

Impact of Corporate Social Responsibility on Consumer Buying Decision: An Empirical Study

أثر المسؤولية الاجتماعية للشركات على سلوك المستهلك الشرائي

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Received:10/3/2022 Accepted: 11/8/2022

تاريخ التقديم: 2022/3/10 تاريخ القبول: 2022/8/11

الملخص:

يلاحظ هذا البحث ويدرس تأثير المسؤولية الاجتماعية للشركات على قرارات شراء المستهلك، ويحلل ما إذا كان قرار شراء المستهلك يتأثر بسمعة المنظمة، والوعي بالمسؤولية الاجتماعية للشركات، والولاء، والتحفيز، والمسؤولية الاجتماعية القوية للشركة وصورة العلامة التجارية. تم إجراء استطلاع عبر منصة على الإنترنت بواسطة نماذج جوجل لمعرفة وجهة نظر المستجيبين فيما يتعلق بتأثير المسؤولية الاجتماعية للشركات على قرارات الشراء الخاصة بهم. تم جمع البيانات الأولية وفحصها بواسطة برنامج SPSS وتبين تأثير قرارات الشراء للمستهلكين بشكل أساسي بالمسؤولية الاجتماعية القوية للشركة أو العلامة التجارية، والولاء مدفوعاً بالمسؤولية الاجتماعية للشركات والوعي بالمبادرات الاجتماعية للشركات التي تمارسها منظمة أو علامة تجارية أثرت بشكل إيجابي على قرارات شراء المستهلك. لكن، لا يوجد تأثير كبير للسمعة التنظيمية وصورة العلامة التجارية والدافع، وبالتالي فهم ليسوا مؤثرين مباشرين على قرارات شراء المستهلك.

الكلمات المفتاحية: المسؤولية الاجتماعية للشركات، قرار الشراء للمستهلك، الوعي، الولاء، إدارة التسويق.

Abstract:

This research was conducted to study the impact of corporate social responsibility on consumer buying decisions and analyzed whether the consumer purchase decision is influenced by variables such as organizational reputation, corporate social responsibility awareness, loyalty, motivation, strong corporate social responsibility, and brand names and image. A survey has been conducted via an online platform (Google Forms) to know the perspective of the respondents concerning the corporate social responsibility influence on their buying decisions and purchasing habits. Primary data is gathered and analysed by SPSS. We observed the buying decisions of the consumers were mainly influenced by the strong corporate social responsibility of the company or brand. Also, we observed that the loyalty driven by corporate social responsibility and awareness of corporate social initiatives practised by an organization or brand has positively influenced consumer buying decisions. However, there is no significant influence by organizational reputation, brand image, and motivation therefore they are not direct influencers of consumer buying decisions.

Keywords: Corporate Social Responsibility, Consumer Buying Decisions, Consumer Awareness, Consumer Loyalty, Marketing Management.

Doi: <https://doi.org/10.54940/ss81777153>

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Published by J. Umm Al-Qura Univ. Soc. Sci.

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Introduction

In developing business markets, firms are researching various new ways in order to differentiate themselves as a leading firms or companies, improving their profitability which also marks their strong presence in marketplace. Such initiatives are usually embraced for few causes; sustainable development is the significant area which is the main concept involved in these activities. Business sustainability was defined by Bansal (2004) "strategic businesses which proposed to enhance outside stakeholders with regard to environment and community values which will increase value to shareholders". Characterization of sustainable development has been done as development which tends to prerequisites of present instead of compromising in capacity of people going further to address issues of them (Sprungli, 2005). All through the modern business development, organization these days have been given their comprehension of practicing business and possibility of organizations exists other than maximization of profit.

Now a day's businesses are trending where it includes financial and development as well as growth balancing and maintaining the community, environment and ecosystem. organizations started speaking to the individuals who will be impacted or influenced by the works on being utilized and they named them as Stakeholders during late 1960's. The objective of corporate social responsibility (CSR) is to be responsible for all the activities being planned and implementing in which they give back to the society, environment, employees, stakeholders as well as consumers (Wongpitch et al., 2016).

CSR is not a new idea, and they are numerous associations which have gotten a handle on and executed CSR exercises like in the present time every single association and even little firms are tending towards CSR themes on their web stages, reflecting they conviction that CSR isn't just significant morally, yet assumes huge job as far as monetary focal point. The rise in standards of economic advancement mainly affects the corporate social responsible ideology deriving contributions which are significant such as sustainable concepts. Incorporating of the community expectations on the environmental variability in numerous sustainable methods as possible, not limiting to the present society but also for the generations ahead (Lindgreen & Swaen , 2010; Latapí Agudelo et al., 2019).

Corporate Social Responsibility (CSR) is an idea and procedures by which organizations deliberately coordinate discretionary relationship with condition and cultural." by Enquist et al. (2006). Somewhere in the scope of 1980s and 1990s, the hypothesis of stakeholders has been contributed inside and out for c corporate social responsibility improvement. This theoretical explanation suggests that an organization which has agreements with stakeholders, investors, workers, client, suppliers and others which are involved. There was a proposal made by Elkington (2000) as " Triple Bottom Line Concept " recommended Corporate Social Responsibility idea should incorporate all sustainable elements such as Ecological, Social and Economic

In recent years Corporate Social Responsibility (CSR) has gained remarkable attention. According to a research it was revealed

that 76% of administrators accept that corporate social responsibility influences Long-term shareholders value and 55% of administrators believe that corporate social responsibility will raise secure reputation positively (McKinskey , 2010). They were also few recommendations made by Jo & Harjoto , (2011) that organizations must incorporate corporate social responsibility (CSR) into their standard business strategies and tasks being operated all over the world, not just in the organization also in the origin of nations. Decrease of confidence in large businesses, companies are now compelled to donate money to noble cause,

NGO's, protecting the environment, helping to tackle social problems and a lot more things to be done (Mohr et al., 2001). Companies now comprehend that consumers perception on products and the company will impact purchase decisions and will ruin the reputation regardless the publicity of corporate social responsibility being practiced is true or invalid (Boonea et al., 2001).

Research Aim

The aim for this research is to examine the impact of CSR on consumer buying decision.

Research Questions

1. To what extent does company reputation affect CSR.
2. To what extent does word of mouth affect CSR.
3. To what extent does motivation affect CSR.
4. To what extent does awareness affect CSR.
5. To what extent does loyalty affect CSR.

6. To what extent does CSR affect customer buying decision.

The Academic and Practical importance of the research

This research will help to bridge the gap in the academic literature to understand the impact of CSR on consumer buying behaviour and help marketers to address their customers effectively through CSR.

Research Terms

Corporate Social Responsibility (CSR)

Previous Studies

Corporate social responsibility and customer behavior in reviewed and discussions of various analysts regarding the impact of corporate social responsibility on consumer behaviour are shared through different platforms. Different experimental studies in regards to the connection among corporate social responsibility and behavior of the consumer have been presented by researchers.

Corporate Social Responsibility

Researchers have focused on setting up various classifications relating to corporate social responsibility applied, thought processes and results relatively. As part of the conceptual work, researchers legitimize corporate social responsibility on standardizing business grounds. Idea of organization's interest, corporate social responsibility activities can give come back to the organization, regularly by providing an instance of business through corporate social responsibility, also a huge proof corroboration is being supported in the literature that over various partners like people who have invested, clients, sellers, providers,

workers, networks, and organizations which are rewarded by the government that participates in corporate social responsibility initiatives Bandura (1986). There's no particular confined meaning for corporate social responsibility. Few researchers characterize corporate social responsibility as organizations are liable for societal impact however comparable ideas incorporate performance of corporate social, where organizations can depict their financial returns basing their corporate social responsibility initiations conducted and orientation of corporate social, alludes the way individuals see corporate social responsibility and corporate social performance in total practiced in the society".

Concentrating on the thought processes in terms of managerial bodies and corporate had commonly looked to uncover the inspirations and attributes of corporate encouraging the supervisors to take part in corporate social responsibility. These studies have clearly showed commonly that more administrative experience and unrivaled information on partner's reasonable concerns will expand the comprehension and acknowledgment of the more corporate social responsibility scope. From the driven results, the research of corporate social responsibility from customer point view, for example, Brown and Dacin (1997) found that corporate affiliation, which incorporate corporate ability and corporate social responsibility, influenced buyer's goods and whole corporate assessments. Mohr et al. (2001) has observed that the customers wanted medium level to significant levels of corporate social responsibility from organizations. Two authors Mohr and Webb (2005) managed areas of environment and philan-

thropic aspects, corporate social responsibility positively affected organization assessment and buying expectations of the customers. Besides, Lichtenstein et al. (2004) have observed that corporate social responsibility activities may bring about (1) corporate advantages, which includes real buying intensions and progressively great assessments, and (2) expanded advantages, as customer gifts, for charities engaged with corporate social activities. The advantages happen both legitimately and by the implications through client relationship with the company.

Likewise, corporate social responsibility has also been an effective corporate image, which has been identified through quality being resulted, consumer loyalty and satisfactory rate of the consumers (Andereassen and Lindestad, 1998). Corporate social responsibility has also been identified with the general assessment of administration to enhance buyer strength to negative data, and encouraging customers to share their positive views about the organization.

Corporate social responsibility and Consumer Perspective

Torugsa et al. (2013) research at the end stated that the customers have built a perceived interest towards the organizations which are being responsible for the environment and society by favoring the organizations and their products and services. Nowadays, customers are not considering corporate social responsibility as an additional initiative for an organization yet have desires that organizations which they are supporting or choosing must rank higher in their corporate social responsibility activities. With respect to concurrence with the investigation completed by Homburg et al. (2013)

have shown that analysis done on people by personal interaction stated that they desire for a genuinely high level of corporate social responsibility.

Gaps were recognized in between purchase intentions and attitude by the assessment of the significance of corporate social responsibility for buyers. Space among mentality and conduct implies the marvel where the individual's perception is concerned to purchase choices and guaranteed purchase of the products may not be same. Incorporation of the way that products in green colour are overpriced and product quality, its cost and the satisfaction attained is very important. Likewise, Martínez et al. and (2014) has also recommended that purchasers might not give genuine feedback and be one-sided at times.

Corporate Social Responsibility to Build Corporate Reputation

Strategic researchers focused on how the reputation of an organization becomes as a resource for the company and considering the value and being able to manage through the resource which will add an advantage to attain a competitive advantage among competitors in the related industry. Few other corporate social responsibility researchers have acknowledged strategy and reputation of a company goes hand in hand.

For an organization to mark their position in marketplace, its organization al reputation is something which helps to improve company strategic position. According to a research it states that any company possessing positive reputation will lead to it corporate success (Dolphin, 2004). Fombrun and Shanley (1990) contended that a good reputation of a brand or company will be able to claim better

prices, make their presence in capital markets which would derive better shareholder and investors. Their study also proved that the more prominent a company's commitment to social work, the better its corporate image and ensures more customer support. Buyers buying decisions are subsequent and may continuously be affected by the reputation of an organization (Fitzpatrick, 2000). Vendelo (1998) acknowledged that reputation of an organization is a significant commitment to the consumer settling on the choice on the grounds that each individual probably won't have the option to stand to inquire about and knowing the framework for ensuring the quality being maintained be it product or service and more over influence on customer loyalty.

Buying Decision and Corporate Social Responsibility

Rapid growth of sales is frequently viewed as definite impact of programs initiated by corporate where sponsorship incorporation, encouraging, publicity, also social responsibility initiatives. Basic reason behind buying expectation is a good sign and mostly favoring towards the goods or service. Ajzen and Fishbein's (1980) hypothesis indicated activities contemplated customers buying assumption will act as a medium where customer mentality towards the product and their true interest behind buying. Customer expectations are considered for researching different components which include fulfilling, product value in their perception, and value of the brand and acknowledgment of sponsors. For a better connectivity between customer responses to goods and their procurement or utilization of the goods, intentions are the main aspect which connects. In this way, intentions are

considered as a priority and adopted in various investigations as a measure optionally for a real buying interest (Bashar, 2012).

Sulphey (2017) study shows that corporate which consolidated with corporate capacity and social obligation influenced the things during the appraisal of things done by the corporate assessments. Corporate social responsibility is in their model affects corporate evaluation positively, and thusly, emphatically assessments corporate affects goods or service evaluation. They presumed, customer recognizes products by their company, information collected previously as for affiliation might influence brand appraisal due to connection among the association and brand. Observation done by Mohr et al. (2001) where organization relations of being a "great occupant of corporate" has been recognized fervor of completion on brand cost and purchase. Trial usage of configuration was done and has an observation on responses of purchaser which is with regards to the philanthropic ideas of the corporate without any perceived expectations. Customer relationship with the brand or company will lead to expand their loyal customer base which possess their elevation among others and becomes flexible for antagonistic organization or brand information (Eshra & Beshir, 2017). Recommendations were done that they might be a chance of customer relating to organizations which will spread positivity and also involved in social activities which are very well recognised or has a wide social identification among them Aslam & Arshad (2015).

Impact of corporate social responsibility and buyer reaction costs were examined by Mohr and Webb (2005). Initiators have also cus-

tomized scenarios in order to take a control on corporate social responsibility and investment across philanthropy and environmental areas. Corporate social responsibility in philanthropy and environmental areas has affected positively on organizations evaluation as well as purchasing decisions according to the various sample test results. Moreover, the environmental aspects corporate social responsibility has influenced buying decisions rather than the product or service price. The before referred research proposes a general inspirational disposition towards the self-partnered organizations among themselves because of the societal benefits they have been carrying out and organizations asset utilization was done for the societal profitability which was obviously observed with an idea of corporate social responsibility.

Corporate social responsibility and Motivation

Research on corporate social responsibility incorporates the results, adequacy, customer reactions and attention to corporate social responsibility. Regardless of the differed viewpoints, research shows that customers care about corporate social responsibility. It has prompted expanded investment of organizations in corporate social responsibility initiatives. Schreck et al. (2013) that stakeholder's value and care in such a way giving motivation to the organization will be motivated to concentrate on corporate social responsibility. Hoi et al. (2013) have referred little reason for corporate social responsibility integration in an organization, including the acquisition of corporate social responsibility as a commitment, assertive acceptance or as a conscious imitative.

The motivation in order to acquire corporate social responsibility can be brought by the guidance of external communication or internal communication nevertheless in positivity or negative. Acquisition of corporate social responsibility might develop through internal resources such as staff, administration, chiefs and investors because they already possess the moral vision and values individually and also sustainable development. Mahoney et al. (2013) has contended in an explanation that many organizations are executing corporate social responsibilities because of moral and inborn feelings subsequently building better intentions of citizens drawn on Ajzen (1991) and Ajzen (1985). On the opposite side outside sources may adjust to different structures which can be a positive or a negative one. These external sources could emerge out of the interest by investors for the corporate social responsibility acquisition, an outrage that effect the image of the organization, hence its reaction through the commitment in corporate social responsibility to recover its brand image with respect to corporate social responsibility.

Product knowledge of a consumer

Matute-Vallejo et al. (2011) indicated that every customer differs from one and others product information levels and that data will be utilized as the base for information recuperation and taking purchasing choices. Acquisition of different important ideas and accumulating them in larger categories of information is formed as different levels of product information or knowledge.

At every level of product knowledge, the buying intentions will be occurred including the product trait information, advantages of using the product and the satisfaction of the prod-

uct with regard to its quality. Customers generally prefer the products which have advantages instead of attributes. The favorable circumstances are isolated into psychosocial and functional points of interest. Practical advantages incorporate the prompt physiological outcomes just as the results of physical performance following the utilization or the product usage. Consumers are emotionally affected and influenced by the way they use the product is the consequence of psychosocial product utilization.

Customer Loyalty and Corporate Social Responsibility

Pomeroy and Dolnicar (2009) has defined commitment which profoundly held to re-purchase a service or a good as a preference. Loyal customers will stick to the same brand and will prefer the same organization when compared to the competitive brands. Loyalty of the clients and customers is showed in continued purchasing behaviour. The significant test for organizations is through the achievement of continual buying behaviour of the consumers. Zaharia and Zaharia (2015) set that the corporate social responsibility activities of an organization have the ability of aiding in accomplishing purchasing repeatedly. Customers that purchase the things dependent on corporate social duty generally have a tendency of guaranteeing the buy made is reliant on the execution of corporate social obligation of the association. For example, wildlife workers or supporters prefer to purchase products from organizations where their goods are animal test free. And so, it proposes a situation where corporate social activities of an organization are viewed as lacking; the purchasers might reduce their loyalty towards

the brand and purchase similar products from other options available. Research was predicted that customer loyalty and corporate social responsibility are an immediate and positively connected (Auger et al., 2006). From component of retail, corporate social responsibility initiatives are designed to support the causes which are not profitable which would lead to develop loyalty, passionate connection and enthusiasm for a store. As a result, increase in sales in large quantities is observed (Amaladoss and Manohar, 2013).

Word of Mouth and Corporate Social Responsibility

Communicating informally which usually happens among the social gatherings in regard to the appraisal of brands or products or services is known as Word of Mouth (Hah and Freeman, 2014). Word of mouth need not be only positive or only negative it can be combinational also and the performance of the organization will be known by the consumer point of view through those results. Lack of awareness about the corporate social obligation of an association is the fundamental shortcoming; so as to beat this shortcoming the capacity of verbal improves its effect. Organizations which practices corporate responsibility activities gain a positive word of mouth by the consumers who are involved Tong & Wong (2014). Impact of corporate social duty on verbal effects buyer conduct, assessment of item or brand, loyalty of the customers towards the brand or company and perspectives; all those factors have been considered individually by channelizing each factor and noticed their sway yet not joined to have clear view on impact of corporate social responsibility practices on consumer behaviour.

Theoretical Framework and hypotheses development

H1: Corporate social responsibility driven by corporate reputation has a positive impact on consumer buying decision. Where there is an association between the CSR driven corporate reputation and consumer buying decision
H2: Word of mouth on the basis of corporate social responsibility activities will positively impact consumer buying decision. Where there is an association between the CSR driven WOM and consumer buying decision.

H3: Corporate social responsibility is achieved through the motivational factor, positively impacts consumer buying by consciously enabling every individual ethical vision to contribute to 'CSR'. Where there is an association between the CSR driven motivation and consumer buying decision.

H4: Awareness of corporate social responsibility positively influences and impacts consumer buying decisions. Where there is an association between the CSR driven awareness of a brand or organization and consumer buying decision.

H5: There's a positive impact of customer loyalty on consumer buying decision through corporate social responsibility initiatives. Where there is an association between the CSR driven loyalty and consumer buying decision.

H6: Corporate Social Responsibility positively impacts consumer buying decisions. Where there is an association between the CSR and consumer buying decision.

Research Methodology

Primary and secondary information will be ac-

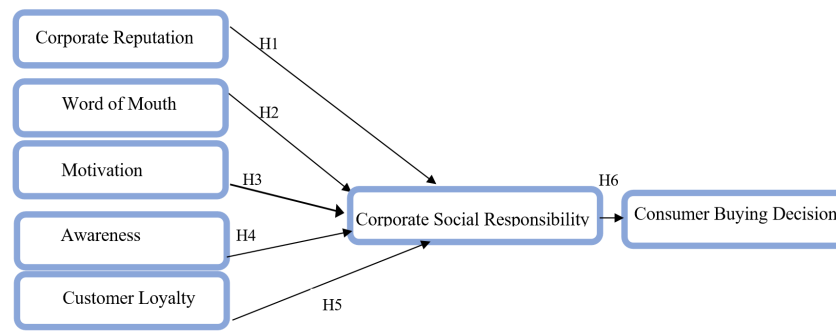


Figure 1: Research Model

cumulated. For the essential information this investigation gathers and breaks down dependent on survey. The secondary information will be gathered through yearly report, manageability report and organizations site.

In this exploration essential and optional data are assembled. Poll is structured and review will be directed to accumulate the essential information. The optional information will be accumulated through the online assets, articles, diaries, writing audits.

They are various qualitative research methods which are ethnography, test study, reviews, case studies and surveys. This assessment utilizes qualitative examination. The surveying procedure is picked on account of its uniqueness and the data collected is something which is not already available. This empowers the research to utilize sampling methods to collect fair responses and empowers estimation normalization inferring that comparative data is assembled from every one of the respondents. Generally, surveys are divided into two types, one is longitudinal survey and other one is cross sectional survey. Where the longitudinal surveys contain patterns where samples will be gathered at various levels in time; companies where information is assembled from a similar crowd after some time with different samples and survey will be done by the panel

from where information is gathered at different periods with the equivalent respondents of samples (Aaker et al., 2004). However, Cross sectional surveys are gathered among respondents in a same period of time (Rindfleisch et al., 2008).

Nowadays, buyers are much worried about the issues which impact them either indirectly or indirectly (Maignan and Ferrell, 2004). Improvement of cognizance among the purchasers is prompting social gathering's arrangement and furthermore raising as partners bunches which are powerful. From the organization's perspective, they can be the planned intrigue gathering of their publicizing strategy joining corporate social duty exercises similarly as a gathering being pressurized. This examination will incorporate assessing the conduct of the respondents to the extent their arrangement to purchase and contribute towards the corporate notoriety, so this investigation will incorporate looking over.

Hypotheses are additionally tried by the qualitative research approach. Assortment of the data in qualitative approach is placed and will be highlighted on assessing standards in arrangement of data and predicting strategically in Hypothesis tests. Estimated data will be examined in the explanation of the investigation and in finding answers for the problems and

the information depends upon the tally and other related variables is used in qualitative research (Mkansi and Acheampong, 2012). Perspective of this technique is thinking positively and henceforth keeps up its notions. The progress of examining will get the qualitative research theory. The methodology was regarded commonly as the right way to investigate given because the assessing is the issue is from a zone which has already comprehensively investigated and in this way it is definitely not hard to consider desires which are subjected to the previous researches. In addition, it remembers the grouping of data for structural estimation, which consists of needy and autonomous factors through which affiliations will be created to show the conduct of the consumer with respect to corporate social responsibility.

Sampling

Testing is portrayed as a way to deal with pick a lesser populace which will mean the greater populace. There are two sampling which are probability testing and non-probability testing. Non-Probability Sampling which includes determination of members utilizing few picked rules by incorporating strategies, for example, comfort and judging sampling is non-probability sampling. Whereas every respondent of the probability sampling has an equivalent possibility in taking part in the sample and involves different sampling methods. The distinctive examining strategies are Simple-Random-Sampling, Stratified-Random-Sampling and Systematic – Random Sampling. In this research, Simple-Random-Sampling method has been utilized where survey was conducted using Google forms as a platform to conduct the survey in

which designed questionnaire was included and was sent across using different social media platforms like WhatsApp, E-Mail, Outlook etc. The study was done on 16th May and was opened till June 5th to do their study. After completion of 21 days of open survey, the data has been pulled the outcomes from the Google forms where the graphs and results are clearly shown with the quantity of finished survey. The benefits of Simple Random-Sampling are the incorporation of its effortlessness and high responses in correlation with other Sampling Methods (Singh and Solanki, 2013).

Data Collection

Primary data used in this research and secondary data. Choice in regards to the method of information assortment is made with contemplations of the focused on people living in the countries which are developed and developing, the properties of the sample, the sort of Questionnaire designed, pace of reaction, time and cost. Goddard & Melville (2004) highlighted that the utilization of survey as the strategy for survey organizations has the significant weakness of troubles in getting samples of associates given that one can't produce random samples from the population in general. Any which ways this technique has its benefits of cost adequacy, can attain population of worldwide, decreases time of execution and the size of the samples can be more prominent. In addition, issue of representativeness can be comprehended through the programming of complex skip designs.

Questionnaire Design

Survey is conducted after the appropriate questionnaire is designed, as Adigüzel and Wedel (2008) mentioned that frequently uti-

lized and practical technique for qualitative collection of data even if the different strategies for example observational and experimental exist. Survey was characterized as a pre-detailed assortment of inquiries to which the respondents respond and give their opinion or perception towards the question as their reaction (Rezaeian, 2014). Generally, questions which are closed ended have the choices that are firmly characterized. It is viewed as successful in collection of primary data which gives very particularly appropriate results for samples which are collected from different geographical areas (Makienko and Bernard, 2012).

The three points to be considered when questionnaire is being designed as mentioned by Adigüzel and Wedel (2008), brevity, lucidity and lack of bias; variables should be organized such that it catches the correct responses of the members and the format should be crisp and clear. Information has been gathered uniquely in one language which is English. The researcher should consider all things and should be able to channelize the wordings exactly and simple without any misconceptions.

Quality factors are received so as to the record information as for the socioeconomics i.e. gender, age and the instructive foundation. Variable like behaviors and opinions are additionally utilized for catching the disposition and inclination of Client shopping for conduct with admire to the corporations or brand or product company social duty.

To guarantee the exactness of estimations, utilization of closed ended questions is mostly preferred by the researchers. Also, the linear scale type of options is usually used which ranges from 1 to 4 for suppose then assertive-

ness of the respondents can be recorded which clearly notifies Agree or Not Agree or Neutral or Strongly Agree.

Research Reliability

The reliability designed questionnaire for the survey in order to conduct the primary data is utilized appropriately to know the perception of the participants as consumers. Before we move to findings very computer processed data has to undergone certain checklists to meet the set of standards which are evident. Statistical package for social science (SPSS) is used to check reliability, through the Cronbach Alpha value. Acceptable level of reliability is between α

0.6- 0.8 where 0.6- 0.7 is acceptable level and values between 0.8 and 0.95 are very good level of acceptance however values above 0.95 are not much preferred due to the redundancy. Survey questionnaire reliability statistic is in table (1).

Table 1: Reliability Statistics

Reliability Statistics
Cronbach's Alpha
0.7

Research Validity

Research validity in survey method refers to how well an instrument measures what it is planned to measure. Validity is all about how the researcher's findings truly represent the fact they are claiming to measure. The research is valid as much as possible due to the appropriate methodology was adopted to interpret the data (Correlation & Chi-Square Test). Questionnaire was designed in such a way that it's clear and easier for participants to understand. For 2-3 questions there was a text space provided so that if the responded want to mention something which is given in their op-

tions. Overall, in the survey, clear and rational questions were asked with limited number of questionnaire in order to reduce the participant's time consumption doing the survey.

Data Analysis

Descriptive data

Gender:

The total sample size is 62 and participants are random , see table (2).

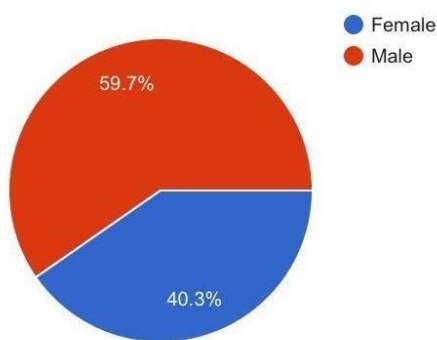


Figure 2: Pie chart of gender ratio of participation

Above figure (2) pie chart shows that the respondents to the survey where male and female, however male respondents are higher than female respondents.

Age Group:

The respondent's age group is divided into four categories, (20-25) early adults, (25-30) young adults, (30-35) middle aged and above 35 as mature adults. The idea behind gathering is to understand the buying behaviors of different age groups with respect to the corporate social responsible activities. The results are in table (3) and there is a graphical representation.

Above pie chart (figure 3) shows the percentage of the different age group respondents in

the survey conducted. Age group of (20-25) in blue color and (30-35) in red color has equally participated in doing the survey with a percentage of 35.5%. Age group of (35-40) have also participated in the responding to the survey moderately with a percentage of 19.4 and the least number of respondent are above the age 40 with 9.7%. 3) Occupation

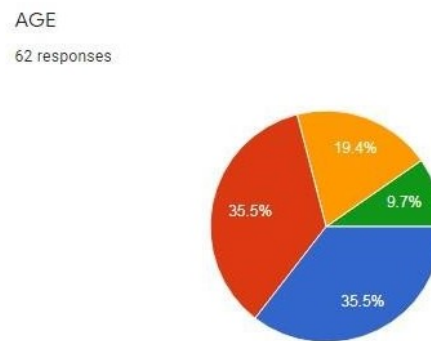


Figure 3: Age

In this research, occupation of the respondents is noted to know the perspective of the customers with regard to their occupational background towards corporate social responsibility , see table (4) .

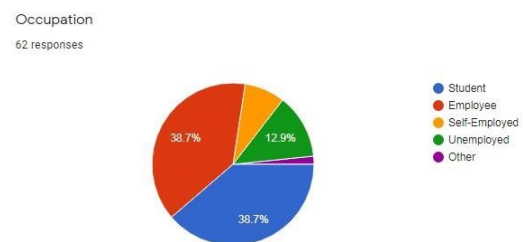


Figure 4: Occupation

According to the survey the occupational background of the responded is known and we could see that respondents who are working and who are studying have equally participated with 38.7 in the survey recording the highest respondent group in count.

Table 2: Participants gender count

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	26	41.9	41.9	41.9
	Female	36	58.1	58.1	100.0
	Total	62	100.0	100.0	

Table 3: Age groups of the participants

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	22	35.5	35.5	35.5
	25-30	22	35.5	35.5	71
	30-35	12	19.4	19.4	90.3
	above 30	6	9.7	9.7	100
	Total	62	100	100	

Table 4: participants occupation

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	23	37.1	37.1	37.1
	Employee	26	41.9	41.9	79
	Self-Employed	5	8.1	8.1	87.1
	Unemployed	7	11.3	11.3	98.4
	Other	1	1.6	1.6	100
	Total	62	100	100	

Table 5: Country

Country					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	United Arab Emirates	17	27.4	27.4	27.4
	India	42	67.7	67.7	95.2
	Other	3	4.8	4.8	100
	Total	62	100	100	

Country:

From the chart (5) it shows the majority of the respondents in the survey are from India, then secondly from United Arab Emirates and very few respondents from other countries.

Correlations of all the variables

From the table (6) it shows the correlations between the variables and the level significance is also marked accordingly (see appendix A).

Hypothesis Testing Results**Hypothesis testing 1:**

From the graph (6) it shows that 38.7% of the respondents have agreed that product with strong corporate social responsibility would be there first choice to buy, secondly 32.3% of

the respondents have moderately agreed that a brand with strong corporate social responsibility will be there first choice and 24.2% of the respondents have strongly agreed that a brand with strong corporate social responsibility will be their first choice. Here, there were no respondents have disagreed that corporate social responsibility will not be their priority of purchase.

- Null Hypothesis: There is no significant relation between strong corporate social responsibility and Buying Decision.
- Alternate Hypothesis: There is a significant relationship between strong corporate social responsibilities and consumer buying decision.

A brand with strong CSR would be my first choice.

62 responses

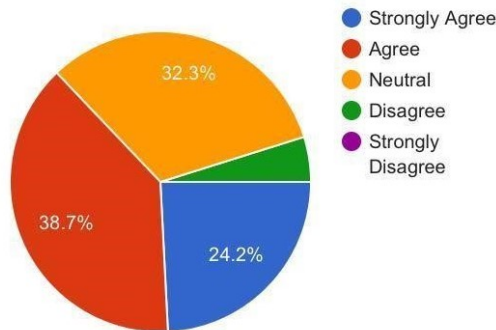


Figure 5: respondents' percentage

- The level of significance ($\hat{I}\pm$ or alpha) considered for all the test is 0.05
- P-value \leq Alpha: The variables have a statistically significant relation (Reject H_0)
- P-value $>$ Alpha: No relation exists between variables (Fail to reject H_0) Results: 0.007 This result is less than α value, so here null synthesis is rejected.

Conclusion: Consumer who has bought a product or a service from a particular brand or organization was just because of corporate social responsibility has strongly agreed that the brand or organization with strong corporate social responsibility will be the consumer's first choice in their buying decisions .

Hypothesis Testing 2:

From the graph (8) it shows that 38 percent of the respondents have strongly agreed that social program developed by the organization will positively impact the reputation of the brand with customers, 37% percent of the respondents have agreed that social program developed by the organization will positively

impact the reputation of the brand with customers and thirdly 16% have moderately indicated that that social program developed by the organization will positively impact the reputation of the brand with customers.

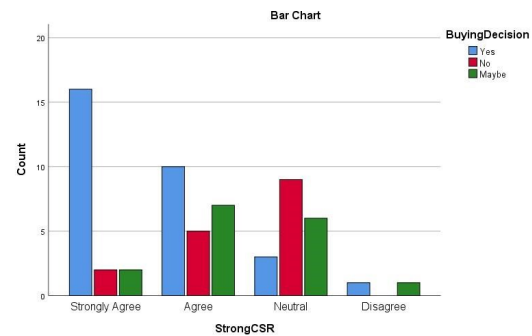


Figure 6: Bar Graph representation of Strong CSR and Consumer Buying Decision

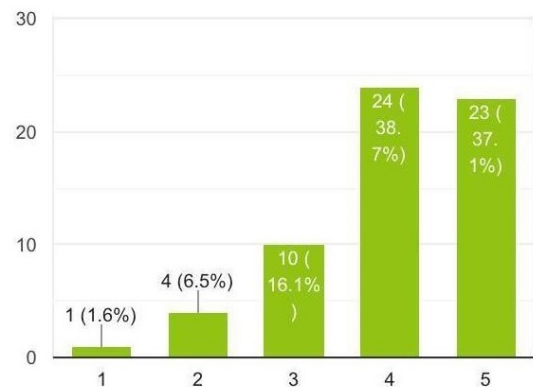


Figure 7: Bar graph of respondent's percentage

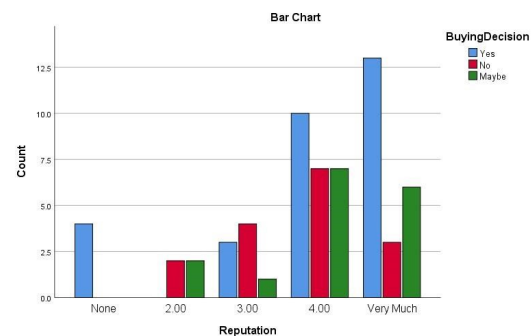


Figure 8: Bar graph representation of Organization Reputation and Consumer Buying Decision

- Null Hypothesis: There is no significant relationship between organizational rep-

Table 6: Chi-Square Test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.623a	6	0.007
Likelihood Ratio	18.886	6	0.004
Linear-by-Linear Association	9.441	1	0.002
N of Valid Cases	62		

utation and Consumer Buying Decision.

- Alternate Hypothesis: There is a significant relationship between organizational reputation and Consumer Buying Decision.
- The level of significance ($\hat{I}\pm$ or alpha) considered for all the test is 0.05
- P-value =Alpha: The variables have a statistically significant relation (Reject H0)
- P-value Alpha: No relation exists between variables (Fail to reject H0) . Result: 0.118 This result is more than α value, so here alternate hypothesis is rejected.

Conclusion: There is no significant direct influence of the reputation and consumers buying decisions

Hypothesis Testing 3:

- Null Hypothesis: There is no significant relationship between corporate social responsibility awareness and Consumer Buying Decision.
- Alternate Hypothesis: There is a significant relationship between social responsibility awareness and Consumer Buying Decision.
- The level of significance ($\hat{I}\pm$ or alpha) considered for all the test is 0.05
- P-value =Alpha: The variables have a statistically significant relation (Reject H0)

- P-value Alpha: No relation exists between variables (Fail to reject H0)
- Result: 0.01

This result is more than α value, so here null hypothesis is rejected , see table (9).

Conclusion: From the graph (10) Consumers who are aware of the corporate social responsibility initiatives of the particular organization or brand has a significantly positive influence on consumer buying decision. Thus, there is a significant relation between awareness of the corporate social responsibility initiative by the brand or products and consumer buying decisions.

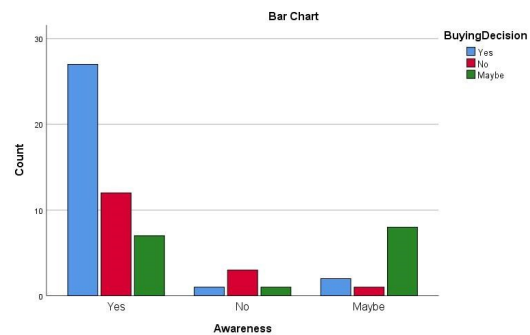


Figure 9: Bar graph representation of CSR Awareness and Consumer Buying Decision relation

Hypothesis Testing 4:

- Null Hypothesis: There is no significant relationship between Brand Image and Consumer Buying Decision.
- Alternate Hypothesis: There is a significant relationship between social responsibility awareness and Consumer Buying Decision.

Table 7: Chi-Square Test

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.812a	8	0.118
Likelihood Ratio	15.879	8	0.044
Linear-by-Linear Association	0.047	1	0.828
N of Valid Cases	62		

Table 8: Chi-Square Test

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.823a	4	0.001
Likelihood Ratio	16.655	4	0.002
Linear-by-Linear Association	12.522	1	0
N of Valid Cases	62		

- The level of significance ($\hat{I}\pm$ or alpha) considered for all the test is 0.05.
- P-value =Alpha: The variables have a statistically significant relation (Reject H0).
- P-value Alpha: No relation exists between variables (Fail to reject H0) Result: 0.092 This result is more than α value, so here alternate hypothesis is rejected, see table (10)

Conclusion: There is no significant relation between consumer buying decision and brand image , see figure 11.

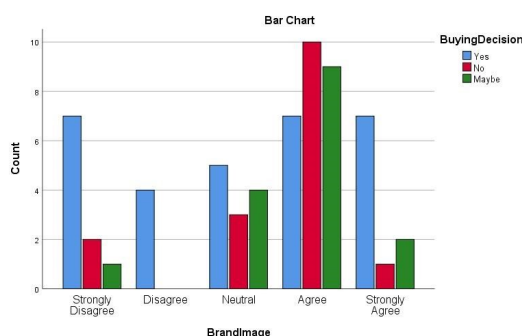


Figure 10: Bar graph representation of Brand Image and Consumer Buying Decision

Hypothesis Testing 5:

Null Hypothesis: There is no significant re-

lationship between corporate social responsibility awareness and Consumer Buying Decision.

Alternate Hypothesis: There is a significant relationship between social responsibility awareness and Consumer Buying Decision.

The level of significance ($\hat{I}\pm$ or alpha) considered for all the test is 0.05

P-value =Alpha: The variables have a statistically significant relation (Reject H0)

P-value Alpha: No relation exists between variables (Fail to reject H0) Result : 0.014 . This result is less than α value, so here null hypothesis is rejected , see table 11.

Conclusion: Consumers have responded that the brand which is associated with corporate social responsibility comparing to other similar brands will be moderately preferred and their loyalty towards the brand which is responsible social activities by the corporate will significantly influence the positive buying behavior of the consumer. Thus, corporate social responsibility driven loyalty and consumer buying decision has significantly positive relationship , see figure 12 & 13.

Table 9: Chi-Square Test

Chi-Square Test			
	Value	Df	Asymptotic Significance (2sided)
Pearson Chi-Square	13.644a	8	0.092
Likelihood Ratio	15.737	8	0.046
Linear-by-Linear Association	2.343	1	0.126
N of Valid Cases	62		

Table 10: Chi-Square Test

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.149a	8	0.014
Likelihood Ratio	23.973	8	0.002
Linear-by-Linear Association	0.921	1	0.337
N of Valid Cases	62		

Table 11: Chi-Square Test

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.641a	8	0.092
Likelihood Ratio	16.711	8	0.033
Linear-by-Linear Association	2.112	1	0.146
N of Valid Cases	62		

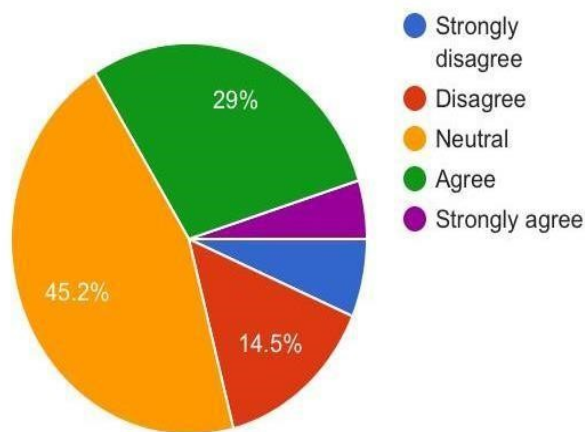


Figure 11: Pie chart representation of respondent’s percentage for loyalty

Hypothesis Testing 6:

- Null Hypothesis: There is no significant relationship between corporate social responsibility Motivation and Consumer Buying Decision.
- Alternate Hypothesis: There is a significant relationship between corporate social responsibility Motivation and Consumer Buying Decision.

cant relationship between social responsibility motivation and Consumer Buying Decision.

- The level of significance ($\hat{I}\pm$ or alpha) considered for all the test is 0.05
- P-value =Alpha: The variables have a statistically significant relation (Reject H0)
- P-value Alpha: No relation exists between variables (Fail to reject H0) Result: 0.092 This result is more than α value, so here alternate hypothesis is rejected, see table (1 2).

Conclusion: There is no significant influence and there is no significant relationship between the motivation and consumer buying decision , see figure 14.

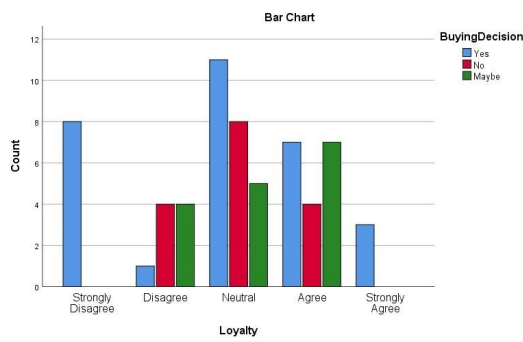


Figure 12: Bar graph representation of Loyalty and Consumer Buying Decision in Chi-Square Test

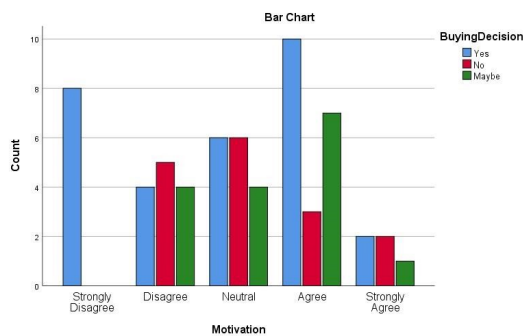


Figure 13: Bar graph of Motivation and Consumer Buying Decision in Chi-Square Test

Hypothesis Results Summary

Variables for	Chi Square Test	Hypothesis Test	Test Results
Strong CSR	Buying Decision	Test 1	Relationship exists
Reputation	Buying Decision	Test 2	No relationship exists
CSR Awareness	Buying Decision	Test 3	Relationship exists
Brand Image	Buying Decision	Test 4	No relationship exists
Loyalty	Buying Decision	Test 5	Relationship exists
Motivation	Buying Decision	Test 6	No relationship exists

Figure 14: Hypothesis Results

Results Discussion and Recommendations

As many researches are conducted on the consumer behaviour in various aspects, but this researches only concentrated to provide a wide exposure in understanding of consumer behavior in the decision making with regard to the CSR activities. This study is conducted with help of questionnaire survey to under-

stand the consumer behavior, which analyzed the consumer buying decision influence by the variables such as organizational reputation, corporate social responsibility awareness, loyalty, motivation, strong corporate social responsibility and brand image. This study has shown that the buyers believe a firm to be authentic if they practice CSR initiatives qualitatively. From the consumer point of view firms which are taking up CSR initiatives are influencing the individual buyer somehow. According to the analysis performed in this research it enlightened the importance of corporate social responsibility and how every individual is looking into the background of the organization or a brand before they tend to buy have recognized that each and every relationship associating directly or indirectly with the corporate social responsibility. CSR is something which quickly prompts the incitement of the customers to expand the quest for CSR information and by utilizing this CSR information in buying subsequently building up the brand by eliminating the negative reputation if any. Corporate Social Responsibility is something which has been setup as having the ability of upgrading the service or goods evaluation among the similar brands as a competitive advantage.

In the data collected through the survey they were more of male respondents compared to the female respondents where the ratio is 6:4 and they were different age groups because the survey was on the basis of random sampling. Among the respondents in the analysis students and employees are of equal percentage of 38.7% and they are 12.9% of respondents who are unemployed. In this analysis we have done the chi-square tests to know the relation

between the different variables where we have statistically noticed that the significance of the strong corporate social responsibility and consumer buying decision have a significant relationship, association between corporate social responsibility and consumer buying decision have a close relationship which positively impacts the consumer buying decision and there is also a relation between the corporate social responsibility driven loyalty and consumer buying decision which also has a positive impact on consumer buying decision. According to the analysis it was proven that the organizational reputation would positively build through the buyer responses. Since awareness of the corporate social responsibility has also played a major role and has a positive impact on the consumer decision making selecting platforms for mediating or communicating for the awareness is also a key element. So, in this research according to the analysis performed, it enlightened the importance of corporate social responsibility and how every individual is looking into the background of the organization or a brand before they tend to buy have recognized that each relationship associating directly or indirectly with the corporate social responsibility. Thus, corporate social responsibility is becoming one of the competitive advantages in this market.

Early consumers used to buy products or services inclining more towards their personal satisfaction and choices however in recent times due to the raise of social responsibility in every individual. After conducting the research, it has been observed that there is a considerable change in the consumer behavior in perspective of social responsibility. If businesses and organizations can focus on corpo-

rate social responsibility aspects either in their product or services then they will create an awareness about their company in market and among the customers and also it is profitable for the society as well as organization and also the consumer in terms of responsibility, expanding customer reach and contributing for a social cause and sustainable development.

Acknowledgement

I would like to thank Saudi Electronic University, especially the College of Administrative and Financial Science for their support.

Declarations

Conflict of interest: The authors have no relevant financial or non-financial interests to disclose. The authors declare no conflict of interest.

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Appendix

Correlations								
	Awareness	Brand Image	Loyalty	Motivation	StrongCSR	Reputation	BuyingDecision	
Awareness	Pearson Correlation	1	0.169	0.203	0.223	0.124	-0.043	.453**
	Sig. (2tailed)		0.189	0.114	0.081	0.337	0.738	0
	N	62	62	62	62	62	62	62
Brand Image	Pearson Correlation	0.169	1	.309*	.264*	0.077	.319*	0.196
	Sig. (2tailed)	0.189		0.014	0.038	0.551	0.011	0.127
	N	62	62	62	62	62	62	62
Loyalty	Pearson Correlation	0.203	.309*	1	.670**	0.053	.433**	0.123
	Sig. (2tailed)	0.114	0.014		0	0.682	0	0.341
	N	62	62	62	62	62	62	62
Motivation	Pearson Correlation	0.223	.264*	.670**	1	0.031	.386**	0.186
	Sig. (2tailed)	0.081	0.038	0		0.808	0.002	0.148
	N	62	62	62	62	62	62	62
Strong CSR	Pearson Correlation	0.124	0.077	0.053	0.031	1	0.052	.393**
	Sig. (tailed)	0.337	0.551	0.682	0.808		0.687	0.002
	N	62	62	62	62	62	62	62
Reputation	Pearson Correlation	-0.043	.319*	.433**	.386**	0.052	1	0.028
	Sig. (tailed)	0.738	0.011	0	0.002	0.687		0.83
	N	62	62	62	62	62	62	62
Buying Decision	Pearson Correlation	.453**	0.196	0.123	0.186	.393**	0.028	1
	Sig. (tailed)	0	0.127	0.341	0.148	0.002	0.83	
	N	62	62	62	62	62	62	62

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).