

**STUDY ON THE IMPACT OF CORPORATE SOCIAL  
RESPONSIBILITY IN CUSTOMER PERCEPTION AND  
BUYING BEHAVIOUR IN ERNAKULAM DISTRICT**

Submitted by

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Under the guidance of

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*In partial fulfilment of requirements for award of the post graduate degree of*

Master of Commerce and Management



**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

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**MAHATMA GANDHI UNIVERSITY**

Kottayam-686560

**March 2024**

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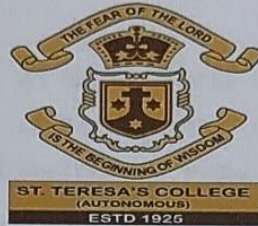
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**CERTIFICATE**

This is to certify that the project report titled '**STUDY ON THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY IN CUSTOMER PERCEPTION AND BUYING BEHAVIOUR IN ERNAKULAM DISTRICT**' submitted by **P R DEVIKA** towards partial fulfilment of the requirements for the award of post graduate degree of Master of Commerce and Management is a record of bonafide work carried out during the academic year 2023-24

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## **DECLARATION**

I, P R DEVIKA, do hereby declare that this dissertation titled **‘STUDY ON THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY IN CUSTOMER PERCEPTION AND BUYING BEHAVIOUR IN ERNAKULAM DISTRICT’** has been prepared by me under the guidance of **Dr. MARY SRUTHY MELBIN**, Assistant Professor, Department of Commerce, St Teresa’s College, Ernakulam

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

**Place: ERNAKULAM**

**P R DEVIKA**

**Date: 31.03.2024**

## ACKNOWLEDGEMENT

I wish to acknowledge all those who helped us to complete this study. I thank God almighty for helping me and guiding me in the right path and who made all things possible.

I take this opportunity to express my profound gratitude and deep regards to my guide **Dr MARY SRUTHY MELBIN**, Assistant professor, St. Teresa's college, Ernakulam for her exemplary guidance, monitoring and constant encouragement throughout the course of this study. The blessings, help and guidance given by her time to time shall carry us a long way in the journey of life on which we are about to embark. She has taken pain to go through the project and make necessary corrections as and when needed. We express our sincere thanks to the Director **Rev. Sr. Emeline CSST**, Provincial Superior and Manager **Rev. Sr. Dr. Vinitha CSST**, Principal **Dr. Alphonsa Vijaya Joseph** and **Ms. Elizabeth Rini** Head of the Department of Commerce, to all other faculties of the department of commerce, St. Teresa's College, for their support and valuable suggestions.

I would like to express my thanks to all respondents and colleagues in developing the project.

I also extend heartfelt thanks to my family for their constant encouragement without which this project would not be possible

P R DEVIKA

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**CHAPTER 1**

**INTRODUCTION**

## **1.1 INTRODUCTION**

In today's dynamic business environment, corporate social responsibility (CSR) has emerged as a crucial aspect of organizational strategy. Defined as the voluntary actions taken by companies to address social, environmental, and economic concerns, CSR encompasses a wide range of initiatives aimed at contributing to the well-being of society while simultaneously fulfilling business objectives. From philanthropic endeavors to sustainable business practices, CSR has become an integral part of corporate culture worldwide.

The concept of CSR has gained traction globally as businesses recognize the interconnectedness between their actions and the broader socio-economic environment. From multinational corporations to small and medium enterprises, organizations across industries are increasingly acknowledging their responsibility to address pressing societal challenges, ranging from poverty alleviation and environmental conservation to human rights protection and community development.

The motivations behind CSR initiatives are multifaceted, often driven by a combination of ethical considerations, reputational concerns, and strategic imperatives. While some companies embrace CSR as a means to enhance brand image and attract socially conscious consumers, others view it as a mechanism for risk management and stakeholder engagement. Regardless of the underlying motivations, CSR has become an integral component of corporate strategy, influencing decision-making processes at all levels of the organization.

Recently, the conversation around corporate social responsibility (CSR) has expanded to include more strategic and comprehensive approaches to sustainable business operations, going beyond simple charity or regulatory compliance. Companies may now better align their activities with the needs and expectations of a wide range of stakeholders, such as consumers, workers, investors, and communities, by using stakeholder engagement, materiality assessment, and impact measurement as essential components of their CSR strategy. Consumers increasingly expect companies to demonstrate a commitment to social

and environmental responsibility, and they often make purchasing decisions based on these perceptions. As a result, understanding the impact of CSR on customer perception and purchasing behavior has become imperative for businesses seeking to maintain a competitive edge and build sustainable relationships with their stakeholders.

## **1.2 SIGNIFICANCE OF THE STUDY**

Socially responsible companies are favored by the public and preferred for their goods and services. Customers increasingly expect companies to demonstrate a commitment to social and environmental responsibility, and they often make purchasing decisions based on these perceptions. As a result, understanding the impact of CSR on customer perception and purchasing behavior has become imperative for businesses seeking to maintain a competitive edge and build sustainable relationships with their stakeholders. This study offers important insights into the link between customer behaviour and corporate social responsibility (CSR) in the context of the Ernakulam district.

## **1.3 SCOPE OF THE STUDY**

This research focuses on examining the impact of corporate social responsibility (CSR) on customer perception and purchasing behavior within Ernakulam district. The study encompasses various dimensions of CSR, including but not limited to philanthropic activities, environmental sustainability efforts, and ethical business practices, undertaken by businesses operating in the region. It aims to explore the extent to which CSR initiatives influence consumer attitudes, preferences, and buying decisions across different sectors and demographics within Ernakulam district.

## **1.4 STATEMENT OF THE PROBLEM**

As more organizations implement CSR programmes, it is critical to scientifically determine the impact of these activities on customer perceptions and purchasing behaviour. Despite the growing importance of CSR, we still don't fully grasp how individual CSR efforts affect customer attitudes and decisions. As a result, the primary topic addressed by this study is the necessity to investigate and comprehend the complex interaction between

corporate social responsibility, customer perceptions, and purchasing behaviour. It is essential to find out whether the CSR practices of companies bring any significant change in the perception and the purchasing behavior of customers in Ernakulam district.

## **1.5 OBJECTIVE OF THE STUDY**

- ❖ To investigate the awareness level of CSR initiatives among customers.
- ❖ To study customer perception on Corporate social responsibility.
- ❖ To study the influence of CSR initiatives on customer buying behaviour.
- ❖ To identify key component of CSR that resonate with customers.

## **1.6 RESEARCH QUESTIONS**

- ❖ What is the level of awareness of customers on CSR?
- ❖ What are the perceptions of different customers towards CSR?
- ❖ What are the factors of CSR which has an influence on customer buying behaviour?
- ❖ What are the key components of CSR that resonate with customers?

## **1.7 HYPOTHESIS**

### **Hypothesis 1**

**H<sub>0</sub>:** There is no significant difference in the awareness level of CSR initiatives among customers across different gender, age groups, educational backgrounds, and income.

**H<sub>1</sub>:** There is significant difference in the awareness level of CSR initiatives among customers across different gender, age groups, educational backgrounds, and income.

### **Hypothesis 2**

**H<sub>0</sub>:** There is no significant difference in the customer perception on CSR across different gender, age groups, educational backgrounds, and income.

**H<sub>1</sub>:** There is a significant difference in the customer perception on CSR across different gender, age groups, educational backgrounds, and income.

### **Hypothesis 3**

**H<sub>0</sub>:** There is no significant relationship between CSR initiatives on customer purchasing behaviour.

**H<sub>1</sub>:** There is a significant relationship between CSR initiatives on customer purchasing behaviour.

## **1.8 RESEARCH METHODOLOGY**

The present study includes both descriptive and analytical study. It is descriptive in the sense that it tries to identify the various characteristics of research problem under study and the present situation of the issue. It is analytical in the sense that it analyses and interprets data in order to arrive at conclusions.

### **1.8.1 COLLECTION OF DATA**

To study the objectives data is collected from primary sources. They are collected directly from respondents through questionnaire.

### **1.8.2 SAMPLING DESIGN**

- ❖ Sampling technique: Convenient sampling
- ❖ Area of study: Ernakulam
- ❖ Sample size: 100

### **1.8.3 TOOLS OF ANALYSIS**

The data collected from respondents has been classified, analysed and interpreted keeping in view the objectives of the study. Data collected are properly presented through tables, bar diagrams, and pie charts, thereby making it easy to draw inferences. The primary tools utilized include descriptive statistics, such as means and standard deviations, Additionally, inferential statistics have been employed, including One-Sample Kolmogorov-Smirnov tests, Independent-Samples Mann-Whitney U tests, Independent-Samples Kruskal-Wallis tests, and ANOVA. Regression analysis was conducted to examine the relationship between CSR initiatives and customer purchasing behavior.

### **1.9 LIMITATIONS**

In spite of all the sincere efforts, the study is not fool proof in nature. It suffers from various limitations due to the following reasons:

- ❖ The area of study was limited to Ernakulam district only.
- ❖ Lack of accuracy in primary data.
- ❖ The study's sample size and composition could have implications for the generalizability of the findings to broader populations or different market segments.

### **1.10 KEYWORDS**

i.Corporate Social Responsibility: Corporate Social Responsibility (CSR) is the effort of a business to conduct its operations in a moral, sustainable, and socially conscious way by taking into account the needs of different stakeholders, such as communities, consumers, workers, and the environment.

ii.Consumer perception: Consumer perception is the process by which people, using their own subjective experiences, opinions, attitudes, and preferences, interpret and make meaning of information about goods, brands, or enterprises.

- iii.Consumer behaviour: Consumer behaviour includes people's motives, preferences, and responses to marketing stimuli in addition to their behaviour, attitudes, and decision-making processes when they buy and use goods and services.
- iv.Sustainability initiatives: In order to achieve long-term sustainability goals, organisations may undertake sustainability initiatives, which include things like lowering carbon emissions, advancing social justice, and stimulating the economy.
- v.Consumer trust: Consumer trust is the belief and confidence people have in a business, brand, or product because they believe it to be trustworthy, credible, transparent, and honest. This belief affects people's propensity to do business and form connections.
- vi.Corporate communication: In order to influence opinions, forge connections, and accomplish organisational objectives, companies strategically manage and disseminate information to a variety of stakeholders, including consumers, investors, staff members, and the media.

## **1.11 CHAPTERISATION**

### **Chapter 1 – Introduction**

This is an introduction chapter that includes introduction, significance, problem statement, objectives, methodology, scope, limitation, keywords and chapterisation.

### **Chapter 2 – Review of Literature**

This chapter deals with literature review which is a collection of many published works.

### **Chapter 3 – Theoretical framework**

This chapter includes the theoretical works relating with the study.



**Chapter 4 – Data analysis and Interpretation**

This chapter is an analysis of the primary data collected for the purpose of study. It includes tables, graphical representations, their analysis and interpretations.

**Chapter 5 – Summary, findings, recommendations and conclusion**

This is the conclusion chapter which contains summary of the study, findings of the study, recommendations.

**CHAPTER 2**

**REVIEW OF LITERATURE**

**Tahssili N & Shahhoseini M. A. (2023)** The purpose of this study is to look at how customers perceive corporate social responsibility in the automotive market in Tehran, Iran, and whether it leads to purchase behavior directly or indirectly through support intention. The study reveals that both economical and ethical perceptions impact purchasing behavior in luxury car owners, while philanthropic and economical perceptions directly influence mid-range car buyers' purchasing decisions, emphasizing the need for ethical practices. This study suggests that mid-range car dealerships should prioritize philanthropic activities to cater to consumers' beliefs, gain market competitiveness, and address the knowledge gap in Iranian consumers.

**Tian Y, Hung C & Frumkin P (2020)** in their study they use a between-subject lab experiment to explore the effects of four different types of CSR activities on customer purchasing behaviour and to understand the underlying mechanisms. The findings show that CSR in the field of environmental preservation has the greatest influence on a high-tech company's ability to attract customers and drive purchase behaviour. Furthermore, the findings suggest that consumer trust in the CSR purchasing relationship serves as a mediator. This study recommends that high-tech companies looking to increase sales should consider focusing their CSR activities on the environment and viewing customer trust as a crucial aim rather than a means to higher revenues.

**Smith J & Johnson A (2019)** In their study "The Influence of CSR on Consumer Behavior: A Review" investigates the effects of corporate social responsibility (CSR) on consumer perceptions and their buying behaviours, with an emphasis on the processes by which CSR activities influence purchase decisions. It stresses the need of genuineness and honesty in CSR initiatives. This assessment emphasises the significance of CSR as a strategic tool for increasing brand equity, boosting customer trust, and promoting long-term corporate growth in today's socially conscious marketplace.

**Eshra N & Beshir N (2017)** their study "Impact of corporate social responsibility on consumer buying behavior in Egypt" enhances the theory of consumer perception of CSR and its impact consumer buying behavior. It studies the impact of CSR on consumer's

buying behavior in Egypt. The results showed that Egyptian consumers are adequately aware of the concept of CSR, but also found that all CSR elements have no significant relation to consumer behavior. This means that the Egyptian consumers do not consider any elements of CSR in their buying decision.

**Jayakumar A, Geetha K (2012)** In their study 'Impact of Corporate Social Responsibility on consumer behavior' (with reference to FMCG in Tamil Nadu) the relationship between Corporate Social Responsibility and Consumer Behaviour in the FMCG sector in selected firms in Tamil Nadu is being focused. This survey also found that FMCG consumers with higher education are aware of CSR provisions in Tamil Nadu. Other consumers receive benefits without understanding the provisions and concept of CSR. Consumers in Tamil Nadu prioritize ethical and environmentally friendly items. Customers are enthusiastic about acquiring CSR-related products and spread the word about their excellent experiences. Customers are satisfied, trust the CSR product, and have a positive relationship with the company, leading to loyalty.

**Matten D & Moon J (2008).** "Implicit" and "Explicit" CSR: A Conceptual Framework for a Comparative Understanding of Corporate Social Responsibility. Academy of Management Review. Matten and Moon propose a conceptual framework for understanding implicit and explicit forms of corporate social responsibility. They distinguish between CSR activities that are integrated into core business operations (implicit CSR) and those that are externally visible and voluntary (explicit CSR), and discuss the implications for corporate strategy and stakeholder engagement.

**KL Becker-Olsen, BA Cudmore, & RP HILL (2006)** this study contributes to the marketing literature by examining how corporate social activities contained in promotions affect consumers' perceptions of fit, motivation, and timeliness. The study demonstrated that low-fit efforts have a detrimental influence on consumer beliefs, attitudes, and intentions regardless of the firm's objective, while high-fit initiatives motivated by profit had the same effect. Proactive social activities have a positive impact on consumer perceptions, attitudes, and intentions.

**Luo X & Bhattacharya C. B. (2006)** In their study “Corporate Social Responsibility, Customer Satisfaction, and Market Value. It investigates the relationship between corporate social responsibility (CSR) initiatives, customer happiness, and market value. It reveals that companies that implement CSR programmes have higher consumer satisfaction, which leads to improved market value. The study stresses the necessity of customer-centric approaches to assessing the financial advantages of CSR expenditures. The report emphasises the potential business benefits of prioritising CSR for increased customer satisfaction and market performance.

**Porter M. E & Kramer M. R. (2006)** Strategy & Society: The Link between Competitive Advantage and Corporate Social Responsibility. Harvard Business Review. Porter and Kramer introduce the concept of shared value, which suggests that businesses can generate economic value while simultaneously addressing social and environmental challenges. They argue that integrating CSR into business strategy can lead to competitive advantage and sustainable growth.

**Garriga E & Mele D (2004)** Corporate Social Responsibility Theories: Mapping the Territory. Journal of Business Ethics. Garriga and Mele review various theoretical perspectives on corporate social responsibility, including instrumental, political, integrative, and ethical theories. They propose a comprehensive framework that integrates these perspectives and emphasizes the importance of aligning CSR with business strategy.

**Mohr L. A, Webb D. J & Harris K. E. (2001)** in their study “The Impact of Corporate Social Responsibility on Buying Behavior, reveals that a significant portion of consumers expect companies to be socially responsible, but the extent of CSR's influence on purchasing decisions varies among consumers. Consumers who prioritize social responsibility are more likely to favor companies engaged in CSR activities. Perceived sincerity in CSR efforts is crucial, as consumers are more positively influenced when they believe companies are genuinely committed to social responsibility. Aligning CSR initiatives with consumer expectations can enhance a company's competitive advantage.

**Sen S & Bhattacharya C. B (2001)** in the study on Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility investigates customer reactions to corporate social responsibility (CSR) activities and their influence on purchasing behaviour. It establishes a complex relationship between CSR and consumer behaviour, with good views towards corporations not always translating into greater purchase behaviour. The effectiveness of CSR programmes is determined by consumer involvement, perceived honesty, and the alignment of CSR operations with the company's main business. Understanding these dynamics is critical to improve customer outcomes.

**McWilliams A. & Siegel D. (2001)** Corporate Social Responsibility: A Theory of the Firm Perspective. Academy of Management Review. McWilliams and Siegel propose a theoretical framework for understanding corporate social responsibility from the perspective of the firm. They argue that CSR activities can serve as strategic investments that enhance firm reputation, mitigate risk, and create long-term value for shareholders.

**Carroll A. B. (1991)** in the study “The Pyramid of Corporate Social Responsibility” Toward the Moral Management of Organizational Stakeholders. Business Horizons, this paper put forward a pyramid structure for corporate social responsibility (CSR), with four dimensions: economic, legal, ethical, and philanthropic. It recommends that organizations prioritize these duties, beginning with economic issues and progressing to altruistic endeavors. This method can improve stakeholder relationships, reputation, trustworthiness, and financial performance, which benefits both businesses and society.

**Friedman M. (1970)** The Social Responsibility of Business is to Increase its Profits. The New York Times Magazine. In this seminal article, Friedman argues that the primary responsibility of businesses is to maximize shareholder wealth. He contends that engaging in social responsibility activities detracts from this objective and may even be detrimental to the long-term interests of shareholders.

# **CHAPTER 3**

## **THEORETICAL FRAMEWORK**

### **3.1 Concept of Corporate Social Responsibility (CSR)**

A management concept known as "corporate social responsibility," or "CSR," encourages companies to take part in social and environmental concerns into their daily operations and stakeholder relationships. Mostly Corporate social responsibility (CSR) is defined as the process by which a business balances the demands of shareholders and stakeholders with the needs of the economy, environment, and society (also known as the "Triple-Bottom-Line Approach"). In this sense, it's important to separate philanthropy, sponsorship, and charity from corporate social responsibility (CSR), which may be a strategic business management notion. Although the latter may immediately enhance a company's reputation and brand and significantly reduce poverty, corporate social responsibility (CSR) encompasses much more. Critical corporate social responsibility issues include environmental management, eco-efficiency, responsible sourcing, stakeholder involvement, labour standards and working conditions, relationships between employees and the community, social equality, gender parity, human rights, good governance, and anti-corruption measures.

### **3.2 Types of Corporate Social Responsibility**

#### **3.2.1 Environmental Responsibility**

As a crucial part of CSR, it is. It speaks to a company's commitment to lessening its negative environmental consequences and promoting environmentally friendly practices that protect ecosystems, biodiversity, and natural resources. It involves a range of actions designed to reduce pollution, save energy and water, mitigate the consequences of climate change, and safeguard ecosystems for future generations.

1. Reducing Environmental impacts: Companies takes various initiatives to reduce resource usage, waste production, and greenhouse gas and pollutant emissions in order to lessen their environmental effect. To cut carbon emissions, this may entail putting energy-efficient technology into use, streamlining industrial procedures to eliminate waste, and embracing environmentally friendly logistics and transportation methods.



2. Conserving Natural Resources: Environmentally responsible means making a variety of measures to preserve raw materials, water, and land. To reduce environmental deterioration and the depletion of natural resources, businesses should embrace sustainable land management practices, implement water conservation measures, and encourage responsible procurement of materials.
3. Promoting Renewable Energy: Businesses may express their commitment to the environment by switching to renewable energy sources like hydroelectric, solar, and wind power. Businesses may lessen their carbon footprint and helps to become a low-carbon economy by making investments in renewable energy technology and cutting back on their use of fossil fuels.
4. Managing Waste and Recycling: Being environmentally responsible means handling trash in a sustainable way, which includes recycling things, cutting down on waste production, and appropriately disposing of hazardous garbage. To reduce waste and encourage resource efficiency, businesses should adopt circular economy ideas, recycle products and packaging, and put recycling programmes into place.
5. Addressing Climate Change: Some of the measures that companies take in order to mitigate the risks associated with climate changes are setting goals for reducing greenhouse gas emissions, tracking and disclosing carbon emissions etc. This might entail contributing to carbon offset schemes, enhancing energy efficiency, and funding renewable energy initiatives.
6. Protecting Biodiversity and Ecosystems: By maintaining habitats, conserving species, and assisting with biodiversity conservation projects, environmental responsibility encompasses the protection of biodiversity and ecosystems. Businesses can work with environmental organisations to promote conservation initiatives, adopt sustainable land use practices, and undertake habitat restoration projects.
7. Complying with Environmental Regulations: Businesses show their commitment to the environment by abiding by local, federal, and international environmental laws, rules,

and standards. To avoid environmental harm and guarantee regulatory compliance, this entails getting licences, carrying out environmental impact assessments, and putting pollution control measures into place.

8. Promoting Environmental Awareness and Education: Raising awareness and educating stakeholders about environmental challenges and the value of sustainable practices are also parts of environmental responsibility. Businesses may sponsor environmental education programmes in communities and schools, run public education campaigns, and train staff members in environmental issues.

### **3.2.2 Ethical Responsibility**

Ethical responsibility refers to a company's commitment to conducting its business operations in an ethical and morally upright manner. It involves adhering to principles of fairness, honesty, integrity, and respect for stakeholders' rights and interests. Ethical responsibility extends beyond legal compliance to encompass ethical decision-making, ethical behavior, and ethical leadership.

1. Ethical Business Practices: Being a responsible corporate citizen means acting honorably, fairly, and with integrity. Maintaining strong ethical standards in all dealings with stakeholders, including clients, staff, vendors, investors, and the community, is part of this. Businesses make an effort to conduct themselves morally in all of their daily dealings, transactions, and decision-making.
2. Fair Treatment of Stakeholders: Regardless of seniority or position, ethical duty is treating all stakeholders equally and with respect. This entails treating workers fairly and equally, respecting the rights of clients and vendors, and keeping your end of the bargain when it comes to contracts and promises. Businesses avoid discriminatory actions and make an effort to provide a fair and inclusive workplace.
3. Transparency and Accountability: Transparency and accountability in corporate governance and decision-making procedures are necessary for ethical responsibility. Companies encourage transparency in financial reporting, corporate disclosures, and

communication with investors and the public by providing pertinent information to stakeholders in a clear, accurate, and timely way. Companies that practice ethics accept responsibility for their deeds and hold themselves accountable for any negative effects they may have on society or stakeholders.

4. Responsible Leadership: Responsible leadership at all organisational levels is a component of ethical responsibility. Leaders set the standard for moral behaviour by modelling moral principles, acting with integrity, and encouraging a compliance and ethics-focused culture inside the organisation. When making decisions, ethical leaders give ethical issues first priority. They also act as role models for their staff, encouraging them to have faith in the organization's ethical standards.
5. Ethical Sourcing and Supply Chain Management: Ensuring moral sourcing procedures and responsible supply chain management are also parts of ethical responsibility. Businesses make an effort to procure goods and resources from vendors who uphold human rights, environmental sustainability, and ethical labour standards. This entails investigating suppliers thoroughly, keeping an eye on supply chain operations, and dealing with any unethical or non-compliant behaviour.
6. Consumer Protection and Product Safety: A key component of ethical responsibility is guaranteeing the integrity, safety, and quality of goods and services that are provided to customers. Businesses prioritise the safety, health, and well-being of their customers by adhering to ethical standards in the design, manufacture, labelling, and marketing of their products. Businesses that uphold ethics refrain from using dishonest or misleading tactics and give customers accurate information so they may make wise decisions.
7. Compliance with Ethical Codes and Standards: Ethical responsibility requires compliance with ethical codes of conduct, industry standards, and professional ethics guidelines. Companies may adopt codes of ethics or conduct that outline expected behaviors and ethical principles for employees and stakeholders to follow. Ethical companies undergo ethical audits, assessments, or certifications to ensure adherence to ethical standards and best practices.

8. Social Responsibility and Civic Engagement: A dedication to civic involvement and social responsibility, which promotes the well-being and advancement of society, is a component of ethical responsibility. Businesses back charitable endeavours, social causes, and community projects that fit with their core beliefs and business objectives. Ethical businesses take a proactive approach to corporate citizenship, contributing to the betterment of society and the communities in which they do business.

### **3.2.3 Philanthropic Responsibility**

A key element of corporate social responsibility (CSR) is philanthropic responsibility, which is the volunteer activities and contributions a business does to meet social needs and advance societal well-being. Beyond legal requirements and financial goals, philanthropic duty entails actively improving people's quality of life and helping communities thrive. It often involves donating money, resources, or products to support charitable causes, nonprofit organizations, and community development projects. Companies may contribute to a wide range of philanthropic endeavors, including education, healthcare, poverty alleviation, disaster relief, and cultural initiatives.

1. Community Development Projects: Businesses take part in charitable endeavours to help the communities in which they operate grow and thrive. This might entail constructing educational or medical facilities, financing infrastructure projects, granting access to clean water and sanitary services, and encouraging regional economic development programmes.
2. Corporate Foundation and Grant Programs: Several companies create corporate foundations or grant programmes to assist with charitable endeavours and tackle social concerns that are consistent with their purpose and beliefs. Grants from these foundations may be given to grassroots projects, social entrepreneurs, and nonprofits tackling particular social, environmental, or humanitarian issues.

3. Disaster Relief and Humanitarian Aid: Giving humanitarian relief and emergency support in the event of a natural catastrophe, a humanitarian crisis, or other emergency is an example of philanthropic duty. Businesses may assist relief operations and aid impacted communities in their recovery and reconstruction by donating money, materials, and logistical assistance.
4. Promotion of Social Causes and Awareness: By promoting and advocating for social causes and concerns that are significant to them and their stakeholders, businesses participate in philanthropic responsibility. This might entail backing social justice projects, encouraging public awareness campaigns, and pushing for legislative measures to solve systemic socioeconomic issues.
5. Support for Arts, Culture, and Education: Supporting artistic, cultural, and educational endeavours that improve communities and people's quality of life is part of one's philanthropic responsibilities. Businesses may support museums, cultural events, artistic organisations, and educational initiatives in order to foster diversity, creativity, and lifelong learning.
6. Global Philanthropy and Sustainable Development: Global issues and sustainable development are addressed by philanthropic responsibility that goes beyond local communities. To assist global health efforts, environmental conservation, poverty reduction, and human rights advocacy, companies can collaborate with governments, non-governmental organisations, and international organisations.
7. Employee Volunteerism and Service: Encouraging and supporting staff volunteerism and community service projects is part of being philanthropic. Employers may provide paid time off for voluntary work, plan volunteer programmes, and provide staff members the chance to participate in practical volunteer work and charity endeavours.

#### **3.2.4. Economic Responsibility**

The phrase "economic responsibility" describes a company's duty to manage its activities in a way that is morally sound, open, and financially viable while generating long-term value

for its stakeholders, including suppliers, customers, shareholders, and workers. Aspects of financial performance, accountability, and governance are all included in the concept of economic responsibility.

1. Financial Performance: It is imperative for companies to attain sustainable financial growth and profitability in order to maintain their long-term sustainability and competitiveness. This entails balancing the interests of many stakeholders while optimising shareholder value. To attain profitability and financial stability, economic responsibility involves streamlining income streams, cutting expenses, and managing financial resources effectively.
2. Ethical Business Conduct: In order to be considered economically responsible, businesses must operate with honesty, fairness, and integrity while abiding by the law and ethical norms. This entails staying away from dishonest behaviour that might damage one's image and cause trust issues, such as insider trading, bribery, corruption, and fraud.
3. Transparency and Disclosure: It is important for businesses to maintain transparency in their financial reporting and disclosure protocols, providing stakeholders with prompt, precise, and comprehensive information on their operations, governance practices, and financial performance. This promotes confidence and trust in the eyes of creditors, regulators, investors, and other stakeholders.
4. Corporate Governance: Establishing solid corporate governance structures and procedures is a necessary part of being economically responsible as it guarantees efficient supervision, accountability, and decision-making. This entails upholding an impartial board of directors, clearly delineating roles and duties, and putting internal safeguards in place to thwart malfeasance and fraud.
5. Risk Management: It is the duty of corporations to recognise, evaluate, and effectively manage risks in order to preserve stakeholder interests as well as their own financial interests. This entails assessing risks related to strategy, operations, finances, and

reputation and putting risk mitigation plans into action to reduce negative effects on company performance.

6. Compliance with Laws and Regulations: Adhering to the laws, rules, and industry standards that control business operations, taxation, financial reporting, and other domains is a necessary part of being economically responsible. To prevent legal ramifications and regulatory penalties, businesses must make sure that their operations adhere to industry best practices and legal regulations.
7. Investment in Innovation and Research: Investing in R&D, innovation, and corporate growth to boost competitiveness and create value for stakeholders is part of economic responsibility. In order to adjust to shifting market conditions and satisfy changing consumer demands, businesses may devote resources to the development of new goods, technology, and business models.
8. Long-Term Value Creation: In contrast to the pursuit of short-term profits at the price of long-term sustainability, economic responsibility places emphasis on the creation of sustainable, long-term value for shareholders and stakeholders. To promote ethical and responsible growth, businesses should think about the social, environmental, and ethical ramifications of their choices and tactics.

### **3.3 Theories of CSR**

A complex idea, corporate social responsibility (CSR) is shaped by a number of theoretical stances that affect how organisations behave and make decisions. We examine important theories in this area that shed light on the purposes, workings, and results of corporate social responsibility programmes.

**Stakeholder theory:** According to the stakeholder theory, companies have a variety of stakeholders to answer to, including communities, suppliers, workers, consumers, and the environment, in addition to shareholders. This idea states that when an organisation makes

strategic decisions, particularly CSR-related ones, it must take into account the expectations and interests of all stakeholders. Understanding stakeholder demands, maintaining connections, and guaranteeing the organization's long-term viability all depend on stakeholder involvement. Stakeholder theory sees corporate social responsibility (CSR) as a tool for achieving shared value for society and the business by balancing the interests of many stakeholders.

**Agency theory:** It focuses on the relationship between principals (e.g., shareholders) and agents (e.g., managers) and examines issues related to conflicts of interest, information asymmetry, and agency costs. In the context of CSR, agency theory highlights the potential divergence between the goals of shareholders (profit maximization) and the interests of other stakeholders (e.g., employees, communities). Managers may prioritize short-term financial performance over long-term social and environmental considerations, leading to suboptimal CSR outcomes. Understanding agency theory helps identify governance mechanisms and incentives that align managerial behavior with CSR objectives, such as executive compensation tied to CSR performance or independent board oversight.

**Institutional theory:** The focus of institutional theory is on how institutions, cultural norms, and values affect the behaviour and practices of organisations. It is believed that organisations are a part of larger institutional contexts that are defined by industry standards, cultural norms, and legal frameworks. Institutional theory emphasises the significance of legitimacy in the context of CSR, as organisations strive to adhere to institutional norms and expectations in order to keep their social license to operate. Adopting CSR practices may benefit an organization's reputation and credibility in addition to ethical considerations. Organisations are compelled to follow established standards and best practices as a result of institutional forces that influence the adoption, dissemination, and standardisation of CSR across national borders and industries.

**Legitimacy theory:** According to legitimacy theory, in order for an organisation to continue to be supported and survive, its stakeholders must continue to view it as legitimate. Social norms on what constitutes suitable and acceptable behaviour for organisations serve as the foundation for legitimacy. Within the framework of corporate



social responsibility (CSR), companies can take part in socially conscious endeavours to demonstrate their dedication to moral behaviour, win over stakeholders, and strengthen their own credibility. CSR actions are symbolic actions that convey an organization's ideals and help to foster a relationship of mutual respect and trust with stakeholders. According to legitimacy theory, corporate social responsibility (CSR) plays a critical role in controlling an organization's reputation and reducing the risks connected to perceived illegitimacy.

These theoretical stances provide insightful understandings of the causes, workings, and results of corporate social responsibility initiatives. Organisations may create more sustainable value creation and more successful CSR initiatives that meet wider social expectations by comprehending the interplay between stakeholder interests, agency relationships, institutional pressures, and legitimacy issues.

**CHAPTER 4**

**DATA ANALYSIS AND INTERPRETATION**

## Data Analysis and Interpretation

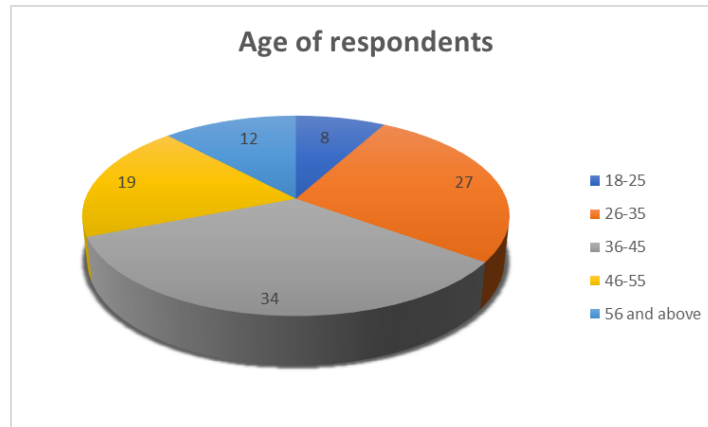
### 4.1 Age

**Table 4.1 Age of respondents**

Age	Valid Frequency	Percent
18-25	8	8.0
26-35	27	27.0
36-45	34	34.0
46-55	19	19.0
56 and above	12	12.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

**Figure 4.1 Age of respondents**



#### Interpretation

From the figure and table, it can be inferred that majority of the respondents (34%) fall within the age group of 36-45, followed by 26-35 (27%), and 46-55 (19%). The age groups of 18-25 and 56 and above each comprise 8% and 12% of the respondents, respectively.

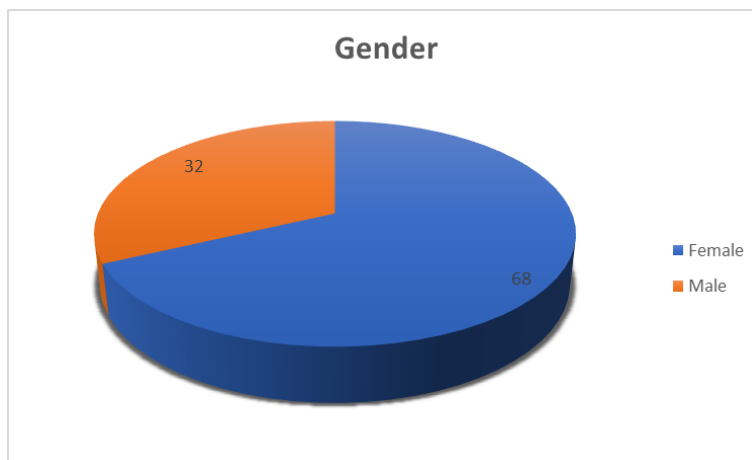
## 4.2 Gender

**Table 4.2 Gender of respondents**

Gender	Valid Frequency	Percent
Female	68	68.0
Male	32	32.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

**Figure 4.2 Gender of respondents**



### Interpretation

From the figure and table, it can be inferred that majority of the respondents are female (68%) and males which consists of 32%

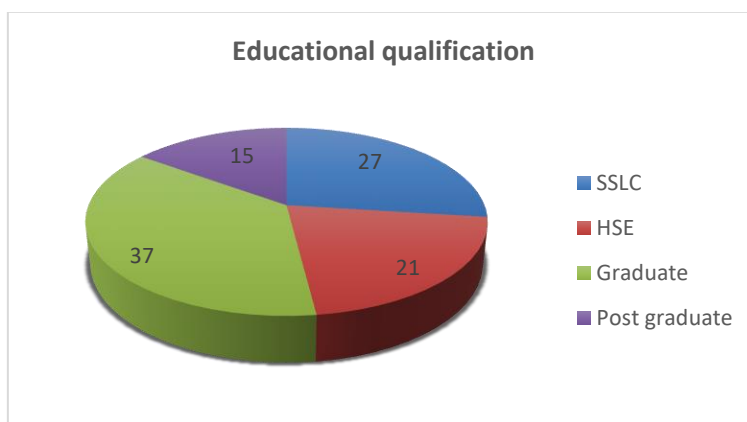
### 4.3 Educational qualification

**Table 4.3 Educational qualification of respondents**

<b>Educational qualification</b>	<b>No. of Customers</b>	<b>Percent</b>
SSLC	27	27.0
HSE	21	21.0
Graduate	37	37.0
Post graduate	15	15.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

**Figure 4.3 Educational qualification of respondents**



#### Interpretation

From the figure and table, it can be inferred that the highest educational qualification category is graduate which comprises (37 %) and lowest educational qualification category is the post graduates with (15%)

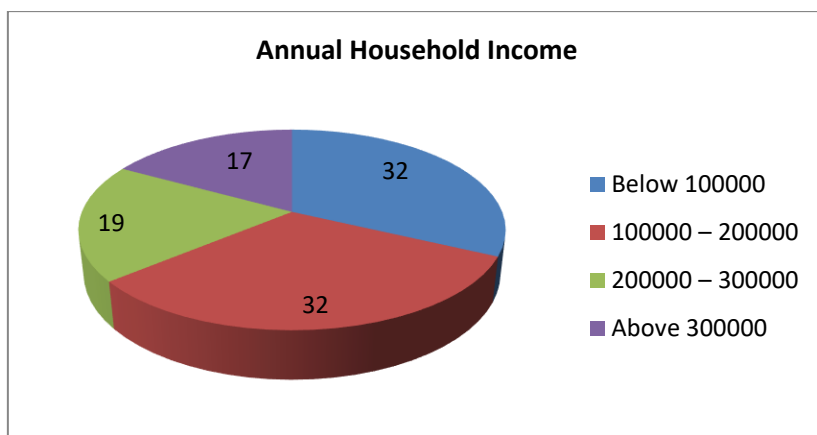
#### 4.4 Annual Household Income

**Table 4.4 Annual Household Income of respondents**

<b>Annual Household income</b>	<b>No. of Customers</b>	<b>Percent</b>
Below 100000	32	32.0
100000 – 200000	32	32.0
200000 – 300000	19	19.0
Above 300000	17	17.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

**Figure 4.4 Annual Household Income of respondents**



#### Interpretation

From the figure and table, it can be inferred that highest annual income belongs to the category 100000-200000 (32%) and 200000-300000 (32%). And the lowest annual income belongs to the category above 300000 (17%).

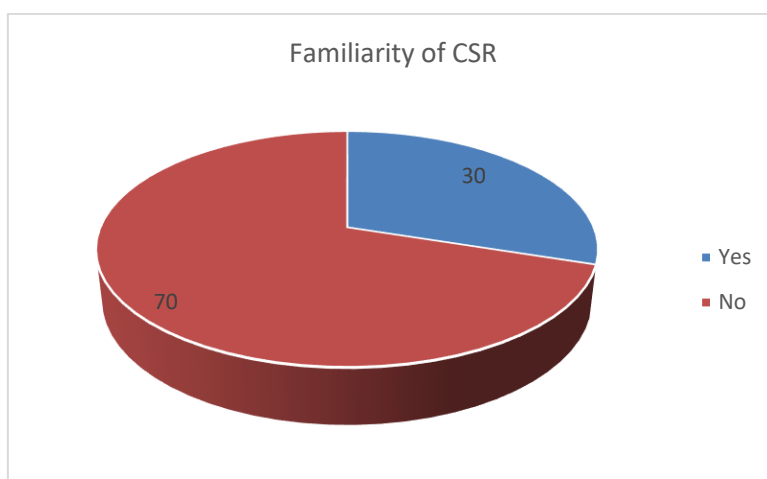
#### 4.5 Are you familiar with the term Corporate Social Responsibility?

**Table 4.5 Familiarity of CSR**

<b>Familiar with the term Corporate Social Responsibility</b>	<b>No. of Customers</b>	<b>Percent</b>
Yes	30	30.0
No	70	70.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

**Figure 4.5 Familiarity of CSR**



#### **Interpretation**

From the figure and table, it can be inferred that majority of the respondents are not aware of the term CSR (70%). Few respondents (30%) are only aware of the term CSR.

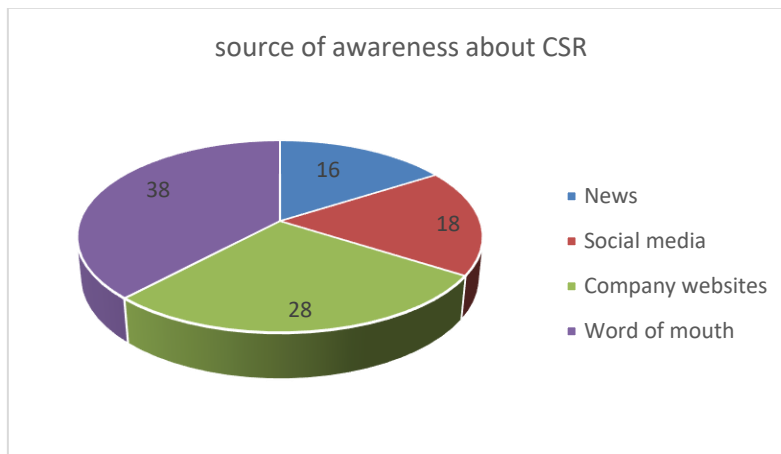
#### 4.6 What sources do you typically rely on to learn about CSR?

**Table 4.6 Sources of awareness about CSR**

<b>Learn about CSR initiatives by companies</b>	<b>No. of Customers</b>	<b>Percent</b>
News	16	16.0
Social media	18	18.0
Company websites	28	28.0
Word of mouth	38	38.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

**Figure 4.6 Sources of awareness about CSR**



#### **Interpretation**

From the figure and table, it can be inferred that majority of the respondents (38%) came to know about CSR through word of mouth. About (28%) respondents came to know about CSR through company websites. About (18%) through social media and the remaining respondents (16%) through news respectively.



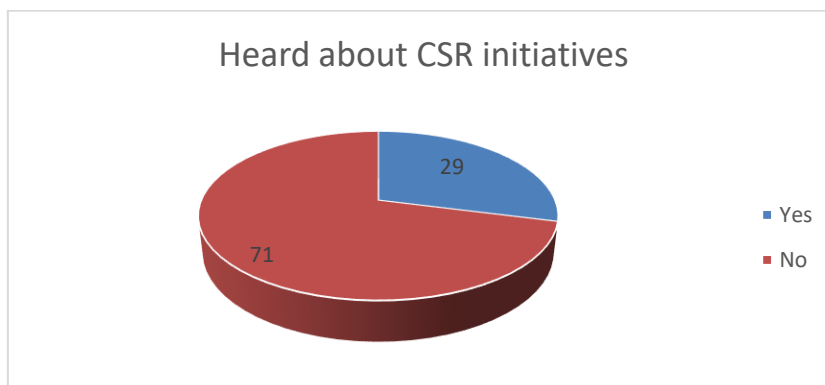
#### 4.7 Have you heard about any CSR initiatives undertaken by companies in your local area?

**Table 4.7 Heard about local CSR initiatives**

Heard about any CSR initiatives undertaken by companies	No. of Customers	Percent
Yes	29	29.0
No	71	71.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

**Figure 4.7 Heard about local CSR initiatives**



#### **Interpretation**

From the figure and table, it can be inferred that among the respondents (71%) have not heard about CSR initiatives undertaken by companies in their local area, while (29%) have.

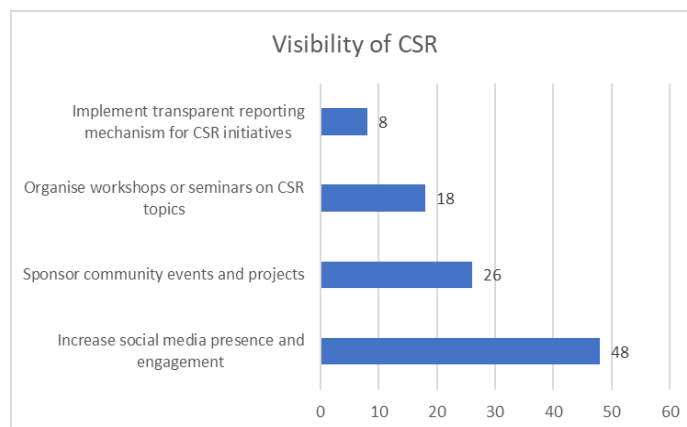
#### 4.8 How do you think companies should improve the visibility of CSR initiatives to the public?

**Table 4.8 Maximizing Visibility of CSR Initiatives**

<b>Companies should improve the visibility of CSR initiatives to the public</b>	<b>No. of Customers</b>	<b>Percent</b>
Increase social media presence and engagement	48	48.0
Sponsor community events and projects	26	26.0
Organise workshops or seminars on CSR topics	18	18.0
Implement transparent reporting mechanism for CSR initiatives	8	8.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

**Figure 4.8 Maximizing Visibility of CSR Initiatives**



#### **Interpretation**

From the figure and table, it can be inferred that among the respondents, majority of the respondents (48%) suggest to increase social media presence and engagement to improve the visibility of CSR initiatives. About (26%) respondents suggest Sponsor community events and projects. About (18%) respondents suggest to organize workshops or seminars on CSR topics. Only (8%) of the respondents suggest to implementing a transparent reporting mechanism for CSR initiatives respectively.

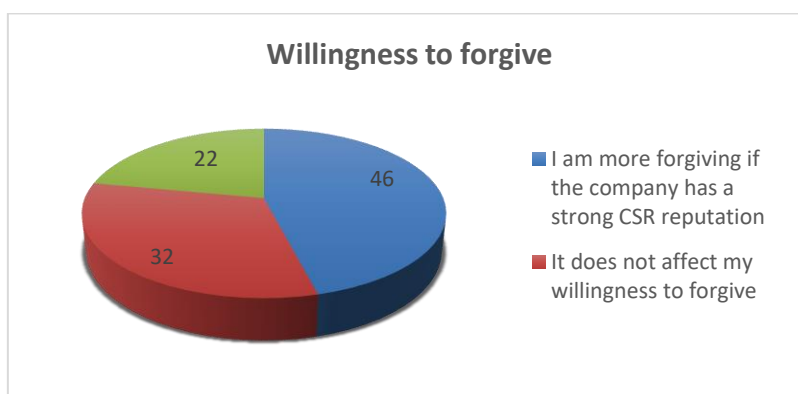
#### 4.9 How does a company's CSR reputation affect your willingness to forgive mistakes or missteps made by the company?

**Table 4.9 Willingness to forgive mistakes or missteps made by company**

CSR reputation affect your willingness to forgive mistakes	No. of Customers	Percent
I am more forgiving if the company has a strong CSR reputation	46	46.0
It does not affect my willingness to forgive	32	32.0
I am less forgiving if the company has a poor CSR reputation	22	22.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

**Figure 4.9 Willingness to forgive mistakes or missteps made by company**



#### Interpretation

From the figure and table, it can be inferred that majority of the respondents (46%) mention that they are more forgiving if the company has a strong CSR reputation. On the other hand, (32%) of customers mention that the company's CSR reputation does not affect their willingness to forgive. The remaining (22%) respondents mention that they are less forgiving if the company has a poor CSR reputation.

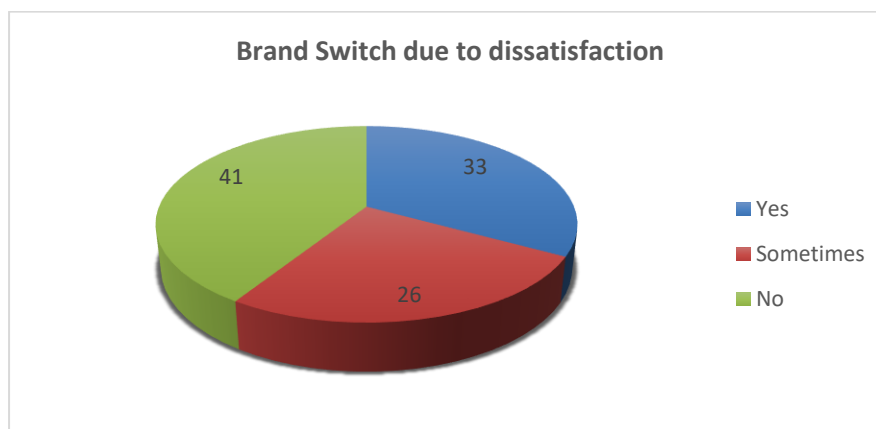
#### 4.10 Have you ever switched brands or products due to dissatisfaction with a company's CSR practices?

**Table 4.10 Brand Switch due to dissatisfaction**

Switched brands or products due to dissatisfaction	No. of Customers	Percent
Yes	33	33.0
Sometimes	26	26.0
No	41	41.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

**Figure 4.10 Brand Switch due to dissatisfaction**



#### **Interpretation**

From the figure and table, it can be inferred that majority of the respondents (41%) mention that they have not switched brands or products due to dissatisfaction with a company's CSR practices. Among the respondents (33%) indicate that they have switched brands or products due to dissatisfaction with a company's CSR practices. The remaining respondents (26%) state that they have sometimes switched brands or products for the same reason.

#### 4.11 Which types of CSR activities do you find most appealing?

**Table 4.11 Most appealing CSR activities**

CSR activities do you find most appealing	No. of Customers	Percent
Environmental sustainability	8	8.0
Social welfare (e.g.; community development, poverty alleviation)	30	30.0
Ethical sourcing and business practices	10	10.0
Employee well-being and fair labour practices	32	32.0
Transparency and accountability	20	20.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary data

**Figure 4.11 Most appealing CSR activities**



#### Interpretation

From the figure and table, it can be inferred that majority of the respondents (32%) consider Employee well-being and fair labour practices as the most appealing CSR activity. While (30%) of the respondents consider Social Welfare, (20%) of the respondents consider Transparency and accountability, (10%) of the respondents consider Ethical Sourcing and business practices and the remaining (8%) consider Environmental sustainability as the most appealing activity.

## Hypothesis 1

**H<sub>0</sub>:** There is no significant difference in the awareness level of CSR initiatives among customers across different gender, age groups, educational backgrounds, and income.

**H<sub>1</sub>:** There is a significant difference in the awareness level of CSR initiatives among customers across different gender, age groups, educational backgrounds, and income.

**Table 4.12 Measures of Awareness level**

	Mean	Std. Deviation
Your level of awareness about CSR initiatives	2.9400	1.27778
Come across information about CSR initiatives in the media	2.4600	1.06761

From the above table it can be inferred that there is a moderate level of awareness about CSR initiatives, with a mean of 2.94. They occasionally come across information about CSR initiatives through various media channels, with a mean score of 2.46. The variability in these responses suggests that awareness levels may vary significantly. Further analysis is needed to determine significant differences across demographic groups or other variables.

**Table 4.13 Age Mean and SD**

Age		Your level of awareness about CSR initiatives	Come across information about CSR initiatives in the media
18-25	Mean	3.0000	2.3750
	N	8	8
	Std. Deviation	1.06904	1.18773
26-35	Mean	2.6296	2.2222
	N	27	27
	Std. Deviation	1.18153	0.93370
36-45	Mean	3.0882	2.6176
	N	34	34
	Std. Deviation	1.33411	1.04489
46-55	Mean	3.1579	2.6842
	N	19	19
	Std. Deviation	1.53707	1.20428
56 and above	Mean	2.8333	2.2500
	N	12	12
	Std. Deviation	1.02986	1.13818
Total	Mean	2.9400	2.4600
	N	100	100
	Std. Deviation	1.27778	1.06761

Source primary data

The SD and mean related with age are given here. From the above table it can be inferred that majority of the respondents who are aware of CSR belong to the age group of 46-55 with a mean of 3.15 and SD 1.334. The highest mean for encountering information about CSR initiatives in the media also belong to age group 46-55 with the mean of 2.6842 and SD 1.204.

**Table 4.14 Gender Mean and SD**

Gender		Your level of awareness about CSR initiatives	Come across information about CSR initiatives in the media
Female	Mean	2.9118	2.3824
	N	68	68
	Std. Deviation	1.25467	1.06546
Male	Mean	3.0000	2.6250
	N	32	32
	Std. Deviation	1.34404	1.07012
Total	Mean	2.9400	2.4600
	N	100	100
	Std. Deviation	1.27778	1.06761

Source primary data

The SD and mean related with gender are given here. From the above table it can be inferred that, both females and males demonstrate relatively high levels of awareness about CSR initiatives. However, males appear to have slightly higher awareness levels compared to females with a mean of 3.00 and SD 1.344. Similarly, both genders come across information about CSR initiatives in the media. Again, males show slightly higher exposure to CSR information in the media with a mean of 2.62 and SD 1.07.



**Table 4.15 Educational qualification Mean and SD**

Educational qualification		Your level of awareness about CSR initiatives	Come across information about CSR initiatives in the media
SSLC	Mean	3.5185	2.5556
	N	27	27
	Std. Deviation	1.18874	1.08604
HSE	Mean	2.6667	2.2381
	N	21	21
	Std. Deviation	1.35401	1.26114
Graduate	Mean	2.8108	2.5946
	N	37	37
	Std. Deviation	1.26574	0.98487
Post graduate	Mean	2.6000	2.2667
	N	15	15
	Std. Deviation	1.12122	0.96115
Total	Mean	2.9400	2.4600
	N	100	100
	Std. Deviation	1.27778	1.06761

The SD and mean related with educational qualification are given here. From the above table it can be inferred that individuals with SSLC qualification demonstrate high degree of awareness with a mean of 3.5185. Similarly, in terms of encountering CSR information in the media, individuals with SSLC also report high mean score of 2.5556, followed by those with graduate (2.8108), HSE (2.6667), and postgraduate (2.6000) qualifications.

**Table 4.16 Annual Household income Mean and SD**

Annual Household income		Your level of awareness about CSR initiatives	Come across information about CSR initiatives in the media
Below 100000	Mean	2.6875	2.3125
	N	32	32
	Std. Deviation	1.49056	1.14828
100000 – 200000	Mean	3.0000	2.2813
	N	32	32
	Std. Deviation	1.24434	1.08462
200000 – 300000	Mean	3.5263	3.1053
	N	19	19
	Std. Deviation	0.96427	0.73747
Above 300000	Mean	2.6471	2.3529
	N	17	17
	Std. Deviation	1.05719	0.99632
Total	Mean	2.9400	2.4600
	N	100	100
	Std. Deviation	1.27778	1.06761

Source primary data

From the above table it can be inferred that individuals with annual household incomes between 2,00,000 and 3,00,000 demonstrate high awareness with a mean of 3.52. Similarly, in terms of encountering CSR information in the media, individuals with incomes between 2,00,000 and 3,00,000 report highest mean of 3.10 respectively.

**Table 4.17 One-Sample Kolmogorov-Smirnov Test for Awareness and Media Exposure to CSR Initiatives**

Null Hypothesis	Test	Sig.	Decision
The distribution of Your level of awareness about CSR initiatives is normal with mean 2.94 and standard deviation 1.27778.	One-Sample Kolmogorov-Smirnov Test	.000 <sup>a</sup>	Reject the null hypothesis.
The distribution of Come across information about CSR initiatives in the media is normal with mean 2.46 and standard deviation 1.06761.	One-Sample Kolmogorov-Smirnov Test	.000 <sup>a</sup>	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

a. Lilliefors Corrected

From the above table it can be inferred that the P value is less than 0.05 so both the distribution of awareness levels about CSR initiatives and encountering CSR-related information in the media are significantly non-normal. This indicates a departure from the assumption of normality.

**Table 4.18 Gender based analysis of Awareness and Media Exposure to CSR Initiatives: One-Sample Kolmogorov-Smirnov and Mann-Whitney U Tests**

Null Hypothesis	Test	Sig.	Decision
The distribution of Your level of awareness about CSR initiatives is the same across categories of Gender.	One-Sample Kolmogorov-Smirnov Test	0.009	Reject the null hypothesis.
The distribution of Come across information about CSR initiatives in the media is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.302	Retain the null hypothesis.

Asymptotic significance is displayed. The significance level is .050.

From the above table it can be inferred that there is a significant difference in the distribution of knowledge levels about CSR initiatives among Gender groups ( $P = 0.009$ ) so the null hypothesis is rejected. there is no discernible variation in the distribution of interactions with CSR-related activities in the media between the gender groups ( $P = 0.302$ ), supporting the null hypothesis.

**Table 4.19 Age-Based Analysis of Awareness and Media Exposure to CSR Initiatives: Independent-Samples Kruskal-Wallis Tests**

Null Hypothesis	Test	Sig.	Decision
The distribution of Your level of awareness about CSR initiatives is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.005	Reject the null hypothesis.
The distribution of Come across information about CSR initiatives in the media is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.001	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

From the above table it can be inferred that that there are significant differences in the distribution of knowledge levels about CSR efforts between Age categories ( $P = 0.005$ ). Therefore, the null hypothesis is rejected. It also reveals a significant difference ( $p = 0.001$ ) in the distribution of encounters with CSR-related initiatives in the media among Age categories, leading to the rejection of the null hypothesis.

**Table 4.20 Educational Qualification-Based Analysis of Awareness and Media Exposure to CSR Initiatives: Independent-Samples Kruskal-Wallis Tests**

Null Hypothesis	Test	Sig.	Decision
The distribution of Your level of awareness about CSR initiatives is the same across categories of educational qualification.	Independent-Samples Kruskal-Wallis Test	0.043	Reject the null hypothesis.
The distribution of Come across information about CSR initiatives in the media is the same across categories of educational qualification.	Independent-Samples Kruskal-Wallis Test	0.437	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

From the above table it can be inferred that there is significant difference ( $P = 0.043$ ) in the distribution of awareness levels about CSR projects across categories of educational qualification. There is no significant difference ( $P = 0.437$ ) for the distribution of encounters with CSR-related initiatives in the media across educational qualification groups, supporting the null hypothesis.

**Table 4.21 Differential Impact of Annual Household Income on Awareness and Media Exposure to CSR Initiatives: Independent-Samples Kruskal-Wallis Tests**

Null Hypothesis	Test	Sig.	Decision
The distribution of Your level of awareness about CSR initiatives is the same across categories of Annual Household income.	Independent-Samples Kruskal-Wallis Test	0.081	Retain the null hypothesis.
The distribution of Come across information about CSR initiatives in the media is the same across categories of Annual Household income.	Independent-Samples Kruskal-Wallis Test	0.013	Reject the null hypothesis

Asymptotic significances are displayed. The significance level is .050.

From the above table it can be inferred that the distribution of knowledge levels of corporate social responsibility (CSR) programmes across annual household income categories is not significantly different ( $P = 0.081$ ), therefore the null hypothesis is accepted. however, there is significant difference ( $P = 0.013$ ) in the distribution of encounters with CSR-related initiatives in the media across Annual Household income categories. Therefore, the Null hypothesis is rejected.

### **Conclusion**

The test supports the rejection of the null hypothesis for certain demographic variables, indicating that there are significant differences in the awareness level of CSR initiatives among customers.

## Hypothesis 2

**H<sub>0</sub>:** There is no significant difference in the customer perception on corporate social responsibility across different gender, age groups, educational backgrounds, and income.

**H<sub>1</sub>:** There is a significant difference in the customer perception on corporate social responsibility across different gender, age groups, educational backgrounds, and income.

**Table 4.22 Customer Perception on CSR**

	Mean	Std. Deviation
Companies should actively engage in CSR initiatives	2.4000	1.00504
Perception of companies that prioritise CSR initiatives	2.3000	0.98985
Company's CSR initiatives positively influence your perception	2.1600	0.97151
Probably prioritise CSR initiatives	2.7200	1.28770

From the table it can be inferred that, majority of the customers believe businesses should engage in corporate social responsibility (CSR) with a mean of 2.4. however, opinions differ widely, with values of standard deviation ranging from approximately 0.97 to 1.29.



**Table 4.23 Perception of CSR Initiatives Across Age Groups: Mean and SD**

Age		Companies should actively engage in CSR initiatives	Perception of companies that prioritise CSR initiatives	Company's CSR initiatives positively influence your perception	Probably prioritise CSR initiatives
18-25	Mean	1.8750	1.7500	1.6250	2.7500
	N	8	8	8	8
	Std. Deviation	0.99103	0.70711	0.51755	1.28174
26-35	Mean	2.3704	2.2963	2.1111	2.2222
	N	27	27	27	27
	Std. Deviation	0.88353	0.91209	0.80064	1.01274
36-45	Mean	2.4412	2.4118	2.0294	3.0000
	N	34	34	34	34
	Std. Deviation	1.07847	1.04787	1.02942	1.25529
46-55	Mean	2.6842	2.5789	2.5789	3.0526
	N	19	19	19	19
	Std. Deviation	1.15723	1.12130	1.16980	1.61499
56 and above	Mean	2.2500	1.9167	2.3333	2.5000
	N	12	12	12	12
	Std. Deviation	0.75378	0.79296	0.88763	1.16775
Total	Mean	2.4000	2.3000	2.1600	2.7200
	N	100	100	100	100
	Std. Deviation	1.00504	0.98985	0.97151	1.28770

From the above table it can be inferred that older age groups show higher mean scores, indicating greater agreement with CSR-related statements. The age group with the highest mean score is the 46-55, with a mean of 2.6842 for "Companies should actively engage in CSR initiatives" and a standard deviation of 1.15723.

**Table 4.24 Perception of CSR Initiatives Across Gender: Mean and SD**

Gender		Companies should actively engage in CSR initiatives	Perception of companies that prioritise CSR initiatives	Company's CSR initiatives positively influence your perception	Probably prioritise CSR initiatives
Female	Mean	2.3382	2.2500	2.0882	2.5735
	N	68	68	68	68
	Std. Deviation	0.90785	0.92033	0.76754	1.26156
Male	Mean	2.5313	2.4063	2.3125	3.0313
	N	32	32	32	32
	Std. Deviation	1.19094	1.13192	1.30600	1.30716
Total	Mean	2.4000	2.3000	2.1600	2.7200
	N	100	100	100	100
	Std. Deviation	1.00504	0.98985	0.97151	1.28770

The Mean and SD for different aspects of perception of people towards CSR. It shows that highest mean score is among males "Probably prioritise CSR initiatives" with a mean of 3.0313 and a standard deviation of 1.30716.

#### 4.25 Perception of CSR Initiatives across Educational qualifications: Mean and Standard Deviation

Educational qualification		Companies should actively engage in CSR initiatives	Perception of companies that prioritise CSR initiatives	Company's CSR initiatives positively influence your perception	Probably prioritise CSR initiatives
SSLC	Mean	2.6667	2.4074	2.1481	3.2222
	N	27	27	27	27
	Std. Deviation	1.07417	1.08342	1.23113	1.28103
HSE	Mean	2.1429	2.1905	2.0952	2.3810
	N	21	21	21	21
	Std. Deviation	1.06234	0.92839	0.99523	1.43095
Graduate	Mean	2.4595	2.2432	2.2162	2.7297
	N	37	37	37	37
	Std. Deviation	1.04335	1.01120	0.91697	1.21675
Post graduate	Mean	2.1333	2.4000	2.1333	2.2667
	N	15	15	15	15
	Std. Deviation	0.51640	0.91026	0.51640	1.03280
Total	Mean	2.4000	2.3000	2.1600	2.7200
	N	100	100	100	100
	Std. Deviation	1.00504	0.98985	0.97151	1.28770

Respondents with SSLC got the highest mean score (mean = 3.2222) for "Probably prioritise CSR initiatives" out of all educational qualifications, suggesting that they give CSR initiatives the highest priority among all educational qualification categories.

**Table 4.26 Perception of CSR Initiatives across Annual household income: Mean and Standard Deviation**

Annual Household income		Companies should actively engage in CSR initiatives	Perception of companies that prioritise CSR initiatives	Company's CSR initiatives positively influence your perception	Probably prioritise CSR initiatives
Below 100000	Mean	2.3750	2.1875	2.4688	2.5000
	N	32	32	32	32
	Std. Deviation	1.07012	1.11984	1.13548	1.48106
100000 – 200000	Mean	2.4688	2.4063	2.0000	2.6563
	N	32	32	32	32
	Std. Deviation	0.94985	0.79755	1.04727	1.26004
200000 – 300000	Mean	2.9474	2.7895	2.3158	3.4211
	N	19	19	19	19
	Std. Deviation	1.02598	1.13426	0.67104	0.96124
Above 300000	Mean	1.7059	1.7647	1.7059	2.4706
	N	17	17	17	17
	Std. Deviation	0.46967	0.56230	0.46967	1.06757
Total	Mean	2.4000	2.3000	2.1600	2.7200
	N	100	100	100	100
	Std. Deviation	1.00504	0.98985	0.97151	1.28770

Among all income groups, respondents with annual household incomes between 200,000 and 300,000 had the highest mean score for "Probably prioritise CSR initiatives" (mean = 3.4211), indicating that they place the highest importance on CSR projects.

**Table 4.27 One-Sample Kolmogorov-Smirnov Tests for CSR Perception Measures**

Null Hypothesis	Test	Sig.	Decision
The distribution of Companies should actively engage in CSR initiatives is normal with mean 2.40 and standard deviation 1.00504.	One-Sample Kolmogorov-Smirnov Test	.000a	Reject the null hypothesis.
The distribution of Perception of companies that prioritise CSR initiatives is normal with mean 2.30 and standard deviation .98985.	One-Sample Kolmogorov-Smirnov Test	.000a	Reject the null hypothesis.
The distribution of Company's CSR initiatives positively influences your perception is normal with mean 2.16 and standard deviation .97151.	One-Sample Kolmogorov-Smirnov Test	.000a	Reject the null hypothesis.
The distribution of Probably prioritise CSR initiatives is normal with mean 2.72 and standard deviation 1.28770.	One-Sample Kolmogorov-Smirnov Test	.000a	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

a.Lilliefors Corrected

P-values smaller than .001 in the One-Sample Kolmogorov-Smirnov test findings indicate significant deviations from normality in all areas of corporate social responsibility (CSR) perception. Hence, the null hypotheses are rejected for each aspect of CSR perception since the distributions with the specified means and standard deviations are taken to be normal. These findings suggest that there is a non-normal distribution in the perceived distributions of CSR activities.

**Table 4.28 Independent-Samples Mann-Whitney U Tests: Differential Impact of Gender on Perception of CSR Initiatives**

Null Hypothesis	Test	Sig.	Decision
The distribution of Companies should actively engage in CSR initiatives is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.007	Reject the null hypothesis.
The distribution of Perception of companies that prioritise CSR initiatives is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.019	Reject the null hypothesis.
The distribution of Company's CSR initiatives positively influence your perception is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.867	Retain the null hypothesis.
The distribution of Probably prioritise CSR initiatives is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	0.111	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .050

From the above table it can be inferred that The null hypothesis was rejected for the following aspects: Companies should actively engage in CSR initiatives ( $p = 0.007$ ) and Perception of companies that prioritise CSR initiatives ( $p = 0.019$ ) across gender groups. The test, however, did not reveal a significant difference ( $p = 0.867$ ) for the distribution of Company's CSR initiatives positively influence your perception across gender groups, maintaining the null hypothesis. There is no discernible variation in the distribution of

Probably prioritise CSR initiatives between gender groups ( $p = 0.111$ ), supporting the continuation of the null hypothesis.

**Table 4.29 Independent-Samples Kruskal-Wallis Tests: Age-Based Variations in Perception of CSR Initiatives**

Null Hypothesis	Test	Sig.	Decision
The distribution of Companies should actively engage in CSR initiatives is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.007	Reject the null hypothesis.
The distribution of Perception of companies that prioritise CSR initiatives is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.008	Reject the null hypothesis.
The distribution of Company's CSR initiatives positively influences your perception is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.016	Reject the null hypothesis.
The distribution of Probably prioritise CSR initiatives is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	0.147	Retain the null hypothesis.

Asymptotic significances are displayed.

From the above table it can be inferred that the null hypothesis was rejected, Perception of companies that prioritise CSR initiatives ( $p = 0.008$ ), Company's CSR initiatives positively influence your perception ( $p = 0.016$ ) across age categories, and Companies should actively engage in CSR initiatives ( $p = 0.007$ ). The null hypothesis was upheld by the test, which

did not find a significant difference ( $p = 0.147$ ) in the distribution of Probably prioritise CSR initiatives among age groups.

**Table 4.30 Independent-Samples Kruskal-Wallis Tests: Educational Qualification-Based Differences in Perception of CSR Initiatives**

Null Hypothesis	Test	Sig.	Decision
The distribution of Companies should actively engage in CSR initiatives is the same across categories of educational qualification.	Independent-Samples Kruskal-Wallis Test	0.001	Reject the null hypothesis.
The distribution of Perception of companies that prioritise CSR initiatives is the same across categories of educational qualification.	Independent-Samples Kruskal-Wallis Test	0.001	Reject the null hypothesis.
The distribution of Company's CSR initiatives positively influences your perception is the same across categories of educational qualification.	Independent-Samples Kruskal-Wallis Test	0.766	Retain the null hypothesis.
The distribution of Probably prioritise CSR initiatives is the same across categories of educational qualification.	Independent-Samples Kruskal-Wallis Test	0.010	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

From the above table it can be inferred that there is the distribution of views about Companies should actively engage in CSR initiatives ( $p = 0.001$ ) and Perception of companies that prioritise CSR initiatives ( $p = 0.001$ ) across categories of educational qualification is significantly different. The null hypothesis is rejected. The test, did not reveal a significant difference ( $p = 0.766$ ) for the distribution of Company's CSR initiatives positively influence your perception across categories of educational qualification,



maintaining the null hypothesis. Similarly, there is a significant variation ( $p = 0.010$ ) in the distribution of Probably prioritise CSR initiatives across educational qualification groups.

**Table 4.31 Independent-Samples Kruskal-Wallis Tests: Household Income-Based Disparities in Perception of CSR Initiatives**

Null Hypothesis	Test	Sig.	Decision
The distribution of Companies should actively engage in CSR initiatives is the same across categories of Annual Household income.	Independent-Samples Kruskal-Wallis Test	0.001	Reject the null hypothesis.
The distribution of Perception of companies that prioritise CSR initiatives is the same across categories of Annual Household income.	Independent-Samples Kruskal-Wallis Test	0.009	Reject the null hypothesis.
The distribution of Company's CSR initiatives positively influences your perception is the same across categories of Annual Household income.	Independent-Samples Kruskal-Wallis Test	0.027	Reject the null hypothesis.
The distribution of Probably prioritise CSR initiatives is the same across categories of Annual Household income.	Independent-Samples Kruskal-Wallis Test	0.045	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

From the above table it can be inferred that there are variations in the perception distributions among the categories of annual household income with regard to Companies should actively engage in CSR initiatives ( $p = 0.001$ ), Perception of companies that prioritise CSR initiatives ( $p = 0.009$ ), Company's CSR initiatives positively influence your perception ( $p = 0.027$ ), and Probably prioritise CSR initiatives ( $p = 0.045$ ).The null

hypothesis is rejected for each of these factors, suggesting that there are notable differences in how various yearly family income groups view CSR projects.

## Conclusion

The analysis supports the rejection of the null hypothesis for certain demographic variables, revealing significant differences in customer awareness levels of CSR initiatives. Specifically, gender, age groups, educational qualifications, and annual household income levels all exhibit distinct patterns in perceptions of CSR activities.

## Hypothesis 3

**H<sub>0</sub>:** There is no significant relationship between CSR initiatives on consumer purchasing behaviour.

**H<sub>1</sub>:** There is a significant relationship between CSR initiatives on consumer purchasing behaviour.

**Table 4.32 Anova**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612 <sup>a</sup>	0.374	0.235	0.98792
a. Predictors: (Constant), CSR initiatives				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.514	1	4.514	4.625	.004 <sup>b</sup>
	Residual	95.646	98	0.976		
	Total	100.160	99			
a. Dependent Variable: Purchasing behaviour						
b. Predictors: (Constant), CSR initiatives						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.249	0.240		9.355	0.000
	CSR initiatives	0.155	0.072	0.212	2.151	0.014
a. Dependent Variable: Purchasing behaviour						

From the above table it can be inferred that a considerable amount of the variance in consumer purchasing behaviour may be explained by CSR activities as a predictor ( $R^2 = 0.374$ , adjusted  $R^2 = 0.235$ ), ( $F = 4.625$ ,  $p = 0.004$ ). The statistical significance of the regression coefficient for CSR initiatives ( $\beta = 0.212$ ,  $p = 0.014$ ) suggests a positive correlation between CSR activities and consumer purchasing behaviour

## Conclusion

There is a substantial correlation between CSR and customer purchasing behaviour and reject the null hypothesis. This implies that while making selections about what to buy, customers are impacted by a company's CSR initiatives.

**Table 4.33 Perception of CSR Dimensions: Mean, Standard Deviation, and Coefficient of Variation**

	Mean	Std. Deviation	Coefficient of Variation
Trustworthy	3.1200	0.97732	31.32
Products and services	2.9400	1.27778	43.46
Transparency	3.0400	1.02415	33.69
Strong CSR programs	1.6200	0.48783	30.11
Environment and sustainability	3.1000	1.08711	35.07
Employees fairly and ethically	1.9000	0.88192	46.42
Charity and volunteering	2.8600	1.17224	40.99
Diversity and inclusion	3.3000	0.94815	28.73
Actively involved in improving social issues	3.2400	0.88899	27.44

From the above table it can be inferred that customer perceptions across different dimensions of corporate social responsibility (CSR). aspects such as trustworthiness (mean = 3.12) and transparency (mean = 3.04) are rated relatively high, indicating favorable perceptions. Conversely, dimensions like strong CSR programs (mean = 1.62) and employees treated fairly and ethically (mean = 1.90) receive lower ratings. Interestingly, while diversity and inclusion (mean = 3.30) and actively involvement in improving social issues (mean = 3.24) also exhibit lower variability compared to other dimensions.

## **CHAPTER 5**

# **SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION**

## **5.1 Summary**

The primary goal of this research was to find out how customer views and behaviours across a range of demographic groups relate to corporate social responsibility (CSR) programmes. The study investigated attitudes towards CSR activities among several demographic categories, including gender, age, educational attainment, and yearly family income, using a mix of statistical analysis and survey data. Perceptions among these demographic groups varied significantly, indicating the necessity for customised CSR tactics to successfully involve a range of stakeholders. Moreover, the study investigated how corporate social responsibility (CSR) activities affected customer purchasing decisions and found a strong positive correlation between the two. These results highlight how crucial it is to include corporate social responsibility (CSR) into business operations in order to improve reputation, foster brand loyalty, and have a good influence on society.

### **5.1.1 Objectives**

- ❖ To investigate the awareness level of CSR initiatives among customers.
- ❖ To study customer perception on Corporate social responsibility.
- ❖ To study the influence of CSR initiatives on consumer purchasing behavior.
- ❖ To identify key component of CSR that resonate with consumers.

### **5.1.2 Research questions**

- ❖ What is the level of awareness of consumers on CSR?
- ❖ What are the perceptions of different consumers towards CSR?
- ❖ What are the factors of CSR which has an influence on consumer purchasing behaviour?
- ❖ What are the key components of CSR that resonate with consumers?

### **5.1.3 Hypothesis**

**H01:** There is no significant difference in the awareness level of CSR initiatives among customers across different gender, age groups, educational backgrounds, and income.

H02: There is no significant difference in the customer perception on CSR across different gender, age groups, educational backgrounds, and income.

H03: There is no significant relationship between CSR initiatives on customer purchasing behavior.

## **5.2 Findings**

Demographic data:

- ❖ The study reveals that, most of the respondents fall under the age group of 36-45
- ❖ The study reveals that majority of the respondents are female.
- ❖ The study reveals that out of 100 respondents, majority are graduates.
- ❖ The study reveals that out of 100 respondents' equal number of respondents fall under the income category of below 100000 and 100000-200000

### ***To investigate the awareness level of CSR initiatives among customers***

H0: There is no significant difference in the customer perception on CSR across different gender, age groups, educational backgrounds, and income.

- ❖ There is a moderate to high level of awareness about CSR initiatives among customers
- ❖ There is a significant difference in awareness levels between genders, with females exhibiting slightly lower awareness compared to males.
- ❖ Awareness levels vary significantly across different age groups, with older age groups generally demonstrating higher awareness compared to younger age groups.
- ❖ There is a significant difference in awareness levels across different educational qualification categories, with individuals with SSLC qualifications showing the highest awareness levels.
- ❖ While there is no significant difference in awareness levels across different income groups, there is variation in awareness levels among customers belonging to different income categories.
- ❖ There is no significant difference in media exposure levels between genders.
- ❖ Media exposure levels vary significantly across different age groups, with older age groups generally having higher exposure compared to younger age groups.

- ❖ While there is no significant difference in media exposure levels across educational qualification categories, there is variation in exposure levels among different qualification groups.
- ❖ There is a significant difference in media exposure levels across different income groups, with higher income groups exhibiting greater exposure compared to lower income groups.

***To study customer perception on Corporate social responsibility.***

H0: There is no significant difference in the customer perception on CSR across different gender, age groups, educational backgrounds, and income.

- ❖ The analysis reveals significant differences in customer perception of CSR initiatives across demographic categories such as gender, age, educational qualification, and annual household income.
- ❖ There are gender-related differences in perception, with significant variations observed in the importance of companies engaging in CSR and the perception of companies that prioritize CSR efforts. However, no significant differences are found in the perception of the influence of CSR initiatives or the likelihood of prioritizing CSR initiatives.
- ❖ Significant differences are identified in perception across different age groups. While younger respondents exhibit slightly lower agreement with the importance of companies engaging in CSR, older respondents generally express stronger agreement with various dimensions of CSR perception.
- ❖ Significant differences in perception are noted across educational qualification categories. Respondents with lower qualifications tend to show higher agreement with the importance of companies engaging in CSR and the perception of companies prioritizing CSR efforts.
- ❖ Perception of CSR initiatives varies significantly across different annual household income categories. Respondents with higher incomes demonstrate stronger agreement with the importance of companies engaging in CSR and the perception of companies that prioritize CSR efforts.
- ❖ Despite demographic differences, there is consistent agreement among respondents regarding the influence of CSR initiatives on their perception of companies.



***To study the influence of CSR initiatives on consumer purchasing behaviour***

H0: There is no significant relationship between CSR initiatives on customer purchasing behavior.

- ❖ The study indicates that CSR initiatives have a statistically significant impact on consumer purchasing behavior.
- ❖ The model's R-square value of 0.374 suggests that approximately 37.4% of the variability in consumer purchasing behavior can be explained by CSR initiatives. While this indicates a moderate level of predictive strength, other factors not included in the model may also influence purchasing behavior.
- ❖ The study indicates that there is a positive relationship between CSR initiatives and consumer purchasing behavior. This suggests that as CSR initiatives increase, consumer purchasing behavior tends to increase as well.
- ❖ The coefficient for CSR initiatives is statistically significant ( $p = 0.014$ ), indicating that the observed relationship between CSR initiatives and consumer purchasing behavior is unlikely to have occurred by chance.
- ❖ This finding suggests that consumers are positively influenced by companies' CSR initiatives when making purchasing decisions.
- ❖ Companies that actively engage in CSR initiatives may experience an increase in consumer purchasing behavior. Communicating CSR efforts effectively to consumers can enhance brand reputation and loyalty, potentially leading to increased sales and market share.
- ❖ While CSR initiatives show a significant impact on consumer purchasing behavior, other external factors such as price, product quality, and competitor actions may also influence consumer decisions. Further research incorporating additional variables could provide a more comprehensive understanding of consumer behavior.

***To identify key component of CSR that resonate with consumers***

- ❖ Customers exhibit varying perceptions across different dimensions of CSR, as indicated by the mean scores. Some dimensions, such as trustworthiness and

transparency, receive relatively higher ratings, suggesting favorable perceptions among customers.

- ❖ Aspects related to environment and sustainability, diversity and inclusion, and actively involvement in improving social issues are perceived positively by customers, as evidenced by their higher mean scores. These dimensions likely align with contemporary societal values and contribute to positive brand perceptions.
- ❖ Various dimensions such as strong CSR programs and employees treated fairly and ethically receive lower mean scores, indicating less favorable perceptions among customers. This highlights potential areas for improvement in CSR strategies and practices.
- ❖ The coefficient of variation across dimensions indicates varying levels of variability in customer perceptions. While some dimensions show relatively low variability, such as diversity and inclusion, others exhibit higher variability, such as employees treated fairly and ethically. Understanding and addressing this variability is crucial for effectively meeting customer expectations and enhancing brand reputation.

### **5.3 Suggestions**

Tailored tactics are necessary to optimise the impact of corporate social responsibility (CSR) programmes, considering the various demographic preferences that the study uncovered. Companies should create focused marketing strategies that applies to customer values and preferences by giving importance to CSR initiatives. In order to ensure that strategies remain relevant and have an impact on changing consumer expectations, it is important

that CSR efforts undergo ongoing review. Engaging stakeholders—consumers, workers, and other parties—promotes openness and confidence, which increases acceptance and backing for corporate social responsibility initiatives. Businesses should make a commitment to long-term sustainability strategies, including CSR into their main operations and working with other groups to increase their influence. Relationships with stakeholders are strengthened and trust is increased via open and transparent communication regarding CSR projects. In general, businesses may improve their CSR initiatives by putting these recommendations into practice.

## **5.4 Conclusion**

The research offers significant perspectives on the correlation between corporate social responsibility (CSR) and customer attitudes and actions in various demographic segments. Significant variations in demographic groups—such as gender, age, educational attainment, and yearly family income—perceived CSR activities were found. These results point out that how crucial it is to modify corporate social responsibility (CSR) initiatives to accommodate the distinct tastes and expectations of various demographic groups. Additionally, the research underscores the noteworthy affirmative correlation between corporate social responsibility (CSR) endeavours and consumer buying patterns, stressing the impact of CSR on consumer decision-making.

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## **APPENDIX**

## QUESTIONNAIRE

Study on the impact of Corporate Social Responsibility on customer perception and buying behaviour in Ernakulam district.

1) Age group

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56 and above

2) Gender

- ☐ Female
- ☐ Male

3) Educational qualification

- ☐ SSLC
- ☐ HSE
- ☐ Graduate
- ☐ Post graduate

4) Annual Household income

- ☐ Below 100000
- ☐ 100000 – 200000
- ☐ 200000 – 300000
- ☐ Above 300000



5) Are you familiar with the term Corporate Social Responsibility?

- ☐ Yes
- ☐ No

6) How would you rate your level of awareness about CSR initiatives on a scale of 1-5?

(1=very low, 2=low, 3=moderate, 4=high, 5=very high)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

7) What sources do you typically rely on to learn about CSR initiatives by companies?

- ☐ News
- ☐ Social media
- ☐ Company websites
- ☐ Word of mouth
- ☐ Other

8) Have you heard about any CSR initiatives undertaken by companies in your local area?

- ☐ Yes
- ☐ No

9) How often do you come across information about CSR initiatives in the media (e.g.; newspaper, Television, social media)?

- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

10) Do you believe that companies should actively engage in CSR initiatives?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

11) What is your perception of companies that prioritise CSR initiatives compared to those that do not?

- ☐ Much worse
- ☐ Somewhat worse
- ☐ No difference
- ☐ Somewhat better
- ☐ Much better

12) To what extent do you think a company's CSR initiatives positively influence your perception of the brand?

- ☐ Significantly
- ☐ Moderately
- ☐ Slightly
- ☐ Not at all

13) Do you think companies should probably prioritise CSR initiatives even if it has potentially lower profits?

- Yes, societal impact is more important
- No, profits should come first
- It depends on the situation
- Other:

14) How do you think companies should improve the visibility of CSR initiatives to the public?

- Increase social media presence and engagement
- Sponsor community events and projects
- Organise workshops or seminars on CSR topics
- Implement transparent reporting mechanism for CSR initiatives
- Other

15) How often do you consider a company's CSR initiatives when making purchase decisions.

- Very frequently
- Frequently
- Occasionally
- Rarely
- Never

16) Are you willing to pay a premium for products/services from companies known for their strong CSR commitments?

- Yes, definitely
- Yes, to some extent
- No, not really
- No, not at all

17) On a scale of 1-5, please rate the importance of CSR initiatives in influencing your purchasing behaviour.

(1=extremely important, 2=important, 3=neutral, 4=not important, 5= not important at all)

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

18) Do you actively seek information about a company's CSR initiatives before making a purchase?

- ☐ Yes
- ☐ Sometimes
- ☐ No

19) Have you noticed any long-term changes in your purchasing behaviour towards companies that prioritise CSR initiatives?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I have become less inclined to purchase from them					
There has been no change in my purchasing behaviour					
I have become more inclined to purchase from them					
I did not notice any change in my purchasing behaviour					

20) Which types of CSR activities do you find most appealing? (Select all that apply)

- ☐ Environmental sustainability
- ☐ Social welfare (e.g.; community development, poverty alleviation)
- ☐ Ethical sourcing and business practices
- ☐ Employee well-being and fair labor practices
- ☐ Transparency and accountability

21) Please indicate your level of agreement/disagreement with the following statements.

	Agree	Neutral	Disagree
I prefer companies that care about the environment and sustainability			
Companies should treat their employees fairly and ethically			
I admire companies that give back to their communities through charity and volunteering			
Diversity and inclusion in companies are important to me			
I support companies that are actively involved in improving social issues			

22) Please indicate your level of agreement/disagreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Companies that prioritise CSR are more trustworthy					
A company's commitment to CSR positively influences my trust in their products/services					
I am more likely to trust a company that is transparent about its CSR initiatives					
Companies with strong CSR programs are more likely to prioritise satisfaction					
CSR initiatives play a crucial role in building long term trust between company and customers					

23)How does a company's CSR reputation affect your willingness to forgive mistakes or missteps made by the company?

- ☐ I am more forgiving if the company has a strong CSR reputation
- ☐ It does not affect my willingness to forgive
- ☐ I am less forgiving if the company has a poor CSR reputation
- ☐ Other:

24) Have you ever switched brands or products due to dissatisfaction with a company's CSR practices?

- ☐ Yes
- ☐ Sometimes
- ☐ No