# Economic Incentives for Environmental Conservation via Corporate Social Responsibility: Case Study of Corona's Plastic Retrieval Tournament

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**Abstract.** *Corporate Social Responsibility (CSR) initiatives encourage environmental preservation, economic viability and customer engagement. This study focuses on the potential transformation brought by such projects using a case analysis of Corona's Plastic Collection Tournament. It evaluates how effective monetary rewards can be in promoting conservation among locals through involving them in scavenging plastic wastes for sale instead of relying entirely on fishing. The success of the event at incentivizing plastic retrieval is measured against what fishermen normally earn from their trade, underlining the financial feasibility of eco-friendly actions. Additionally, it looks into how teaming up with Mexico Recicla (one of Mexico's largest recycling firms) can help members access new revenue streams.*

**Keywords**: Environmental conservation, Social rights, Corporate Branding, Sustainability Initiatives, Plastic Retrieval, Sustainable Economic Transitions.

## Introduction

Corporate Social Responsibility (CSR) tasks have become crucial practices for selling environmental conservation. Ir is also used to address financial concerns, and cultivating purchaser engagement in current enterprise strategies (Porter, 2006). This article addresses the transformative potential of CSR projects.

The efficacy of economic incentives in driving environmental conservation has garnered attention in scholarly discourse (Farrow, Grolleau & Ibanez, 2018). By focusing on the engagement of fishermen in plastic waste retrieval, this study aims to contribute to the literature on the intersection of economic incentives, CSR and branding. Consumer perception and behavior were influenced by CSR's initiatives as detailed in the existing literature on this topic (Sen & Bhattacharya, 2001). The proved impact on brand loyalty represents a starting point for understanding the potential outcomes for businesses.

The Plastic Phishing Tournament organized by Corona is analyzed within the context of CSR initiatives. We do it by specifically inspecting its implications for emblem loyalty and client conduct. This allows to have a look at outcomes and explores whether or not the initiative, reputedly unrelated to Corona's center commercial enterprise of beer manufacturing, serves as a actual dedication to sustainable improvement or merely capabilities as a branding campaign.

This article showcases how businesses can make a real difference by embracing sustainability. This study's main aim was to find out whether businesses could grow without harming society or having any negative effect on it. CSR, economic incentives, and branding play crucial roles as growth strategies, showing how businesses can combine internal and external interests.

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## Literature review

### *CORPORATE Social Responsibility*

The European Union (EU), the world largest common marketplace, has an influential role in adoption of regulation within global deliver chains. To implement corporate social responsibility, the notion from the European Commission on corporate due diligence wants to impose mandatory reporting, by using the promotion labor rights and environmental conservation (European Commission, 2024).

The proposed measures are specifically important in promoting a experience of internal responsibility in the direction of company activities, by means of forcing agencies to align their environmental effect with their monetary activities. This displays a dedication to sustainability even though the lack of legal responsibility necessitates a better exam of how duty mechanisms could be applied (Rugman & Verbeke, 2010). While the European Commission's suggestion indicators a commendable move toward integrating CSR principles into the cloth of corporate operations, the pathway to effective implementation stays intricate.

### *Economic Incentives*

Economic incentives can be used as powerful tools for creating fine results, by being a cluster for innovation and sustainable practices (Duflo & Banerjee, 2019). If coordinated, individual and organizational behavior can create a framework for large societal and environmental goals. This is supplying a solution toward attaining economic prosperity. Corona's CSR initiatives are not entirely a response to a contemporary regulatory framework; additionally they feature an monetary incentive for marginalized fishing groups. These efforts function the company as a logo committed to the ecological transition and environmental conservation.

By providing support to fishermen, Corona actively contributes to achieving policy goals and objectives, offering a pathway for these communities to generate sustainable results in line with environmental preservation. Brand fidelity plays a vital role in today's market because it greatly affects the mindset of buyers. It determines their behavior towards the products or services being sold (Aaker, 1991).

### *Brand Loyalty*

Brand loyalty cultivates a positive image of organizations through consistent positive experiences and reliability (Moorman, Zaltman, & Deshpande, 1992). As loyal customers can serve as brand ambassadors, this becomes an organic marketing reach as they spread the word and increase the probability of repeat purchases.

The emotional connection forged through brand loyalty results in increased resistance to competitive influences and a willingness to pay higher prices. Purchasing decisions, brand advocacy and participation in loyalty programs can be influenced by this emotional connection.

Strong brand loyalty acts as a precursor to positive buyer intent (Kim, Lee, & Kim, 2010). Loyal customers are more likely to choose the same company, showing the role of brand loyalty, reducing risks regarding choosing a competitor, positively influencing buyer intent (Kumar & Pansari, 2016). In conclusion, business positioning themselves in a competitive marketplace based on their strategy of brand loyalty have complex effects on consumer perceptions, behavior, and buyer intent.

## Methodology

To cope with the research targets, a quantitative method was selected. It took the shape of an online shape disseminated throughout on-line agencies and boards, targeting beer clients. The approach allowed facts to be amassed from a extensive variety of people, which assured a numerous illustration throughout demographics. The survey collected a total of 211 completed responses. The data collection stretches out in two components: a questionnaire for quantitative tendencies, testing consumer awareness and perceptions, and the analysis of impressions and economic incentives generated through the CSR initiative launched by Corona. Variables, both independent (CSR initiatives, brand loyalty) and dependent (awareness levels, environmental impact perceptions, purchasing decisions, emotional connections), form the base of the analysis.

## Results and discussions

This research scrutinizes the Plastic Phishing Tournament organized by Corona, evaluating its impact as a CSR initiative. Even if the initiative achieved a lot of praise and nominations, notably at Cannes Lion, it is crucial to assess its effectiveness in creating brand loyalty and influencing consumer behavior.

Although, the study reveals a misalignment between Corona's main important commercial activities and the engagement that has been choosen for CSR initiative. Corona, a lager company predominantly utilizing glass bottles with aluminum cans, tried to engage into preventing plastic pollution. The research concluded a misalignment between Corona's major activities and the problem tackled with the aid of the CSR campaign, while the campaign in itself had a lot of praise. The authenticity of the campaign is doubted as it creates a moral dilemma.

Despite the fact that the campaign was effective, it wasn't a factor of influence for brand loyalty or purchase behaviors.

To gauge the effect of CSR initiatives, patron responses have been collected, with 211 participants imparting insights. The have a look at sought to find the affect of CSR tasks on logo loyalty, buying behavior, and consumer purpose. In reaction to inquiries concerning the most important determinants influencing beer purchasing selections, flavor emerged because the unequivocal paramount issue. Intriguingly, environmental initiatives undertaken by the brand assumed precedence over other considerations, including brand reputation and packaging; nevertheless, it did not supersede the overarching significance attributed to the factor of price.

Approximately seventy five percent of people responded as saying that they do not consider Corporate Social Responsibility when buying and taking beer ( Figure 1). Forty-one-point three percent of respondents expressed a willingness to commence the consumption of a novel beer brand contingent upon its environmental initiatives, even if said brand is comparatively less familiar than their habitual preference. This response shows consumers' paying attention to such type of engagements. On the other hand, it's important to note that they don't have any decisive influence in shaping their shopping behavior. This relation suggests that environmental dedication, even supposing considered necessary, isn't always independently enough to influence a massive shift in purchaser choices (Figure 2).

The conspicuous paradox and incongruity evident in consumer behavior are elucidated through responses to additional survey inquiries. It’s important to note that 43.6% of the people didn’t want to recommend beer due to environmental actions. An additional 23.3% didn’t know. This happens because buyers tend to focus on essential elements like taste and price rather than giving referrals to items (Figure 3). As indicated in the chart below, more efforts to boost environment-based campaigns are well received by the firm's existing clients, since it attracted 33.9% supporting views. Importantly, a quarter could not provide an answer when probed on the matter (Figure 4).

An evaluation of demographic factors affecting people's views on environmental programs was carried out in the process of looking into consumer buying habits. The investigation specifically sought to ascertain the correlation between family income levels and the heightened influence of environmental initiatives on purchasing decisions. The hypothesis posited an anticipated elevation in the significance of Corporate Social Responsibility (CSR) and heightened sensitivity to environmental considerations among families with higher incomes. The correlation analysis conducted on the influence of environmental initiatives when purchasing beer in relation to family income yielded a correlation coefficient of -0.06047. A very weak negative correlation between the two variables results from the value. The negative sign implies that, on average, as family income increases, there is a slight tendency for individuals to be less influenced by environmental initiatives when choosing beer products. But the association is too close to zero that it indicates an almost insignificant relationship. Remember, correlation doesn't mean causation and this slight connection we saw might not matter much after all. To have a complete understanding, one should think about extra factors and proceed with more analysis like exploring different variables or getting qualitative insights from the target audience through surveys or interviews.

To sum up, a subtle negative correlation exists. Its practical implications are limited so people should be cautious about making strong conclusions using only this correlation coefficient (Table 1).

The outcomes of the analysis reveal that there is a feeble optimistic connection between how often people buy beer and their probability of moving to a more environmentally friendly brand – illustrated by an "R" multiple value equal to 0.12. Still, the model has very little power to explain things with an $R^2$ of merely 1.4%. Essentially, it means that the frequency of buying beer clarifies just a bit how much people switch to eco-brands.

The adjusted R square, accounting for the number of variables, slightly diminishes the model's explanatory power. 0.0835 is the F-value of significance of the model. This implies that it may not be any statistical significance in the analysis. This means that the connected relationship could be entirely random.

In conclusion, the statement that the fact that individuals will switch brands when buying beer just because they are heavy consumers is rejected. The regression model does not support it. Further work on additional variables or model refinement may be necessary to develop predictive accuracy (Table 2).

## Figures and tables


**Figure 1. Chart from Online form: purchasing factors of influence**

Source: Authors' own research.

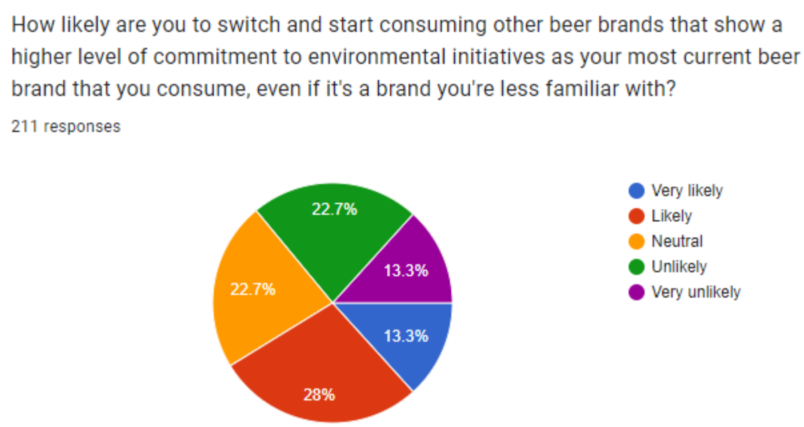


**Figure 2. Chart from Online form: brand loyalty**

Source: Authors' own research.

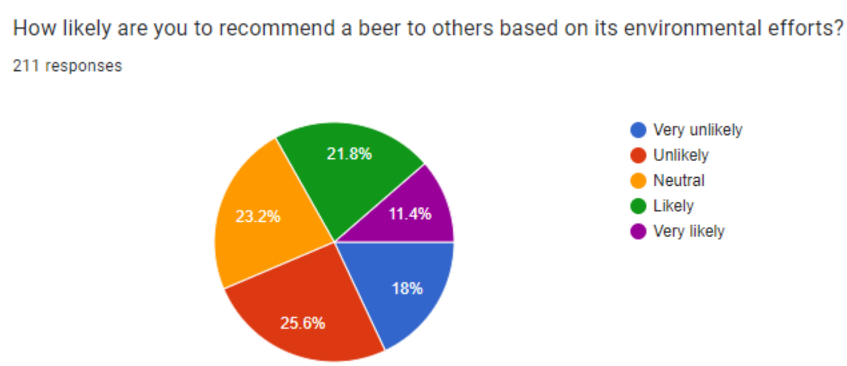


**Figure 3. Chart from Online form: referral bias**

Source: Authors' own research. [Times New Roman, 10, aligned to the right].

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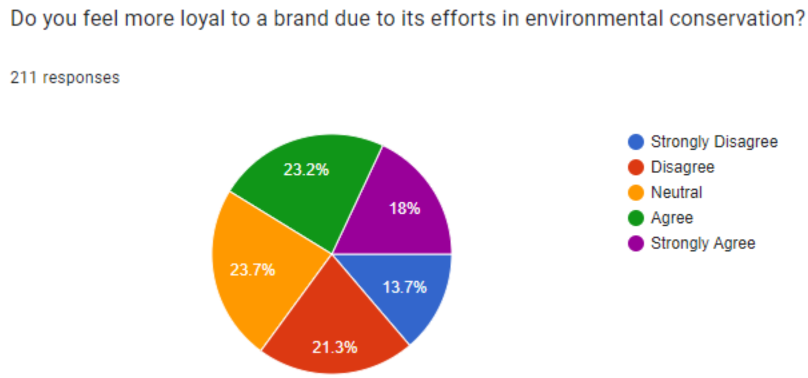


**Figure 4. Chart from Online form: brand loyalty based of environmental incentives**

Source: Authors' own research.

**Table 1. Correlation purchase behavior & family income**

| | When selecting a beer brand to purchase, which factors are ıproximate | family income? |
|---|---|---|
| When selecting a beer brand to purchase, which factors are most influential to you? [Environmental initiatives] | 1 | |
| What is your approximate family income? | -0,06047 | 1 |

Source: Authors' own research.

**Table 2. Regression for purchase frequency & brand loyalty**

SUMMARY OUTPUT

| *Regression Statistics* | |
|---|---|
| Multiple R | 0,119439302 |
| R Square | 0,014265747 |
| Adjusted R Square | 0,009549315 |
| Standard Error | 1,250144031 |
| Observations | 211 |

ANOVA

| | *df* | *SS* | *MS* | *F* | *Significance F* |
|---|---|---|---|---|---|
| Regression | 1 | 4,727168168 | 4,727168 | 3,024690547 | 0,083478329 |
| Residual | 209 | 326,6377607 | 1,56286 | | |
| Total | 210 | 331,3649289 | | | |

| | *Coefficients* | *Standard Error* | *t Stat* | *P-value* | *Lower 95%* | *Upper 95%* | *Lower 95,0%* | *Upper 95,0%* |
|---|---|---|---|---|---|---|---|---|
| Intercept | 3,03362011 | 0,204547112 | 14,83091 | 1,78901E-34 | 2,630380134 | 3,436860085 | 2,630380134 | 3,436860085 |
| X Variable 1 | -0,109475632 | 0,062947283 | -1,73916 | 0,083478329 | -0,233568612 | 0,014617348 | -0,233568612 | 0,014617348 |

Source: Authors' own research.

## Conclusion

With the central point of the article being the Plastic Phishing Tournament undertaken by Corona, the results obtained show the complex nature of CSR initiatives. These initiative have an significant impact on consumer perceptions. Via a comprehensive case study, they explain the relationship between CSR practices and brand loyalty. The important factor we observed is that CSR initiatives need to align immediately and transparently with a agency's core sports so as to resonate authentically with consumers. While the Plastic Phishing Tournament proven Corona's dedication to environmental problems, our look at suggests that its success in constructing brand loyalty was particularly confined. This paradox may be attributed to the nature of the initiatives (battling plastic pollution) and the key activity of Corona (beer production exclusively in plastic bottles and aluminum cans). The crucial question raised by our results concerns the authenticity of the CSR engagement, who's not aligned with a company's core business activities. This misalignment may influence consumers to question the genuine dedication of the company to the cause. There is a selective influence of environmental initiatives on consumer behavior. Despite consumers' recognition of the significance of ecology preservation and human rights, they do not consider this while making buying choices. The results suggest that their perceptions of a brand, in cultivating brand loyalty, is determined by the direct relevance to matters that resonate with consumers personally. Not all the persons who participated at the study considered plastic pollution as a personal priority. The results of this research can't respond to the research hypothesis. Further investigations must take place to have an overall comprehension. The effectiveness of CSR initiatives is determined on their alignment with issues directly relevant to consumers' personal values.



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