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Impact of Corporate Social Responsibility and Sustainability Practices on Brand Trust and Purchase Intention in the Wine Industry

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IMPACT OF CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY

PRACTICES ON BRAND TRUST AND PURCHASE INTENTION IN THE WINE

INDUSTRY

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Dissertation

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DEDICATION

I dedicate this dissertation to all women who have fought endlessly for a seat at the table in business and worked consistently to promote and develop other women along the way in both business and education realms.

I also dedicate this study to my sister, **Jenna Shoemaker**, who has spent her time increasing sustainability and social responsibility in every job she has been associated with and encourages others to do the same. She has played a big role in building up community support and sustainable efforts on her own free will.

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ABSTRACT

The wine industry continues to grow and is expected to reach 429 billion U.S. dollars by 2023 (Oloruntoba, 2020) and is a major contributor to environmental degradation. The wine industry plays a role in soil degradation, water pollution, waste disposal, and land/vegetation damage. The wine-making process creates emissions and depletes oxygen in the environment, which is linked with increased death rates of aquatic organisms. The wine industry impacts crop growth, the solubility of metals in soil, increases toxicity of water, and generates destructive algal bloom. The industry has been slow to adopt sustainable practices and has been subject to less scrutiny than other industries. Although consumer preference studies have shown that customers care about sustainability and corporate social responsibility, little research existed on consumer preferences in the wine industry. To better understand if more companies in the wine industry should adopt higher sustainability and socially responsible behaviors, this body of research explored the impact of corporate social responsibility and sustainability on brand trust and purchase intention in the wine industry. The research was conducted with participants who drink or purchase wine, and the results indicate that both corporate social responsibility and sustainability impact consumers' brand trust and purchase intention in the wine industry. This study is important for business leaders to better understand their consumers' preferences and accordingly make critical changes in their business strategies. It is also important for academia to further research on developing topics in the industry and for consumers to help expand awareness on socially responsible and sustainable companies.

Keywords: Sustainability, Corporate Social Responsibility, Trust, Purchase Intention, Consumer

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CHAPTER 1: INTRODUCTION

The United States Environmental Protection Agency (EPA) has been collecting environmental data to view and report on the national waste levels for over 35 years. The total U.S. waste generation was approximated at 4.9 pounds per person, per day, or 292.4 million tons in 2018. Of the 292.4 million tons generated, 146 million tons went to the landfill, while the remaining 146.4 million tons were handled in varying methods, including compost, recycling, food management programs, or combustion with energy recovery. The EPA classifies waste as items that were disposed of by consumers after use. The waste generation grew 23.7 million over the total accumulation in 2017 (United States Environmental Protection Agency, n.d.).

As one of the world's oldest industries and one that continues to see healthy growth, the U.S. alone now has registered approximately 10,742 wineries in 2020 (Conway, 2020). Historically, the wine industry has been subject to far less inspection for environmental destruction than other industries, yet the processes involved in growing, making, selling, and consuming wine are not devoid of severe environmental consequences.

While many industries are under extreme scrutiny for their environmental impact from waste, carbon emissions, and their lack of Corporate Social Responsibility (CSR), the wine industry has been widely under-researched and uncharted in terms of environmental impact (Christ & Burritt, 2013). CSR has many accepted definitions ranging from early studies in the 1970s to the present day. For the purpose of this study, CSR is described as the set of businesses' actions with the intent of bettering the community, improving social welfare, participating in programs to improve health and safety, offering charitable contributions, and acting to benefit others with the best intention (Preston & Post, 1975, Backman, 1975, Eells & Walton, 1974, Wan-Jan, 2006, Tamvada, 2020). While most modern and accepted CSR definitions include

environmental concerns, research indicates that many scholars and organizations separate social responsibility from sustainability efforts and consumers consider them as different factors (Montiel, 2008). For added clarity when collecting primary data, CSR and sustainability are separated in the questionnaire for this research.

A study by Nielsen (2018) revealed that 81 percent of survey respondents felt that it is important for the companies to help improve the environmental conditions, with Gen X, Gen Z, and Millennials showing the most support for environmental protection. Additionally, Schramm-Klein, Zentes, Morschett, Swoboda, and Pocsay (2015) found that CSR practices have a direct impact on purchasing behaviors. With consumers' concerns for environmental issues and CSR practices on the rise, businesses across industries may benefit from investing in more socially responsible actions. Another study by Nielsen indicates an increase in consumer interest and expectations of CSR, with 66 percent of survey respondents indicating that they were willing to pay more for sustainable purchases (Nielsen, 2015). With more consumers showing interest and expectations toward CSR and sustainability practices, why are more businesses in the wine industry not jumping on these opportunities for improvement?

Problem Statement

Corporate Social Responsibility (CSR), encompassing environmental, social and economic factors, can be traced back for centuries (Carroll, 2008); however, CSR and sustainability practices have grown significantly in the last 20 years. There is a growing focus on definitions, standard practice, reporting, corporate transparency, and environmental concern (Sepasi, Rexhepi & Rahdari, 2020). Extensive research has been conducted on the impact of CSR on varying behaviors and consumer attitudes (Wongpitch, Minakan, Powpaka &

Laohavichien, 2016, Yuen, Wong & Thai, 2016, Schramm-Klein, Zentes, Morschett, Swoboda & Pocsay, 2015), yet little research focuses on CSR in the wine industry.

The wine industry is a key contributor to soil degradation, water pollution, waste disposal and land/vegetation damage. It further creates emissions and depletes oxygen, which causes the death of aquatic organisms. The wine industry impacts crop growth, the solubility of metals in soil, increases toxicity of water and generates destructive algal bloom. The industry destroys soil porosity, compromises the health of the ecosystem and creates a high level of solid waste from packaging materials (United States Environmental Protection Agency, n.d.).

With the global wine industry continuing to grow at a steady pace and projected to be valued at 429 billion U.S. dollars by 2023 (Oloruntoba, 2020), relatively few wine-growing regions have adopted a sustainable and CSR-centric business strategy, contributing to the growing land and water pollution, globally (United States Environmental Protection Agency, n.d.). With an increasing preference for socially responsible brands (Townsend, 2018), the wine industry has room for improvement in its business practices. California was one of the leaders in the U.S. in creating a certification for sustainability, namely the Certified California Sustainable Winegrowing (CCSW), founded in 2010. Of the Californian wine grape acreage, 32 percent is certified as of 2019 (California Sustainable Winegrowing Alliance, 2020). A total of approximately 47 percent of Oregon vineyards are certified as sustainable (Oregon Wine Board, n.d.), thus making it the leader among U.S. wine regions.

While Oregon has some certified sustainable vineyards, only wineries/vineyards in California and two in Michigan have participated in the Sustainability in Practice (SIP) certification (SIPcertified, 2020), which is one of the most vigorous certifications in the U.S. Some in the wine industry have chosen an organic certification, which has little evidence to

prove actual land and environmentally sustainable improvements for wine making (Moscovici &

Reed, 2018). At the end of 2018, the International Organization of Vine and Wine (OIV) (2019)

reported approximately 34 countries growing grape vineyards globally and all 50 U.S. states

participating in grape growth. The U.S. remains the highest wine-consuming country in the

world and generates 12 percent of wine production globally. Out of the total volume of U.S.

produced wine, California produces 85 percent (WineAmerica, n.d.). With wineries and

vineyards popping up in all 50 U.S. states, there remains a large gap in states that have adopted

sustainability certification and other CSR initiatives to support the community wherein they live

and produce.

   The American Marketing Association (AMA) (2020) highlights the rising demand for

companies to be socially responsible, act with care and purpose and embrace sustainability. This

growing expectation can be credited primarily to Millennials and Gen Z consumers. The AMA

revealed:

> Marketing is often about connection and understanding— and if you're from a
>
> different generation, you might not fully understand how people from younger
>
> generations think. More than that, you might not understand how they interact with
>
> the world or how they make decisions. (American Marketing Association, 2020,
>
> para. 2)

Best and Mitchell (2018) found in a college level study that 90 percent of respondents agreed

that "Millennials and Gen Z will help create more sustainably-produced products by convincing

businesses and governments to alter existing practices." (para. 11) The study further found that

"two thirds of U.S. consumers and 80 percent of U.K. consumers say they have stopped using

products or services because the company's response to a certain issue doesn't align with their views." (para. 13)

The U.S. Bureau of Labor Statistics (2020) found the average age of crop production employees in the U.S. to be 47.8 years old. By 2018, 35 percent of the total labor workforce in the U.S. was Millennials. With Millennials playing the primary role in the labor force, industries have generational expectation changes to be made in their core strategies. As per AMA referenced above, if managers are of a different generation, they may not fully understand how and why other generations make decisions. With Millennials and Gen Z caring more and using aspects of CSR while making decisions, it is critical that businesses begin catering to the generational demands, as those generations will constitute the next wave of buyers, consumers and employees. Transparency and support of CSR are considered as new norms, with expectations of continued growth for investing and consumers (McPherson, 2019). This leaves companies that fail to adopt CSR initiatives in a difficult economic and social position.

Study

This research uses quantitative analysis to explore the impact of CSR and sustainability on brand trust and purchase intention within the wine industry. Pearson's correlation is used to identify if a significant correlation exists between the variables. A previously published instrument by Pornpratang, Lockard and Ngamkroeckjoti (2013) was used to conduct the research study that inspected the relationship between CSR, brand trust and purchase intention in the condominium industry in Thailand. The tool was altered to meet the needs of the study in the wine industry and include demographic information for possible future research.

The research measures consumer interest in CSR, along with the trustworthiness of brands participating in CSR and identifies if a relationship exists between perceived brand's

CSR, trust and future purchase intention. To validate the level of interest versus purchase intention, the questionnaire brings in a price comparison of a socially responsible product versus a product not specified as socially responsible.

Literature

This study draws key insights from the literature on similar research areas to help identify connections between CSR and sustainability with brand trust and purchase behavior. The principal topics of interest include highlights of corporate social responsibility, sustainability, brand trust and purchase intention. The literature review section in Chapter 2 extends each idea with several subtopics that interconnect with the concepts. Klein and Dawar (2004) studied the link between CSR and consumer brand evaluations, concluding that CSR has a higher impact on brand evaluation than other product attributes. Firms have found a higher demand for socially responsible actions and products, as well as financial benefits related to heightened consumer loyalty. The research indicated a shift in consumer judgments of attributes when CSR was present.

Many corporations and studies include sustainability within the concept of corporate social responsibility; however, some companies separate the two as a way of focusing transparency on key sustainability and environmental actions. Company strategies often have different budgets and priorities in relation to sustainability versus community development/giveback. Concurrently, the marketing efforts can be separated to target stakeholders with values of environmental health or supporting a local cause (Camilleri, 2017). Buerke, Straatmann, Lin-Hi and Müller (2017) illustrate the growing relevance of sustainability in the 21st century and the responsibility placed on corporations for current unsustainable practices. With the public blame falling majorly on corporations, there has been increased

consumer awareness and expectations for corporations to disclose their CSR behaviors and increase their sustainability-related practices.

Matzler, Grabner-Kräuter and Bidmon (2006) found that brand trust is a critical factor in customer-brand loyalty. The study identified the importance as, "Trust has to be considered as the cornerstone and as one of the most desirable qualities in the relationship both between a company and its customers as well as between a brand and its consumers" (p. 76). The study found a significant correlation between brand trust and brand loyalty, with other contributing variables. Aydin, Akdeniz AR and Taskin (2014) confirm the value of consumer trust in the longevity and health of relationships between the consumers and a brand. Aydin et al. (2014) found a relationship between positive brand trust in brand commitment and an increase in purchase intention.

A study by Amoroso and Roman (2015) explores the influence of CSR on the quality of life, brand loyalty and advocacy, which in turn get influenced by purchase intention. The research identified statistical significance at $p > 0.01$ level for all factors, including the impact of trust on loyalty and of loyalty on behavioral intention such as purchase intention. Sen and Bhattacharya (2001) investigated the influence of CSR initiatives on purchase behaviors and product evaluations. The research found that "consumers' reactions to CSR are contingent on the amount of congruence or overlap they perceive between the company's character, as revealed by its CSR efforts, and their own" (Sen & Bhattacharya, 2001, p. 228). Chapter 2 literature review includes further topics related to CSR in different industries and their concepts for subtopics and diverse variables.

Theoretical Framework

The topic has a greater theoretical underpinning, connecting with the perceived value theory, suggesting that consumers may attain satisfaction from valuable factors accompanying purchase or services (Yuen, Thai & Wong, 2016). In the presence of CSR, consumers may derive feelings of emotional value when they purchase a product or obtain a service from a company that is socially responsible. Studies suggest that CSR has an impact on consumers' perceived value across varying industries, leading to higher levels of customer satisfaction (Loureiro, Sardinha & Reijnders, 2012), consumer loyalty (Servera-Francés & Piqueras-Tomás, 2019) and emotional value through perceived value (Currás-Pérez, Dolz-Dolz, Miquel-Romero & Sánchez-Garcia, 2018). Gan and Wang (2017) found that perceived value influences purchase intent when consumers identify perceived benefits, which lead to higher satisfaction.

Further theoretical implications link CSR and purchase intent with the Theory of Reasoned Action (TRA), explaining relationships between attitude and behaviors (Liu, Segev & Villar, 2017). Purchase intention connects deeply with behavioral psychology studies, as shown by Coleman, Bahnan, Kelkar and Curry (2011). Coleman et al. describe intention as determined by attitudes and subjective social norms. The TRA has been used to predict consumer behavior with environmentally friendly or "green" consumption. Liu and Tsaur (2020) connected the TRA to consumers' purchase intention of green products such as recycled cell phones for exploring how behaviors and beliefs of harmful versus more sustainable products impact the intent to buy. Liu and Tsaur defined green products as "products that are harmless to humans or animals and cause less harm to the environment compared with conventional products which can be designed to be reused, disassembled and remanufactured, or its materials can be recycled, reducing with minimum environmental impact than other products" (p. 1). It has been helpful for researchers in predicting consumer behavior and intent, giving practitioners a chance to intervene and change

predicted behavior. More specifically, the TRA is useful in pinpointing aspects leading to green behavior.

A third theoretical connection lies in the commitment-trust theory. Morgan and Hunt (1994) identified brand trust as a key attribute in the commitment-trust theory, suggesting that brand trust leads to customer satisfaction and loyalty, linking back to Gan and Wang's (2017) theoretical standing that perceived value and satisfaction are mediating roles in purchase intention. In the commitment-trust theory, trust and perceived value are crucial elements of brand loyalty and behaviors (Russell-Bennett & McColl-Kennedy, 2011). Figure I below illustrates the theoretical concept.

Figure I Theoretical Framework - CSR on Brand Trust & Purchase Intention
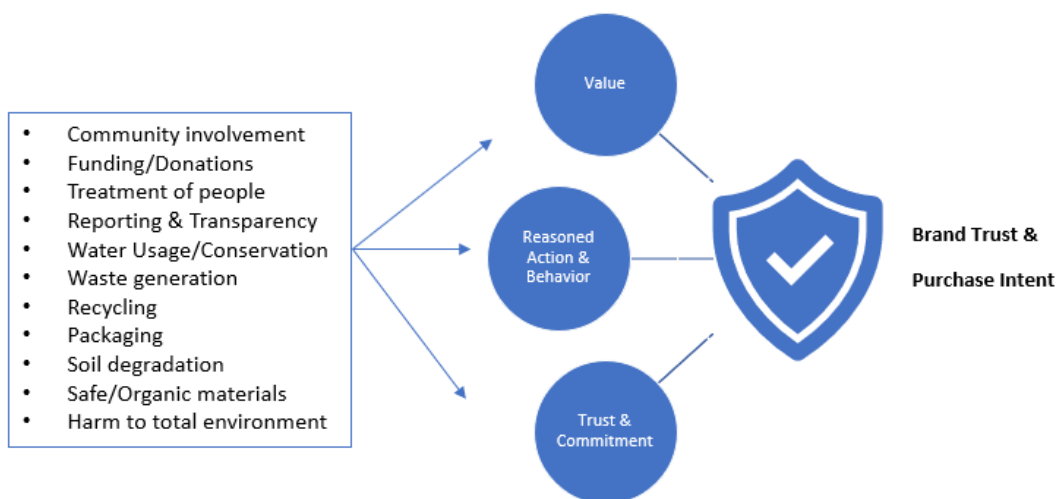
Research Hypothesis

This study presents three research hypotheses formulated in consideration of the perceived value theory, commitment-trust theory and theory of reasoned action. Previous research has corroborated the applicability of these theories on the impacts of CSR on consumer-centric variables (Mohammed & Al-Swidi, 2019, Loureiro, Dias Sardinha & Reijnders, 2012,

Khan & Fatma, 2019). In accordance with the theories, Sharma and Jain (2019) found that perceived CSR increases consumer acceptance of a brand, therefore relying on the company to fulfill the consumers' needs. The theory of reasoned action helps in predicting the attitude-behavior relationship and has been previously associated with the specific environmentally-focused behaviors of consumers and corporations. The theory, credited to Ajzen (1991), draws on the assumption that human behavior stems from information and beliefs held by them, leading to their behavioral intention. This theory can be applied to both corporate social responsibility actions on companies and the actions of consumers purchasing socially responsible products. Using the findings of existing literature and the theoretical framework, the expectations of the study are as follows:

H_1: Consumers' perception of CSR has a significant relationship with brand trust in the wine industry.

H_2: Consumers' perception of CSR has a significant relationship with purchase intention in the wine industry.

H_3: Consumers' perception of brand trustworthiness has a significant relationship with purchase intentions in the wine industry.

While the tested hypotheses include only variables of brand trust and purchase intention, findings of age are also reported in relation to studies documenting generational gaps in CSR concerns. Figure II below holds definitions that are used for the measurement of the data results.

Figure II Definitions

Term	Definition	Author

Corporate Social Responsibility	A commitment to improving community well-being through discretionary business practices and contributions of corporate resources.	Kotler & Lee (2005, p.3)
Sustainability	Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.	United Nations (1987, p. 15)
Trust	The extent to which a person is confident and willing to act on the basis of the words, actions and decisions of others.	McAllister's (1995, p. 25)
Purchase Intention	A future projection of consumers' behavior that significantly helps to form their attitudes.	Espejel, Fandos & Flavia (2008, p. 868)

Definition of Terms

Various accepted definitions for corporate social responsibility exist in published literature. Additional definitions are be provided in the literature review. The definitions of terms provided are consistent with those provided in a similar study by Pornpratang, Lockard, and Ngamkroeckjoti (2013). To maintain consistency in definitions used throughout the survey, this paper has adopted the definition provided by Kotler & Lee and used by Pornpratang et al. (2013). Kotler and Lee (2005) defined CSR as "a commitment to improve community well-being through discretionary business practices and contributions of corporate resources" (p. 3). Pornpratang, Lockard and Ngamkroeckjoti (2013) embraced the United Nations' (1987) definition of sustainability as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (p.15). This study also accepts the definition from Moore, Mascarenhas, Bain and Straus (2017), whose study aimed to compile a modernized, more complete definition of the term sustainability. The Wine Institute (n.d.) included the following components in its definition of sustainable winegrowing, "Sustainable winegrowing is a comprehensive set of practices that are environmentally sound, socially equitable and economically viable." (para. 4). The Wine Institute further defined the sustainable practices as, "These sustainable vineyard and winery practices conserve water and energy, maintain healthy soil, protect air and water quality, enhance relations with employees and communities, preserve local ecosystems and wildlife habitat, and improve the economic vitality of vineyards and wineries." (para. 4)

Pornpratang et al. (2013) adopted McAllister's (1995) definition of trust as "the extent to which a person is confident in, and willing to act on the basis of, the word, actions and decisions, of another." (p. 25) They further accepted a definition from Lewickie, McAllister and Bies (1998) that defines trust as "confident, positive expectations regarding another's conduct, and

distrust in terms of confident negative expectations regarding another's conduct." (p.439). These definitions of trust are adopted for this study.

The definition of purchase intention is defined by Espejel, Fandos and Flavia (2008) as "a future projection of consumer behaviour that significantly helps to form his/her attitudes" (p. 868). In this study, purchase intention is a derivative of consumers' aim to buy within the wine industry.

Study Limitations and Delimitations

Delimitations of this study include limiting the age of participants of the study by narrowing the study to people of 21 years and over and identifying preferences in only one industry. Anyone over the age of 21 years is eligible for this study, as that is the current legal drinking age in the United States. While other countries may have lower legal drinking ages, this study proceeds only with questionnaires from people who are 21 years and over. Only participants who purchase or consume wine are considered for this study, thereby limiting the total respondent size. Respondents who indicated that they do not purchase wine were being removed from the study. Limitations of the present study include having only survey results, which may change based on the participants' mood or their desire to provide a *right answer* instead of what reflects their true behaviors. As the study is based on sustainability and corporate social responsibility, participants may change their answers to appear more concerned about sustainability than what their daily actions prove.

A limitation of the study is the narrow demographic of participants due to the convenient sampling format, which may result in a large number of the participants being in the same or close regions. This may impact behaviors and preferences, as people can easily adapt to the behaviors of the people around them. Future research suggestions would include a longitudinal

study with documented purchase behavior and expanding the study to other regions of the world. A further limitation of this research is the lack of inclusion on price differences between products or services. This study does not include information on attitude-behavior gaps and would require future research to indicate if purchases were made after purchase intent was declared. The sampling method may be limiting, as participants likely shared the survey with their close group and feelings of peer pressure or peer influence could impact survey answers, regardless of assurance of anonymity. Income level and spending budgets are not considered in this study, potentially limiting respondents' answers that could be based on the perception of the increased price of socially responsible and focused companies.

Significance of Study

The purpose of this study is to explore the impact of CSR, including sustainability practices, on consumer brand trust and intent to purchase in the wine industry. This paper contributes to the existing literature on CSR, adding a focal point to consumers' purchase behavior (intent) in the wine industry. These findings may have practical implications for practitioners to adopt CSR and sustainability as core components of company strategy (Tharp & Chadhury, 2008). The study aims to further the research on socially responsible practices in the wine industry and draw attention to opportunities to better connect with consumer preferences and expectations. There is a significant social, environmental and economic impact of CSR initiatives and this study is significant in helping drive awareness of those impacts among practitioners. This body of research will assist in improving educator pedagogy of business administration, strategy and corporate social responsibility for future students.

The study adds to the existing academic literature by offering current and additional findings on the relationship between CSR and brand trust. It adds empirical findings between

CSR, brand trust and consumer purchase intention. The information is relevant for marketers, managers and business leaders to improve data-driven decision-making for the core strategies of the business. The study is significant in driving awareness of the importance of CSR and sustainability, with the prospect to encourage leaders to adopt these key competencies into everyday business practices. This research targets improvement in bringing recognition to the impact of CSR on business growth by meeting consumer preferences (Stanco & Lerro, 2020).

CHAPTER 2: LITERATURE REVIEW

This chapter will provide a literature review, bringing in a variety of published authors who have paved the way for conducting research on Corporate Social Responsibility (CSR), sustainability, brand trust and purchase intention in the wine industry. This chapter will also highlight some key elements within CSR preferences, behaviors and generational studies.

Corporate Social Responsibility

Corporations have seen both voluntary and involuntary progress toward CSR, as unwanted attention on corporate actions has been brought to light. In the 1990s, Nike was boycotted after media reported abusive labor in Indonesia, Shell Oil was highlighted in International publications for sinking an obsolete oil rig in 1995, whereas many fast-food and prepackaged food companies are publicly reported for causing obesity and offering unnatural or unhealthy products (Porter & Kramer, 2006). These media blasts have brought public awareness, creating a new generation of educated consumers. Organizations around the world are being exposed to new standards and expected to maintain a high level of CSR. Székely and Knirsch (2005) describe CSR and sustainability as follows:

> Sustainability is about building a society in which a proper balance is created between economic, social and ecological aims. For businesses, this involves sustaining and expanding economic growth, shareholder value, prestige, corporate reputation, customer relationships, and the quality of products and services. It also means adopting and pursuing ethical business practices, creating sustainable jobs, building value for all the company stakeholders and attending to the needs of the underserved.

A company that embarks on the path of sustainability needs to carefully examine its

mission, vision and values. It must be informed about legal constraints and assess all its

management structures. (p. 628)

CSR is not about corporations being kind, but it implies the induction of a strategy to

improve and reduce impact on the economic, environmental, and social aspects affected by their

operations (Shafrits, Jay, Ott, & Jang, 2016). As pressure for organizations to increase their

responsibility levels becomes demanding, corporate leadership experiences time constraints to

make sustainable changes. The missing link to leadership adopting sustainable development was

the lack of documented evidence for increased business performance directly linked to the

initiatives (Szekely & Knirsch, 2005). However, a substantial amount of data now exists,

indicating a true benefit for companies to engage in CSR.

Corporate Social Responsibility (CSR) is defined by the Financial Times as "a business

approach that contributes to sustainable development by delivering economic, social and

environmental benefits for all stakeholders." (Pontefract, 2017, para 8). Another widely accepted

description of CSR is Carroll's (1991) idea that CSR involves corporations' economic, legal,

ethical and philanthropic duties. The definition that this study will use as a measure of research

results is credited to Kotler & Lee (2005), who defined CSR as "a commitment to improve

community well-being through discretionary business practices and contributions of corporate

resources" (p. 3).

Corporate Participation

Kotler and Lee (2005) classified six initiatives of CSR activities that many corporations

participate in. The first initiative is cause promotions, which are categorized as funds and

donations or corporate resources to bring awareness of a social cause or fundraiser. Cause

promotions bring increased concern for topics and causes based on presented facts and data.

Cause-related marketing is the second initiative and occurs when corporations give a portion or

percentage of funds to a specific cause. Often, these are for specific products or organizations

and for an indicated time frame. Corporate social marketing, the third initiative, entails a

campaign meant to change behavior about public health, safety, environment, or community.

Changing behavior is the component differentiating corporate social marketing from cause

promotions, which aim at fundraising and increasing awareness. The fourth element identified by

Kotler and Lee (2005) is corporate philanthropy and is a contribution to a cause, consisting of

donations of products, funds, or services. The fifth idea is community volunteering and occurs

when corporations allow and encourage employees to volunteer their time to an organization or

to support a cause. The final component implies socially responsible business practices, which

include corporations conducting business practices in a way that prevents harm or protects the

environment when a corporation works to improve the conditions of the community.

Bhattacharya and Sen (2004) validated the upward trend of companies supporting CSR

initiatives by including philanthropy, minority support, responsible manufacturing and

community support.

CSR Transparency

In addition to company preferences, CSR transparency continues to grow among some of

the top companies. Valet (2019) highlights that companies are not only reacting to publicized

scandals about poor ethical behaviors but learning from the disgrace of other companies in the

spotlight and putting more financial and strategic efforts into developing the CSR initiatives.

Forbes emphasizes the endeavors put forth by the most reputable companies in 2019 for CSR,

including Lego for its strides in sustainably produced toys and Danone for the investment in

early childhood care and support, as well as a reduction in carbon emissions. Stephen Hahn-Griffiths, Chief Reputation Officer of the Reputation Institute, said, "Corporate responsibility is no longer optional—it is critical for any business but especially important for companies looking to improve their reputations." (Valet, 2019, para. 7). He further stated, "Commitment to corporate responsibility can define the legacy of a company." (para. 8).

Consumer CSR Perspective

In 2015, a Nielsen survey found that 66 percent of global consumers claimed to be willing to pay more for sustainable brands and 91 percent of Millennials would switch brands to the ones associated with a cause (Rudominer, n.d.). In 2018, 88 percent of consumers revealed they would be more loyal to companies participating in CSR and 87 percent expressed that they would buy products supporting social or environmental causes. Even by 2002, 84 percent of Americans surveyed in a corporate citizenship poll claiming that they would switch brands to other option that was socially responsible if price and quality were of similar value to the previously chosen brand.

CSR on Behaviors

A study by Lacey and Kennett-Hensel (2010) examines the longitudinal effects of CSR on consumer relationships. The study used two surveys to explore the impact of CSR over time. It identified how CSR initiatives build customer commitment that affects behaviors. According to Stohl, Stohl and Popova (2009), globalization theories propose the inclusion of increasing global issues in corporate Codes of Ethics, such as a holistic approach to corporate social responsibility. This inclusion is described as third-generation ethics, whereas prior generations of Codes of Ethics included primarily legal ethics and personnel behavioral ethics. Third-generation ethics hold a growing priority in the corporate world, even potentially as the new global

expectation, with third-generation ethics, focuses on responsibilities towards the overall environment. Stohl, Stohl and Popova (2009) describe the differences of the three generations of ethics in the following words:

> Unlike first generation ethics, which focus on the legal context of corporate behavior, and second generation ethics, which locate corporate responsibility to groups directly associated with the corporation, third generation ethics transcend the profit motive and intraorganizational dynamics. Third generation ethics are grounded in responsibilities to the larger interconnected environment. These normative expectations represent a new global ethic. (p. 608)

Schramm-Klein, Zentes, Steinmann, Swoboda and Morschett (2013) found that positive attitudes, beliefs and purchasing behavior result in a reward of perceived CSR. CSR creates a positive word-of-mouth reputation of brands and a positive intent to purchase, with an increase in customer loyalty and satisfaction within perceived CSR retailers. Schramm-Klein et al. (2013) found that CSR credibility, meaning the consumers' perception of CSR authenticity, had an impact on consumer loyalty and purchase.

Mohr, Webb and Harris (2001) investigated the expectations of consumers regarding CSR, consumers' knowledge level of CSR activities and the impact of CSR efforts on purchase decisions. The study examined the category of socially conscious consumers, which can be defined as "a consumer who takes into account the public consequences of his or her private consumption or who attempts to use his or her purchasing power to bring about social change" (Webster, 1975, p.188). Mohr et al. (2001) found that the majority of consumers would change their purchasing behaviors to support companies that show signs of CSR. The analysis also

reviewed varying factors such as advertising on CSR efforts, which caused an increase in corporate credibility and led to a positive attitude and purchase intent.

Generational CSR Preferences

Noyes (2020) describes CSR as "a central and powerful American business tenet" (para. 1). The behaviors, preferences and traits of Millennials and Gen X consumers are noted to hold key importance over today's CSR. The defining years for generations are reported in the following manner. Baby Boomers are those born between 1946-1964; Gen X people were born between 1966-1980; Millennials came into the world between 1980-1995/1997 and Gen Z has been reported to arrive between 1997-2012/2015 (BBC, n.d.). Millennials and Gen Z are the top generations involved in appreciating and identifying how interlinked the world is. By the end of 2019, Millennials contributed to 22 percent of the total U.S. population (Statista, 2020). Millennials and Gen Xers are currently the largest buying populations.

The American Marketing Association (AMA) (2020) underlined the magnitude of aligning business strategy with the changing preferences of new generations. The AMA found that 94 percent of Millennials would purchase from a socially responsible company, 84 percent would support the company during a crisis and 73 percent would pay extra for a socially responsible product. Both Millennial and Gen Z consumers seek out companies that behave responsibly and ethically and are committed to purchasing from those companies.

With nearly unlimited brand options and purchasing channels, shopping has never been easier, leaving companies competing for every sale, placing customer loyalty at the highest priority for retailers. Consumers want to give their business to companies having clear and visible CSR programs. Millennials are the generation that gives back the most, including donations and volunteering for a cause. Brands that are willing to engage in social and

environmental causes are more likely to create a connection leading to loyalty with Millennial and Gen Z generations. By 2025, Millennials are projected to make up approximately 75 percent of the total workforce. Millennials and Gen Z need to feel a deep and personal connection with a company to feel satisfied with their purchases and employment and to have loyalty towards the company.

Millennials and Gen Z consumers make up a total of 64 percent of the global consumers. As Boomers begin to retire and Millennials and Gen Z become the primary spenders, companies are becoming increasingly aware of the differences in generational preferences. Baby boomers are characterized as self-sufficient and careful about shopping in-person versus online. Baby boomers have been associated with failures to take action for improving environmental conditions and supporting stewardship (Coughlin, 2018). Millennials are more connected with brands, with their most interactions primarily occurring on social media than any other generation. These generations are considered active versus passive when it comes to social responsibility and holding brands accountable for their actions. Both generations spend time to find brands that support causes and CSR has become one of the primary reasons to choose a brand for Millennial and Gen Z consumers. Further, transparency and access to information, especially regarding CSR, are of prime importance to Gen Z and Millennial generation consumers. Approximately 40 percent of Millennial consumers have chosen a brand solely on their social responsibility (American Marketing Association, 2020).

Cultural CSR Preferences

A study by Moon, Lee and Oh (2015) uses Structural Equation Modeling (SEM) to test a hypothesized framework for understanding the connection between the effects of CSR on consumer-corporate brand loyalty. Brand loyalty is defined by Aaker (1991) as the human

behavior of consumers buying the same manufacturer-originated product repeatedly over time rather than buying from multiple suppliers in the industry, thereby exhibiting resistance to brand switch over. Moon, Lee and Oh's study also puts a focus on national culture to determine the perception of CSR with or without cultural influence. The research indicates that consumer-corporate associations, defined as "the information a consumer holds in regard to a company, including perceptions, inferences and beliefs about the company (Moon, Lee & Oh, 2015, p. 520)," maybe based on product quality, CSR efforts, or self-connection with the organization, with all three factors potentially changing the attitude and behavior toward the organization. The research found that consumers from collectivist cultures, meaning those who seek the collectivity that prevails in a society according to Moon, Lee and Oh, (2015), value CSR efforts more than those of individualist cultures, meaning those who orient around themselves and not in a group.

CSR in the Wine Industry

Social responsibility is not a new concept in the wine industry. The Wine Institute, established in 1934, aims to heighten the socially responsible behaviors in the Californian wine industry. The institute encourages environmental conservation, community involvement and social responsibility efforts by employees and consumers. In 2002, the California Code of Sustainable Winegrowing Practices was founded to enhance socially responsible behavior and stewardship in the industry. The California Sustainable Winegrowing Alliance was created to expand sustainable practices and certifications for wineries, with the California Sustainable Winegrowing program as one of the most widely adopted schemes in the world (Wine Institute, n.d.).

Another California-founded organization, Lodi Rules, started its operation in 2005 with the intention of expanding winegrower adoption of sustainable practices. With a rigorous

certification process, the Lodi Rules uses third-party, accredited programs to certify wineries in California as Certified Green practicing according to a lengthy list of environmentally responsible standards. The green standards were created by viticulture professionals and scientists based on socially responsible business management, human resource management, ecosystem management, soil management, water management and pest management. A wine must have 85 percent certified sustainable grapes to use the Lodi Rules seal and certified growers receive a financial bonus for being part of the program (Lodi Wine Growers, n.d.).

California is one of the few wine-growing regions that promote sustainable growth. New Zealand is another region that closely monitors CSR within the wine industry. The country considers the concept of staying clean, environmentally friendly, and reducing insensitive corporate behaviors. The industry is a top contributor to water usage, plastic waste, chemical and contamination and soil degradation (Gabzdylova, Raffensperger, & Castka, 2009). New Zealand growers harvested from merely 40,000 hectares of vineyards in 2020 and are expected to continue growing in the wine industry (Flake, 2020).

Pomarici, Vecchio and Mariani (2015) analyzed the perceptions of wineries on the cost and benefits of implementing sustainability in their practices. The study focused on California wineries, with over 50 percent of the California wine production represented at the time of the study. Sustainable viniculture is defined by the International Organization of Vine and Wine (OIV) (2008) as the following:

> A Global strategy on the scale of the grape production and processing systems, incorporating at the same time the economic sustainability of structures and territories, producing quality products, considering requirements of precision in sustainable

viticulture, risks to the environment, products safety and consumer health and valuing of

heritage, historical, cultural, ecological and landscape aspects. (para. 1)

The implementation of CSR efforts should apply to each level of winemaking, including

production, transformation, warehousing and packaging. With the use of cost-benefit analysis,

Pomarici, Vecchio and Mariani (2015) look at the motivations for wineries to incorporate

sustainable practices voluntarily. Some barriers that fall into the cost category for wineries are

increased financial burden, lack of knowledge and skills and high levels of uncertainty. Pomarici,

Vecchio and Mariani (2015) collected primary data through face-to-face, semi-structured

interviews with winery representatives. The study considered how sustainability practice affects

cost and value within the company. The study used eight categories, including pest, disease,

weed, water, soil, vine, alternative energy and business management, to analyze vineyards. Three

categories, including recycling practices, reducing and planning efforts and monitoring goals,

were used for wineries. Results from the perspectives of wineries indicated that management

scored very low on the scale for perceiving that sustainability is a way to improve the brand

image or a competitive advantage. They scored very high on the scale for complying with laws

and improving environmental conditions. The management found vine management practices

and alternative energy to be the two highest cost factors to sustainable wine growing. The

economic benefits exceed the costs in all categories, except for vine management and alternative

energy. Recycling practices were considered the most effective with a much higher benefit of

cost. Nearly all category economic and environmental benefits outweighed the costs, according

to the perception of the respondents. The three categories that were perceived with a higher cost

than economic or environmental benefit are vine management, alternative energy usage and

planning and monitoring sustainability goals and results. Pomarici, Vecchio and Mariani (2015)

found that a common barrier to understanding true benefits in all sustainable practices is a lack of

data, knowledge and understanding, which, when improved, may increase sustainable practice

adoption.

Sustainability

Environmental and social sustainability has grown in relevance to the economic, social,

political, national and international businesses over the last decade (Szolnoki, 2013 & Vecchio &

Annunziata, 2014). Sustainable development and production stem back to the early 1970s, with

prominent literature publishing ideas on the limitations of resources and growth (Meadows et al.,

1972, Goldsmith et al., 1972 & Szolnoki, 2013). Sustainability holds an important role in

winemaking, a practice going back over a thousand years. With an increased global focus on

sustainability, winemakers and marketers, more than ever, are now tasked with sustainable

considerations such as soil management, water management and waste, energy use and

emissions, agrochemical use and additional environmental factors (Szolnoki, 2013).

Vermeir and Verbeke (2006) focus on one of the difficulties for marketers within the

sustainability research, which indicates inconsistent consumer behavior, despite positive

awareness and attitudes toward sustainability. Studies indicate a positive relationship between

sustainability awareness and consumer behavior in varying industries (Alevizou et al., 2018,

Aaker & Day, 1974 & Vermeir & Verbeke, 2006).

Grunert, Hieke and Wills (2013) found that sustainability labeling provides consumers

with the benefit of considering the brand's sustainable contributions before deciding to purchase.

They further found that although the opportunity exists for consumers to change their behavior

based on these labels, it does not mean that they will use the available information or change

their behavior. Behaviors also depend on the overall understanding of sustainable labeling or the

motivation for purchase. Using a mix of sustainability labels with food products, Grunert, Hieke and Wills (2013) conducted a study that ultimately found that sustainability concern existed in those that participated; however, the concern level differed drastically across product types.

Sustainable Wine Growing

An initial path to sustainable wine growing was first paved in 1992 when the Lodi Winegrape Commission in California formed a Pest Management program using sustainable farming procedures. It took eight years for *The Lodi Winegrower's Workbook* to be published and just five years later, six wineries were certified according to the California code of sustainable winegrowing practices. Following the sustainability path, New Zealand, South Africa, France, Australia, and several other nations created their own local standards for sustainable winegrowing (Szolnoki, 2013).

Szolnoki (2013) emphasized the challenge presented by information barriers within the sustainable wine industry, particularly around changing definitions, lack of understanding and limited information availability. Consumers in the wine industry are ill-informed on sustainability and therefore may not appreciate the benefits of sustainability in this sector. Grunert et al. (2013) found that when sustainability label understanding is high, attitudes on sustainability labels are well received and lead to more use of the sustainability labels. Grunert et al.'s findings also indicated that when related to sustainability of food production, consumers have a high level of concern, while when related to general products not associated with food, concern level was lowered. These mixed results and the limited concern for generalized, non-product specifics may reduce overall motivation to refer to sustainability on labels when purchasing. Grunert et al. further reiterate that lack of motivation and concern may also lead back to a low level of understanding of sustainability claims.

Sustainable Lifestyle

In a study regarding the willingness to pay for sustainability-labeled products, Vecchio and Annunziata (2014) found that regarding lifestyle attributes, participant data showed the majority adopting sustainable behaviors. These lifestyle-related behaviors included 63 percent of participants making efforts to reduce energy usage, 68 percent participating in ride-sharing and 53 percent working to reduce waste. In the idea of producing food through sustainable production practices in agriculture, 43 percent of respondents found this to be quite or very important. Only 15 percent of respondents were found to take notice of all labeling information and 12 percent of those trusted the information. The general low use of labeling and distrust of labeling claims is another important note for marketers while analyzing the impact of sustainability statements on products.

Brand Trust

In a 2017 Forbes study, 92 percent of the 1,000 U.S. participants claimed to be more likely to trust a company that supports environmental or social issues. Along with brand trust, loyalty, company/brand image and intent to purchase were all at the level of 87 percent or higher when the company supports environmental and social causes (Butler, 2018). Pornpratang et al. (2013) adopted McAllister's (1995) definition of trust as: "the extent to which a person is confident in, and willing to act on the basis of, the word, actions and decisions, of another" (p. 25).

The Millennial generation has documented a stronger preference for attributes, especially those related to environmental and social connection, rather than the traditional variables like taste and price. Reports have documented the increased preference for environmentally friendly wines; however, limited research directly links to the perceptions of sustainability and the impact

on different behaviors such as purchase intent, purchase satisfaction, or brand trust (Pomarici &

Vecchio, 2013).

Punyatoya (2014) examined the connection between Perceived Brand Eeco-friendliness

(PBE), brand trust and purchase intention. The study identified a positive link between brands

that are perceived to be Eco-Friendly (EF) and higher brand trust, leading to the enhanced

purchase intention for EF brands. Punyatova (2014) accepted Morgan & Hunt's (1994) definition

of trust that one party has confidence in another's reliability and integrity. In the case that

consumers perceive a brand to be EF, the impression and level of trust of the brand are increased

(Punyatova, 2014). McKnight, Choudhury & Kacmar (2002) found that trust is crucial for

consumers to overcome perceived risk when interacting with vendors, whether in terms of data

and information exchange or purchasing. Punyatoya (2014, p. 280) used the below conceptual

model to illustrate how eco-friendliness influences brand trust, which subsequently impacts

purchase intention.

Figure III Conceptual Model Brand Trust on Purchase Intention
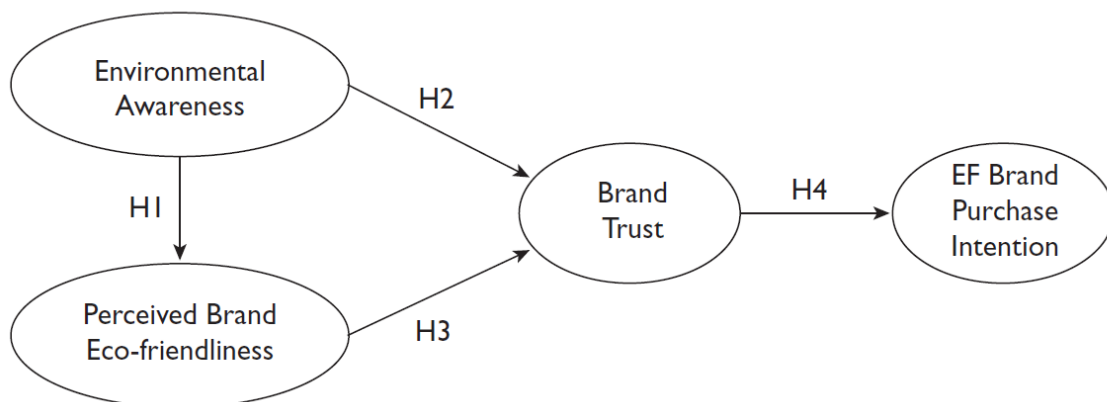
McKnight et al. (2002) found the theoretical idea that trust-related behaviors are directly linked to trusting intentions and the willingness and planning to engage in a trust-related behavior, such as purchase intention. The study further linked these ideas back to the Theory of Reasoned Action (TRA), theorizing that beliefs ultimately lead to attitudes, leading to intentions and resulting in the occurrence of a particular behavior or action (McKnight et al., 2002). Mcknight et al. (2002, p.337) created the below model to demonstrate brand trust on intention to engage in trusting behaviors, including purchasing:

Figure IV Web Trust Model—Overview

Figure 1   Web Trust Model—Overview

Disposition to Trust

Institution-Based Trust (perceptions of the Internet environment)

Trusting Beliefs (perceptions of specific Web vendor attributes)

Trusting Intentions (intention to engage in trust-related behaviors with a specific Web vendor)

Trust Related Behaviors
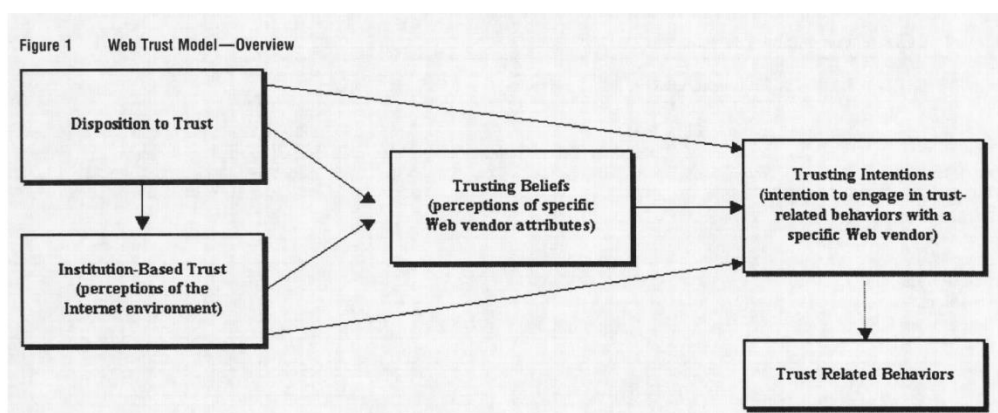
Kang and Hustvedt (2013) validated that corporate transparency about labor conditions and social responsibility impacted trust levels directly and affected purchase intention indirectly. After years of consumers' distrust in corporations, stemming from various scandals, sweatshop usage, unfair working conditions and environmental harm, it is more widely ideated that consumers have the right to know and influence how businesses conduct their activities.

Middlemiss (2003) depicts the three key elements of successfully communicating CSR as to "be credible, transparent and honest" (p. 359). Kang and Hustvedt (2013) express that some companies may be hesitant to voice their CSR efforts related to improved working conditions, as

it may illustrate past or current unfavorable conditions, thus breaking the trust of consumers.

However, increasing transparency and demonstrating improvements of CSR indicate enhanced

trust and behavioral intention.

Brand trust is a key component to building brand loyalty and intent to repurchase and

enhancing consumer faith in purchased products or services. Barnes (2011) recognizes the

connections between CSR and brand trust and brand reputation. Brand trust is linked with

consumer evaluation of the company, which is interrelated to CSR and its impact on consumer

evaluations. Moon (2007) examines the part that company associations play in consumer

reactions, attitudes and behaviors. CSR behaviors influence company attributes through

consumer evaluations. As customer evaluation of the company improves, corporate image

strengthens and influences trust positively (Moon, 2007).

Intent to Purchase

Garanati (2020) discussed the evolving importance of companies in building

sustainability in their supply chains to meet the growing awareness and expectations of

consumers. Granati's study on awareness and attitudes of sustainability on purchase intent in the

fashion industry revealed that increased awareness positively impacts sustainability commitment,

which further positively influences the intent to purchase. Zucca et al. (2009) found a significant

relationship between environmentally friendly produced wine and the intent to purchase in the

United States. However, Loveless et al. (2011) found that although consumers showed interest in

sustainability, studies indicated that sustainability was less important than varying attributes such

as price, promotion, brand, taste, etc.

Gabzdylova et al. (2009) found that personal values play a critical role in the adoption of

sustainable practices. Szolnoki (2013) found that most interviewees within their study discussed

sustainable viticulture much more than sustainable wine production. Several countries were represented within the study and nearly all had differing definitions of sustainability and participants had a differing personal connection with the term.

Liu, Mao and Deng (2018) explored the connection between CSR and purchase decisions and found that CSR has a significant impact on consumer purchase willingness and intention. Dutta and Singh (2013) found that consumers are very conscious of CSR efforts and indicated that research participants would be willing to pay more to retailers who participated in CSR. The study specified that product quality was not considered compromised at companies participating in CSR but had rather improved. The participants denoted that trust in CSR-participating companies increased and purchase intent was higher when the CSR efforts supported local causes over international causes. Dutta and Singh (2013) discovered a strong relationship between retailer CSR activities, consumer awareness, and purchase intent (Dutta & Singh, 2013).

Kim, Song, Lee and Lee (2017) found that CSR improves customer attitudes toward a company, leading to an impact on behavioral intentions, including purchase intention and loyalty to revisit the company. The study identified behavioral alteration or purchase intention as a sign exhibited by customers for future consumption or purchase of a product or service. Kim et al. (2017) suggest that CSR affects cognitive, affective and behavioral consumer factors such as beliefs, loyalty and intentions. The researchers found that within the gaming industry, the image of the company improves due to consumers' perception of economic, ethical and philanthropic efforts. The company image had an impact on the intent to revisit the facility and support with repetitive purchase intention.

A study by Sharma, Poulose, Mohanta and Antony (2018) identifies multiple elements of CSR, including loyalty, morality, awareness, environment and behavior. Each of the elements

may have a direct or indirect influence on purchase intention. Mental, physical and emotional activities may affect buying decisions and understanding those activities permits companies to connect with consumers. Sharma et al. (2018) discovered that buyers consider both positive and negative company behaviors while making purchase-related decisions. The study suggests that CSR-driven loyalty and morality have a positive relationship with purchase intention. The findings connect to Kim et al.'s (2017) idea that CSR leads to improvement in brand image, with brand image influencing purchase intention.

Impact of CSR on Trust and Purchase Intention

A study by Pornpratang, Lockard and Ngamkroeckjoti (2013) surveyed a group of potential buyers of condominiums to explore whether CSR has an impact on consumer trust and if trust has an impact on purchase intention. The practical implication for the research was to suggest that builders and developers may need to consider environmental and CSR initiatives to gain the trust and purchase of potential buyers. The study identifies the environmentally harmful factors involved in the development and building process of condominiums, including materials and energy usage, heating and emissions and appliance installations. The study collected survey results from 600 potential buyers of condominiums in Thailand.

Pornpratang, Lockard and Ngamkroeckjoti (2013) indicate the CSR practices for housing projects to be environmental sustainability, energy-saving initiatives and community impact while considering the well-being of customers. Pornpratang et al. (2013) accepted Delgado-Ballester's (2004) definition of trust as "a customer's expectation that a brand is reliable" (Pornpratang et al., 2013, p. 4). They also found trust to be "a set of beliefs or customer expectation of a particular product or service" (p. 9). The concept of purchase intention is taken from Whitlark, Geurts and Swenson (1993) as follows:

Consumer's purchase intention or buying intention is based on a potential buying

decision of a consumer who has a belief and an attitude about one particular product.

Several surveys indicate consumer purchase intention can be divided into a five-point

scale as "definitely will buy", "probably will buy", "might/might not buy", "probably will

not buy", "definitely will not buy". (Pornpratang et al., 2013, p. 7)

The study theorized that purchase intention is impacted by CSR efforts as it reduces

customer uncertainty feelings about the company and gains competitive advantage indirectly by

influencing positive consumer attitudes. Literature suggests that consumers often buy products

from environmentally conscious companies, as it may enhance self-image. CSR has a positive

influence on stakeholder groups, thereby enhancing cognitive, affective and behavioral results

(Yoon et al., 2006, Lee, 2010).

Pornpratang et al. (2013) hypothesized that there is a relationship between CSR and

consumer trust as well as a relationship between consumer trust and purchase intention. Using a

questionnaire with three parts, including CSR, Consumer Trust and Purchase Intention, the study

focuses on a five-point Likert scale style survey to gather data. Questions to measure

perspectives were adopted from McAllister (1995), Cummings and Bromiley (1996), Swaen and

Chumpitaz (2008), Min-Young, et al. (2008), Surakarnkha (2009), Tian et al. (2011), and Lin et

al. (2011).

The study confirmed a significant influence of CSR on consumer trust and purchase

intention in the condominium industry in Thailand and displayed perspectives of consumers in

emotional, rational and individual decisions. The research found that CSR plays a role in the

longevity of relationships between companies and consumers and indicates that building

developers in Thailand could see an increase in purchasing intention with development using

CSR initiatives (Pornpratang et al., 2013). The below framework was proposed for the study by

Pornpratang (2012, p. 11).

Figure V Conceptual Framework
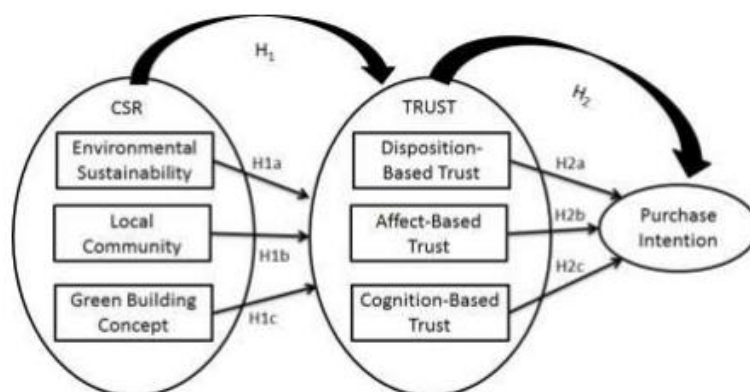
Perceived Value Theory

Watanabe, Alfinito, Curvelo, Hamza (2020) examined the connection between

consumers' perceived value and intent to purchase from the organics food industry. The research

indicates that the product attributes, including the perception of sustainability and health,

increase consumer value, which in turn increases brand trust and purchase intention. Trust is

linked to the perceived value of products and services. Mainardes, Araujo, Lasso and Andrade

(2017), Liang (2016) and Iyer, Davari and Paswan (2016) identified that environmental

awareness is directly connected to the purchase intention of organic foods. Organic,

environmentally friendly and environmental protection were all attributes associated with

perceived value, leading to a shift in purchase intention.

Four dimensions of perceived value were identified by Sweeney and Soutar (2001),

namely functional value, economic value, emotional value and social value. Functional value is

defined as the value a consumer finds when making practical choices. Economic value is

determined to bring financial value to the consumer. Social value is acceptance in a group and emotional value brings positive feelings from a decision. Value also comes from the cost-benefit association between the consumer and the product or service.

Bonsón Ponte, Carvajal-Truillo and Escobar-Rodríguez (2014) studied the influence of trust and perceived value on purchase intention in e-commerce purchases. The study proposes that trust is a critical factor in shopping online and requires consumers to perceive value and reliability to gain trust. Consumers are unlikely to purchase if trust is missing. Ziethaml (1988) explained perceived value as a consumer's evaluation of cost versus benefit. In e-commerce purchases, Bonsón Ponte et al. (2014) identified perceived value as the foremost influencer and trust as the secondary principle impacting intent to purchase.

CSR on Perceived Value Theory

CSR activities influence purchasing behaviors, as CSR is identified as an attribute that meets the needs of consumers. CSR plays a role of a self-oriented value to consumers and improves loyalty as perceived value increases. Servera-Francés and Piqueras-Tomás (2019) demonstrated that building CSR into core strategies enhances perceived value, loyalty and ultimately, intent to purchase. Consumers admit to valuing socially responsible behavior. Servera-Francés and Piqueras-Tomás (2019) referred to the practical idea of CSR as following:

> As for practitioners, our research demonstrates that the social behaviour of companies increases their consumers' perceived value. That is to say, the end consumer positively values the responsible behaviour of the companies. Our study shows that implementing CSR actions generates value for the end consumer. That means the consumer positively values those actions carried out by the company regarding CSR, which results in increased purchasing behaviour for those brands that carry out CSR measures in

comparison with those that do not. Thus, investing in CSR turns out to be profitable in as

much as it increases perceived value, and this has an influence on the company's

satisfaction and loyalty. The higher the consumer's satisfaction and loyalty towards the

company, the more competitive and profitable the company will be. (p. 67)

The study recognizes the perceived value, trust and commitment as elements leading to

satisfaction and loyalty, with CSR as a driving force of value and trust.

Theory of Reasoned Action

Mi, Chang, Lin and Chang (2018) defined the Theory of Reasoned Action (TRA) as "a

branch of social psychology, predicts an individual's behavioral intention (BI) and the behavior

of participating in or carrying out a specific activity according to his/her attitude and subjective

norms." (p. 2). The Intention Model proposes that behavioral intention is interrelated to an

attitude, belief and affection and therefore, the intention is a prediction of behavior. TRA is often

used to investigate practices in ethical behaviors or the intention behind specific behaviors.

A study by Coleman, Bahnan, Kelkar and Curry (2011) applied the TRA to the attitudes

that impact purchase intention and green consumerism. Fishbein and Ajzen (1975) present the

TRA as a theory of human behavior that connects beliefs, attitudes, intentions and behaviors in a

way that allows for the prediction of behavioral outcomes. Coleman et al. (2011) pinpointed the

TRA as an attitude toward behaviors as follows:

Attitude towards behavior (Ab) is a person's positive or negative feeling associating with

performing a specific behavior. According to the TRA, Ab is a function of the

individual's belief (the cognitive component) that performing a given behavior will result

in certain outcomes, coupled with that individual's evaluation (the affective component)

of these outcomes. In other words, a person will hold a favorable attitude towards a given

behavior if s/he believes that performing this behavior will lead to mostly positive

outcomes. On the other hand, if the individual believes that the behavior will lead to

mostly negative outcomes, then s/he will form an unfavorable attitude towards that

behavior. (p. 108)

Paul, Modi and Patel (2016) validated the TRA as a prediction method for purchase

intention of environmentally friendly products. TRA is recognized as an imperative way to

predicting behavior and intention for marketers. Arvola, Lähteenmäki and Tuorila (1999) predict

the choice of foods based on TRA behavior prediction and purchase intention in the food

industry. The study identified that the better the attitude, the higher the purchase intention would

be.

The TRA has been used to predict purchase intention for specific consumer groups,

products and generations. Belleau, Summers, Xu and Pinel (2007) discussed the growing buying

force of the Millennial generation and how marketers can reach that consumer group using the

TRA as a prediction tool to impact behavioral purchases. Werder (2008) found that CSR

initiatives impact beliefs about a company, and the TRA is one of the leading tools for attitude

and behavioral predictions and can be used for pursuing change in behavior. Kotler and Lee's

(2005) six elements of CSR, including cause promotions, cause-related marketing, corporate

social marketing, corporate philanthropy, community volunteering and social business practices,

were tested to ascertain if the elements were influential on behaviors (Werder, 2008).

The TRA was introduced in 1967 by Martin Fishbein and assumed that human decisions

are made rationally with the use of available information. The theory draws on beliefs, attitudes,

and feelings influencing behavior and uses a weighing measurement for prediction levels. A

person's normative beliefs are also measured as a prediction method in the TRA. Normative

beliefs are considered as a belief that a referent thinks he/she should or should not carry out a specific behavior (Dodd & Supa, 2011). The theory can also be used to predict behaviors such as purchase intention of specific product types, such as environmentally friendly products, or products from specific brands, like those that participate in community-improving CSR initiatives.

Commitment-Trust Theory

Morgan and Hunt (1994) describe commitment and trust as requirements for successful relationships in business and work together to encourage efficiency, productivity and effectiveness. Trust is defined by Morgan and Hunt (1994) as "existing when one party has confidence in an exchange partner's reliability and integrity" (p. 23). They define relationship commitment as "an exchange partner believing that an ongoing relationship with another is so important as to warrant maximum efforts at maintaining it; that is, the committed party believes the relationship is worth working on to ensure that it endures indefinitely" (p. 23). Pavlou and Fygenson (2006) adds to the definition by referring to trust as an attribute that "gives the trustor the confidence that the trustee will behave capably (ability), ethically (integrity), and fairly (benevolence)" (p. 123). Park, Kim and Kwon (2017) found that consumers' confidence in products or services increases when the consumers trust the company. When consumers have trust in a company, their opinions about the company and their ethical responsibility become positive. When trust is present, commitment to the company and intent to repurchase increases. CSR activities induce higher levels of customer satisfaction, leading to loyalty and trust in the company (Park, Kim & Kwon, 2017). Park et al. (2017) further found that consumer trust in a company enhances the consumer commitment for future repurchasing and commitment increases as a consumer's values match with those of the company.

Martínez and Rodríguez del Bosque (2013) highlighted the efforts of CSR as a company strategy in gaining customer loyalty, trust and long-term relationships. Several studies identify the connection between customer satisfaction and trust (Lee et al., 2009, Harris & Goode, 2004 and Chaudhuri & Holbrook, 2001); however, Martínez and Rodríguez del Bosque (2013) delve into the customer identification with a company (C-C identification), wherein a consumer forms a deep connection based on comparisons between the company and a consumer's self-realized identity. C-C identification is an explanation for CSR that may develop consumer trust and loyalty in a company. The commitment-trust theory overlaps with elements of the relationship marketing theory, which posits that as customers derive value from products or services of companies, the relationship and future relationship will be stronger.

Servera-Francés and Arteaga-Moreno (2015) explored the effect of CSR on consumer commitment and trust within retail. The research found that CSR impacts commitment and trust directly and customer satisfaction indirectly through the interconnected variables of trust and loyalty. The study ascertains that CSR is a principal constituent in developing and maintaining mutually beneficial relationships with customers. The trending paradigm for customer relationship management is fostering consumer trust, satisfaction and loyalty through CSR value connections (Servera-Francés & Arteaga-Moreno, 2015, Raza, Saeed, Iqbal, Saeed, Sadiq & Faraz, 2020).

Raza et al. (2020) reinforces the concept of C-C Identification from Martínez and Rodríguez del Bosque (2013) when considering the impact of CSR on consumer trust and commitment. Raza et al. (2020) named CSR as one of the essential components in restoring customer confidence in companies or industries previously associated with unethical or deceitful behaviors. Further, CSR is used as a way to gain a positive company image and a C-C

identification between the customer and company. The C-C identification and link with

emotional associations congruently influence customer behaviors and attitudes, specifically

related to loyalty and trust.

Friman, Gärling, Millett, Mattsson and Johnston (2002) studied the commitment-trust

theory in business-to-business (B2B) relationships. The study reiterates concepts from Morgan

and Hunt (1994) on the relevance of relationship marketing in building and maintaining positive

customer relationships built on trust. Friman et al. (2002) used the commitment-trust theory to

explore the growth of B2B relationships along with a Key Mediating Variable (KMV) model to

hypothesize factors that impact relationship development. The KMV model presented by Friman

et al. (2002) includes relationship termination cost, relationship benefits, shared values,

communication and opportunistic behavior, all leading into relationship commitment and trust,

further directing to long-term relationships. The more values that are shared by the two parties

when engaged in a relationship increases commitment and higher quality communication levels

result in higher trust. If one party behaves in a way to enhance its own benefits at the cost of

others, interpersonal trust decreases (Friman et al., 2002).

The credence of the commitment-trust theory in relationship building is redemonstrated

by Ganesan and Hess (1997) as they explore the positive correlation between trust and

commitment in a buyer-seller scenario. They specify that the different levels of trust may result

in different levels of commitment. The research explains commitment as the acceptance of

personal sacrifice to develop and maintain a stable relationship, with the desire for a long-term

relationship (Anderson & Weitz, 1992). Within the commitment-trust concept, Ganesan and

Hess (1997) described trust as the following: "Trust enhances commitment to a relationship by

(a) reducing the perception of risk associated with opportunistic behaviors by the partner, (b)

increasing the confidence that short-term inequities will be resolved over a long period, and (c)

reducing the transaction costs in an exchange relationship." (p. 441). The study indicates that

trust and credibility impact commitment in a buyer-seller relationship.

Kang and Hustvedt (2014) reinforce the weight of building commitment-trust

connections in the company to consumer relationships, as it affects loyalty and repurchase

intention. The expansion of CSR efforts, in addition to levels of transparency, has been a focal

point for corporations to promote a culture of trust and communication with consumers.

Consumer assessment of CSR initiatives, credibility and transparency take part in augmenting

the level of trust held by the consumers in companies (Kang & Hustvedt, 2014, Middlemiss,

2003, Steigrad, 2010). Kang & Hustvedt (2014) provide an empirical model demonstrating

predictors of word-of-mouth and purchase intention, identifying social breach in the consumer-

company relationship, thus affecting the opinion of company motives and efforts indirectly. The

perception of CSR credibility and effort authenticity play mediating roles in enhancing the level

of trust, especially with sustainably focused efforts (Chen & Chang, 2013, Pivato, Misani &

Tencati, 2008).

Gap in the Literature

Extensive research has been conducted on CSR and sustainability, along with the benefits

and consumer perceptions of CSR (Burke & Logsdon, 1996, Willard, 2012, Bigné, Currás-Pérez,

& Aldás-Manzano, 2012, Thi, Q. & Le Van, P., 2016). In 2019, the worldwide vineyard surface

area was 7,402,000 hectares (Conway, 2020), with expected annual revenue growth of 8.5

percent by 2025 (Statista, n.d.). The wine industry has been exposed to lesser public scrutiny and

regulation of product and manufacturing practices, despite its severe environmental impact (Ene

et al., 2013), partially due to a misconception that wine is an environmentally friendly product.

The literature widely covers the potential economic benefits to a company that participates in CSR initiatives (Park, Kim & Kwon, 2017, Raman, Lim & Nair, 2012, Harfoush & Vankevich, 2020). However, little literature exists today on the impact of CSR and sustainability efforts on consumer trust and purchase intention specific to the wine industry.

  This study aims to enhance the information available in the wine industry to indicate the possible connection between CSR and sustainability efforts on consumer trust and purchase intention. As the wine industry continues to grow, the environmental and community impact also increases. The adoption of socially responsible and sustainable behaviors is critical to reduce harm and to increase competitive advantage by meeting the shifting preference of current and next-generation consumers.

CHAPTER 3: METHODOLOGY

The purpose of this chapter is to provide an overview of the methodology, research design and process to be used in this study. The researcher will explore the hypothesized connection between Corporate Social Responsibility (CSR) and sustainability participation on brand trust and purchase intention in the wine industry. The research will use a quantitative analysis method via survey to determine the significant existence of a correlation among CSR, brand trust and purchase intention.

The research instrument from Pornpratang, Lockard and Ngamkroeckjoti (2013) was utilized to gather data on the impact of CSR on brand trust and purchase intention. The tool was developed to explore the same variables in the condominium industry in Bangkok and was adopted for the purpose of this study. The researcher created a portion of the survey tool to gain insight into demography-related questions, providing possible future areas of research.

Chapter 3 will provide a summary of the research design, methodology and research process. A review of the population, sample size, setting, requirements and research instrument will be detailed in this chapter. A synopsis of the data analysis procedures will conclude this chapter.

Research Design

Blanche, Durrheim and Painter (2006) described research design in the following way: It is the designed and planned nature of observation that distinguishes research from other forms of observation. In everyday life, people make sense of the world through observation. We have all observed that the steam from a kettle is hot, and do not need scientists to tell us this. Journalists, too, observe events – for example, soccer matches, crowd protests, and political corruption – and report their observations in newspapers.

Research differs from everyday observation because research observation is planned. Such planned research is termed systematic observation because it is guided by concrete research questions and a research design. (p. 34)

This study uses a survey-based methodology to collect data and conduct an analysis of quantitative results. The concept of the study is to investigate the relationship between the independent variables of CSR and sustainability participation on the dependent variables of consumer brand trust and consumer purchase intention. This research will entail a correlational study between multiple variables of CSR and brand trust and brand trust with purchase intention.

The study design and research tool were chosen based on similarities in research questions and variables of study with Pornpratang, Lockard and Ngamkroeckjoti's (2013) study on condominium buyers. The research conducted by Pornpratang et al. (2013) is a published, abbreviated study, while Pornpratang (2012) submitted the extended version, with full instrument and methodology separately. Both studies are used and cited throughout the methodology to ensure citation accuracy and consistency of the study. The research questions closely align with this investigation of the impacts of CSR and sustainability on brand trust and purchase intention. The dependent variables of brand trust and purchase intention and independent variable of CSR in Pornpratang (2012) and Pornpratang et al.'s (2013) studies harmonize with this study's research intention. Pornpratang (2012) and Pornpratang et al.'s (2013) studies use exploratory research, defined by Dudovskiy (n.d.) as "exploratory research, as the name implies, intends merely to explore the research questions and does not intend to offer final and conclusive solutions to existing problems" (para. 1).

Pornpratang et al.'s (2013) study also uses descriptive research, defined as "gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection"

(AECT, 2001, para. 3). Pornpratang, Lockard and Ngamkroeckjoti (2013) used the descriptive method to describe the characteristics of the population by transforming the collected survey results into statistical analyses, such as the mean and standard deviation. The authors of Pornpratang (2012) and Pornpratang et al. (2013) have granted permission for the use of their instrument in this study to examine the link between CSR, brand trust and purchase intention in the wine industry, in accordance with St. Gabriel's Hua Mak Campus in Bangkok, Thailand and Cathedral of Learning Suvarnabhumi Campus in Bangsaothong Samutprakarn, Thailand. The permissions and instrument are attached in Appendix A and B.

The principal focus of the survey is to collect data from potential buyers in the wine industry. This quantitative study uses a survey tool, SurveyPlanet, which was deployed via social media sharing, email, and text, using a convenient sampling method. The participants targeted for the study are adults over the age of 21 years, that is, the legal drinking age. Selected participants were required to have indicated that they drink or purchase wine at least once every month. Participants received the anonymous survey link through varying social media platforms, including, but not limited to, Facebook, Instagram, Slack or a link through email.

The survey tool includes 24 survey questions, taking approximately 5-7 minutes to complete. The questions begin with a range of topics, including sustainability and attribute preference, purchase habits and satisfaction, trust questions and preferential questions ending in demographic questions. Survey questions are presented in multiple-choice and Likert-style scales. The primary survey was formed using the tool of Pornpratang, Lockard and Ngamkroeckjoti (2013) with adaptations for relevance to the wine industry. Demographic questions are asked to help validate the participants' fitness for the study, such as income, age and other factors that could lead to future research. To ensure more accurate results of purchase

intent and purchasing behaviors, participants must be of legal U.S. drinking and purchasing age, that is, 21 years or older. Surveys indicating younger than 21 years or indicating "never" when purchasing or consuming wine will not be used in the analysis of means and significance within the study. The survey is provided in English language and requires the use of the Internet and a computer, smartphone, or tablet device. Respondents' anonymity is guaranteed.

Pornpratang (2012, p. 103) used the following alphas in their data analysis:

Figure VI Alphas for Interpretation

Correlation	Interpretation
1.0	Perfect positive linear association
0	No linear association
-1.0	Perfect negative linear association
0.90 to 0.99	Very high positive correlation
0.70 to 0.89	High positive correlation
0.40 to 0.69	Moderate positive correlation
0 to 0.39	Low positive correlation
0 to -0.39	Low negative correlation
-0.40 to -0.69	Moderate negative correlation
-0.70 to -0.89	High negative correlation
-0.90 to -0.99	Very high negative correlation

Using an estimated sample size of n=385, with a confidence level of 95 percent, Pornpratang

(2012, p. 205-208) received 400 total responses to the questionnaire. All operational dimensions

were identified as reliable, measuring over 0.6 alpha. Prior to distributing the completed tool, a

pretest was conducted, resulting in the following reliability analysis alphas using Cronbach's

Coefficient:

Figure VII Reliability Analysis Cronbach's Coefficient Alpha

Operational Dimension	Number of Questions	Number of cases	Value of Reliability
Environmental Sustainability	4	30	0.916
Local Community Responsibility	3	30	0.944
Green Building Concept	7	30	0.822
Disposition-Based Trust	3	30	0.879
Affect-Based Trust	4	30	0.916
Cognition-Based Trust	3	30	0.838
Purchase Intention	4	30	0.907

Validity

Pornpratang, Lockard and Ngamkroeckjoti's (2013) questionnaire is structured in three

parts, including CSR, consumer trust and purchase intention. The questionnaire was constructed

from previous studies done by McAllister (1995), Cummings and Bromiley (1996), Swaen and

Chumpitaz (2008), Min-Young, et al. (2008), Surakarnkha (2009), Tian et al. (2011), and Lin et

al. (2011). The tool was adapted to meet the needs of the condominium industry study. Other

studies have used adaptations, including questions based on Pornpratang, Lockard and

Ngamkroeckjoti's (2013) instrument (Karatu & Mat, 2014, Hayat, Nadeem & Jan 2018). Karatu

and Mat (2014) applied the concept to investigate the green purchase intention and its derivatives

in Nigeria to indicate the need for governments to increase policy regarding green agenda and for

marketing professionals to understand consumer strategies. Hayat, Nadeem, and Jan (2018)

applied the study to examine the impact of environmental consciousness, green price sensitivity

and green products on the purchase intention of youth in Pakistan. To further test the questions'

reliability and instrument's validity, an undeclared pretest was conducted with participants prior

to sending the questionnaire to a larger audience.

Figure VIII Karatu & Mat (2014, p. 265) Reliability Statistics

Variables	Cronbach's Alpha
Green Purchase Intention	0.911
Environmental Consciousness	0.824
Perceived Behavioral Control	0.815
Green Trust	0.889
Perceived Green Knowledge	0.829
Perceived Value	0.825
Green Price	0.743
Government Regulations	0.835
Green Availability	0.824

Figure IX Hayat et al. (2018, p.108) Reliability Statistics

Variables	Cronbach's Alpha
Green Purchase Intention	.838
Environmental Consciousness	.783
Green Price Sensitivity	.934
Green Product	.812

Figure X Pornpratang et al. (2013, p 13) Reliability Statistics

Variables	Alpha
Trust on cognition-based trust	0.705
Trust on affect-based trust	0.946
Trust on disposition-based trust	0.879
CSR on green building concept	0.891
CSR on local community	0.741
CSR on environmental sustainability	0.759

Figure XI Tool Topics and Significance

Author	Research Area	Significance Found
Karatu & Mat (2014)	Green Purchase Intention	All factors >0.5 Significance alpha

Hayat et al. (2018)	Environmental consciousness, green price sensitivity & purchase intention	All factors >0.5 significance alpha
Pornpratang et al.(2013)	CSR, consumer trust & purchase intention	All factors >0.5 significance alpha

The study by Pornpratang, Lockard and Ngamkroeckjoti (2013) was used in the condominium development industry to test if CSR impacts consumer trust and purchase intention. Building development contributes directly to the harm of the environment and community due to waste production, non-renewable materials, increased greenhouse gas emissions and other harmful causes related to community health (Pornpratang et al., 2013). Similarly, the wine industry is a source of environmental harm, including waste generation, soil degradation, water toxicity, water usage and many other impacts (Szolnoki, 2013).

Survey Instrument

Pornpratang (2012) and Pornpratang et al.'s (2013) survey tool was modified from the condominium development industry to the wine and wine supply industry. The survey covers four areas of interest, starting with the demographics of participants and participants' interest in environmentally friendly practices and community development. The questionnaire includes questions regarding CSR and sustainability on trustworthiness and finally on future purchase intention from a company that practices sustainability and CSR efforts. To validate the preference and intent to purchase a socially responsible brand, a price comparison question was also included in the tool.

The research hypotheses to be tested are as following:

H_1: Consumer perception of CSR has a significant relationship with brand trust in the

wine industry.

H_2: Consumer perception of CSR has a significant relationship with purchase intention in

the wine industry.

H_3: Consumer perception of brand trustworthiness has a significant relationship with

purchase intentions in the wine industry.

While the tested hypotheses only include variables of brand trust and purchase intention,

demographic information is also reported. The full instrument can be found in Appendix C.

Instrument Measurements

The survey instrument uses Likert-scale questions to measure the level of interest in wine

companies that practice sustainable business operations, offer eco-friendly products and

materials and measure if consumers intend to purchase from wine companies that participate in

CSR and sustainability initiatives. Further, the instrument measures if CSR and sustainability are

associated with trustworthiness for consumers.

Figure XII Instrument Measurement

Questions	Category	Measure
Q1-Q7	Demographic	Collecting demographic data
Q8	Intent to Purchase	Any intent to purchase wine
Q9	Sustainability	Interest level in sustainable wine

Q10	Corporate Social Responsibility	Interest in companies practicing CSR
Q11	Intent to Purchase	Importance of factors during the purchasing decision
Q12	Sustainability	Consumer interest in sustainability practices
Q13	Corporate Social Responsibility	Consumer interest in CSR practices
Q14	Sustainability	Consumer feelings on sustainability
Q15-Q17	Brand Trust	Impact of CSR and sustainability on brand trust
Q18	Corporate Social Responsibility and Sustainability	Consumer interest in CSR and sustainability
Q19-21	Intent to purchase	Consumer intent to purchase from sustainable and CSR practicing company

Q22	Intent to purchase	Consumer willingness to pay extra for sustainable and CSR practicing brand
Q23	Intent to purchase	Impact of brand trust on purchase
Q24	Trust and purchase	More likely to purchase from a trusted brand

Data Analysis

Quantitative research is defined by Creswell (2014) as:

An approach for testing objective theories by examining the relationship among variables. These

variables, in turn, can be measured typically on instruments, so that numbered data can be

analyzed using statistical procedures. The final written report has a set structure consisting of

introduction, literature and theory, methods, results and discussion (p. 4).

The quantitative methodology includes the use of survey data, drawing on questions

linked with perceptions of CSR, purchasing behaviors, brand trust and demographics.

Quantitative data analysis aims to reduce bias through mathematical validity. Statistical bias is

defined by Piedmont (2014) as "any type of error or distortion that is found with the use of

statistical analyses" (p. 1).

This study is quantitative in design as it aims to discover the relationship between a

company's engagement in CSR activities and consumer brand trust and purchase intention.

Results of the survey are analyzed using SPSS, a data analysis tool created by IBM. The results

are investigated for understanding the interrelationships of CSR and sustainability with purchase

intent and brand trust. Multiple correlation tests are performed to investigate the potential

presence of linear relationships between sustainability/CSR and purchase intent,

sustainability/CSR and brand trust and brand trust with purchase intention. The means of

samples were determined and documented in the findings. To test the hypotheses, Pearson

correlation tests will be performed. For the Pearson correlation calculation, a positive result

would indicate a positive correlation, while a negative result would suggest a negative

correlation between the two tested variables. If r= ±0.05, the correlation is determined as

significant, beyond which would be caused by coincidence.

CHAPTER 4: FINDINGS

Chapter 4 presents the data analysis of the survey instrument results regarding the impact of corporate social responsibility and sustainability practices on brand trust and purchase intention in the wine industry. The research study tested three hypotheses which are as following:

H_1: Consumer perception of CSR has a significant relationship with brand trust in the wine industry.

H_2: Consumer perception of CSR has a significant relationship with purchase intention in the wine industry.

H_3: Consumer perception of brand trustworthiness has a significant relationship with purchase intentions in the wine industry.

The participants' descriptive and demographic information is presented, along with the frequency statistics of all instrument questions. Following the report of the descriptive statistics, the correlational findings will be presented to accept or reject the hypotheses. Additional findings will be included to provide further insight into the results of the study and offer potential concepts for future research.

Sample and Response

The survey instrument was created using an online survey tool called SurveyPlanet and was sent via email to 5,000 contacts who were registered to receive emails from a thriving supply company. These contacts are a mix of customers or those who have requested marketing materials. No identifying information was collected to ensure the anonymity of the participants. The survey was additionally sent to 15 contacts, all of whom were not associated with the 5,000 contacts' email list, who were asked to share the link with their personal contacts via social

media, text message, or email. A reminder email was sent to the 5,000 original participants after one week of the survey being initially sent out. A total of 245 responses were returned, resulting in a 4.89 percent return rate. This response rate is lower than an expected 10-15 percent market research average, as reported by Stoltz (2019). The lower rate may be attributed to many variables, including general lack of interest in the topic, busy season for winegrowers and winemakers, survey reaching people who do not have interest in wine, or many others. Future research would be beneficial to gain a higher response rate. After analysis of the survey responses, 12 responses were omitted from the results, as they were deemed invalid due to restricting factors. Two of the 12 invalid responses were from participants under the legal drinking age and the basic requirement to take the survey is to be over 21 years of age. Four of the 12 invalid surveys indicated that they had no intention to purchase wine in the future, making their correlative study irrelevant for this particular study. Three of the invalid responses had inappropriate write-in options, indicating that the survey was not taken seriously. To maintain the integrity and reliability of the study, the inappropriately answered surveys were removed from the study's data set. Three of the removed responses revealed that they do not purchase wine at all, which is another restriction to this specific study.

There were 233 total survey responses used in the result findings. The responses were recorded using a numerical-only answer code to replace non-numerical answer forms. The data was then entered into a statistical analysis tool, SPSS, powered by IBM.

Descriptive Statistics

The survey respondents consisted of 58.4 percent females, 40.3 percent males, 0.4 percent who did not identify as male or female and 0.9 percent, preferring not to answer the question at all.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	94	40.3	40.3	40.3
	Female	136	58.4	58.4	98.7
	Do not identify as male or female	1	.4	.4	99.1
	Prefer not to answer	2	.9	.9	100.0
	Total	233	100.0	100.0	

Pie Chart Count of Gender
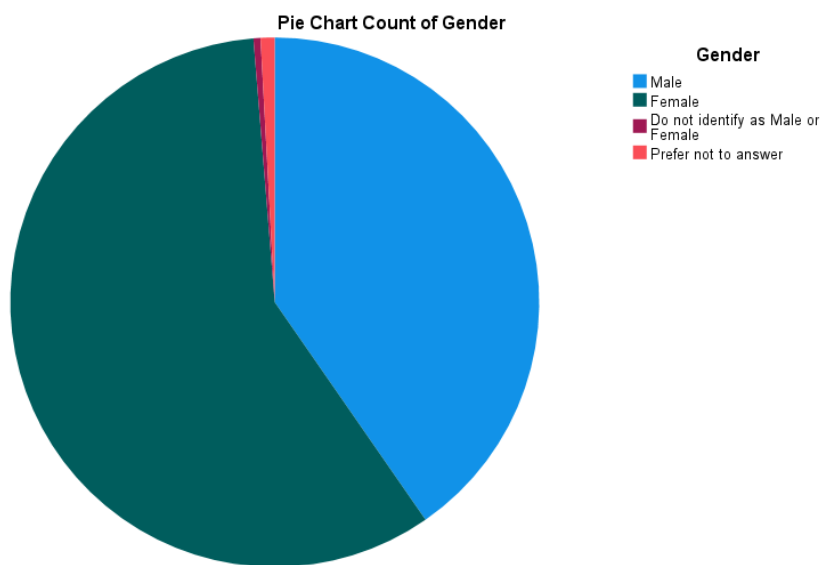
Statistics

Gender

n	Valid	233
	Missing	0
Mean		1.62 Female
Median		2.00
Mode		2
Std. Deviation		.545

The age ranges identified in the survey were broken into generational divides, with outliers identified. Those under the age of 21 were not included in the study, as the U.S. legal drinking age is 21 years of age and the study aimed to protect the law and the safety of minors. Respondents falling in the ages between 21-24 years were considered Gen Z, 25-40 years were considered Millennials, 41-56 years were considered Gen X, 57-75 years were deemed Baby Boomers and over 75 years are considered as part of the Silent Generation. While different sources have slightly varying ranges, this study used the ranges provided by Pew Research Center and reported by Beresford Research (2021). A total of 46.8 percent of the participants were Millennials, 27 percent were from Gen X, 18 percent fell under the Baby Boomer category. The remainder fell within the other generational groups, including .9 percent (two surveys) falling below the 21-year-old requirement. The surveys of these respondents were removed from the study.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 21	2	.9	.9	.9
	21-24	9	3.9	3.9	4.7
	25-40	109	46.8	46.8	51.5
	41-56	63	27.0	27.0	78.5
	57-75	42	18.0	18.0	96.6
	Over 75	8	3.4	3.4	100.0
	Total	233	100.0	100.0	

Statistics

Age

n	Valid	233
	Missing	0
Mean		3.68 Between 25-40

Median	3.00
Mode	3
Std. Deviation	.958

The participants were asked to identify their level of education, ranging from High School/GED to Doctorate Degree. The study also included Professional Certificates/Degrees to help broaden the inclusion of different programs. Hardly 2.1 percent of the total participants had only a High School or GED level education. A total of 9 percent had attended some college, 7.7 percent had an Associate Degree, 45.9 percent had a Bachelor's Degree, 23.6 percent had a Master's Degree, 9 percent completed a Doctoral Degree and 2.6 percent had a Professional Certificate/Degree.

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 High School/GED	5	2.1	2.1	2.1
	2 Some College	21	9.0	9.0	11.2
	3 Associates Degree	18	7.7	7.7	18.9
	4 Bachelor's Degree	107	45.9	45.9	64.8
	5 Master's Degree	55	23.6	23.6	88.4
	6 Doctorate Degree	21	9.0	9.0	97.4
	7 Professional Certificate	6	2.6	2.6	100.0
	Total	233	100.0	100.0	

Statistics

Education

n	Valid	233
	Missing	0
Mean		4.17 Bachelor's degree
Median		4.00

Mode	4
Std. Deviation	1.198
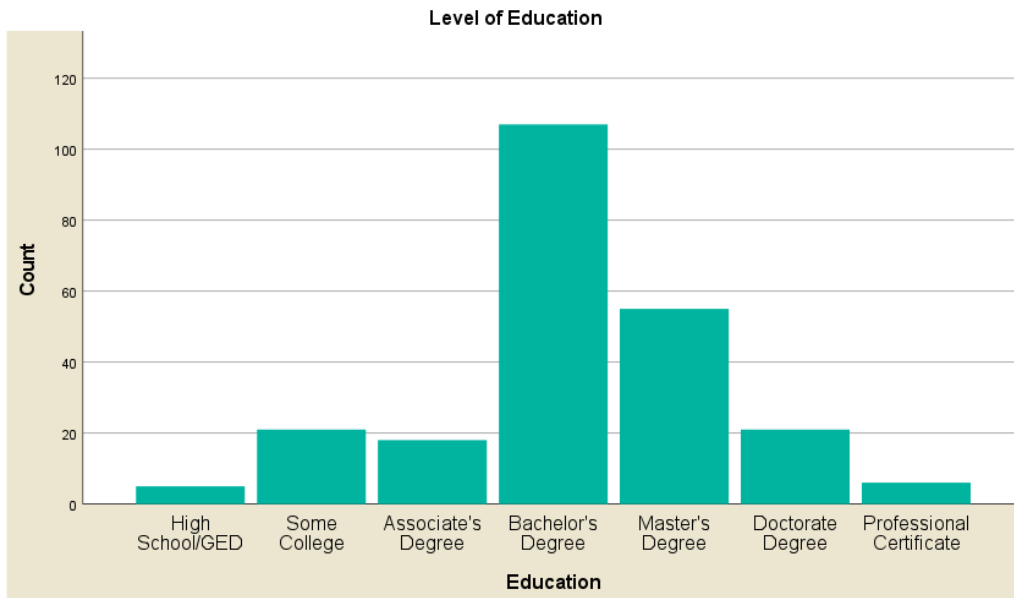
The survey asked participants to indicate their current area of residence. Over half of the participants, that is, 54.1 percent, reside in a state in the U.S. West Coast or Alaska, 12.9 percent in the U.S. Midwest, 12.4 percent in the U.S. Southern States, 19.3 percent on the East Coast, .4

percent in a U.S. Territory and .9 percent reside outside the U.S.

Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	US West Coast	126	54.1	54.1	54.1
	US Midwest	30	12.9	12.9	67.0
	US Southern	29	12.4	12.4	79.4
	US East Coast	45	19.3	19.3	98.7
	US Territory	1	.4	.4	99.1
	Outside US	2	.9	.9	100.0
	Other	233	100.0	100.0	

Participants also responded to their closest level of annual income, with the majority of the sample size falling within either the $50,000-$74,999 or $75,000-$99,999 ranges.

Income Range of Participants
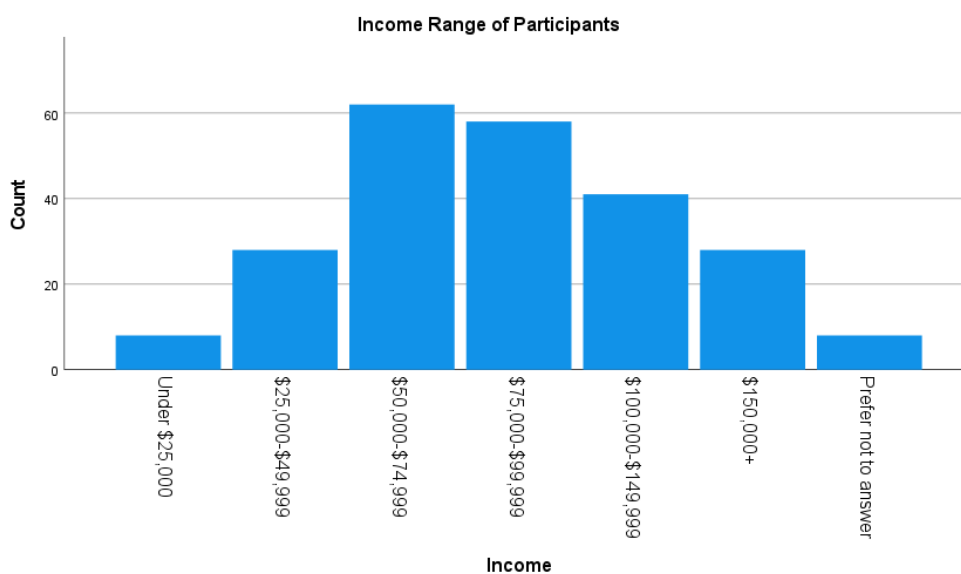
Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under $25,000	8	3.4	3.4	3.4
	$25,000-$49,999	28	12.0	12.0	15.5
	$50,000-$74,999	62	26.6	26.6	42.1
	$75,000-$99,999	58	24.9	24.9	67.0
	$100,000-$149,999	41	17.6	17.6	84.5
	$150,000 and greater	28	12.0	12.0	96.6
	Prefer not to answer	8	3.4	3.4	100.0
	Total	233	100.0	100.0	

Respondents were asked if they currently or had previously worked in the wine industry. A total of 79 percent of participants have not been associated with the wine industry for their profession.

Worked in Wine Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	49	21.0	21.0	21.0
	2 No	184	79.0	79.0	100.0
	Total	233	100.0	100.0	

Participants Worked in Wine Industry

Industry
Work or worked in wine industry
Has NOT worked in wine industry
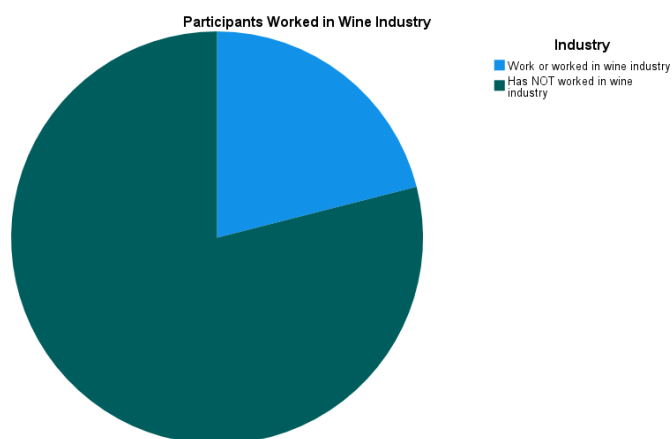
Participants were questioned on the frequency in which they purchase wine and if they had any intention to purchase wine in the future. Three surveys indicated that they do not purchase wine at all, and four surveys expressed no intention of purchasing wine in the future. Those seven responses were removed from the data as they did not meet the requirements to be included in this study.

Purchase_Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-4 times per month	142	60.9	60.9	60.9
	5-9 times per month	63	27.0	27.0	88.0
	10-14 times per month	13	5.6	5.6	93.6
	More than 14 times per month	15	6.4	6.4	100.0
	Total	233	100.0	100.0	

For the following questions, Strongly Disagree was coded as (1), Disagree coded as (2), Neither agree nor disagree coded as (3), Agree coded as (4) and Strongly agree was coded as (5). The statistics of mean, median and mode were calculated based on those numerical codes. The mean indicated that the average consumers strongly agreed that they intended to purchase wine in the future.

Purchase_Intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	3.0	3.0	3.0
	Disagree	2	.9	.9	3.9
	Neither agree nor disagree	3	1.3	1.3	5.2
	Agree	38	16.3	16.3	21.5
	Strongly Agree	183	78.5	78.5	100.0
	Total	233	100.0	100.0	

Statistics

Purchase_Intention

n	Valid	233
	Missing	0
Mean		4.67
Median		5.00
Mode		5
Std. Deviation		.814

The researcher questioned if participants were interested in an environmentally friendly wine brand and 78.2 percent either agreed or strongly agreed that they were indeed interested in an environmentally friendly wine brand. Further, the participants were asked if they were similarly interested in a wine company that supports the community through volunteering, donations, or other forms of help. A total of 81.6 percent of participants agreed or strongly agreed that they were interested in a wine company that supports the community. The mean of the sample agreed that they were interested in environmentally friendly wine and a socially responsible company.

Interested in Environmentally Friendly Wine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.3	1.3	1.3
	Disagree	6	2.6	2.6	3.9
	Neither agree nor disagree	42	18.0	18.0	21.9
	Agree	91	39.1	39.1	60.9
	Strongly Agree	91	39.1	39.1	100.0
	Total	233	100.0	100.0	

Statistics

Environmental_Interest

n	Valid	233
	Missing	0
Mean		4.12
Median		4.00
Mode		4[a]
Std. Deviation		.882

a. Multiple modes exist. The
smallest value is shown

Interested in Socially Responsible Wine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	2.1	2.1	2.1
	Disagree	1	.4	.4	2.6
	Neither agree nor disagree	37	15.9	15.9	18.5
	Agree	105	45.1	45.1	63.5
	Strongly Agree	85	36.5	36.5	100.0
	Total	233	100.0	100.0	

Statistics

CSR_Interest

n	Valid	233
	Missing	0
Mean		4.13
Median		4.00
Mode		4
Std. Deviation		.848

Participants were asked to rate the level of importance from 1-Low importance to 5-High importance for the following factors in their purchase decision-making while purchasing wine: Energy-efficient process, Location, Environmentally friendly material usage, Recycling/waste management, Eco-friendly innovations and Sustainable growing practices. Recycling practices,

sustainable growing practices and location were the three factors with the highest importance ratings. The average participant with a mean of 2.96 stood at a point between 2-3 out of 5 on the scale of importance level for energy-efficient processes, with 1 being the lowest importance and 5 being high importance and a mean of 3.38 for a location as a level of importance. Sustainable material usage had a mean importance level of 3.38; recycling practices held a mean of 3.70 and sustainable innovations depicted a mean of 3.51 on the scale of importance to consumers. Sustainable growing practices also scored a mean of 3.51.

Importance of Energy Efficient Process in Wine Purchase Decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low importance	41	17.6	17.6	17.6
	2	46	19.7	19.7	37.3
	3	67	28.8	28.8	66.1
	4	39	16.7	16.7	82.8
	High importance	40	17.2	17.2	100.0
	Total	233	100.0	100.0	

Statistics

Energy_Efficient

n	Valid	233
	Missing	0
Mean		2.96
Median		3.00
Mode		3
Std. Deviation		1.327

Importance of Location in Wine Purchase Decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low Importance	30	12.9	12.9	12.9

		Frequency	Percent	Valid Percent	Cumulative Percent
	2	34	14.6	14.6	27.5
	3	50	21.5	21.5	48.9
	4	55	23.6	23.6	72.5
	High Importance	64	27.5	27.5	100.0
	Total	233	100.0	100.0	

Statistics

Location

n	Valid	233
	Missing	0
Mean		3.38
Median		4.00
Mode		5
Std. Deviation		1.363

Importance of Material Usage in Wine Purchase Decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low importance	28	12.0	12.0	12.0
	2	30	12.9	12.9	24.9
	3	56	24.0	24.0	48.9
	4	63	27.0	27.0	76.0
	High Importance	56	24.0	24.0	100.0
	Total	233	100.0	100.0	

Statistics

Material_Usage

n	Valid	233
	Missing	0
Mean		3.38
Median		4.00
Mode		4
Std. Deviation		1.305

Importance of Recycling Practices in Wine Purchase Decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low importance	21	9.0	9.0	9.0
	2	17	7.3	7.3	16.3
	3	46	19.7	19.7	36.1
	4	77	33.0	33.0	69.1
	High importance	72	30.9	30.9	100.0
	Total	233	100.0	100.0	

Statistics

Recycling

n	Valid	233
	Missing	0
Mean		3.70
Median		4.00
Mode		4
Std. Deviation		1.234

Importance of Eco-Friendly Innovations in Wine Purchase Decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low importance	22	9.4	9.4	9.4
	2	30	12.9	12.9	22.3
	3	50	21.5	21.5	43.8
	4	70	30.0	30.0	73.8
	High importance	61	26.2	26.2	100.0
	Total	233	100.0	100.0	

Statistics

Innovations

n	Valid	233
	Missing	0

Mean	3.51	
Median	4.00	
Mode	4	
Std. Deviation	1.267	

Importance of Sustainable Growing Practices in Wine Purchase Decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low importance	24	10.3	10.3	10.3
	2	31	13.3	13.3	23.6
	3	49	21.0	21.0	44.6
	4	60	25.8	25.8	70.4
	High importance	69	29.6	29.6	100.0
	Total	233	100.0	100.0	

Statistics

Sustainable_growing

n	Valid	233
	Missing	0
Mean		3.51
Median		4.00
Mode		5
Std. Deviation		1.317

Subsequently, survey participants were asked if companies should be concerned about the environment, do what they can to protect the environment and be concerned about clean water and air. Of 233 recorded responses, 90.9 percent agreed or strongly agreed that companies should be concerned about the environment and 92.7 percent agreed or strongly agreed that companies should do what they can to protect the environment. A total of 94 percent agreed or strongly agreed that companies should care about clean water and air.

Concerned about Environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	2.6	2.6	2.6
	2	2	.9	.9	3.4
	3	13	5.6	5.6	9.0
	4	46	19.7	19.7	28.8
	Strongly Agree	166	71.2	71.2	100.0
	Total	233	100.0	100.0	

Protect the Environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.3	1.3	1.3
	2	3	1.3	1.3	2.6
	3	11	4.7	4.7	7.3
	4	50	21.5	21.5	28.8
	Strongly Agree	166	71.2	71.2	100.0
	Total	233	100.0	100.0	

Concerned about Clean Water and Air

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	2.1	2.1	2.1
	2	1	.4	.4	2.6
	3	8	3.4	3.4	6.0
	4	45	19.3	19.3	25.3
	Strongly Agree	174	74.7	74.7	100.0

Total	233	100.0	100.0	

The study further aimed to gauge participants' feelings if companies should invest in sustainable wine practices/products, create wine using energy-saving practices/products, use waste-reducing practices/processes and use energy-efficient machinery, appliances and practices. A total of 86.7 percent agreed or strongly agreed that companies should invest in sustainable wine practices and products, 84.1 percent agreed or strongly agreed that companies should use energy-saving practices, 88.4 percent agreed or strongly agreed that companies should use waste-reducing practices and products and 84.5 percent agreed or strongly agreed that wine companies should use energy-efficient machinery, appliances and practices.

Invest in Sustainable Wine Practices and Product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.7	1.7	1.7
	2	5	2.1	2.1	3.9
	3	22	9.4	9.4	13.3
	4	56	24.0	24.0	37.3
	Strongly Agree	146	62.7	62.7	100.0
	Total	233	100.0	100.0	

Create Wine using Energy Saving Practices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.7	1.7	1.7
	2	5	2.1	2.1	3.9
	3	28	12.0	12.0	15.9
	4	56	24.0	24.0	39.9
	Strongly Agree	140	60.1	60.1	100.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Total	233	100.0	100.0	

Use Waste Reducing Practices and Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.3	1.3	1.3
	2	4	1.7	1.7	3.0
	3	20	8.6	8.6	11.6
	4	53	22.7	22.7	34.3
	Strongly Agree	153	65.7	65.7	100.0
	Total	233	100.0	100.0	

Use Energy Efficient Machinery, Appliances and Practices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	2.1	2.1	2.1
	2	2	.9	.9	3.0
	3	29	12.4	12.4	15.5
	4	55	23.6	23.6	39.1
	Strongly Agree	142	60.9	60.9	100.0
	Total	233	100.0	100.0	

The following question regarded if wine companies should recycle and compost, purchase environmentally friendly supplies and use soil and fertilizer compounds that are organic or free of environmentally harmful toxins. Of the 233 responses, 90.6 percent agreed or strongly agreed that companies should recycle and compost, 82.9 percent agreed or strongly agreed that companies should purchase environmentally friendly supplies and 82 percent agreed or strongly agreed that companies should use toxin-free/organic soil and fertilizer compounds.

Recycle and Compost

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.7	1.7	1.7
	2	2	.9	.9	2.6
	3	16	6.9	6.9	9.4
	4	34	14.6	14.6	24.0
	Strongly Agree	177	76.0	76.0	100.0
	Total	233	100.0	100.0	

Purchase Environmentally Friendly Supplies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.7	1.7	1.7
	2	7	3.0	3.0	4.7
	3	29	12.4	12.4	17.2
	4	61	26.2	26.2	43.3
	Strongly Agree	132	56.7	56.7	100.0
	Total	233	100.0	100.0	

Use Toxin Free/Organic Soil and Fertilizer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	2.1	2.1	2.1
	2	3	1.3	1.3	3.4
	3	34	14.6	14.6	18.0
	4	52	22.3	22.3	40.3
	Strongly Agree	139	59.7	59.7	100.0
	Total	233	100.0	100.0	

		Concern	Protect	Clean_water	Sustainable_pract ice	Energy_Saving	Waste_Reducing	Machinery_Appli ances	Recycle_Compos t	Supplies	Soil
n	Valid	233	233	233	233	233	233	233	233	233	233
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		4.56	4.60	4.64	4.44	4.39	4.50	4.40	4.62	4.33	4.36
Median		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Mode		5	5	5	5	5	5	5	5	5	5
Std. Deviation		.849	.754	.765	.879	.903	.826	.896	.795	.927	.928

The voluntary study participants were asked on a scale of 1-5, with 1 implying strongly disagree and 5 implying strongly agree whether companies should give back to the local community through volunteering, donations and other help; if they should practice business in a way that is helpful for the community, help restore parks, give to local schools and allow employees to volunteer time for a good cause.

Responses indicated 72.6 percent of respondents agreed or strongly agreed that companies should give back to the local community and 82.9 percent agreed or strongly agreed that companies should practice business in a way that is helpful to the community. A lower percentage, 57.5, agreed or strongly agreed that customers should help restore parks and give back to schools, while 67 percent agreed or strongly agreed that companies should allow their employees to volunteer their time for a good cause.

Give Back to Local Community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	3.4	3.4	3.4
	2	14	6.0	6.0	9.4
	3	42	18.0	18.0	27.5
	4	64	27.5	27.5	54.9
	Strongly Agree	105	45.1	45.1	100.0
	Total	233	100.0	100.0	

Practice Business in a way that is Helpful to Community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.7	1.7	1.7
	2	9	3.9	3.9	5.6
	3	27	11.6	11.6	17.2
	4	74	31.8	31.8	48.9
	Strongly Agree	119	51.1	51.1	100.0
	Total	233	100.0	100.0	

Help Restore Parks, Give Back to Schools and Raise Money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	5.6	5.6	5.6
	2	15	6.4	6.4	12.0
	3	71	30.5	30.5	42.5
	4	65	27.9	27.9	70.4
	Strongly Agree	69	29.6	29.6	100.0
	Total	233	100.0	100.0	

Allow Employees to Donate Time for Good Cause

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	3.4	3.4	3.4
	2	11	4.7	4.7	8.2
	3	58	24.9	24.9	33.0
	4	71	30.5	30.5	63.5
	Strongly Agree	85	36.5	36.5	100.0
	Total	233	100.0	100.0	

Statistics

		Community	Practice_Business	Restore_Parks	Donate_time
n	Valid	233	233	233	233
	Missing	0	0	0	0
Mean		4.05	4.27	3.70	3.92
Median		4.00	5.00	4.00	4.00

Mode	5	5	3	5
Std. Deviation	1.088	.932	1.128	1.053

When asked if it is important to protect natural resources for future generations, 95.2 percent responded that they either agree or strongly agree. The mean of survey responses was 4.66, with 1 meaning strongly disagree, which had zero responses, and 5 meaning strongly agree.

Protect Natural Resources for Future Generations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	9	3.9	3.9	3.9
	3	2	.9	.9	4.7
	4	39	16.7	16.7	21.5
	Strongly Agree	183	78.5	78.5	100.0
	Total	233	100.0	100.0	

Statistics

Future_Generations

n	Valid	233
	Missing	0
Mean		4.66
Median		5.00
Mode		5
Std. Deviation		.841

The study intended to identify if a correlation existed between CSR and trust. Participants were asked if wine companies that use sustainable practices are more trustworthy than the ones that do not and if the companies that give back to the community are more trustworthy than companies that do not. Of the 233 responses, only 56.7 percent agreed or strongly agreed that using sustainable practices makes a company more trustworthy than companies that do not and

only 54.9 percent agreed or strongly agreed that giving back to the community makes a company more trustworthy than those that do not. The mean for finding sustainable practices in making a company more trustworthy than those without them was 3.60, with 1 implying strongly disagree and 5 implying strongly agree. The mean for finding socially responsible companies more trustworthy was 3.52.

Companies using Sustainable Practice/Process are more Trustworthy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	2.6	2.6	2.6
	2	21	9.0	9.0	11.6
	3	74	31.8	31.8	43.3
	4	91	39.1	39.1	82.4
	Strongly Agree	41	17.6	17.6	100.0
	Total	233	100.0	100.0	

Statistics

Sustainable_Trustworthy

n	Valid	233
	Missing	0
Mean		3.60
Median		4.00
Mode		4
Std. Deviation		.965

Companies that Give back to the Community are More Trustworthy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	3.4	3.4	3.4
	2	15	6.4	6.4	9.9
	3	82	35.2	35.2	45.1
	4	103	44.2	44.2	89.3
	Strongly Agree	25	10.7	10.7	100.0

Total	233	100.0	100.0	

Statistics

CSR_Trustworthy

n	Valid	233
	Missing	0
Mean		3.52
Median		4.00
Mode		4
Std. Deviation		.896

Participants were asked if they had positive feelings about companies that used sustainable products and processes and those that gave back to the community through socially responsible activities. A total of 78.5 percent agreed or strongly agreed that they had positive feelings for companies that used sustainable practices or products and 87.5 percent agreed or disagreed that they had positive feelings towards companies that supported the community by building up community or reducing harm to the environment. The mean of participants having positive feelings for companies that support sustainable practices was 3.94, with 1 implying strongly disagree and 5 implying strongly agree and the mean for having positive feelings for companies using innovative ways to help the community and reduce environmental harm was 4.12, with the average respondents agreeing or strongly agreeing.

Positive Feelings for Companies Supporting Sustainability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.7	1.7	1.7
	2	5	2.1	2.1	3.9
	3	41	17.6	17.6	21.5
	4	134	57.5	57.5	79.0
	Strongly Agree	49	21.0	21.0	100.0

	Total	233	100.0	100.0	

Statistics

Sustainable_Positive

n	Valid	233
	Missing	0
Mean		3.94
Median		4.00
Mode		4
Std. Deviation		.791

Positive Feelings towards Companies Supporting Community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.4	.4	.4
	2	3	1.3	1.3	1.7
	3	25	10.7	10.7	12.4
	4	141	60.5	60.5	73.0
	Strongly Agree	63	27.0	27.0	100.0
	Total	233	100.0	100.0	

Statistics

Innovation_Positive

n	Valid	233
	Missing	0
Mean		4.12
Median		4.00
Mode		4
Std. Deviation		.674

The study asked if participants planned to purchase from wine companies that used sustainable/environmentally friendly practices and those that gave back to the community. Just under 74 percent agreed or strongly agreed that they planned to purchase from a company using environmentally friendly processes and 64.8 percent agreed or strongly agreed that they planned

to purchase from a company that supports the community. The means for planning to purchase

from companies that support community as well as that make environmental-saving efforts were

3.82.

Plan to Purchase from Company that Supports Community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.7	1.7	1.7
	2	4	1.7	1.7	3.4
	3	74	31.8	31.8	35.2
	4	100	42.9	42.9	78.1
	Strongly Agree	51	21.9	21.9	100.0
	Total	233	100.0	100.0	

Plan to Purchase from Company that uses Environmentally Friendly Practices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.7	1.7	1.7
	2	4	1.7	1.7	3.4
	3	53	22.7	22.7	26.2
	4	112	48.1	48.1	74.2
	Strongly Agree	60	25.8	25.8	100.0
	Total	233	100.0	100.0	

Plan to Purchase from Environmentally and Socially Responsible Company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.7	1.7	1.7
	2	4	1.7	1.7	3.4
	3	68	29.2	29.2	32.6
	4	111	47.6	47.6	80.3

Strongly Agree	46	19.7	19.7	100.0
Total	233	100.0	100.0	

Statistics

		Plan_Purchase_Community	Plan_Purchase_Support	Plan_Purchase_Environmental
n	Valid	233	233	233
	Missing	0	0	0
Mean		3.82	3.94	3.82
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		.854	.841	.826

Respondents were asked if they would be willing to pay more for a sustainably focused

product or pay more for companies that help give back and support the community. Of the total

respondents, 64 percent stated that they would pay more for companies that had environmentally

friendly practices, while 15.5 percent said that they would not pay more. This question had 3

missing survey responses. All other responses from those three surveys were verified as valid

and therefore, the surveys were kept in the total count. This question totaled a 98.7 percent

response rate. A total of 58.8 percent recorded that they would be willing to pay more, while

18.5 percent stated that they would not pay more for companies that supported the community.

The means for paying extra for companies that support community and environment were 3.51

and 3.63, with 1 implying strongly disagree on paying extra and 5 meaning strongly agreeing to

pay extra for companies that support those efforts.

Pay Extra for Company that Supports Community

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	5.2	5.2	5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	2	31	13.3	13.3	18.5
	3	53	22.7	22.7	41.2
	4	100	42.9	42.9	84.1
	Strongly Agree	37	15.9	15.9	100.0
	Total	233	100.0	100.0	

Pay Extra for Company with Environmentally Friendly Practices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	4.3	4.3	4.3
	2	26	11.2	11.3	15.7
	3	45	19.3	19.6	35.2
	4	108	46.4	47.0	82.2
	Strongly Agree	41	17.6	17.8	100.0
	Total	230	98.7	100.0	
Missing	System	3	1.3		
Total		233	100.0		

Statistics

		Pay_Extra_Community	Pay_Extra_Environmentally
n	Valid	233	230
	Missing	0	3
Mean		3.51	3.63
Median		4.00	4.00
Mode		4	4
Std. Deviation		1.071	1.040

The final question of the survey queried if participants were more likely to purchase from a brand or company they trust, and 88.4 percent agreed or strongly agreed that they would be more likely to purchase from companies they trust. The mean was 4.20, meaning most people were more likely to purchase from a company they trust.

More Likely to Purchase from Trusted Company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	1.3	1.3	1.3
	2	4	1.7	1.7	3.0
	3	20	8.6	8.6	11.6
	4	123	52.8	52.8	64.4
	Strongly Agree	83	35.6	35.6	100.0
	Total	233	100.0	100.0	

Statistics
Purchase_Trust

n	Valid	233
	Missing	0
Mean		4.20
Median		4.00
Mode		4
Std. Deviation		.768

Hypotheses Results

H_1 studied the correlation between consumer perception of CSR and brand trust in the wine industry. A Pearson's Correlation was conducted between the question regarding positive feelings towards companies that use sustainable practices and the question regarding sustainability as a trust increasing factor, where 1 was equivalent to "strongly disagree" and 5 was equivalent to "strongly agree." The mean of the positive feeling toward companies that use sustainable practices was 3.94 with a standard deviation of .791 and the mean of the question regarding sustainability-focused companies being largely trustworthy was 3.60 with a standard deviation of .965.

Descriptive Statistics

	Mean	Std. Deviation	n
Sustainable_Positive	3.94	.791	233
CSR_Trustworthy	3.52	.896	233

The analysis demonstrates a statistically significant correlation between the two variables (r=.556, p=.001, r²=.309). The r-value is .556, meaning there is a moderately positive linear relationship between the two tested factors. A moderately positive relationship falls between 0.3 and 0.7 (Ratner, 2009). The effect size or standard deviation for positive feelings toward sustainable companies was .791, a large effect size, and the standard deviation for finding socially responsible companies more trustworthy than others was .896, also a large effect size. The large effect size indicates a stronger relationship between the two variables (Rice & Harris, 2005).

Correlation Perception CSR (Environmental) and Trust

		Sustainable_Positive	Sustainable_Trustworthy
Sustainable_Positive	Pearson Correlation	1	.556[**]
	Sig. (2-tailed)		.000
	N	233	233
Sustainable_Trustworthy	Pearson Correlation	.556[**]	1
	Sig. (2-tailed)	.000	
	N	233	233

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

A second Pearson's Correlation was analyzed for the question regarding positive feelings towards companies that give back to the community and trusting the companies that support the community. The analysis shows a statistically significant correlation between the two factors (r=.520, p=.001, r²=.270). The r-value is .520, confirming a moderately positive linear relationship. In the study of the perception of CSR and brand trust, we will accept the hypothesis, as the study indicates a significant correlation.

Descriptive Statistics

	Mean	Std. Deviation	n
Innovation_Positive	4.12	.674	233
CSR_Trustworthy	3.52	.896	233

Correlation Perception CSR and Trust

		Innovation_Positive	CSR_Trustworthy
Innovation_Positive	Pearson Correlation	1	$.520^{**}$
	Sig. (2-tailed)		.000
	n	233	233
CSR_Trustworthy	Pearson Correlation	$.520^{**}$	1
	Sig. (2-tailed)	.000	
	n	233	233

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

H_2 studied the relationship between the perception of CSR and purchase intention in the wine industry. To test this hypothesis, a Pearson's Correlation was conducted between the perception of CSR, with the question regarding positive feelings towards companies that use sustainable practices and the question regarding the plan to purchase from a company that practices environmental processes. The data analysis shows a statistically significant correlation between the two factors ($r=.564$, $p=.001$, $r^2=.318$). There is a moderately positive linear relationship between the perception of CSR (environmental) and purchase intention.

Descriptive Statistics

	Mean	Std. Deviation	n
Sustainable_Positive	3.94	.791	233
Plan_Purchase_Environmental	3.82	.826	233

Correlation CSR Perception (Environmental) and Purchase Intention

		Sustainable_ Positive	Plan_Purchase_ Environmental
Sustainable_Positive	Pearson Correlation	1	.564**
	Sig. (2-tailed)		.000
	n	233	233
Plan_Purchase_Environmental	Pearson Correlation	.564**	1
	Sig. (2-tailed)	.000	
	n	233	233

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

A second Pearson's Correlation was analyzed between the perception of CSR, with the question regarding positive feelings towards companies that give back to the community and the question regarding the plan to purchase from a company that supports the community. The data analysis shows a statistically significant correlation between the two factors (r=.572, p=.001, r²=.327). There is a moderately positive linear relationship between the perception of CSR (community) and purchase intention. For H_2, we will accept the hypothesis.

Descriptive Statistics

	Mean	Std. Deviation	n
Innovation_Positive	4.12	.674	233
Plan_Purchase_Community	3.82	.854	233

Correlation Build up Community and Purchase Intention

		Innovation_ Positive	Plan_Purchase_ Community
Innovation_Positive	Pearson Correlation	1	.572**
	Sig. (2-tailed)		.000
	n	233	233
Plan_Purchase_Community	Pearson Correlation	.572**	1

	Sig. (2-tailed)	.000	
	n	233	233

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

H₃ studies the relationship between the perception of brand trustworthiness and purchase intention in the wine industry. To test the hypothesis, a Pearson's Correlation was completed, testing brand trust when sustainable practices are present and the increase in the likelihood of purchasing from a trusted brand. The analysis signifies a statistically significant correlation between the two factors (r=.293, p=.001, r²=.085). There is a weak positive linear relationship between the two variables. Ratner (2009) specifies that values between 0 and 0.3 have a weak positive relationship. The standard deviations were .768 and .965, both indicating a strong relationship between sustainability leading to higher trustworthiness and purchase intent from a trustworthy company.

Descriptive Statistics

	Mean	Std. Deviation	n
Purchase_Trust	4.20	.768	233
Sustainable_Trustworthy	3.60	.965	233

Correlation Brand Trust Sustainability and Purchase Intention

		Purchase_Trust	Sustainable_ Trustworthy
Purchase_Trust	Pearson Correlation	1	.293**
	Sig. (2-tailed)		.000
	n	233	233
Sustainable_Trustworthy	Pearson Correlation	.293**	1
	Sig. (2-tailed)	.000	
	n	233	233

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

A second Pearson's Correlation was analyzed to test brand trust when community support

practices are present along with the increase in the likelihood of purchasing from a trusted brand.

The analysis denotes a statistically significant correlation between the two factors (r=.263,

p=.001, r²=.069). There is a weak positive linear relationship between the two variables. For H_3,

we will accept the hypothesis. The effect sizes were .768 and .896, indicating a strong

relationship.

Descriptive Statistics

	Mean	Std. Deviation	n
Purchase_Trust	4.20	.768	233
CSR_Trustworthy	3.52	.896	233

Correlation Brand Trust Community and Purchase Intention

		Purchase_Trust	CSR_Trustworthy
Purchase_Trust	Pearson Correlation	1	.263[**]
	Sig. (2-tailed)		.000
	n	233	233
CSR_Trustworthy	Pearson Correlation	.263[**]	1
	Sig. (2-tailed)	.000	
	n	233	233

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

The three hypotheses were accepted and found to have statistically significant

correlational behavior. To further validate the study to see if there is an impact of CSR on brand

trust and purchase intention, a multiple linear regression was used with the dependent variable as

the plan to purchase the environmentally friendly company and the independent variables of

sustainable companies being perceived as trustworthy and the positive feelings towards

sustainable companies.

The trustworthiness variable had a positive unstandardized beta of .257, and the positive

perception of CSR had a positive unstandardized beta of .415. The model has an adjusted r^2 of

.374, which implies a moderately positive relationship (Ratner, 2009). An increase in positive

CSR perception and trustworthiness of a brand leads to a positive increase in purchase intention.

The effect size of the correlation of brand trust and purchase intention was .654, depicting a

moderate relationship, with 0.2 considered small and 0.8 considered large (Rice & Harris,

2005).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.616[a]	.380	.374	.654

a. Predictors: (Constant), Sustainable_Positive, Sustainable_Trustworthy

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.160	2	30.080	70.402	.000[b]
	Residual	98.269	230	.427		
	Total	158.429	232			

a. Dependent Variable: Plan_Purchase_Environmental

b. Predictors: (Constant), Sustainable_Positive, Sustainable_Trustworthy

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.261	.224		5.640	.000	.821	1.702
	Sustainable_ Trustworthy	.257	.054	.300	4.796	.000	.151	.362

Sustainable_ Positive	.415	.065	.397	6.3 56	.000	.286	.543

a. Dependent Variable: Plan_Purchase_Environmental

Additional Findings

Following the correlational analysis, two additional analytical discoveries were made. While these findings do not directly relate to the proposed hypotheses, they may provide insight for future research. An independent T-Test was performed between the factor of whether or not the participant has ever worked in the wine industry and if the participant finds importance in wine companies participating in sustainable growing processes. The T-Test indicated the means to be statistically significant and different, as p=<.001, demonstrating that industry-related knowledge may influence perception or understanding of sustainable growth and its outcomes. The sample used for those in the industry was 24 and those not in the industry was 31. The effect size standard deviation was .415 for those in the industry and .000 for those not in the industry. Those in the industry had a strong relationship for finding importance in sustainable growing practices.

Group Statistics

	Sustainable_growing	n	Mean	Std. Deviation	Std. Error Mean
Industry	Yes-1	24	1.79	.415	.085
	No-2	31	2.00	.000	.000

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Industry	Equal variances assumed	57.917	.000	-2.804	53	.007	-.208	.074	-.357	-.059
	Equal variances not assumed			-2.460	23.000	.022	-.208	.085	-.384	-.033

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Industry	Cohen's d	.273	-.762	-1.311	-.207
	Hedges' correction	.277	-.751	-1.293	-.204
	Glass's delta	.	.	.	.

a. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

Moreover, gender was compared to having positive feelings towards wine companies that use innovation to find new ways of building up community and reducing harm to the environment. A T-test was run and a statistically significant level of .010 at p=.001 was found, where females had a higher mean than males in feeling positive about companies using innovation to support community and environmental initiatives.

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Innovation_Positive	1 Male	94	3.99	.664	.068
	2 Female	136	4.24	.635	.054

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Innovation_Positive	Equal variances assumed	6.799	.010	-2.834	228	.005	-.246	.087	-.417	-.075
	Equal variances not assumed			-2.811	194.328	.005	-.246	.087	-.418	-.073

Independent Samples Effect Sizes

		Standardizer [a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Innovation_Positive	Cohen's d	.647	-.380	-.645	-.114
	Hedges' correction	.649	-.379	-.643	-.114
	Glass's delta	.635	-.387	-.653	-.120

a. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control group.

Gender influence on perceptions and feelings towards company actions is a topic that would be fit for future research. Further research is needed to better highlight if working in a particular industry influences purchase behaviors and brand trust.

A T-test was conducted to test age among the ones who are 40 and under and those who are 41 and older to see if age had a significant relationship to finding companies participating in sustainability to be more trustworthy than others. There was no significant correlation found.

Group Statistics

	Age	N	Mean	Std. Deviation	Std. Error Mean
Sustainable_Trustworthy	1 21-40	2	2.00	1.414	1.000
	2 41+	9	3.89	.601	.200

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower
Sustainable_Trustworthy	Equal variances assumed	3.631	.089	-3.278	9	.010	-1.889	.576	-3.192
	Equal variances not assumed			-1.852	1.082	.301	-1.889	1.020	-12.750

Independent Samples Effect Sizes

		Standardizer[a]	Point Estimate	95% Confidence Interval	
				Lower	Upper
Sustainable_Trustworthy	Cohen's d	.737	-2.563	-4.444	-.594
	Hedges' correction	.806	-2.342	-4.062	-.543
	Glass's delta	.601	-3.143	-5.249	-.943

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control group.

The topic would benefit from studies across various industries to analyze trends and employee or past employee perceptions. Further research on industry perceptions, compared to non-industry perceptions, could be beneficial to indicate how knowledge level or opinion of unsustainable processes changes for those who work in the wine industry. Insights for additional future research are discussed in Chapter 5.

Chapter 4 discussed the findings of the survey data. SPSS was used to analyze the survey results, showing a significant correlation between consumer perception of CSR and brand trust in the wine industry. The results also indicated a significant relationship between consumer perception of CSR and purchase intention in the wine industry. A statistically significant correlation was also found between consumer perception of brand trustworthiness and purchase intentions in the wine industry. All three hypotheses were accepted and additional findings for future research were presented.

CHAPTER 5: DISCUSSION AND IMPLICATIONS

Chladek (2019) said that "In short, sustainability in business refers to the effect companies have on the environment or society. A sustainable business strategy aims to positively impact one or both of those areas, thereby helping address some of the world's most pressing problems" (para. 3). However, Haanaes (2016) found in a study by BCG/MIT that while 90 percent of participating executives found sustainability to be important, only 25 percent built sustainability in their business strategies and models. This study aims to draw attention to the benefits of the incorporation of corporate social responsibility and sustainability practices into core business strategies to gain a competitive advantage. This body of research is driven with the purpose of identifying correlations between the practice of social responsibility and sustainability on consumer-brand trust and purchase intention.

The study is intended to spark areas of future research. The study aligns with existing literature and adds the perspective of customer perception of CSR and sustainability and the impact they have on consumer trust and purchase behavior. The findings indicate a significant correlation between consumer perception of CSR and sustainability on brand trust and purchase intention. Implications for practitioners and academia are presented.

Findings

This research examined if a relationship existed between corporate social responsibility and sustainability on brand trust and purchase intention in the wine industry. The study was formulated with three hypotheses, the first of which assessed the independent variable of the perception of CSR and its relationship with brand trust in the wine industry. H_2 observed the impact of the consumer perception of CSR on consumer purchase intention in the wine

industry. H_3 investigated the connection of the perception of brand trustworthiness on purchase intention in the wine industry.

H_1 Findings

H_1 inspected the impact of consumer perception of CSR on consumer-brand trust. The initial assumption was that there would be a connection between CSR and brand trust based on practical experience within different companies and studies that have indicated a growing concern for CSR among consumers. Existing literature was not found to have relevant information on these variables specific to the wine industry. After analyzing the survey data through SPSS, the data showed a significant correlation between the consumer perception of corporate social responsibility, including sustainability, on the consumers' trust in a brand. This indicates that consumers in the wine industry have higher trust in brands that participate in social responsibility efforts and sustainability practices. The statistically significant results aligned with my original hypothesis and therefore, the H_1 hypothesis was accepted.

H_2 Findings

H_2 tested the relationship between consumers' perception of CSR and their intent to purchase from a company that practices sustainability and social responsibility. After working in the wine industry, it was apparent that the wine industry was behind other industries in marketing its social responsibility and sustainability efforts, leading to questioning why the industry was so far behind. Conversations and discussions with leadership teams within the wine industry denoted the belief that consumers do not care about CSR or sustainability in the wine industry. However, since increased CSR and sustainability efforts have proven successful in other industries, this research aimed to find if customers do care and if there is a missing opportunity for gaining a competitive advantage. The research intended to find if CSR and sustainability

could potentially lead to higher trust and purchase behavior. H_2 data proved to have a statistically significant correlation, allowing the acceptance of the hypothesis. The results showed a moderately positive relationship, revealing that consumers intended to purchase from companies that participate in social responsibility and sustainability efforts.

H_3 Findings

The H_3 hypothesis studied the connection between the perception of brand trustworthiness and purchase intention, primarily looking to find if consumers intended to purchase from companies they trusted over the ones they trusted less. The data showed a positive correlation between the variables of trust and purchase intention; however, it was a weak positive correlation. The correlation was positive for both factors of sustainability and CSR. Study participants confirmed that they perceived companies with CSR and sustainability efforts to be more trustworthy than companies without those efforts. They further confirmed a higher likelihood of purchasing from a trusted company in the wine industry.

Limitations

This study was limited and would benefit from future additions to the research. The study was limited in terms of time and a longevity study may gather different results. The research focused only on the wine industry and was distributed to a sample of approximately 5,025 people, limiting the sample size. The sample size of completed, eligible surveys was small in comparison to the U.S. population size and a larger study would be helpful in the future. Actual purchase behavior was not monitored in this study, showing a gap in purchase intent versus true purchase behaviors. The study only had one response from a resident outside the U.S. and is not a representation of global perceptions. The research did not include consideration of other factors that may also impact purchase intention or brand trust. The research included demographics;

however, those were not analyzed at a deep level, such as what price level increase a customer would pay extra for a sustainable brand or if income level changes the results of paying extra for CSR-driven brands.

Implications

This is one of the first studies to test the correlation of perception of CSR and sustainability on brand trust and purchase intention, specifically in the wine industry. The research provides base-level exploration that allows for future studies to be conducted at a deeper level to provide marketers with additional consumer-focused data.

Academic

Research on corporate social responsibility and sustainability has grown significantly in academia over the last decade (Agudelo, Jóhannsdóttir & Davídsdóttir, 2019). This study expands the existing body of research by adding consumers' perspective that focuses on the wine industry, an industry that has been lagging behind in adopting sustainability-driven and CSR-focused activities (Moscovici & Reed, 2018). This wine-centered study drives additional insight into the consumers' view with their perceived importance level of CSR efforts and sustainability practices when making a purchasing decision in the wine segment. While primarily concentrating on the impacts of CSR on brand trust and purchase intention, the study gained valuable data regarding perceptions of those working within the wine industry versus those not associated with the industry. It further gathered information on the demographics of participants that could lead to additional academic research regarding age, location of residence, income level and price variances in product.

Academic research has a wide range of studies examining the impacts of trust and purchase intention, especially in consideration of marketing and perception of brands (Herbst,

Finkel, Allan & Fitzsimons, 2012; Singh, Iglesias & Manel Batista-Foguet, 2012; Hong & Cha, 2013). This study explores the variables of CSR and sustainability on brand trust and purchase intention, adding to the numerous variables that could impact trust and purchase intention. The study has room for expansion in the marketing field to better understand what additional elements may impact purchase intention and help increase market research specifically directed toward understanding consumer trust. Brand trust and purchase intention both reflected a positive correlative outcome from CSR and sustainability and could be studied independently in future academic studies. This study helps further academic investigation by closing a known gap in research in the wine industry and creating a starting point for research on CSR and sustainability within an under-researched industry.

Business

Studies have linked corporate social responsibility with companies' competitive advantage increasingly in the last two decades as activists, governments and consumers have increased awareness of social and environmental issues and held companies accountable for the impact of their actions (Porter & Kramer, 2006). As business transparency expectations increase, companies will be in the spotlight for the consequences of their business practices. This research shows a positive correlation between the perception of both CSR and sustainability on consumer brand trust and purchase intention. Therefore, if businesses are interested in gaining consumer trust and increasing purchases, they may benefit from expanding their efforts in CSR and sustainability practices. Businesses may see a competitive advantage from building CSR and sustainability in their core business strategies (Porter & Kramer, 2006).

Companies may consider dedicating a marketing budget to draw consumer awareness towards their societal and environmental efforts to ensure those activities are known and

understood by their target consumer audience. This study would benefit from supplementary research surrounding marketing tactics and consumer awareness or understanding of CSR and sustainability attributes. Companies can find valuable new areas to study and gather information on the voice of customers. They might find important demographic information to help target their marketing efforts and match the interests of consumers. This study provides companies with a view into a potential competitive advantage of connecting with more consumers through improvements in sustainability and social responsibility. While this study includes only the two variables of CSR and sustainability, it encourages companies to look deeper into what other factors might result in gaining higher trust from consumers and lead to increased purchase intention.

The results of this study may also include implications for stakeholders of companies in the wine industry, especially those involved in company decision making, budgeting, marketing and social responsibility. The wine industry is a key contributor to environmental damage in growing regions and this research can help provide data for persuading leadership teams to make strategic improvements to their social responsibility and rehaul environmental consequences of their decisions. Managers and leaders might also find ways to increase financial gains, conversion rates, lifetime customers and brand reputation by gaining higher brand trust and purchases.

An educational component is a possible practical implication, as it could lead to higher knowledge and understanding levels within the industry of sustainability and ways to gain competitive advantage by including those business practices. Companies have the opportunity to increase participation by offering sustainable supply or sustainable programs. Businesses may

find it advantageous to recognize wineries that are adopting sustainable practices to help bring further interest and support to sustainable processes.

Consumer

Consumers in the wine industry might also find the information and results of this study valuable. Several participants messaged me after completing the survey to say that they consider themselves to be sustainable and to go out of their way to purchase sustainable products and consumables, yet they had never even thought about searching for a sustainable wine brand. Consumers might benefit from this study by gaining awareness of the harsh impacts wine production lays on the environment and it might cause them to question the companies they are purchasing from. It might also act as an influence on their future purchases or consideration of companies while making a purchase decision. Consumers might find value in the transparency of the research and it can lead to a better understanding of the environmental damage, which is a direct result of the actions of the wine industry. Additionally, this study might have provided new ideas, knowledge and statistics in domains of sustainability, social responsibility, or the wine industry. It has implications for new consumers and existing consumers to make calculated decisions when purchasing from companies and to consider how the company contributes to society.

This research also aims to help consumers question their own purchasing habits and better understand what attributes impact their trust in companies. It can also be informative in enlightening customers on what matters to them most when making purchasing decisions, especially those who claim to care about developing/helping society and community and also those who indicate caring about environmental issues. This body of research attempts to be useful for academics, practitioners and consumers alike who are interested in understanding the

connections of CSR, sustainability and business. It also aims to be beneficial for marketing

professionals and consumers in helping professionals delivering information that consumers

most care about and helping to inform consumers transparently about the business practices of

companies in the wine industry.

Future Research

Sustainability and CSR are topics that are crucial to continuing researching and

implementing practice within business strategy and consumer actions. McManners (2019)

effectively stated the following:

> Making progress with implementing sustainability is vital to securing a safe future. It is
>
> no exaggeration to state that failure to address our current deeply unsustainable way-of-
>
> life is a threat to the continuation of civilisation. It is evident that sustainability is vital,
>
> but how to deliver sustainable outcomes is far from clear. The sustainability research
>
> agenda could not be more important. In this paper it is argued that the significance of
>
> fully understanding sustainability, and the urgency of implementing such knowledge,
>
> require developing new research methodology—or adjusting existing methodology—in
>
> order to match the challenge. The research community are encouraged to embrace an
>
> active role which is above and beyond neutral observer, to become actively engaged as a
>
> catalyst for change. Instead of considering possible impacts after the research is
>
> complete, desired sustainable outcomes should be incorporated from the outset, and drive
>
> the research process. (Abstract)

Corporate social responsibility and sustainability are areas of growing concern from

marketing and business leader perspectives and consumer perspectives. As consumers continue

to expect higher levels of corporate transparency, business leaders must adapt their business

practices and marketing strategies to meet the changing consumer expectations. Future research

is essential to aid in the understanding of the impacts of CSR and sustainability perception for

businesses to better connect with their target consumer preferences and to be ready for increased

governmental regulations in sustainability practices. This study looked only at the two variables

of how CSR and sustainability might impact brand trust and purchase intention, yet many

variables remain excluded that would benefit from future research. Demographic influences

would be valuable as variables to be studied in future research, such as the impact of age or

income level on the purchase decision. The age group is another collected demographic. Studies

indicate that Millennial consumers care more about sustainability and CSR than older

generations (Pomarici & Vecchio, 2013); however, this study did not show significant results to

indicate this fact, possibly due to the small sample size. Future research is needed to draw

accurate conclusions on generational preferences for the studied variables in the wine industry.

CSR and sustainability might also be compared against other influencing attributes on brand trust

and purchase intention to better understand the levels of impact and help businesses distribute

marketing budgets accordingly to best gain competitive advantages and consumer trust.

Future research is needed to compare different global locations, as this study was

distributed in the United States. Different areas of residence may drastically impact interest,

purchase decisions and sustainable actions. Primarily, if a country or area of residence is far

more sustainable than another, the residents in that area are exposed to sustainable practice as a

norm versus those living in an area where sustainability is further behind in development.

Rosenthal (2009) documented the extreme differences in environmental practices in the U.S.

compared to France, showing that average Americans produce three times the amount of CO_2

emissions than a resident in France.

This study was limited to those who drink or purchase wine. The research could be mimicked in different consumer groups (those who drink beer, those who eat out at restaurants, etc.) to compare industries and consumer habits. Additionally, the sample size was small (233 final surveys were used), and hence, this research could be replicated at a much larger level, as well as expanded to different global markets. This study followed the survey instrument and variables of the Pornpratang, Lockard & Ngamkroeckjoti's (2013) study on the condominium industry and could be used in future research, extending beyond the wine industry. Additional research may also study the relationship between working in the wine industry and its impacts on the understanding and adoption of CSR and sustainability practices specific to the industry.

This research focuses on the wine industry from a holistic view; however, future research would benefit from studying the impacts of CSR and sustainability at each sub-level within the industry. This research may provide additional perceptions on wine grape growers, vineyard managers, consumers, supply companies, marketing professionals, wine distributors and other related people. Each sub-level may have a different understanding, knowledge level and connection with sustainability or CSR, impacting their purchase behaviors.

Conclusion

CSR and sustainability are key elements of research, business practice and consumer preferences. Building these variables into core business strategy cannot only be a critical way to connect with consumers but also a substantial link to competitive advantage. This study found that CSR and sustainability have a statistically significant correlation with brand trust and purchase intention in the wine industry. It delivers a starting point for research in the wine industry and awareness of the business practices of those within the wine industry. The research aims to increase the adoption of socially responsible and sustainable business actions while

driving consumer awareness and encourage consumer knowledge and research on these factors when making a purchase decision. This study may initiate future research on the importance of social responsibility and sustainability as core competencies in business.

This study covers the gap in existing research on CSR and sustainability by adding to the lack of this type of research in the wine industry. Consumer preferences evolve quickly, and this study draws on the preferences of CSR and sustainability in a growing industry that has severe environmental impacts. Companies within the wine industry are encouraged to adopt sustainable efforts and dedicate budgets to give back to their community to appear more attractive to consumers, build trust and act as key players when a purchasing decision is made. Finally, business leaders should continue shifting their practices to reduce environmental harm and increasing the benefits to society while meeting the ever-changing preferences of consumers.

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