



# INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMERS AWARENESS, ATTITUDE, ATTRIBUTION AND PURCHASE DECISION WITH FMCG PRODUCTS

<sup>1</sup>Hashnee Subbusundaram, <sup>2</sup>K.V.Radha,

<sup>1</sup>Research Scholar

Department of Management Studies

hashnees01@gmail.com

<sup>2</sup>Anna University Chennai, India.

Department of Chemical Engineering,

A.C. Tech Campus, Anna University.

## ABSTRACT

Societal assumptions about CSR have developed amid the recent decades thus have organizations commitments to CSR. These desires on one hand and responsibilities on the other hand, are having now a recognizable impact on the marketplace for goods and services. A study from surveys that many consumers care about the ethical performance of a business. A large proportion of customers say that they care regards manufacturing standards, and there's alternative confirmation that consumers are increasingly keen on CSR and problems with socially capable production, just about characterised as practices of production that respect individuals, communities and the environment. The current study is an endeavour to grasp CSR from consumer Behaviour perspective. This study expects to, measure the knowledge/awareness level of customers 'regarding CSR activities of elite corporations, to know customers 'attitude towards getting from corporations that practise CSR, perceive customers' attributions regarding the company's motives behind CSR and therefore the impact of CSR on consumers 'buying decisions. This analysis can facilitate marketing managers, who are taking under consideration corporate social commitment as a lot of strategic way to profit community furthermore as their business.

## Indexing terms/Keywords

Corporate social responsibilities, consumer behaviour, attitude, purchase decision, etc...

## INTRODUCTION

In today's world, the research on the role and responsibilities of business in society has been growing steadily. The phrase Corporate Social Responsibility (CSR) was originated in 1953 with the publication of Bowen's Social Responsibility of Businessmen. Industrialization and effect of business on the society led to completely new vision. From the year 1980, the academic CSR was taken into discussion. The first company to execute CSR was Shell in 1998. Corporate social responsibility is a type of corporate self-regulation incorporated into a business model. Business would accept the responsibility regarding the impact of their activities on the environment, employees, consumers, stakeholders, communities and every other individual from the general population. Moreover, business would proactively promote the public interest by empowering community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality. Basically, CSR is the consider inclusion of public interest into corporate decision-making, and the respecting of a triple bottom line: People, Planet, and Profit. The idea of CSR is usually understood to mean that companies have a degree of responsibility not just for the economic consequences of their activities, however additionally for the social and environmental implications. This can be generally remarked as a triple bottom line approach that considers the social, economic and environmental aspects of corporate activity.

## Importance of CSR

CSR has developed a topic of concern in corporate, government and international business forums. The reasons are varied: wide divide of wealth, global warming pressures, customer preferences of ethical business practices etc. Media support has more fueled this fire. During this global age social, economic and political issues converge into each other as do the solutions. Accordingly, CSR has developed as an unpreventable need for business pioneers and a tool to react towards new opportunities, new conditions and new challenges. CSR, in near future, will assume a key role in practical business development.

## Classical view

This is based on an understanding of narrow responsibility with a cost from the CSR action. In this concept, the CSR is very limited as it is seen to generate a net cost to the company without any direct benefit from the activity. This view believes the CSR as an unavoidable liability.

## Socio-economic view

This view although believes that the CSR is a liability but at the same time accepts that the CSR activity will benefit the company in the longer run. This concept, therefore, justifies the CSR activities on the ground that it might benefit the company in future.



### **Modern view**

This view considers the CSR activity beyond a narrow view of profit maximization, as it is seen generating benefits from the CSR action. The company under this category accepts the CSR as a wide responsibility towards the society and therefore includes the stakeholder view as well.

### **Philanthropic view**

This is concerned with the view in which companies agree to participate in the charitable activities in spite this may add to the cost. Traditionally, most of the older Indian companies fall within this category. The origins of the CSR lie in the pioneering efforts of 19th century corporate philanthropists such as Cadbury brothers in England and the Tata family in India.

### **Benefits of CSR**

CSR offers a new approach to take a gander at the relationship amongst business and society that does not treat corporate development and social welfare as a zero-sum game. The Corporate division is loaded with cases of organizations where CSR practices have built up them as credible enterprises as well as brought them business benefits like improved financial performance. Many academic studies have demonstrated the association between socially responsible business practices and positive financial performance. It is found out that deceptive corporate behavior specifically influences the stock prices.

### **Slide in Operating Costs**

Working environment safety initiatives enhance work place practices, and procedures, reduce wastes, and asset utilization. Subsequently they enhance profitability and reduce costs. Upgrade of social benchmarks and benefits lead to employee retention which saves recruitment and training cost additionally increase profit by improved efficiency through stable work force.

### **Brand Image and Reputation**

Organizations or brands with good image and obviously characterized methodology on corporate social responsibility magnetize an extensive number of customers. A socially dependable firm will profit by its great reputation among its customers and is additionally perceived as a respectful organization in their business community. Expanding their capacity to draw inspection and trading accomplices. Saves revenue on publicizing to revive brand image and increase financial viability through increase in share costs.

### **Growing Sales and Customer loyalty**

The basic concerns of the customers incorporate quality, price, taste, appearance, safety, availability and convenience. CSR has made potential stimulus for entrepreneurs who can now cater a growing business sector of morally spurred consumers who are inclined to esteem based criteria.

### **Productivity and Quality Enhancement**

Companies that invest in the working conditions and environmental friendly atmosphere and also involve their employees in decision making tend to have an increase in productivity. Employee loyalty and dedication results in effective man hour utilization and hence, increase in quality.

### **Employee Retention**

Organization perceived to have solid CSR commitments frequently think that it's easier to recruit employees, especially during tight labour markets. Retention levels might be higher, as well resulting in a reduction in turnover and related hiring and training costs.

### **Less Scrutiny by Regulatory Bodies**

Another vital benefit observed in case of organizations practicing corporate social responsibility is that they are less investigated by the administrative authorities and are given provoke treatments and additional advantages. CSR is usually comprehended to be the way a firm accomplishes reconciliation of environmental economic and social objectives while in the meantime tending to shareholder and stakeholder expectations. It is about meeting the present demands and guaranteeing that future era's needs are not bargained upon.

## **CONSUMER BEHAVIOUR**

Consumer Behavior is defined by the activities people undertake when obtaining, consuming and disposing products and services. These three activities are understood as follows: Obtaining alludes to the activities paving the way to and including the buy or receipt of an item. Consuming means how, where and under what conditions consumers utilize products and Disposition refers to how consumers get rid of products and packaging. (Blackwell, Miniard & Engel, 2006)



## CONSUMER AWARENESS / KNOWLEDGE

Consumer knowledge consists of information stored within memory. Customer Knowledge can be characterized as the subset of the aggregate sum of information stored in memory that is pertinent to product buy and utilization. What the consumers know or don't know strongly influences their decision making processes. Consumer knowledge may determine the final decision itself.

Five different types of Consumer knowledge are:

- Knowledge of the product's existence
- Knowledge of the product's attributes and associations
- Purchase Knowledge
- Consumption and Usage Knowledge and
- Persuasion Knowledge

### Knowledge of the product's existence

One of the most fundamental aspects of consumer knowledge involves whether or not consumers are aware of a product's existence. For this reason gaining awareness among consumers is essential especially for new products. There are two basic approaches to assessing awareness. The first focuses on what consumers are able to recall from memory. The second approach to measuring awareness focus on name recognition.

### Knowledge of the product's Attributes and Associations

Each product within the awareness set is likely to have a set of associations between itself and other information stored in memory. Each of these products will possess additional associations beyond those mentioned. It is the entire array of associations that defines its product image. These associations may include the product's physical properties and features additionally the advantages and feelings that originate from product utilization. They may also include symbols, sponsorships, persons, advertising campaigns and slogans, logos and so on. Image analysis involves examining what customers know about a product's features and associations. The initial step of an image analysis is to identify the particular attributes and associations that determine a product's image. The second step of an image analysis is to assess the strength of a product's associations. One approach is to simply count how many consumers report a particular association when responding to the question about what comes to mind when they think about the product.

### Purchase Decision

In the decision evaluation stage, the customer frames inclinations among the brands in the choice set. The consumer may also form a purchase expectation and incline towards purchasing the most favored brand. However the factors can mediate between the purchase aim and the purchase decision. The factors are attitude of others unanticipated situational factors and perceived risk. A consumer, who decides to execute a purchase intention, will be making these purchase decisions namely from whom to buy which depends on such considerations such as terms of sale, past experience of purchasing from the seller and return policy of the seller, when to buy which can be influenced by time pressure, store atmosphere and pleasantness of the shopping experience. The consumer may also decide not to buy.

### Post purchase Behavior

After purchasing a product, the consumer contrasts it with expectations and is either fulfilled or disappointed. Satisfaction or dissatisfaction influence consumer esteem perceptions, consumer communications and repeat-purchase behavior. Numerous organizations work to create positive review purchase communications among consumers and add to relationship building between sellers and buyers. Cognitive Dissonance is the feelings of post purchase psychological tension or anxiety a consumer frequently encounters. Organizations regularly use advertisements or follow-up calls from sales representatives in this post purchase stage to attempt to persuade buyers that they made the right choice.

## II. LITERATURE SURVEY

A review of literature is a collection of content that means to review the critical points of current knowledge including substantive findings and in addition hypothetical and methodological commitments to a specific topic. Review of literature are gathered from secondary sources, and as such, do not report any new or unique experimental work. A well-structured literature review is portrayed by a sensible stream of ideas; current and important references with reliable, appropriate referencing style; appropriate use of terminology; and an unbiased and complete perspective of the previous research on the topic.

James and Mark (1968) discussed the attitudes related to purchasing decisions in their article. The authors argue that out of many possible attitudes only a few really relate to or "determine" buying behavior. These attitudes are defined in their article and methods of measuring them are discussed.



Peter Arlow (1991) has carried out a survey of 138 college students which reveals that undergraduates have a greater influence on corporate social responsibility than business ethics. Business students are no less ethical than non-business students. Females are more ethical and socially responsible than males. Age is negatively related to one's Machiavellian orientation and positively related to negative attitudes about corporate efforts at social responsibility. The results suggest that there is a greater need to focus business ethics instruction based on student characteristics.

Brown and Dacin (1997) have examined the combined influence of various CSR actions, which are support for causes, contributions to the community, and environmental concern, finding that CSR associations influence product attitudes through their influence on overall company evaluations.

Murray and Vogel (1997) have investigated the effect of associated CSR practices on consumers and presented similar findings. The CSR activities mentioned in the research are, for instance, environmental protection practices (energy conservation), engagement in acts to promote human welfare, corporate social marketing (electric safety education for schoolchildren), contribution to the economic development of the region, and consumer protection program. Their research found that CSR programs lead to improved customer attitudes towards the firm, including beliefs about the company's honesty, consumer responses, and increased support for the firm in labor or government disputes.

Mohr et al. (2001) conducted a consumer interview project for investigating the impact of firms' CSR on consumer behavior. How well are consumers aware of the CSR level of individual firms? Are the purchase decisions of consumers affected by a firm's CSR, and how much? How do consumers think about firms' motivation for being socially responsible? Mohr et al. (2001) found that consumers are positive to business in general. It is not wrong to pursue economic interests. Consumers expect firms to be socially responsible. The attitudes of consumers toward socially responsible firms are more positive than toward irresponsible firms. Consumers are aware that socially responsible firms are helping themselves by practicing CSR. But this perception of consumers does not harm the positive consumer evaluations toward socially responsible firms.

Gupta (2002), with his research results, has provided evidence to support the popular view that when there is parity in price and quality, consumers would prefer the company actively engaging in CSR initiatives and their consumption related decisions are affected by this factor. As a result, he strongly supports corporate investments in CSR activities due to its convincing benefits to the business.

Maignan and Ferrell (2004) have concluded a direct positive relationship between CSR and customer loyalty in a managerial survey. From the retail perspective, CSR activities, for instance support for a non-profit cause or positive ethical practices, lead to —store loyalty, emotional attachment to the store and store interest. Consequently, they result in a positive increase in the percentage of shopping done at the store and the amount of purchases (Lichtenstein et al., 2004).

Sankar (2006) in his research has relied on a field experiment involving a real world instance of corporate philanthropy to shed light on both the scope and limitations of the strategic returns to Corporate Social Responsibility (CSR). The findings indicated that contingent on CSR awareness, which was rather low; stakeholders did react positively to the focal company not only in the consumption domain but in the employment and investment domains as well. Stakeholder attributions regarding the genuineness of the company's motives moderated these effects.

Karen et al. (2006) observe that the use of Corporate Social Responsibility (CSR) initiatives to influence consumers and differentiate product offerings has become quite common. Their research builds on the growing body of marketing literature through two investigations that manipulate consumers' perceptions of fit, motivation, and timing of corporate social initiatives embedded within promotions. With the results, it is found that low-fit initiatives negatively impact consumer beliefs, attitudes, and intentions no matter what the firm's motivation, and that high-fit initiatives that are profit-motivated have the same impact.

Becker-Olsen et al. (2006) suspected the assumption that consumers will always reward firms for their socially responsible initiatives unselectively. They designed two studies to explore how consumers react to different CSR activities. In addition, they investigated the impact of the motivations and time choice of CSR initiatives. CSR activities that do not fit with a firm's expertise have negative impact on consumers' attitudes toward a firm and the firm's credibility. Firms can be perceived as doing good only by addressing selected CSR initiatives. CSR activities with low fit with a firm are perceived as doing CSR business by consumers, and lead to non-positive consumer evaluations. Perceived motivations of consumers have effect on consumers' evaluation of a firm and a firm's CSR initiatives. If consumers believe CSR initiatives are profit-driven rather than social-driven, then they will assess a firm and its credibility negatively. This leads to a low likelihood of consumers' purchase intention. The time of practicing CSR activities matters to consumers' assessments. Proactive CSR activities help firms get positive evaluations from consumers. In contrast, consumers regard reactive CSR activities as doing CSR business. Reactive CSR has non-positive contribution to a firm's image (Becker-Olsen et al., 2006).



Kamal and Vinnie (2007) in their study seek to explore the factors which influence the consumer attitude and behaviour towards green practices in the lodging industry in India and also the consumers' intentions to pay for these practices. A quantitative and qualitative research methodology using a questionnaire along with secondary research has been proposed. A structured questionnaire has been used using convenience-sampling techniques from National Capital Region in India. Correlation and factor analysis has been used to explore consumers' attitudes and behaviour towards green practices in the lodging industry. The findings reveal that consumers using hotel services are conscious about environmentally friendly practices in India. The consumers would prefer to use lodging that follows these practices but are not willing to pay extra for these services. Indian hotels have the competitive advantage over similar products if they follow green practices. The hotels would have to invest in environmentally friendly practices and look at long-term gains. The authors suggest that government needs to acknowledge and institutionalize the practise by instituting rewards and offering benefits in taxes

Rajat Panwaret al. (2010) describes that Corporate Social Responsibility (CSR) becomes an increasingly mainstream proposition for business organizations, it is becoming increasingly important to develop sector-specific knowledge as well as to explore different aspects of this concept. Adopting an issues management approach, this study discusses that understanding perceptions and expectations of various demographic segments about business performance along relevant social and environmental issues is a research gap in the broader field of CSR. This is particularly true for forest products industry in the US where there is very little research done in the field. For filling this gap, data was collected from the residents within the states of Washington, Oregon, Idaho, and Montana. Results indicate that varying degrees of differences exist in different demographic categories like gender, education level, place of residence, and age. These results have important implications for the US forest products sector, especially as companies formulate their socio-environmental strategy and communication.

Henri Servaes (2013) points that an interaction between advertising intensity and CSR activities is consistent with theoretical work suggesting that without awareness customers are unable to reward CSR involvement (Sen and Bhattacharya 2001, McWilliams and Siegel 2001). It is also consistent with the view that CSR efforts have to be aligned with the firm's prior reputation to create value, as articulated by Schuler and Cording (2006). This article will focus on the awareness level of Consumers on the CSR initiatives done by the Companies.

## OBJECTIVE OF THE STUDY

The study has been conducted with the following objectives:

- To ascertain the respondents awareness about the Social Responsibility practices of selected Indian companies.
- To understand the respondents attitude towards purchasing from companies those practise Corporate Social Responsibility.
- To understand the reasons which respondents attribute, to companies those practice Corporate Social Responsibility.
- To understand the influence of Corporate Social Responsibility on the buying decision of the respondents.
- To evaluate the inter-relationship between Awareness, Attitude and Buying Decision with relevance to Corporate Social Responsibility.

## III. METHODOLOGY

The present research is a descriptive research, aimed to find the Awareness, Attitude, Attribution and Buying decision towards Corporate Social Responsibility of FMCG products. The relevant statistical tools are used to test the hypotheses and the results are interpreted. The descriptive and inferential statistics are computed with SPSS Package Version 17. The different statistical tools used for the present study includes Percentage Analysis, Chi-Square Test, ANOVA relating the study variables namely Awareness, Attitude and Buying Decision.

### Hypothesis

- a. Ho1: There is no significant association between demographic variables and respondents awareness about CSR
- b. Ho2: There is no significant association between demographic variables and respondents attitude towards CSR
- c. Ho3: There is no significant association between demographic variables and respondents attribution on CSR
- d. Ho4: There is no significant association between demographic variables and respondents buying decision based on CSR

Each for demographic factors such as age, gender, qualification and income level.

### Type and sources of data:

The study and the verification of numerous research papers resulted in preparing an organized survey which included pertinent questions in order to gather the required information required for the study. The final format of the questionnaire comprised of questions on demographic details of the respondents, statements to test the awareness of respondents towards CSR activities of selected companies, Question to assess the sources of awareness towards CSR, statements to know the respondents attitude towards CSR, survey to evaluate the respondents attribution towards CSR and questions to assess the buying decision of the respondents as based on CSR activities or based on product attribute. The structured questionnaire is appropriated to the male and female customers. A total of 450 questionnaires are



dispersed in person. The analyst interviewed the respondent. Initially a compatibility was built with the customers by explaining the objectives of the study and doubts are cleared when asked by the respondents. The researcher also assured that the data will be used only for scholastic reason and subsequently forward will be kept confidential. Thus the study is centered around this specific portion of consumers. The questionnaire is circulated to a total of 450 customers. However, on investigations it is found that 12 samples are not appropriate for analysis due to errors and omissions. Consequently they are eliminated from the sample. Subsequent to dropping out the incomplete questions / questionnaire the researcher got 438 questionnaires. The sampling design embraced was proportionate stratified random-sampling. The staying 438 respondents are considered for the analysis. The following segment presents the analysis done with a specific end goal to discover answers for the hypotheses formulated.

#### IV. LIMITATIONS OF THE STUDY

Sample size is limited to 438 customers. Simple Random and judgment sampling techniques is used due to time and financial constraints. Though the data collected from the study helps to identify the relationship among the variables, it may not be helpful to give concrete suggestions for individual organizations because of the reason that only one segment of the consumers.

For the above purpose, respondents are grouped according to their demographic profile as shown in Table no.1.0

**Table 1.0**

**Age, Gender, occupation and Income wise Demographic Characteristics of Individual Investors.**

Demographic Characteristics	Description	NO. OF RESPONDENTS	
		438	%
Gender	Male	156	35.6
	Female	282	64.4
Age	23-33 years	241	55.0
	34-45 years	160	36.5
	46 -56 years	36	8.2
	Above 57 years	1	0.2
Marital status	Single	120	27.4
	Married	318	72.6
Type of Family	Nuclear	276	63.0
	Joint	162	37.0
Monthly income	Below Rs.10000	108	24.7
	Rs.10001-Rs.20000	196	44.7
	Rs.20001-Rs.30000	68	15.5
	Rs.30001-Rs.40000	26	5.9
	Above Rs.40000	40	9.1

**Chart 1.0 Gender of respondent**

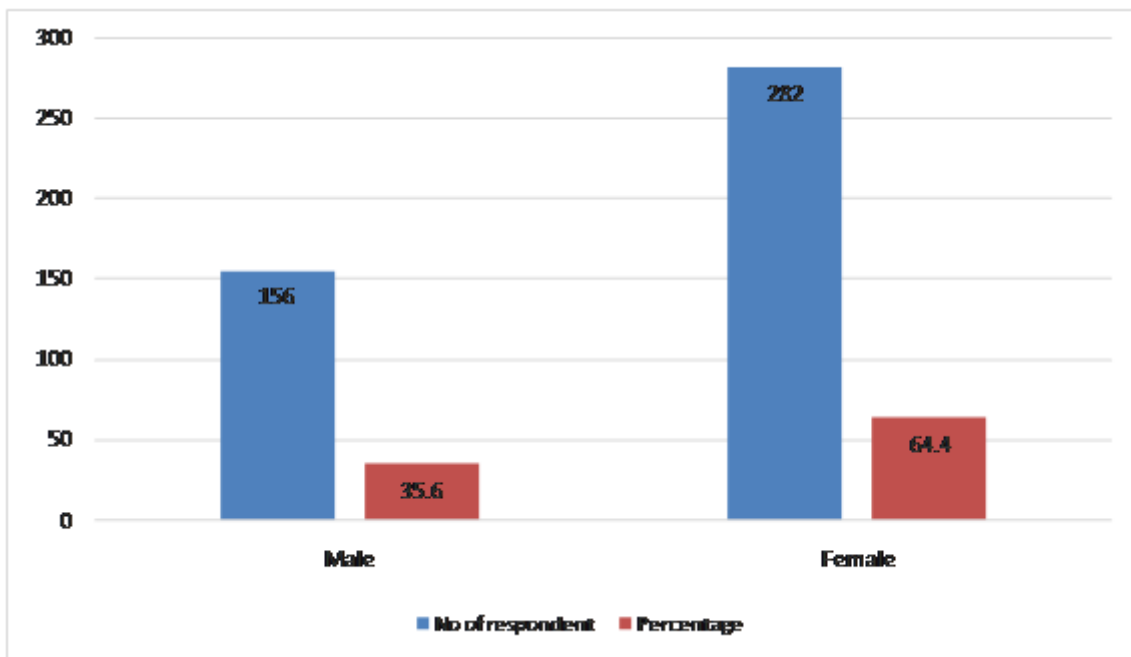


Chart 1.1 Age of respondent

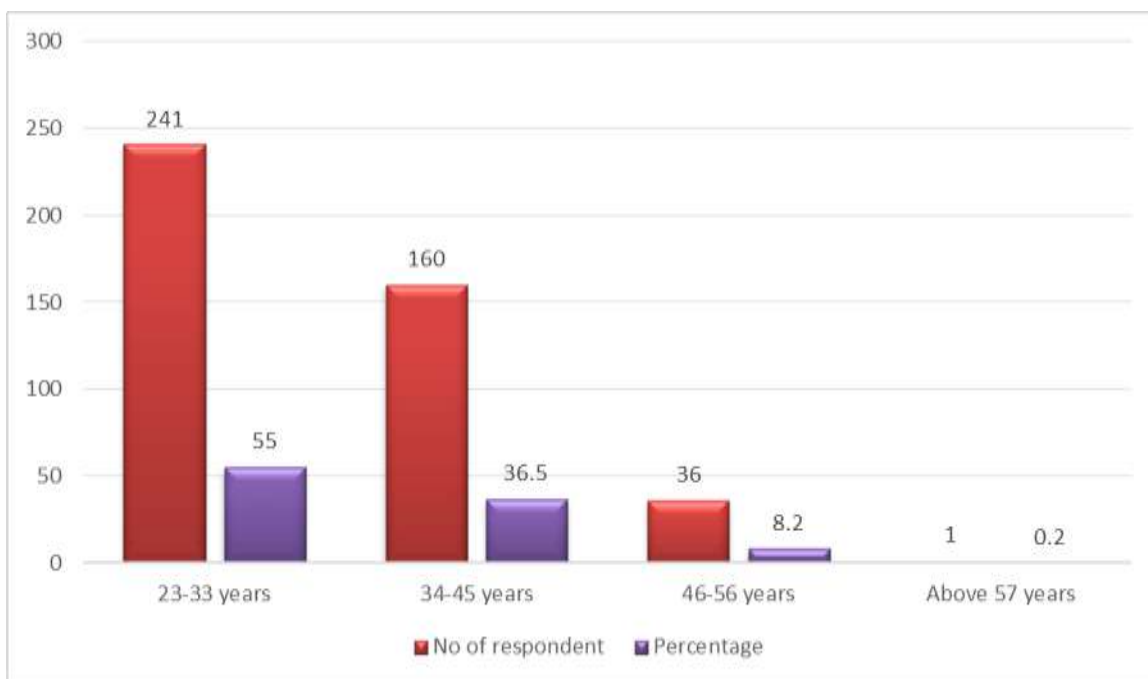


Chart 1.2 Marital status of respondent

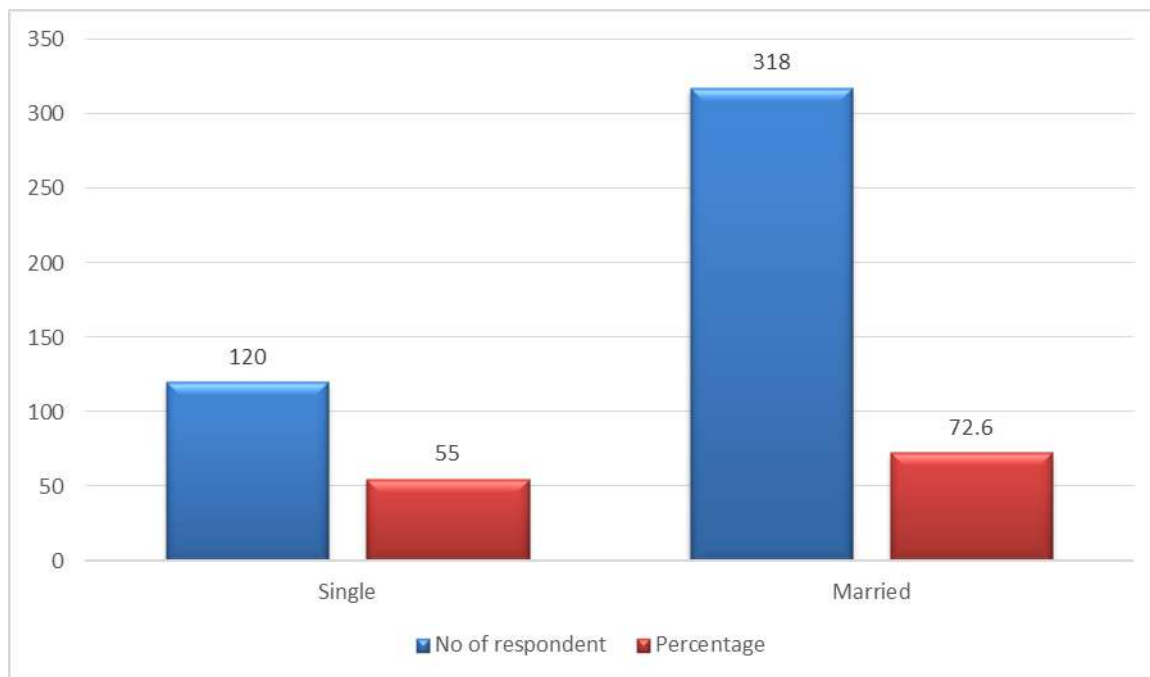
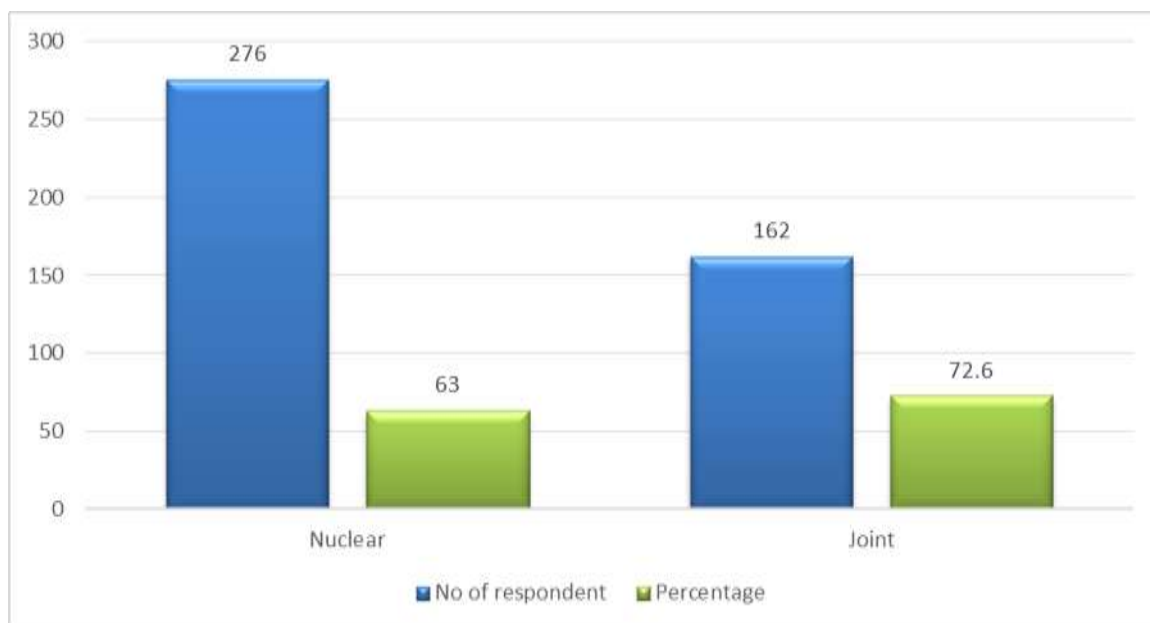


Chart 1.3 Family type of respondents



## V. Analysis and interpretation

This segment of the report deals with the statistical analysis of the data and testing of Hypotheses. Various statistical tools are utilized to test the hypotheses. Cross tabulation is utilized to decide the recurrence of an action or attributes occurring in a population. Chi-square test is proved to find the relationship between two variables. A one way of analysis of variance is utilized to test the differences in the method of the dependent variable separated by the level of the independent variable.

This section is divided into four parts, for the ease of analysis and understanding.

The data is analysed and presented in the order of four study variables i.e.

1. Awareness of respondents about CSR
2. Attitude of respondents towards CSR
3. Attribution of respondents on CSR
4. Buying Decision of respondents and CSR





**Table no. 2.0:**

**Chi square analysis- Observed values of responses of customer awareness (Age-wise)**

Age	Level of awareness			Total
	Poor	Moderate	High	
23-33 years	121 (50.2)	101 (41.9)	19 (7.9)	241
34-45 years	77 (48.1)	65 (40.6)	18 (11.3)	160
46-57 years	18 (48.6)	16 (43.2)	3 (8.1)	37
<b>TOTAL</b>	<b>216</b>	<b>182</b>	<b>40</b>	<b>438</b>

In order to find the relationship between age of the respondents and the level of awareness about CSR practices, a chi-square test is employed and the results of the test show that the chi-square value is 2.758 and p-value is .839. Hence, it can be said that there is no significant association between age of the respondents and their awareness about CSR practices.

**Table no. 2.1:**

**Chi square analysis- Observed values of responses of customer attitude (Gender-wise)**

Gender	Attitude towards CSR		Total
	Negative	Positive	
Male	75 (48.1)	81 (51.9)	156
Female	163 (57.8)	119 (42.2)	282
<b>TOTAL</b>	<b>238</b>	<b>200</b>	<b>438</b>

In order to find the relationship between the gender of the respondents and their attitude towards buying from companies which practise CSR, a chi-square test is employed and the results of the test are shows that the chi-square value is 3.828 and p-value is 0.058, which is equal to the level of significance 0.05. Hence, it can be said that there is no significant association between gender of the respondents and their attitude towards CSR.

**Table no. 2.2:**

**Chi square analysis- Observed values of responses of customer attribution (Age-wise)**

Age	Attribution towards CSR		Total
	Negative	Positive	
23-33 yrs	126 (52.3)	115 (47.7)	241
34-45 yrs	64 (40.0)	96 (60.0)	160
46-57 yrs	19 (51.3)	18 (48.6)	37
<b>TOTAL</b>	<b>209</b>	<b>229</b>	<b>438</b>

In order to find the relationship between respondents age and their attribution on the motives of companies practising CSR, a chi-square test is employed and the results of the test shows that the chi-square value is 7.115 and p-value is .068. Hence, it is said that there is no significant association between age and the respondents and their attribution on CSR.

**Table no. 2.3:**

**Chi square analysis- Observed values of responses of customer attribution (Monthly Income-wise)**

Monthly Income (In Rupees)	Buying decision towards CSR		Total
	Non CSR based	CSR based	
Below 10000	60 (56.6)	115 (47.7)	106
10001-20000	108 (54.8)	96 (60.0)	197
20001-30000	30 (44.1)	18 (48.6)	68
30001-40000	13 (48.1)	14 (51.9)	27
Above 40000	21 (52.5)	19 (47.5)	40
<b>TOTAL</b>	<b>232</b>	<b>206</b>	<b>438</b>

In order to find the relationship between respondents monthly income and their buying decision towards buying from companies which practise CSR, a chi-square test is employed and the results of the test shows that the chi-square value is 3.228 and p-value is 0.52, which is greater than the level of significance 0.05. Hence, it can be said that there is no significant association between monthly income category of respondents and their Buying decision towards CSR.

**Table no. 3.1:****Anova analysis-Awareness levels for the scores on buying decisions**

Awareness level	N	Mean	SD	F-Value	P-Value
Poor	216	15.12	7.42	74.192	0.000**
Moderate	182	18.54	6.24		
High	40	30.65	11.66		

\*\*Significant at 5% & 1% level

From table 3.1 it is observed that the F –value is 74.192,  $p < 0.05$ . Hence, the null Hypotheses that there is no significant difference between the respondents belonging to various awareness groups on their mean scores on buying decisions is rejected. This means that there exists a significant difference among the three awareness groups on their buying decision.

**Table no. 3.2:****Consumer attitude with awareness on buying decision**

Variables	Value	N
Awareness	Poor	216
	Moderate	182
	High	40
Buying decision	Low	232
	High	206

Source		Type III Sum of squares	Df	Mean Square	F	Sig.
Intercept	Hypotheses	156839	1	156839	17919.294	0.005
	Error	8.753	1	8.753 <sup>a</sup>		



<b>Awareness</b>	Hypotheses	15754	2	7877	52.493	0.019
	Error	300.12	2	150.060 <sup>b</sup>		
<b>Buying decision</b>	Hypotheses	8.753	1	8.753	0.076	0.793
	Error	612.24	5.33	114.868 <sup>c</sup>		
<b>Awareness * Buying decision</b>	Hypotheses	300.12	2	150.06	1.79	0.168
	Error	36224	432	83.851 <sup>d</sup>		

Two way analysis of variance has been carried out to find the impact of awareness and buying decision and their interaction on consumer attitude. From the Table 3.2, it is observed that for the main effect of awareness on attitude the  $f$  – ratio  $(2,2) = 52.493$ ,  $p < 0.05$ . But, for the main effect of buying decision on attitude the  $f$  – ratio  $(1,5) = 0.076$ ,  $p > 0.05$ . Similarly, for the interaction between awareness and buying decision the  $f$  – ratio  $(2,432) = 1.79$ ,  $p > 0.05$ . Hence, the null hypothesis relating to the first main effect is rejected where as the null hypothesis relating to the second main effect and the interaction effect are accepted. Hence, it is inferred that awareness has an impact on the consumer's attitude towards CSR. Whereas, buying decision does not have an impact on the consumer's attitude towards CSR. Similarly, there is no interaction between the buying decision and awareness on the consumer's attitude towards CSR. Further, it can be observed that when the awareness about CSR is more the attitude of the respondents towards CSR tends to be positive.

#### FINDINGS:

- The findings illustrate that there is limited awareness or knowledge among customers of FMCG products about good social and environmental practice. However, there are sentiments that could form the basis for further development of demand for CSR practices. The study further shows that 45.66 percent of respondents have shown positive attitude towards buying from CSR practising companies.
- The examination of attitudes demonstrated 54.34 percent of consumers indicated negative attitudes overall. A closer look at the findings however shows that the convictions that ecological products are costly and hard to find are rather strong; additionally that a consumer does not feel dependable to pay from his own pocket in order to ensure the environment. Extensive suspicion likewise communicated with reference to fuse of environmentally related criteria by organizations.
- The findings identified with attribution reveals that majority of the respondents attribute the firms intentions in completing CSR activities to be genuine. It is likewise trusted that it is critical for socially dependable organizations to work to create consumer trust and to engage in key CSR programs that are significant to their customers. This may require guaranteeing consumers that the organization has not increased prices or lowered product quality in return for a more elevated level of social duty.
- The influence of CSR activities by organizations on the buying decision of consumers reveal that product qualities still rule the buying decision when contrasted with CSR initiatives. The investigation of the findings reveals that the income category of the respondents affects their buying decision based on CSR.

## VI. CONCLUSION

Worldwide firms with global lifestyle brands have the most to lose if the public perception of the brand neglects to experience to the image portrayed. Coordinating a total social point of view into all aspects of operations will boost genuine esteem and advantage for an organization, while ensuring the tremendous investments organizations make in corporate brands. The study conclude that the product cognizant consumers does not consider the CSR activities of an organization while including in a buying decision firms can concentrate on the ranges like product quality, product safety, more dependable handling of products, fair pricing, consumer protection, comprehensive product information, excluded customer segments, suppliers, purchasing and fair partnerships with business partners in order to appeal to this group of consumers. Any CSR programme to make an influence on the consumers will be fruitful in the event that it is arranged in a manner that consumers are made as a part of it and results in a win-win situation for both the organization and the customers.

It is suggested that companies while choosing social causes have to choose the projects which will have relevance for the consumers rather than choosing remote causes which consumers may not have empathy. The consumer needs to be an active player within the CSR story. The corporates look for the responsibility dimensions that can make things click between the brand and the consumer. The local authorities, state and central government can act as the main champions promoting better social and environmental behavior among companies. This might reflect greater trust on the effectiveness of regulatory methods, rather than in market-driven mechanisms, in convincing businesses to act in a more responsible manner. This could also mean that the public expects authorities to play the role of guarantor of CSR initiatives by endorsing them and/or acting as a partner in them. It seems that in order to use consumer purchasing power to influence corporate behavior, there is a substantial need for both the government agencies and consumer organizations to implement educational and awareness-raising programs that explain to the public the main conceptual principles of CSR and the benefits for consumers, local communities, and the environment. Initiatives endorsed by the government seem to have the biggest potential to address these issues. Such initiatives might in turn raise demand for products produced or sold by CSR practicing entrepreneurs, which would reinforce efforts on the supply side and spur companies to adopt more CSR policies and practices.



It could be suggested that companies must increase the levels of awareness consumers have of their CSR activities in order to elicit more favorable attitudinal and behavioral responses (Bhattacharya & Sen., 2004). However, the manner in which information is presented needs further research because excessive or wrongly presented information may breed cynicism or mistrust. Researchers suggest that a company's marketing strategy must therefore adapt to the nature of the CSR issue, the nature of the company sponsoring it and the nature of its consumers, otherwise it could undermine the extent of any CSR benefit (Bhattacharya & Sen., 2004).

## REFERENCES

1. Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. (2006). The impact of perceived corporate social responsibility on consumer behavior. *Journal of Business Research*, 59(1), 46-53.
2. Bhattacharya, C. B. and S. Sen: 2004, 'Doing Better at Doing Good: When, Why, and How Consumers Respond to Corporate Social Initiatives', *California Management Review* 47(1), 9–24.
3. Blackwell R. D., Miniard P. W, Engel J. F, (2006). "Consumer Behavior", 10th Edition, Thomson South-Western
4. Brown, Tom J., & Dacin, Peter A. (1997). The Company and the Product: Corporate Associations and Consumer Product Responses. *The Journal of Marketing*. Vol. 61, No.1, pp. 68-84.
5. Gupta, Shruti. (2002). Strategic Dimensions of Corporate Image: Corporate Ability and Corporate Social Responsibility as Sources of Competitive Advantage via Differentiation. United States. Temple University.
6. Henri servaes, " The impact of corporate social responsibility on Firm Value: The role of customer awareness" 2013, Vol 59, No.5, pp-1045-1061.
7. James H. Myers and Mark I. Alpert, "Determinant buying attitudes: Meaning and Measurement", *The Journal of Marketing*, 1968, Vol. 32, No. 4, pp 13-20.
8. Kamal Manaktola and Vinnie Jauhari, "Exploring consumer attitude and behaviour towards green practices in the lodging industry in India", *International Journal of Contemporary Hospitality Management*, 2007, Vol. 19, Issue. 5, pp 364–377.
9. Karen L. Becker-Olsena, B. Andrew Cudmoreb, Ronald Paul Hillc, "The impact of perceived corporate social responsibility on consumer behavior", *Journal of Business Research*, 2006, Vol. 59, Issue 1, pp 46-53.
10. Maignan, Isabelle & Ferrell O C. (2004). Corporate Social Responsibility: An Integrative Framework. *Journal of the Academy of Marketing Science*, Vol. 32, No.1, pp. 3-19
11. Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do Consumers Expect Companies to be Socially Responsible? The Impact of Corporate Social Responsibility on Buying Behavior. *Journal of Consumer Affairs*, 35(1), 45-72.
12. Murray, Keith B., Vogel, Christine M. (1997). Using a Hierarchy-of-Effects Approach to Gauge the Effectiveness of Corporate Social Responsibility to Generate Goodwill toward the Firm: Financial Versus Nonfinancial Impacts. *Journal of Business Research*. Vol. 38, No. 2, pp. 141-159
13. Peter Arlow, "Personal characteristics in college students' evaluations of business ethics and corporate social responsibility", *Journal of Business Ethics*, 1991, Vol. 10, No. 1, pp 63-69
14. RajatPanwar, Xiaouo Han and Eric Hansen, "A demographic examination of societal views regarding corporate social responsibility in the US forest products industry", *Forest Policy and Economics*, 2010, Vol. 12, Issue. 2, pp 121-128.
15. SankarSen, C. "The role of corporate social responsibility in strengthening multiple stakeholder relationships: A field experiment", 2006, Vol. 34, No. 2, pp 158-166.