



# Consumer



Awareness, Perceptions &  
Attitudes towards CSR



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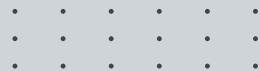
# OVERVIEW

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# INTRODUCTION



# Introduction

Corporate Social Responsibility (CSR) is a management concept whereby companies **integrate social and environmental concerns** in their business operations and interactions with their stakeholders.

CSR aims to help companies *balance* profitability with socially responsible goals.

India stands out as the only country that **mandates CSR** by law for companies. These companies are legally required to allocate **2% of their profits** to CSR-related activities.

*Benefits* to companies who participate in CSR:

- it *attracts investors* who are increasingly inclined to invest in ethical and socially responsible businesses.
- Improved *brand image*

## Gap and Rationale

- Most research explores purchasing influences, CSR included.
- *Limited studies* focus on CSR awareness.
- *Accuracy* of self-reported awareness is *uncertain*.

Hence, to bridge this gap, this study has been conducted.



# METHODOLOGY



## Research Aim and Objectives

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The *primary aim* of this study is to evaluate consumer awareness and attitudes towards *Corporate Social Responsibility* (CSR) initiatives by companies in India.

The specific objectives are to:

1. Assess the level of *CSR awareness* in Delhi NCR.
2. Determine the *importance of CSR* in consumers' *purchase decisions*.
3. Evaluate CSR awareness based on different *demographics*



## Hypotheses of the Study

Following are the *null hypotheses* of the study:

1.  $H_{01}$ : There is no significant difference in CSR awareness based on gender.
2.  $H_{02}$ : There is no significant difference in CSR awareness based on age.
3.  $H_{03}$ : There is no significant difference in CSR awareness based on employment status.
4.  $H_{04}$ : There is no significant difference in CSR awareness based on educational qualifications.
5.  $H_{05}$ : There is no significant difference in CSR awareness based on annual household income.



## Research Design

### There are 3 sections of the survey:

1. Collects *demographic* information
2. Evaluates CSR awareness by presenting respondents with various companies and their CSR strategies, asking them to *match* the strategies to the respective companies.
3. Examines the role of CSR in purchase decisions, using an *ordinal scale* to measure its impact relative to other factors such as *product price, quality, made in tags, and company reputation*.



# Demographics Surveyed



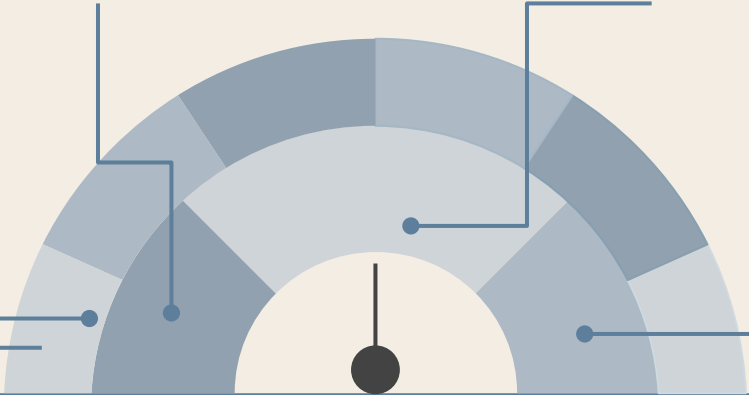
**Household  
Income**

**Employment  
Status**

**Age**

**Education**

**Gender**



## Sampling Method

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*Convenience sampling technique*: a non-probability sampling method that involves selecting participants who are readily available and willing to participate.

### Ethics and Informed Consent

*Confidentiality and anonymity were maintained* by anonymizing responses and securing data access.



# RESULTS & DISCUSSIONS



# Consumer CSR Awareness

Table 1: Independent t-test Analysis of CSR Awareness based on demographic variables

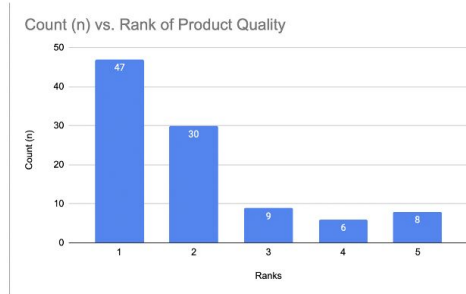
		n	Mean	SD	t	p
<b>Gender</b>	Female	48	1.23	1.12	1.86	0.066*
	Male	52	0.83	1.04		
<b>Age</b>	Non Gen Z	52	1.12	1.08	0.91	0.366
	Gen Z	48	0.92	1.11		
<b>Employment status</b>	Employed	38	0.92	1.02	-0.58	0.561
	Unemployed	58	1.05	1.15		
<b>Education</b>	University	49	1.22	1.1	1.86	0.066*
	Non-University	51	0.82	1.05		
<b>Household Income</b>	Below 25 lakhs	42	1.02	1.14	-0.03	0.977
	Above 25 lakhs	58	1.02	1.07		

\*\*\* $p < 0.01$ , \*\* $p < 0.05$ , \* $p < 0.1$

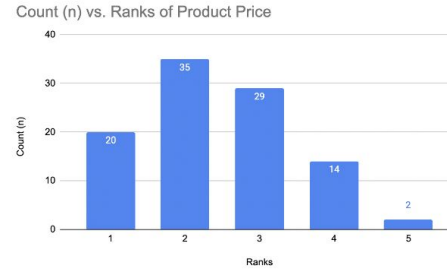
CSR awareness does *not significantly differ* based on age, employment status, or household income

However, gender and education play important roles, *with females and those with university-level education showing higher CSR awareness.*

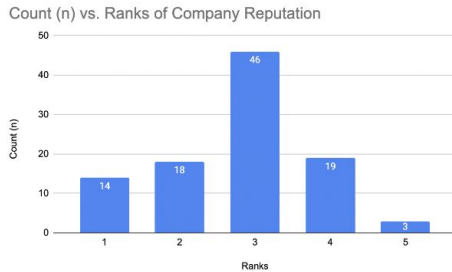
# Consumer Attitudes and Perceptions Towards CSR



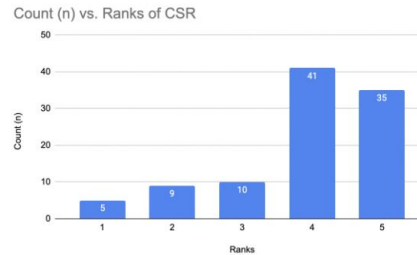
**Figure 1: Product Quality**



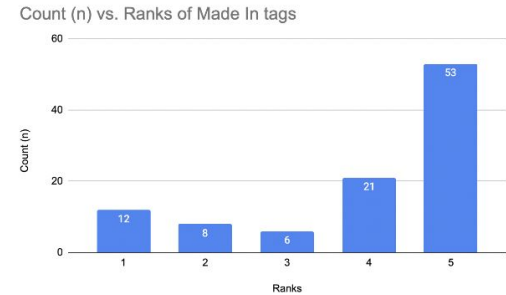
**Figure 2: Product Price**



**Figure 3: Company Reputation**



**Figure 4: CSR**



**Figure 5: Made In Tags**



**25%**



**50%**



**75%**

*CSR ranks low* in the priority of purchase for customers, ranking fourth out of five factors. A majority of respondents (47) ranked *Product Quality* as the top priority (Rank 1) and *Product Price and Company Reputation* came second and third with 35 and 46 and respondents, respectively. **CSR** was *fourth*, and *Made In Tags* came last.





# CONCLUSION



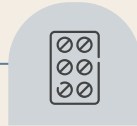
## Key Takeaways

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The research examines consumer attitudes and perceptions toward CSR, revealing that *positive CSR efforts significantly enhance brand image and customer loyalty.*

*Females and university-educated individuals showed higher CSR awareness,* while age, employment status, and household income had no significant impact.



*CSR ranks as a low priority* in purchasing decisions



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# Thank You

**DO YOU HAVE ANY QUESTIONS?**

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