

The corporate social responsibility perception and sustainable consumption behavior of the employees in forest products industry enterprises: the case of Western Black Sea section

Orman endüstri işletmelerindeki çalışanların kurumsal sosyal sorumluluk algısı ve sürdürülebilir tüketim davranışının incelenmesi: Batı Karadeniz bölümü örneği

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ABSTRACT

The aim of this study is to present the relation between the perceived corporate social responsibility (CSR) level of Forest Products Industry employees and their sustainable consumption behavior (SCB) and to determine the direction of these relations. To that end, the data collected from the employees in the enterprises in the Western Black Sea Section with questionnaires were analyzed by statistical analysis. The results of this study show that there is a significant positive relation between the level of CSR perception and SCB. The relations between legal, voluntary and employee responsibility, which are sub-dimensions of CSR, and SCB is also significant and positive. Positive relations were found between the perception of CSR and personal transportation and energy preference, environmentally sensitive food preference, domestic water consumption and waste reduction and recycling, which are the sub-dimensions of SCB. The study reveals the positive effects of CSR activities of the organizations on employees who are important stakeholders and makes a contribution to the literature with empirical data.

Keywords: Employees in forest products industry, corporate social responsibility, sustainable consumption behavior

ÖZ

Bu çalışmanın amacı Orman Endüstri çalışanlarının örgütlerine yönelik algıladıkları kurumsal sosyal sorumluluk (KSS) düzeyi ile sergiledikleri sürdürülebilir tüketim davranışı (STD) arasındaki ilişkileri ortaya çıkarmak ve bu ilişkilerin yönünü belirlemektir. Bu amaçla Batı Karadeniz Bölümünde bulunan işletmelerdeki çalışanlardan anket yoluyla toplanan veriler istatistik yöntemler kullanılarak incelenmiştir. Araştırma sonuçlarına göre, KSS algısı düzeyi ile STD arasında anlamlı pozitif ilişki olduğu görülmüştür. Aynı zamanda KSS'nin alt boyutları olan yasal, gönüllü ve çalışanlara yönelik sorumluluk ile STD arasındaki ilişkilerin de anlamlı ve pozitif olduğu sonucuna varılmıştır. KSS algısı ile STD'nin alt boyutları olan kişisel ulaşım ve enerji tercihi, duyarlı gıda tercihi, evsel su tüketimi ve atık azaltma ve geri dönüşüm arasında da pozitif anlamlı ilişkiler tespit edilmiştir. Örgütlerin KSS faaliyetlerinin, önemli paydaşları olan çalışanlar üzerindeki olumlu etkilerini ortaya koymasını ve ampirik verilerle literatürü destekliyor olması açısından çalışmanın akademik katkı sağlayacağı beklenmektedir.

Anahtar Kelimeler: Orman endüstri çalışanları, kurumsal sosyal sorumluluk, sürdürülebilir tüketim davranışı

INTRODUCTION

Companies that have been able to survive only by profit in the past have cope with different expectations of the surrounding society since the last quarter of the twentieth century (Yıldız, 2017). Today, social responsibility of enterprises emerges as a phenomenon in which both the economy and the scientific world concentrate deeply (Ceritoğlu, 2011). The most important source of the opinions that CSR is the responsibility of institutions is the assumption that there is a positive relation between social responsibility and the economic performance of the institution. Although CSR is not directly related to economic performance, it is closely related to the long-term survival by helping institutions to maintain their reputation and competitiveness (Yıldız, 2017).

CSR can be defined as a business strategy and policy in accordance with economic and legal conditions, business ethics, and expectations of individuals and institutions in and around the enterprise (Eren, 2000).

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CSR mutually examines economic, social and ethical values. Therefore, it has an economic and socio-political structure and is a concept that is frequently used by both businesses and society in recent years (Hansen and Schrader, 2005).

According to Carroll (1991), CSR has four dimensions: economic responsibility, legal responsibility, ethical responsibility and voluntary responsibility. Profitability in terms of economic responsibility is the most important element of the CSR pyramid. Legal responsibility is the codification of right and wrong by the society. Ethical responsibility includes being honest, feeling compelled to do the right thing, behaving correctly and fairly, and avoiding harm. Responsibility based on voluntarism refers to being a good corporate citizen and includes practices to transfer resources to society and improve the quality of life (Carroll, 1991). As a result of Dahlsrud's (2008) study of the definitions, the dimensions of CSR were listed as stakeholder dimension, social dimension, economic dimension, volunteering dimension and environmental dimension. When the basis of CSR is evaluated, it is possible to say that the concept arises from the roles assigned to legal institutions in society (Yıldız, 2017).

It is one of the indispensable necessities of today's brands to be sensitive to the needs and requests of the society, to protect the environment, to support various projects in order to solve social problems, to create a healthy economic environment (Özdemir, 2009).

Social responsibility practices are concerned with psychological and emotional needs as well as welfare, health and safety. These practices support social issues such as improving the welfare of the society and protecting the environment. The concept of society includes corporate employees, suppliers, distributors, non-profit organizations, public partners and general community members (Kotler and Lee, 2006).

As a result of changing consumption habits and increasing consumption, natural resources are damaged by excessive and careless usage. People who consume the resources around them, as individuals, have the power to influence the environment positively or negatively. Individual consumers are responsible for contributing to social welfare by reducing the negative impacts and increasing the positive impacts of their purchasing actions (Onaran, 2014).

The historical origin of the concept of sustainability, which means the ability to survive without interruption or reduction, dates back to the Ancient Roman Period. With the "Our Common Future Report" in 1987, there was an explosion in the use of the word. In the report, sustainable development is defined as "not endangering the ability of future generations to meet their needs" (Engelman, 2014).

Sustainability can only be achieved by considering the environment, economy and social system as a whole. The social dimension refers to the practices which aim to ensure the continuity of the society in order to ensure the welfare of the people who constitute the society, the environmental dimension refers to the continuous protection of the environment, and the eco-

nomical dimension refers to the ability of an economic system to provide human needs continuously (Onaran, 2014). In order to create a sustainable society, it is necessary to create new technologies, cultural norms, infrastructures, policies and laws and to perfect our daily personal choices (Leonard, 2014).

According to the results of Başar's (2016) study, SCB has five dimensions: waste reduction and recycling, environmentally sensitive food preference, personal transportation preference, domestic energy demand and domestic water consumption.

People, business and government are the three elements of the triangle of change (Roundtable, 2006). Businesses and consumers are two important elements that are among the stakeholders of sustainable consumption. Businesses support the sustainable consumption process by creating a sustainable business vision, implementing sustainable production, conducting life cycle analysis and environmental labeling (Karalar and Kiraci, 2011).

The Forest Products Industry is shown among Turkey's fastest growing sectors. It is a dynamic sector and includes opportunities and risks in terms of both market and raw material supply conditions. The Forest Products Industry is a business line that makes suitable wood and wood-based products by processing the raw material in various ways for intermediate or end use. Sector involves more than 5000 products (East Marmara Development Agent, 2010). In today's world where only economic profitability and power are not sufficient, most corporate enterprises include the social responsibility topic in their business plans, and they develop and implement various strategies in this field, take permanent actions to protect nature, and reduce and compensate for environmental damage (Baran and Celik, 2017).

The development of societies causes the development of businesses that are members of that society. In addition to the roles of enterprises in development, their role in social life is also increasing (Onaran, 2014). Enhancing the environmental awareness of employees in the Forest Products Industry is one of the goals that enterprises want to achieve for clean production (Gedik and Cil, 2015). Based on this assumption, we assessed the relation between CSR perceptions and SCB of employees in the Forest Products Industry.

The aim of the present study is to evaluate the perception of employees of the Forest Products Industry Enterprises in terms of "corporate social responsibility" and "sustainable consumption behavior" variables.

MATERIALS AND METHODS

The aim of the present study is to evaluate the perception of employees of the Forest Products Industry Enterprises in terms of "corporate social responsibility" and "sustainable consumption behavior" variables.

In this study, the data were collected by questionnaire, one of the quantitative data collection methods. The questionnaire consists of three parts. In the first part, demographic variables

such as age, level of education, current working year and total working year are included. The second part includes the CSR Scale and the third part includes the SCB Scale.

The CSR Scale developed by Türker (2009a) was used to measure the perception of CSR. This scale has proven valid and reliable in previous studies (Baran and Celik, 2017; Türker, 2009a; Türker, 2009b). The measurement of SCB is based on the scale of Başar (2016). This scale is also valid and reliable. In addition, the reliability of the scales was measured by using Alpha coefficient (Cronbach's Alpha) before the basic analyzes were conducted and whether the data showed normal distribution was examined.

The Black Sea Region has one of the highest amount (26%) of Forest Products Industry Enterprises in the country (East Marmara Development Agency, 2010). Due to the high amount of forested areas and the number of businesses operating in the Forest Products Industry, Western Black Sea Section is among the major suppliers of Turkey for this sector (West Black Sea Development Agency, 2012). Therefore, the subject groups were chosen from the workers of the enterprises in Kastamonu and Düzce to represent the Western Black Sea Section of the Black Sea Region. Data obtained by questionnaires from 167 employees were analyzed with SPSS program. The research model developed by the authors is presented at Figure 1.

Research Hypotheses

- H1. There is a positive significant relation between the level of CSR perception and SCB.
- H2. There is a positive significant relation between the level of legal responsibility perception and SCB.
- H3. There is a positive significant relation between the level of voluntary responsibility perception and SCB.
- H4. There is a positive significant relation between the level of perception of responsibility towards employees and SCB.
- H5. There is a positive significant relation between the level of CSR perception and personal transportation and energy preference.
- H6. There is a positive significant relation between the level of CSR perception and environmentally sensitive food preference.
- H7. There is a positive significant relation between the level of CSR perception and domestic water consumption.
- H8. There is a positive significant relation between the level of CSR perception and waste reduction and recycling.

RESULTS AND DISCUSSION

Frequency distributions were used to cluster the demographic variables. Assessing these distributions, the group of 31-35 year-

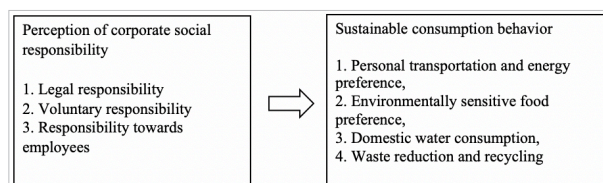


Figure 1. Research Model

old has the highest ratio (43%) among the demographic groups; and the 24% of the participants were 25-30 years old, 28.5% were 36-40 years old and 4% were over 40 years old. According to the level of education; 5.5% of employees were lower than high school, 87.3% high school graduates, 6.7% undergraduate and 1% had beachelor's degree . Participants' working years in the current workplace; 30% 0-3 years, 26% 4-6 years, 17% 6-8 years, 11.5% 8-10 years and 15% 10 years and over. Finally, total years of experience were 21% 0-3 years, 22% 4-6 years, 19% 6-8 years, 9% 8-10 years, and 28.5% 10 years and above.

The coefficients showing the reliability of the scales and the number of valid items in the scales presented at Table 1.

The analyses show that there was a moderate positive significant relation between CSR perception and SCB ($r = 0.442$ and $p < 0.01$) (Table 2). Therefore, the results indicate that as the level of CSR perception increases, employees will tend to exhibit more SCB.

In addition, according to the results of the regression analysis summarized in Table 3, 20% of the total variance related to SCB can be explained by CSR perception, and the perception of CSR is an important predictor in predicting SCB.

- Based on these results, H1 hypothesis was accepted.

For further assessments, factor analysis were applied to reveal the sub-dimensions of CSR and SCB Scales. Since factor analysis was not suitable for all type of data structures, Kaiser-Mayer-Olkin (KMO) coefficient and Barlett sphericity tests were applied to test the factorisability of the data. According to the results of these

Table 1. Results of reliability analysis of the scales

Scale	Cronbach's Alpha Coefficients	Number of Items
CSR Scale	0.832	18
SCB Scale	0.864	27

CSR: corporate social responsibility; SCB: sustainable consumption behavior

Table 2. The Correlation Matrix between Perception of CSR and SCB

		CSR perception	SCB
CSR perception	Pearson Correlation	1	0.442**
	Sig. (2-tailed)		0.000
		N	167
SCB	Pearson Correlation	0.442**	1
	Sig. (2-tailed)	0.000	
		N	167

** Correlation is significant at 0.01
 CSR: corporate social responsibility; SCB: sustainable consumption behavior

tests, the data of both scales were found to be suitable for factor extraction. Table 4 shows that KMO is higher than 0.60 and that Barlett test significance level is appropriate (Büyüköztürk, 2015).

The result of the factor analysis of the CSR Scale shows that items 4, 9, 10, 14 and 15 were placed under more than one factor and these factors were excluded from the analysis and re-factor loads were calculated. Afterwards, 13 items belonging

to CSR Scale were grouped under four factors whose eigenvalue was greater than 1 (Table 5). These factors explained the majority of the variance of the scale with 61.091%. On the other hand, the first factor explained 19% of the total variance, the second 17%, the third 15%, and the fourth 10%.

The result of the factor analysis of the SCB Scale shows that items 7, 14, 15 and 24 were placed under more than one factor

Table 3. CSR and SCB Linear Regression Analysis Results

	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	R Square
	B	Std. Error	Beta				
1 (Constant)	2.168	0.250			8.681	0.000	
CSR Scale averages	0.422	0.067	0.442		6.322	0.000	0.195

CSR: corporate social responsibility; SCB: sustainable consumption behavior

Table 4. KMO and Barlett Test results of the scales

CSR	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.773	
	Bartlett's Test of Sphericity	Approx. Chi-Square	548.457
		Df	78
		Sig.	0.000
SCB	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.812	
	Bartlett's Test of Sphericity	Approx. Chi-Square	1392.060
		Df	253
		Sig.	0.000

CSR: corporate social responsibility; SCB: sustainable consumption behavior

Table 5. CSR Scale Factor Analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.789	29.144	29.144	3.789	29.144	29.144	2.523	19.406	19.406
2	1.682	12.938	42.082	1.682	12.938	42.082	2.166	16.658	36.064
3	1.325	10.194	52.276	1.325	10.194	52.276	1.889	14.533	50.597
4	1.146	8.814	61.091	1.146	8.814	61.091	1.364	10.493	61.091
5	0.938	7.212	68.303						
6	0.721	5.548	73.851						
7	0.681	5.239	79.091						
8	0.622	4.783	83.873						
9	0.534	4.111	87.984						
10	0.461	3.545	91.529						
11	0.430	3.305	94.834						
12	0.345	2.657	97.491						
13	0.326	2.509	100.000						

and these factors were excluded from the analysis and re-factor loads were calculated. Therefore, 23 items belonging to SCB Scale were grouped under six factors whose eigenvalue was greater than 1 (Table 6). These factors explained the majority of the variance of the scale with 61.968%. On the other hand, the first factor explained 13% of the total variance, the second 13%, the third 12%, the fourth 9%, the fifth 8% and the sixth 6%.

Following the calculation of factor loadings, Cronbach's Alpha coefficients of the items constituting each factor were recalculated. The first three factors of the CSR Scale and the first four factors of the SCB Scale were in the reliable range. As the fourth factor in the CSR Scale and the fifth and sixth factors in the SCB were not reliable, they were excluded from the analysis.

Consequently, the CSR Scale was consisted of the following 3 factors.

1. Factor loads for legal responsibility were between 0.465 and 0.854, and the Cronbach's Alpha coefficient was 0.729.
2. Factor loads for voluntary responsibility were between 0.766 and 0.838 and the Cronbach's Alpha coefficient was 0.768.
3. Factor loads for responsibility towards employees were between 0.544 and 0.843, and the Cronbach's Alpha coefficient was 0.700.

And the SCB Scale was consisted of the following 4 factors.

1. Factor loads for personal transport and energy preference were between 0.578 and 0.735, and the Cronbach's Alpha coefficient was 0.812.
2. Factor loads for environmentally sensitive food preference were between 0.568 and 0.699 and the Cronbach's Alpha coefficient was 0.768.
3. Factor loads for domestic water consumption were between 0.677 and 0.774 and the Cronbach's Alpha coefficient was 0.823.

Table 6. SCB Scale Factor Analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.350	27.610	27.610	6.350	27.610	27.610	3.058	13.295	13.295
2	2.341	10.177	37.787	2.341	10.177	37.787	2.925	12.719	26.013
3	1.728	7.511	45.299	1.728	7.511	45.299	2.834	12.323	38.337
4	1.549	6.733	52.032	1.549	6.733	52.032	2.173	9.446	47.783
5	1.227	5.333	57.365	1.227	5.333	57.365	1.859	8.085	55.867
6	1.059	4.603	61.968	1.059	4.603	61.968	1.403	6.101	61.968
7	0.936	4.067	66.035						
8	0.795	3.457	69.492						
9	0.746	3.243	72.735						
10	0.707	3.075	75.810						
11	0.675	2.936	78.746						
12	0.651	2.832	81.578						
13	0.596	2.593	84.172						
14	0.543	2.359	86.531						
15	0.472	2.050	88.581						
16	0.450	1.955	90.536						
17	0.408	1.774	92.310						
18	0.394	1.712	94.022						
19	0.343	1.491	95.513						
20	0.303	1.319	96.832						
21	0.269	1.168	98.000						
22	0.240	1.042	99.041						
23	0.220	0.959	100.000						

CSR: corporate social responsibility; SCB: sustainable consumption behavior

4. Factor loads for waste reduction and recycling were between 0.674 and 0.808, and the Cronbach's Alpha coefficient was 0.773.

When Table 7 was examined there was a Moderate positive correlation ($r = 0.335$) between SCB and legal responsibility perception, Low positive correlation ($r = 0.218$) between SCB and voluntary responsibility perception, And moderate positive correlation ($r = 0.399$) between SCB and perception of responsibility towards employees. Therefore, it is possible to say that the SCB of the employees will increase or decrease parallel to the sub-dimensions of CSR. Moreover, p significance levels showed that ($p < 0.01$) all relations between variables were significant.

According to the regression analysis summarized in Table 8, 11% of total variance related to SCB can be explained by legal re-

sponsibility perception, 5% voluntary responsibility perception and 15% perception of responsibility towards employee. Therefore, all three factors of CSR are significant predictors in predicting SCB.

- Based on these results, the hypotheses H2, H3 and H4 were accepted.

The data presented at Table 9 indicates a. Moderate positive correlation ($r = 0.319$) between CSR perception and personal transport and energy preference, Low positive correlation ($r = 0.259$) between CSR perception and environmentally sensitive food preference, Low positive correlation ($r = 0.272$) between CSR perception and domestic water consumption, Moderate positive correlation ($r = 0.433$) between CSR perception and waste reduction and recycling.

Table 7. Correlation Matrix for the relations between CSR Factors and SCB

SCB			CSR FAC1 (Legal Responsibility)	CSR FAC2 (Voluntary Responsibility)	CSR FAC3 (Responsibility Towards Employees)
SCB	Pearson Correlation	1	0.335**	0.218**	0.399**
	Sig. (2-tailed)		0.000	0.005	0.000
	N	167	167	167	167

** Correlation is significant at 0.01
 CSR: corporate social responsibility; SCB: sustainable consumption behavior

Table 8. The relations between SCB and CSR Factors based on Regression Analysis

		Unstandardized Coefficients		Standardized Coefficients		T	Sig.	R Square
		B	Std. Error	Beta				
SCB	(Constant)	2.797	0.208			13.463	0.000	
	CSR FAC1 (Legal)	0.246	0.054	0.335		4.568	0.000	0.112
SCB	(Constant)	3.260	0.169			19.309	0.000	
	CSR FAC2 (Voluntary)	0.130	0.045	0.218		2.866	0.005	0.047
SCB	(Constant)	2.806	0.170			16.553	0.000	
	CSR FAC3 (Towards Employees)	0.249	0.044	0.399		5.595	0.000	0.159

CSR: corporate social responsibility; SCB: sustainable consumption behavior

Table 9. Correlation Matrix for the relations between SCB Factors and CSR

		CSR	SCBFAC1 (Personal Transportation Energy Preference)	SCBFAC2 (Environmentally Sensitive and Food Preference)	SCBFAC3 (Domestic Water Consumption)	SCBFAC4 (Waste Reduction and Recycling)
CSR	Pearson Correlation	1	0.319**	0.259**	0.272**	0.433**
	Sig. (2-tailed)		0.000	0.001	0.000	0.000
	N	167	167	167	167	167

** Correlation is significant at 0.01
 CSR: corporate social responsibility; SCB: sustainable consumption behavior

Table 9. Correlation Matrix for the relations between SCB Factors and CSR

		Unstandardized Coefficients		Standardized Coefficients		T	Sig.	R Square
		B	Std. Error	Beta				
SCBFAC1 (Personal Transportation and Energy)	(Constant)	2.250	0.383			5.880	0.000	
	CSR	0.443	0.102	0.319		4.326	0.000	0.102
SCBFAC 2 (Environmentally Sensitive Food)	(Constant)	2.324	0.385			6.036	0.000	
	CSR	0.355	0.103	0.259		3.447	0.001	0.067
SCBFAC3 (Domestic Water Consumption)	(Constant)	2.554	0.389			6.558	0.000	
	CSR	0.379	0.104	0.272		3.635	0.000	0.074
SCBFAC4 (Waste Reduction and Recycling)	(Constant)	1.045	0.426			2.450	0.015	
	CSR	0.704	0.114	0.433		6.171	0.000	0.188

CSR: corporate social responsibility; SCB: sustainable consumption behavior

Therefore, it is possible to conclude that the sub-dimensions of SCB of employees will increase or decrease parallel to the perception of CSR.

Moreover, p significance levels showed that ($p < 0.01$) all relations between variables were significant.

In addition, according to the regression analysis summarized in Table 10, 10% of personal transportation and energy preferences, 7% of environmentally sensitive food preferences, 7% of domestic water consumption, 20% of waste reduction and recycling can be explained by the perception of CSR. Therefore it is possible to conclude as CSR perception is a significant predictor of predicting sub-dimensions of SCB.

- Based on these results, hypotheses H5, H6, H7, H8 were accepted.

According to these results, legal, voluntary and employee responsibility dimensions had similarities with previous studies. In the study of Carroll (1991), there were dimensions of responsibility based on economic, legal, ethical and volunteerism, while Dahlsrud (2008) presented stakeholder dimension, social dimension, economic dimension, volunteer dimension and environmental dimension. The dimensions of SCB achieved at the end of this study were personal transportation and energy preference, environmentally sensitive food preference, domestic water consumption, waste reduction and recycling. These dimensions were similar to the dimensions of waste generation and recycling, environmentally sensitive food preference, personal transportation preference, domestic energy demand, and domestic water consumption, which indicated in Başar's (2016) study. Moreover, when the indicators of sustainable household consumption proposed by Lorek and Spangenberg (2001) were assessed, construction and housing, food and nutrition and transportation clusters were observed. Those clusters are similar to the dimensions of the present study.

The insight of social responsibility is part of the organizational culture, and one of the first groups affected by the insight of responsibility applied by the management is its own employees (Baran

and Çelik, 2017). As a result of the study, it was concluded that CSR practices positively affected the SCB of employees and this assumption was supported empirically. Sustainable consumer behavior should be directly proportional to social responsibility and consumers who feel responsible should prefer sustainable practices in their daily practices (Onaran, 2014). Personal transportation and energy preferences, environmentally sensitive food preferences, domestic water consumption and waste reduction and recycling behaviors are the sub-dimensions of SCB. It has been empirically proven that each of these behaviors increases in parallel with CSR practices. It is revealed that the enterprises in the Western Black Sea Section apply sustainable production activities (Gedik and Çil, 2015). When business policies are adopted by employees, sustainability is inevitable not only in production processes but also in daily consumption practices. The perception of CSR positively affects not only SCB but also organizational citizenship behavior. The study of Kerse and Seçkin (2017) showed that as the level of CSR perceived by employees increased, organizational citizenship behavior increased. From this point of view, many positive behaviors will be encouraged if the business managers give importance to social responsibility activities.

CONCLUSION

In this study, the relation between CSR perception and SCB of the Forest Products Industry Enterprises in Western Black Sea Section was investigated and positive correlation was found between these variables. The results of the study were consistent with other studies in the literature.

Various factors such as the changing conditions of business circumstances as a result of the global economy; pushing the boundaries of the social economic system; increasing damage to the ecological environment and changes in demographic structure are important in the emergence of CSR (Ceritoğlu, 2011). Sustainable development and sustainable marketing are among the concepts that play an important role in the emergence and development of CSR (Ceritoglu, 2011; Merten, 2008; Vaseghi and Lehni, 2006).

To achieve sustainability, there is a shift towards an ecologically and economically safe living space and a social space that respects the basic standards of human dignity, welfare and rights (Leach, 2014). The occurrence of this change is related with CSR practices. CSR and sustainable development are two concepts that cannot be considered separately (Onaran, 2014).

Engaging employees in CSR programs contributes to the overall success and progress of sustainability initiatives. However, ineffective CSR communication may hinder employee engagement (Doyle, 2019).

To make this communication effective, Doyle (2019) has identified some important themes those have highlighted some of the challenges facing any organization in general. The findings of Doyle's study revealed several themes that provide a greater understanding of how internal communication can be used to engage employees in CSR, including: leveraging multiple communication channels; engaging in two-way communication through face-to-face and social media, intranets, or software platforms; message co-creation by providing employees with the opportunity to voice their own ideas and have message ownership, and through collaboration with sustainability managers and communication teams, or cross-functional teams; and measuring engagement.

The Forest Products Industry is among Turkey's fastest growing top five sectors (East Marmara Development Agency, 2010) and the results of the study reveal that the Forest Products Industry Enterprises has a positive contribution in social responsibility practices on behalf of sustainability. Socially responsible behavior of businesses should not be approached as merely fulfilling legal obligations and continuing to make economic profit. With these practices, businesses support creating a sustainable world and avoid endangering future generations.

The scope of this study is limited to the Forest Products Industry Employees in the Western Black Sea Section. Performing similar studies with employees in different regions and repeating the surveys at different industries will contribute to improve our knowledge about these Industries throughout the country.

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