

## From Algerian consumer attitudes to corporate social commitment: The case of fruit juices

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**Abstract:** This study explores how Algerian consumers' attitudes influence the CSR strategies of fruit juice companies. Based on the Theory of Planned Behavior and institutional theories, a survey of 147 consumers shows a strong preference for natural juices, nutritional value, and environmental care. Social norms support responsible purchasing, but price remains a major obstacle. Institutional pressures further push firms toward sustainable practices, making CSR a strategic and societal necessity rather than a voluntary choice.

**Keywords:** CSR; Attitudes; Consumer behavior; Fruit juice; Sustainability.

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### 1. INTRODUCTION

Corporate Social Responsibility (CSR) has become a major challenge for organizations worldwide. Driven by rising environmental, social, and ethical concerns, CSR is now considered an essential approach for building stakeholder trust and contributing to sustainable development. In the agri-food sector, expectations are particularly high due to the direct impact of products on public health, nutritional quality, and environmental preservation. According to ISO 26000 (2010), CSR refers to an organization's responsibility for the impacts of its decisions and activities on society and the environment, resulting in ethical and transparent behavior that contributes to sustainable development and societal well-being. Although CSR is traditionally viewed as a voluntary commitment without an explicit profit objective, several studies suggest that alignment with stakeholder expectations, particularly those of consumers, can generate significant economic and reputational benefits.

Within this context, consumer attitudes toward health and environmental issues have become increasingly influential. In food markets, consumers are paying growing attention to product composition, nutritional value, and environmental impact. The fruit juice market is particularly relevant in this regard, as it is closely associated with health perceptions but also characterized by a wide range of highly processed products.

The Algerian fruit juice market presents a specific case. Consumer perception often confuses fruit juices with fruit-based drinks that contain low proportions of fruit. According to the Association of Algerian Beverage Producers, nearly 80 % of beverages consumed fall into this latter category, with fruit content ranging between 10 % and 25 %. These products are widely consumed due to their low price, with an average annual consumption of 17.5 liters per capita in Algeria, compared with lower levels in neighboring countries. The low

fruit content is frequently compensated for by artificial additives, colorings, and added sugars, raising concerns related to health and environmental sustainability.

Despite these concerns, some companies perceived as socially responsible continue to market highly processed products. This raises a fundamental question: can corporate CSR engagement be assessed independently of consumer attitudes toward healthier and more sustainable consumption? In a highly competitive market such as the Algerian beverage sector, understanding consumer preferences for natural juices may provide insight into how consumer behavior can influence corporate CSR strategies.

The research question guiding this study is therefore: Can Algerian consumers' attitudes toward health and the environment foster CSR engagement in the fruit juice sector? To address this question, four hypotheses are proposed:

- Consumers prefer natural juices that protect health and the environment (H1);
- Consumers display positive attitudes toward health and environmental issues associated with age and education level (H2);
- Health and ecological attributes play an important role in purchasing decisions (H3);
- Consumer attitudes toward health and the environment may constitute a vector encouraging CSR engagement in the fruit juice sector (H4).

Within this perspective, the present study adopts a dual analytical approach combining consumer behavior analysis and managerial interpretations of Corporate Social Responsibility. By focusing on consumers' attitudes toward health and environmental issues, the research seeks to understand how these attitudes may generate market and social pressures capable of influencing firms' CSR engagement in the fruit juice sector. Rather than establishing a direct causal relationship, the study aims to shed light on the indirect mechanisms through which consumer preferences and social norms can contribute to shaping corporate responsibility practices, particularly in the context of an emerging market.

## **2. Literature Review**

The literature on CSR approaches and consumer attitudes is dominated by two approaches: one justifies a company's commitment to a CSR approach to meet societal expectations, and the company will subsequently influence these expectations. This is what is found in legitimacy theory and institutional theory. The other approach focuses on the consumer and their decisive role in guiding companies' CSR strategies; this is the theory of societal marketing. In our literature review, we will present the arguments of both approaches in an attempt to explain consumer attitudes and company behavior toward CSR in the fruit juice sector in Algeria.

### **2.1. Managerial Approach to CSR**

Here we focus on the two most cited theories: legitimacy theory and institutional theory.

#### **2.1.1 Legitimacy Theory**

Legitimacy theory provides a useful framework for understanding why firms engage in Corporate Social Responsibility (CSR) practices. It is based on the assumption that organizations operate within a broader social system and must align their activities with

societal values, norms, and expectations in order to secure their legitimacy. Legitimacy can be understood as a generalized perception that a firm's actions are desirable, proper, or appropriate within a socially constructed system of beliefs.

From this perspective, CSR is often viewed as a strategic response aimed at maintaining, gaining, or restoring legitimacy. Firms adopt socially responsible practices to demonstrate conformity with prevailing social expectations and to reinforce their social acceptance. This is particularly relevant in sectors exposed to strong public scrutiny, such as the agri-food industry, where issues related to health, safety, and environmental protection directly affect consumers and society at large.

Legitimacy theory emphasizes the role of stakeholders in shaping corporate behavior. Consumers, as key stakeholders, can influence firms by expressing expectations regarding product quality, transparency, and environmental responsibility. When firms perceive a gap between societal expectations and their practices, they may adjust their strategies by integrating CSR initiatives in order to reduce legitimacy threats and preserve their social license to operate.

It is important to note that legitimacy theory does not imply a direct causal relationship between stakeholder expectations and corporate behavior. Rather, it provides an analytical framework for understanding how organizations interpret societal expectations and adjust their practices in order to maintain or restore legitimacy.

### **2.1.2 Institutional Theory**

Similar to legitimacy theory, institutional theory considers that organizations adopt behaviors identical to their peers and to dominant societal norms to acquire legitimacy. These behaviors are explained by DiMaggio & Powell (DiMaggio & Powell, 1983) through what they call forms of institutional isomorphism, which are coercive, normative, and mimetic. Coercive isomorphism refers to laws and rules that require organizations to adhere to certain behaviors or face sanctions. In the case of CSR, certain practices are institutionalized, transforming them into obligations rather than voluntary actions. The carbon tax, for example, requires certain companies to reduce their emissions. For normative theory, while not necessarily coercive, certain standards adopted in a sector push companies to comply with them in order to acquire a certain normative legitimacy. The ISO 26000 standard, for example, although not mandatory, its application provides greater legitimacy. Finally, second-tier organizations always try to imitate leading companies in the sector, which corresponds to mimetic isomorphism. These companies believe that the leader always opts for best practices. In the case of the CSR approach, Coelho and Santos (Santos, et al., 2024, p. 1400) note that many companies adopt it superficially to gain the trust of stakeholders without this translating into serious practices at the corporate level.

The impact of institutional isomorphism on the behavior of organizations in the field of CSR allows for the standardization of socially responsible practices. Indeed, the legislation that is becoming more and more restrictive, the numerous labels and standards that are emerging here and there and their adoption by many companies give a certain cognitive legitimacy to the companies engaged in this approach and make them more and

more credible from the point of view of consumers. The adoption of these institutional standards also helps to strengthen consumer trust, since the laws and standards established by experts are considered credible. Indeed, this helps to promote the intention to purchase and the loyalty of consumers. In a study carried out in South Korea on mobile purchases (Yoon, et al., 2024) the authors were able to say that products/services perceived as ethically responsible arouse a better intention to purchase and cause better customer satisfaction. This confirms that trust and satisfaction are not only consequences of CSR, but also levers intervening between CSR and actual purchasing behavior. Finally, the existence of these institutional standards helps to reduce the gap between value and actual purchasing behavior. Unfulfilled promises by companies are often the source of consumer distrust. The institutionalization and standardization of CSR practices provides a control system that reduces the gap between company values and actual purchasing behavior.

## **2.2. Marketing Approach to CSR**

Faced with the rise of new consumer demands related to health, the environment, and society in general, marketing has been enriched by a new discipline called societal marketing. This is defined by Armstrong and Kotler (Armstrong & Kotler, 2012, p. 709) as "a marketing approach that aims to satisfy the needs and desires of consumers while improving the long-term well-being of society." Unlike the managerial approach, which considers the adoption of CSR by companies as a determining factor in consumers' adoption of responsible behavior, societal marketing considers that CSR is not only determined by an internal vision of the company, but is much more determined by new consumer expectations and the pressure they exert.

### **2.2.1. New Consumer Concerns**

#### **2.2.1.1. Environmental Concerns**

Consumers are currently showing increased awareness of various environmental issues, which translate into four major concerns: reducing their ecological footprint, combating waste, preserving biodiversity, and the energy transition. These expectations constitute a basis for a coherent CSR marketing strategy.

For reducing their ecological footprint, the trend is toward low-carbon products. This requires transparency regarding emissions related to production and transportation. Indeed, marketing can enhance this through communication based on measurable data such as carbon footprint. According to Scheller (Scheller, et al., 2023), environmental benefits encourage the adoption of low-carbon technologies, although financial advantages remain decisive at the final decision stage. Therefore, combating waste is a priority. Indeed, eco-design of packaging and deposit or refill systems are often used to meet the aspirations of consumers who want to reduce their environmental impact. According to the Trivium report (2023) obtained on the basis of a survey of 9,000 participants, the results show that 82% of consumers were willing to pay more for sustainable packaging, and 80% expressed an interest in refillable formats. The Shorr report (2025) confirms this trend. Based on 2,016 participants, 90 % of consumers favor brands adopting eco-friendly packaging; 54% have deliberately chosen such products in the last six months. The preservation of biodiversity is also of particular importance.

Therefore, the rejection of products associated with deforestation or habitat destruction encourages companies to adopt responsible, certified, and traceable supply chains. Marketing can enhance these commitments through storytelling focused on ecosystem protection, complemented by verification tools such as blockchain or “zero deforestation” labels (Lundqvist, et al., 2013, p. 285).

Finally, consumers increasingly value companies powered by renewable energy or investing in energy efficiency. According to the Capital One Shopping 2025 report, in 2022 in the United States, 72 % of consumers considered the environmental impact of a product to be a crucial purchasing factor, while 80 % said they were willing to pay more for eco-responsible products. In addition, 58% say they place more trust in brands that communicate transparently about their sustainable practices, and 79 % believe that sustainability strengthens their loyalty. These trends among American consumers represent an opportunity for companies that know how to apply social marketing and assert their CSR orientation.

#### **2.2.1.2. Health Concerns**

Consumer health concerns play a growing role in purchasing decisions. Three major themes emerge in research: product safety, preference for healthy eating, and personal well-being. Each theme constitutes a strategic lever for a robust CSR marketing approach. Regarding product safety, according to several studies and surveys (Scheller, et al., 2023), consumers are wary of chemical additives, pesticides, GMOs, and endocrine disruptors. They demand strong safety guarantees, strict regulations, and clear information on ingredients.

From a marketing perspective, companies must develop active transparency mechanisms: credible third-party labels, clear labeling, and scientific communication to build trust and avoid accusations of greenwashing. Consumer expectations are also increasingly shifting toward products that have a lesser impact on health. They are demanding a healthy diet free of pesticides, gluten, lactose, etc. For example, interest in gluten-free diets has grown well beyond the medically concerned population, becoming a health and wellness marketing motive. Companies can capitalize through the formulation of organic, allergen-free, or functional products, attested by relevant certifications (organic, allergen-free) and supported by educational campaigns informing consumers about the health benefits. Finally, consumers' desire for natural products ensuring personal well-being is intensifying. According to the Centre for the Promotion of Imports from developing countries (2024), 59 % of European consumers are concerned about labels like "organic" when purchasing food supplements. In marketing strategies, it is therefore essential to focus messages on these expectations regarding personal well-being.

#### **2.2.2. Impact of these new concerns on the CSR approach**

These new health and environmental concerns will influence a company's CSR approach on three main levels: strategic, organizational, and communication. At the strategic level, if consumers demand safer, healthier, and less environmentally harmful products, companies must integrate these requirements directly into their product strategy and value chain. From a CSR perspective, companies will adopt stricter quality

standards than those required by law (organic standards, ISO 14001 certifications, eco-responsible labels); in addition, they will integrate eco-design and life cycle assessment (LCA) to reduce their ecological footprint. For example, a food manufacturer could reformulate its products to remove controversial additives and favor ingredients from regenerative agriculture, which strengthens both commercial performance and CSR credibility.

At the organizational level, the demand for healthy and environmentally friendly products requires profound operational transformations, pushing companies to adapt their processes and supply chains. One example is the reorganization of the supply chain with more rigorous supplier selection while ensuring supplier audits that integrate health and environmental criteria.

Finally, at the communication level, today's consumers are no longer satisfied with promises; they demand concrete proof. To this end, brands must communicate in a clear, traceable, and verifiable manner. In terms of CSR, companies can develop accessible and educational CSR reports, incorporating measurable performance indicators; use recognized third-party labels such as Ecolabel; and implement appropriate social marketing to raise consumer awareness of health and environmental issues.

### **2.3. Consumer Attitudes Toward the CSR Commitment of Fruit Juice Brands**

Studying consumer attitudes toward the CSR commitment of juice brands requires us to combine the two approaches discussed above. To do this, we will first address the theoretical foundation of attitude theory, then its impact on consumer behavior, and finally apply it to our research field.

#### **2.3.1 Attitude Formation and Change**

The concept of attitude occupies a central place in social psychology, marketing, and management science. It allows us to understand how individuals evaluate, interpret, and react to objects, ideas, products, or behaviors. Attitude is thus a key determinant of decisions and behaviors, particularly in terms of consumption and commitment to corporate social responsibility (CSR). The concept of attitude is defined according to (Allport, 1935, p. 810) as a "mental and nervous state of preparation, organized through experience, exerting a directive or dynamic influence on the individual's response to all objects and situations related to it, " or as: "an acquired mental predisposition to respond favorably or unfavorably to an object, a person, an idea, or a situation" (Fishbein & Ajzen, 1975, p. 06).

According to the CAB (Cognition, Affect, Behavior) model, the concept consists of three essential elements: the cognitive component linked to beliefs and knowledge about the object. In our case, the difference between a natural juice and a processed juice; an affective component linked to emotions and feelings related to the object, such as pleasure or concern in consuming natural or processed juices; and finally, the conative component linked to the intention or purchasing behavior, such as the decision to choose a natural juice over a processed juice. The combination of these three components would increase the likelihood of consumers taking action.

Although attitudes are generally stable, they are not completely fixed. Several factors can intervene and cause them to change. For example, the phenomenon of learning and

conditioning can influence the formation of new attitudes. Observing the damage caused by natural disasters can push consumers to change their behaviors to become more responsible.

### 2.3.2. From Attitudes to Action: Theory of Planned Behavior

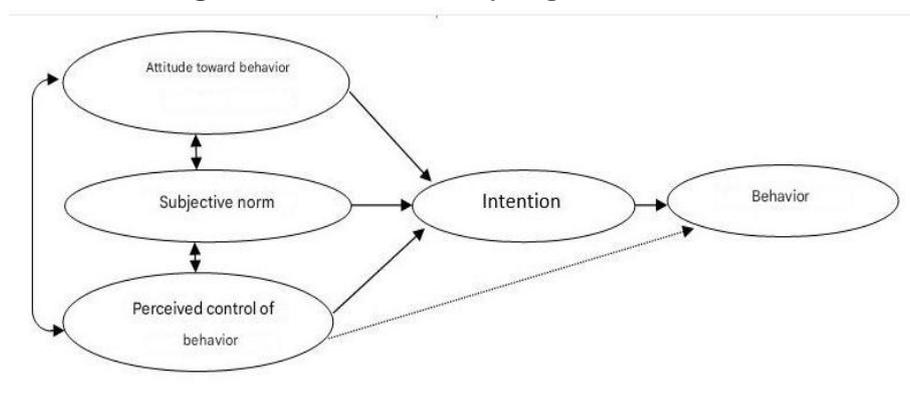
The theory of planned behavior is widely used in management and marketing sciences to explain human behavior in general and consumer behavior in particular. The theory of planned behavior developed by Ajzen (Ajzen, 1991) describes that an individual's behavior will be essentially guided by their intention to act, which is itself influenced by three elements: attitude toward the behavior, subjective norm, and perceived behavioral control. The attitude associated with a behavior reflects the level of positive or negative evaluation a person attributes to an action. It stems from beliefs about the results of this action (Ajzen, 1991). For example, in the area of food, this may be linked to the belief that consuming organic products is beneficial for health or helps to reduce environmental impact.

Subjective norm refers to a person's perception of social pressure to adopt or not adopt a certain behavior. This perception is determined by normative beliefs about the expectations of others, as well as the motivation to conform to these expectation (Fishbein & Ajzen, 2010, p. 843). Thus, a consumer may be pushed to opt for sustainable products if their loved ones encourage this type of consumption.

Perceived behavioral control refers to how a person assesses the ease or difficulty of adopting a behavior, taking into account available obstacles or resources (Ajzen, 2002, p. 665). This concept is important in the food sector, where factors such as cost, food availability, or time can restrict the adoption of certain behaviors, even when there is a positive intention.

We can summarize the theory of planned behavior in the following figure:

**Fig.1.** Model of the theory of planned behavior



**Source:** adapted and translated from (Ajzen, 1991, p. 182)

### 2.3.3. Positioning of researchers

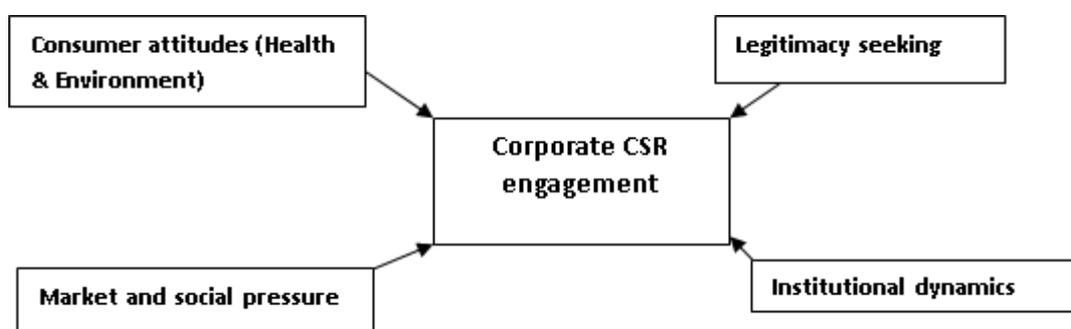
The two approaches we have just presented (managerial and marketing) show us two different, but complementary ways to understand CSR. The managerial approach starts from a hypothesis that the response to societal expectations explained by the theory of legitimacy and institutional theory will end up influencing consumer attitudes. Conversely, the marketing approach asserts, through the theory of planned behavior and other theories, that it is the new attitudes of consumers that push companies to engage in CSR. To this end,

several authors affirm the existence of a certain complementarity between the two approaches Carroll (Carroll, 1999) with his pyramid model of CSR, Porter & Kramer (Porter, et al., 2006) with the concept of "shared value", and Freeman (Freeman, 1984) with stakeholder theory. However, some authors (Arian, et al., 2023) (Masouti, et al., 2024) claim that in highly competitive sectors, it is the marketing approach that prevails.

Marketing CSR is considered a major strategic tool for differentiation and customer loyalty. It is not limited to meeting regulatory requirements, but seeks to transform responsible commitments into brand arguments. According to (Rahman, et al., 2022) the integration of CSR into the marketing strategy increases the perceived value of the brand and improves the consumer-company relationship. The growing sensitivity of consumers, particularly following the increase in natural disasters and the health crisis, sees a rise in ethical and environmental criteria in purchasing decisions (Salovaara & Statler, 2021). In addition, increased visibility on social networks and evaluation platforms amplifies the reach of CSR campaigns (Del Giudice, et al., 2020). Finally, in the context of alignment with ESG (Environment, Social and Governance) objectives, this has put pressure on investors for environmental and social performance, which reinforces the strategic importance of market-oriented CSR (Kölbel, et al., 2020).

The Algerian fruit juice market appears to meet the characteristics that prioritize the marketing approach. With the proliferation of local brands and the absence of a confirmed leader, knowing that the first brand in terms of market share in 2023 does not exceed 14%, all the signs of competitive intensity are present. Indeed, in the remainder of this research, we will adopt a mixed approach with a penchant for the marketing approach to try to explain the adoption of the CSR approach based on consumer attitudes in favor of the latter. We will focus our research on the distinction between consumers' natural and organic fruit juices and industrialized juices. This distinction will allow us to situate the health and environmental attitudes of Algerian consumers and thus justify the orientation of certain companies in the sector towards CSR, like NCA Rouiba.

**Fig.2.** The conceptual framework of the study



Source: by the authors

### **3. EMPIRICAL STUDY**

#### **3.1. Survey methodology**

The present study aims to analyze the factors influencing fruit juice consumption among Algerian consumers, with particular attention to health- and environment-related attributes. Data were collected through a structured questionnaire administered both face-to-

face and online. A total of 147 valid responses were obtained from consumers located in three wilayas of central Algeria (Algiers, Boumerdès, and Tizi-Ouzou) between February 3 and February 11, 2025.

The questionnaire consisted of 29 items organized into four main sections: socio-demographic characteristics, fruit juice consumption habits, consumer preferences, and attitudes toward health and environmental issues. Most of the attitudinal items were measured using closed-ended questions. The questionnaire was designed to ensure clarity and consistency and was pre-tested prior to distribution.

The collected data were analyzed using SPSS software. Descriptive statistics were first used to summarize consumption habits and preferences. In addition, chi-square tests were conducted to examine associations between selected socio-demographic variables (age and education level) and consumers' attitudes toward health and environmental issues. It is important to emphasize that the chi-square test allows the identification of statistically significant associations between variables but does not measure the strength or direction of the relationships, nor does it establish causal links.

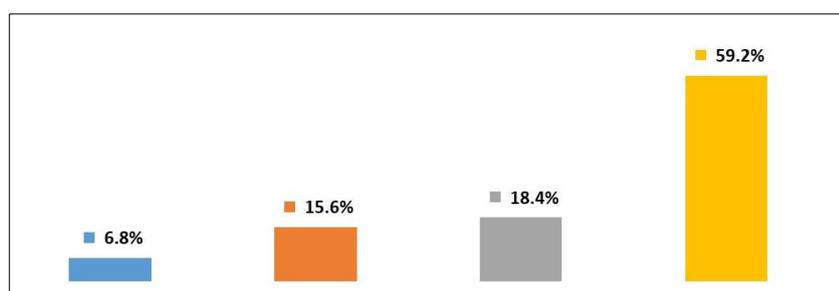
Finally, it should be noted that the sample size ( $N = 147$ ) and the limited geographical scope of the survey constitute methodological constraints. As a result, the findings should be interpreted as indicative and exploratory rather than fully representative of the Algerian population.

## 3.2. Survey results

### 3.2.1 Preferences for natural juices of the consumers studied

By looking at consumer preferences for fruit juices and specifying the differences between natural juices (pressed juice), nectars (60 % fruit content), juice from concentrate (100 % but not natural) and fruit drinks (20 % fruit content), we obtained the results summarized in the following figure:

**Fig 3.** Consumer preference diagram for fruit juices



**Source:** Prepared from survey results

As the diagram above clearly shows consumer tastes regarding types of juice, pure juice clearly dominates with 59.2 % of the preferences expressed. This finding indicates a pronounced attraction for products considered natural (results almost identical to those of CBI, 2024). Right after this come fruit-based drinks with 18.4 % of the total, followed by juices from concentrate (15.6 %) and nectars (6.8 %)

By cross-referencing these data with the age of the respondents, we obtained the data in the following table:

**Tab.1:** Consumer preferences according to age

Age	Fruit drinks	Concentrated juice	Pure juice	Nectar
18-25 years old	21.15%	19.23%	50%	9.63%
26-35 years old	21.43%	14.29%	61.90%	2.38%
36-45 years old	8%	12%	68%	12%
Over 45 years old	0%	17.39%	78.26%	4.35%

Source: Prepared from survey data

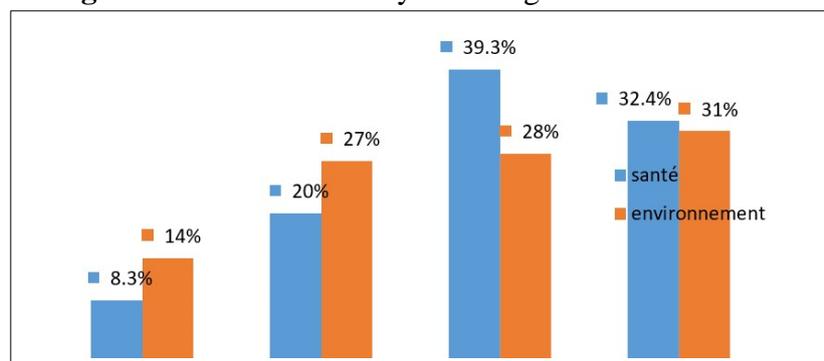
This table clearly shows that, regardless of the age of the respondents, pure juice is the first choice for consumers. This means that consumers of all ages are aware of the health and environmental issues surrounding their consumption. If we refer to the theory of planned behavior, the cognitive (belief that natural juices are healthier) and affective (concern about additives and added sugars) components seem strongly present. Indeed, this theory suggests that this positive attitude increases purchase intention, provided that the price and availability are acceptable.

The results found confirm our hypothesis (H1 )where we considered that the consumer prefers natural juices that preserve health and the environment. Indeed, this follows the trend observed in other countries and in other products, particularly food, where the consumer chooses naturalness and good for health, like the study carried out on pure juices by Aschemann-Witzel & Zielke (Aschemann-Witzel & Zielke, 2017) and that of Sogari (Sogari, et al., 2023) on distrust of processed products.

### 3.2.2. Juice consumers’ attitudes toward health and the environment

By asking the respondents about their level of sensitivity to health problems and the ecological impact of their consumption of fruit juices, the responses obtained can be summarized in the following diagram:

**Fig.4:** Consumer sensitivity to ecological and health issues



Source: Prepared from survey data

From the answers given, we can clearly see that most of the people questioned are sensitive to health and the environment (71.7 % for health and 59 % for the environment).

These positive attitudes towards health and the environment clearly justify consumers' preferences for natural juices.

In order to measure the variation of this relationship according to age and level of education, we applied the chi-square test. This test allows us to verify the statistical relevance of the link between the age, level of education of the participants and their degree of concern about their health and the environment. The results thus obtained can be given in the following table:

**Table.2** Age, education level and concern for health and the environment

<b>Chi-square tests (age/health and environment)</b>			
	Value	ddl	Asymptotic significance (bilateral)
Pearson chi-square	40,695 <sup>a</sup>	16	.001
Number of valid observations	147		
<b>Chi-square test (educational level/health and environment)</b>			
	Value	ddl	Asymptotic significance (bilateral)
Pearson chi -square	35,784 <sup>a</sup>	20	.016
Number of valid observations	147		

**Source :** Prepared from survey data

To examine consumers' attitudes toward health and environmental issues, chi-square tests were conducted to analyze the association between selected socio-demographic variables and respondents' level of concern. The results reveal statistically significant relationships between age and concern for health and environmental issues ( $\chi^2 = 40.695$ ;  $p = 0.001$ ), as well as between education level and these concerns ( $\chi^2 = 35.784$ ;  $p = 0.016$ ). These findings indicate that consumers' socio-demographic characteristics are associated with their attitudes toward health and environmental matters.

However, it is important to emphasize that the chi-square test identifies the existence of an association between variables but does not measure the strength or direction of the relationship, nor does it allow causal inferences. The results should therefore be interpreted as correlational rather than causal. Nevertheless, the observed distribution patterns suggest that older and more educated consumers tend to express higher levels of concern for health and environmental issues. This tendency is consistent with previous studies highlighting the role of age and education in shaping awareness of health-related risks and environmental sustainability.

Overall, these results support Hypothesis H2 in terms of the existence of statistically significant associations between consumers' socio-demographic characteristics and their attitudes toward health and environmental issues.

### **3.2.3. The position of ecological and health attributes in the purchase of fruit juices**

In trying to situate the position occupied by ecological and health attributes in the factors determining the purchase of fruit juices, we obtained results that can be summarized in the following table:

**Table.3** Factors determining the purchase of fruit juices

	<b>Frequency</b>	<b>Percentage</b>	<b>% valid</b>	<b>Cumulative %</b>
The price	28	19.0	21.5	21.5
ISO Certifications	9	6.1	6.9	28.5
Sensory perception	7	4.8	5.4	33.8
Brand attractiveness	8	5.4	6.2	40.0
Availability at points of sale	5	3.4	3.8	43.8
Ecological impact	3	2.0	2.3	46.2
Nutritional value	70	47.6	53.8	100.0
Total	130	88.4	100.0	

**Source:** Prepared from survey data

The results show that the consumers surveyed are much more concerned about the nutritional value of fruit juices, i.e. 53.8 % of respondents, which means that particular importance is given to the impact on health, far ahead of the price with 21.5 % of respondents. On the other hand, the ecological impact appears in last position with only 2.3 % of responses. It can be said that health concerns occupy a predominant place as a determining factor in the purchase of fruit juices, unlike the ecological impact, which only represents a marginal place. Price is cited by 21.5 % as the main criterion, making it the second consideration after nutritional value. Indeed, the high price of natural juices can be perceived as a barrier, especially for middle- and low-income segments. According to Ajzen (Ajzen, 1991), perceived behavioral control (here, cost) can inhibit action even if the attitude is positive.

From these results, our Hypothesis (H3) is completely verified regarding health attributes, but partially verified regarding the ecological impact. This last case can be explained according to Scheller (Scheller, et al., 2023), by the fact that environmental motivations exist but are often relegated after more direct considerations (health, price). This is therefore not a specificity of the fruit juice consumer on the Algerian market.

To summarize the results of this survey, we can say that the consumers studied generally prefer natural juices that preserve health and the environment. They have positive attitudes towards the environment and health. These attitudes, as we have seen, increase with age and education level. Indeed, consumers consider health attributes as determining factors when purchasing fruit juices, but less so regarding the ecological impact. It remains to be seen how these consumer attitudes in favor of health and the environment can be a vector of CSR in the fruit juice sector. This is the subject of the next point that will allow us to verify our last hypothesis (H4).

### **3.3. Discussion of the results in light of csr commitment**

#### **3.3.1. Discussion based on the theory of planned behavior**

By taking up the model of the theory of planned behavior developed in our literature review where the latter considers the intention to act determined by three factors which are: attitudes towards behavior, subjective norms and perceived behavioral control. And, by projecting the results of our research within the framework of this theory, we can say that

consumers of the fruit juices studied here have a strong positive attitude towards natural fruit juices with a preference for pure juices (59%) (H1) and a strong importance given to nutritional values (53%) (H3), more in increased sensitivity for health (71.7%) and the environment (59%) (H2). These research results support positive evaluations of consumers of juices in favor of behavior compatible with the CSR approach. Also, the importance of age and education level in the production of consumer behaviors in favor of health and the environment (H2), support the existence of injunctive social norms (social order) according to the level of education and descriptive according to age (mimicry) which impact the social learning mechanism in favor of the sustainability of consumer behaviors respectful of health and the environment. This trend affirmed in the theoretical part could be considered by the theory of planned behavior as a factor allowing to produce behaviors in favor of the CSR commitment of companies. Finally, the price which seems to play an important role in the purchase of fruit juices (21.5%) and the relative high cost of natural products compared to processed products, constitutes an obstacle which can slow down the transition from the intention of purchase to the actual purchase. According to the theory of planned behavior this is manifested by a weak perceived behavioral control.

Generally speaking, we can say that in the purchase of natural fruit juices, favorable attitudes and social norms can play an important role in translating purchase intention into purchase and in guiding companies towards CSR. Despite the slowing effect of perceived behavioral control, several recent studies have shown that the proportion of consumers who are willing to pay more for natural and health-friendly products is increasing, which reduces the impact of price sensitivity found in our survey. This is an additional argument in favor of companies' CSR commitment.

### **3.3.2. Discussion based on legitimacy and institutional theory**

Within the framework of favorable consumer attitudes that show, from the theory of planned behavior, the favorable position of consumers for a CSR commitment of companies in the fruit juice sector, the managerial theory can support this commitment by a great legitimacy and a strong position in society, which returns by a better positioning in the mind of the consumer. Indeed, the natural orientation of juices that improves the nutritional quality (H3) increases the pragmatic legitimacy defended by the theory of legitimacy, because in reference to this theory, a consumer who sees a company that is committed to their health and well-being will develop in them the feeling of wanting to reward it. This confers more credibility for the company. Also, the environmental sensitivity found in this survey (59 %) could be exploited from a managerial point of view by a company seeking its moral legitimacy (ethical considerations and societal benefits) through its CSR commitment.

On an institutional level, the evolution of consumer attitudes combined with the desire of companies to adapt to changes in the sector pushes them to adopt a CSR approach. (DiMaggio & Powell, 1983) explains this based on the concept of institutional isomorphism discussed in our literature review. In our case, mimetic isomorphism corresponds to the trend observed in consumer attitudes towards more naturalness. This increases competitive

pressure, and as soon as there is a leading company that undertakes a CSR action, we will see the others who do the same for fear of being overtaken by the competition. On a normative level, this consumer trend requires proof. This involves the search for certifications and a desire to want to be more CSR. Finally, all the regulations that are part of this new trend in the fruit juice market in terms of packaging and food additives to satisfy a more demanding clientele oblige companies in the sector to implement certain practices relating to CSR under penalty of being sanctioned.

### **3.3.3. Summary of the discussion**

By adopting both marketing and managerial approaches, it appears that the pressure exerted by consumers through these emerging attitudes, combined with the institutional transformations currently affecting the Algerian fruit juice market, renders the CSR approach less voluntary and increasingly necessary. The intentions expressed by consumers, as observed in the survey, together with firms' search for legitimacy in response to the ongoing institutional evolution of the sector, contribute to making CSR engagement a strategic requirement for companies operating in this industry (H4).

Indeed, the consumers studied display highly favorable attitudes toward natural fruit juices, reflected in a strong preference for pure juices (59 %), the importance attributed to nutritional value (53 %), and pronounced sensitivity to health (71.7 %) and environmental issues (59 %). Within the framework of the theory of planned behavior, these elements indicate a positive attitudinal orientation toward purchasing behaviors compatible with a CSR approach. This orientation is further reinforced by the influence of social norms, particularly injunctive norms related to education level and descriptive norms influenced by age.

Nevertheless, price remains a significant barrier for a segment of consumers (21.5 %), acting according to the theory of planned behaviour, as a constraint on perceived behavioral control. However, recent trends suggest a growing proportion of consumers willing to pay a premium for natural products perceived as healthier and less harmful, thereby gradually reducing the limiting effect of price.

From a managerial standpoint, legitimacy theory highlights that efforts to improve nutritional quality and address environmental concerns enhance both the pragmatic and moral legitimacy of firms. Such legitimacy strengthens corporate credibility and market positioning. Furthermore, from an institutional theory perspective, the evolution of consumer attitudes contributes to an isomorphic dynamic within the sector, including mimetic mechanisms (imitation of leading CSR-oriented firms), normative pressures (adoption of certifications such as ISO 14001 or ISO 9001), and coercive forces (compliance with regulations related to packaging, additives, and labeling).

Taken together, these market, social, and institutional pressures suggest that firms in the fruit juice sector are encouraged to integrate CSR practices. While this relationship cannot be interpreted as a statistically established causal link, the analytical interpretation of the results indicates that CSR engagement is increasingly valued by consumers, thereby supporting Hypothesis H4 at an analytical level.

#### 4. CONCLUSION

This research has highlighted the decisive influence of consumer attitudes and expectations on the CSR orientation of companies in the fruit juice sector. Analysis based on the theory of planned behavior shows that the consumers surveyed exhibit a strong predisposition toward behaviors favorable to health and the environment, reflected in a marked preference for natural juices and high sensitivity to nutritional values and environmental issues. These positive attitudes, reinforced by injunctive and descriptive social norms, constitute an important lever for shaping purchasing intentions, even if price remains a significant obstacle to the full translation of these intentions into actual behavior.

From the perspective of legitimacy theory, companies' commitment to improving nutritional quality and reducing their environmental impact enhances their pragmatic and moral legitimacy, thereby strengthening their image among consumers. In parallel, the institutional perspective highlights the existence of mimetic, normative, and coercive pressures that encourage firms in the sector to integrate CSR into their strategies, thus reinforcing the convergence of responsible practices.

Ultimately, the results suggest that CSR is no longer merely a strategic option, but increasingly a requirement shaped by evolving societal expectations, competitive dynamics, and the regulatory framework. However, it should be emphasized that the conclusion regarding the role of consumer attitudes as a vector of CSR engagement is analytical in nature.

This study does not statistically test a direct causal relationship between consumer attitudes and corporate CSR practices. Rather, it demonstrates how positive consumer attitudes toward health and environmental issues, interpreted through established theoretical frameworks, can generate normative, mimetic, and market pressures that encourage firms to integrate CSR into their strategies. Companies in the fruit juice sector that engage in this process may therefore not only strengthen their competitive positioning, but also contribute to the transition toward a healthier and more environmentally responsible consumption model.

Finally, it should be noted that this study does not aim to generalize its findings to the entire national fruit juice market, given the limited sample size (147 participants) and geographical coverage restricted to three wilayas. This limitation opens avenues for future research extending to the national level, with larger samples and additional variables to further explore the determinants and dynamics of CSR engagement in this sector.

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