organic food depends on consumers' attitudes, which influence consumers' knowledge about organic food. The intention to buy leads to the action of purchasing organic food. The results of research conducted by Grzybowska-Brzezinska et al. (2017) show that consumers who buy and consume organic food products believe that food production and processing do not destroy the natural environmental resources. Huang, Lee and Chen (2022) conducted research that showed the intention to buy organic products is influenced by consumers' attitudes towards such products. This attitude is strengthened by the brand of organic products, which in turn is influenced by CSR.

Perceived usefulness. Some studies confirm that consumers' intention to use services or to buy products depends on perceived usefulness (Sengupta and Pandit, 2025; Nguyen and Nguyen, 2020; Thao, Van Anh and Han, 2017). The more consumers perceive that a certain behaviour will provide them with value and practical benefits, the more inclined they are to use those services (Nguyen and Nguyen, 2020). Thao, Van Anh and Han (2017) emphasise that the perceived is the extent to which people believe that their behaviour will bring benefits for them. Higher perceived usefulness leads to greater consumer intention to

use services (Lee et al., 2015). Sengupta and Pandit (2025) proved the significant connection between perceived usefulness and intention to buy products. Dudziak and Kocira (2022) agree that consumers' preferences for organic food products are based on the belief that such products have more advantages than conventional food products. Consumers who are inclined to buy organic food products consider their origin as part of a healthy lifestyle worldview or an important tool of rational nutrition. The results of research conducted by Grzybowska-Brzezinska et al. (2017) show that more and more consumers are interested in ecology, accumulate knowledge about it and show commitment to the environment. Consumers who choose organic food products highly value how such food is produced, how healthy it is and how good it tastes.

The research findings indicate that perceived usefulness is important characteristic of consumers who buy organic food products. They primarily treat the usefulness of behaviour as a benefit to their health (organic food products are valuable for health). Such health-oriented consumers tend to prefer brands of companies that engage in CSR activities (Alam et al., 2025). According to Khan (2025), perceived usefulness is associated with the functional benefits of organic food products. Perceived usefulness helps shape consumers' attitudes toward organic food products, which in turn influences their intention to purchase them. The study of Roh, Seok and Kim (2022) emphasises the significance of consumers' perceptions of the utility and benefits of organic food products in shaping favourable attitudes. Consumers who are conscious of health risks are more likely to value and appreciate the functional benefits of organic food products. Perceived usefulness, linked to health and environmental benefits, especially affects attitudes (Khan, 2025).

According to Roh, Seok and Kim (2022), perceived usefulness is a critical factor in shaping positive customer attitudes toward organic food products. You, Jong and Wiangin (2020) found that consumers' intention to buy organic food products via social media significantly depends on perceived usefulness.

In summary, organic food is a product made by using renewable resources and preserving ecological assets to protect the environment and raise sustainability. Organic food products are increasingly of interest to those consumers who are concerned about the environment and are inclined to sustainable consumption. The behaviour of consumers towards organic food products is expressed in readiness to buy such products, believing that they are better than conventional food products, are healthier, and have better taste properties. These consumers are ready to pay more for organic food products than for conventional ones. According to SOR and SOC theories, consumers' intentions to buy are manifested through stimuli that impact the organism's reactions, which determine the consequences of these reactions. Those companies that understand consumers' stimuli and reactions well can influence them to achieve positive results from their behaviour towards the

company (product or brand). According to TPB theory, consumers' intention to buy does not arise spontaneously, but manifests itself through a planning process, which can be influenced to some extent by the companies. According to the TAM theory, an important factor in the consumer's intention to buy products is the subjective perception of the usefulness of that product. So, consumers' intention to buy organic food products is an important part of their purchasing decision-making behaviour. This process is greatly influenced by factors such as perceived CSR authenticity, attitude towards organic food products, and perceived usefulness. The more consumers perceive an organic food producer's CSR activities as genuine, accurate, and sincere (perceived CSR authenticity), the more they intend to buy this company's organic food products. Also, the more favourably consumers view organic food products (attitude) and the more they perceive their benefits to themselves and the environment (perceived usefulness), the more they are inclined to have a greater intention to buy organic food products.

1.3. CSR communication influence on consumers' intention to buy products

Direct or indirect CSR communication influence on consumers' intention to buy products (including organic products) is the subject of contemporary research. Without CSR communication, it would not be possible to form the target audience's perception of the CSR activities carried out by companies. The influence of CSR communication on consumers' intention to buy various products is explained by various theories, which suggest that companies using CSR communication tools can affect consumers' behaviour, attitudes, and purchase intentions.

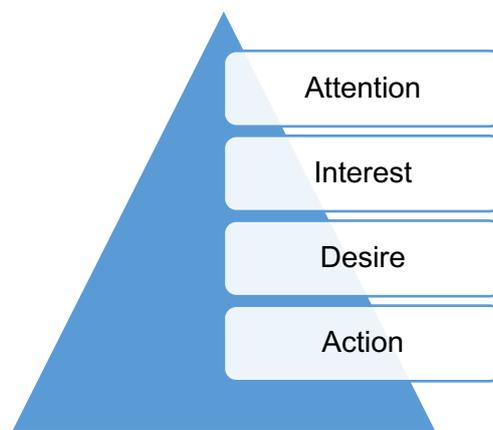
The impact of CSR communication on target audiences can be explained by signalling theory and the AIDA model. According to Louis and Lombart (2024), signalling theory, applied in the area of marketing, suggests that firms may send various signals to influence customers' behaviours and perceptions. The authors apply this theory to the CSR context. They argue that the signalling function is performed by CSR messages. These messages inform consumers about a company's CSR activities and results to impact their behaviour and purchase intention. Thus, by using CSR communication, companies signal to the target audience about their CSR activities and efforts.

Nielsen and Thomsen (2012) argue that CSR communication is a delicate process that must be carried out responsibly and professionally, because in the wrong case, the desired result may not be achieved. Improperly executed CSR communication can negatively affect consumers' perceptions of such a company and perceive company actions as hypocritical manipulation or a public relations stunt.

The AIDA model provides a structured system to help understand and motivate consumers through the stages of attention, interest, desire, and action. This allows companies to design and develop effective communication strategies that align marketing efforts with the stages of the consumer decision-making process (Lee et al., 2025). Baber (2022) notes that the AIDA model is a widely known advertising model that covers the process from attracting consumer attention to purchase. The model explains the process of communicating product features to consumers and indicates how consumers move from being unaware of the product to a specific buying action. The acronyms of the AIDA model, “Attention,” “Interest,” “Desire,” and “Action”, represent the stages of the consumer decision-making process (Figure 1).

Figure 1

The essence of the AIDA model



Source: Lee et al., 2025

The first stage, “Attention,” is designed to capture the consumer’s attention. This can be done by using attractive advertising headlines and engaging message content. Once attention is captured, marketers seek to engage the consumer further by stimulating their interest (the stage “Interest”). In this case, they emphasise the unique features, benefits, and value propositions of the product that meet the consumer’s requirements. The third element of the AIDA model is “Desire,” which aims to arouse a strong desire in consumers or establish a strong emotional connection with them. Here, the consumer’s needs and desires are appealed to, presenting the product as a reliable way to satisfy their desires. The stage “Action” occurs when the consumer feels inspired and is ready to take a specific action (buy a product, etc.) (Lee et al., 2025). Thus, the AIDA model can be used in CSR communication to influence consumer purchase behaviour. Although the AIDA model is more commonly used in the context of marketing communication, it can also be adapted in CSR communication, achieving a more significant effect and feedback from the target audience.

Although a company may successfully implement CSR activities and CSR performance (Ramadina, Rubiyanti and Widodo, 2025; Zhang et al., 2023; Al-Haddad et al., 2022; Huang, Lee and Chen, 2022; Narayanan and Das, 2021), it may not communicate them properly to its target audience. This may negatively affect their intention to purchase the company's products. Therefore, effective CSR communication messages are important in this regard. These messages can show consumers that the company is conducting socially responsible, ethical and sustainable activities.

Various studies show that CSR communication directly or indirectly influences consumer purchase intentions (Chiu et al., 2025; Louis and Lombart, 2024; Tao, Lin and Khan, 2022; Christis and Wang, 2021; Castro-González, Bande and Fernández-Ferrin, 2021; Narayanan and Das, 2021; Ginder, Kwon and Byun, 2019).

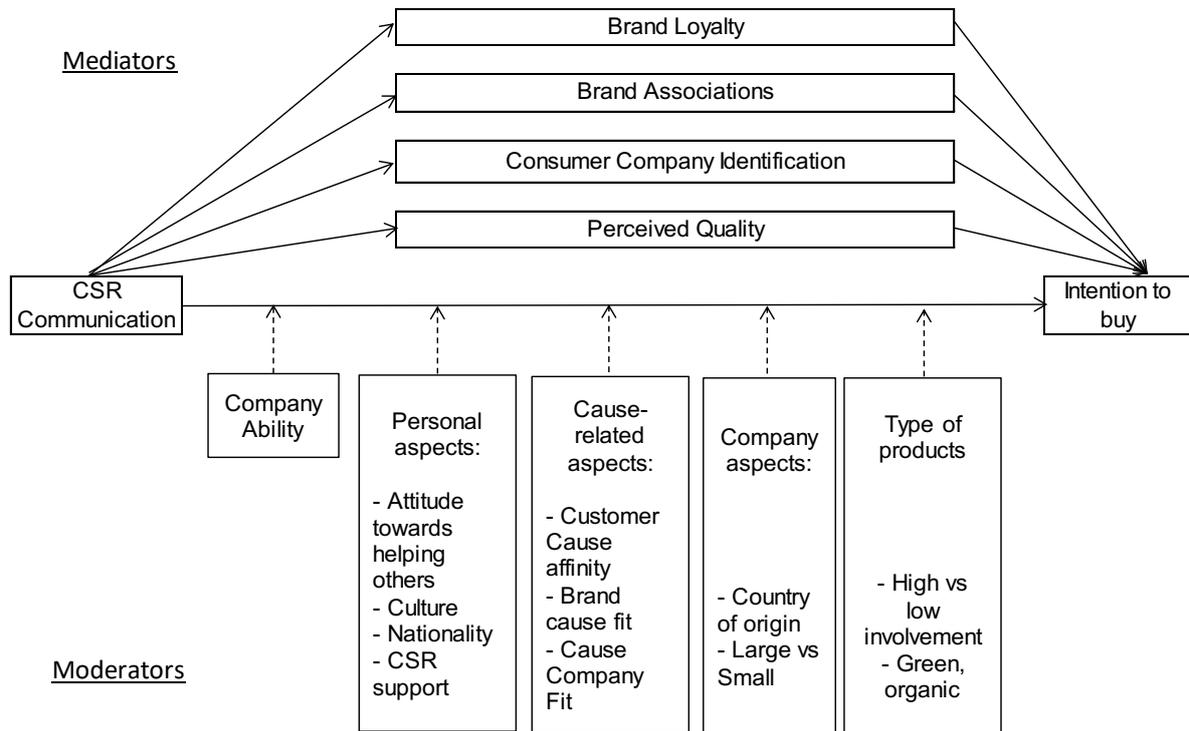
Cheng et al. (2021) found that CSR communication has a direct positive effect on brand attitude. Also, they figured out that it has an indirect positive impact on customers' eWOM and intention to buy. Gupta et al. (2021) figured out that CSR communication in social networks is positively related to customers' intention to buy. Brand admiration partially mediates this relationship. The company's CSR communication enhances customers' buying likelihood.

Ginder, Kwon and Byun (2019) figured out that consumers' motivation and intention to buy depend on what CSR communication style is used in the company (uniform, apathetic, greenhushing or greenwashing). The authors found that firms communicating in uniform or greenhushing styles were perceived to be more intrinsically motivated by consumers, which showed a higher intention to buy. Chiu et al. (2025) investigated that consumers' behavioural intention indirectly depends on the content specificity of CSR messages. These authors found that CSR messages with content specificity have a positive impact on the company's image, which in turn strengthens consumers' attitudes and behavioural intentions. Therefore, the content specificity of CSR messages is a key aspect determining the effectiveness of CSR communication (Lim and Lee, 2023).

Narayanan and Das (2021) present a conceptual model showing the influence of CSR communication on consumer intention to buy (Figure 2). This influence is direct, but can also be mediated through mediators such as brand loyalty, brand associations, customer company identification, and perceived quality. These variables are influenced by the independent variables (CSR communication) and, in turn, affect the dependent variable (consumer intention to buy). Moderators (such as corporate ability, cause-related aspects and others) influence the relationship between the input and output variables, but they are not influenced by the independent variable (CSR communication). They influence the direction and power of the relationship between CSR communication and consumer intention to buy (Narayanan and Das, 2021).

Figure 2

A model of the influence of CSR communication on consumer intention to buy



Source: Narayanan and Das, 2021

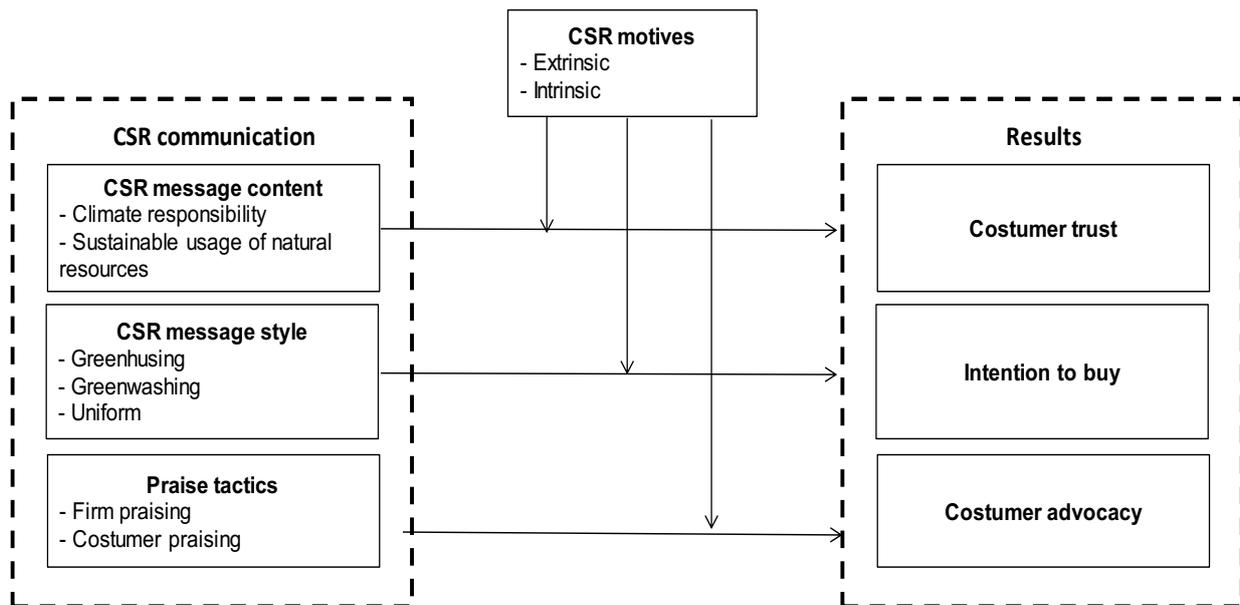
Mercadé-Melé, Molinillo and Fernández-Morales' (2017) study helped identify how traditional (newspaper) and virtual media (social networks) influence consumers' perceptions of a company's CSR. Researchers found that CSR communication in newspapers has both a direct and indirect impact on corporate credibility. CSR communication in social media has an indirect influence here, but the connection between corporate credibility and CSR is more intense on social media than in the newspapers. According to Castro-González et al. (2021), nowadays, consumers need to buy organic food with certain guarantees. For this reason, companies must find ways to show consumers these guarantees. One way to do this is to develop CSR communication. Research by Castro-González, Bande and Fernández-Ferrín (2021) shows that consumers' intention to buy organic food products is influenced by their credibility and trust, which in turn are influenced by CSR perceptions, especially economic ones. This effect can be strengthened by improving CSR communication.

Christis and Wang (2021) developed a model (Figure 3) to assess the influence of CSR message content, CSR message styles, and praise tactics on customer trust, purchase intention, and advocacy. The authors hypothesised that company CSR motives moderate the relationship between these variables. The research demonstrated that a uniform CSR message style was more effective than the other two styles, while greenwashing was found to

be the least effective. Intrinsic company motives moderated the effects of CSR communication on customer trust, intention to buy, and customer advocacy. However, no moderating effect was found for extrinsic company motives (Christis and Wang, 2021).

Figure 3

A conceptual model of the influence of CSR communication on customer trust, intention to buy, and advocacy



Source: Christis and Wang, 2021

In summary, many studies show that CSR communication has a positive influence on consumers' intention to buy products (including organic food products). The influence of CSR communication on consumers' intention to buy can be direct or indirect (plays as a moderating or mediating factor).

1.4. The theoretical model of the influence of different types of CSR communication messages on intention to buy organic food products

Although many scientific studies prove a statistically significant and positive influence of CSR communication on consumers' intention to buy, there is a lack of studies that reveal the impact of different types of CSR communication messages on consumers' intention to buy. This aspect becomes even more relevant when talking about the purchasing behaviour of organic food products. Therefore, this creates a need to build and present a theoretical model

of how different types of CSR communication messages influence consumers' intention to buy organic food products.

Many scientific studies prove direct or indirect but positive CSR communication impact on consumers' intention to buy (Chiu et al., 2025; Louis and Lombart, 2024; Tao, Lin and Khan, 2022; Christis and Wang, 2021; Castro-González, Bande and Fernández-Ferrin, 2021; Narayanan and Das, 2021; Ginder, Kwon and Byun, 2019).

CSR communication shapes consumers' perceptions of CSR activities, also informs, creates consumer responses and engages them in joint CSR activities with the company. CSR communication messages can be different. CSR communication messages can differ in terms of content (what information is provided to consumers) and presentation (what CSR communication channels and tools are used).

Theoretical analysis has shown that CSR communication messages can be traditional and virtual (digital) (Mercadé-Melé, Molinillo and Fernández-Morales, 2017).

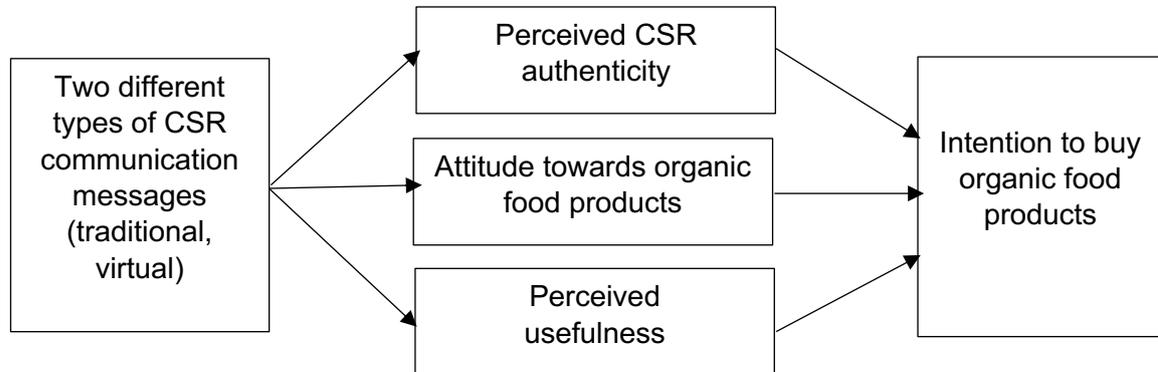
In traditional communication messages, such CSR communication tools as published CSR reports and CSR advertising (Yang, Weber and Grimm, 2022; Narayanan and Das, 2021; Bernardino, 2021; Wylie, 2020) are used. In virtual (digital) communication messages, such CSR communication tools as CSR disclosure on company websites and CSR disclosures on social media (social networks) (Dalla-Pria and Rodriguez-de-Dios, 2022; Narayanan and Das, 2021; Cheng et al., 2021; Wylie, 2020) are used. It is assumed that different types of CSR communication messages (traditional and virtual) can have different influences on consumers' intention to buy organic food products.

Theoretical analysis and research review have shown that the intention to buy organic food products is closely related to consumer purchasing behaviour (Ramadina, Rubiyanti and Widodo, 2025; Zayed, Gaber and El Essawi, 2022; Pang, Tan and Lau, 2021). It means that the consumer, when deciding on purchasing organic food products, relies on certain factors. He evaluates how authentic the company's CSR activities are (perceived CSR authenticity) (Alam et al., 2025; Khalid, 2021), and how useful organic food products will be to him and environment (perceived usefulness) (Alam et al., 2025; Khan, 2025; Roh, Seok and Kim, 2022). Each consumer has their own attitude towards organic food products, which also influences their intention to buy (attitude towards organic food products) (Khan, 2025; Moroşan et al., 2025; Filip et al., 2025).

Taking this into account, it can be stated that different types of CSR communication messages can indirectly influence the consumer's intention to buy organic food products through perceived CSR authenticity, attitude towards organic food products, and perceived usefulness (Figure 4).

Figure 4

The theoretical model of the influence of different types of CSR communication messages on intention to buy organic food products



Source: compiled by the author

Thus, based on the presented theoretical model, it can be stated that two different types of CSR communication messages (traditional vs. virtual) can influence such factors of consumers' purchasing behaviour as perceived CSR authenticity, attitude towards organic food products, and perceived usefulness. In turn, these factors impact consumers' intention to buy organic food products. The model of the influence of different types of CSR communication messages on intention to buy organic food products is theoretical. Therefore, this model requires empirical justification. Further empirical research is carried out based on the presented theoretical model.

2. RESEARCH METHODOLOGY OF THE INFLUENCE OF DIFFERENT TYPES OF CSR COMMUNICATION MESSAGES ON CONSUMERS' INTENTION TO BUY ORGANIC FOOD PRODUCTS

Aim of the empirical research is to evaluate the influence of different types of CSR communication messages on consumers' intention to buy organic food products. To achieve this aim, it is necessary to determine how consumers evaluate the different types of CSR communication messages, how they perceive CSR authenticity and the usefulness of organic food products, and what their attitude towards organic food products is, as what their intention to buy organic food products. When evaluating different types of CSR communication messages, CSR advertising (traditional CSR communication type) and CSR disclosure on social networks (virtual CSR communication type) were selected. According to researchers, CSR advertising is the most commonly used in traditional CSR communication (Narayanan and Das, 2021; Weber and Grimm, 2022). Meanwhile, CSR disclosure on social networks is currently a rapidly growing type of CSR communication due to its large audience coverage and reach (Zainon et al., 2023; Cheng et al., 2021; Gupta et al., 2021).

The CSR communication messages of the association of Polish organic food producers and processors "Polska Ekologia" were selected for the evaluation. This association is running a promotional and informational CSR communication campaign "EU organic food – good choice" covering food products from organic agriculture of the European Union. It was important to determine whether consumers would purchase organic food products from companies belonging to this association.

The following research questions are formulated:

1. What different types of CSR communication messages – CSR advertising or CSR disclosure on social networks – are better appreciated by consumers?
2. How do consumers evaluate organic food companies' CSR authenticity?
3. What is consumers' attitude towards organic food products?
4. How do consumers perceive the usefulness of organic food products?
5. What is consumers' intention to buy organic food products?

Based on the theoretical model (Figure 4), the research model of the influence of different types of CSR communication messages on intention to buy organic food products was made. The research model was divided into two parts to assess the influence of CSR advertising (Figure 5, a) and CSR disclosure on social networks (Figure 5, b) on consumers' intention to buy organic food products. According to the research model, such hypotheses were constructed:

- H1. CSR advertising has a great positive influence on perceived CSR authenticity.

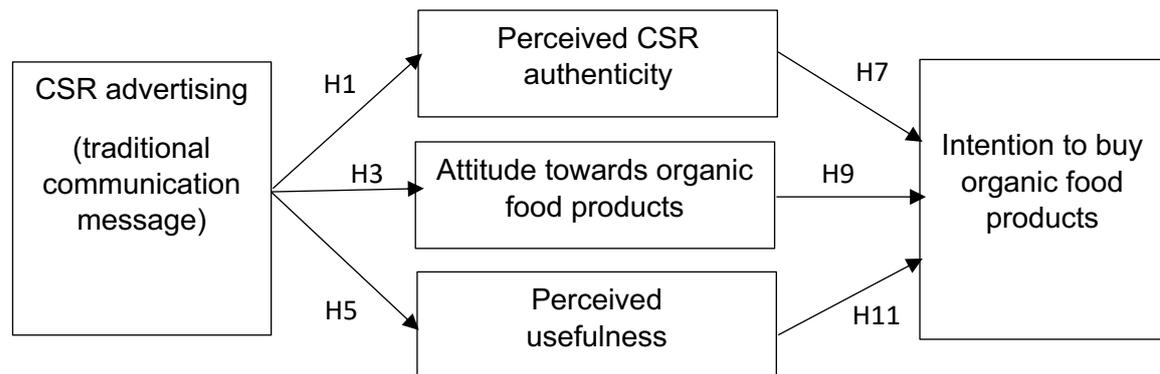
H2. CSR disclosure on the social network has a great positive influence on perceived CSR authenticity.

H3. CSR advertising has a great positive influence on consumers' attitudes towards organic food products.

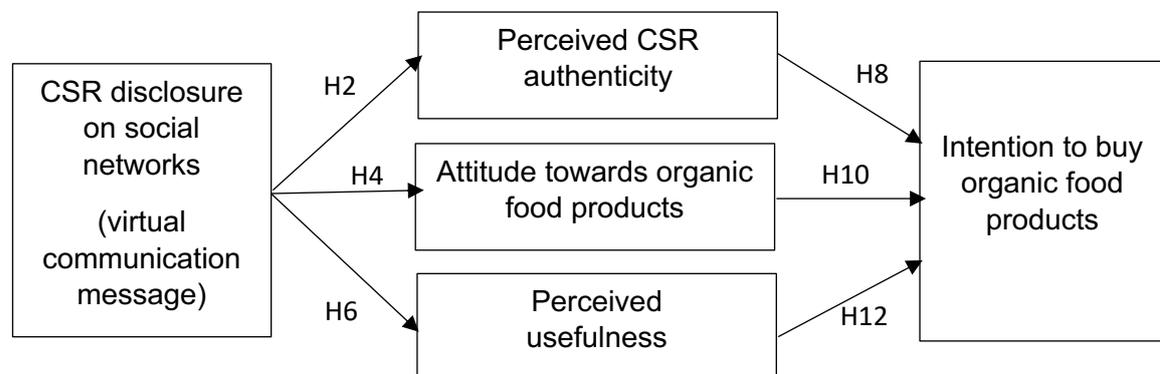
H4. CSR disclosure on the social network has a great positive influence on consumers' attitudes towards organic food products.

Figure 5

The research model of the influence of different types of CSR communication messages on intention to buy organic food products



a) The research model of the influence of CSR advertising on intention to buy organic food products



b) The research model of the influence of CSR disclosure on the social network on intention to buy organic food products

Source: compiled by the author

H5. CSR advertising has a great positive influence on perceived usefulness.

H6. CSR disclosure on the social network has a great positive influence on perceived usefulness.

H7. CSR authenticity has a great positive influence on consumers' intention to buy organic food products (in the context of traditional CSR communication).

H8. CSR authenticity has a great positive influence on consumers' intention to buy organic food products (in the context of virtual CSR communication).

H9. Attitudes towards organic food products have a great positive influence on consumers' intention to buy organic food products (in the context of traditional CSR communication).

H10. Attitudes towards organic food products have a great positive influence on consumers' intention to buy organic food products (in the context of virtual CSR communication).

H11. Perceived usefulness has a great positive influence on consumers' intention to buy organic food products (in the context of traditional CSR communication).

H12. Perceived usefulness has a great positive influence on consumers' intention to buy organic food products (in the context of virtual CSR communication).

These hypotheses are based on scientific studies that show the connection between CSR communication and consumers' intention to buy (Chiu et al., 2025; Louis and Lombart, 2024; Tao, Lin and Khan, 2022; Christis and Wang, 2021; Castro-González, Bande and Fernández-Ferrin, 2021; Narayanan and Das, 2021), also the connection between perceived CSR authenticity and consumers' intention to buy (Alam et al., 2025; Khalid, 2021), attitudes towards organic food products and consumers' intention to buy (Khan, 2025; Moroşan et al., 2025; Filip et al., 2025; Yang, Weber and Grimm, 2022), and perceived usefulness and consumers' intention to buy (Alam et al., 2025; Khan, 2025; Roh, Seok and Kim, 2022).

This research used a quantitative data collection method – an electronic questionnaire survey (conducted online). Quantitative research (questionnaire survey) is the predominant method in studies that examine CSR communication and its impact on consumers (Mercadé-Melé, Molinillo and Fernández-Morales, 2017; Christis and Wang, 2021; Jabeen et al., 2023; Louis and Lombart, 2024; Jung, Tian and Oh, 2024). The survey was conducted using a non-random convenience sampling method. The research instrument is a questionnaire. A sample of the questionnaire is provided in Annexe 1. The questionnaire consists of 4 questions. All questions are closed-ended (Table 5). The first question was designed to evaluate the influence of CSR advertising or CSR disclosure on social networks on consumers' intention to buy organic food products. Question statements can be classified into the following constructs: CSR communication message (CSR advertising or CSR disclosure on social network) (6 statements), perceived CSR authenticity (7 statements), attitude toward organic food products (5 statements), perceived usefulness (6 statements), and consumers' intention to buy organic food products (5 statements). These statements were designed according to the scientific sources indicated in Table 5. A 5-point Likert scale was used (1 = Strongly disagree, 5 = Strongly agree). The second, third and fourth questions were designed to find out the demographic characteristics of the respondents (gender, age, and monthly income). A nominal scale was used. These questions were intended only to obtain general information. Accordingly, a more detailed statistical analysis was not performed.

Table 5*Justification of the research instrument*

Questions	Constructs	Statements / questions	Sources
1. Please indicate the extent to which you agree with the following statements.	CSR communication message (CSR advertising or CSR disclosure on social network)	I pay attention to this CSR communication message. I believe the information in this CSR communication message is genuine. This CSR communication message is useful for me. I trust the information in this CSR communication message. This CSR communication message gives me positive emotions. This CSR communication message provides enough information.	Compiled from Narayanan and Das (2021)
	Perceived CSR authenticity	The organic food companies' CSR is genuine. The organic food companies' CSR action captures what makes the company unique to me. The organic food companies' CSR action is in accordance with the company's values and beliefs. The organic food companies are being true to themselves with their CSR actions. The organic food companies are standing up for what they believe in. The organic food companies are socially responsible companies. The organic food companies are concerned about improving the well-being of society.	Adapted from Afzali and Kim (2021)
	Attitude toward organic food products	I have a positive attitude toward organic food products. I think consuming organic food products is a good idea. I enjoy buying organic food products. I feel good about using organic food products. Organic food products are an important part of a healthy lifestyle.	Khan (2025)
	Perceived usefulness	Organic food products help me maintain a healthy lifestyle. Organic food is more beneficial than non-organic food. Eating organic food reduces my exposure to harmful substances. Organic food products help in preventing health issues. I find organic food products useful for my overall well-being. Organic food improves my diet quality.	Khan (2025)
	Consumers' intention to buy organic food products	I would like to buy organic food products. I would like to buy organic food products in the future. I would prefer to buy organic food products. I will recommend organic food products to my friends and relatives. Compared with ordinary food products, I prefer to buy organic food products.	Adapted from Huang, Lee and Chen (2022)
2-4. Select one:	Demographics	Gender, age, monthly income	-

Source: compiled by the author

Research sample. The study population is adult consumers from Lithuania. It was decided to determine the study sample based on how many respondents were surveyed in similar studies. As can be seen from the data presented in Table 6, the study samples in scientific studies range between 120 and 304 respondents. After deriving the average, it was determined that 197 respondents needed to be surveyed. It was decided to survey exactly 200 respondents, i.e. 100 respondents for each type of CSR communication message. The

study was conducted until the aforementioned sample size was reached. The sample was selected using convenience sampling, which means that respondents who were easily accessible to the author of the study were surveyed.

Table 6

Research samples used in similar types of scientific studies (in the context of CSR)

Source	Research object	Sample
Nikadimovs (2025)	Consumers' perceptions of CSR: scale development, validation, and reliability testing	120
Castejón and López (2016)	CSR in family SMEs	123
Titko et al. (2021)	Differences in attitude to CSR among generations	129
Castro-González, Bande and Fernández-Ferrin (2021)	Influence of credibility and trust in CSR aspects of consumer food products	252
Balaguru, Erjuan and Singh (2024)	The effect of CSR on consumers trusts and purchase intention: the moderating role of digital CSR communication, and perceived risk	254
Christis and Wang (2021)	Communicating environmental CSR towards consumers: the impact of message content, message style and praise tactics	304
	Mean	197

Source: compiled by the author

Internal reliability of questionnaire scales. In order to determine whether the empirical data were suitable for further analysis, the internal reliability of the questionnaire scales was first assessed using Cronbach's alpha coefficient (Table 7).

Table 7

Internal reliability of questionnaire scales

Variable group	Scale items	Cronbach's α	Reliability
The first group (CSR advertising)	29	0.975	Excellent
CSR communication message	6	0.943	Excellent
CSR authenticity	7	0.943	Excellent
Attitude toward organic food products	5	0.924	Excellent
Perceived usefulness	6	0.905	Excellent
Consumers' intention to buy organic food products	5	0.950	Excellent
The second group (CSR disclosure on social networks)	29	0.983	Excellent
CSR communication message	6	0.956	Excellent
CSR authenticity	7	0.954	Excellent
Attitude toward organic food products	5	0.938	Excellent
Perceived usefulness	6	0.933	Excellent
Consumers' intention to buy organic food products	5	0.939	Excellent

Source: compiled by the author based on the survey

Based on Tavakol and Dennick (2011), if Cronbach's alpha is less than 0.5, then the reliability is unacceptable. Excellent consistency is when alpha is greater than 0.9. As can be seen, a questionnaire has high consistency ($\alpha < 0.9$), which indicates a very high internal reliability of scales.

Research progress. The study was conducted in November 2025. The questionnaires were posted on *apklause.lt* website. Consumers were divided into two groups. The first group evaluated the CSR advertising of the CSR communication campaign "EU organic food – good choice". An example of this CSR advertising is presented in Annexe 2. The second group evaluated the CSR communication message on Facebook. An example of this communication message is presented in Annexe 3. The study was completed when 100 respondents were interviewed in both samples. The research was based on the principles of voluntariness, anonymity and confidentiality. Respondents could withdraw from the survey at any time. They did not have to provide their name or surname. The data were stored in such a way that they were confidential.

Demographics of the research sample. Respondents with various demographic characteristics participated in the study (Table 8). Out of 200 respondents, the majority were female (59.5%), and the rest were male (35.5%) or did not prefer to answer (5%). In total, the largest group of respondents was between 21 to 30 years old (42%). In terms of monthly income, the major group was earning EUR 1000 to 1499 (38.5% of respondents).

Table 8

Sample profile and demographics (percent)

	First group (CSR advertising)	Second group (CSR disclosure on social network)	Total
Gender	100%	100%	100%
Male	34%	37%	35.5%
Female	61%	58%	59.5%
Prefer not to answer	5%	5%	5%
Age	100%	100%	100%
Under 20	12%	10%	11%
21–30	36%	48%	42%
31–40	29%	23%	26%
41–50	11%	10%	10.5%
51 and over	4%	3%	3,5%
Prefer not to answer	8%	6%	7%
Monthly income	100%	100%	100%
€499 or less	4%	2%	3%
€500–€999	19%	22%	20.5%
€1000–€1499	38%	39%	38.5%

	First group (CSR advertising)	Second group (CSR disclosure on social network)	Total
Gender	100%	100%	100%
€1500–€1999	21%	14%	17.5%
€2000 or over	3%	10%	6.5%
Prefer not to answer	15%	13%	14%

Source: compiled by the author based on the survey

Data analysis methods used in this paper are descriptive statistics, comparative analysis between two groups, correlation analysis, and regression analysis. Descriptive statistics were used to calculate and describe mean (M) scores, standard deviations (SD), and the mode. The mean (M) represents the average value, the standard deviation (SD) indicates how much the scores vary around the mean, and the mode refers to the most frequently occurring value in the dataset. A comparative analysis between the two groups (those who assessed the impact of CSR advertising and those who assessed the impact of CSR disclosure on social network) was conducted to determine whether the differences in their assessments were statistically significant. All data were normally distributed. Therefore, an independent-samples Student's t-test was used to assess the significance of the differences between the groups. Correlation analysis was used to determine a statistically significant relationship between different types of CSR communication messages (independent variable) and perceived CSR authenticity, attitude towards organic food products, perceived usefulness (dependent variables), also between perceived CSR authenticity, attitude towards organic food products, perceived usefulness (independent variables) and consumers' intention to buy (dependent variable). Based on Tavakol and Dennick (2011), the strength of a correlation is evaluated by looking at how close the correlation coefficient is to 1 or +1. A correlation between 0.00 and 0.19 is considered very weak. Between 0.20 and 0.39, it is weak. When the coefficient falls between 0.40 and 0.59, it is described as a moderate correlation. Values between 0.60 and 0.79 indicate a strong correlation. Finally, coefficients between 0.80 and 1.00 represent a very strong correlation. Linear paired regression analysis was used to determine the influence of different types of CSR communication messages (independent variable) on perceived CSR authenticity, attitude towards organic food products, perceived usefulness (dependent variables), also the influence of perceived CSR authenticity, attitude towards organic food products, perceived usefulness (independent variables) on consumers' intention to buy (dependent variable).

The relationships and regression between variables were considered statistically significant when $p < 0.05$ (a 95% confidence level was applied). SPSS version 22 was used to perform data analysis. Microsoft Excel 2023 was used to create graphs.

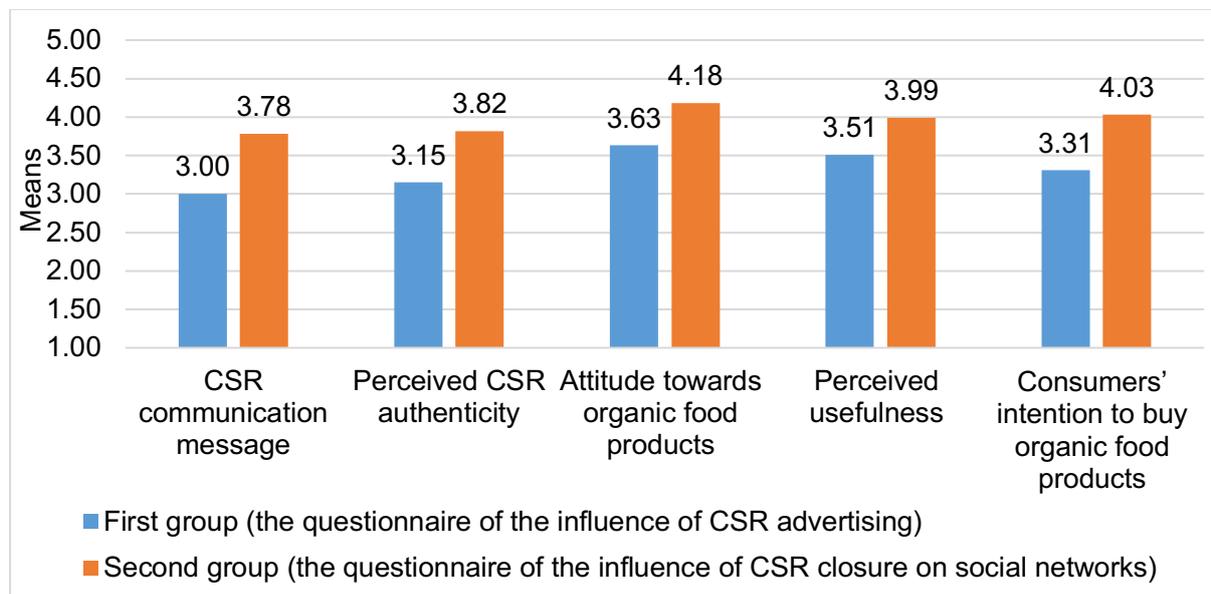
3. RESEARCH RESULTS OF THE INFLUENCE OF DIFFERENT TYPES OF CSR COMMUNICATION MESSAGES ON CONSUMERS' INTENTION TO BUY ORGANIC FOOD PRODUCTS

3.1. The descriptive statistics of the analysed variables and the comparison between groups

After calculating the arithmetic averages (M) for each construct, it was found that all of them were rated higher by the second group of respondents, who assessed the influence of CSR disclosure on social network (Figure 6). The differences between the groups' assessments are statistically significant ($p < 0.001$). Both the first (M = 3.63) and second (M = 4.18) groups rated attitude towards organic food products the best, and the communication message the worst (first group: M = 3.00, second group: M = 3.78). It is necessary to analyse each construct separately in more detail.

Figure 6

The comparison of the analysed constructs between groups ($p < 0.001$)



Source: compiled by the author based on the survey

Descriptive statistics of evaluations of CSR advertising (traditional communication message) (Table 9) show that respondents most agreed with the statement "I pay attention to this CSR communication message" (M = 3.20, SD = 1.082). Respondents least agreed with the statements "I believe the information in this CSR communication message is genuine" (M = 2.94, SD = 0.973) and "This CSR communication message provides enough information"

($M = 2.94$, $SD = 0.993$). Overall, it can be seen that the first group evaluated CSR advertising quite moderately. Although several consumers notice CSR advertising, some of them are not convinced of the authenticity of such advertising, do not fully trust it and do not experience strong positive emotions. This indicates that organic food companies should strengthen the transparency, clarity and reliability of information in their CSR advertising in order to increase consumer trust and the positive impact of CSR advertising.

Table 9

Descriptive statistics of evaluations of CSR communication message

Statements	First group (CSR advertising)			Second group (CSR disclosure on social network)			p value
	Mean	SD	Moda	Mean	SD	Moda	
I pay attention to this CSR communication message.	3.20	1.082	3	3.85	0.989	4	0.000
I believe the information in this CSR communication message is genuine.	2.94	0.973	3	3.74	1.031	4	0.000
This CSR communication message is useful for me.	3.01	1.124	3	3.74	1.088	4	0.000
I trust the information in this CSR communication message.	2.95	1.019	3	3.75	0.989	4	0.000
This CSR communication message gives me positive emotions.	2.97	1.087	3	3.81	0.992	4	0.000
This CSR communication message provides enough information.	2.94	0.993	3	3.81	1.032	4	0.000
Total	3.00	1.046	3	3.78	1.020	4	0.000

Source: own calculations

Descriptive statistics of evaluations of CSR disclosure on the social network (virtual communication message) (Table 9) show that respondents most agreed with the statement “I pay attention to this CSR communication message” ($M = 3.85$, $SD = 0.989$). Respondents least agreed with the statements “I believe the information in this CSR communication message is genuine” ($M = 3.74$, $SD = 1.031$) and “This CSR communication message is useful for me” ($M = 3.74$, $SD = 1.088$). Overall, the second group better evaluated CSR disclosure on the social network (virtual communication message) than the first group evaluated CSR advertising (traditional communication message). More respondents view CSR disclosure on the social network as credible, informative, and emotionally engaging. They pay more attention to the CSR communication message on Facebook and find its information more useful. It is believed that compared to traditional CSR advertising, CSR communication on social media seems to be more effective in building trust, providing value, and fostering positive emotions for consumers.

The comparison between the two groups shows a statistically significant difference ($p = 0.000$ for all statements), indicating that respondents clearly evaluate CSR disclosure on the social network more positively than CSR advertising (Table 9). Respondents pay significantly more attention to CSR disclosure on the social network ($M = 3.85$) than to CSR advertising ($M = 3.20$). More respondents consider the content of the CSR communication message on Facebook to be more genuine ($M = 3.74$) and trustworthy ($M = 3.75$) than the content of CSR advertising ($M = 2.94$ and 2.95 , respectively). Also, more respondents find CSR disclosure information on social media more useful ($M = 3.74$) than CSR advertising information ($M = 3.01$). According to many consumers, CSR disclosure on Facebook generates stronger positive emotions ($M = 3.81$) than CSR advertising ($M = 2.97$). Respondents find the CSR communication message on Facebook ($M = 3.81$) more informative than CSR advertising ($M = 2.94$). Total mean values show a significant difference between CSR advertising ($M = 3.00$) and CSR disclosure on the social network ($M = 3.78$) ($p < 0.001$). It can be assumed that CSR disclosure on the social network has a significantly stronger impact than traditional CSR advertising across all evaluated statements. Consumers notice it more, trust it more, find it more useful, perceive it as more informative, and experience more positive emotions. This suggests that social media platforms are a more effective communication channel for conveying CSR-related messages in the organic food sector.

Descriptive statistics of evaluations of perceived CSR authenticity (Table 10) show that respondents in the first group most agreed with the statement "The organic food companies are socially responsible companies" ($M = 3.28$, $SD = 1.006$). Respondents in the first group least agreed with the statement "The organic food companies' CSR action captures what makes the company unique to me" ($M = 3.03$, $SD = 0.989$). Overall, it can be seen that the first group evaluated perceived CSR authenticity quite moderately. Based on the average results of the first group, it can be concluded that respondents see the organic food companies' efforts to be socially responsible, but are not fully convinced of the authenticity or uniqueness of their CSR actions. It is believed that CSR advertising creates only a mild sense of authenticity and alignment with company values, suggesting that while consumers do not reject the communication messages, they are not fully persuaded by them either. To strengthen perceived authenticity, companies may need more transparent, consistent, and emotional CSR communication. Respondents in the second group most agreed with the statement "The organic food companies are concerned about improving the well-being of society" ($M = 3.98$, $SD = 0.974$). Respondents in the second group least agreed with the statement "The organic food companies' CSR is genuine" ($M = 3.70$, $SD = 0.980$). Overall, the second group evaluated perceived CSR authenticity better than the first group. The second group significantly favours the companies' CSR authenticity, value consistency, social responsibility and contribution to the well-being of society.

Table 10

Descriptive statistics of evaluations of perceived CSR authenticity and comparison between groups

Statements	First group (CSR advertising)			Second group (CSR disclosure on social network)			p value
	Mean	SD	Moda	Mean	SD	Moda	
The organic food companies' CSR is genuine.	3.11	0.973	3	3.70	0.980	4	0.000
The organic food companies' CSR action captures what makes the company unique to me.	3.03	0.989	3	3.72	1.083	4	0.000
The organic food companies' CSR action is in accordance with the company's values and beliefs.	3.12	1.008	3	3.83	1.006	4	0.000
The organic food companies are being true to themselves with their CSR actions.	3.06	1.052	3	3.80	1.054	4	0.000
The organic food companies are standing up for what they believe in.	3.22	0.938	3	3.80	1.044	4	0.000
The organic food companies are socially responsible companies.	3.28	1.006	3	3.89	1.024	4	0.000
The organic food companies are concerned about improving the well-being of society.	3.25	0.968	3	3.98	0.974	4	0.000
Total	3.15	0.991	3	3.82	1.024	4	0.000

Source: own calculations

The mean values for all statements in the second group are higher ($M = 3.70\text{--}3.98$) compared to the first group ($M = 3.03\text{--}3.28$) (all statements $p < 0.001$). More respondents see organic food companies as more authentic, trustworthy, unique, and socially engaged when CSR messages are communicated via social media. This suggests that social networks are a more effective communication channel for forming CSR authenticity, conveying CSR initiatives, building credibility, and strengthening emotional and value-based connections with consumers. Descriptive statistics of evaluations of attitude towards organic food products (Table 11) show that respondents in the first group most agreed with the statement "I have a positive attitude toward organic food products" ($M = 3.79$, $SD = 0.935$). Respondents in the first group least agreed with the statement "I enjoy buying organic food products" ($M = 3.45$, $SD = 1.038$). This is likely due to the fact that not all consumers buy organic food products, or do not actively buy them. Overall, members of the first group have a positive but moderate attitude towards organic food products, considering them an important part of a healthy lifestyle. Respondents in the second group, like the members of the first group, most agreed with the statement "I have a positive attitude toward organic food products" ($M = 4.36$, $SD =$

0.871). It shows that organic food products are important to both groups, as most respondents generally view them positively.

Table 11

Descriptive statistics of evaluations of attitude towards organic food products and comparison between groups

Statements	First group (CSR advertising)			Second group (CSR disclosure on social network)			p value
	Mean	SD	Moda	Mean	SD	Moda	
I have a positive attitude toward organic food products.	3.79	0.935	4	4.36	0.871	5	0.000
I think consuming organic food products is a good idea.	3.62	0.951	4	4.25	0.892	5	0.000
I enjoy buying organic food products.	3.45	1.038	3	4.05	1.029	5	0.000
I feel good about using organic food products.	3.60	0.921	4	4.16	0.918	5	0.000
Organic food products are an important part of a healthy lifestyle.	3.70	0.959	3	4.10	0.859	4	0.002
Total	3.63	0.961	4	4.18	0.914	5	0.000

Source: own calculations

Respondents in the second group, like the members of the first group, least agreed with the statement “I enjoy buying organic food products” (M = 4.05, SD = 1.029). As mentioned, not all consumers buy organic food products, despite their positive attitude towards these products. Some of them may only plan to do so in the future.

The presented comparison results show statistically significant differences between the first and second groups' attitudes towards organic food products (all statements $p < 0.01$). It was found that the second group has a significantly more favourable view of organic food products than the first group. The averages of all statements in the second group (M = 4.05–4.36) are higher than in the first group (M = 3.45–3.79). The overall assessment of the attitude towards organic food products was significantly higher in the second group (M = 4.18) compared to the first (M = 3.63) ($p < 0.001$). It can be concluded that the second group has a significantly stronger positive attitude towards organic food products – they prefer to buy these products, feel better when consuming them and associate them more with a healthy lifestyle. Although the first group's attitude towards organic food products is also positive, it is weaker.

Descriptive statistics of evaluations of perceived usefulness (Table 12) show that respondents in the first group most agreed with the statement “Organic food is more beneficial than non-organic food” (M = 3.63, SD = 0.935). Respondents in the first group least agreed with the statement “Organic food improves my diet quality” (M = 3.44, SD = 0.868). The

members of the first group have a positive but moderate attitude towards organic food products, considering them an important part of a healthy lifestyle. The first group of respondents believe that organic food products are good for their health, but their beliefs are not very strong.

Table 12

Descriptive statistics of evaluations of perceived usefulness and comparison between groups

Statements	First group (CSR advertising)			Second group (CSR disclosure on social network)			p value
	Mean	SD	Moda	Mean	SD	Moda	
Organic food products help me maintain a healthy lifestyle.	3.51	1.078	3	4.07	0.987	4	0.000
Organic food is more beneficial than non-organic food.	3.63	0.906	4	4.03	0.893	4	0.002
Eating organic food reduces my exposure to harmful substances.	3.48	0.937	4	3.90	0.959	4	0.002
Organic food products help in preventing health issues.	3.45	0.978	3	4.03	0.926	4	0.000
I find organic food products useful for my overall well-being.	3.57	0.891	4	3.98	1.015	4	0.003
Organic food improves my diet quality.	3.44	0.868	4	3.96	0.953	4	0.000
Total	3.51	0.943	4	3.99	0.955	4	0.000

Source: own calculations

The second group most agreed with the statement “Organic food products help me maintain a healthy lifestyle” (M = 4.07, SD = 0.987). Respondents in the second group least agreed with the statement “Eating organic food reduces my exposure to harmful substances” (M = 3.90, SD = 0.959). Thus, the members of the second group have a very positive assessment of the health benefits of organic food products, including their impact on diet quality, overall well-being and health issues prevention. Compared to the first group, the second group has a stronger and more pronounced perceived usefulness. Based on the presented data, statistically significant differences were found between the first and second groups in their perception of the usefulness of organic food products (all statements $p < 0.05$). It can be concluded that the second group has a significantly more favourable assessment of the benefits of organic food products than the first group. The averages of all statements in the second group (M = 3.90–4.07) are higher than in the first group (M = 3.44–3.63). The overall assessment of perceived usefulness was significantly higher in the second group (M = 3.99) compared to the first (M = 3.51) ($p < 0.001$). Thus, respondents in the second group are more convinced of the positive health effects of organic food products, including diet quality,

well-being, health issues prevention and maintaining a healthy lifestyle. The perceived usefulness of the first group is also mostly positive, but weaker and less pronounced.

Descriptive statistics of evaluations of consumers' intention to buy organic food products (Table 13) indicate that respondents in the first group most agreed with the statement "I would like to buy organic food products in the future" (M = 3.43, SD = 1.008). Respondents in the first group least agreed with the statement "Compared with ordinary food products, I prefer to buy organic food products" (M = 3.15, SD = 1.019). Thus, the respondents in the first group have a moderately positive but reserved attitude towards buying organic food products. Some of them are inclined to buy, but do not want to give up conventional products, and only a part of them would definitely recommend the products to others. It indicates that the purchasing behaviour of organic food products in the first group is moderately motivated, not very strong.

Table 13

Descriptive statistics of evaluations of consumers' intention to buy organic food products and comparison between groups

Statements	First group (CSR advertising)			Second group (CSR disclosure on social network)			p value
	Mean	SD	Moda	Mean	SD	Moda	
I would like to buy organic food products.	3.42	0.901	3	4.03	0.948	4	0.000
I would like to buy organic food products in the future.	3.43	1.008	3	4.00	0.995	4	0.000
I would prefer to buy organic food products.	3.22	1.001	3	4.08	0.950	5	0.000
I will recommend organic food products to my friends and relatives.	3.35	1.029	3	4.04	0.898	4	0.000
Compared with ordinary food products, I prefer to buy organic food products.	3.15	1.019	3	4.00	0.921	4	0.000
Total	3.31	0.991	3	4.03	0.942	4	0.000

Source: own calculations

According to Table 13, respondents in the second group most agreed with the statement "I would prefer to buy organic food products" (M = 4.08, SD = 0.950). Respondents in the second group least agreed with the statements "I would like to buy organic food products in the future" (M = 4.00, SD = 0.995) and "Compared with ordinary food products, I prefer to buy organic food products" (M = 4.00, SD = 0.921). Thus, the respondents of the second group have a very positive assessment of the purchase of organic food products, tend to choose them in the future and recommend them to others. Compared to the first group, this group's

attitude is significantly stronger and more pronounced, and the purchasing behaviour is clearly oriented towards organic food products.

Based on the comparative analysis, statistically significant differences were recorded between the first and second groups in the intention to buy organic food products (all statements $p < 0.001$). It can be concluded that the second group has a significantly more favourable assessment of the intention to buy organic food products than the first group. The averages of all statements in the second group ($M = 4.00$ – 4.08) are higher than in the first group ($M = 3.15$ – 3.43). The overall assessment of intention to buy was significantly higher in the second group ($M = 4.03$) compared to the first group ($M = 3.31$) ($p < 0.001$). Thus, respondents in the second group are significantly more likely to buy organic food products, choose them in the future, and recommend them to others. The first group's intention to buy organic food products is also positive, but weaker and less pronounced.

In summary, the second group better evaluated CSR disclosure on the social network (virtual communication message) compared to the first group's evaluation of CSR advertising (traditional communication message).

3.2. The results of correlation analysis

The correlation between variables in the first group (CSR advertising) is presented in Table 14. Positive, statistically significant relationships were established between CSR advertising and perceived CSR authenticity, attitude towards organic food products, perceived usefulness, and intention to buy organic food products, also between perceived CSR authenticity and attitude towards organic food products, perceived usefulness, and intention to buy organic food products, also between attitude towards organic food products and perceived usefulness, intention to buy organic food products, also between perceived usefulness and intention to buy organic food products.

The correlation between CSR advertising and perceived CSR authenticity is very strong ($r = 0.807$), statistically significant ($p < 0.001$): as CSR advertising evaluations increase, perceived CSR authenticity tends to expand. The correlation between CSR advertising and attitude toward organic food products is strong ($r = 0.621$), statistically significant ($p < 0.001$): as CSR advertising evaluations increase, consumers' attitude toward organic food products tends to improve. The correlation between CSR advertising and perceived usefulness is strong ($r = 0.711$), statistically significant ($p < 0.001$): as CSR advertising evaluations increase, consumers' perceived usefulness tends to improve. The relationship between CSR advertising and customers' intention to buy organic food products is of moderate strength ($r = 0.557$), statistically significant ($p < 0.001$): the better consumers evaluate the CSR advertising of organic food producers, the more inclined they are to buy organic food products.

Table 14

The correlation between variables in the first group (CSR advertising)

		Correlations				
		CSR advertising	Perceived CSR authenticity	Attitude towards organic food products	Perceived usefulness	Intention to buy organic food products
CSR advertising	Correlation Coefficient	1.000	0.807**	0.621**	0.711**	0.557**
	Sig. (2-tailed)	-	0.000	0.000	0.000	0.000
	N	100	100	100	100	100
Perceived CSR authenticity	Correlation Coefficient	0.807**	1.000	0.713**	0.734**	0.674**
	Sig. (2-tailed)	.000	-	0.000	0.000	0.000
	N	100	100	100	100	100
Attitude towards organic food products	Correlation Coefficient	0.621**	0.713**	1.000	0.849**	0.757**
	Sig. (2-tailed)	0.000	0.000	-	0.000	0.000
	N	100	100	100	100	100
Perceived usefulness	Correlation Coefficient	0.711**	0.734**	0.849**	1.000	0.807**
	Sig. (2-tailed)	0.000	0.000	0.000	-	0.000
	N	100	100	100	100	100
Intention to buy organic food products	Correlation Coefficient	0.577**	0.674**	0.757**	0.807**	1.000
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	-
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: own calculations

The relationships between perceived CSR authenticity and attitude towards organic food products are strong ($r = 0.713$), statistically significant ($p < 0.001$): the more perceived CSR authenticity, the better consumers' attitude towards organic food products. The correlation between perceived CSR authenticity and perceived usefulness is strong ($r = 0.734$), statistically significant ($p < 0.001$): the more perceived CSR authenticity, the better consumers' understanding of the usefulness of organic food products. The correlation

between perceived CSR authenticity and intention to buy organic food products is also strong ($r = 0.674$), statistically significant ($p < 0.001$): the more perceived CSR authenticity, the more consumers are inclined to buy organic food products.

The correlation between attitude towards organic food products and perceived usefulness is very strong ($r = 0.849$), statistically significant ($p < 0.001$): the better consumers' attitude towards organic food products, the better they understand the benefits of these products for themselves. The correlation between attitude towards organic food products and intention to buy these products is strong ($r = 0.757$), statistically significant ($p < 0.001$): the better consumers' attitude towards organic food products, the more consumers are inclined to buy these products. The connection between perceived usefulness and intention to buy organic food products is very strong ($r = 0.807$), statistically significant ($p < 0.001$): the better consumers understand the usefulness of organic food products, the more consumers are inclined to buy these products.

The correlation between variables in the second group (CSR disclosure on the social network) is presented in Table 15.

Positive, statistically significant relationships were established between CSR disclosure on Facebook and perceived CSR authenticity, attitude towards organic food products, perceived usefulness, and intention to buy organic food products, also between perceived CSR authenticity and attitude towards organic food products, perceived usefulness, and intention to buy organic food products, also between attitude towards organic food products and perceived usefulness, intention to buy organic food products, also between perceived usefulness and intention to buy organic food products.

The relationships between CSR disclosure on Facebook and perceived CSR authenticity are very strong ($r = 0.873$), statistically significant ($p < 0.001$): as CSR disclosure on Facebook evaluations increase, perceived CSR authenticity tends to expand. The correlation between CSR disclosure on the social network and attitude toward organic food products is very strong ($r = 0.809$), statistically significant ($p < 0.001$): as CSR disclosure on Facebook evaluations increases, consumers' attitude toward organic food products tends to improve.

The correlation between CSR disclosure on Facebook and perceived usefulness is strong ($r = 0.793$), statistically significant ($p < 0.001$): as CSR disclosure on the social network evaluations increases, consumers' perceived usefulness tends to improve. The relationship between CSR disclosure on the social network and customers' intention to buy organic food products is strong ($r = 0.763$), statistically significant ($p < 0.001$): the better consumers evaluate the CSR disclosure on Facebook of organic food producers, the more inclined they are to buy organic food products.

Table 15

The correlation between variables in the second group (CSR disclosure on social network)

Correlations

		CSR disclosure on social network	Perceived CSR authenticity	Attitude towards organic food products	Perceived usefulness	Intention to buy organic food products
CSR disclosure on social network	Correlation Coefficient	1.000	0.873**	0.809**	0.791**	0.763**
	Sig. (2-tailed)	-	0.000	0.000	0.000	0.000
	N	100	100	100	100	100
Perceived CSR authenticity	Correlation Coefficient	0.873**	1.000	0.805**	0.794**	0.758**
	Sig. (2-tailed)	0.000	-	0.000	0.000	0.000
	N	100	100	100	100	100
Attitude towards organic food products	Correlation Coefficient	0.809**	0.805**	1.000	0.884**	0.836**
	Sig. (2-tailed)	0.000	0.000	-	0.000	0.000
	N	100	100	100	100	100
Perceived usefulness	Correlation Coefficient	0.791**	0.794**	0.884**	1.000	0.873**
	Sig. (2-tailed)	0.000	0.000	0.000	-	0.000
	N	100	100	100	100	100
Intention to buy organic food products	Correlation Coefficient	0.763**	0.758**	0.836**	0.873**	1.000
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	-
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: own calculations

The relationships between perceived CSR authenticity and attitude towards organic food products are very strong ($r = 0.805$), statistically significant ($p < 0.001$). The correlation between perceived CSR authenticity and perceived usefulness is strong ($r = 0.794$), statistically significant ($p < 0.001$). The relationships between perceived CSR authenticity and intention to buy organic food products are also strong ($r = 0.758$), statistically significant ($p < 0.001$). The correlation between attitude towards organic food products and perceived usefulness is very strong ($r = 0.884$), statistically significant ($p < 0.001$). The connection

between attitude towards organic food products and intention to buy these products is also very strong ($r = 0.836$), statistically significant ($p < 0.001$). The relationships between perceived usefulness and intention to buy organic food products are very strong ($r = 0.873$), statistically significant ($p < 0.001$).

In summary, the results of correlation analysis in the first group show strong and statistically significant relationships between all the variables studied. CSR advertising, perceived CSR authenticity, attitude towards organic food products, perceived usefulness, and intention to buy organic food products are closely related to each other. The results obtained in the second group show even stronger and statistically significant relationships between all the variables analysed. It means that CSR disclosure on Facebook, perceived CSR authenticity, attitude towards organic food products, perceived usefulness and customers' intention to buy organic food products are even more closely related to each other.

3.3. The results of regression analysis

The results of linear paired regression analysis in the first group (CSR advertising) are presented in Table 16. More detailed calculations are provided in Annexe 4.

Table 16

Results of linear paired regression analysis in the first group (CSR advertising)

Independent variables (X)		Dependent variables (Y)	β (unstandardized coefficient)	Adjusted R square (R^2)	p value
CSR advertising	→	Perceived CSR authenticity	0.746	0.648	0.000
CSR advertising	→	Attitude towards organic food products	0.566	0.380	0.000
CSR advertising	→	Perceived usefulness	0.598	0.500	0.000
Perceived CSR authenticity	→	Intention to buy organic food products	0.715	0.449	0.000
Attitude towards organic food products	→	Intention to buy organic food products	0.815	0.569	0.000
Perceived usefulness	→	Intention to buy organic food products	0.940	0.648	0.000

Source: own calculations

The results of the first group indicate that CSR advertising has a statistically significant and positive impact on perceived CSR authenticity ($\beta = 0.746$; $p < 0.001$). The regression model explains 64.8% of the variance in perceived CSR authenticity (adjusted $R^2 = 0.648$). Also, CSR advertising has a statistically significant and positive effect on consumers' attitude

towards organic food products ($\beta = 0.566$; $p < 0.001$). The regression model explains 38% of the variance in attitude towards organic food products (adjusted $R^2 = 0.380$). CSR advertising has a statistically significant and positive influence on perceived usefulness ($\beta = 0.598$; $p < 0.001$). The regression model explains 50% of the variance in perceived usefulness (adjusted $R^2 = 0.500$). The results in the first group show that perceived CSR authenticity has a statistically significant and positive impact on consumers' intention to buy organic food products ($\beta = 0.715$; $p < 0.001$). The regression model explains 44.9% of the variance in intention to buy organic food products (adjusted $R^2 = 0.449$). Also, attitude towards organic food products has a statistically significant and positive effect on consumers' intention to buy organic food products ($\beta = 0.815$; $p < 0.001$). The regression model explains 56.9% of the variance in intention to buy organic food products (adjusted $R^2 = 0.569$). Perceived usefulness has a statistically significant and positive influence on consumers' intention to buy organic food products ($\beta = 0.940$; $p < 0.001$). The regression model explains 64.8% of the variance in intention to buy organic food products (adjusted $R^2 = 0.648$).

Thus, CSR advertising has an indirect positive influence on consumers' intention to buy organic food products. This influence is manifested through perceived CSR authenticity, attitude towards organic food products, and perceived usefulness. CSR advertising has the greatest direct and positive impact on perceived CSR authenticity. CSR advertising shapes consumers' beliefs that the company really cares about social responsibility. Perceived usefulness has the greatest direct and positive impact on consumers' intention to buy organic food products. This indicates that consumers are most likely to form purchase intentions when they perceive the organic food products as useful. Therefore, CSR advertising should clearly and consistently communicate the company's social responsibility initiatives to strengthen consumers' perception of their CSR authenticity, as well as emphasize the benefits of organic food products for consumers and form positive associations for consumers, because the results of the study showed that both perceived CSR authenticity, perceived usefulness and consumers' positive attitude towards organic food products significantly contribute to their intention to buy organic food products.

The results of linear paired regression analysis in the second group (CSR disclosure on the social network) are presented in Table 17. More detailed calculations are provided in Annexe 4. The results for the second group indicate that CSR disclosure on the social network has a statistically significant, positive impact on perceived CSR authenticity ($\beta = 0.857$; $p < 0.001$). The regression model explains 76% of the variance in perceived CSR authenticity (adjusted $R^2 = 0.760$). Also, CSR disclosure on Facebook has a statistically significant, positive effect on consumers' attitudes towards organic food products ($\beta = 0.718$; $p < 0.001$). The regression model explains 65.2% of the variance in attitude towards organic food products (adjusted $R^2 = 0.652$).

Table 17

Results of linear paired regression analysis in the second group (CSR disclosure on social network)

Independent variables (X)		Dependent variables (Y)	β (unstandardized coefficient)	Adjusted R square (R^2)	p value
CSR disclosure on social network	→	Perceived CSR authenticity	0.857	0.760	0.000
CSR disclosure on social network	→	Attitude towards organic food products	0.718	0.652	0.000
CSR disclosure on social network	→	Perceived usefulness	0.709	0.621	0.000
Perceived CSR authenticity	→	Intention to buy organic food products	0.707	0.570	0.000
Attitude towards organic food products	→	Intention to buy organic food products	0.862	0.695	0.000
Perceived usefulness	→	Intention to buy organic food products	0.892	0.759	0.000

Source: own calculations

CSR disclosure on the social network has a statistically significant influence on perceived usefulness ($\beta = 0.709$; $p < 0.001$). The model explains 62.1% of the variance in perceived usefulness (adjusted $R^2 = 0.621$). The results of the second group show that perceived CSR authenticity has a statistically significant impact on consumers' intention to buy organic food products ($\beta = 0.707$; $p < 0.001$). The regression model explains 57% of the variance in intention to buy organic food products (adjusted $R^2 = 0.570$). Attitude towards organic food products has a statistically significant effect on consumers' intention to buy ($\beta = 0.862$; $p < 0.001$). The model explains 69.5% of the variance in intention to buy (adjusted $R^2 = 0.695$). Perceived usefulness has a statistically significant influence on consumers' intention to buy organic food products ($\beta = 0.892$; $p < 0.001$). The model explains 75.9% of the variance in intention to buy (adjusted $R^2 = 0.759$).

Thus, CSR disclosure on Facebook has an indirect positive influence on consumers' intention to buy organic food products. The influence of CSR disclosure on the social network, like the CSR advertising, is manifested through consumers' perceived CSR authenticity, attitude towards organic food products, and perceived usefulness. CSR disclosure on the social network, like CSR advertising, has the greatest direct and positive impact on perceived CSR authenticity. Perceived usefulness in the second group has the greatest direct and positive impact on consumers' intention to buy organic food products. The organic food companies should use social networks to clearly communicate their CSR initiatives to enhance

consumers' perception of CSR authenticity, while also highlighting the benefits of organic food products and building positive associations.

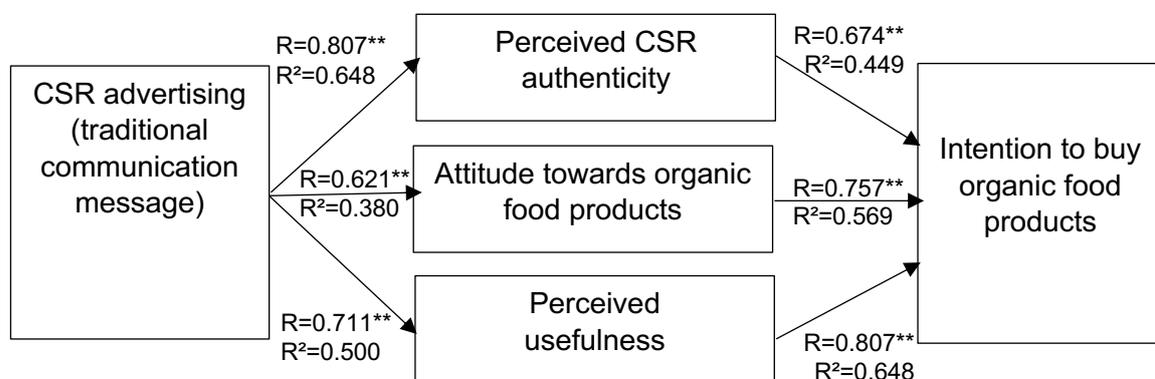
In summary, both CSR advertising and CSR disclosure on the social network have an indirect positive influence on consumers' intention to buy organic food products. The impact of CSR advertising and CSR disclosure on the social network is manifested through consumers' perceived CSR authenticity, attitude towards organic food products, and perceived usefulness. All higher determination (adjusted R^2) coefficients are found in the second group, compared with the first. It allows us to conclude that CSR disclosure on Facebook has a greater effect on consumers' perceived CSR authenticity, attitude towards organic food products, perceived usefulness, and, through it, on their intention to buy.

3.4. Empirical justification of the research model

Empirical justification of the research model is presented in Figure 7. Different types of CSR communication messages (CSR advertising and CSR disclosure on social networks) have positive, but different strength relationships with perceived CSR authenticity, attitude towards organic food products, and perceived usefulness, when these factors are positively correlated with consumers' intention to buy organic food products. All of these relationships and regressions are stronger in the research model of the influence of CSR disclosure on social networks. It can be argued that consumers are more responsive to CSR disclosure on social networks, and this has an indirect impact on their intention to buy process.

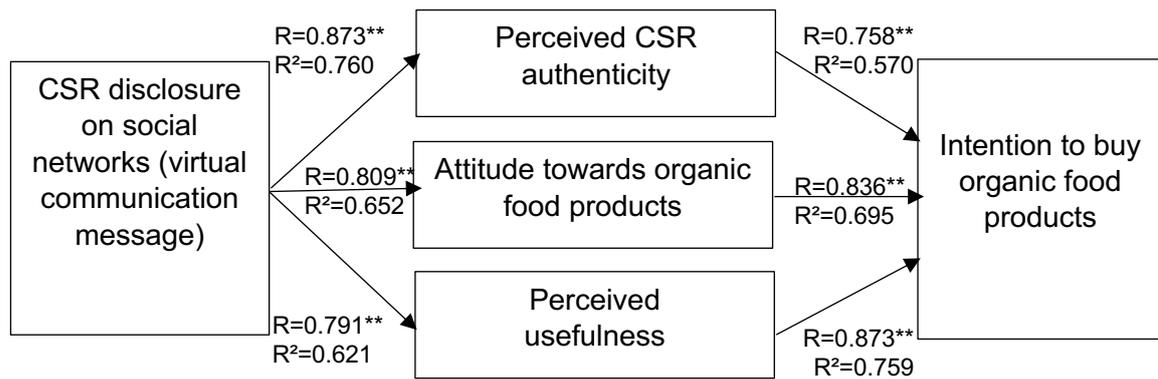
Figure 7

Empirical justification of the research model of the influence of different types of CSR communication messages on intention to buy organic food products



****.** Correlation is significant at the 0.01 level (2-tailed).

a) The research model of the influence of CSR advertising on intention to buy organic food products



** Correlation is significant at the 0.01 level (2-tailed).

b) The research model of the influence of CSR disclosure on the social network on intention to buy organic food products

Source: compiled by the author based on the survey

Therefore, CSR disclosure on social networks is a more effective CSR communication message in terms of its influence on consumers' intention to buy organic food products. To summarise, the hypotheses were tested using the research (Table 18).

Table 18

Hypothesis testing results

H1.	CSR advertising has a great positive influence on perceived CSR authenticity.	Supported
H2.	CSR disclosure on the social network has a great positive influence on perceived CSR authenticity.	Supported
H3.	CSR advertising has a great positive influence on consumers' attitudes towards organic food products.	Supported
H4.	CSR disclosure on the social network has a great positive influence on consumers' attitudes towards organic food products.	Supported
H5.	CSR advertising has a great positive influence on perceived usefulness.	Supported
H6.	CSR disclosure on the social network has a great positive influence on perceived usefulness.	Supported
H7.	CSR authenticity has a great positive influence on consumers' intention to buy organic food products (in the context of traditional CSR communication).	Supported
H8.	CSR authenticity has a great positive influence on consumers' intention to buy organic food products (in the context of virtual CSR communication).	Supported
H9.	Attitudes towards organic food products have a great positive influence on consumers' intention to buy organic food products (in the context of traditional CSR communication).	Supported
H10.	Attitudes towards organic food products have a great positive influence on consumers' intention to buy organic food products (in the context of virtual CSR communication).	Supported
H11.	Perceived usefulness has a great positive influence on consumers' intention to buy organic food products (in the context of traditional CSR communication).	Supported
H12.	Perceived usefulness has a great positive influence on consumers' intention to buy organic food products (in the context of virtual CSR communication).	Supported

Source: compiled by the author based on the survey

All the hypotheses were supported (H1, H2, H3, H4, H5, H6, H7, H8, H9, H10, H11, and H12). The research model was empirically tested and confirmed.

3.5. The summary of research results and discussion

In summary, based on descriptive statistics and the comparison of differences between the groups, the second group better evaluated CSR disclosure on the social network (virtual communication message) compared to the first group's evaluation of CSR advertising (traditional communication message). The second group, when assessing CSR disclosure on Facebook, also better evaluated other aspects of the research – perceived CSR authenticity, attitude towards organic food products, perceived usefulness, and intention to buy organic food products. The evaluations of the aforementioned aspects were smaller in the first group. The differences between the two groups were statistically significant. Based on this, more respondents view CSR disclosure on Facebook as credible, informative, and emotionally engaging than CSR advertising. More consumers pay substantial attention to CSR disclosure on Facebook and find it more useful than CSR advertising. It is assumed that CSR communication on social networks can be more effective in building CSR authenticity, providing usefulness, and fostering positive attitudes for consumers, compared to traditional CSR advertising.

The results of correlation analysis in the first group show strong and statistically significant relationships between all the variables studied. CSR advertising, perceived CSR authenticity, attitude towards organic food products, perceived usefulness, and intention to buy organic food products are closely related to each other. The results obtained in the second group show even stronger and statistically significant relationships between all the variables analysed. It means that CSR disclosure on Facebook, perceived CSR authenticity, attitude towards organic food products, perceived usefulness and customers' intention to buy organic food products are even more closely related to each other. Thus, although the variables in both groups are characterised by positive relationships, this correlation is stronger in the second group. It allows us to state that CSR communication on social networks is more related to the remaining variables than CSR advertising. In this respect, CSR disclosure on social networks is more effective than CSR advertising.

In summary of the results of regression analysis, both CSR advertising and CSR disclosure on Facebook have an indirect positive influence on consumers' intention to buy organic food products. The impact of CSR advertising and CSR disclosure on the social network is manifested through consumers' perceived CSR authenticity, attitude towards organic food products, and perceived usefulness. All higher determination (adjusted R²) coefficients are found in the second group, compared with the first. CSR disclosure on the

social network has a greater effect on consumers' perceived CSR authenticity, attitude towards organic food products, perceived usefulness, and, through it, on their intention to buy. Therefore, organic product producers should pay more attention to social networks as a modern CSR communication channel that can spread more effective CSR messages to the target audience. It can be concluded, CSR disclosure on social networks is a more effective CSR communication message in terms of its influence on consumers' intention to buy organic food products.

The research conducted in this paper has shown that both CSR advertising (traditional communication message) and CSR disclosure on the social network (virtual communication message) are important because they indirectly affect consumers' intention to buy organic food products. Various studies also show that CSR communication directly or indirectly influences consumer purchase intentions (Chiu et al., 2025; Louis and Lombart, 2024; Tao, Lin and Khan, 2022; Christis and Wang, 2021; Castro-González, Bande and Fernández-Ferrin, 2021; Narayanan and Das, 2021; Ginder, Kwon and Byun, 2019). According to empirical research, CSR disclosure on Facebook has a greater influence on this process compared to CSR advertising. Some researchers recognise that CSR advertising (Narayanan and Das, 2021; Yang, Weber and Grimm, 2022) and/or CSR disclosure on social networks (Narayanan and Das, 2021; Wylie, 2020) are best used in CSR communication. CSR disclosure on social networks is more effective because social media can deliver two-way communication with the target audience (Wylie, 2020; Gupta et al., 2021; Balaguru, Erjuan and Singh, 2024). CSR advertising is less effective due to the public's sceptical attitude towards this CSR communication tool, accusing companies of exploiting social problems to pursue economic benefits (Narayanan and Das, 2021). On the other hand, there are studies that also show a sceptical attitude of consumers towards CSR communication in social networks. Kim and Xu (2019) argue that different sources of CSR communication can have different effects on consumers. It is especially noticeable in the field of social media. When the source is the company itself, which actively promotes its CSR activities on Facebook, readers are likely to believe that the company is bragging about its CSR initiatives. When the source is not the company, consumers are more likely to trust the information from this source. If consumers learn about CSR activities from their Facebook friends, they may perceive it as natural and evaluate it as positive advertising. However, more authors emphasise that social networks are a very effective CSR communication channel compared to traditional CSR communication channels (TV, radio, press). This is confirmed by the research conducted in this paper. According to Dalla-Pria and Rodriguez-de-Dios (2022), the use of social networks can improve CSR communication. Zainon et al. (2023) note that CSR communication through social networks can link companies with a large number of stakeholders. Cheng et al. (2021)

argue that through social networks, a company can respond to public opinion and improve its CSR communication.

It was proved in this study that perceived CSR authenticity, attitude towards organic food products, and perceived usefulness have a positive influence on consumers' intention to buy organic food products. The others studies also show that intention to buy organic food products is impacted by perceived CSR authenticity (Alam et al., 2025; Khalid, 2021), also consumers' attitudes (Yu et al., 2021; Eynade, Mushunje and Yusuf, 2021; Zayed, Gaber and El Essawi, 2022; Yang, Weber and Grimm, 2022; Moroşan et al., 2025; Filip et al., 2025), and perceived usefulness (Alam et al., 2025; Khan, 2025; Roh, Seok and Kim, 2022). Studies suggest that a majority of consumers seek out organic food companies that show CSR authenticity (Alam et al., 2025; Khalid, 2021). According to Jabeen et al. (2023), a positive attitude towards organic products increases the likelihood of green purchase intention. Eynade, Mushunje and Yusuf (2021) note that the intention to buy organic food products depends on consumers' attitudes, which influence consumers' knowledge about organic food. Roh, Seok, and Kim (2022) highlight that perceived usefulness plays a key role in forming positive customer attitudes toward organic food products. You, Jong, and Wiangin (2020) reported that consumers' intentions to purchase organic food through social media are strongly influenced by perceived usefulness.

CONCLUSIONS AND RECOMMENDATIONS

1. CSR communication is a specific type of corporate communication that aims to influence consumer perceptions and behaviour by disseminating information about a company's CSR activities and efforts. CSR communication is designed to inform consumers, receive responses and involve them in joint CSR activities with the company. To achieve these goals, various types of CSR communication messages are used. CSR communication messages are traditional and virtual. In traditional communication messages, CSR communication tools such as published reports and CSR advertising are used. In these communication messages, one-way communication with the audience takes place. Such CSR communication tools as the company's website and CSR disclosure on social networks are used in virtual communication messages. In social media, two-way communication occurs, and a close dialogue is developed with the target audience. Therefore, this type of CSR communication is more effective. It involves consumers in CSR activities and encourages them to act together with the company.

2. Intention to buy is a consumer's readiness to purchase a specific product (e.g. organic food product), expressed through interest and a high probability of purchase. Intention to buy can also be expressed by positive word-of-mouth recommendations and the willingness to pay more for products. Organic food is a product made by using renewable resources and preserving ecological assets to protect the environment and raise sustainability. Organic food products are increasingly of interest to those consumers who are concerned about the environment and are inclined to sustainable consumption. The behaviour of consumers towards organic food products is expressed in readiness to buy such products, believing that they are better than conventional food products, are healthier, and have better taste properties. Consumers' intention to buy organic food products is an important part of their purchasing decision-making behaviour. This process is greatly influenced by factors such as perceived CSR authenticity, attitude towards organic food products, and perceived usefulness. The more consumers perceive an organic food producer's CSR activities as genuine, accurate, and sincere (perceived CSR authenticity), the more they intend to buy this company's organic food products. Also, the more favourably consumers view organic food products (attitude) and the more they perceive their benefits to themselves and the environment (perceived usefulness), the more they are inclined to have a greater intention to buy organic food products.

3. The theoretical model of the influence of different types of CSR communication messages on intention to buy organic food products was built. Many studies show that CSR communication has a positive influence on consumers' intention to buy products (including organic food products). The influence of CSR communication on consumers' intention to buy

can be direct or indirect (plays as a moderating or mediating factor). As mentioned, CSR communication messages can be based on traditional (CSR report and CSR advertising) and virtual CSR communication tools (CSR disclosures on company websites and social networks). The theoretical model assumes that different types of CSR communication messages (traditional and virtual) can have different influences on consumers' intention to buy organic food products. Theoretical analysis and research review have shown that the intention to buy organic food products is closely related to consumer purchasing behaviour. It means that the consumer, when deciding on purchasing organic food products, relies on certain factors. He evaluates how authentic the company's CSR activities are (perceived CSR authenticity), and how useful organic food products will be to him and the environment (perceived usefulness). Each consumer has their own attitude towards organic food products, which also influences their intention to buy (attitude towards organic food products). Taking this into account, different types of CSR communication messages can indirectly influence the consumer's intention to buy organic food products through perceived CSR authenticity, attitude towards organic food products, and perceived usefulness. Thus, based on the theoretical model, two different types of CSR communication messages (traditional vs. virtual) can influence such factors of consumers' purchasing behaviour as perceived CSR authenticity, attitude towards organic food products, and perceived usefulness. In turn, these factors can impact consumers' intention to buy organic food products.

4. The results of the correlation analysis in the first group (which assessed the influence of CSR advertising) show strong and statistically significant relationships between all the variables studied. CSR advertising, perceived CSR authenticity, attitude towards organic food products, perceived usefulness, and intention to buy organic food products are closely related to each other. The results obtained in the second group (which assessed the influence of CSR disclosure on Facebook) show even stronger and statistically significant relationships between all the variables analysed. It means that CSR disclosure on the social network, perceived CSR authenticity, attitude towards organic food products, perceived usefulness and customers' intention to buy organic food products are even more closely related to each other. Thus, although the variables in both groups are characterised by positive relationships, this correlation is stronger in the second group. It allows us to state that CSR communication on social networks is more related to the remaining variables than CSR advertising. The results of regression analysis, both CSR advertising and CSR disclosure on Facebook have an indirect positive influence on consumers' intention to buy organic food products. The impact of CSR advertising and CSR disclosure on Facebook is manifested through consumers' perceived CSR authenticity, attitude towards organic food products, and perceived usefulness. All higher determination (adjusted R-squared) coefficients are found in the second group, compared with the first. It allows us to conclude that CSR disclosure on the

social network has a greater effect on consumers' perceived CSR authenticity, attitude towards organic food products, perceived usefulness, and, through it, on their intention to buy.

Taking into account the results of the empirical research, the following recommendations are made:

Theoretical recommendations

1. Researchers, to assess the influence of different types of CSR messages on intention to buy, could conduct studies with other product groups (for example, organic products) to compare the results of the study and decide whether the identified factors also occur in other contexts of consumer purchase behaviour.

2. The quantitative results of the study conducted in this paper can be supplemented with qualitative ones, using research such as interviews or focus group discussions, to find out what reasons are manifested in the factors that determine consumers' intention to buy organic food products.

Practical recommendations

1. Based on this empirical research, organic food producers who want to influence consumer purchase intentions can combine CSR advertising with CSR disclosure on social networks or prioritise CSR disclosure on social networks as a more effective CSR communication tool.

2. The study shows that perceived usefulness has the greatest direct and positive impact on consumers' intention to buy organic food products. This indicates that consumers are most likely to form purchase intentions when they perceive the organic food products as useful. Therefore, CSR communication messages must emphasise the benefits of organic food products for consumers.

3. Based on the research, perceived CSR authenticity and positive attitude towards organic food products also significantly contribute to consumers' intention to buy organic food products. Thus, CSR communication messages should clearly and consistently communicate the company's social responsibility initiatives to strengthen consumers' perception of their CSR authenticity, as well as form positive associations for consumers.

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ANNEXES

Annex 1

Example of a questionnaire

Dear Participant,

We are conducting a research study to evaluate the influence of CSR communication messages on consumers' intention to purchase organic food products. Your participation will help us understand consumer perceptions and preferences regarding CSR and organic food. Follow the instructions provided to complete the questionnaire. In the first six statements, evaluate the CSR communication message you see in the example. In other statements, just give your opinion. Thank you for participating in the research.

1. Please indicate the extent to which you agree with the following statements (1 = Strongly disagree, 5 = Strongly agree).

Statements	1	2	3	4	5
I pay attention to this CSR communication message.					
I believe the information in this CSR communication message is genuine.					
This CSR communication message is useful for me.					
I trust the information in this CSR communication message.					
This CSR communication message gives me positive emotions.					
This CSR communication message provides enough information.					
The organic food companies' CSR is genuine.					
The organic food companies' CSR action captures what makes the company unique to me.					
The organic food companies' CSR action is in accordance with the company's values and beliefs.					
The organic food companies are being true to themselves with their CSR actions.					
The organic food companies are standing up for what they believe in.					
The organic food companies are socially responsible companies.					
The organic food companies are concerned about improving the well-being of society.					
I have a positive attitude toward organic food products.					
I think consuming organic food products is a good idea.					
I enjoy buying organic food products.					
I feel good about using organic food products.					
Organic food products are an important part of a healthy lifestyle.					
Organic food products help me maintain a healthy lifestyle.					
Organic food is more beneficial than non-organic food.					
Eating organic food reduces my exposure to harmful substances.					
Organic food products help in preventing health issues.					

Statements	1	2	3	4	5
I find organic food products useful for my overall well-being.					
Organic food improves my diet quality.					
I would like to buy organic food products.					
I would like to buy organic food products in the future.					
I would prefer to buy organic food products.					
I will recommend organic food products to my friends and relatives.					
Compared with ordinary food products, I prefer to buy organic food products.					

2. Gender (Select one)

- Male
- Female
- Prefer not to answer

3. Age (Select one)

- Under 20
- 21–30
- 31–40
- 41–50
- 51 and over
- Prefer not to answer

4. Monthly Income (Select one)

- €499 or less
- €500–€999
- €1000–€1499
- €1500–€1999
- €2000 or over
- Prefer not to answer

Annex 2

Example of CSR advertising (traditional communication message)



EU Organic Food is a promotional campaign funded by the European Union with a series of actions that will be taking place during the next 3 years! It's a program that aims to highlight and preserve Europe's gastronomic wealth, by promoting organic products to third-country markets, which show very high interest in European trademark products.

The programs' products are Organic labeled. That means that their farming is based on objectives, principles and common practices designed to minimize human intervention and its impact on environment, while maximizing the natural functioning of the ecosystem. In addition, organic farming is also part of a wider supply chain, which includes food processing, the distribution and retail sectors and of course the final consumer.



Co-funded by
the European Union

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE HIGH
QUALITY AGRICULTURAL PRODUCTS



Annex 3

Example of CSR disclosure on the social network Facebook (virtual communication message)



The image shows a Facebook post from the page "EU Organic Food - Good Choice". At the top is a banner with a man in a green plaid shirt making an "OK" gesture next to a basket of fresh organic vegetables. The banner text reads: "European Organic Food Good Choice", "Organic products from the European Union guarantee the highest quality standards and natural taste.", and "This is my choice." It also features logos for "ECO", "EUROPEAN UNION", and "ENJOY IT'S FROM EUROPE".

The Facebook post header shows the profile picture (a green hand icon), the name "EU Organic Food - Good Choice", and statistics: "134 Patiktukų • 167 stebėtojai". Navigation buttons include "Sužinokite daugiau", "Siųsti pranešimą", and "Patinka".

The post content includes a "Nuotraukos" (Images) section with a grid of 12 small images showing various organic food products and farming scenes. The "Įrašai" (Posts) section shows a post from "EU Organic Food - Good Choice" dated "Gegužė 30 d." with the text: "Did you know that by choosing #organic products, you are supporting #sustainable #agriculture? Organic production is not just the absence of chemicals - it is a holistic farming system that protects the environment, promotes animal welfare, and ensures high-quality food. According to the #European Union definition, organic production is a sustainable agricultural system in which care for nature and animals is a priority. This approach helps maintain a balance between crop and livestock production, supports biodiversity, and has a tangible impact on the future of our planet. Together we can build a better, more responsible agriculture!" Below the text is a large image of a field with irrigation systems and the "ENJOY IT'S FROM EUROPE" logo.

At the bottom of the post, there are logos for "EUORGANICFOOD.EU", "Home - European Organic Food", and a "Sužinokite daugiau" button. A small "i" icon is also visible in the bottom right corner of the post area.

Annex 4

Results of linear paired regression analysis

CSR advertising → Perceived CSR authenticity (first group)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CSR_advertising a		Enter

a. All requested variables entered.

b. Dependent Variable: Perceived_CSR_authenticity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,807 ^a	,651	,648	,50743

a. Predictors: (Constant), CSR_advertising

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,144	1	47,144	183,093	,000 ^a
	Residual	25,234	98	,257		
	Total	72,378	99			

a. Predictors: (Constant), CSR_advertising

b. Dependent Variable: Perceived_CSR_authenticity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,913	,173		5,276	,000
	CSR_advertising	,746	,055	,807	13,531	,000

a. Dependent Variable: Perceived_CSR_authenticity

CSR advertising → Attitude towards organic food products (first group)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CSR_advertising ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Attitude

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,621 ^a	,386	,380	,66314

a. Predictors: (Constant), CSR_advertising

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27,122	1	27,122	61,677	,000 ^a
	Residual	43,095	98	,440		
	Total	70,218	99			

a. Predictors: (Constant), CSR_advertising

b. Dependent Variable: Attitude

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,933	,226		8,546	,000
	CSR_advertising	,566	,072	,621	7,853	,000

a. Dependent Variable: Attitude

CSR advertising → Perceived usefulness (first group)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CSR_advertising a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Perceived_usefulness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,711 ^a	,505	,500	,55007

a. Predictors: (Constant), CSR_advertising

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,274	1	30,274	100,057	,000 ^a
	Residual	29,652	98	,303		
	Total	59,927	99			

a. Predictors: (Constant), CSR_advertising

b. Dependent Variable: Perceived_usefulness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,719	,188		9,159	,000
	CSR_advertising	,598	,060	,711	10,003	,000

a. Dependent Variable: Perceived_usefulness

Perceived CSR authenticity → Intention to buy organic food products (first group)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived_CSR_authenticity ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Intention_to_buy

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,674 ^a	,455	,449	,67211

a. Predictors: (Constant), Perceived_CSR_authenticity

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,951	1	36,951	81,797	,000 ^a
	Residual	44,270	98	,452		
	Total	81,220	99			

a. Predictors: (Constant), Perceived_CSR_authenticity

b. Dependent Variable: Intention_to_buy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,061	,258		4,114	,000
	Perceived_CSR_authenticity	,715	,079	,674	9,044	,000

a. Dependent Variable: Intention_to_buy

Attitude towards organic food products → Intention to buy organic food products (first group)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Attitude ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Intention_to_buy

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,757 ^a	,574	,569	,59447

a. Predictors: (Constant), Attitude

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46,588	1	46,588	131,830	,000 ^a
	Residual	34,632	98	,353		
	Total	81,220	99			

a. Predictors: (Constant), Attitude

b. Dependent Variable: Intention_to_buy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,356	,264		1,345	,182
	Attitude	,815	,071	,757	11,482	,000

a. Dependent Variable: Intention_to_buy

Perceived usefulness → Intention to buy organic food products (first group)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived_usefulness ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Intention_to_buy

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,807 ^a	,652	,648	,53738

a. Predictors: (Constant), Perceived_usefulness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52,920	1	52,920	183,258	,000 ^a
	Residual	28,300	98	,289		
	Total	81,220	99			

a. Predictors: (Constant), Perceived_usefulness

b. Dependent Variable: Intention_to_buy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,012	,250		,050	,960
	Perceived_usefulness	,940	,069	,807	13,537	,000

a. Dependent Variable: Intention_to_buy

CSR disclosure on social networks → Perceived CSR authenticity (second group)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CSR_disclosure_on_social_networks ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Perceived_CSR_authenticity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,873 ^a	,762	,760	,44431

a. Predictors: (Constant), CSR_disclosure_on_social_networks

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62,086	1	62,086	314,502	,000 ^a
	Residual	19,346	98	,197		
	Total	81,432	99			

a. Predictors: (Constant), CSR_disclosure_on_social_networks

b. Dependent Variable: Perceived_CSR_authenticity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,574	,188		3,048	,003
	CSR_disclosure_on_social_networks	,857	,048	,873	17,734	,000

a. Dependent Variable: Perceived_CSR_authenticity

CSR disclosure on social networks → Attitude towards organic food products (second group)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CSR_disclosure_on_social_networks ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Attitude

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,809 ^a	,655	,652	,48378

a. Predictors: (Constant), CSR_disclosure_on_social_networks

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43,599	1	43,599	186,288	,000 ^a
	Residual	22,936	98	,234		
	Total	66,534	99			

a. Predictors: (Constant), CSR_disclosure_on_social_networks

b. Dependent Variable: Attitude

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,466	,205		7,153	,000
	CSR_disclosure_on_social_networks	,718	,053	,809	13,649	,000

a. Dependent Variable: Attitude

CSR disclosure on social networks → Perceived usefulness (second group)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	CSR_disclosure_on_social_networks ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Perceived_usefulness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,791 ^a	,625	,621	,50944

a. Predictors: (Constant), CSR_disclosure_on_social_networks

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42,424	1	42,424	163,465	,000 ^a
	Residual	25,434	98	,260		
	Total	67,859	99			

a. Predictors: (Constant), CSR_disclosure_on_social_networks

b. Dependent Variable: Perceived_usefulness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,314	,216		6,088	,000
	CSR_disclosure_on_social_networks	,709	,055	,791	12,785	,000

a. Dependent Variable: Perceived_usefulness

Perceived CSR authenticity → Intention to buy organic food products (second group)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived_CSR_authenticity ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Intention_to_buy

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,758 ^a	,574	,570	,55476

a. Predictors: (Constant), Perceived_CSR_authenticity

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40,670	1	40,670	132,151	,000 ^a
	Residual	30,160	98	,308		
	Total	70,830	99			

a. Predictors: (Constant), Perceived_CSR_authenticity

b. Dependent Variable: Intention_to_buy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,332	,241		5,526	,000
	Perceived_CSR_authenticity	,707	,061	,758	11,496	,000

a. Dependent Variable: Intention_to_buy

Attitude towards organic food products → Intention to buy organic food products (second group)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Attitude ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Intention_to_buy

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,836 ^a	,698	,695	,46692

a. Predictors: (Constant), Attitude

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49,464	1	49,464	226,885	,000 ^a
	Residual	21,366	98	,218		
	Total	70,830	99			

a. Predictors: (Constant), Attitude

b. Dependent Variable: Intention_to_buy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,422	,244		1,731	,087
	Attitude	,862	,057	,836	15,063	,000

a. Dependent Variable: Intention_to_buy

Perceived usefulness → Intention to buy organic food products (second group)

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Perceived_usefulness ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Intention_to_buy

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,873 ^a	,762	,759	,41483

a. Predictors: (Constant), Perceived_usefulness

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,966	1	53,966	313,610	,000 ^a
	Residual	16,864	98	,172		
	Total	70,830	99			

a. Predictors: (Constant), Perceived_usefulness

b. Dependent Variable: Intention_to_buy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,467	,205		2,275	,025
	Perceived_usefulness	,892	,050	,873	17,709	,000

a. Dependent Variable: Intention_to_buy