

“Influence of the dimensions of CSR activities on consumer purchase intention”

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Influence of the dimensions of CSR activities on consumer purchase intention

Abstract

Over the years, the number of organizations investing in CSR activities has increased considerably. This increase is partially attributable to the intention of the organizations to give back to the society to repair and reduce the loss their intentional or unintentional actions might have caused to the environment. The government's decision to make it mandatory for businesses to invest a small part of their net profit in social welfare activities has also helped nudge the organizations towards CSR activities. However, the question whether this investment influences customers' intention to purchase the product in any manner remains an unresolved paradox. Limited researches have been conducted in this area to explore and establish the relationship if any between CSR and consumer purchase intention. This research focuses on the five different factors of CSR comprising of loyalty, morality, awareness, behavior and environment, which are identified from the previous literature. With the help of these factors, the authors researched and established the relationship between them and consumer purchase intention. In this descriptive research, the research questionnaire was distributed to 1500 respondents, using convenient sampling method, out of which 319 responses were finally obtained for the analysis purpose. After testing the reliability and validity of the data, the five hypotheses were tested using SEM (Structural Equation Modeling). It was found that all the five hypotheses were supported and thereby acknowledged the significant influence of CSR related activities performed by companies on the consumer purchase intention. The CSR driven morality is emerging to be the most important dimension that appears to influence the consumer purchase intentions. These finding will help decision-makers to formulate their promotion activities in such a manner that it aligns with the value system of the consumers and increase the overall consumer base.

Keywords: Corporate Social Responsibility (CSR), consumer purchase intention/behavior, behavior, morality, awareness, environment, loyalty, Confirmatory Factor Analysis, Structural Equation Modeling (SEM).

JEL Classification: D11, M14, M31.

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Introduction

Corporate Social Responsibility (CSR) is not a new word in the management lexicon, but since the new rules for CSR coming into force as per the Companies Act, 2013, it has definitely emerged as a popular and most used phrase, since this activity is not optional anymore for organizations. According to this act, it is imperative for the companies to involve themselves in social developmental activities. As per the government rule, spending 2% of the average profit earned during the preceding three years is now mandatory for the companies which have a net worth of Rs. 500 crore or generate a revenue of Rs. 1,000 crore or have a net profit of Rs. 5 crore (www.mca.gov.in). In this context, in the last four years, the number of companies investing in CSR activities has increased considerably.

The CSR plan achieved a tipping point in the year 2010 (Chen et al., 2015). Two key occasions paving the way to this point are (a) the fall of Lehman

Brothers in 2008 (Roitto, 2013) and (b) the blended after-effects of the Copenhagen Summit in 2009 that have had amusing changing results for organizations and governments alike, calling them to reclassify their role and duties in the public arena (Chen et al., 2015; Roitto, 2013).

Corporate responsibility and role of business sector within a society came into focus after several issues cropped up in the market. Market destabilization due to inadequate assessment of risks and narrow focus on short-term returns was one major issue faced. Therefore, the idea of comprehensive risk management, continual performance and responsible leadership is gaining relevance rapidly. Also, doing business ignoring the interests of society, the stakeholders, in all aspects, i.e., from the environmental, social and governance point of view, was another issue faced. Due to this, the business suffered low esteem in the acting governments and societies (Katzel, 2011; Chen et al., 2015; Qasim et al., 2017).

However, now the governments around the globe have turned out to be progressively proactive in making empowering system conditions for CSR. Governments have started to consider CSR to be a significant subject that needs an open approach because of its capacity to improve maintainable and all-inclusive advancement, increment in national

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power and cultivate remote speculation (Mazurkiewicz, 2004; Qasim et al., 2017).

Over the last decade, the private sector’s CSR agenda has been constructed principally on the twin recognition that business is a part of society, and that organizations can possibly add to ecological and societal objectives (Chen et al., 2015; Ho et al., 2016; Kang & Kozar, 2016; Qasim et al., 2017).

Studies also confirm that CSR activities help enhance trust amongst the consumers, hence, this could be used to increase the market share for the companies (Roitto, 2013; Balcerowicz, 2015; Chen et al., 2015; Ho et al., 2016; Kang & Kozar, 2016; Qasim et al., 2017). In the Indian context, since the new legislation passed in 2013 necessitates CSR spending, this study tries to explore how organizations may capitalize on this to improve the market share. It further tries to identify the most significant factor pertaining to CSR, which influences consumer purchasing intentions.

1. Literature review

Corporate Social Responsibility as a thought started no less than six decades ago. However, it has gained more practical significance in the society just a couple of years ago; therefore, there is no single commonly acknowledged meaning of CSR (Carroll & Shabana, 2010; Roitto, 2013). A study conducted by Dahlsrud (2006) cited in Carroll and Shabana (2010) identified 37 different definitions of CSR. These definitions vary in each and every continent, country, industry and company (Mullerat, 2013).

Mazurkiewicz (2004) found that there are three different perspectives of CSR, which established the basic thought: (1) an organization must maintain its business capability in connection with internal partners (investors, employees, clients and suppliers). This needs guaranteeing great corporate administration, product obligation, business conditions, labor rights, training, and education; (2) business tasks should be in relation to the state,

local, broadly and in between interstate institutions or standard. This perspective incorporates corporate consistency with the applicable enactment, and the organization’s obligation as a citizen, guaranteeing that the state can work viable; (3) business must be performing some activities with the perspective of its membership in the society in which it operates. This viewpoint is multi-layered and may include the organization’s relations with the general population and condition in the groups in which it works, and those to which it exports.

CSR activities among different organizations and its stakeholders could add to the macroeconomic improvement of a developing nation through sustainable advantage to all (Bueble, 2009). It has been mentioned numerous times that there would be a huge improvement in incomes if companies invest to energize both substantial and little endeavors to spread the awareness about CSR and set it in practice in day to day operations (Mazurkiewicz, 2004; Carroll & Shabana, 2010; Roitto, 2013; Balcerowicz, 2015). Some of the advantages of CSR to the society are getting advanced technology and infrastructure, increased awareness and growth, literacy and empowerment, enhanced quality of life and enhanced employment opportunities (Campbell, 2007; Bueble, 2009).

Many researchers have explained in their work, how companies can benefit from CSR activities (Gupta, 2012; Vahdati et al., 2015). They strongly recommend that implementing socially responsible solutions in businesses can bring various positive eventual outcomes (Balcerowicz, 2015) like profit-making, cost reduction, branding, customer loyalty, ease in licensing, avoiding legal actions, employee engagement, attracting and retaining customers, and promoting individual philanthropy.

Many researchers have studied about CSR so far in the same regards. Few such studies have been stated as follows.

Table 1. Literature review summary

Davis (1960)	Social responsibility was termed as taking decisions and acting upon them which are beyond the economic or technical benefits of the company.
Carroll (1991)	The CSR economic, legal, ethical and philanthropic expectations.
Zairi and John (2002)	CSR activities included the paying heed to social and moral issues and accounting, auditing of the same from time to time.
Dahlsrud (2006)	Considered five dimensions for CSR, which included the environmental responsibility, social responsibility, economic responsibility, humanitarian responsibility and responsibility towards stakeholders.
Danko et al. (2008)	The moral and humanitarian expectations from the stakeholders of business units which are economically and legally fit. The shareholders include any individual or group that can have an influence on the decisions, policies and procedures and the activities.
Carroll and Shabana (2010)	Tangible reasons to support the cause of CSR practices through different policies and strategies to evolve the idea of business beyond financial welfare.
Mullerat (2010, 2013)	Businesses are forced to obey the laws as per CSR. The businesses following CSR norms will remain safe from any kind of legal proceedings.

Table 1 (cont). Literature review summary

Veersalu (2011)	A moral obligation attributed to the companies comes under CSR. It is beyond simply following the basic norms to do business.
Gupta (2012) and Księżak (2016)	A company can outshine in the crowd by doing CSR activities which could induce consumer buying behavior, increasing the business.
Perry and Towers (2013)	Conducting CSR related activities is satisfying to the management and its employees.
Yam (2013), Su and Chang (2015)	The consumer buying behavior depends upon the traditional criteria such as price, quality, and convenience at first. Yet, it is also based on the damage or benefits done by the company or thing done to the society
Vahdati et al. (2015)	CSR has a direct impact on the consumer buying behavior, keeping them positive.
Eshra and Beshir (2017)	Studied the impact of CSR from consumers' perspective. The study showed that in Egypt, there is no effect of CSR concept on consumer buying behavior despite being sufficiently aware of it.

Source: Developed by the authors.

In conjunction with the studies done so far, in this study, the authors have identified five major components of CSR such as loyalty, morality, awareness, environment and behavior, which may influence consumer purchase intentions. Each of these has been discussed below.

Loyalty

For organizations, the expenses of holding existing clients are much lower than those of pulling in new ones. In management, customer retention and trustworthiness are the two major factors in their strategy. By creating this kind of strategy, we can maintain a long-term relationship with the customer. Loyalty or trustworthiness is not only limited to their repurchase decision, but also represents their moral belief about a specific product (Oliver, 1999). Many researchers have defined loyalty as the quality of clients' dispositional connection to a brand (or service) and their goal to repurchase the brand later on. CSR has affected many customers in their buying decision, continuing this decision can lead to customer retention (Lina & Berg, 2012).

Therefore, this research is being conducted to understand whether CSR affects the loyalty, which, in turn, leads to consumer purchase intention. Hence, let us consider the hypothesis:

H₀₁: There is a positive influence of CSR driven loyalty on consumer purchase intentions.

Morality

As per the researcher Tafti (2012), morality refers to respecting the social norms and having some humanitarian ground in all its activities. This would give a sense of social accountability and fairness amongst the consumers. Also, it will develop a positive relationship between the society and the company involved in the fairness of business dealings with the company (Vahdati, 2015).

Another definition of morality says it is the mental depiction of a consumer about his character and moral thinking (Aquino, 2002). Customer morality stimulates his mind while choosing a product. When

a consumer's moral identity is extremely prominent or self-important, there is an increased level of sensitivity towards acts that are consistent with moral identity. Purchasers in the distinctive pomposity of good personalities will have contrasts in the discrimination and judgment of moral practices, their activity will likewise be varied. A customer who is in an abnormal state of the grandiosity of good personality will definitely reinforce the mental connection with the responsibility because of CSR, and produce a more grounded corporate character. In this manner, shoppers' vain glory of good personality will specifically influence the ethical judgment on CSR, influence purchaser corporate character, subsequently influence customers' behavioral intention or purchase intention (Jin, 2014).

Therefore, this research is being conducted to understand whether there is a significant relationship between CSR driven morality leading to consumer purchase intentions. So let us consider the hypothesis:

H₀₂: There is a positive influence of CSR driven morality on consumer purchase intentions.

Awareness

Consumers do care about the society and if a firm's CSR activities are said to affect society, they then obviously care about such CSR activities as well. What consumers buy always has implications for the society. History has proven several times that socially responsible companies can attract more consumer than others.

But in 2001, Carrigan and Attalla did a focus group interview which was based on the awareness factor that whether the consumer cares about a firm's ethical behavior. They found that there is very less or no impact on consumer about companies poor ethical activities. A primary reason behind customer decision is whether they support the product as opposed to the maker's CSR activities. Also, consumers are not active seekers of CSR activities of firms. According to Carrigan and Attalla (2001),

consumers wait for the information about a company's CSR. For a consumer, the first preference is usually price, quality, brand and/or trend (Anim & Cudjoe, 2015).

However, the researchers Mohr, Webb, and Harris (2001) found that awareness about the firms' CSR related activities on the environment or social issues affects consumers' purchasing behavior. Consumers feel more socially responsible and are attracted more towards the firms involved actively in CSR activities.

The consumer choice could be based on the product rather than the producer's CSR too as some common factors like price, brand image and current trend play a significant role in influencing consumers' choice. It has been found in researches that consumers are open to buying high priced products of socially responsible firms too (Sharma et al., 2013), although they are not willing to spend time on figuring out which firm is socially responsible.

At the same time, few consumers buy products from firms with well acknowledged bad business ethics. There are some confused consumers who have low ethical awareness, yet they show high ethical purchase intention. Another category of consumers have high ethical awareness, yet they do not make purchase intention, accordingly, these consumers are cynical and disinterested consumers.

Therefore, this research is being conducted to understand whether there is a significant relationship between consumer awareness for CSR activities and consumer purchase intentions. So let us consider the hypothesis:

H₀₃: There is a positive influence of consumer awareness for CSR activities on consumer purchase intentions.

Environment

As per a CNN report dated December 23, 2016, sea levels are said to have risen faster in the 20th century than what was seen in the last 2700 years with glaciers melting due to global warming. We are being exposed to such alarming statistics regularly prompting nations across the world to promote campaigns like the World Environment Day, Earth Day aimed at fighting plastic pollution, World Water Day to conserve water resources and so on. Unimaginable harm is being caused to the environment by humans, so it becomes imperative that humans, especially corporate houses, strive hard to improve this situation. All the above-mentioned campaigns are creating a generation that is extremely conscious of the need to protect the environment. As such, they tend to support

organizations that are doing any work in this direction. However, some managers believe that such work can be really expensive and yet are equally aware that it has some definite long-term benefits. It includes protecting the environment, preventing energy loss, reducing pollution and giving a cleaner and safer earth to the next generation.

As indicated by Carroll (1991), financial obligation is the essential unit in an organization. As a rule, companies ought to sell their products and share the benefit or the incentive with the investors. The companies must strategically cost the products in this direction (Mulaessa & Wang, 2016; Sharma et al., 2013). However, with the rise in environmentally conscious consumers, a part of such earnings are now being earmarked for protection of the environment. We believe that with all the awareness and uproar (rightly so) about the urgency to be shown in protecting the environment, consumers might impulsively buy a product by an organization that they view as contributing to this cause, i.e., environmentally friendly CSR activities trigger the environmentally conscious consumers to try the organization's product. For instance, consumers might appreciate retail stores that refuse to use plastic bags and instead insist that their consumers pay a little extra to carry their purchases in paper bags. Thus, the intention was to see how consumers might not actually be influenced deeply, yet might buy the product impulsively on account of their own consciousness for the environment. With the right advertising campaigns aimed at promoting vigorously the CSR activities being undertaken by them, organizations can convert such one-time buyers into loyal consumers. Therefore, this research is being conducted to understand whether there is a significant relationship between specifically the CSR driven environmentally friendly campaigns and consumer purchase intentions. So let us consider the hypothesis:

H₀₄: There is a positive influence of environmentally friendly CSR activities of companies on the environmentally conscious consumers and their purchase intentions.

Behavior

Various studies done at a global level recommend that a positive relationship exists between an organization's CSR activities and buyers' response to that organization and its product (Sen & Bhattacharya, 2001).

Consumer buying behavior includes mental, physical and emotional activities, which individuals do or utilize when they need to choose, buy, use or throw

away the product or the service that provides their needs and demands (Hojatollah Vahdati, 2015).

Knowing these attitudes/behaviors enables the organization to get acquainted with the way consumers think and feel and in addition the way they pick different brands, items and also how the environment, reference groups, family, friends, etc., can affect them. Understanding consumer behavior can enable corporations to get more acquainted with their clients; in addition, it could be the reason for advertisers to create a proper marketing strategy. The increasing influence of Corporate Social Responsibility (CSR) on consumers' purchase behavior has tremendously affected the marketer in their success. Another investigation (Creyer, 1997) revealed that buyers do consider the moral or deceptive behavior of business while purchasing. Buyers expect that firm will carry on morally and

therefore, will discard firms that don't follow moral norms. Customers will pay higher costs for products that are morally/ethically delivered and won't just buy a similar product from unethical firms at lower costs. A few customers even search out firms that follow the moral and ethical practice. This shows the significance of defining the clear moral position of a company (Agarwal, 2013).

Therefore, this research is being conducted to understand whether there is a significant relationship between CSR driven behavior and consumer purchase intentions. So let us consider the hypothesis:

H₀₅: There is a positive influence of CSR driven behavior on consumer purchase intentions.

On the basis of the research studies done so far and the literature review, we propose a conceptual model as given below.

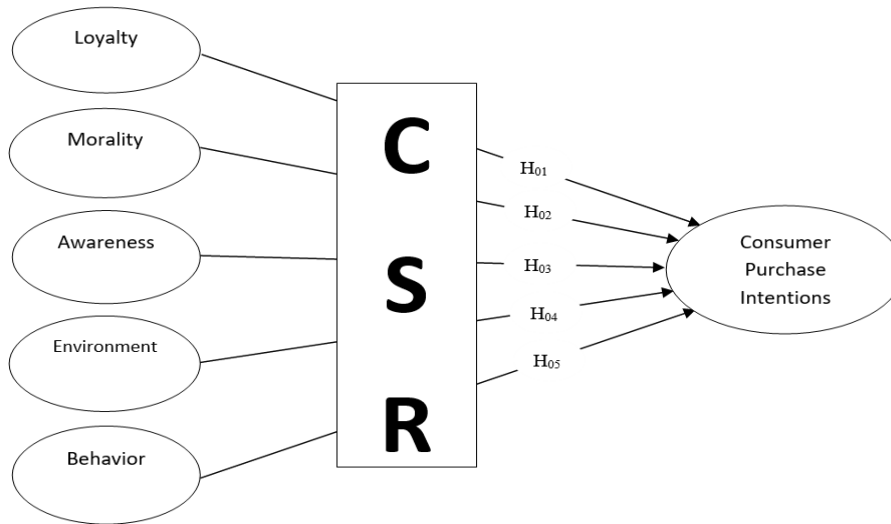


Fig. 1. Conceptual framework of influence of CSR on consumer purchase intention

Source: Developed by the authors.

The model explores the consumer purchase intention and whether it is affected by all the above-discussed outcomes of CSR.

2. Methodology

This study focuses on the factors of CSR that influence the consumer purchase intentions. The descriptive research design has been used in this research. The measurement instrument that has been used in this research is a mix of self-administered questions and scale used by previous researchers to measure the constructs in the model. The respondents were well aware of the firms' CSR policies and practices.

The constructs were measured using a five-point Likert scale. A pilot test was conducted that involved 50 respondents, including CIM-G faculty members and research scholars. The reliability and

validity of measurement scale were found adequate for the further analysis.

2.1. Data collection. The convenience sampling method was used in this study. Online and physical survey methods were used to collect the data. The response rate and accuracy is the concern for data collection so 1500 questionnaires were circulated out of which 319 responses were found suitable for the analysis purpose.

The descriptive information of the sample revealed that 44.9% of the participants were male, and 55.1% were female; their mean age was 37.65 years old. It revealed that 58.7% respondents were working, 32.5% were students and 8.8% were self-employed. About 85% participants were holding a post graduated degree and their average household income was Rs. 4.5 lacks.

2.2. Analysis strategy. We analyzed the data in three steps. Firstly, we examined the reliability of scale using Cronbach’s Alpha. Secondly, we analyzed the convergent and discriminate validity by using Confirmatory Factor Analysis (CFA) for all the measures. Thirdly, we tested the hypothesized structural model using SEM

(Structural Equation Modelling). We focus on determining the direct and indirect effects of CSR components on consumer purchase intention.

2.3. Reliability analysis. The instrument reliability was tested through PASW (SPSS) 23. The result (Table 2) shows that the questionnaire is at a high level of internal consistency.

Table 2. Reliability analysis

Factor loadings				
No.	Variable		Items	Cronbach's Alpha
1	Loyalty		4	0.788
2	Morality		4	0.756
3	Behavioral		4	0.891
4	Awareness		3	0.842
5	Environment		3	0.822
6	Purchase Intentions		4	0.735

Source: Developed by the authors.

2.4. Confirmatory Factor Analysis. We used AMOS 25.0 to test the Confirmatory Factor Analysis (CFA) to test the structure of all the factors involved in this research. Also, to test the convergent and discriminatory validity of the scales, the CFA was utilized. The CFA showed a

satisfactory fit of the five-factor structure (loyalty, morality, behavior, awareness and environment), which was hypothesized earlier. All the indicators had statistically significant (p-value = 0.01) loadings on their intended constructs, demonstrating convergent validity. Results are shown in Table 3.

Table 3. Confirmatory Factor Analysis results

P- value	CMIN	DF	CMIN/DF	GFI	PCFI	CFI	RMSEA	PCLOSE
0.01	445.897	124	3.596	0.868	0.830	0.802	0.065	0.000

Source: Developed by the authors.

The results indicate that the CMIN/DF value is 3.596, which is acceptable for default model. CFI value in the test result is 0.802, which is well within the fit limit.

RMSEA value less than or equal to 0.06 is considered as a good fit. However, we got RMSEA value of 0.065 and, hence, it is considered to be a good fit.

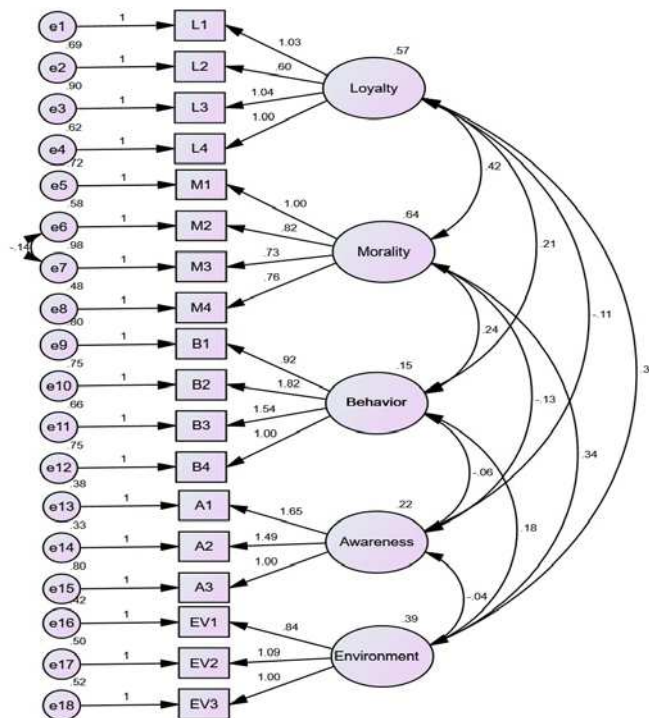


Fig. 2. Confirmatory Factor Analysis model

Source: Developed by the authors.

3. Assessment of structural model and hypotheses testing

A full model analysis was performed utilizing the structural relationships. SEM was used to access the parameter estimates. In the beginning, the offending estimates were used to examine the following: (a) whether the estimated coefficients were more than or similar to 1 (typically with a threshold of .95) or

(b) whether the standard error was excessively large or assumed a negative value. In this study, the offending variance was a fit to the statistical requirement. Thus, the fit of indicator to each construction could be further examined.

The structural model is appeared to be well within the acceptable limit of the goodness-of-fit (Table 4). All the indicators of the model are within the threshold of the structural model.

Table 4. Index of the fit of the model

CMIN	DF	P- value	CMIN/DF	GFI	PCFI	CFI	RMSEA	PCLOSE
922.511	251	0.01	3.674	0.845	0.851	0.882	0.068	0.000

Source: Developed by the authors.

The results indicate that the CMIN/DF value is 3.674, which is acceptable for default model (measurement model) (Paswan, 2009). The Comparative Fit Index, CFI, is also known as the Bentler Comparative Fit Index. It compares the currently existing model fit with a null model. The null model assumes that the indicator variables (and hence also the latent variables) in the model are uncorrelated (i.e. it is the independence model). CFI varies from 0 to 1. CFI close to 1 indicates a very good fit. CFI value in the test result is 0.845 which is close to 1.

After that, we have taken parsimony adjusted measures index, there is no commonly cut off value for accepting this value, but more than .60 is considered as a good fit and here we found 0.851, which indicates quite a good fit of the model. Root mean square error of approximation is a popular measure of fit. RMSEA value less than or equal to 0.06 is considered as a good fit. However, we obtained an RMSEA value of 0.068 and, hence, it is considered to be a good fit.

Table 5. Results of hypotheses test

No.	Hypotheses	Total effect	The p-value	Results
H ₀₁	Loyalty → Purchase intentions	0.238	0.002	Supported
H ₀₂	Moraly → Purchase intentions	0.682	0.000	Supported
H ₀₃	Awareness → Purchase intentions	0.311	0.000	Supported
H ₀₄	Environment → Purchase intentions	0.257	0.000	Supported
H ₀₅	Behavior → Purchase intentions	0.198	0.000	Supported

Source: Developed by the authors.

To test the structural relationships of the variables, the hypothesized causal paths were estimated with Structural Equation Modelling (SEM) through AMOS 25. The SEM results show (Table 5) that all five hypotheses were supported in the model. Our results exhibited that the influence of CSR activities on loyalty was statistically significant ($\beta= 0.238, p = 0.002$), thus, H₀₁ is rejected. The effect of morality

on consumer purchase intentions was significant ($\beta= 0.682, p = 0.000$), thus, H₀₂ is rejected. The influence of the awareness has a positive effect on purchase intention ($\beta= 0.311, p = 0.000$), thus, H₀₃ is rejected. The environment has a positive influence on purchase intentions ($\beta= 0.257, p = 0.000$), thus, H₀₄ is rejected. Behavior was statistically significant ($\beta= 0.198, p = 0.000$), thus, H₀₅ is rejected.

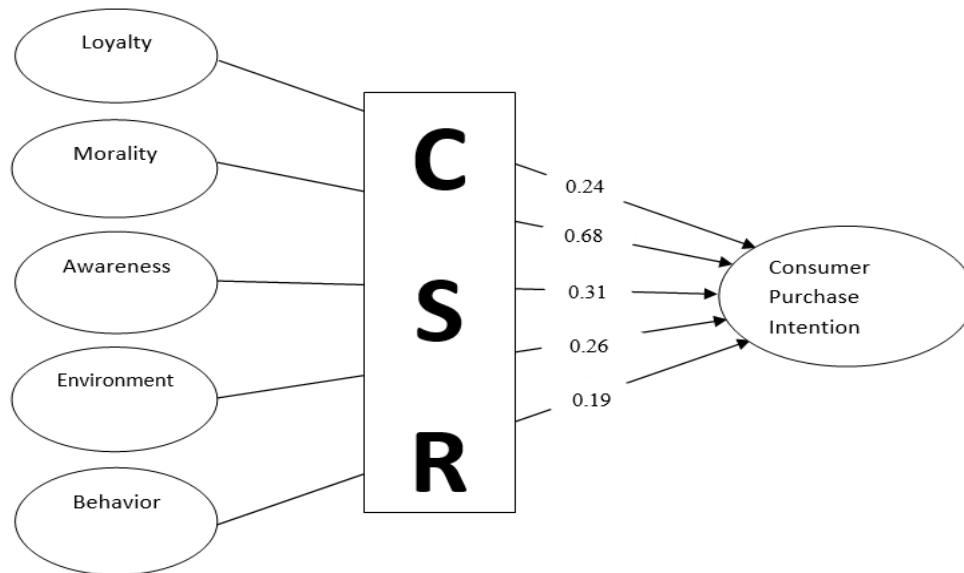


Fig. 3. SEM analysis model

Source: Developed by the authors.

Discussion and conclusion

This study proposed a model of various dimensions of CSR and their influence on consumer purchase intentions derived from previous studies. This research has proposed five hypotheses which were estimated using SEM and the goodness-of-fit of the overall model. The SEM models exhibited adequate fit in this study, thereby confirm that there is a significant influence of CSR activities performed by the organization on consumer purchase intentions. Findings and hypotheses are discussed as follows.

The first hypothesis (H₀₁) proposes that CSR driven loyalty has a positive influence on consumer purchase intentions, which was supported. This finding is similar to the earlier research conducted by Lina and Berg (2012). This result means that if organization promotes the products in such a way that it would result in building trust, it in turn may result in long-term association with the consumers. Consumer research has already defined that the longer the association, the higher the profitability. Therefore, we can say that it is important for managers to increase the loyalty in consumer base for long-term sustainability.

The hypothesis 2 (H₀₂) proposes that CSR driven morality has a positive influence on consumer purchase intentions, which was supported. This is consistent with earlier research by Tafti (2012) and Vahdati (2015). It is coming out to be the most important variable among all. This means that if the manager wants to attract consumers, then they need to create such a campaign which would ignite the moral values of consumers.

The hypothesis 3 (H₀₃) proposes that there is a positive relationship between consumer awareness

for CSR activities and consumer purchase intentions, which was supported. This result is quite similar to the findings of Carrigan and Attalla (2001) and Anim and Cudjoe (2015). Awareness is found the second most important variable which drives consumer purchase intention. Organizations can develop a positive brand image amongst the consumers through spreading a positive word about their CSR related work, which will result in profitability ultimately. The consumers being aware of the companies good work will most likely be preferred if given a choice, irrespective of the pricing. Companies use different ways such as media or campaigns to market their idea and spread awareness about its credibility and commitment to society.

The hypothesis 4 (H₀₄) proposes that CSR drove environmentally friendly activities to influence consumer purchase intentions, which was supported. This finding is in alignment with findings of the researchers Mulaessa and Wang (2016), Carroll (1991) and Sharma et al. (2013), which also suggest that the businesses that are more sustainable are more profitable in the long run. For achievement of long-term sustainable business and doing CSR driven environmentally friendly activities, the cost factor also arises. There comes the need of proper marketing and advertising the cause and its related action, which is necessary to increase the customer base, increasing the profitability for managing funds for continuing the CSR activities as the government is becoming stricter than ever before in this regards.

The fifth hypothesis (H₀₅) proposes that there is a positive relationship between CSR driven behavior and consumer purchase intentions, which was supported. These findings are similar to the authors

Hojatollah Vahdati (2015), Sen and Bhattacharya (2001) and Creyer (1997). As was mentioned, the purchase behavior of a consumer towards a product gets affected by the fact that it is positively effective and value oriented. If the company is able to market its CSR oriented work in a penetrating manner, the end result will be encouraging. Any consumer would prefer to invest in a CSR related product and give back to society in their own way.

It is therefore concluded that CSR is imperative for the sustainable development of an organization as the consumers get highly affected and oriented towards the organizations involved in CSR related work. In order to sustain in business, it is becoming important for the organizations to ensure that the consumers have maximum awareness about their CSR related work aimed at environmental protection and betterment of the society. Such activities, in turn, influence the loyalty, morality,

awareness and behavior of consumers. The research work clearly shows that the purchase intention of consumers is influenced maximum due to the morality of the consumer ignited by the manner in which the product has been marketed. This would increase the profitability of the organization and nudge it further towards becoming more socially responsible.

Limitation and recommendation for future research

Based on the research there are few limitations such as shortage of time and lack of resources. Also, it only covers Delhi National Capital Region. The further study shall be carried out in the countryside or other areas with lesser development, to compare the results. In order to generalize the findings, the data can be collected from various states of the country.

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