

# Heart over Mind? Effect of Perceived CSR on Consumer Buying Behaviour and the Mediating Role of Consumer Emotions



Jeanne Poulouseand, Vinod Sharma

**Abstract:** Corporate Social Responsibility (CSR) was considered a fad by most business houses and consumers when it started. Today there has been a marginal shift mandated by the CSR law in India. It is now seen as a fee that corporate has to pay to ensure that they comply with the corporate laws. But this ensures that the bare minimum is done. To get organisations to deepen their pockets and more organisations to spend, CSR in itself must appear to be a profitable proposition. This study conducted in the national capital of India shows that consumer perceives CSR in two dimensions- as benefitting the society and benefitting corporate image. This perceived CSR is seen to influence consumer buying behaviour through the mediating influence of consumer emotions.

**Keywords:** Corporate Social Responsibility (CSR), Consumer Emotions, Perceived Benefit to Corporate Image, Perceived Benefit to Society, Structural Equation Modelling (SEM), & Consumer Purchase Intention

## I. INTRODUCTION

Traditional factors like price, quality and content influence consumer's buying behaviour[1]. This fact has been established numerous times through various studies. Studies in the past have also shown that purchasing decision is influenced greatly by emotions[2]. The consumer experiences a range of emotions ranging from rage to respect, a pleasure to pain and these nudge him towards or away from a brand. Thus while studies have shown that though a consumer's basic need and his ability to fulfil the same creates in him the urge to buy, the actual purchasing decision is influenced by the consumer's emotions. Thus if consumer emotion is the key then the question that we tried to address through this study is whether perceived CSR can stir consumer emotion thereby influence purchasing decision leading to competitive advantage?

### CSR

The European Commission defines CSR as "the responsibility of enterprises for their impacts on society". To completely meet their social responsibility, enterprises "should have in place a process to integrate social, environmental, ethical human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders"[3].

The four-dimensional framework of CSR put forth by Carroll (2016) encompasses economic, legal, ethical and philanthropic expectations. Economic and legal expectations include those activities that consumers expect a firm to perform to be profitable and for compliance, whereas the philosophical and ethical dimensions comprise of those activities aimed at improving quality of life, contribute to the society and ethically right[4].

### CSR in India

Coca-Cola India's "support my school" campaign with NDTV[5] achieved its aim of amassing enough funds to revamp 1000 neglected schools in the rural and semi-rural areas, P&G's flagship CSR programme "Shiksha" is said to have helped 280,000 underprivileged children gain access to the fundamental right of education[6], "Dettol Banega Swachh India" campaign aimed at addressing the rising need of hygiene and sanitation in India, launched in 2015-16 are a few CSR initiatives in India that generated a lot of interest amongst consumers.

Besides contributing to society, there is no denying that they have also helped these corporate establish their footprint in the yet to be tapped rural market in India. Are we then witnessing the usage of CSR as an influential marketing tool by corporate to create this footprint? Are they tapping the fortune at the bottom of the pyramid as proposed several years back by authors C K Prahlad and Stuart L Hart, who posited that the low-income markets present a prodigious opportunity to the world's wealthiest companies to seek their fortunes and bring prosperity to the aspiring poor[7].

Larger initiatives at the global and national level, like the adoption of the Paris Agreement as a response to the threat posed by climatic change [8] or the defining Act mandating Indian corporate spending for CSR in 2015 passed in India, point towards the involvement of the Industry today, in the larger development picture[9]. Thus be it with the intention of compliance, doing business or genuine idealism CSR is creating quite a buzz in the corporate circles. In view of this heightened interest in CSR, this study tries to understand the perception of the Indian consumer about CSR initiatives and the influence of such a perception on their buying behaviour.

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## II. LITERATURE REVIEW

Studies indicate that responsible business practices towards primary stakeholders can be profitable and beneficial to the firm [10]. There have also been studies that checked for the mediated relationship between CSR and firm performance. For instance, a study confirmed that reputation and competitive advantage followed by higher consumer satisfaction are mediators in the relationship between CSR and firm performance [11]. Thus in the past, several researchers have attempted to check for the influence of CSR directly on the performance of the firm. But it was in most cases found to be inappropriate to assume that one can remove the influence of all the other possible factors both internal and external to the firm and check for the increase or decrease in the bottom-line attributable to CSR alone [12]. The study by [13] identifies a category of consumer who supported CSR but expressed that they would still base their purchasing decision on traditional criteria like price, quality and convenience. Due to the complexity involved in exploring the direct influence of CSR on firm performance researchers have also attempted to study the influence of consumer perception of CSR on the buying behaviour. This study is based on the theoretical model by [14] that explains consumer's emotional responses to environmental stimuli and its influence on consumer buying behaviour. This study has, therefore, two aspects to it, one, understanding consumer's perception of CSR activities and two, checking for its influence on buying behaviour through the mediating influence of consumer emotions.

### Perceived CSR

Consumer perception of CSR is built around the four dimensions of CSR i.e., ethical, philosophical, legal and economic [15]. Through this study, we propose that those who believe that the activities carried out by a firm have their roots in ethical and philosophical reasons would perceive CSR as benefitting the society. Similarly, if consumers believe that the CSR activities are driven by the need for economic and legal reasons, they would perceive it as benefitting corporate image.

There is substantial evidence that indicates that CSR activities are perceived by consumers as benefitting people and planet. A study by [16] reveals that consumers' perceptions of the CSR construct have seven sub-dimensions related to corporate stakeholders, responsibility towards the local community, society, employees, the environment, shareholders, customers and suppliers.

A survey by Cone Communications in 2015 revealed that the consumer feels personal accountability to address social and environmental issues and are positive about partnering with the companies for this [17]. Consumers have begun to demand a lot from organizations. 90% of consumers expect companies to address social and environmental issues while 84% of consumers across the globe claim to buy only responsible products when possible [18].

The study by [19] revealed that consumers praised institutional CSR activities as they perceived it to be making a positive difference in the community. Differentiating the company's offering through an image of care and compassion to society will help bolster the image of the brand and brand equity, which can be highly rewarding [20].

[13], in their study found that out of the total sample, one-third of the respondent view CSR as a totally self-interested behaviour on the part of the company while most assigned mixed motives behind such corporate behaviour indicating a lack of trust in socially responsible activities initiated by the corporate. A similar finding is also seen in the study by [21] wherein they point that consumers are generally wary of the sincerity of a firm's CSR motives. They are seen more as a tool for a tax write-off. Citing a study by Brammer and Paveline, in their paper [22] discuss that Corporations enhance their legitimacy and reputation through disclosure of information regarding CSR activities.

A study by [23] concluded that cause-related donations by corporations are altruistic and basically self-serving to the corporation. In yet another study by [24] it was found that consumers assume that CSR activities are motivated by image promotional goals of a firm. This study also pointed to the fact that CSR activities improved company valuation only if the customer heard about the same from a neutral source. It further raises questions on the efficacy of television and other social media to promote CSR activities. Thus all such studies can help us group such consumers as those who believe that CSR is driven by primarily profit motive through improved corporate image and reputation.

Research shows that CSR initiatives might benefit society yet backfire if the consumer believes that CSR is being used for the wrong reasons like tapping a new market and increasing bottom-line [25]. Thus if the motive assigned by the consumer for CSR activities of a firm is building corporate image then it would have a negative influence.

In their study on CSR [22] posit that CSR leads to competitive advantage as it results in customer loyalty. This implies that CSR activities translate into buying behaviour.

In a similar study by [21] the researchers have also confirmed that CSR initiatives influence internal outcomes like awareness, consumer attitude and external outcomes like purchase behaviour and customer loyalty. The results of studies conducted by [26] suggest that consumers expect firms to be involved in social initiatives and may reward them through their purchase behaviour. Several other studies too in the past have examined the relationship between the CSR activities of an organisation and the consumer buying behaviour [27]. Yet another study revealed that the ideology of the consumer influences their perception of the CSR activities of a firm. Consumers with a higher level of idealism and a lower level of egoism perceive CSR to be important and relevant, which in turn influences product evaluation by the consumer [28]. Findings of a study by [29] reveal that proactive environmental CSR approaches create amongst consumers a stronger intent to purchase from the company. 90 per cent of global consumers according to a survey by Cone Communications revealed would be willing to switch brands to one that is associated with a good cause provided everything else is constant.

Citing Chaudhuri and Holbrook in their study, [30] have defined emotions as a form of affection that involves visceral responses associated with a specific benchmark and gives rise to an action. It also explains the relationship between CSR and the generation of positive emotions.

The study by [31] establishes that perceived corporate responsible actions produce gratitude and perceived corporate irresponsible actions produce negative emotions like contempt, anger and disgust. Firms are seen to deceptively protect their image and bottom lines using CSR activities thereby creating negative emotions like mistrust and suspicion amongst the consumers[32].

The results of a study conducted by [33] suggest that a consumer’s emotions can be a mediating factor in the purchase process. This study clearly indicates that the emotional state of the consumer is an important determinant of their buying behaviour.

In yet another study the researchers [34] examined and confirmed the mediating relationship between perceived quality and consumer buying behaviour. Consumers with a higher level of idealism and a lower level of egoism perceive CSR to be important and relevant, which in turn influences product evaluation by the consumer[28].

In their experimental work on brands as international agents’ framework, the researchers concluded that consumers perceive, feel, and behave towards brands in manners that are similar to their interactions with people[35]. And as in human interactions, positive perceptions influence greatly the consumer behaviour. [36] through their study revealed that emotional component of consumer satisfaction has a greater impact on consumer loyalty as positive emotions trigger positive behaviour like willingness to pay more, positive word of mouth etc., and negative emotions trigger negative behaviours like willingness to switch and negative word of mouth by the consumer.

The elaboration likelihood model developed by [37] explains why emotions play an important role in the consumer’s intent to purchase. This explains how consumers process information and display different behaviours in the case of low involvement and high involvement products, with rationality playing a smaller role and emotions and cognition a dominant role in low involvement products. In a study on factors influencing consumer purchases in a retail store, it was evident that the emotion of a consumer on entering an outlet is a major determinant of buyer behaviour[38].

**Hypotheses**

*H<sub>01</sub>: Perceived benefit to society positively influences perceived CSR.*

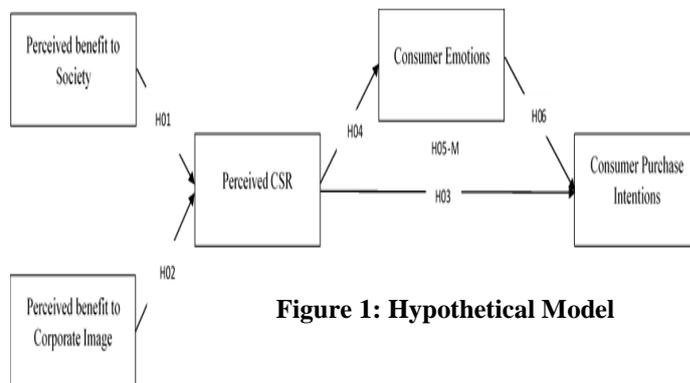
*H<sub>02</sub>: Perceived benefit of Corporate Image, negatively influences perceived CSR.*

*H<sub>03</sub>: Perceived CSR positively influences consumer purchase intentions.*

*H<sub>04</sub>: Perceived CSR positively influences consumer emotions.*

*H<sub>05-M</sub>: Consumer emotions mediate the relationship between perceived CSR and consumer purchase intention.*

*H<sub>06</sub>: Consumer emotions influence consumer purchase intention.*



**Figure 1: Hypothetical Model**

**III. RESEARCH METHODOLOGY**

This research has been conducted in Delhi NCR to test the proposed model as the national capital with a literacy rate of over 80% is home to people from all states across the country. The respondents are mainly youth, between the age group of 21-40. The respondents were selected on the basis of two qualifying questions, awareness of CSR and if they could recollect an organization investing in CSR [12]. This was done to ensure that they had sufficient knowledge and understanding of the concept of CSR. Table 1 below summarizes the demographic profile of the respondents.

**Table 1: Demographic Profile of Consumer**

| Demographic                |                        | Frequency | Percentage |
|----------------------------|------------------------|-----------|------------|
| Gender                     | Male                   | 208       | 52.0       |
|                            | Female                 | 192       | 48.0       |
| Age (in years)             | 18-21                  | 142       | 35.5       |
|                            | 21-30                  | 138       | 34.5       |
|                            | 31-40                  | 120       | 30.0       |
| Education level            | Undergraduate          | 178       | 44.5       |
|                            | Postgraduate           | 118       | 29.5       |
|                            | Postgraduate and Above | 104       | 26.0       |
| Annual Income (Rs in Lack) | <5                     | 108       | 27.0       |
|                            | 5-10                   | 132       | 33.0       |
|                            | >10                    | 160       | 40.0       |

A structured questionnaire was developed on five-pointer Likert’s Scale and the measurement tool was adapted with the help of literature. The items to measure perceived benefit to society and perceived benefit to corporate image were adapted from [28] and the items to measure consumer emotions were adapted from [31]. To refine the measurement tool, we conducted a pilot study on 70 random respondents in order to check for ambiguity and eliminate probable problems in the questions. Based on the feedback, 3 questions were redrafted in the questionnaire to increase effectiveness and reduce the complexity.

The questionnaire was sent to approximately 1500 people out of which 400 people responded at a response rate of 26.6%. The convenient sampling method was used in the study to collect the data. The questionnaire was circulated online to reach the maximum number of respondents in lesser time [39]&[40]. The sample size was determined by using the formula proposed by [41] in this research. This formula helps us in a situation where the population proportions are unknown. The researcher must select a conservative response format of 50/50, where it is assumed that only 50 per cent of the respondents has positive perceptions, and other 50 per cent negative.

# Heart over Mind? Effect of Perceived CSR on Consumer Buying Behaviour and the Mediating Role of Consumer Emotions

$$N = \frac{Z^2 (\text{hypothesis})}{S^2} \Rightarrow N = \frac{1.96^2 (0.5)(0.5)}{(0.5)^2} \Rightarrow N = 384.16$$

**Rounded to 400**

**Note:** A confidence level of at least 95 per cent and a five per cent sampling error has been taken for determining sample size [41]. The t-table gives a cumulative probability (Z) 1.96 with a minimum of 95 per cent confidence level and five per cent sampling error [42].

## IV. ANALYSIS AND RESULTS

The KMO measures of sampling adequacy were 0.858, which was found adequate for further analysis as it is close to 1 [43]. Bartlett's Test of Sphericity was 0.000, which was significant as it is less than 0.05. The communalities for all 17 items were found to be more than 0.5 indicating higher factor loading value [44]&[45]. Three factors were identified from the exploratory factor analysis which had 86 per cent variances. After EFA the reliability test was performed on each factor identified to test for internal consistency amongst the components within each factor. The Cronbach's Alpha value for 'Perceived Benefit to Corporate Image' was 0.882 (6 items), for 'Perceived Benefit to Society' was 0.896 (6 items) and for 'Consumer Emotions' it has come out 0.902 (5 items).

Reliability analysis was used to test the internal consistency of the entire scale. The results indicate that the item-total correlation of both factors exceeds the threshold of 0.50. Further, the Cronbach's Alpha value for all independent variables are well above 0.70 which is considered to be having satisfactory internal consistency [46].

**Table 2: Rotated Component Matrix (Factor Loadings)**

|   | Perceived Benefit to Corporate Image | Perceived Benefit to Society | Consumer Emotions |
|---|--------------------------------------|------------------------------|-------------------|
|   | $\alpha = 0.882$                     | $\alpha = 0.896$             | $\alpha = 0.902$  |
| I believe organizations invest in CSR to improve the reputation of the organization   | 0.891                                |                              |                   |
| I believe organizations are bound to invest in CSR to maximize earnings   | 0.799                                |                              |                   |
| I believe organizations invest in CSR activities to get an edge over their competitors  | 0.706                                |                              |                   |
| I believe an organization's CSR activities are meant to comply with local and international laws  | 0.686                                |                              |                   |
| I believe an organization undertakes CSR to be seen as complying to legal regulations   | 0.596                                |                              |                   |
| I believe organizations invest in CSR to take advantage of the tax benefits   | 0.534                                |                              |                   |
| I believe that CSR activities help in the enhancement of a society's quality of life (eg primary education, building toilets, roads etc.) |                                      | 0.862                        |                   |

|  |       |
|--|-------|
| I believe organizations support various social causes for the disadvantaged through CSR.                           | 0.782 |
| I believe organizations genuinely donate part of their earnings to charity as part of CSR                          | 0.726 |
| I believe organizations CSR activities are consistent with society's ethical norms                                 | 0.614 |
| I believe through CSR activities organizations try to reduce the negative effect of businesses on the environment  | 0.644 |
| I believe through CSR activities organizations try to reduce the negative effect of businesses on the community    | 0.597 |
| I feel anger when I see organizations indulge in CSR for personal gains like boosting image or increasing revenues | 0.871 |
| I feel disgusted when I see organizations indulge in CSR just to comply with legal requirements                    | 0.753 |
| I feel contempt for organizations that use CSR to gain competitive edge alone                                      | 0.712 |
| I feel grateful to organizations when they take up social causes   | 0.586 |
| I feel thankful to organizations when they work to minimize damages to the environment and the community           | 0.544 |

**Note:** Results of Exploratory factor analysis results: The extraction method used is principal component analysis (PCA). The rotation converged in 7 iterations with varimax rotation method.

### Confirmatory Factor Analysis (CFA)

As mentioned earlier, Factor analysis yields three factors of Perceived Benefit to Corporate Image, Perceived Benefit to Society, and Consumer Emotions. The perceived CSR has been measured as a latent variable in this study which is constituted out of the interaction effect of perceived benefit to corporate image and perceived benefit to the society. To test whether all five factors can correlate freely, confirmatory factor analysis (CFA) was applied through AMOS 25. The results (see Table 3) indicate that CMIN = 179.507, CMIN/DF = 2.528, which is less than 5 is considered as acceptable for default model [47]; [48] and [49]. GFI = 0.942 and CFI = 0.914, is also seen to be above 0.9 [50], which is the accepted value. RMSEA value below 0.8 is considered to be a good fit and our model with 0.064 can be taken to a good fit [48].

**Table 3. Confirmatory Factor Analyses Results**

| P Value | CMIN    | DF | CMIN/DF | GFI   | PCFI  | CFI   | RMSEA | P CLOSE |
|---------|---------|----|---------|-------|-------|-------|-------|---------|
| 0.000   | 179.507 | 71 | 2.528   | 0.942 | 0.713 | 0.914 | 0.064 | 0.041   |

The convergent and discriminant validity of the factors under study was examined with the help of AVE (Average Variance Extracted) and the comparison of the AVE and MSV (Maximum Shared Variance) respectively.

With respect to the Discriminant validity, the square root of AVE of each construct was examined in comparison to the correlation of the construct with other constructs. The square root of AVE for every single construct was greater than the surrounding values in the correlation table (i.e., correlation with the other constructs), thus confirming the discriminant validity [50]&[44]. Also, it can be seen that the AVE of each construct is greater than their respective MSV. This provides further evidence of the discriminant validity of the constructs under study [44].

| S. No | Dimensions                           | CR    | AVE   | MSV   | ASV   |
|-------|--------------------------------------|-------|-------|-------|-------|
| 1     | Perceived benefit to Society         | 0.987 | 0.749 | 0.186 | 0.077 |
| 2     | Perceived benefit to Corporate Image | 0.963 | 0.718 | 0.315 | 0.222 |
| 3     | Perceived CSR                        | 0.948 | 0.702 | 0.294 | 0.210 |
| 4     | Consumer Emotions                    | 0.912 | 0.694 | 0.296 | 0.162 |
| 5     | Consumer Purchase Intentions         | 0.932 | 0.642 | 0.342 | 0.214 |

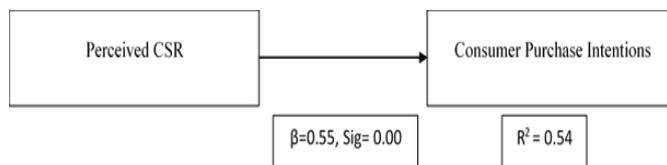
Furthermore, the convergent validity of the measurement model was established by examining three criteria with respect to composite reliability (CR) and AVE. Even though CR alone can give an indication of convergent validity, it is recommended that AVE should also be looked at because it is a more conservative measure of convergent validity than CR itself [51]&[48]. The constructs are supposed to exhibit good convergent validity if; a) CR > .7, b) CR > AVE and c) AVE > .5 [44]. Analysing the measurement model it could be seen that the CR of every construct is greater than its respective AVE. Also, AVE of every construct exceeds the threshold value of 0.5. Moreover, CR of all the constructs exceeded the preferred level of 0.70 [52]. The items loaded on their respective factors and all the loadings were significant at < 0.01 [47] showing good internal consistency. CR value of greater than 0.7 also indicates that each of the constructs demonstrates good overall reliability with their summated scales [44]. In summary, it can be concluded that the measurement model has no validity and reliability issues.

**Structural Equation Modelling**

The structural model has perceived CSR as a latent variable which is emerging out of the composite effect of perceived benefit to corporate image, perceived benefit to society. Perceived CSR will trigger consumer emotions and finally influence consumer purchase intentions. In order to check that the conceptual model is similar to the observed data, the goodness of fit indices was examined. The evaluation of the goodness of the fit indices shows that this structural model is a good fitting model as the value of CMIN/DF is 2.805 which is acceptable for default model (measurement model) (see Table 5).

| P Value | CMIN   | DF | CMIN/DF | GFI  | PCF I | CFI  | RMSEA | P CLOS E |
|---------|--------|----|---------|------|-------|------|-------|----------|
| 0.000   | 316.99 | 11 | 2.805   | 0.91 | 0.74  | 0.89 | 0.067 | 0.001    |
| 0       | 8      | 3  |         | 9    | 6     | 8    |       |          |

All paths in the structural model are statistically significant (see Table 6). The findings for the proposed hypotheses can be ascertained that there is a strong and positive relationship between perceived CSR and consumer purchase intentions. First, the perceived benefit to society has a direct and positive effect on perceived CSR ( $\beta=0.57$ ; p-value=0.00), hence, we accept H<sub>01</sub>. This finding is in line with (Carroll A. B., 2004) and [19]. Second, the direct and negative effect of perceived benefit to corporate image on perceived CSR ( $\beta= - 0.19$ ; p-value=0.04) and the finding is in line with [16] and [13] where the negative effect has been identified if the organization is only investing in CSR for building its positive image and therefore, we accept H<sub>02</sub>. Third, the direct effect of perceived CSR on consumer purchase intention is in the absence of consumer emotion as a mediating variable, has been found statistically significant ( $\beta=0.55$ ; p-value=0.00 & R<sup>2</sup>= 0.54). This finding is in line with [27] and [24] who also have found that perceived CSR leads to consumer purchase intention and therefore, we accept H<sub>03</sub> (refer to Figure 2).



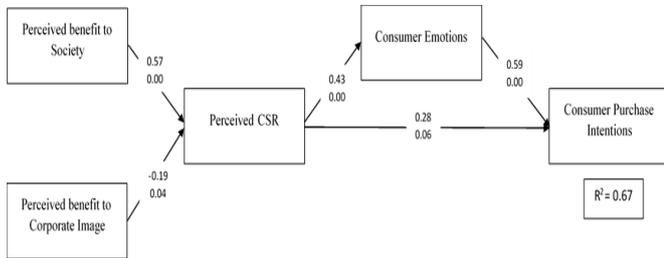
**Figure 2: Direct effect between Perceived CSR and Consumer Purchase Intentions**

| S. No.            | Hypotheses  | B-Coefficient | t-value | p-value | Results   |
|-------------------|---|---------------|---------|---------|-----------|
| H <sub>01</sub>   | Perceived benefit to society positively influences perceived CSR.                                 | 0.57          | 16.10   | 0.00    | Supported |
| H <sub>02</sub>   | Perceived benefit of Corporate Image negatively influences perceived CSR.                         | -0.19         | -2.94   | 0.04    | Supported |
| H <sub>03</sub>   | Perceived CSR positively influences consumer purchase intentions.                                 | 0.55          | 12.48   | 0.00    | Supported |
| H <sub>04</sub>   | Perceived CSR positively influences consumer emotions.  | 0.43          | 10.29   | 0.00    | Supported |
| H <sub>05-M</sub> | Consumer emotions mediate the relationship between perceived CSR and consumer purchase intention. | 0.55          | 11.43   | 0.00    | Supported |
| H <sub>06</sub>   | Consumer emotions influence consumer purchase intention.  | 0.59          | 12.74   | 0.00    | Supported |

The result of mediating analysis indicates that consumer emotions play a perfect mediating role between perceived CSR and consumer purchase intentions (See Fig. 3). The mediating role of the consumer emotions can be estimated on the change in ‘p-value’. The value becomes insignificant (0.28, 0.06) after the inclusion of the mediating variable.

# Heart over Mind? Effect of Perceived CSR on Consumer Buying Behaviour and the Mediating Role of Consumer Emotions

The perceived CSR has a direct effect on consumer purchase intention was (0.55, 0.00) with total variation explained as the direct effect was ( $R^2 = 0.54$ ). After introducing consumer emotions, the indirect effect increased to ( $R^2 = 0.67$ ) between perceived CSR and consumer purchase intentions. This clearly shows that consumer emotions act as a mediator between perceived CSR and consumer purchase intention. Hence, we accept  $H_{05-M}$ .



**Figure 3: Mediating Effect of Consumer Emotions (Indirect)**

## V. DISCUSSION & CONCLUSION

Initially, we commenced this study on the basis of the four-dimensional framework of CSR, i.e., legal, economic, ethical and philosophical.

Later based on the literature review these four dimensions were then categorised into two broad dimensions of perceived benefit to society and perceived benefit to corporate image. The first important implication of this study is that it confirmed what we had suggested in our literature review that consumers do perceive CSR activities as either benefiting the society (positive belief) or those being carried out for selfish reasons (negative belief).

On the basis of past studies, we proposed the existence of the relationship between consumer beliefs and CSR perception and this study proves beyond doubt that positive beliefs lead to the positive perception of CSR and negative beliefs lead to negative perception. Our respondents in this study are seen to perceive CSR positively. This could be due to various reasons including the fact that 40% of the respondents were in the income group of Rs 10 lac and above and almost 60% were holding a PG and post PG degrees clubbed together. Second could be the geographic location of the consumer.

Another factor could be the personality of the respondent themselves as studies indicate that perception for CSR is determined largely by individual personality. A respondent who is self-centred would view these activities as greenwash activities while the idealist would perceive these as being motivated by genuine philanthropic reasons [28].

The second important implication of this study is the confirmation of the second concept that we proposed initially that CSR perception affects consumer emotions. Our study confirms that positive CSR perception generates a feeling of thankfulness and gratitude thus indicating positive emotion in the consumer. Similarly, the belief that CSR activities are for the organisation's own benefit leading to negative CSR perception, generates feelings of anger, disgust and contempt in the consumer.

Finally, our study confirmed that the emotions created in the consumer by CSR activities can indeed influence purchase intention. A consumer with a negative emotion is ready to switch to another brand and the consumer with positive

emotion is inclined to purchase the product. The respondents of this study clearly possess a positive perception towards CSR and this perception is seen to generate positive emotions. Further, these emotions are seen to influence purchase intention indicating that consumer's heart can, in fact, rule their mind.

The managerial and practical implication of this study is that the marketer while developing CSR strategies for the Delhi-NCR market should keep this in mind and must focus on increasing such activities that are likely to trigger positive emotions. More importantly, firms must communicate such initiatives in a manner that reinforces these positive emotions thereby resulting in positive purchase intention. As suggested by [53] better communication strategies of the firm's initiatives are bound to be crucial. The societal implications are that organisations can be convinced to spend more on community development, charitable causes and other such social and environmental causes as such spend is likely to generate more revenues for the firm through increased consumer loyalty [41].

## VI. LIMITATIONS AND SCOPE FOR FUTURE STUDY

This study like any other faces certain limitations that would necessitate further research. First, emotion a major construct seen to trigger purchase intention can also be used as a moderator in future studies. Second, this model does not consider other important moderators like economic and social gaps. The result, in fact, could vary if our respondents belonged to the lower income group with a lower educational qualification or from the rural background; thus, future research should bring in more representation from a wider population for better results. Third, this result that positive emotions trigger purchase intention might not hold well if the core business of the organisations is seen to harm the people or the planet at large. Fourth, this study does not explore consumer reactions to CSR activities in any particular industry as they could vary from industry to industry.

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