

Attitudes Of University Students Towards Socially Responsible Marketing In The Social Pillar From Selected V4 Countries

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Abstract

The presented paper focuses on the theoretical level of approaching socially responsible marketing, cultural differences according to the theory of prof. Hofstede and the Vyšehrad Group (V4 countries). In the practical part, on a research group of university students from three V4 countries, using a questionnaire, it reveals the attitudes of this group of consumers towards the socially responsible marketing of a selected multinational company in the social pillar. The social pillar in socially responsible marketing is represented in the research by the individual activities of the multinational company practiced on the markets in individual countries. To evaluate the results, we use several statistical methods such as ANOVA and others. We then link the results of attitudes towards socially responsible marketing with cultural differences that can influence these attitudes. The article deals with an issue that has not yet been investigated in our conditions, which we consider to be its greatest strength.

Index Terms— corporate social responsibility (CSR), cultural differences, socially responsible marketing (SRM), social pillar, Vyšehrad group (V4).

Introduction

Socially Responsible Marketing

Nowadays, companies allocate considerable resources to socially responsible marketing and corporate social responsibility. Numerous studies have investigated this topic, revealing the shared value that can be generated through corporate social responsibility practices. These

actions not only contribute to making the world a better place but also have the potential to elicit positive reactions from consumers, which can enhance the company's reputation. The way in which companies communicate their SRM strategy externally is crucial. It involves not only deciding which projects to support and the level of funding, but also determining the most effective way to do so [1]. Corporate social responsibility, also known as corporate conscience, corporate citizenship, or sustainable responsible business, is a self-regulatory framework that is integrated into a company's business model. The SRM policy serves as a mechanism for monitoring and ensuring that a company operates in compliance with legal, ethical, and international social responsibility standards. These standards pertain to a company's responsibilities towards both society and the environment (including ecological and social factors) in which it operates. [2]. Corporate social responsibility is a concept that emphasizes the need for companies to be incorporated into a social contract that allows shareholders to make profits while also contributing to the well-being of stakeholders and society as a whole. Socially responsible corporate marketing is focused on ensuring long-term business sustainability, environmental development, and distribution of well-being through stakeholder participation, prioritization, and recognition of a company's debt to communities. A company's SRM reflects the strength of its relationships with both its internal and external environment, which is essential for being recognized as a responsible and ethical corporate citizen that prioritizes its stakeholders [3].

In simple terms, SRM is based on three pillars: social, environmental and economic.

Socially responsible marketing and brand value

In recent decades, practitioners and researchers alike who study the concept of CSR emphasize the importance of connecting CSR and brand value. Brand value expresses how a specific brand can influence customers' purchasing decisions, i.e. their subjective perception of the prestige, features and quality of a specific product or service. Powerful brands wield significant influence over consumer purchasing decisions and serve as a motivator for buying behaviour. This connection is widely regarded as critical since it shapes the attitudes of brand stakeholders at multiple levels. By leveraging this influence, brands can create a positive impact on their environment, enhance their competitive edge, and boost overall business performance [4].

Consumers also tend to form positive attitudes toward the advertisement, company, brand, and product involved in a CSR campaign. In addition, consumers are willing to buy products from companies that are committed to CSR activities. A certain part of consumers even prefers to buy such products. Message content and communication channels used to communicate CSR activities to stakeholders play an important role in influencing consumer opinions, attitudes, and behaviours [5].

Drawing from the preceding analysis, we can safely infer that there exists a positive correlation between SRM activities and brand value.

Culture

Cultural factors play a pivotal role in shaping an individual's attitudes towards specific issues and their receptiveness to marketing messages. Culture can be defined as an informal construct shared by a group of individuals who determine how to get things done, including common operating procedures and assumptions [6].

Regarding the focus of our work, it's worth noting that cultural values represent a pivotal aspect of advertising. Despite the tendency of advertisements to idealize cultural values, they nonetheless serve as a reflection and projection of cultural norms and beliefs. In this context, there is often also the opinion that the failures of global campaigns and unsuccessful marketing strategies, as well as the fact that insufficient emphasis is placed on individual cultures and their characteristics [7].

The national culture and value system can significantly impact organizational culture and the values that underpin it. When considering the role of national culture in organizations, it's essential to focus on the collective context of the group. We can thus define a common national identity as a set of shared implicit beliefs and tacit values that truly differentiate one culture from another [6].

National culture is one of the significant factors determining how individuals behave in the financial area, as well as a factor that should also influence their behaviour at the purchasing level [8].

The preceding analysis suggests that national culture, along with its inherent diversity, serves as an integral influencing factor that shapes individuals' attitudes towards socially responsible marketing by companies in different countries.

Cultural differences and socially responsible marketing

In order to determine cultural differences, we worked with the theory of prof. Hofstede and his "The 6-D model of national culture".

After decades of development, socially responsible marketing has become a global issue. International SRM practices cover a wide range of issues, including environmental issues, corporate governance, human rights and stakeholder management. Implementing SRM in a global context presents opportunities for companies to increase brand equity, stimulate innovation and increase competitive advantage in international trade [9].

The study discovered that companies ought to integrate cultural values into their strategies and business practices, specifically in SRM, to establish long-term and sustainable relationships with their stakeholders. This finding reinforces the correlation between Hofstede's theory and two of its dimensions, individualism versus collectivism and uncertainty

avoidance, with a company's social performance. It can also be argued that cultural factors play a significant role in shaping communication within CSR [10].

Prior research has demonstrated that consumers in individualistic and masculine countries are more likely to hold companies accountable for irresponsible behaviour compared to those in collectivistic countries. Furthermore, studies indicate that other cultural dimensions, as defined by Professor Hofstede, not only impact consumer attitudes towards CSR but also shape public and expert perceptions of it [11].

From the facts mentioned, we can assume that even in our work, cultural differences will have a certain impact on the perception of socially responsible marketing by consumers in selected V4 countries.

The Vyšehrad Group

On February 15, 1991, the President of the Czechoslovak Republic, Václav Havel, the President of the Republic of Poland, Lech Wałęsa, and the Prime Minister of the Republic of Hungary, József Antall, convened to establish the Vyšehrad Group. This alliance was driven by four primary factors:

- Eliminating the vestiges of the communist bloc in Central Europe,
- Fostering reconciliation between Central European nations, leveraging collaborative efforts to successfully accomplish social transformation
- Join the European integration process, and aligning with the ideas of the ruling political elites due to geographical proximity [12].

The Vyšehrad Group, also referred to as the "Vyšehrad Four" or V4, aims to promote cooperation among Central European countries in political, social, and pan-European integration matters. Comprising the Czech Republic, Hungary, Poland, and Slovakia, the V4 nations share common cultural and intellectual values, as well as religious traditions due to their historical ties. Not only do they have similar histories, but they also share comparable economic development and geopolitical perspectives.

The V4 countries are post-communist nations that have transitioned from a state-oriented to a market-oriented economy, reflecting the process of European integration. Additionally, these countries share comparable economic conditions for growth and development [13].

We deem these theoretical foundations crucial for the subsequent research phase of our study.

Empirical Part of the Study

Research Problem

We believe that our research problem stems from the lack of attention given to the intersection of cultural dimensions and socially responsible

marketing and its perception in professional circles. Despite the significance of this connection, few research works exist globally, let alone in Slovakia or Central Europe. Our study aims to identify possible differences in the selected V4 countries by administering a questionnaire on cultural differences and a questionnaire on the perception of CSR activities.

Research Objective

Our research objective is to examine the attitudes of university students in selected V4 countries towards socially responsible marketing, with a specific focus on the social pillar.

Established research hypotheses

H1: We assume that attitudes towards CSR will be different in the selected V4 countries.

Our theoretical analysis suggests that respondents from the selected V4 countries are likely to hold different attitudes towards both social responsibility in general and specific CSR activities implemented by companies.

H2: We assume that the attitudes of the respondents to the individual activities of companies in the field of CSR will be different.

H3: We assume that the country with the lowest achieved score of the cultural dimension masculinity vs. femininity will have the most positive attitude towards CSR on the social field.

The research file and the method of its selection

We chose university students as the research group mainly because this is an age cohort that already has a higher level of information and awareness about CSR activities. This is also pointed out by Doanh and Gadomska's 2020 research entitled Customers' awareness of corporate social responsibility in Vietnam and Poland: A comparative analysis, which studied awareness of CSR activities between Poland and Vietnam.

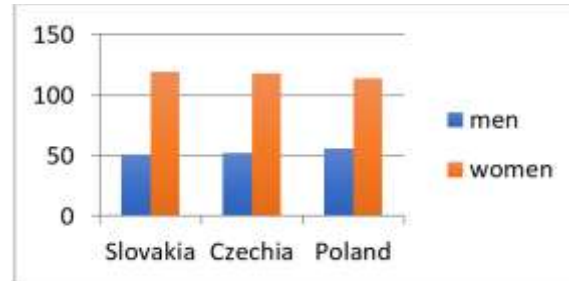
It follows from the above that the research set for both parts (cultural differences, perception of CSR) of our questionnaire will be men and women aged 18-29.

The selection method of our research set is random. Random selection is one in which we arbitrarily include the most available individuals in the research set. Thus, the research set is based on the availability and voluntariness of the respondents [14].

Our questionnaire was completed by a total of 510 respondents from three V4 countries, comprising 159 men (31.2% of the total number of respondents) and 351 women (68.8%). The representation of respondents from each state was equal, with 170 respondents per selected V4 state. We observed that the questionnaire was filled out in

approximately equal proportions by men and women in each country, with only minimal differences in the number of respondents.

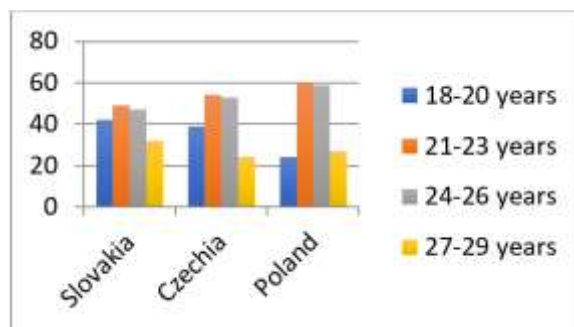
Graph 1 Gender representation in individual countries



Source: own processing

Regarding the age distribution of the respondents, it was as follows. The most balanced representation of the age distribution of respondents was in Slovakia.

Graph 2. Age categories in individual countries V4



Source: own processing

Calculation of the cultural differences dimension index

To explore cultural differences among the selected V4 countries, we adopted a methodology developed by Prof. Hofstede. Specifically, we used a questionnaire module called "Values Survey Module 2013," which was designed by Hofstede and Minkov to measure the expanded six-dimensional model of cultural differences that we introduced earlier in our work.

To ensure statistical reliability, we aimed for a sufficient sample size from each country. For a homogeneous sample, a size of over fifty respondents from each country is ideal. Thus, we collected data from 170 respondents in each of the selected V4 countries.

Masculinity vs. Femininity (MAS)

The index formula is: $MAS = 35 (m05 - m03) + 35 (m08 - m10) + C (mf)$ in this formula, m05 is the average score for question number 5, etc. The

index has a range of 100 points between male countries and female countries. $C(mf)$ is a constant (positive or negative) that depends on the nature of the samples, but does not affect the comparison between countries.

Research Methodology

To conduct our research, we opted for the online questionnaire method, using its electronic version. Although this method offers a number of advantages, such as wider reach and reduced bias in respondent selection, it still poses some limitations. For example, the accessibility of the questionnaire is not always guaranteed, and its publication on a large scale may result in lower response rates [15].

The widespread use of the Internet, however, has facilitated the use of online questionnaires, and minimized geographical and other differences among potential respondents. Nowadays, an online questionnaire can be accessed via various devices, such as computers, tablets, and smartphones, and filled out remotely, without requiring any physical presence. To this end, we employed a self-administered online questionnaire, which enables respondents to complete the survey electronically using their own devices, and to submit their responses online, as long as they have an Internet connection [16].

To distribute our online questionnaire, we leveraged the university groups on Facebook, which are commonly used by students for communication and social networking. Specifically, we circulated the questionnaire from 01 to 03/2020, with the support of these groups in selected universities.

ANOVA Method of Data Processing

One-way ANOVA is a statistical model used to analyze situations where we need to compare more than two groups and their variables, also known as analysis of variance (ANOVA). The null hypothesis of the test is that the two means are equal, and a significant result indicates that two or more means are not equal. This method can only be used for numerical data. ANOVA is an omnibus test that evaluates the overall experimental effect, which means there are limitations to what it can tell us. Multiple comparison methods, including ANOVA, are designed to examine differences between specific pairs of variables. These methods can provide researchers with the most useful information [17].

Research Results

Our online questionnaire included two questions related to attitudes towards CSR: one about the issue of social responsibility in general, and another about attitudes towards specific CSR activities that companies may implement. The results from these questions were used to verify hypotheses 1 and 2, which we established.

Attitudes towards CSR

The question aimed at finding out attitudes towards CSR in the overall scale was:

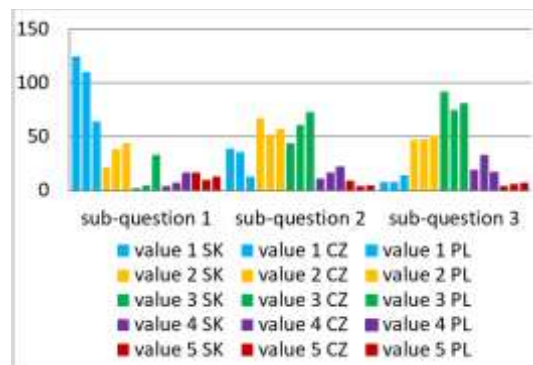
- What is your attitude towards the following statements? was composed of the following sub-questions:
- Do you think that companies should be responsible?
- Do you think it is possible for companies to really change something with the help of CSR?
- Do you think that companies really want to help with their CSR activities?
- Do you think that CSR is just a "fashionable" marketing trend?
- Are you interested in the socially responsible activities of companies?
- If you had enough information about CSR activities of companies, would it influence your choice of products or services?

For each sub-question, the respondent had the opportunity to select a value, where the values were assigned the following verbal assessment:

1= agree 2=partially agree 3=don't know 4=partially disagree 5=disagree.

We have presented the data we collected in graphs, with the first one summarizing the respondents' answers to sub-questions 1-3, followed by a graph summarizing their responses to sub-questions 4-6.

Graph 3 Comparison of achieved results under questions 1 - 3 attitude towards CSR



Source: own processing

The data we obtained shows that, overall, the majority of respondents in the selected countries believe that companies should be responsible. Interestingly, even in Slovakia and the Czech Republic, where some respondents had a neutral attitude toward this issue, the number of such respondents was minimal. In terms of whether respondents think companies can make a real difference with the help of CSR, the majority still held a positive attitude towards this possibility. However, in the other two countries, a neutral opinion was prevalent by a certain percentage.

When asked whether companies genuinely want to help with their CSR activities, respondents in all three countries tended to take a neutral position, with the most common choice being a neutral value of 3, indicating uncertainty. Overall, our evaluation suggests that respondents hold a positive attitude towards the idea of corporate responsibility and its potential for impact, but are less confident about companies' true intentions in carrying out CSR activities.

Graph 4 Comparison of achieved results under questions 4 - 6 attitude towards CSR



Source: own processing

From the data we obtained, we can conclude that the respondents we contacted cannot say with certainty whether the activities developed with the help of CSR are just a fashionable marketing trend, since a neutral attitude prevailed in all three countries. When expressing interest in CSR activities, Slovak and Czech respondents showed a more positive attitude, in contrast to Polish respondents, where a neutral to slightly negative attitude prevailed. Regarding the last sub-question we asked, the respondents took a similar approach to it as with the previous one, namely that in Slovakia and the Czech Republic there is a slightly more positive attitude towards the fact that if the respondents had enough information about the CSR activities of companies, it would also influence their choice of products or services, in contrast to Poland, where this information would probably not have such an impact, since a neutral to slightly negative attitude towards the statement prevailed here. Summarizing these results, we can claim that CSR activities are not considered a fashionable marketing trend in any country, but in the Czech Republic and Slovakia, the respondents we addressed showed a more positive attitude towards the interest in CSR and also towards the fact that information about CSR could influence in the future purchase, in contrast to Poland, where a neutral to slightly negative attitude prevails on these issues.

Attitudes towards CSR activities in general

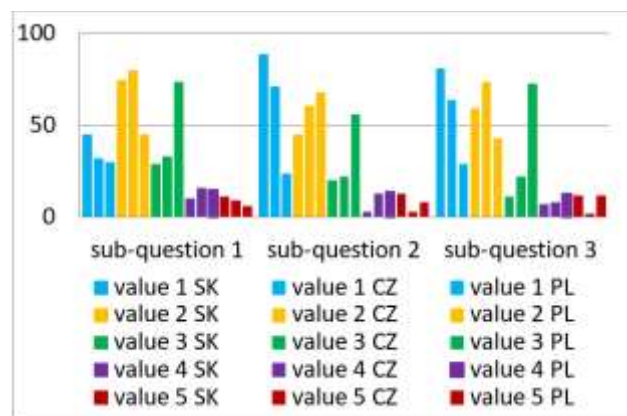
To assess the importance of individual CSR activities, we formulated a question supplemented with nine sub-questions that used a five-point Likert scale (1= agree, 2= partially agree, 3= don't know, 4= partially disagree, 5= disagree). To improve comprehensibility, we divided the evaluation into two parts.

The first five sub-questions were as follows:

- Informing customers about CSR,
- Behaving responsibly towards suppliers,
- Provide guarantees to customers,
- Sell responsible products,
- Be responsible to employees.

We attach the results in two graphs before sub-questions 1-3; 4 and 5.

Graph 5 Comparison of the results achieved in question no. 12 under questions 1 - 3 attitude towards CSR areas



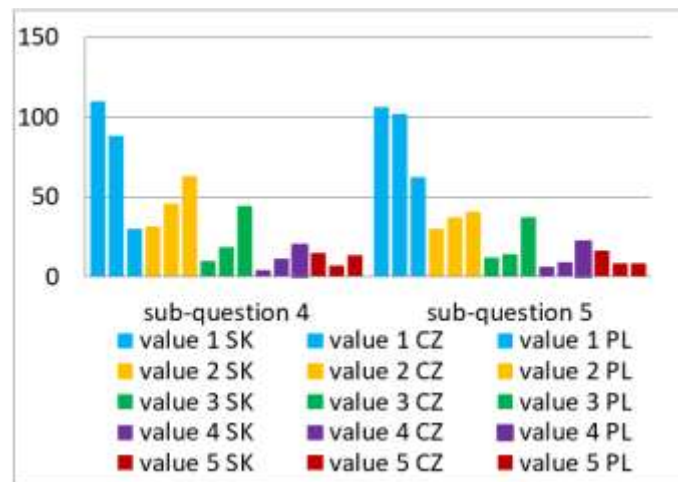
Source: own processing

Based on the graph presented above, it can be concluded that respondents from Slovakia and the Czech Republic hold a predominantly positive attitude towards the statements provided. This is evident from the fact that for all sub-questions, the most frequently selected options were 1 = important and 2 = rather important, with over seventy percent of respondents from these countries choosing these options.

On the other hand, respondents from Poland demonstrated a more neutral to slightly positive attitude towards the statements, with over seventy percent of respondents selecting 3 = I don't know and 2 = rather important for each of the sub-questions. This suggests that the positive attitude towards CSR-focused companies operating in the areas of client education, responsible supplier behaviour, and customer guarantees is not as strong among Polish respondents and is partially influenced by indecision.

In summary, it can be inferred that Slovak and Czech respondents display a more positive attitude towards CSR-related activities, while Polish respondents are comparatively less decisive and slightly more neutral.

Graph 6. Comparison of the results achieved in question no. 12 under questions 4 and 5 attitude towards CSR areas



Source: own processing

Based on the graph we created, we can assert that the respondents held a positive or partially positive attitude in all three countries regarding the questions below. Specifically, we can conclude that respondents from Slovakia demonstrated the strongest positive attitude towards CSR activities related to the sale of responsible products and responsibility towards employees, with over 80% of participants indicating that these values were either "important" or "rather important." On the other hand, respondents from Poland showed a less intense, but still positive attitude, with a higher proportion of "I don't know" responses added to the "important" and "rather important" values. Czech respondents held a positive position that fell between that of Slovak and Polish respondents on this issue.

Regarding sub-questions 6-9, we gathered the following data.

Graph 7 Comparison of the results achieved in question no. 12 under questions 6 - 9 attitude towards CSR areas



Source: own processing

Based on the data we have obtained, we can conclude that for sub-questions six and seven, respondents in the Czech Republic and Slovakia largely agreed in their choice of values for their answers. They held a slightly positive attitude towards the issues of solving charitable projects/activities and supporting communities, with the most frequent choice being value 2 = rather important. However, it should be noted that in Slovakia, this attitude was more polarized towards a positive degree, as shown in the attached graph, while in the Czech Republic, it was more neutral.

In Poland, a neutral attitude prevailed for both sub-questions, as the most frequent choice was value 3 = I don't know. In terms of the activity of ecologically sustainable business in all three V4 countries we selected, a positive attitude prevailed, with the most frequent choices being values 1 and 2.

In the ninth sub-question, similar to questions six and seven, respondents in Slovakia and the Czech Republic showed a slightly positive to neutral attitude towards the CSR activity of supporting financial donations. However, in Poland, respondents took a predominantly neutral position, as was the case with most of the previous answers.

The cultural dimension of masculinity vs. femininity

The question in our online questionnaire was:

How important are the following things in life to you?

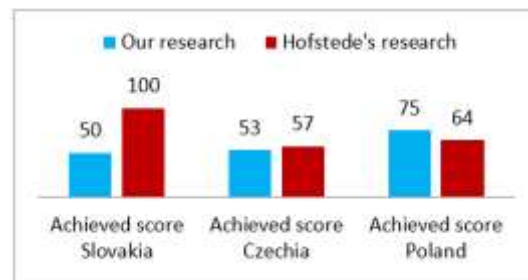
And it contained the following sub-questions:

- Get recognition for good performance,
- Have a pleasant team at work,
- Live in a good location,
- Have a chance for promotion.

Each question was assigned a scale to mark the answer, where 1 meant extreme importance and 5 meant no importance in the respondent's life.

We incorporated the data we collected for each sub-question into mathematical calculations to obtain original values in the cultural dimension of masculinity versus femininity. This helped us ensure the objectivity of our research results during the hypothesis testing phase. Although the differences in measured values may appear to be minimal, they had a significant impact on the final scores we obtained. The following graph provides a direct comparison between our final score and the score achieved by Prof. Hofstede in his research.

Graph 8. Comparison of the achieved score in the cultural dimension index masculinity vs. femininity between our and Hofstede's research



Source: own processing

We have confirmed that the data we obtained differs from the data obtained by Prof. Hofstede, and in one case, the difference is fundamental. As shown in the graph, Slovakia scored 50 in our research, making it the most feminine country. However, in Hofstede's research, it scored 100 and was identified as one of the most masculine countries in the world, resulting in a difference of 50 in the measured scores. The most masculine country in our research, Poland, scored 75, while in Hofstede's research, it scored 60, showing a difference of 15 in the measured values. The Czech Republic scored 53 in our research, between Slovakia and Poland, and was the most feminine country among the V4 countries with a score of 57.

All the data we obtained helped us to verify our hypotheses.

Verification of hypotheses

H1: We assume that attitudes towards CSR will be different in the selected V4 countries.

To test our first hypothesis, we conducted a one-way ANOVA analysis to examine the relationship between respondents' country of origin and their attitudes towards corporate social responsibility (CSR).

As discussed in the analysis and interpretation of our results, we analysed responses to an online questionnaire specifically designed to measure attitudes towards CSR. Our findings indicate that respondents from different countries provided varying answers to each sub-question.

Regarding questions 1 and 2 of the given survey, which asked whether respondents believe companies should be responsible and whether they think companies can make a difference through CSR, we used statistical methods to obtain an asymptotic significance, denoted by the value of $p < .05$ under the Sig. column in the table. This suggests that there is a relationship between the respondents' country of origin and their attitudes towards CSR.

For sub-questions 3 and 4, which inquired whether companies genuinely desire change and whether CSR is merely a trendy marketing strategy, the value of Sig. was higher than $p < .05$, indicating that there is no association between the respondents' country of origin and their attitudes towards CSR.

Concerning the last two sub-questions, which pertained to the respondents' interest in the CSR activities of companies and whether their product or service preferences would change if they were adequately informed about a company's CSR initiatives, we found statistical significance with a value of $p < .05$. Thus, we can conclude that there is a relationship between the respondents' country of origin and their attitudes towards CSR.

Based on our research, we have identified a correlation between the respondents' country of origin and their attitude towards corporate social responsibility (CSR) in certain areas.

Our hypothesis number one has been confirmed, as we have statistically established a relationship between the respondents' country of origin and their attitudes towards CSR in four out of six sub-questions. It is important to note that the results may differ if the research is conducted on a different sample or at a different time.

The SPSS program table for the one-way ANOVA is included below.

Table 1 One-way ANOVA country and attitude towards CSR

		Sum of Squares	Df	Mean Square	F	Sig.
1	Between Groups	41,227	2	20,614	13,905	,000
	Within Groups	751,606	507	1,482		
2	Between Groups	13,369	2	6,684	6,807	,001
	Within Groups	497,894	507	,982		
3	Between Groups	2,498	2	1,249	1,668	,190
	Within Groups	379,700	507	,749		
4	Between Groups	2,086	2	1,043	,958	,384
	Within Groups	551,806	507	1,088		
5	Between Groups	17,271	2	8,635	7,469	,001

	Sum of Squares	Df	Mean Square	F	Sig.
Within Groups	586,159	507	1,156		
Between Groups	16,424	2	8,212	8,028	,000
6 Within Groups	518,635	507	1,023		

Source: SPSS

H2: We assume that the attitudes of the respondents to the individual activities of companies in the field of CSR will be different.

To test our second hypothesis, we utilized the one-way ANOVA method to examine the relationship between respondents' country of origin and their attitudes towards individual CSR activities undertaken by companies.

Our questionnaire included a comprehensive question with nine sub-questions that addressed internal and external CSR activities. Each sub-question used a five-point scale to capture respondents' attitudes, and we analyzed and interpreted the data in the previous section.

If we obtained a statistical significance of $p < .05$ (indicated in the table under the "Sig." column) using the statistical method, we can conclude that there is a relationship between the respondents' country of origin and their attitudes towards the CSR activities examined.

Based on the statistical analysis, we can say that there is a significant relationship between the respondents' country of origin and their attitudes towards each of the CSR activities examined. Sub-questions 2, 3, 4, 5, 6, and 8 all showed a statistically significant relationship with $p < .05$, indicating a strong association. These sub-questions addressed issues such as company responsibility towards suppliers and employees, customer guarantees, responsible product sales, charitable projects, and ecologically sustainable business practices.

Based on our findings, we can confirm that our second hypothesis, which posited a relationship between the country of origin of respondents and their attitudes towards individual CSR activities of companies, has been supported. Each of the sub-questions we asked revealed the existence of this relationship. However, we acknowledge that conducting the research under different conditions may yield different results.

Attached to this report is a table presenting the exact statistical results.

Table 2 One-way ANOVA country and attitude towards CSR activities

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8,976	2	4,488	4,049	,018
1 Within Groups	561,982	507	1,108		

2	Between Groups	41,898	2	20,949	18,570	,000
	Within Groups	571,953	507	1,128		
3	Between Groups	62,259	2	31,129	28,427	,000
	Within Groups	555,200	507	1,095		
4	Between Groups	67,451	2	33,725	24,895	,000
	Within Groups	686,841	507	1,355		
5	Between Groups	27,439	2	13,720	9,414	,000
	Within Groups	738,876	507	1,457		
6	Between Groups	18,380	2	9,190	8,306	,000
	Within Groups	560,994	507	1,106		
7	Between Groups	12,145	2	6,073	5,711	,004
	Within Groups	539,088	507	1,063		
8	Between Groups	22,498	2	11,249	8,048	,000
	Within Groups	708,671	507	1,398		
9	Between Groups	13,239	2	6,620	6,827	,001
	Within Groups	491,576	507	,970		

Source: SPSS

H3: We assume that the country with the lowest achieved score of the cultural dimension masculinity vs. femininity will have the most positive attitude towards CSR on the social field.

To test our hypothesis, we employed the statistical method of one-way ANOVA. We chose this method to investigate whether a relationship exists between a country's cultural dimension score and the position taken by respondents from that country towards CSR activities in the social pillar.

Like our previous hypotheses, we used ANOVA to confirm whether there's a significant correlation between a country's cultural dimension score and its attitude towards CSR activities in the social pillar. To establish statistical significance below $p < .05$ (as indicated in the Sig. column of the table), we relied on descriptive analysis as well. Therefore, we present two tables to determine if a given country had the most positive attitude towards CSR activities.

Table 3 Descriptive analysis of the most positive scores for social sub-questions in MAS

		N	Average	State. deviation	State. mistake
1	Slovakia	170	2,21	,998	,077
	Czechia	170	2,35	1,057	,081
	Poland	170	2,54	1,101	,084
2	Slovakia	170	1,85	1,005	,077

	Czechia	170	1,91	,993	,076
	Poland	170	2,49	1,178	,090
3	Slovakia	170	1,88	,889	,068
	Czechia	170	1,88	1,156	,089
	Poland	170	2,62	1,077	,083
4	Slovakia	170	1,80	1,119	,086
	Czechia	170	1,72	1,285	,099
	Poland	170	2,25	1,212	,093
5	Slovakia	170	2,11	,996	,076
	Czechia	170	2,42	1,028	,079
	Poland	170	2,74	1,128	,086
6	Slovakia	170	2,05	1,033	,079
	Czechia	170	2,45	1,021	,078
	Poland	170	2,61	1,039	,080

Source: own processing

From the data documented by us, we can see that part of hypothesis number 3, which we established in our study, was confirmed, since out of six questions, four turned out to be the most positive attitude taken by the respondents from Slovakia, which achieved in the cultural dimension masculinity vs. femininity lowest score. In sub-questions number 3 and 4, which were devoted to the provision of guarantees to customers, where the Czech respondents took the same positive attitude as the Slovak one, and responsibility towards employees, where the most positive attitude was also taken by the Czech respondents.

Table 4 One-way ANOVA relationship between MAS and attitude towards social sub-questions

		Sum of Squares	df	Mean Square	F	Sig.
MAS k podotázke 1	Between Groups	8,976	2	4,488	4,049	,018
	Within Groups	561,982	507	1,108		
MAS k podotázke 2	Between Groups	41,898	2	20,949	18,570	,000
	Within Groups	571,953	507	1,128		
MAS k podotázke 3	Between Groups	62,259	2	31,129	28,427	,000
	Within Groups	555,200	507	1,095		
MAS k podotázke 4	Between Groups	27,439	2	13,720	9,414	,000
	Within Groups	738,876	507	1,457		
MAS k podotázke 5	Between Groups	18,380	2	9,190	8,306	,000
	Within Groups	560,994	507	1,106		
MAS k podotázke 6	Between Groups	12,145	2	6,073	5,711	,004
	Within Groups	539,088	507	1,063		

Source: SPSS

Based on the data we've presented, we can conclude that there is a significant relationship between a country's score in the cultural dimension of masculinity vs. femininity and respondents' attitudes toward sub-questions related to the social area of CSR. The statistical significance for all sub-questions was lower than $p < .05$, and in most cases approached zero. This confirms our hypothesis number 3.

Respondents from the country with the lowest score in the masculinity vs. femininity dimension held the most positive attitudes toward four out of six sub-questions related to the social area of CSR. Two sub-questions were also positively rated by respondents from another country. Through statistical analysis, we can assume that a relationship exists between a country's score in the cultural dimension of masculinity vs. femininity and respondents' attitudes toward the social area of CSR.

We acknowledge that different research conditions could produce different results.

Conclusion

In conclusion, we can state that we have fulfilled the research objective of the work.

In general, our work has revealed that the criticism of Hofstede's research in scientific circles is substantiated. Even in our research on the cultural dimension of masculinity vs. femininity, we obtained a different score for femininity than what is publicly available from his research.

Our findings also indicate that respondents hold a slightly positive attitude towards socially responsible marketing in general and individual CSR activities.

Statistical analysis confirms that the country/culture of the respondents affects their attitudes towards socially responsible marketing.

Overall, we believe that our study provides a thought-provoking and inspiring perspective on the intersection of two scientific fields: cultural dimensions and socially responsible marketing.

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