

Influence Of Corporate Social Responsibility Awareness On Consumer Decision Making (Special Reference Of FMCG Companies)

¹Dr. Kaushal Yadav, ²Ms. Namrata Ladha, ³Dr. Deepak Shrivastava, ⁴Dr. Vivek Sharma

¹Assistant Professor (Institute of Management Studies, DAVV, Indore)

²Senior Research Fellow (Institute of Management Studies, DAVV, Indore)

³Professor (Institute of Management Studies, DAVV, Indore)

⁴Associate Professor (Institute of Management Studies, DAVV, Indore)

How to cite this article: Kaushal Yadav, Namrata Ladha, Deepak Shrivastava, Vivek Sharma (2024). Influence Of Corporate Social Responsibility Awareness On Consumer Decision Making (Special Reference Of FMCG Companies). *Library Progress International*, 44(3), 13703-13712.

ABSTRACT

Corporate Social responsibility grabbing immense attention across the globe in this era. Therefore, the central theme of this research study was trying to find out influence of CSR awareness on consumer decision making, for this study consumer of FMCG companies was adopted for research. Companies was selected based on market share in India, top three major companies were selected for this research HUL, ITC, and NESTLE. Study was Exploratory and descriptive in nature, deductive approach has been adopted for this study, for collection of data, under the non-probability sampling, convenient sampling method was used, Primary data was collected through survey method, sample size of study was 300. Area of sampling urban population of Indore district of Madhya Pradesh, Sampling unit of this study was individual consumer of FMCG companies in Indore. Self-Structure questionnaire was formed. Interval Itemized rating scale was developed for measurement (5-point Likert scale, strongly disagrees to strongly agree). Data was reliable and data adequacy was as per standard. Therefore, data analyzed through statistical tools like, Frequency analysis, Chi square, t test, ANOVA and Regression analysis, the findings of this study proved that there is positive relation between CSR awareness and consumer purchase decision. Result showed that, if companies able to hone their communication skills towards the customers about their CSR activity as ethically it increases the probability for companies to attract more consumers towards organization.

Keywords: corporate social responsibility, consumer decision making, CSR awareness.

INTRODUCTION

Corporate Social responsibility grabbing immense attention across the globe in this era, CSR is not a new philosophy for business it exists from ancient time. Business is not something transaction of goods and services between organization and consumer; it is part of our society. Business has great responsibility towards all the stake holder of business. However, CSR term was coined by Howard R. Bowen in 1953 in his book "Social Responsibility of the business" Most of the companies perform CSR activity this era only for create positive image of their companies and for that spend money on environmental and eco-friendly product (Colombo and Gazzola, 2013). Therefore, different researcher given definition and model of CSR. Carroll was the famous contributor about CSR; He has given four-dimension model of CSR, economic, legal, political and ethical (Carroll, 1991). According to Elhauge, sacrificing profit for the society and interest of community is part of corporate social responsibility. (Elhauge, 2005), the core issue with companies, they do not have proper strategy for CSR activity and projects, they just apply CSR activity by some social pressure or unplanned initiative, (Rangan, 2012).

The economic activity of all sectors focuses on consumer, and consumer perception is on the major issue which affect the company's image; therefore, CSR plays an important role to enhance perception and image of companies (Maignan, 2001; Marin et al., 2009; Hassan et al., 2013). The social responsibility projects, of companies which run in different parts of country through organization helps enhance positive confidence of consumer towards particular company and it also help to engage all the stake holder of business towards society, (Pérez 2013).

Corporate social activity performed by all giant organizations these days, they use different ways to support the society through various projects, sometimes it run by itself or through some non-governmental profit

organization. However, their communication of CSR activity is very specific and focused because they distinguished themselves from each other's through their activity in the eyes of consumer and create positive image of organization which help to influence purchase decision of consumers, (Bhattacharya and Sen, 2004; Sen and Bhattacharya, 2001; Garcia et al., 2005).

CSR SPENDING OF INDIA AND FMCG COMPANIES

India was the first country which made mandatory of CSR spending through law, under the company act 2013 section 135 those companies come under the purview of this act, it becomes compulsory for them to spend 2% of average profit of last three year.

In India number of companies come under this act and spend billions for the society and help to marginalized people in our country. Annual reports of companies provide all the description about spending money and sector where they spend money.

According to the National CSR portal of Ministry of corporate affairs (Government of India) total no. of companies register under this act and amount spend in different sectors.

Year	Total no. of companies	Total amount spent on CSR	State and UT Covered	Total NO. of project	Development Sector
2020-21	17007	24865 (Cr.)	39	36865	14
2019-20	22718	24891 (Cr.)	38	35006	14
2018-19	25103	20172 (Cr.)	39	31989	14
2017-18	21520	17098 (Cr.)	39	26582	14
2016-17	19553	14344 (Cr.)	39	22968	14

This is the amounts which spend by different companies in our country unfortunately prescribed amount of these companies for spending was for greater than what actual spent on ground project.

FMCG companies was adopted for research, in our country N number of FMCG companies are operating business. Therefore, on the basis of market share top three major companies were selected for this research HUL, ITC, and NESTLE.

1. SPENDING ON CSR FROM 2014 TO 2021

Year	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
Actual CSR	82.35 Cr.	92.12Cr.	103.88Cr.	116.09Cr	126.45Cr	143.74Cr	165.08Cr
Prescribed CSR	79.92Cr	91.94Cr	101.71Cr	112.20Cr	124.19Cr	142.20Cr	161.70Cr

[https://csrbox.org/India_Company_Hindustan-Unilever-Limited--\(HUL\)-Maharashtra_43](https://csrbox.org/India_Company_Hindustan-Unilever-Limited--(HUL)-Maharashtra_43)

CSR project of HUL Company: project Shakti, Swachh Aadat Swachh Bharat, Water Conservation Projects, Happy Homes: Asha Daan & Ankur.

2. CSR projects of ITC:

1. Promoting Nutrition and health and preventing health care in rural area of India.
2. Working on education in rural area and remote villages.
3. Providing skill programme to unskilled worker.
4. Protection of Indian classical music.
5. Research and innovation for new technology.
6. Working on agree product for soil safety.

3. CSR projects of NESTLE:

Nestle work for Nutrition education in India and promote physical activity among all the school children, through the Nestlé Healthy Kids (NHK) program and the Knowledge Sharing (KNHK) program. It works for water conservation and rural development through set up purified drinking water tanks and sanitation facilities for girls in village schools to support the continued education of children. Our other initiatives include partnering with local NGOs to train farmers, implementing a program called "Amra Korbo Joy" to enhance the livelihood of street vendors and organizing a series of nutrition training programs for women on nutrition and traditional birth attendance.

4. REVIEW OF LITERATURE

The fundamentals of the corporate social responsibility are betterment of society through their social

activity, because they become most powerful organization on earth, in terms of economic and political. Therefore, it is essential for them to support and solve some of burning issues like climate change, poverty etc. Although in current era of globalization restrict most of the companies to perform CSR activity only for their image and perception, that is why they do only those things which make them different from others companies, because consumers consumer behavior of purchase influenced by these positive CSR activity (Bhattacharya and Sen, 2004; Sen and Bhattacharya, 2001; Garcia et al., 2005). According to, Aasad in his paper 2010 previous some years consumers changed their perception about CSR significantly, they see CSR as positively social activity which is necessary for companies (Aasad, 2010). Even Though CSR is very essential behavior of companies which can be prevented by the organizations (Pakseresht, 2010).

Along with the companies' retailers of fast-moving consumer goods companies put emphasis to perform corporate social responsibility from their capacity because it enhances the positive relation with consumer, Consumers also have very high regards about those business which involve such kind of social activity and they love to support such initiative which taken by these organization and they see as corporate citizen (Kim et al., 2014; Luo and Bhattacharya, 2006). Companies have their own motives towards this activity and they perform corporate social responsibility according to their own perceptions, on the contrary consumer do their own inference about all these activities and make their own perception about organization (Campbell and Kirmani 2000).

Under the government some of the specific sector is allowed by the companies to spend money through CSR, in this context the type of sector chose by companies it makes impact on the minds on consume to make perception about organization and right sector can be advantageous for companies (Forehand & Grier, 2003). Some of the study found that it is not all the time these activities make positive perception about companies, it is complex to measure behavior of consumers some time it does not make such impact on consumers (Bray et al., 2011; Fuentes, 2015; Lavorata, 2014; McGoldrick and Freestone, 2008). Due to its complicated history, the idea of corporate social responsibility (CSR) warrants a thorough examination. There have already been hints in the business community indicating their worries about society at large. Although there are numerous definitions of CSR, the academics focus on more contemporary ideas of CSR. CSR behaviors, as defined by Richardson, Welker, and Hutchinson (1999), are optional acts made by businesses with the goal of advancing their social issues. It's now being debated how businesses and brands fit into a more dynamic and expanding environment, as well as what factors might influence their commitment to social responsibility. There is still disagreement over the characteristics of CSR that consumers perceive, despite extensive research and effort to understand the influence of CSR from the standpoint of consumer behavior (Dahlsrud, 2008; Feldman and Vasquez-Parraga, 2013)

Carroll was a well-known figure in the field of CSR. He made contributions to the four-dimensional CSR model. This model's social, economic, legal, and political components are all universally acknowledged by academics and it is extremely important for any commercial organization. This model's economic and social responsibilities put more emphasis on providing consumers with high-quality services and products that also fully meet societal needs. Legal obligations include abiding by corporate standards and carrying out all transactions in compliance with these standards. The majority of company functions are discretionary; hence it is up to business to identify societal needs and meet them without recourse to the law (Carroll, 1979).

In their study, Rahim, Jalaludin, and Tajuddin discovered a favorable association between corporate image and purchase intention as well as how CSR enhances the good perception of businesses. Additionally, it gives customers a basis for comparing products and services across different organizations based on their CSR activity. Jalaludin's study found that when a company's brand is more involved in social responsibility efforts, consumer loyalty also rises. (Jalaludin, F. W., Tajuddin, K., and Rahim, R. A. 2011) CSR has grown to be a crucial component of modern business, and because it affects a company's philosophy and image, it has been integrated into corporate strategy. As a result, numerous researchers have described the CSR concept, but sadly, it is still unclear exactly what definition should be adopted globally. The core concept of CSR, according to Chang and Chen, is to enhance integration between company and all of its stakeholders, which aids in enhancing social values and relationships. (Chen, S.C.-W., Hu, A.H., and Chang, D.-S. 2015) Customers are more drawn to businesses that actively engage in CSR efforts because they feel more socially responsible. Consumer preference may also be influenced by the product rather than the producer's CSR because common elements like pricing, brand perception, and current fashion all have a big impact on consumer choice. Research has shown that consumers are willing to purchase expensive goods from companies that practice social responsibility (Sharma et al., 2013).

CSR can be summed up as business behavior with an eye toward incorporating the effects of these actions into every corporate objective (Orgrizek, 2001; Coldwell, 2001). In light of the literature's definition of CSR, it can be said that this practice refers to business organizations' on-going efforts to advance their ethical principles and social responsibility, spur economic growth, support charitable endeavors, raise the caliber of their workforce, and expand the range of services they offer. However, Freeman & Liedtka (1991) contend that CSR might encourage incompetence by encouraging managers to become involved in tasks outside of their areas of expertise, such as attempting to fix society's problems.

Du and Bhattacharya claim that in order for a company to implement effective and conscious CSR marketing, the company's strategic issues must be very specific, and the CSR policy must be communicated to all

stakeholders in a clear and understandable manner because the stakeholders are not particularly interested in understanding the policy's benefits (Du, S.; Bhattacharya, C.B.; Sen, S.2010). One study explains five phases of integrating CSR and corporate strategy, so this study connects the relationship between CSR and corporate strategy of business. As CSR evolves, it becomes a very conceptual corporate strategy (Mirvis and Googins 2006). There are additional considerations for incorporating CSR into any business plan; charitable CSR is one of them and improves reputation. The major conclusions of the literature on CSR state that customers are interested in the social behaviour of businesses and are impacted by this behaviour while making purchases (Maignan, 2001). Consumers frequently contend that choosing and purchasing specific brands is influenced by a company's social responsibility profile (Castaldo et al., 2009; Singh et al., 2008).

5. RESEARCH DESIGN

Objective of the study

1. To determine the awareness of consumer towards corporate social responsibility.
2. To determine influence of corporate social responsibility on consumer purchasing decision.

Study is Exploratory in nature deductive approach has been adopted for this study, for collection of data under the non-probability sampling (convenient sampling method was used), Primary data collected through survey method, sample size of study 300 response rate was 90% therefore, 270 filled response was collected, Area of sampling Indore district of Madhya Pradesh urban and rural both covered, Sampling unit of this study is individual person of Indore. Self-Structure questionnaire was formed. Interval Itemized rating scale was developed for measurement (5-point Likert scale, strongly disagrees to strongly agree).

CSR1	CSR is a philanthropic activity of the company.
CSR2	CSR is a set of the ethical value system of the company
CSR3	CSR is the social accountability of the company towards society.
CSR4	CSR is a legal binding of the company towards society.
CSR5	CSR is a marketing strategy of the company
CSR6	CSR is a strategic approach to the company
CSR7	CSR is corporate fairness and accountability of the company
CSR8	CSR is a comprehensive policy to manage all stakeholders of the company.

Questionnaire has two-part First part related to demographic information and second gather the data through scale about abstract information of consumer decision making 20 statements was derived by extensive review of literature. KMO, reliability and validity were checked.

CSR9	Companies that are good with the employee, I feel positive and reliable for the shop.
CSR10	I feel quality assurance from good CSR FMCG Company.
CSR11	I consider the ethical reputation of businesses when I shop from FMCG Companies.
CSR12	I am willing to pay a premium price for goods/services from socially responsible companies
CSR13	Socially Responsible companies always have ethical principles in their relationship with customers and give priority over economic profit.
CSR14	I can distinguish brands with CSR activities from other competing brands.
CSR15	I feel reliable and loyal for those companies which have social emotion for marginalized people of society.
CSR16	CSR practices create a positive attitude towards the company and its brands.
CSR17	I feel a strong sense of identification with the highly-rated CSR FMCG Company.
CSR18	I praise companies in society, which is socially responsible and committed.
CSR19	I will patronize those companies which are good at CSR work.
CSR20	The CSR activities of the company create a favorable brand image

6. ANALYSIS AND INTERPRETATION:

Analysis initially, we proceeded with the general characterization of the respondents and we applied Frequency analysis and chi-square analysis to assess the significant association. The survey questions, included in

the scale, were tested through exploratory factor analysis. T test and ANOVA test was applied to understand significant difference among gender and education towards awareness of corporate social responsibility. Regression analysis applied to find out impact on consumer buying behavior where awareness was independent factor and behavior of consumer dependent factor.

7. Demographic analysis

Total no of respondent 270 out of 270, 52% of people male and 47.4 was female in this sample 19.6 % respondent was 18-25 age group 29.3 % respondent come from 25-35 age group, 24.4% respondent 35-45 age group 18.9% of respondents from 45 to 60 age group.

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	142	52.6	52.6	52.6
Female	128	47.4	47.4	100.0
Total	270	100.0	100.0	

Total no of respondent 270 out of 270, 52% of people male and 47.4 was female

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	53	19.6	19.6	19.6
25-35	79	29.3	29.3	48.9
35-45	66	24.4	24.4	73.3
45-60	51	18.9	18.9	92.2
60+	21	7.8	7.8	100.0
Total	270	100.0	100.0	

Out of 270 respondents 83.7% of people aware about corporate social responsibility where are 4.4 % people were not aware about CSR, and 11.9% people were not so much aware about corporate social responsibility. It shows that most of respondent have awareness about corporate social responsibility and very few people are not aware about CSR.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	226	83.7	83.7	83.7
no	12	4.4	4.4	88.1
not much	32	11.9	11.9	100.0
Total	270	100.0	100.0	

8. Hypothesis H01 – There is no significant association between gender and CSR awareness

Cross tabulation shows that out of 142 male respondents 116 respondents aware about CSR and 110 females aware about out of 128 females. And Chi – Square value .530 which is more than .5 significance value, Therefore, fail to reject null hypothesis it shows that there is no association

Chi-Square Tests

Chi-Square value	df	Asymp. Sig. (2-sided)
474.218		0.530

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.801
Bartlett's Test of Sphericity	Approx. Chi-Square 474.218

Pearson Chi-Square	1.270 ^a	2	.530
Likelihood Ratio	1.294	2	.524
Linear-by-Linear Association	.547	1	.460
N of Valid Cases	270		

9. Hypothesis H02 – There is no significant association between age and CSR awareness

It is proved that through this result there is significant association between age and awareness of CSR. Significance value of chi - square is less than .05. Therefore, null hypothesis was rejected.
19.6 % respondent was 18-25 age group 29.3 % respondent come from 25-35 age groups,24.4% respondent 35-45age group 18.9% of respondents from 45 - 60 age groups.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.040 ^a	8	.000
Likelihood Ratio	29.689	8	.000
Linear-by-Linear Association	14.887	1	.000
N of Valid Cases	270		

10. EFA (Exploratory factor Analysis):

Exploratory factor analysis applied and 6 construct was derived through EFA all the prior requisite was done like KMO for data adequacy, value of KMO .801 which good for apply EFA Reliability of data also check by both scale and for scale 1 it was .861 cronbach's alphawhich was highly reliable for EFA for scale 2, cronbach's alpha .919 which also very good. Nomo logical and Discriminant validity checked where value is less than 0.5 correlations between two construct which shows sufficient difference.

KMO and Bartlett's scale 2

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.904
Approx. Chi-Square		981.788
Bartlett's Test of Sphericity	df	66
Sig.		.000

Reliability Statistics scale 2

Cronbach's Alpha	onbach's Alpha Based onStandardized Items	N of Items
.919	.917	12

Construct was derived from EFA and the name was given to them Ethical CSR, Economical CSR and Legal CSR it was first scale and through Second scale three more factor was derived and these were perception of CSR second brand identification and third consumer buyingbehaviour. Total 8 item part of first scale and 12 item of second scale

Rotated Component Matrix scale 1

	Component		
	1	2	3
VAR00003	.793		
VAR00001	.789		
VAR00006	.740		
VAR00002	.726		
VAR00007	.687		
VAR00005		.898	
VAR00008		.663	
VAR00004			.949

Rotated Component Matrix scale 2

	Component		
	1	2	3
VAR00014	.780		
VAR00010	.761		
VAR00019	.698		
VAR00012	.670		
VAR00013	.501		
VAR00016		.759	
VAR00020		.741	
VAR00015		.737	
VAR00018		.507	
VAR00017			

VAR00011			.836
VAR00009			.782

The entire variable was taken more than .5.

11. H03: There is no significant difference of CSR awareness across gender.

Independent T test analysis result shows there is significance value of t test is more than 0.05 which means we fail to reject null hypothesis, which explain there is no significant difference between genders about ethical CSR awareness, economical CSR awareness and legal CSR awareness. The value of significance (0.69, 0.83,) level of awareness about corporate social responsibility not makes any differences on the basis of gender.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	5% Confidence Interval of the Difference	
									Lower	Upper
CETHCSR	Equal variances assumed	3.343	.069	-1.541	268	.124	-.15984	.10371	-.36403	.04435
	Equal variances not assumed			-1.547	267.825	.123	-.15984	.10329	-.36320	.04352
CECOCSR	Equal variances assumed	.042	.837	-.485	268	.628	-.04968	.10241	-.25130	.15194
	Equal variances not assumed			-.484	263.440	.628	-.04968	.10255	-.25161	.15225
CLEGCSR	Equal variances assumed	2.031	.155	.308	268	.758	.03653	.11862	-.19701	.27007
	Equal variances not assumed			.306	254.163	.760	.03653	.11942	-.19865	.27172

H04: There is no significant difference of CSR awareness across age.

Result of analysis on across gender it shows that there is significant difference on ethical CSR awareness across gender significance value of test is .005 which is less than .05 therefore, we reject the null hypothesis.

Other two economical and legal awareness significance value of test .227 and .899 which is more than .05 which indicate we fail to reject null hypothesis.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
CETHCSR	Between Groups (Combined)	10.671	4	2.668	3.819	.005
	Linear Term Unweighted	4.292	1	4.292	6.145	.014
	Weighted	2.226	1	2.226	3.187	.075
	Deviation	8.445	3	2.815	4.030	.008
	Within Groups	185.101	265	.698		
	Total	195.772	269			
CECOCSR	Between Groups (Combined)	3.978	4	.995	1.422	.227
	Linear Term Unweighted	1.600	1	1.600	2.288	.132
	Weighted	.919	1	.919	1.314	.253
	Deviation	3.059	3	1.020	1.458	.227
	Within Groups	185.389	265	.700		

Total	189.367	269			
CLEGCSR Between Groups (Combined)	1.020	4	.255	.267	.899
Linear Term Unweighted	.173	1	.173	.181	.671
Weighted	.033	1	.033	.035	.853
Deviation	.987	3	.329	.345	.793
Within Groups	252.910	265	.954		
Total	253.930	269			

12. Hypothesis

H1a: Ethical corporate social responsibility has positive effect on consumer buyingbehavior.

13. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.567	.119		4.785	.000
CETHCSR	.885	.032	.859	27.454	.000

Dependent Variable: BUYING_BEH

The Coefficients of ethical CSR being .859 represent the effect of ethical CSR on consumer buying behavior. The p value is significant less than .05 at 5% level and therefore, null hypothesis not supported and alternative hypothesis accepted.

It shows that there is positive effect of ethical CSR on consumer buying behavior, this positive coefficient explains that 1 unit enhance in ethical CSR there is .859 units will enhance in consumer buying behavior.

14. H1b: Ethical corporate social responsibility has positive effect on brand identification.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.727	.127		5.737	.000
CETHCSR	.834	.034	.829	24.243	.000

Dependent Variable: BRA_ID

The Coefficients of ethical CSR being .829 represent the effect of ethical CSR on brand identification. The p value is significant less than .05 at 5% level and therefore, null hypothesis not supported and alternative hypothesis accepted.

It shows that there is positive effect of ethical CSR on consumer brand identification, this positive coefficient explains that 1 unit enhance in ethical CSR there is .829 units will enhance in brand identification.

15. H1c: Economical & legal corporate social responsibility has positive effect on buyingbehavior.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.882	.190		9.923	.000
CECOCSR	.454	.057	.433	7.895	.000
CLEGCSR	.175	.050	.194	3.537	.000

Dependent Variable: BUYING_BEH

The Coefficients of economical & legal CSR being .433 represent the effect of economic CSR on consumer buying behavior. The p value is significant less than .05 at 5% level and therefore, null hypothesis not supported and alternative hypothesis accepted.

It shows that there is positive effect of ethical CSR on consumer buying behavior, this positive coefficient explains

that 1 unit enhance in economical CSR there is .433 units will enhance in consumer buying behavior.

16. CONCLUSION AND IMPLICATIONS

The discussion of findings is in relation with objectives of this study. In this time immense competition in markets exists, and firms try to attract as much as attention towards their product and services. Therefore, CSR become very robust instrument for companies to build strong identification with brand and make positive image in society. CSR also help to differentiate brand of company from other competitors. Through this study findings prove that there is positive relation between CSR awareness and consumer purchase decision, CSR awareness of consumer tilt towards ethical compare than economical, therefore, if companies able to communicate customers about their CSR activity as ethically it increases the chances for companies to attract more consumers towards organization. Therefore, considering both the significance that consumers attach to environmental and recycling issues as well as their awareness of the company's social responsibility initiatives, we can affirm that the last disinvestment stage of the consumer decision process model (Blackwell et al., 2006). When consumers do not associate these activities with a company or a brand, the hypothesis that knowledge of social responsibility activities influences purchases is not supported, confirming the findings of studies by Boulstridge and Carrigan (2000), Valor (2008), Carrigan and Attalla (2001). Therefore, fast moving consumer goods companies need to spend money on corporate social responsibility with certain strategy and communicate this activity to all the people through various medium, it will help to make good relation with consumer and consumer will find them associated with companies. Results also explain how awareness and information of corporate social projects influence buying decision of consumer for particular company, along with this also help to create robust brand of company. It will be win-win situation for both the stake holders of organization.

REFERENCES

- Asaad, A. (2010). *The role of brand equity in the effects of corporate social responsibility on consumer loyalty*. University Sains Malaysia.
- Bhattacharya, C. B., & Sen, S. (2004). Doing better at doing good: When, why, and how consumers respond to corporate social initiatives. *California Management Review*, 47(1), 9–24. <https://doi.org/10.2307/41166284>
- Bhattacharya, C. B., & Sen, S. (2011). Corporate social responsibility and competitive advantage: Overcoming the trust barrier. *Management Science*, 57(9), 1528–1545. <https://doi.org/10.1287/mnsc.1110.1403>
- Bray, J., Johns, N., & Kilburn, D. (2011). An exploratory study into the factors impeding ethical consumption. *Journal of Business Ethics*, 98(4), 597–608. <https://doi.org/10.1007/s10551-010-0640-9>
- Campbell, J. L. (2007). Why would corporations behave in socially responsible ways? An institutional theory of corporate social responsibility. *Academy of Management Review*, 32(3), 946–967. <https://doi.org/10.5465/amr.2007.25275684>
- Carroll, A. B. (1979). A three-dimensional conceptual model of corporate performance. *Academy of Management Review*, 4(4), 497–505. <https://doi.org/10.5465/amr.1979.4498296>
- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34(4), 39–48. [https://doi.org/10.1016/0007-6813\(91\)90005-G](https://doi.org/10.1016/0007-6813(91)90005-G)
- Carroll's pyramid of CSR: Taking another look - Scientific Figure on ResearchGate. (n.d.). *ResearchGate*. https://www.researchgate.net/figure/Carrolls-pyramid-of-CSR_fig2_304662992 (Accessed 17 March 2023).
- Chai, J., Chang, P., Wang, Z., & Brew, Y. (2015). The public perception of corporate social responsibility and its effects on customer behaviour in China. *American Journal of Industrial and Business Management*, 5(10), 611–621. <https://doi.org/10.4236/ajibm.2015.510062>
- Elhauge, E. (2005). Corporate managers' operational discretion to sacrifice corporate profits in the public interest. In B. Hay, R. Stavins, & R. Vietor (Eds.), *Environmental protection and the social responsibility of firms* (pp. 13–76). Resources for the Future.
- Freeman, R. E. (1984). *Strategic management: A stakeholder approach*. Pitman/Ballinger.
- Friedman, M. (1971, September 13). The social responsibility of business is to increase its profits. *The New York Times Magazine*. <https://www.nytimes.com/1970/09/13/archives/a-friedman-doctrine-the-social-responsibility-of-business-is-to.html>
- Hindustan Unilever Limited (HUL) - Maharashtra - Company CSR profile. (2020). *CSRBOX*. Retrieved May 7, 2020, from [https://csrbox.org/India_Company_Hindustan-Unilever-Limited--\(HUL\)-Maharashtra_43](https://csrbox.org/India_Company_Hindustan-Unilever-Limited--(HUL)-Maharashtra_43)

- HUL Annual Report. (2018). *HUL Annual Report* (p. 36). HUL. Retrieved from https://www.hul.co.in/Images/hul-annual-report-2017-18_tcm1255-523195_en.pdf
- India CSR. (2019). HUL spends Rs. 126.45 Cr on CSR during FY 2018-19. Retrieved May 9, 2020, from <https://indiaccsr.in/hul-spends-rs-124-19-cr-on-csr-during-fy-2018-19/>
- Kim, J., Ha, S., & Fong, C. (2014). Retailers' CSR: The effects of legitimacy and social capital. *International Journal of Retail & Distribution Management*, 42(2), 131–150. <https://doi.org/10.1108/IJRDM-09-2012-0074>
- Maignan, I. (2001). Consumers' perceptions of corporate social responsibilities: A cross-cultural comparison. *Journal of Business Ethics*, 30(1), 57–72. <https://doi.org/10.1023/A:1006433928640>
- Pérez, A., Salmones, M. M. G., & Del Bosque, I. R. (2013). The effect of corporate associations on consumer behaviour. *European Journal of Marketing*, 47(1/2), 218–238. <https://doi.org/10.1108/03090561311285529>
- Rahim, R. A., Jalaludin, F. W., & Tajuddin, K. (2011). The importance of corporate social responsibilities on consumer behavior in Malaysia. *Asian Academy of Management Journal*, 16(1), 119–139. <https://doi.org/10.2139/ssrn.1878285>
- Sen, S., & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38(2), 225–243. <https://doi.org/10.1509/jmkr.38.2.225.18838>
- Sen, S., Bhattacharya, C. B., & Korschun, D. (2006). The role of corporate social responsibility in strengthening multiple stakeholder relationships: A field experiment. *Journal of the Academy of Marketing Science*, 34(2), 158–166. <https://doi.org/10.1177/0092070305284978>
- Sharma, A., & Kiran, R. (2013). Corporate social responsibility: Driving forces. *International Journal of Business Research and Development*, 2(1), 18–27. <https://doi.org/10.24102/ijbrd.v2i1.26>

WEBSITES

- [https://csrbox.org/India_Company_Hindustan-Unilever-Limited--\(HUL\)-Maharashtra_43](https://csrbox.org/India_Company_Hindustan-Unilever-Limited--(HUL)-Maharashtra_43)
- (<https://fortune.com/fortune500/>)
- (<https://companiesmarketcap.com/india/largest-companies-in-india-by-market-cap/>)
- (<https://www.investopedia.com/insights/worlds-top-economies/>)
- (https://www.mca.gov.in/Ministry/pdf/InvitationOfPublicCommentsHLC_18012019.pdf)
- (<https://assets.unilever.com/files/92ui5egz/production/d1367b1dc228eab60f7aa66a849920e4c5ef44c7.pdf/csr-policy---annexure-a-tcm1255-561712-1-en.pdf>)
- (<https://www.itcportal.com/sustainability/pdf/csr-programmes-21-22.pdf>)
- (<https://www.nestle.in/sites/g/files/pydnoa451/files/2019-11/nestle%20India-csr-policy-22-11-19.pdf>)