

# **STUDY ON ROLE OF SOCIAL GOOD INITIATIVES IN ENHANCING BRAND IMAGE**

## **Project Report**

**Submitted by**

**CEEYA MERY SAM (Reg. No. SB21BMS006)**

**Under the guidance of**

**Dr. ANU RAJ**

In partial fulfilment of the requirements for award of the degree of

**Bachelor of Management Studies (International Business)**



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

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

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

**March 2024**

**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM,  
KOCHI – 682011**



**CERTIFICATE**

This is to certify that the project entitled “*A Study on role of Social good initiatives in enhancing brand image*” is a Bonafide record submitted by Ms. Ceeya Mery Sam, Reg. No. SB21BMS006, in partial fulfilment of the requirements for the award of the degree of Bachelor of Management Studies in International Business during the academic year 2021- 2024.

**DR. ALPHONSA VIJAYA JOSEPH  
PRINCIPAL**



### **CERTIFICATE**

*This is to certify that the project report entitled, “A Study on role of Social good initiatives in enhancing brand image”, has been successfully completed by Ms. Ceeya Mery Sam, Reg. No.SB21BMS006 in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business under my guidance during the academic years 2021-2024.*

**DATE:**

**DR.ANU RAJ  
INTERNAL FACULTY GUIDE**

## **DECLARATION**

*I, Ceeya Mery Sam, Reg. No.SB21BMS006, hereby declare that this projectwork entitled “A Study on Role of social good initiatives in enhancing brand image” is my original work.*

*I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.*

**Date:**

**Ceeya Mery Sam  
Reg No. SB21BMS006**

## **ACKNOWLEDGEMENT**

I would like to place on Project Report my debt of gratitude to those who helped me in the preparation of this project.

I thank Dr Alphonsa Vijaya Joseph, Principal and Dr. Sr. Vineetha, Director of St. Teresa's College, Ernakulam for permitting me to take up this opportunity of doing an in-depth study on role of social good initiatives in enhancing brand image.

I take this opportunity to express my deep sense of gratitude and whole hearted thanks to Dr. Anu Raj, Head of the department of Management Studies for guiding me in all stages of this project, without whom this project would have been a distant reality.

I also thank, Dr. Sunitha T.R. for her constant support throughout the project.

Last but not the least; I extend my heartfelt thanks to my family and friends for their valuable and proficient guidance and enormous support bestowed during the tenure of this exertion.

**CEEYA MERY SAM**

## **EXECUTIVE SUMMARY**

This study examines the influence of social good initiatives on brand image and credibility, and their subsequent impact on consumers' purchase intentions. Utilizing a quantitative methodology involving survey questionnaires, it was determined that organizations involved in social good initiatives tend to cultivate a more favorable brand image among their target audience, consequently affecting their credibility and purchase intentions. Moreover, brand credibility was identified as a key predictor of purchase intentions, as consumers exhibit a preference for brands perceived as authentic in their social responsibility endeavors.

The research underscores the mediating role of brand image in the association between social good initiatives and purchase intentions, indicating that a robust brand image boosts consumers' readiness to support socially responsible brands. Furthermore, demographic variables were recognized as potential moderators within these associations. In summary, the results underscore the strategic significance of incorporating social responsibility into branding strategies for firms aiming to strengthen their competitive position and appeal to consumers.

## TABLE OF CONTENT

<b>Chapter No.</b>	<b>TITLE</b>	<b>PageNo.</b>
	<b>Acknowledgement</b>	<b>I</b>
	<b>Executive Summary</b>	<b>II</b>
<b>One</b>	<b>Introduction</b>	<b>1</b>
	Introduction to Study	<b>2</b>
	Statement of Problem	<b>2</b>
	Literature Review	<b>3</b>
	Significance of the Study	<b>5</b>
	Scope of Study	<b>5</b>
	Objectives of Study	<b>6</b>
	Conceptual Model	<b>6</b>
	Research Hypothesis	<b>6</b>
	Research Methodology	<b>7</b>
	Limitation to Study	<b>9</b>
<b>Two</b>	<b>Industry Profile, Company and Product profile</b>	<b>10</b>
	Industry Profile	<b>11</b>
<b>Three</b>	<b>Data Analysis and Interpretation</b>	<b>12</b>
<b>Four</b>	<b>Summary of Findings, Suggestions and Conclusion</b>	<b>24</b>

	Summary	<b>25</b>
	Findings	<b>27</b>
	Suggestions	<b>28</b>
	Conclusion	<b>29</b>
	<b>REFERENCES</b>	<b>30</b>
	<b>ANNEXURE</b>	<b>31</b>



# **CHAPTER-1**

## **INTRODUCTION**

## **1.1 INTRODUCTION TO STUDY**

In today's dynamic business landscape, the integration of social good initiatives has emerged as a pivotal strategy for companies seeking to not only enhance their brand image but also to positively impact society. This research paper delves into the multifaceted role of social good initiatives in shaping and bolstering brand perception. As consumers increasingly prioritize ethical and socially responsible practices, corporations are compelled to adopt initiatives that go beyond profit-making, aligning their operations with values that resonate with their audience. This paper explores the various dimensions through which these initiatives contribute to fostering a favourable brand image, examining their influence on consumer behaviour, corporate reputation, and overall market positioning.

Moreover, businesses must implement programs that are consistent with their beliefs and appeal to their target audience as customers place a greater priority on morality and social responsibility. Because of this change in customer choices, social good efforts now have a greater impact on how brands are seen and shaped. Customers are more likely to support companies that show a sincere commitment to social responsibility, which promotes favourable word-of-mouth referrals and increases brand loyalty.

## **1.2 STATEMENT OF THE PROBLEM**

The interplay between social good initiatives and brand image poses an intriguing area of study in contemporary business dynamics.

Despite the growing recognition of the significance of social good initiatives in bolstering brand image, there exists a gap in understanding the specific mechanisms and quantifiable impacts that these initiatives have on consumer perceptions, corporate reputation, and long-term brand equity. This research aims to address this gap by examining the precise strategies and measurable outcomes through which social good initiatives contribute to enhancing brand image, thereby offering insights essential for businesses to optimize their efforts in aligning social responsibility with brand enhancement.

## **1.3 LITERATURE REVIEW**

### **1.3.1 Brand Image**

(Lin et al., 2021) A structural equation model (SEM) was used to examine the relationships among social mission, service quality and brand image in a social enterprise. The results show that the social mission improves the service quality and brand image. The social mission of a social enterprise is an important issue in terms of encouraging consumers to feel concern. service quality is a moderating factor for a social mission in regard to brand image. Sudarshan, K.C. (2022)

The key factors that influence the impact of social good initiatives on brand image include corporate social responsibility (CSR) initiatives, economic responsibility, legal responsibility, ethical responsibility, philanthropic responsibility, brand loyalty, and corporate reputation. Studies have shown that CSR initiatives have a significant and positive impact on brand loyalty and brand image. Economic, legal, ethical, and philanthropic responsibility also have a significant and positive influence on brand image. Additionally, CSR has been found to have a positive effect on company reputation and brand image. Furthermore, social media marketing and influencers play a role in brand awareness and brand image, with platforms like YouTube, Facebook, and Twitter being reliable for users and influencers contributing to brand success. These factors collectively contribute to the impact of social good initiatives on brand image.

Brand image refers to the personality traits of a company or one of its brands operating on the market (Dong 2016) Corporate responsibility strengthens brand image when a company knows how to inspire trust, build credibility, and develop a strong image in the eyes of others (Maldonado-Guzman et al. 2017).

### **1.3.2 Brand Credibility**

Corporate brand credibility refers to the credibility of a company's brand as a signal, which is the extent to which consumers believe in the company's trustworthiness and expertise (Erdem et al. 2002). Numerous studies have been conducted on brand credibility in the marketing and consumer behaviour literature. Credibility is a fundamental component of consumer trust and loyalty. Researchers have looked at a variety of aspects of brand credibility, including its causes, effects, and influencing variables across a range of situations and industries. The literature consistently

emphasizes the importance of brand communication methods in influencing consumers' views of credibility. Research highlights how brand authenticity, openness, and consistency can improve brand trust, emphasizing how crucial it is to match company values and commitments with brand messaging (Erdem & Swait, 2004). The effect of technology developments, in particular the emergence of social media and online platforms, on brand credibility has also been studied by scholars.

### **1.3.3 Customer Satisfaction**

Satisfaction is the consumer's fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under- or over-fulfilment.

Researchers have used advanced approaches, such as structural equation modelling and customer journey mapping, to determine the elements of service quality that have the greatest impact on customer satisfaction (Parasuraman et al., 2005; Cronin et al., 2000). Furthermore, the research has increasingly acknowledged the importance of customer experience in determining satisfaction levels. Studies have looked at the impact of different touchpoints and interactions on total customer satisfaction, emphasizing the significance of providing a consistent and smooth experience across many channels (Verhoef et al., 2009; Lemon & Verhoef, 2016). Furthermore, experts have investigated the impact of technology and digital innovation on customer satisfaction. Website usability, mobile app performance, and AI-powered customer support have all been studied to see how they affect satisfaction levels.

### **1.3.4 Purchase Intention**

Purchase intention, a key construct in consumer behaviour research, is influenced by a myriad of factors across various disciplines. Ajzen's Theory of Planned Behaviour (TPB) provides a foundational framework, emphasizing the role of attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). Trust and reputation emerge as crucial determinants, with online reviews and brand credibility significantly shaping consumer trust in e-commerce transactions (Cheung & Lee, 2012). Perceived value, encompassing utilitarian and hedonic dimensions, drives purchase intention (Sweeney & Soutar, 2001), while social influence, particularly through social media and peer recommendations, exerts a powerful sway over consumer decision-making

(Cheung et al., 2018). Additionally, technological advancements, such as website usability and augmented reality, and cultural factors play pivotal roles, shaping consumer behaviour in diverse contexts (Moon & Kim, 2001; Hofstede, 1980). Emotions and mood states, alongside environmental and ethical considerations, further underscore the complexity of purchase intention (Schwarz, 2000; Carrington et al., 2010), highlighting the need for nuanced marketing strategies that resonate with consumers' values and preferences.

## **1.4 SIGNIFICANCE OF STUDY**

The study on the role of social good initiatives in enhancing brand image holds significant relevance in contemporary business landscapes. In today's society, consumers are increasingly valuing corporate social responsibility and ethical practices. Brands that actively engage in social good initiatives not only contribute to the betterment of society but also stand to gain in terms of enhanced brand image and reputation. Understanding the impact of such initiatives on brand perception can provide valuable insights for businesses aiming to build sustainable relationships with their customers while making positive contributions to society. Moreover, this study sheds light on the potential alignment between corporate values and societal needs, offering a roadmap for brands to navigate the dynamic terrain of consumer preferences and expectations. Ultimately, it underscores the transformative power of socially responsible actions in shaping brand identity and fostering long-term success in the competitive marketplace.

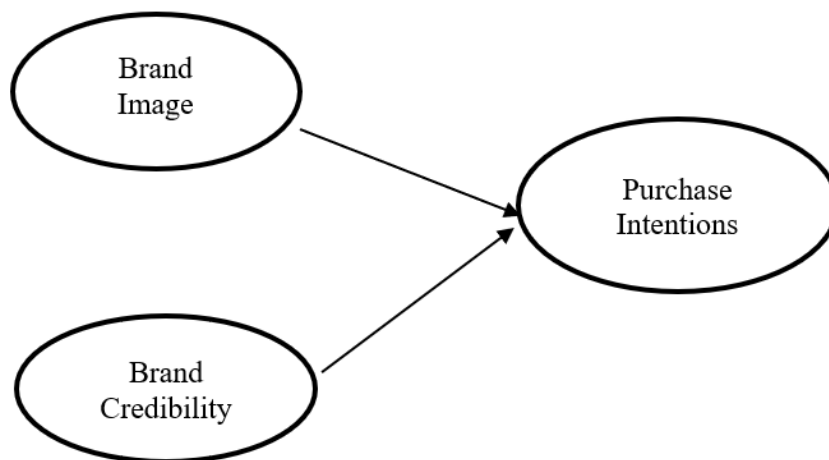
## **1.5 SCOPE OF STUDY**

The study's scope is broad and diverse, focusing on how social good actions might improve brand image. It has many facets, such as analysing the various social good projects that businesses have launched, researching consumer attitudes and perceptions of these projects, investigating the effects of these projects on brand equity and reputation, and evaluating the efficiency of communication tactics in expressing the brand's commitment to social responsibility. The scope may also include examining how cultural, economic, and legal issues affect the execution and results of social good projects in various sectors and geographical areas.

## 1.6 OBJECTIVE OF THE STUDY

Investigating and comprehending the effect of corporate social responsibility (CSR) initiatives on the perception of a brand is the goal of a study on the function of social good initiatives in improving brand image. This study intends to investigate, via thorough investigation and analysis, how corporate social responsibility programmes influence consumer perceptions, brand loyalty, and trust. It also looks for the critical elements and approaches that affect how well these campaigns support brand reputation and differentiation in cutthroat markets. This study aims to give useful insights and advice for firms looking to use social good initiatives for sustainable brand growth and beneficial societal impact by analysing the relationship between CSR activities and brand image enhancement.

## 1.7 CONCEPTUAL MODEL



## 1.8 RESEARCH HYPOTHESIS

H1: Brand Image of companies that perform CSR activities positively impact purchase intentions.

H2: Perception of brand credibility of companies performing CSR activities positively impact purchase Intentions.

H3: Brand Image and Brand Credibility together impacts consumer intention to purchase brands from companies performing CSR activities.

## **1.9 RESEARCH METHODOLOGY**

### **1.9.1 Population**

Population defines the complete group of individuals or components that satisfy the specified criteria for inclusion in a study. It indicates the wider group from which a researcher selects a sample for analysis and inference. The population acts as the main focus of the research investigation and represents the group to which the researcher aims to make inferences or draw generalizations.

### **1.9.2 Sample Size**

Given the constraints of time and resources, the sample size chosen is 58 respondents. Questionnaires were distributed to respondents via social media platforms such as WhatsApp, Instagram, and LinkedIn, and enough time was allowed for them to complete them in order to reduce sampling errors.

### **1.9.3 Sampling Technique**

The process of choosing a portion of people or things from a bigger group to include in a study. In order to enable researchers to draw conclusions or generalizations about the population from the sample data, sampling is done with the intention of collecting data from a representative sample that accurately reflects the characteristics of the population of interest. There are many different types of sampling procedures, including probability sampling methods like systematic, stratified, cluster, and basic random sampling, where every member of the population has an equal and known chance of being chosen. Conversely, non-probability sampling techniques pick participants according to subjective standards and do not ensure that every person of the population has an equal chance of being included.

### **1.9.4 Non Probability Sampling**

Non-probability sampling is a technique used to choose study participants from a population. Non-probability sampling techniques do not ensure an equal chance of selection, in contrast to probability sampling, where each member of the population has a known and equal chance of being chosen. Instead of using randomness in the selection process, participants are picked based on convenience or subjective criteria. When obtaining a representative sample of the population is difficult or unfeasible, non-probability sampling techniques are frequently used. When resources are scarce, like time, money, or population access, these approaches might be more practical.

### **1.9.5 Convenience**

The selection of participants is based on their accessibility and availability. Although this procedure is practical, a representative sample might not be obtained.

### **1.9.6 Data collection tool**

The questionnaire is carefully designed by the researcher to meet the research requirements. The questionnaire is divided into three sections. The first section concentrates on the respondent's demographics. The second section includes questions about factors enhancing brand image, and the rest includes questions about other variables of the study.

The questionnaire mainly consists of Likert scales ranging between 1 – Strongly Agree, 2 – Agree, 3 – Neutral, 4 – Disagree, 5 – Strongly disagree. A rating scale has been used to measure how much social good initiatives products enhance companies brand image. Along with yes or no questions supporting the research.

### **1.9.7 Data analysis technique**

Entire data has been analyzed using SPSS (version 20) software. The tools used for analysis in SPSS for this research are as follows:

- Linear regression



## **1.10 LIMITATION OF THE STUDY**

- i. One major limitation was the time constraints.
- ii. Convincing people to fill in the questionnaire was also an issue.
- iii. Also, another limitation faced by the respondent was getting surveys from the few customers without hampering their shopping experience.
- iv. One of the major constraint – Findings of the survey are based on the assumptions that the respondent has given correct response.

## **CHAPTER-2**

# **INDUSTRY PROFILE**

## **2.1 INDUSTRY PROFILE**

### **2.1.1 India Tobacco Company Limited**

It is ITC's Policy to direct its CSR Programs, inter alia, towards achieving one or more of the following - poverty alleviation; promoting education and skill development; promoting healthcare including preventive healthcare; providing sanitation and drinking water; ensuring environmental sustainability; enabling climate resilience; rural development projects; creating livelihoods for people, especially those from disadvantaged sections of society; protection of national heritage, art and culture; preserving and promoting music and sports; and providing relief and assistance to victims of disasters and calamities.

### **2.1.2 Nestlé India Limited Company**

The Company's CSR programs are guided by this Policy. The Company will undertake CSR activities as stated in the ANNEXURE with their execution modalities and implementation schedules. The CSR Committee may under the above areas identify and recommend to the Board Ongoing Projects that requires multi-year implementation but not having timelines exceeding three years excluding the financial year in which it commences, and also may designate some of the existing CSR projects as an Ongoing Project and such Ongoing Projects shall be selected, implemented, monitored and reported in accordance with the applicable CSR Provisions. The CSR Committee may, if required, recommend to the Board of Directors as part of the CSR Policy, activities outside of the abovementioned focus areas. All activities will be undertaken in project mode with defined objectives and deliverables, clarity on target beneficiaries, implementation plans with schedule of timeline agreed prior to commencement of activities.

### **2.1.3 Britannia Industries Limited**

Britannia one of the India's largest food brands recognized for its best and innovative products, services and marketing. In the year 1892 the company was started in Calcutta with just Rs. 295 and today the company is known as Britannia. In context to CSR initiatives has focused upon health care sector, by providing healthy food products at minimal prices and with best quality.

Corporate Citizenship: Britannia industry is very much committed towards to be a good corporate citizen not only by obliging the terms and conditions of the law but also actively participate in the development of society and working towards the improvement of quality of life of the people where industry operates .Company has Undertaken community development issues as by organizing health and family welfare programs, clean drinking water, providing free education to the poor people. Company has integrated these social responsibility practices with the business plan of the company.

**CHAPTER – 3**

**DATA ANALYSIS**

**AND INTERPRETATION**

### 3.1 Descriptive Analysis

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 18	1	1.7	1.7	1.7
	18-27	28	48.3	48.3	50.0
	28-37	4	6.9	6.9	56.9
	38-48	8	13.8	13.8	70.7
	49 and above	17	29.3	29.3	100.0
	Total	58	100.0	100.0	

TABLE 3.1.1

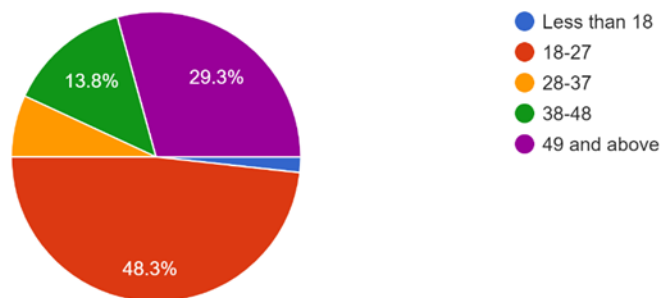


Figure 3.1.1

The age distribution of a given population, divided into several age groups, is seen in this data. The interpretation is as follows:

Less than 18: One person (1.7% of the total) in the dataset is under this age range. This just makes up a tiny percentage of the total population.

18–27: With 28 participants (48.3% of the total), this age group is the largest in the dataset. This suggests that around 50% of the population is in this age range.

The age group of 28-37 comprises 4 individuals, accounting for 6.9% of the total population. This group is less in number than the 18-27 group.

38–48: There are 8 people in this age range (13.8%), which means that there is a moderate presence of this group in the population. 49 and up: The 49-year-old age range.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	38	65.5	65.5	65.5
	Male	20	34.5	34.5	100.0
	Total	58	100.0	100.0	

TABLE 3.1.2

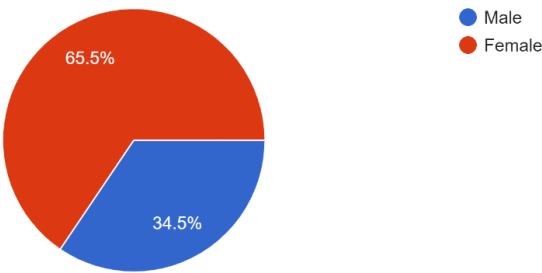


Figure 3.1.2

The data provided illustrates the gender distribution within a specific population. The following analysis is offered:

Female: Within the dataset, there are 38 individuals (constituting 65.5% of the total) who self-identify as female. This data points to a predominance of females within the population.

Male: Additionally, the dataset comprises 20 individuals (making up 34.5% of the total) who self-identify as male. Despite being fewer in number compared to females, males still represent a noteworthy segment of the population.

In summary, the data indicates a gender distribution that leans towards females, with males accounting for a smaller yet significant portion of the population.

## Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	3	5.2	5.2	5.2
	Bachelors	37	63.8	63.8	69.0
	Masters	16	27.6	27.6	96.6
	Doctorate	2	3.4	3.4	100.0
	Total	58	100.0	100.0	

TABLE 3.1.3

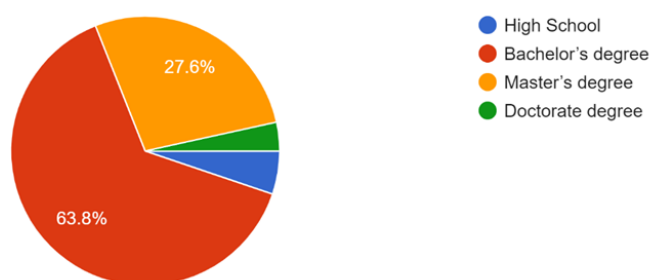


Figure 3.1.3

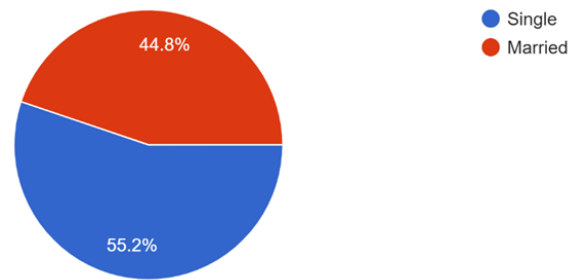
The information that is offered concerns the educational attainment of members of a particular demographic. The interpretation is as follows:

**High School:** Of the people in the dataset, only 3 people (5.2% of the total) have completed high school as their highest educational level. This amounts to a negligible percentage of the populace.

**Bachelors:** Of all the participants in the dataset, 37 individuals (or 63.8% of the total) hold a bachelor's degree as their highest educational qualification. This suggests that many people in the population have finished their undergraduate degrees.

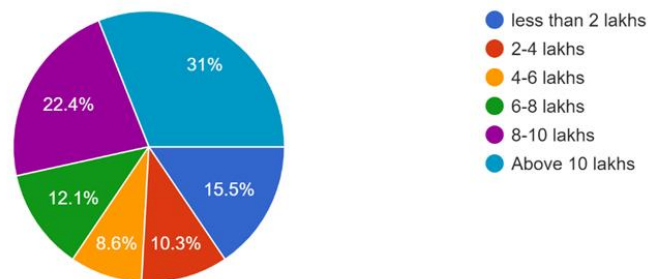
**Masters:** A significant section of the population is represented by the 16 people (or 27.6% of the total) who have earned a master's degree.

**Ph.D.:** Only two people (3.4% of the entire population) have this degree.



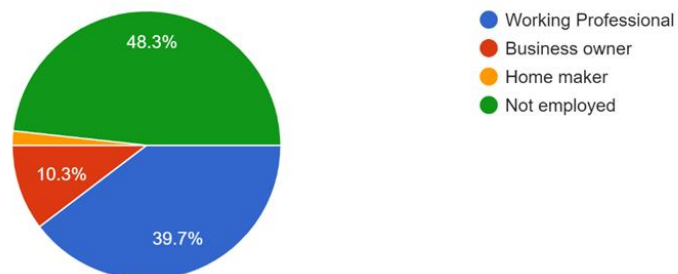
*Figure 3.1.4*

From the responses received 55.2% from single statuses people and the rest 44.8%.



*Figure 3.1.5*

The above given chart shows the income levels below or less than 2 lakh people were about 15.5% who filled the responses, similarly for 2-4 lakh income 10.3% , 4-6 lakh income 8.6% , 6-8 lakh income 12.1% , 8-10 lakhs income 22.4% and above 10 lakh income 31%.



*Figure 3.1.6*

The figure above indicates the occupations of those who filled out the questionnaire: 39.7% are working professionals, 10.3% are business owners, 1.7% are homemakers, and the remaining 48.3% are not employed.



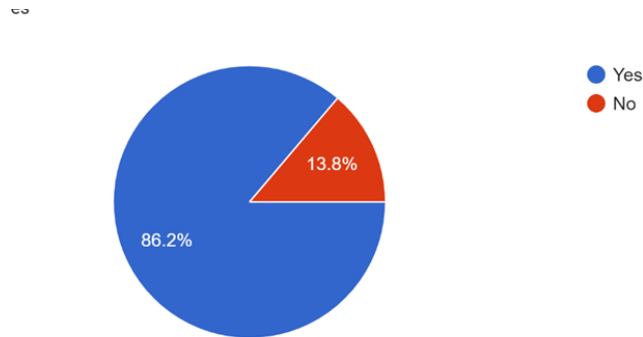


Figure 3.1.7

This chart represents the awareness of the companies doing CSR activities.

9. Which of these below mentioned brands & their CSR Initiatives are you aware of? (you can click more than one option)

58 responses

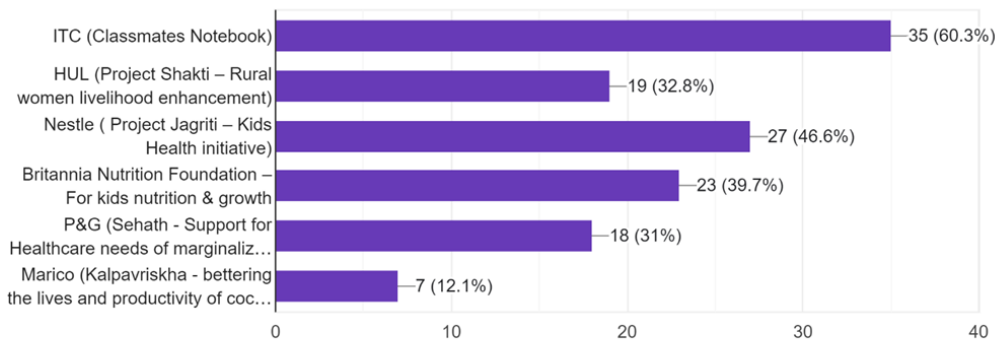


Figure 3.1.8

## 3.2 Inferential Analysis

### Relationship Between Purchase Intention and Brand Image

#### Correlations

		Purchase Intention	Brand Image
Pearson	Purchase Intention	1.000	.651
Correlation	Brand Image	.651	1.000
Sig. (1-tailed)	Purchase Intention	.	.000
	Brand Image	.000	.
N	Purchase Intention	58	58
	Brand Image	58	58

TABLE 3.2.1

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 <sup>a</sup>	.424	.413	.53735

a. Predictors: (Constant), Brand Image

TABLE 3.2.2

### ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.887	1	11.887	41.167	.000 <sup>b</sup>
	Residual	16.170	56	.289		
	Total	28.057	57			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Image

TABLE 3.2.3

### Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.096	.260		4.211	.000
	Brand Image	.597	.093	.651	6.416	.000

a. Dependent Variable: Purchase Intention

TABLE 3.2.4

### Correlation Analysis:

- Correlation Coefficient (Pearson): The correlation coefficient between Purchase Intention and Brand Image is 0.651. This indicates a moderately strong positive correlation between these two variables.
- Significance: The correlation is statistically significant ( $p < 0.001$ ), suggesting that the observed correlation is unlikely to have occurred by chance.

## **Regression Analysis:**

- Model Summary:

- The regression model explains 42.4% of the variance in Purchase Intention (R Square = 0.424).
- The adjusted R Square (0.413) suggests that about 41.3% of the variance can be accounted for by the predictors in the model, indicating a reasonably good fit.

- ANOVA:

- The ANOVA table indicates that the regression model is significant ( $p < 0.001$ ), suggesting that the model as a whole significantly predicts Purchase Intention.

- Coefficients:

- The coefficient for Brand Image is 0.597, with a standard error of 0.093. This indicates that for every one-unit increase in Brand Image, Purchase Intention is expected to increase by 0.597 units.
- The t-value (6.416) associated with Brand Image is significant ( $p < 0.001$ ), indicating that Brand Image is a significant predictor of Purchase Intention.

The findings point to a substantial positive correlation between purchase intention and brand image. This implies that Buy Intention is probably going to rise along with improvements in Brand Image. Regression analysis shows that Purchase Intention is significantly predicted by Brand Image, and the model fits the data rather well.

Practically speaking, this means that consumer purchase intentions are probably going to rise in response to initiatives aimed at improving the product or service's brand image. This data may be used for marketing campaigns that enhance consumer impression of the brand and eventually increase sales.

## Relationship Between Purchase Intention and Brand Credibility

### Correlations

		Purchase Intention	Brand Credibility
Pearson Correlation	Purchase Intention	1.000	.501
	Brand Credibility	.501	1.000
Sig. (1-tailed)	Purchase Intention	.	.000
	Brand Credibility	.000	.
N	Purchase Intention	58	58
	Brand Credibility	58	58

TABLE 3.2.5

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.501 <sup>a</sup>	.251	.237	.61275

a. Predictors: (Constant), Brand Credibility

TABLE 3.2.6

### ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.031	1	7.031	18.726	.000 <sup>b</sup>
	Residual	21.026	56	.375		
	Total	28.057	57			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Credibility

TABLE 3.2.7

### Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.127	.373		3.023	.004
	Brand Credibility	.600	.139	.501	4.327	.000

a. Dependent Variable: Purchase Intention

TABLE 3.2.8

### Correlation Analysis:

There is a positive correlation between Purchase Intention and Brand Credibility, with a Pearson correlation coefficient of 0.501. This indicates a moderate positive relationship between the two variables.

### Model Summary:

The model explains 25.1% of the variance in Purchase Intention ( $R^2 = 0.251$ ), indicating that Brand Credibility accounts for a significant portion of the variability in Purchase Intention.

The adjusted  $R^2$ , which adjusts for the number of predictors in the model, is 0.237, suggesting that the model's explanatory power remains robust even when accounting for this factor.

### ANOVA Analysis:

The ANOVA table shows that the regression model is statistically significant ( $p < 0.001$ ). This means that the relationship between Brand Credibility and Purchase Intention is not due to random chance.

The F-statistic (18.726) is significant, indicating that there is a significant difference between the model with Brand Credibility as a predictor and a model without it.

### Coefficients Analysis:

The coefficient for Brand Credibility is 0.600, indicating that for each unit increase in Brand Credibility, Purchase Intention increases by 0.600 units.

The t-value (4.327) for Brand Credibility is significant ( $p < 0.001$ ), suggesting that Brand Credibility has a significant impact on Purchase Intention.

### Relationship Between Brand image and Brand credibility on Purchase Intention

#### Correlations

		Purchase Intention	Brand Image	Brand Credibility
Pearson Correlation	Purchase Intention	1.000	.651	.501
	Brand Image	.651	1.000	.390
	Brand Credibility	.501	.390	1.000
Sig. (1-tailed)	Purchase Intention	.	.000	.000
	Brand Image	.000	.	.001
	Brand Credibility	.000	.001	.
N	Purchase Intention	58	58	58
	Brand Image	58	58	58
	Brand Credibility	58	58	58

TABLE 3.2.9

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 <sup>a</sup>	.495	.477	.50738

a. Predictors: (Constant), Brand Credibility, Brand Image

TABLE 3.2.10

### ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	13.898	2	6.949	26.993	.000 <sup>b</sup>
Residual	14.159	55	.257		
Total	28.057	57			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Credibility, Brand Image

TABLE 3.2.11

### Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.461	.335		1.377	.174
Brand Image	.493	.096	.537	5.165	.000
Brand Credibility	.348	.125	.291	2.795	.007

a. Dependent Variable: Purchase Intention

TABLE 3.2.12

- There is a strong positive correlation between Purchase Intention and Brand Image ( $r = 0.651$ ,  $p < 0.001$ ), indicating that as Brand Image improves, Purchase Intention tends to increase.
- There is also a moderate positive correlation between Purchase Intention and Brand Credibility ( $r = 0.501$ ,  $p < 0.001$ ), suggesting that higher Brand Credibility is associated with higher Purchase Intention.
- Brand Image and Brand Credibility have a moderate positive correlation ( $r = 0.390$ ,  $p = 0.001$ ), implying that they tend to increase together, although this relationship is weaker compared to their individual correlations with Purchase Intention.

From the model summary:

- The model including Brand Image and Brand Credibility as predictors explains a significant proportion of the variance in Purchase Intention ( $R^2 = 0.495$ ), indicating that approximately 49.5% of the variability in Purchase Intention is accounted for by Brand Image and Brand Credibility.
- The adjusted  $R^2$  value (0.477) suggests that the model is still reliable even after accounting for the number of predictors.

From the ANOVA table:

- The regression model is significant ( $F(2,55) = 26.993$ ,  $p < 0.001$ ), indicating that the predictors (Brand Image and Brand Credibility) collectively contribute significantly to the prediction of Purchase Intention.

From the coefficients table:

- Both Brand Image ( $\beta = 0.537$ ,  $p < 0.001$ ) and Brand Credibility ( $\beta = 0.291$ ,  $p = 0.007$ ) have significant positive effects on Purchase Intention. This means that for every one-unit increase in Brand Image, Purchase Intention increases by approximately 0.537 units, and for every one-unit increase in Brand Credibility, Purchase Intention increases by approximately 0.291 units.

In conclusion, Purchase Intention is strongly influenced by both Brand Credibility and Brand Image, with Brand Credibility having a slightly greater effect. This implies that initiatives to improve a brand's credibility and image may result in higher purchase intentions.

**CHAPTER – 4**

**SUMMARY, FINDINGS, SUGGESTIONS**

**&CONCLUSIONS**



## 4.1 SUMMARY

### Summary of Hypothesis:

The provided analysis explores the relationship between Purchase Intention and two key factors: Brand Image and Brand Credibility. Here's a summary of the findings:

#### 1. Purchase Intention and Brand Image

- There is a strong positive correlation ( $r = 0.651$ ,  $p < 0.001$ ) between Purchase Intention and Brand Image, indicating that as Brand Image improves, Purchase Intention tends to increase.
- The regression analysis reveals that Brand Image significantly predicts Purchase Intention ( $p < 0.001$ ), with a coefficient of 0.597. This suggests that improvements in Brand Image are likely to lead to higher Purchase Intention.
- The model including only Brand Image as a predictor explains 42.4% of the variance in Purchase Intention.

#### 2. Purchase Intention and Brand Credibility

- There is a moderate positive correlation ( $r = 0.501$ ,  $p < 0.001$ ) between Purchase Intention and Brand Credibility, indicating that higher Brand Credibility is associated with higher Purchase Intention.
- The regression analysis demonstrates that Brand Credibility significantly predicts Purchase Intention ( $p < 0.001$ ), with a coefficient of 0.600. This implies that enhancements in Brand Credibility are likely to result in increased Purchase Intention.
- The model with only Brand Credibility as a predictor explains 25.1% of the variance in Purchase Intention.

#### 3. Combined Influence of Brand Image and Brand Credibility

- Both Brand Image and Brand Credibility have positive correlations with Purchase Intention.
- The model incorporating both predictors explains a significant proportion (49.5%) of the variance in Purchase Intention.
- Brand Image and Brand Credibility together have a substantial impact on Purchase Intention, with Brand Image having a slightly stronger effect.

- Initiatives aimed at improving both Brand Image and Brand Credibility may lead to higher Purchase Intention.

In conclusion, both Brand Image and Brand Credibility significantly influence Purchase Intention, with Brand Image playing a slightly more dominant role. Enhancing these factors through strategic marketing initiatives can potentially increase consumer purchase intentions.

## 4.2 FINDINGS

The significance of brand image and brand credibility in influencing consumer behaviour cannot be overstated. The study's findings reveal compelling insights into the dynamics of purchase intention:

Firstly, the substantial coefficients associated with both brand image (0.597) and brand credibility (0.600) underscore their significant impact on purchase intention. These values emphasize that how consumers perceive a brand directly affects their likelihood of making a purchase. A positive brand image and high credibility can serve as powerful motivators for consumers, driving them towards purchasing decisions.

Secondly, the variance explained by each predictor sheds light on their relative importance. Brand image alone accounts for 42.4% of the variance, indicating its dominant influence. Brand credibility, while slightly lower at 25.1%, still holds considerable sway over consumer behaviour. When combined, these predictors explain nearly half (49.5%) of the variance in purchase intention, highlighting the synergistic effect of brand image and credibility.

These findings hold significant implications for marketers. By strategically enhancing brand image and credibility, companies can positively impact consumer perceptions and purchase intentions. Investing in branding initiatives to cultivate a strong, positive brand image and prioritizing actions to build trust and credibility can yield tangible benefits in terms of sales and revenue growth.

Moreover, the study underscores the importance of continuous improvement. Consumer preferences and market dynamics are ever-evolving, necessitating ongoing efforts to adapt and refine branding strategies. By staying attuned to shifting consumer sentiments and marketplace trends, brands can maintain their relevance and resonance with target audiences, fostering long-term loyalty and competitive advantage.

## 4.3 SUGGESTIONS

**Explore Different Types of Consumers:** Investigate how different groups of consumers, such as various age brackets, genders, or income levels, perceive brand image and credibility. Understanding these differences can offer insights into tailored marketing strategies.

- **Compare Industries:** Conduct comparative analyses across different industries to discern whether the influence of brand image and credibility on purchase intention varies across sectors. This comparative approach can inform industry-specific branding tactics.
- **Track Changes Over Time:** Implement longitudinal studies to monitor shifts in consumer perceptions of brand image and credibility over time. This longitudinal perspective can reveal trends and patterns that inform long-term branding strategies.
- **Blend Quantitative with Qualitative:** Combine quantitative research with qualitative methods like interviews or focus groups to gain deeper insights into the underlying motivations behind consumer perceptions of brand image and credibility.
- **Consider Cultural Differences:** Investigate how cultural nuances influence the impact of brand image and credibility on purchase intention. This cross-cultural analysis can provide valuable guidance for global branding strategies.
- **Test Branding Initiatives:** Design experimental studies to evaluate the effectiveness of specific branding initiatives aimed at enhancing brand image and credibility. These experiments can provide empirical evidence for the impact of various branding strategies.
- **Evaluate Online Reputation Management:** Assess the role of online reputation management strategies in shaping brand credibility and purchase intention, especially in the context of digital platforms and social media.
- **Competitive Benchmarking:** Conduct competitive analyses to benchmark the relative impact of brand image and credibility across competitors within the same industry. This competitive insight can guide strategic positioning and differentiation efforts.

By pursuing these avenues for further study, researchers can deepen their understanding of how brand image and credibility influence consumer behaviour, paving the way for more informed and effective marketing strategies.

## 4.4 CONCLUSIONS

The analysis underscores the pivotal role of Brand Image and Brand Credibility in shaping consumer Purchase Intention. The findings reveal robust positive correlations between Purchase Intention and both Brand Image and Brand Credibility. Regression analyses confirm the significant predictive power of these factors on Purchase Intention, with Brand Image slightly outweighing Brand Credibility in its influence. The models developed provide valuable insights into the extent to which enhancements in Brand Image and Brand Credibility can drive consumer purchase intentions, thereby impacting sales performance.

Practically, these findings highlight the importance for businesses to invest in strategies aimed at bolstering their brand's image and credibility. Marketing initiatives focused on improving Brand Image and Brand Credibility can yield tangible benefits by fostering higher consumer purchase intentions. By understanding and leveraging these key drivers, businesses can optimize their marketing efforts to cultivate stronger consumer relationships, enhance brand perception, and ultimately drive sales growth.

In essence, the findings underscore the criticality of Brand Image and Brand Credibility as fundamental components of successful marketing strategies. By prioritizing efforts to enhance these aspects, businesses can position themselves more effectively in the competitive marketplace, ultimately leading to improved consumer engagement, loyalty, and profitability.

## REFERENCE

- Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behaviour and Human Decision Processes*, 50(2), 179-211.
- Cheung, C. M., et al. (2018). Social media endorsement in e-commerce: The role of social presence. *Information & Management*, 55(7), 833-843.
- Cronin, J. J., Brady, M. K., & Hult, G. T. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioural intentions in service environments. *Journal of Retailing*, 76(2), 193-218.
- Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191-198.
- Ha, H. Y., & John, J. (2012). The role of customer equity drivers in online customer community. *Journal of Service Management*, 23(5), 700-724.
- Hofstede, G. (1980). *Culture's consequences: International differences in work-related values*. Sage.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-96.
- Lin, Y. H., Lin, F. J., & Wang, K. H. (2021, August). The effect of social mission on service quality and brand image. *Journal of Business Research*, 132, 744–752. <https://doi.org/10.1016/j.jbusres.2020.10.054>
- Mishra, D. S., & Heide, J. B. (2018). Can public goods enhance brand credibility? The effects of brand commitment in the service context. *Journal of Service Research*, 21(4), 408-423.
- Moon, Y., & Kim, Y. (2001). Extending the TAM for a world-wide-web context. *Information & Management*, 38(4), 217-230.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (2005). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50.
- Schwarz, N. (2000). Emotion, cognition, and decision making. *Cognition & Emotion*, 14(4), 433-440.
- Singh, J. B., Iglesias, O., & Batista-Foguet, J. M. (2012). Does having an ethical brand matter? The influence of consumer perceived ethicality on trust, affect, and loyalty. *Journal of Business Ethics*, 111(4), 541-549.
- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants, dynamics and management strategies. *Journal of Retailing*, 85(1), 31-41.

## ANNEXURE

### **Questionnaire**

1. Your Name

2. Age

- ☐ Less than 18
- ☐ 18-27
- ☐ 28-37
- ☐ 38-48
- ☐ 49 and above

3. Gender

- ☐ Male
- ☐ Female

4. Education

- ☐ High School
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctorate degree

5. Marital Status

- ☐ Single
- ☐ Married

6. What is your / family Annual Income (approx.) ?

- ☐ less than 2 lakhs
- ☐ 2-4 lakhs
- ☐ 4-6 lakhs
- ☐ 6-8 lakhs
- ☐ 8-10 lakhs

- ☐ Above 10 lakhs

7. Occupation

- ☐ Working Professional
- ☐ Business owner
- ☐ Home maker
- ☐ Not employed

8. Are you aware of companies doing CSR (Corporate Social Responsibility)

- ☐ Yes
- ☐ No

9. Which of these below mentioned brands & their CSR Initiatives are you aware of? (you can click more than one option)

- ☐ ITC (Classmates Notebook)
- ☐ HUL (Project Shakti – Rural women livelihood enhancement)
- ☐ Nestle ( Project Jagriti – Kids Health initiative)
- ☐ Britannia Nutrition Foundation – For kids nutrition & growth
- ☐ P&G (Sehath - Support for Healthcare needs of marginalized)
- ☐ Marico (Kalpavriskha - bettering the lives and productivity of coconut farmers)

10. Do you appreciate the type of CSR Works done by companies

- ☐ Yes
- ☐ No

11. Have you ever chosen one brand over another because of its involvement in social good initiatives?

- ☐ Yes
- ☐ No

12. Do you think companies engage in social good initiatives for their own benefits and to project a goodwill.

- ☐ Yes
- ☐ No



13. Do you think brands that participate in social good initiatives are more trustworthy?

- ☐ Yes
- ☐ No
- ☐ Not all brands

14. How much does a brand's involvement in social good initiatives influence your overall perception of the brand?

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Significantly

15. To what extent do you believe that corporate social responsibility efforts positively impact a brand's credibility?

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	To a great extend

Rate the degree to which you agree to the below statements.

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
16. Brands that perform CSR activities arouses sympathy.					
17. Brands that perform CSR activities sets itself apart from the competitors.					
18. Buying products from brands that perform CSR					

activities is the type of person I am.					
19. Information claims from brands that do CSR are believable					
20. Over time, my experiences with brand led me to expect it to keep its promises					
21. I believe that brands that do CSR is committed to delivering on its claims					
22. I believe that brands that do CSR are brands that you can trust					
23. I believe that brands that do CSR has the ability to deliver what it promises					
24. I am eager to learn more about the brands that do CSR					
25. I would be willing to pay a higher price for the product involved in CSR					
26. It is likely that I will purchase the product from brands that do CSR					
27. I would be willing to influence others to purchase such product related CSR					

28. How likely are you to engage with a brand's social media content related to its social good initiatives?

	1	2	3	4	5	
Very likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Unlikely

29. Do you think brands should prioritize social good initiatives over maximizing profits?

- ☐ Yes
- ☐ No

30. Have you ever switched from one brand to another because the latter was more involved in social good initiatives?

- ☐ Yes
- ☐ No

