

CORPORATE SOCIAL RESPONSIBILITY CAMPAIGNS ON BRAND IMAGE AND CONSUMER PURCHASE INTENTION

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Abstract: Cause Related Marketing Campaigns are a part of Corporate Social Responsibility. The research examines the influence of Corporate Social Responsibility campaigns on Brand Image and Purchase Intention of consumers. The study analyzed the effects of CSR campaigns using a set of structured questionnaires on the FMCG consumers. The consumers were selected using Mall intercept survey at a leading mall. The primary data was collected from 178 respondents. Reliability and Validity was tested for the items used in the study. A hypothesized model was developed based on the CSR literatures and the model was measured using Structural Equation Modeling. The findings of the research reveal that CSR Campaigns has direct effect on purchase intention and Brand image. Brand image has more effect than Consumers Purchase Intention. The researcher used Manova to find whether Age and education has a positive effect on CSR Knowledge and purchase intention. Manova findings showed a significant effect of age and education on CSR Knowledge and Purchase Intention. This study will help the firms to be at more advantageous side if they work on CSR campaigns, as it helps to enhance the Brand image, increase the attractiveness and also helps to change the attitude of consumers that impacts final purchase intention.

Keywords: Corporate Social Responsibility, Cause Related Marketing, Consumer Purchase intention, Brand Image, Campaigns.

INTRODUCTION

Corporate Social Responsibility is perceived in many ways such as Corporate Citizenship (Carroll, 1979), Corporate Social Responsiveness (Strand, 1983), Corporate Social Performance (Stevens, 1994), & Stakeholder Management (Wood & Jones, 1995). In the recent years, CSR has achieved a tremendous growth and has produced tangible, measurable and significant benefits. CSR has the ability to build mutually rewarding relationships with key stakeholder groups and thus it has become increasingly important for businesses today to practice CSR in order to create a good image in society. When a company has a good image, it probably retains and attracts its existing consumers and potential consumers. A particular social cause is being supported for the purpose of promotion (Brink et al, 2006; Mohr et al, 2001; Nan & Heo, 2007; Polonsky & Speed, 2001; Singh et al, 2009). CSR is meant as aligning companies' objectives with values that has a greater positive effect. This action is implemented through marketing that focuses on CSR campaigns to maintain a strong relationship between customers and organization. Cause Related Marketing is mostly illustrated as important criteria of CSR. CSR Campaigns can bring huge differentiation between companies and provide many benefits that would increase

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the sales, enhance the confidence of the employee, increase the customer's loyalty, improve the brand image of the company, exposure to positive media and prevention of crisis situation. CSR Campaigns are linked with product sales or transaction. CSR Campaigns also requires coordination with the charity organization, co-branding advertisements, tracking consumer purchase activities and involves more promotion. There are two things a marketer of CRM (Customer Relationship Management) program should know. An effective and well planned CRM program could have great benefits to the business as well as improve the company's image where as an in-effective CRM program or campaign could bring damage to the reputation of the organization and weaken the customer's confidence on the products. The marketer should be careful that the CSR campaigns are carried out in a formalized and structured way so that the charity work is not affected.

This article explores the effects of various CSR campaigns on the purchase intention of customers and on Brand image. The data was collected through mall intercept survey in mall in Chennai and through in depth interview method their awareness about CSR campaigns was known. Only if they had awareness about CSR, the questionnaire was given to complete the survey. For the data analysis, CSR campaign and the CSR Knowledge was taken as the independent variable and Purchase Intention, Brand Image was taken as the dependent variable. A conceptual framework was drawn using SEM and the model fitness was found. All values were within the fit indices. MANOVA was used to find the influence of dependent variable on the independent variables. The independent variables such as age and education were used to find the effect these demographic variables on the dependent variables which are CSR Knowledge and purchase Intention. The study concluded that there is a significant effect of age groups and education level on the CSR knowledge and purchase intention as there were differences of opinion found among the age groups and education level.

THEORY

The theoretical framework of Corporate Social Responsibility was developed by Archie B Carroll in 1991. The theoretical framework consists of four components - economic, legal, ethical, and philanthropy and this framework of CSR components was accepted by many researchers and used as a base for their studies. The idea of CSR started in ancient times and it is considered as broad and complex (Mohr, Webb, & Harris, 2001). Corporate Social Responsibility enables companies to involve in various business strategies to integrate CSR into their businesses (Pirsch, Gupta and Grau, 2006; Alaoui, 2013). Jose and Gatfield (2012) argue that consumers expect the companies to be socially responsible and that these CSR activities influence consumer changes like consumer attitude, buying intentions, buying behaviour. Few studies have found that the association of the companies with customers is an

important mediator of the CSR–Outcomes. Customer satisfaction (Lev, Petrovits, & Radhakrishnan, 2010; Luo & Bhattacharya, 2006), consumer–organization fit (Sen & Bhattacharya, 2001), Awareness (Auger 2003; Brown and Dacin, 1997; Creyer and Ross, 1997; Sen and Bhattacharya, 2001), Brand familiarity, Cause Specificity (Sana-ur-Rehman Sheikh, 2011), Knowledge, Positive brand attitude (Bhattacharya and Sen 2003; Marin and Ruiz 2007; Lee and Lee, 2012) Brand Loyalty (Ramona Cucea, Silvia Štefania Mihalache, 2011), Customer Loyalty (Jamaliah Mohd. Yusof, 2014) and consumer trust (Vlachos, Tsamakos, Vrechopoulus, & Avramidis, 2009) are important areas every organization should concentrate on. In the present, CSR initiatives are becoming frequent as corporate and big organizations intend to meet the demands of the society satisfying the consumers and meeting the expectation of the stake (Matten & Moon 2008).

Drumwright (1994) in a study said that organizations that wanted to conduct CRM programs or CSR campaigns that are either profit oriented or not should adopt certain objectives to ensure that there is a positive effect from the programs. The objectives that can be adopted to have a result oriented programs are: having a long term focus on the mission of the program, the benefits of the program should be clear, the employees working for the project themselves should have confidence and belief on the programs. Horizon Media's finger came up with a study on pulse and found that 81 % of consumers expect the corporate to make a commitment publicly that they would be a good corporate citizens (Paul Polizzotto, 2015). Corporate use different methods of conducting CSR Campaigns or promoting CSR associated products. Certain programs are motivated towards the consumer rationality and certain programs are directed towards the emotions of the consumers. Corporate also use their advertisements in order to create a good will in the eyes of the consumers and to respond to all kinds of pressure from the outside world (Francisca Farache, 2010)

Consumers are the most important group that appears to be liable to a company's Corporate Social Responsibility (CSR) initiatives (Sen and Bhattacharya, 2001). Customers influence firms through their evaluations and product purchasing, (Bhattacharya and Sen, 2003). As the growing markets are so competitive, the marketers are pressurized to use new strategies to influence consumers to buy CSR initiative products (Poolthong & Mandhachitara, 2009).

CSR is the main factor that is required in buying a product from a company. The Consumers responses to CSR initiatives are necessary to know and understand their perceptions to support the CSR activities that are launched by the corporates (Brown and Dacin, 1997; Creyer and Ross Jr, 1997; Du Sen and Bhattacharya, 2008; Maignan, 2001). Chandon and team (2000) stated that consumer's response to the CSR campaigns is the first important thing and that customers could become smart buyers by taking up the sales promotions that can tag them as responsive consumers.

Individuals are more concerned with issues that will impact their lives directly and improve their Self-interest. Consumers have started participating in the social activities that have a special concern. Hence there is a difference in the Consumers attitude to purchase the product which has been impacted by CSR initiatives. Consumer's willingness to participate in CSR activities also will influence the purchase intention. There are studies that show consumers are now more concerned about the social cause of their own interest and are ready to support the local causes than the national causes. In a survey conducted by Cone, Inc. (2005), 55 per cent of consumers think that local causes are most important, followed by national causes (30 per cent) and global causes (10 per cent). This survey was also consistent with dimensions of social exchange theory, which states that individuals also wish to increase their self-interest.

In today's scenario the effect of CSR on Consumers purchase intention is more complex than before. It has both direct and indirect effects on consumers. The effect of CSR would be null if the organizations do CSR activities for their own benefits but if the CSR activity of the corporate reflects the social cause intention, it could create belief in the minds of the consumers (Mohr and Webb, 2005). Inspite of this, only few consumers take up CSR as a means of business (Mohr et al., 2001). Hence in general, there is very little awareness of CSR activities found among the people (Sen et al., 2006). A well-structured and communicative CSR program eventually raises the awareness level of the individuals (Pomering & Dolnicar, 2009). CSR activities of the corporates need to be communicative to the world so that the CSR activities are embedded in the mind of the consumers. Thus making them more aware about CSR creates a positive intention and this in turn leads to purchase intention. If an organization tries to control the information of CSR within their channels, it would have adverse effects on the consumer behavior and will negatively affect the consumer's purchase intention (Wagner et al., 2009).

There exist a number of causes like health causes, animal protection, community development and environmental issues. The important task is to find out how these causes could be combined with the other elements that is considered important by the consumers of the firm. Only these kind of campaigns can motivate the consumers to participate in CSR programmes and at the same time profits can be maximized. The important task is to study the crucial factors that motivates consumers to involve in CSR and important to note whether consumers would identify differences in a cause campaign when making purchasing decisions (Jundong Hou et al,2008).

Campbell and Keller (2003) also stated that communication is a very important factor and it has a direct effect on image of the brand. In order to improve the

brand image, Delgado-Ballester et al. (2012) has pointed that knowledge on brand structures are important. The previous studies on this reveal that there is a strong difference between familiar and unfamiliar brands in terms of the effectiveness of consistency among messages. There are several studies that suggest familiarity of products are associated with consumers purchases, hence organizations strive to make the consumers familiar with the products to get a positive outcome (Zajonc&Markus,1982, Aaker&Keller,1990, Holden&Vanhuele,1999). The perceptions of individuals vary from person to person and consumers prefer brands based on the benefits, cost, features and concepts which arise from their previous purchase experience of similar products. The CSR information passed on to the consumers need to be interacted in a more communicative way that enfolds all aspects of the products (Torelli et al., 2012).Shabbir et al. (2010) examined that brand awareness as a influencing factor, partially mediates the relationship between CSR campaigns and Consumers purchase intention.

Research Objectives

- To determine whether CSR Campaigns has an effect on the brand image of CSR associated products.
- To explore if Consumers Purchase Intention is influenced by CSR Campaigns.
- To understand if CSR Knowledge will lead to positive Brand Image and Purchase Intention of Consumers.
- To analyse whether age, gender and education determines the purchase of CSR associated products.

Hypothesis

- **H1:** There exist relationship between CSR Campaigns and Purchase intention
- **H2:** There exist relationship between CSR Campaigns and Brand Image.
- **H3:** There exist relationship between CSR Knowledge and Purchase Intention
- **H4:** There exist relationship between CSR Knowledge and Brand Image
- **H5:** There is a significant difference among age groups with respect to Purchase intention and knowledge on CSR.
- **H6:** There is a significant difference among consumer's education with respect to Purchase intention and knowledge on CSR.

Conceptual Framework

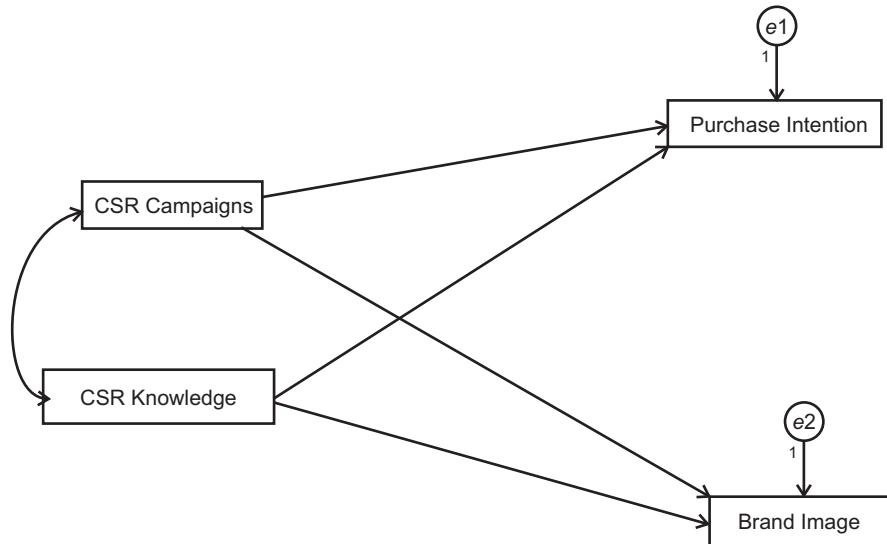


Figure 1: SEM Model

Source: Author's own model

Measurement of Constructs

Measures for constructs used in this study were available in the literature. All independent and dependent variables were measured on a 5-point Likert scale (1 - Strongly disagree; 5 - Strongly agree). In this study, independent variable are the CSR Campaigns (borrowed from Enrique Bigne, 2006) and CSR Knowledge. The dependent variables are Brand Image and Purchase Intention (borrowed from Damiao Xu, 2012). Respondents were asked the level of importance of each item during purchase on a 5-point likert scale (1 - not at all important; 5 - extremely important). Reliability is tested using Cronbach alpha test. In order to validate the conceptual model, CFA is run with four constructs using AMOS. The relationship between the variables is also identified through this AMOS SEM model. The author uses Multivariate Analysis to check if it is possible to sample two or more groups which is in the similar distribution.

Research Methodology

This conceptual framework is tested using primary data collected in Grand mall at Chennai metropolitan city. The data were gathered from the respondents. The questionnaire was given to the participants only those who were aware of CSR and their awareness was found using in-depth interview method. The participant of this survey was chosen using Mall intercept survey. Totally the questionnaire was distributed to 250 participants and only 178 was a usable data.

Procter and Gamble company's brands are taken as the research objects. FMCG companies involve in many activities integrating the brand and social causes that increase their business profits make them sustainable. The country's largest fast moving consumer goods (FMCG) company, P&G have been doing the Shiksha project since 8 yrs and have helped more than 2,80,000 underprivileged children for their education. For this project P&G have joined with many NGO partners to make this great success. This project enables consumers to involve or contribute to these social causes through minor things that can help the underprivileged children reach heights.

DATA ANALYSIS

SEM is one of a multivariate analysis used to test the hypotheses (Hancock & Freeman 2001; Kline 2005), which guesses a series of inter-related dependence relationships concurrently. The hypothesized model is usually tested using statistical methods in an immediate analysis of the entire system of variables in order to determine consistency of the data. For the measurement instrument, the variables are classified as latent and observed variables. Latent variables are not observed directly. They are operationally defined in terms of behaviour believed to represent it. The measured scores (measurements) are termed as observed or manifest variables, and they serve as indicators of the underlying construct which they presume to represent. In this study CSR Campaigns, CSR Knowledge Purchase intention, Brand Image is the latent variables. Each latent variable there are three or four statements (observed variables) to measure the latent variable. There are Exogenous and Endogenous latent variables. Exogenous variables are similar to the independent variables. For the study the CSR Campaigns and the CSR knowledge are the exogenous latent variable. Purchase intention and Brand Image are the Endogenous latent variables that are influenced by the model directly or indirectly. The author examined the model fit with the help of the following indices: CMIN (chi-square), CMIN/df (CMIN divided by degrees of freedom), RMSEA (Root mean square error of approximation), RFI (Relative fit index), CFI (Comparative fit index), NFI (normed fit index), and TLI (Tucker-Lewis index). The fit indices are usually determined with the generally accepted thresholds (Hair et al, 1998; Kline 2005), that suggests the reasonably fitting models are characterized by CMIN/df as high as 5, RMSEA values as 0.08, and RFI, CFI, NFI, and TLI values of 0.90 or higher

DISCUSSIONS AND FINDINGS

Tables

Table 1 illustrates the Reliability of the constructs used for the study. The Cronbach alpha value is tested in SPSS and all the constructs demonstrate a value of more than 0.70 which is a threshold value (Nu Nunnally, 1978).

TABLE 1: RELIABILITY OF CONSTRUCTS

<i>Dimensions</i>	<i>Cronbach Alpha Value</i>
CSR Campaigns	0.851
CSR Knowledge	0.843
Brand Image	0.741
Purchase Intention	0.709

Source: Survey Results

TABLE 2: KMO AND BARTLETT'S TEST

<i>Dimensions</i>	<i>KMO Value</i>
CSR Campaigns	0.751
CSR Knowledge	0.830
Brand Image	0.720
Purchase Intention	0.641

Source: Survey Results

Table 2 illustrates the validity of the constructs and is also done by conducting exploratory factor analysis (EFA) in SPSS using Bartlett's Test of Sphericity. To measure the sampling adequacy and analyze the level of association among variables, Kaiser–Meyer–Olkin (KMO) is employed. The KMO value for all the constructs is tabulated in [Table 2]. All the KMO value is significant and it is more than 0.5 which is the recommended value.

TABLE 3: CONVERGENT VALIDITY

<i>Dimensions</i>	<i>Composite Reliability(CR)</i>	<i>Average Variance Extracted(AVE)</i>
CSR Campaigns	0.921	0.941
CSR Knowledge	0.863	0.721
Brand Image	0.903	0.815
Purchase Intention	0.875	0.921

Source: Survey Results

Table 3 shows the composite construct reliability of each construct ranges from 0.863 (CSR Knowledge) to 0.921 (CSR Campaigns) and these values exceed the threshold value of minimum 0.70 (Bagozzi 1980). These survey results demonstrated that all multi-item scales of the measurement model has adequate internal consistency for further analysis of the structural model. In order to find the construct validity, convergent and discriminant validity, a test was performed . The

standardized loadings and average percentage of variance extracted (AVE) was used to measure convergent validity. As noted by Hair et al. (2006), factor loading greater than 0.50 is considered to be a crucial factors. All loadings in the constructs was higher than 0.50. All the AVE listed in Table was greater than 0.50 and are used for comparing with the correlation coefficients between the two constructs (Fornell and Larcker 1981).

Discriminant Validity

TABLE 4: COVARIANCES: (GROUP NUMBER 1 - DEFAULT MODEL)

	Estimate	S.E.	C.R.	P
CSR Camp <--> CSR Know	54.739	6.197	8.833	***

TABLE 5: CORRELATIONS: (GROUP NUMBER 1 - DEFAULT MODEL)

	Estimate
CSRCamp <--> CSRI	.888

From the Table 5, the inner construct correlation (IC value) is 0.888 and the SIC value is calculated as 0.7885. The discriminant validity is calculated using the average variance extracted and squared inter construct correlation. From the Table 3 it is clear that AVE (.94) is larger than the corresponding squared inter construct correlation estimates (SIC). This means the indicators have more in common with the variable they are associated with than they do with other constructs. Hence the CFA model demonstrates discriminant validity.

Model Fit Summary

In SEM quite a small chi-square value usually support the theoretical model that is proposed to be tested. In this model the value is 4.439(Table 6) and it is relatively small when compared to the value of the independence model (163.275). Thus the χ^2 value is good.

TABLE 6: CHI SQUARE

Model	NPAR	χ^2	DF	P	χ^2/DF
Default model	13	4.439	2	.109	2.219
Saturated model	15	.000	0		
Independence model	5	163.275	10	.000	16.328

Chi Square divided by degree of freedom has to be checked (Wheaton, Muthen, Alwin and Summers 1977). The χ^2 value is statistically sensitive to sample sizes that is the SEM model gets rejected as the sample increases(Bentler and Bonnet, 1980) and when small samples are used the χ^2 statistic value loses its power and lacks in finding the model fitness (Kenny and McCoach, 2003). Hence it is suggested to divide chi-square (χ^2) value by degrees of freedom for a good fit metric (Bentler and Bonnett, 1980). It is recommended that this metric does not exceed five for models with good fit (Bentler, 1989). For the current model, as shown in table was $(\chi^2 / df) = 2.219$ ($\chi^2 = 4.439$; $df = 2$), suggesting acceptable model fit.

The SEM model fit values are illustrated in table 7

TABLE 7: FIT STATISTICS OF THE MEASUREMENT MODEL

<i>Fit statistics of the Measurement model</i>		
<i>Fit statistic</i>	<i>Recommended</i>	<i>Obtained</i>
χ^2	–	4.439
df	–	2
χ^2 significance	$P > 0.05$	0.109
χ^2 / df	< 5.0	2.219
GFI	> 0.90	0.994
AGFI	> 0.90	0.955
NFI	> 0.90	0.973
RFI	> 0.90	0.903
CFI	> 0.90	0.984
TLI	> 0.90	0.92
RMSEA	< 0.08	0.065
RMR	< 0.10	0.084

Goodness of Fit index (GFI) obtained is 0.994 as against the recommended value of above 0.90, The Adjusted Goodness of Fit Index (AGFI) is 0.955 as against the recommended value of above 0.90 as well. The Normed fit Index, Comparative Fit Index, Relative Fit index, Tucker Lewis Index are 0.973, 0.984, 0.903, 0.92 respectively which is greater than recommended level of above 0.90.RMSEA is 0.065 and is well below the recommended limit of 0.08, and Root Mean Square Residual (RMR) is also well below the recommended limit of 0.10 at 0.084. This can be interpreted as meaning that the model explains the correlation to within an average error of 0.084 (Hu and Bentler, 1990). Hence the model shows an overall acceptable fit. Fit model shows the following:

H1 is accepted proving that there is a positive relationship between CSR Campaigns and Purchase Intention

H2 is accepted proving that there is a positive relationship between CSR Campaigns and Brand Image.

H3 is accepted proving that there is a positive relationship between CSR Knowledge and Purchase Intention

H4 is accepted proving that there is a positive relationship between CSR Knowledge and Brand Image

Manova

Manova is used when there are more than one variable that depends on the independent variables. In this study there are two independent variables and two dependent variables. Age and Education are the independent variables whereas CSR Knowledge & Purchase Intention depends on them. This test is run to find the dependency of variables on the others.

The author used Manova most importantly to find the influence of independent variables on the variables that are dependent (Tabachnick, B.G & L.S. Fidell, 1996)

Multi-Variate Analysis - Age & Education

TABLE 8: MULTIVARIATE ANALYSIS

	Effect	Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.986	5941.532 ^b	2.000	172.000	.000
	Wilks' Lambda	.014	5941.532 ^b	2.000	172.000	.000
	Hotelling's Trace	69.088	5941.532 ^b	2.000	172.000	.000
	Roy's Largest Root	69.088	5941.532 ^b	2.000	172.000	.000
Age	Pillai's Trace	.640	40.674	4.000	346.000	.000
	Wilks' Lambda	.387	52.328^b	4.000	344.000	.000
	Hotelling's Trace	1.519	64.956	4.000	342.000	.000
	Roy's Largest Root	1.473	127.454 ^c	2.000	173.000	.000
Education	Pillai's Trace	.350	18.349	4.000	346.000	.000
	Wilks' Lambda	.668	19.227^b	4.000	344.000	.000
	Hotelling's Trace	.470	20.103	4.000	342.000	.000
	Roy's Largest Root	.404	34.918 ^c	2.000	173.000	.000

The Manova test was run and the findings are presented above. In the label Age and Education according to Wilk's Lambda we see in Table 8 that the P value is .000 which is < 0.05 . Thus the values are highly significant concluding that CSR Knowledge & Purchase Intention depends on the Age & Education of the respondents. From the above statistics the author rejects the null hypothesis and hence the alternative hypothesis H3, H4 are accepted.

TABLE 9: SUBJECTS EFFECTS TEST

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	CSR Knowledge	954.834 ^a	4	238.708	46.424	.000
	Purchase Intention	368.145 ^b	4	92.036	10.175	.000
Intercept	CSR Knowledge	25134.543	1	25134.543	4888.154	.000
	Purchase Intention	39252.477	1	39252.477	4339.570	.000
Age	CSR Knowledge	949.948	2	474.974	92.373	.000
	Purchase Intention	309.157	2	154.579	17.089	.000
Education	CSR Knowledge	306.082	2	153.041	29.763	.000
	Purchase Intention	125.776	2	62.888	6.953	.001
Error	CSR Knowledge	889.554	173	5.142		
	Purchase Intention	1564.827	173	9.045		
Total	CSR Knowledge	78215.000	178			
	Purchase Intention	123251.000	178			
Corrected Total	CSR Knowledge	1844.388	177			
	Purchase Intention	1932.972	177			

In Table 9 we see the effect of exogenous variables individually on each of the endogenous variables. Here we find that Age has an effect on the CSR Knowledge as well as Purchase Intention since the p value is less than .05. To have a significant effect of independent variable on the dependent variable the p value should be < 0.05 . From the above given statistics we conclude that Education has a significant effect on CSR Knowledge & Purchase Intention as the P values for both are < 0.05 .

Mutiple Comparison Test –Post Hoc

TABLE 10: AGE

<i>Endogenous Variable</i>	<i>(I) Age</i>	<i>(J) Age</i>	<i>Mean Difference (I-J)</i>	<i>Std. Error</i>	<i>Sig.</i>
CSR Knowledge	18-24	25-34	-4.0903*	.36442	.000
		35-44	-2.9016*	.74279	.000
	25-34	18-24	4.0903*	.36442	.000
		35-44	1.1887	.71830	.100
	35-44	18-24	2.9016*	.74279	.000
		25-34	-1.1887	.71830	.100
Purchase Intention	18-24	25-34	-2.4267*	.48334	.000
		35-44	-.3607	.98518	.715
	25-34	18-24	2.4267*	.48334	.000
		35-44	2.0660*	.95269	.031
	35-44	18-24	.3607	.98518	.715
		25-34	-2.0660*	.95269	.031

The table 10 shows that for CSR knowledge there is a significant difference between the age group of 18 – 24 years and 25-34 Years as well as 35-44 Years as the P value is < 0.05 . From the above table we also conclude that there is no significant difference between the age group 25-34 and the age group 35-44 since the P value is > 0.05 which is .100.

When test that was run for Purchase Intention shows a significant difference between the age group of 18 – 24 years and 25-34 Years as the P value is < 0.05 , but there is no significant difference among the age group 18-24 Yrs and the age group 35-44 Yrs since the P value is .715 which is > 0.05 . We also find a significant difference among the age group 35-44 Years and 25-34 Years as the P value is 0.031 which is < 0.05 .

Multiple Comparisons Test – Post Hoc

TABLE 11: EDUCATION

Endogenous Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.
CSR Knowledge	UG	PG	.3918	.43352	.367
		Professional	-.0764	.47827	.873
	PG	UG	-.3918	.43352	.367
		Professional	-.4683	.57138	.414
	Professional	UG	.0764	.47827	.873
		PG	.4683	.57138	.414
Purchase Intention	UG	PG	-1.1564*	.57498	.046
		Professional	.6967	.63434	.274
	PG	UG	1.1564*	.57498	.046
		Professional	1.8532*	.75783	.015
	Professional	UG	-.6967	.63434	.274
		PG	-1.8532*	.75783	.015

The table 11 shows that for CSR knowledge there is a significant difference between the all the Education level which is UG, PG & Professional as all the P values are <0.05 . The P value for UG and PG is 0.367, the P value for UG and Professional is 0.873 and the P Value of PG and Professional is 0.414 showing no scope of significant difference.

The test that was run for Purchase Intention shows a significant difference between the Education level UG & PG since the P value is 0.046. There is also a significant difference between the Education level PG & Professional as the P value is 0.015. It is to be noted that there was no significant difference between the Education level UG & Professional as the P value is 0.274 which is >0.05 .

The current study resulted similar findings of the previous studies in the CSR literature. Sen and Bhattacharya (2001) contributed numerous researches on the CSR effect on the Consumers responses. Mohr et al also found that the CSR activities by organizations impact the attitude of the consumers. This study was also similar to Pomering and Dolnicar (2008), who stated that consumers are willing to know more about the CSR activities by the corporates in order to participate in CSR programs. This study is also in line with Shabbir (2010) study which stated that effective CSR campaigns will lead to purchase intention of consumers.

CONCLUSIONS

The study emphasized the need for CSR campaigns to make the consumers understand the role of corporate social responsibility and the initiatives that are taken towards social cause. The author brought about a relationship between the CSR campaigns, CSR Knowledge, Purchase Intention and Brand image. The study clearly portrays that if a corporate wants to have their CSR activities made known, they need to have a well formulated and well-structured CSR campaign incorporating the consumers/stakeholders participation making a public commitment of good corporate citizenship. The purchase intention and brand image of a CSR product depends on the amount of effort taken by the corporate in conducting CSR programs that are meaningful and deepen the relationship with the consumers to buy the products. Every organization strives to maintain the good image in the eyes of the consumers and hence CSR campaigns are a very important part of their business. Unless there is a good CSR program in place, there will not be confidence in the eyes of the consumer, hence an organization sustains the brand image and increases the purchase of their CSR associated products through a comprehensive CSR campaign.

The study was able to interconnect the variables such as CSR campaign, CSR Knowledge, Purchase Intention and Brand Image using the SEM modeling. The model fit was attained to illustrate that there is a significant relationship between all the three variables most importantly the study found that purchase intention and brand image definitely depends on the CSR campaigns. The author using Manova test was able to demonstrate that age and education has a significant effect on the CSR knowledge and purchase intention of the consumers. The test found differences among the different age group and education level on the CSR knowledge and purchase intention showcasing that the views on the given variables vary according to the age and education of the consumers.

CRM as a tool for having a long term relationship with the consumers is used by the organizations to create belief and confidence in the minds of the people. The advertisements and promotional activities should be clubbed with comprehensive communicative strategies to create the rapport with the consumers towards the CSR associated products. Many consumers though they may not be interested in the CSR associated products, this study gives way for the organization to understand that a systematic and well-governed CSR plan could change the mindset of the people towards the social cause and welfare of the community. Today the trend is changing and people have started to understand the cause of CSR more than the past and hence would definitely desire to make a mark in charity at least as a part of their life, but as the study states this depend on the sincere effort taken by the organizations in promoting their CSR activities.

Managerial Implications

The study is effective for the organizations to take an active role in promoting their CSR activities through campaigns, advertisements and other means of projecting the CSR associated products and CSR activities to the people. The Management should take note that CSR programs conducted by the organization depend on campaigns through social media, public relations and government relations. Measures need to be appealing to the consumers in gaining the confidence as this would lead to more knowledge creation as well as a sense of social commitment in the minds of people. The outside world is looking for more information on CSR activities as the trend is changing turned towards humanity. The people are looking for reliable and trustworthy organizations that show a true commitment towards their social activities, hence it is highly suggested that organizations spend a lot of time and money in influencing the consumers towards the purchase of these CSR related products. Though awareness is created still there are many individuals not aware about these activities, hence organizations should have a good comprehensive campaign program inclusive of good marketing strategies that caters to the different level of people based on their gender, age, education etc. Once organizations are committed towards these aspects, the brand image is developed and this leads to greater mobilization of individuals towards CSR activities.

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