

Customer Perception of CSR Activities and their Impact on Consumer Behaviour

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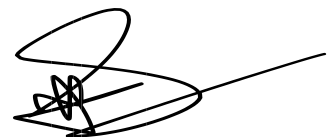
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ABSTRAKT

Spotřebitelské chování a vzorce spotřeby představují v oblasti marketingu dynamické dimenze, které vyžadují od marketérů neustálou ostražitost a přizpůsobování, aby byla zajištěna udržitelnost firmy. Tato diplomová práce se snaží prozkoumat dopad aktivit společenské odpovědnosti firem (CSR) na spotřebitelské chování obyvatel Dillí, zejména v kontextu značky obuvi. Prostřednictvím zkoumání marketingových strategií, přístupů k CSR a trendů spotřebitelského chování v rámci průmyslových odvětví, spolu se zaměřenou analýzou strategie CSR obuvnické společnosti, si tato studie klade za cíl objasnit dynamiku ovlivňující vnímání a preference spotřebitelů mezi mladými zákazníky v Novém Dillí v

Indii.

Výzkum využívá metodiku průzkumu k posouzení vnímání obuvnické společnosti mezi obyvateli Nového Dillí ve věku 20 až 40 let. Zkoumáním shromážděných údajů a řešením výzkumných otázek se získávají poznatky o vztahu mezi iniciativami CSR a chováním spotřebitelů, zejména v kontextu indického trhu. Kromě toho tato studie navrhuje plán rebrandingu přizpůsobený tak, aby přitáhl pozornost a loajalitu mladých spotřebitelů, což je v souladu se zjištěními vyplývajícími z výsledků průzkumu.

Klíčová slova: Dillí, Indie, mládež, sociální odpovědnost firem, marketing CSR, chování spotřebitelů.

ABSTRACT

Consumer behaviour and consumption patterns constitute dynamic dimensions within the marketing realm, demanding constant vigilance and adaptation from marketers to ensure the firm's sustainability. This diploma thesis endeavours to explore the impact of Corporate Social Responsibility (CSR) activities on consumer behaviour among Delhi's population, particularly in the context of the shoe brand. Through an examination of marketing strategies, CSR approaches, and consumer behaviour trends within the industries, alongside a focused analysis of a shoe company's CSR strategy, this thesis aims to elucidate the dynamics influencing consumer perceptions and preferences among young customers in New Delhi, India.

The research employs a survey methodology to assess the perceptions of shoe company among New Delhi residents aged between 20 and 40 years. By scrutinising the collected data and addressing the research questions, insights are gained into the relationship between CSR initiatives and consumer behaviour, particularly within the Indian market context. Additionally, this work also proposes a rebranding plan tailored to attract the attention and loyalty of young consumers, aligning with the findings derived from the survey results.

Keywords: CSR marketing, Consumer behaviour, Corporate Social Responsibility, India, Youth, New Delhi India.

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INTRODUCTION

Contemporary business strategies incorporate Corporate Social Responsibility (CSR) within a globalised economy. It prioritises both social and environmental contributions alongside economic generation. [1]

This has stimulated scholars and practitioners to examine corporate social responsibility (CSR), its various aspects, and its impacts on a wide range of stakeholders. The correlation between corporate social responsibility (CSR) and customer behaviour is fascinating.

Customers are the ultimate determinant of market dynamics. Currently, these assessments are influenced by factors such as ethics, ecological consciousness, and business commitment to social welfare, rather than solely focusing on quality and cost.[2]

Therefore, understanding this complex connection is essential for a company striving for market significance and competitive advantage. In recent years, consumer behaviour has been influenced by social developments, technological advancements, and increased environmental and social consciousness.

Companies must reassess their approach to conducting business and shift their focus away from solely pursuing profit. Instead, organisations should establish organisational paradigms that enhance stakeholder dedication, encompassing consumers, employees, local communities, and the environment. Corporate Social Responsibility (CSR) is essential for a company that aims to close the trust deficit, mitigate risks, gain acceptability, and sustain its position in a challenging market.[3]

Contemporary consumers are becoming more conscious of their preferences, tendencies, and behaviours, and they favour organisations that prioritise ethics and social responsibility. Therefore, Corporate Social Responsibility (CSR) has emerged as a strategic advantage for businesses and a distinguishing factor in consumer perception and attitude.

The relationship between corporate social responsibility (CSR) and consumer behaviour is influenced by factors such as corporate transparency, genuineness, trustworthiness, and the extent to which CSR programmes coincide with consumer values.[4] A comprehensive understanding is necessary to determine how corporate social responsibility (CSR) impacts customer behaviour in various

industries, cultures, and demographic groups. In conclusion, examining the impact of CSR on customer behaviour is both exciting and crucial for contemporary businesses. This thesis examines the impact of corporate social responsibility (CSR) initiatives on consumer decision-making in relation to promoting ethical business practices and societal well-being. The thesis examines corporate social responsibility (CSR) initiatives in order to determine current market trends, prominent companies, and their respective goods. This work will also investigate the impact of corporate social responsibility (CSR) initiatives on consumer behaviour, evaluating various consumer habits and demographics. The principal data collection methods will be specified. The gathered data will be assessed and made publicly available. During the project phase, the research topics will be examined in order to develop a methodology.[5]

I.

THEORY

1. CORPORATE SOCIAL RESPONSIBILITY:

1.1 Historical Relevance:

Corporate social responsibility is the corporate conscience reflected in a self-regulating pattern of ethical behavior where business can monitor and ensure its compliance with the spirit of the law, ethical standards, and international norms. Often, the history of social responsibility is traced back to 1953. Bowen was the first to give a social responsibility definition in his publication "Social Responsibilities of the Businessman" where he suggests that the businessman's social responsibility entails the application of an obligation to evaluate the positive impact or negative value of the corporation on society. At this same time period, Archie Carroll also suggested a four-part definition of social responsibility which includes the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time. Now, granted that the tradition of business exists to generate profit, it has become increasingly clear that business cannot focus only on profit alone. With that, there is research suggesting companies engaging in CSR activity can more easily access financing due to the polling power from socially responsible investors and decreased costs in certain financial areas such as equity capital and debt. Higher social responsibility has also been shown to lower employee turnover and increase morale. These relatively direct correlations in some cases may enable CSR activity to be viewed as an investment, which is something a stakeholder values theory will support. As more firms jump on the CSR bandwagon, societal expectations of corporations have shifted because stakeholders now expect corporations to minimize any damaging effects it has on the environment and act in a manner that will enhance social welfare.[6]

Instead of acting, firms often claim that their focus is on fulfilling their social obligation. Companies are required to engage in corporate social responsibility (CSR) initiatives, according to their statements.

What is the underlying condition or drawback? How can a company fulfil its financial and social responsibilities? Carroll's all-encompassing definition of Corporate Social Responsibility (CSR) from 1991, specifically on page 42, is relevant in this context. Carroll enumerates four primary responsibilities: financial, legal, ethical, and charitable. Carroll thinks that prioritising financial obligations should take precedence over philanthropic donations.

Carroll's model bears a resemblance to a pyramid. Prioritise ensuring the financial stability of the organisation, since it serves as the foundation for all other duties. As you advance in the organisation, you will be responsible for ensuring adherence to legal and ethical standards. Ultimately, the firm contributes substantial social value through its humanitarian endeavours. A company may only demonstrate social responsibility if it effectively manages and appreciates every aspect or level.[6]

Figure 1: CSR pyramid : Source: Carroll

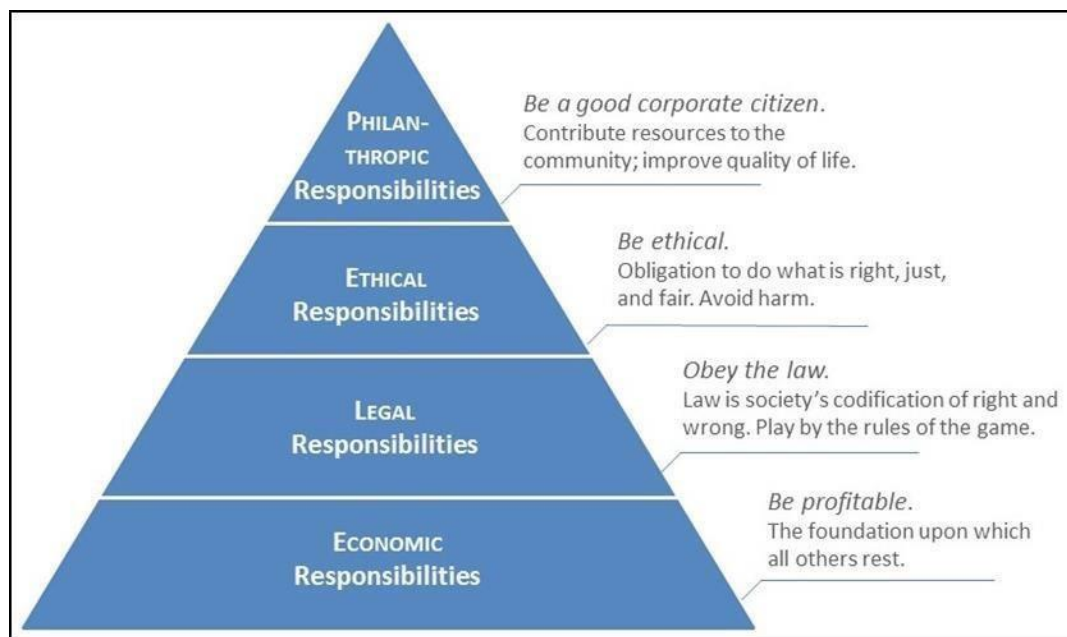


Figure 1- illustrates Carroll's CSR pyramid.

Figure 1 illustrates the CSR pyramid, which consists of four distinct components: economic, legal, ethical, and philanthropic duties. First and foremost, it is imperative for the firm to earn revenue in order to sustain its operations in accordance with the notion of "going concern" (economic obligations). During the course of its activities, the business is anticipated to adhere to legal statutes, constitutional provisions, and/or regulations.

This is the case because the law establishes communal norms and legal obligations. The business is required to adhere to ethical, fair, and just practices while also minimising its environmental impact and considering the needs of its stakeholders, who include consumers, employees, and the local community.

Ultimately, the firm is obligated to fulfil its role as a good corporate citizen by actively contributing to the betterment of the community. According to Carroll giving is seen as a means of improving or increasing something.[6]

In the 1950s until the 1980s, there was a transition from conventional to the contemporary era in CSR. In 1953, Bowen's "Social Responsibility of Businessmen" was published. He gave his definition of CSR as "The social responsibility of businessmen may be defined as the decisions and actions taken for reasons at least partially beyond the firm's direct economic or technical interests.

" That was the first time that a consciousness of the company making decisions and actions for the firm's interest in society was given. Then, Carroll and Buchholtz in "Business and Society: Ethics and Stakeholders Management" in 2000 stated that social responsibility has considered the stakeholder concept. This concept focuses on who and what influences the corporate actions and decisions in society.

Allen Hammond, in his article "Strategic Management: Value and Vulnerabilities" about the future of CSR, said that CSR has become a strategic issue for firms by analyzing value creation, value proposition, and core competencies. In this modern era, companies should not only maximize profits but also create benefits for society in sustainable ways of business, and strategic CSR is the best tool for this goal. During the unfolding history of CSR, many theories and models have been constructed. From the beginning theory of social obligation, which aimed only for profits, to the stakeholder concept, which includes all groups that can affect or are affected by the organization's goals, policies, and/or activities. And the latest theory is that an organization exists within society as an agent of social development. [7]

1.2 Pillars of corporate social responsibility:

Many companies' products may not be superior than their competitors, but their production methods and vision appeal to socially conscious consumers. CSR's main goal is a good slogan or reputation and more business.

A corporation must set clear goals as part of its public image strategy to achieve this. This reduces any negative social repercussions and prevents companies from being caught up in government laws that could harm their profits.

Corporate social responsibility, commonly referred to as CSR, has gained significant popularity in the business sphere. Socially and ecologically responsible firms like The Body Shop and Ben and Jerry's make CSR seem new.

These companies have successfully integrated social responsibility into their operations. Due to their socially and environmentally responsible reputations, Ben and Jerry's ice cream and The Body Shop products are often less objectionable to the public.

1.2.1. Profit Pillar of CSR

Profit maximization is fundamental for businesses to enhance shareholder wealth, serving as the cornerstone of corporate social responsibility (CSR). It drives innovation, job creation, and societal welfare, while also enabling firms to fulfill philanthropic responsibilities. Economic sustainability within CSR ensures profitability while engaging in responsible activities, despite potential challenges such as opportunity costs and conflicting stakeholder interests. This aligns with the 'Triple Bottom Line' theory, emphasizing sustainability across economic, social, and environmental aspects. Financial stability is crucial for long-term profitability, with reserves and investments mitigating income fluctuations and ensuring stability and longevity. Embracing profit as a component of CSR is imperative for sustainable community development and societal progress, emphasizing the importance of sustaining global systems and minimizing negative impacts on society and the environment. The challenges of the profit pillar in CSR include:

1. **Difficulty in Predicting Future Effects:** Forecasting CSR's impact on profitability is challenging, with short-term gains potentially leading to long-term risks like damage to reputation or product quality issues.
2. **Legislation and Compliance Costs:** While compliance incurs costs, it reduces uncertainty and fosters innovation in energy-efficient technologies.
3. **Conflicting Stakeholder Interests:** Balancing stakeholder interests, such as suppliers and employees, is complex and may impact profitability and product quality.
4. **Short-term vs. Long-term Profitability:** Short-term profit focus may conflict with long-term sustainability goals, but investments in sustainable practices can enhance reputation over time.
5. **External Factors:** Climate change and geopolitical instability affect profitability, but compliance with environmental regulations may lead to long-term benefits and innovation opportunities.

The future of the profit pillar in CSR involves integrating technology and responding to evolving consumer demands. Technological advancements enable companies to enhance efficiency, reduce environmental impact, and align profit maximization with social and environmental goals. Increasing consumer pressure drives businesses to adopt socially responsible practices, leading to purpose-driven business models that integrate social initiatives into core strategies. Success in CSR will be measured by positive contributions to society and the environment, prompting a paradigm shift towards greater transparency and social responsibility in corporate governance.[7], [8]

1.2.2 People Pillar

In the realm of Corporate Social Responsibility (CSR), key stakeholders such as employees, their families, unions, and local communities play significant roles in shaping and benefiting from CSR initiatives. For employees, CSR translates to job security and sustainability, boosting morale and commitment. Families gain confidence in socially responsible companies, benefiting from the stability of their loved ones' employment. Unions engage with CSR for information and potential collaboration, advocating for socio-economic issues. Local communities are impacted by company initiatives, ranging from direct assistance to employee involvement in community projects. Consumers and workers increasingly recognize the importance of the People Pillar in CSR, influencing purchase decisions and employment preferences, emphasizing the need for responsible actions from organizations to gain a competitive edge.

Strategic partnerships with academia, NGOs, and trade unions enable companies to advance socially responsible business objectives. By aligning education and training programs with corporate employment needs, companies enhance employability and income-generating capacity, positively impacting social and economic conditions. Prioritizing employee wellbeing involves creating a safe work environment, promoting work-life balance, and investing in training and development. Compliance with regulations, along with additional measures to protect all workers, ensures a supportive workplace environment. Investing in employee training fosters a learning culture within the organization, enhancing individual performance and contributing to long-term success. Overall, prioritizing employee well-being and development supports a positive work environment, individual satisfaction, and organizational success.

Diversity And Inclusion:

Supporting diversity initiatives involves identifying existing diversity within the workforce and implementing affirmative action strategies to address disparities and promote diversity. Collaboration with employees, regular progress monitoring, and utilizing resources from government bodies and industry organizations are essential for effective implementation. Creating an inclusive workplace culture values diversity, fosters a discrimination-free environment, and brings benefits such as better market understanding, talent retention, motivation, and innovation. Aligning diversity initiatives with organizational values and behaviors, promoting equal opportunities, and addressing historical inequalities are crucial for success, requiring integration with business strategy and alignment of social and business goals.

Gender equality is supported through HRM practices like talent management and mentoring, while philanthropy, community engagement, and employee volunteer programs are integral to corporate social responsibility efforts. These initiatives enhance the company's reputation, make a direct impact on local communities, and contribute to personal development and social impact, with inclusivity and alignment with company values being key considerations for effective implementation.[7]

1.2.3. Planet pillar

Archie B. Carroll's report on Corporate Social Responsibility (CSR) introduces a pyramid model comprising economic, legal, ethical, and philanthropic responsibilities that businesses should fulfill. Economic responsibilities, at the base, involve productivity and providing valuable goods and services. Legal responsibilities entail compliance with laws, which evolve as societal expectations increase. Ethical responsibilities involve determining what is morally right beyond legal obligations. Philanthropic responsibilities go beyond duty, involving contributions to society such as environmental sustainability or support for noneconomic sectors. [6]

Planet Pillar, a non-profit organization, aims to practically implement sustainable development and CSR by stakeholders based on geographical areas, emphasizing a vision and mission distinct from typical corporate objectives.

CSR, defined by various experts, entails businesses contributing to public welfare beyond legal requirements, aiming for sustainable economic development and improving quality of life for employees, communities, and society at large.

The planet pillar of CSR aligns closely with environmental management, focusing on preserving finite resources essential for all life, as their depletion poses risks to environmental and human well-being. Safeguarding the environment is crucial for the sustenance of all life on the planet.[9]

Philanthropic initiatives

Supporting diversity initiatives entails identifying workforce diversity and areas for improvement, often through statistical analysis comparing composition with labor market data. Affirmative action strategies like recruitment targets and training programs address disparities. Collaboration with employees and regular monitoring are vital, along with utilizing resources from government bodies and industry organizations. Fostering an inclusive workplace culture free from discrimination is crucial, offering benefits like improved market understanding, talent retention, motivation, and innovation.[10]

1.3 Benefits of focusing on CSR

CSR initiatives offer multifaceted benefits to businesses, encompassing enhanced brand reputation, increased customer loyalty and trust, attraction and retention of top talent, cost savings, operational efficiency, and positive impacts on society and the environment.

A positive brand image is paramount, influencing customer loyalty, trust, and employee retention. Social responsibility fosters brand perception, drawing emotionally connected customers willing to pay premiums and improving job market competitiveness while boosting employee morale and productivity.

CSR programs contribute to customer loyalty by demonstrating a commitment to society, fostering stable customer bases, and transforming customers into brand ambassadors. Additionally, CSR helps attract ethically minded employees, particularly among younger professionals, leading companies to prioritize community involvement and ethical practices.

Volunteer programs further bolster employee retention, teamwork, and community relationships. Moreover, CSR initiatives yield cost savings and operational efficiencies by addressing social and environmental concerns, such as adopting green alternatives and self-regulation. Investing in CSR promotes long-term sustainability, benefiting both companies and society.

Lastly, businesses gain a positive reputation by engaging in socially and environmentally responsible activities, which mitigate risks, strengthen community ties, and serve as insurance against external demands for accountability. Overall, these points underscore how CSR initiatives can significantly enhance brand reputation, foster customer loyalty, attract top talent, drive cost savings, and contribute positively to society and the environment. [11]

1.4 Limitations of CSR

CSR faces several challenges that hinder its effectiveness. Firstly, there is a lack of legal requirements, with CSR often being seen as a moral duty rather than a legal obligation for companies.

This leads to voluntary engagement without strict legal consequences, as executives prioritize short-term profits over social and environmental responsibilities, favoring self-regulation and resisting regulatory interventions.

Secondly, measuring the impact of CSR initiatives proves difficult, particularly in developing countries where wealth generated may not necessarily translate to improved well-being due to non-interchangeable forms of wealth like food security. Additionally, economic growth alone is insufficient to gauge effectiveness, highlighting the need for more nuanced measurements.

Thirdly, there is the potential for greenwashing, as increased pressure from green groups can lead corporations to engage in tactics that mislead consumers and investors, prioritizing profit over genuine environmental responsibility. Greenwashing involves focusing on advertising rather than implementing substantive eco-friendly practices, ultimately undermining environmental conservation efforts.

Fourthly, there is a focus on short-term results, where strategic CSR aligns social and business objectives, but critics argue it weakens the ethical foundation by prioritizing short-term gains over long-term social responsibility. Finally, limited stakeholder engagement poses a challenge, as active engagement is crucial for a company's social license to operate, requiring corporations to listen and respond to stakeholder needs. Multinational corporations are increasingly expected to commit to broader social and environmental responsibilities, reflecting a growing societal demand for corporate accountability and ethical conduct.[12], [13]

2. INTERNATIONAL PERSPECTIVE

2.1 Global Perspective of CSR

Key factors that have driven the importance of CSR and will continue to do so are:

- a) risk management and prevention of harm to the firm's stakeholders by use of sustainable environmental management;
- b) attaining sustained competitive advantage;

- c) reflecting moral and ethical views.

These factors are important to business because it is yielding an age of transparency and consumers and stakeholders have become savvy to matters concerning the environment and the exploitation of labor in less developed countries.

Corporate social responsibility (CSR) is a concept that has grown and evolved in its significance over the last few decades, and is interpreted in many ways by different corporations. However, the underlying idea is typically understood as a commitment by businesses to improve their impact on society and uphold a responsibility that extends beyond profit maximization. Recently, the growing significance of CSR is evidenced by the fact that a number of corporations have made it a central part of their mission statements, and have also implemented it in their business practices. This activity of giving to society has again been done with different levels of commitment, leadership and strategy for the sustainability of programs that were initiated.[14]

2.1.1 CSR (Corporate Social Responsibility)

CSR is crucial globally due to increasing market integration and technological advancements. While globalization improves living standards, it also reveals disparities in labor conditions and environmental practices, often due to multinational corporations seeking cheap resources. Global CSR efforts are vital to prevent exploitation, ensure fair wages, and promote sustainable development in developing nations, while also preventing companies from evading national regulations. International standards are necessary to address these disparities and maintain ethical practices in a competitive global market.[15]

2.1.2. Key Challenges and Opportunities in Global CSR

The global landscape of corporate social responsibility (CSR) confronts the challenge of balancing the interests of wealthy and impoverished nations. Concerns arise over potential inequalities perpetuated by multinational corporations from developed countries dictating terms of CSR in poorer regions. Yet, this scenario also offers opportunities for developing nations to utilize their strengths in social and environmental standards, attracting foreign investment for sustainable development.

Navigating the realm of global CSR entails addressing diverse challenges and opportunities. Establishing universal standards that resonate across cultures and economies proves difficult, given the vast differences between countries. Striving for common ground becomes essential to prevent accusations of moral imperialism and ensure consistent, beneficial CSR practices worldwide.[16]

2.1.3 Best Practices for Implementing Global CSR Strategies

Government policies in countries like the U.S., Japan, U.K., Canada, France, Germany, and the Netherlands mandate certain social and environmental disclosures, but U.S. and foreign stock exchanges differ in their approaches to corporate social reporting.

On U.S. stock exchanges, disclosures mainly target socially responsible investors who weigh financial returns and social impact when making investment decisions. These investors prioritize financial concerns, so social disclosures to them are often framed in financial terms.

For instance, General Motors illustrates to U.S. socially responsible investors how a shift in consumer demand towards fuel-efficient cars could benefit both its image and financial performance. This approach effectively influences firm behavior by connecting social performance to financial outcomes. Additionally, there's a recent trend in the U.S. of including social performance information in databases used by socially responsible investors, leading to increased social data disclosure by U.S. firms traded on U.S. exchanges.[17]

2.1.4 Future Trends in Global CSR

The future trends in global Corporate Social Responsibility (CSR) are indicative of both developed and developing countries' approaches to managing capitalism and social responsibility. Maignan and Ferrell suggest that governments will play a larger role in regulating CSR, moving towards a more global and public approach.

The European Commission's legislative approach contrasts with the American tendency to outsource CSR to the developing world. Aligning with the UN's global development goals, there's a shift towards strategic integration of CSR into business operations, viewing social issues as potential markets. This represents a significant evolution from philanthropy-based approaches, emphasizing the

alignment of business strategies with social and environmental goals.[17], [18]

2.2 Corporate Social Responsibility (CSR) Practices in India

Corporate Social Responsibility (CSR) has transitioned from voluntary to mandatory compliance, reflecting the country's evolving approach to corporate responsibility. This shift has spurred rapid development in CSR research and policy analysis. Indian companies are increasingly integrating CSR into their strategic decision-making, recognizing its role in sustainable development and improved financial performance.

Key CSR practices in India focus on anticipating social and economic needs, complying with laws, and promoting fair trade. CSR initiatives enhance companies' reputations and stimulate demand for goods and services by addressing societal concerns.

Indian corporations and multinational companies (MNCs) are investing in CSR to ensure long-term viability, stakeholder satisfaction, and ethical standards compliance. Despite criticisms, CSR in India is deeply rooted in Gandhian philosophy and has become integral to organizational objectives.

The CSR landscape in India is diverse, with opportunities for public-private partnerships to drive social responsibility initiatives forward. Overall, CSR in India is evolving in response to historical, governmental, and global influences, reflecting a growing corporate consciousness of societal and environmental responsibilities.[19], [20]

3. IMPORTANCE OF CONSUMER BEHAVIOUR

Consumer behavior is a pivotal aspect of any company's strategy, directly impacting revenue. Understanding it involves grasping the decision-making processes behind purchasing. Up to 80% of marketing activity is closely tied to consumer behavior, highlighting its significance in achieving competitiveness. Assumptions about consumer behavior can lead to costly marketing blunders, emphasizing the need for evidence-backed strategies.

Factors influencing consumer behavior are diverse, including personal aspects like demographics, culture, and social class. Income and social influence play

significant roles in purchasing decisions. Understanding these factors aids marketers in tailoring their strategies to different consumer groups.

The consumer decision-making process involves several stages, starting with need recognition and followed by information search and evaluation of alternatives. Companies need to understand how these needs are triggered and how consumers seek information to influence their choices effectively.[21]

Consumer behavior plays a crucial role in marketing strategy, impacting decisions related to product success, resource allocation, and brand positioning. Targeting specific consumer segments and positioning products effectively are key strategies for success.

Analyzing consumer behavior for business growth involves various methods, including opinion-based techniques like surveys and focus groups, as well as data mining. Data mining, in particular, offers insights into individual consumer preferences, leading to tailored products and promotional strategies that enhance sales and customer satisfaction.[22], [23], [24]

3.1 CSR and Customer Response

Corporate Social Responsibility (CSR) has become integral to modern business strategies, emphasizing ethical and sustainable practices. Businesses now acknowledge their impact on communities and the environment, leading to a shift from profit-centric approaches to broader societal welfare considerations. Central to this shift is the recognition that CSR not only fulfills ethical obligations but also yields tangible benefits like enhanced brand reputation and long-term profitability.

In this context, Customer Response—the way companies engage with customers—becomes a crucial indicator of CSR effectiveness. The relationship between CSR and Customer Response highlights the interconnectedness of business ethics and consumer satisfaction. By understanding and leveraging this relationship, companies can cultivate positive brand images and foster lasting customer loyalty, aligning with the broader goals of CSR and sustainable business practices.[25]

****Importance of Effective Customer Response:**

Customer service reps significantly influence loyalty and satisfaction through problemsolving and interaction. CSR activities can convert unhappy customers

into loyal ones and prevent switching to competitors. Monitoring feedback helps gauge the impact of CSR behavior on customer retention and loyalty, informing investments in CSR training to improve satisfaction and profitability, thus enhancing brand perception and loyalty.

Strategies for Improving Customer Response:

Adequate resource support, including access to updated knowledge bases and decision support systems (DSS), is crucial for effective customer service. Implementing mentor systems and providing appropriate training builds competency and confidence in CSRs, leading to improved customer interactions and job satisfaction, ultimately enhancing overall CSR program effectiveness.

Measuring and Evaluating Customer Response:

Properly defining goals for customer response, including improving loyalty and assessing the impact of ethical practices, is essential before gathering information. Various methods such as sales trend evaluation, feedback forms, interviews, and unsolicited methods like telemarketing provide insights into CSR initiative success, leading to increased loyalty and positive word of mouth.[26], [27]

3.1.1. Correlation between CSR and pricing

In the 1990s, CSR gained traction as companies sought to balance economic performance with environmental and social concerns. Sustainable development, defined as meeting present needs without compromising future generations, became a core concept. Implementing CSR requires active engagement in social and environmental activities, exemplified by PT. Kizan Indonesia's support for reforestation and livelihood programs. CSR becomes ingrained in organizational culture as stakeholders embrace social issues as tasks and goals.[28]

The Impact of CSR on Pricing:

While pricing is crucial for revenue generation and profit, it's challenging to change and uncertain in its impact. Recent studies, such as Blair and Landon's, suggest no significant correlation between pricing decisions and social responsibility. Initially, price increases may seem detrimental, but if CSR enhances brand equity and consumer perception, it can contribute to shareholder wealth. Brand equity mediates the relationship between CSR and purchase intent, allowing for a two-tiered pricing strategy: higher prices for price-insensitive

consumers and competitive pricing for others. CSR also enables the introduction of new products/services at premium prices, particularly in technology-driven industries with high R&D costs. Consumer social responsibility (CSR) value prompts consumers to pay more for socially responsible products/services, allowing companies to price above competitors in high-cost industries. However, price increases may decrease demand despite the positive impact on firm performance.[29]

3.1.2. Correlation between CSR, Buying Power, and Sustainable Marketing

The studies by Du et al. (2010) and Chen & Hung (2010) emphasize the growing importance of incorporating Corporate Social Responsibility (CSR) into marketing strategies due to increasing consumer demand for socially responsible products. However, there's a lack of concrete evidence on how consumers perceive a company's CSR efforts when making purchasing decisions.

Defining CSR is challenging, with Du et al. (2010) defining it as actions exceeding corporate profit motives and legal requirements, while McWilliams and Siegel (2001) present a more comprehensive definition, encompassing actions that promote social good beyond legal obligations.[30], [31]

CSR involves evaluating an organization's societal impact beyond legal and ethical obligations, emphasizing responsibilities to non-shareholder stakeholders for sustainable outcomes. It's a qualitative aspect of business operations, gaining traction due to mounting pressure for CSR and sustainability efforts (Crowther & Aras, 2008).

The paper aims to explore the correlation between CSR, buying power, marketing ethics, and marketing management, investigating whether integrating CSR into marketing strategies enhances consumer purchasing power towards socially responsible products and services for a sustainable society.[32]

3.1.3. Impact of Buying Power on CSR Initiatives

CSR initiatives can be classified into two categories: strategic and operational. Strategic initiatives focus on addressing societal interests and values, necessitating fundamental changes within a business, while operational initiatives aim to minimize harmful effects or engage in beneficial actions for society.

Consumer power has increasingly influenced the implementation of CSR programs, as recognized by the European Union (2000). Businesses acknowledge the importance of aligning with consumer demand and maintaining a competitive edge. Cause-related marketing (CRM) has emerged as a strategy for enhancing brand recognition and gaining a competitive advantage by fostering consumer trust and loyalty through perceived social contributions, as described by Herremans, Akathaporn, and McInnes (1993).

CRM involves collaboration between for-profit and non-profit organizations for mutual benefit (Adkins, 1999). An example is the 'campaign for global change' by Amnesty International and The Communication Agency, targeting a socially conscious youth audience through online and viral marketing (Marketing Magazine, 2007).

Consumers exert influence on CSR strategies through their consumption choices, prompting corporations to respond with donations and volunteering, according to Adkins (1999). Increased consumer awareness of social and environmental issues, such as workplace conditions in developing countries, has led to businesses adopting fair trade practices as part of CSR strategies.

There's a growing belief that consumer purchasing decisions are increasingly swayed by CSR considerations. A UK survey highlighted by the Business for Social Responsibility website revealed that over 70 percent of the population now considers the social and environmental impacts of products more than five years ago, with more than half considering or switching to brands associated with good causes.

3.1.4. The Role of Sustainable Marketing in CSR

The concept of societal marketing emphasizes that a company's marketing efforts should cater to consumer needs while also serving broader societal interests. Corporate community involvement (CCI), a more recent concept, suggests that companies can generate profits by engaging in activities that benefit society, leading to increased consumer loyalty and sales. Cause-related marketing, where a company associates its products with social issues and donates to related causes, can also enhance consumer loyalty and drive sales while contributing positively to society. These strategies align with corporate social responsibility (CSR), fostering a better society.

Companies recognize the importance of social investment in maintaining their standing in society. Sustainable marketing within CSR, however, presents challenges, as it involves balancing short-term profits with long-term societal and environmental concerns. Consumer awareness of company practices' societal and environmental impacts has grown, leading to increased pressure on companies to adopt and enact CSR policies. Failure to do so risks damaging consumer perception and negatively impacting sales as consumer awareness of CSR continues to rise. Despite challenges, companies can embrace sustainable marketing practices to contribute to a more sustainable society while maintaining profitability.[33]

3.1.5. Story Telling and Content Marketing

Corporate Social Responsibility (CSR) is a commitment businesses make to enhance societal well-being by acknowledging their impact on the environment, consumers, employees, communities, and stakeholders. It involves self-regulation to adhere to laws, ethics, and international norms, ultimately aiming to act in society's interest and build positive relationships. CSR influences consumer behavior, affecting purchasing decisions and company perception.

Content marketing revolves around creatively telling stories to establish emotional connections with target audiences. These stories aim to influence behaviors, such as purchasing products, subscribing for services, or even engaging in health screenings. Storytelling is deemed the most powerful tool to convey ideas, as it personalizes company experiences, fosters loyalty, and delivers valuable content to customers, closely intertwining with consumer behavior.[34], [35]

Psychology theories support the effectiveness of storytelling in marketing communications, engaging both cognitive and emotional responses, thus enhancing attention and information retention. Storytelling provides relevance, context, and connection, satisfying the innate emotional needs of individuals.

Young emphasizes storytelling's pivotal role in content marketing, stressing the necessity of shaping information into compelling narratives to capture audience attention in today's information-saturated world. Michael Hoefflinger reinforces this sentiment, highlighting storytelling's ability to resonate with emotional

beings seeking relevance and connection in marketing messages, regardless of B2B or B2C contexts.

3.2 Integrating Storytelling, Content Marketing, and CSR

The essence of storytelling lies in its ability to engage listeners and convey messages effectively. While traditional marketing relied heavily on advertisements through radio, television, and newspapers, the landscape has evolved. Non-profit organizations leverage storytelling to advocate for causes, blending it with content marketing to drive Corporate Social Responsibility (CSR). This approach focuses on permission and a pull method, allowing audiences to engage willingly rather than being forcefully pushed content.

Complex CSR issues are often challenging to grasp, but storytelling utilizing various media makes them more accessible. For instance, a campaign addressing animal welfare illustrates this. Despite widespread awareness, many still neglect animal care, posing a significant challenge. Through integrated storytelling content, videos showcase the decline in animal well-being due to neglect, transitioning to success stories of improved care in communities. This comprehensive approach fosters empathy and motivates action to support animal welfare initiatives.

In summary, by weaving powerful narratives and utilizing diverse content mediums, storytelling becomes a potent tool for driving positive societal change.[36]

3.2.1. Impact of storytelling and content marketing on consumer behaviour

Content marketing is a strategic approach focused on creating and distributing valuable, relevant content to attract and retain a specific audience. It shares similarities with traditional storytelling, serving as a means for companies to engage consumers and drive profitable action.

In the context of Corporate Social Responsibility (CSR), content marketing becomes a platform for showcasing socially responsible activities and initiatives. Consumers find stories about CSR more compelling than detailed business reports, particularly when they highlight impacts on social or environmental issues. By aligning with CSR, content marketing contributes to societal and consumer well-being.

A notable example is Coca-Cola, which utilizes its "Citizenship" section on its website to share stories and information about its initiatives worldwide. This strengthens the connection between Coca-Cola and its consumers, fostering brand familiarity and trust through engaging narratives.

Research indicates that storytelling is a powerful tool for marketers to communicate brand identity and build consumer relationships. Emotional connections formed through storytelling influence consumer attitudes and behaviors positively. Consumers who emotionally connect with a brand are more likely to engage in positive word-of-mouth, show brand loyalty, and choose the brand over others, leading to increased sales.

In essence, content marketing and storytelling are integral to marketing strategies, facilitating consumer engagement, building trust, and driving brand loyalty and sales.[37]

3.3 STP analysis for csr and consumer behaviour

With growing awareness of the environment and consumer rights, companies have increasingly been seeking marketing strategies that combine sound economics with ethical values. CSR initiatives are thus practiced in varying forms, with one popular approach being the implementation of environmentally friendly measures. As such, retailers have engaged in green marketing as a means to advance their CSR reputation, and consumers are targeted as a way to appeal for responsible behavior. A study by Ottman (2011) has shown that a strong campaign can indeed produce behavioral change in consumers. Previous research has shown that the most powerful predictor of future behavior is past behavior itself, assuming that situational factors remain constant. An established pattern of purchasing green products reflects a lifestyle choice and value system consistent with a concern for the environment. Therefore, an analysis based on STP will reveal patterns of green purchasing.[36]

3.3.1. Segmenting Consumer Behavior

Behavioral segmentation classifies consumers according to their loyalty, purchase occasions, and desired benefits. Loyalty buyers exhibit brand allegiance, while occasionbased purchasers buy for specific events, and benefit seekers prioritize quality and price. This underscores four segmentation criteria: behavioral, demographic, psychographic, and geographical. This approach to

market segmentation is crucial for discerning unique consumer segments with diverse needs and behaviors. Market segmentation is a two-step process: (1) naming broad product-markets and (2) segmenting these broad product-markets in order to select target markets and develop marketing mixes.[38]

3.3.2. Targeting CSR Initiatives

Consumer behavior towards Corporate Social Responsibility (CSR) initiatives is shaped by their perceptions and attitudes. Despite potential cost increases, consumers often endorse a firm's social involvement. When companies align with consumer values, it fosters brand loyalty and diminishes marketing expenses. Yet, excessive emotional ties to causes may prompt consumers to prioritize direct donations over purchases. Nonetheless, well-executed CSR initiatives bolster consumer satisfaction and enhance the firm's reputation, ultimately cultivating brand loyalty and facilitating recruitment efforts.

3.3.3 Positioning Strategies

Companies strategically synchronize communication tactics with their established market positions. While Corporate Social Responsibility (CSR) can fortify a brand's strategy, it demands a tailored and committed approach. Marks and Spencer serves as a prime example, accentuating social responsibility to reshape customer perceptions regarding pricing and quality. Their endeavor extends to societal norms, advocating for reduced plastic bag consumption to advance sustainability. These instances underscore the significance of comprehending consumer behavior and harnessing CSR endeavors to elevate brand esteem and foster enduring customer loyalty.[39]

4. METHODOLOGY

This part will show and explain the fundamental factors necessary for doing the research for the purposes of this thesis analysis.

4.1 Main Objective:

The main goal of the thesis is to investigate and comprehend the variables involved in CSR activities by a shoe company based in India and its impact on consumer behaviour. By doing so the purpose is to suggest a CSR marketing and communication strategy that shines light on the CSR activities done by the respective company as well as observe its impact.

Its design will consider elements such as consumer engagement, consumer buying power, brand trust and other factors that can be impacted by CSR activities. Based on the findings of the work, which will involve a survey with New Delhi consumers who have either used or are considering buying a product based on company's CSR activities and brand awareness. The strategy will be designed with the intention of producing marketing communication suggestion for efficient sway of consumer buying behaviour towards the product.

4.2 Sub goals

The specific objectives of this analysis is derived from general goal stated above are described as following:

1. Determine usefulness of CSR activities in the Indian Market sphere.
2. Find out the main factors that may or may not influence consumer behaviour.
3. Propose a marketing communication strategy that can be adapted for Indian consumers via CSR activities.

4.3 Research Questions:

Questions that will be investigated in this thesis research are the following:

RQ1: How do consumers perceive the social responsibility initiatives of a shoe company?

RQ2: How do consumers respond to various sustainable marketing strategies employed by the companies to communicate CSR initiatives

4.4 Research Methods: Quantitative and Qualitative research.

Recent years have seen a recognition of the power in integrating quantitative and qualitative research methods to offer deeper insights into social phenomena compared to using either approach alone. This has led to the rise of mixed method research, where both types of data are collected and analysed together in a single study. The diversity of mixed method designs necessitates a typology to guide researchers in designing studies that address their research problems effectively. Understanding these designs ranges from using quantitative data to test emergent qualitative theories to creating complex causal explanations through prior testing and theory development.

Research is a systematic process of gathering and analysing information to enhance understanding, with quantitative and qualitative methods being the mainstays. This work delves into the differences between these methods, exploring issues like research design, sampling, questionnaire construction, and data analysis. While quantitative research relies on hard data for scientific rigor and objectivity, qualitative research gathers soft data for nuanced understanding, leading to debates about scientific objectivity. Despite their differences, both methods remain central in social scientific research, with each offering unique strengths and challenges.(Creswell, 2023)

4.5 Research Objective

This thesis aims to thoroughly investigate consumers' perceptions of Corporate Social Responsibility (CSR) initiatives undertaken by a specific brand and analyse their influence on purchasing behaviour. The research objectives include assessing the level of consumer awareness of the brand's CSR activities, evaluating attitudes toward these initiatives in terms of authenticity, sincerity, and effectiveness, and understanding the importance consumers place on CSR in their buying decisions. It also seeks to identify which CSR dimensions consumers prioritize and how these impacts purchasing behaviour, as well as exploring demographic and psychographic factors that may moderate the relationship between CSR perception and buying behaviour. Additionally, the thesis aims to uncover the emotional and cognitive mechanisms underlying consumer responses to CSR, such as trust and loyalty, and to examine potential differences in perceptions and behaviours across product categories or industries. Ultimately, the work aims to provide actionable insights and recommendations to the brand on how to improve CSR communication strategies and leverage CSR initiatives to enhance consumer behaviour and brand loyalty.[40]

II. ANALYSIS

5. RESEARCH CHARACTERISTICS

This part of presents, interprets and analysis the primary research results.

5.1 Research Design

Quantitative research primarily aims to test established hypotheses through deductive reasoning, which some consider a limitation when applied to interpretive disciplines like qualitative research.

However, respondent data collection was conducted from a diverse range of consumers in Delhi through online surveys.

These surveys serve as a bridge to both potential and current consumers, shedding light on their perspectives on Corporate Social Responsibility (CSR) activities. Such insights are crucial for understanding the factors influencing consumer behaviour and their response to CSR initiatives.

5.2 Questionnaire Design

Social science and market research often employ questionnaires to acquire data. They use structured questions customised to thesis aims to acquire responder data. Questionnaires are given to all participants to ensure data uniformity and allow comparisons. They are generally pre-tested to find and fix bugs before release. To ensure data validity and reliability, questionnaires are administered in various ways and collected and analysed.

The objective of this questionnaire is to investigate and recognize the level of Corporate Social Responsibility (CSR) awareness among individuals, its impact on consumer behaviour, and to elucidate their perceptions. The questionnaire was formulated to gain understanding regarding the respondents' comprehension of CSR, their level of awareness about it, and its influence on their purchasing decisions.

5.3 Sampling method

For this research endeavour, questionnaires were disseminated among residents of Delhi utilizing an online survey methodology. The selection process ensured the inclusion of a diverse demographic representation within the sample. A sample size of 150 individuals was deliberately chosen to provide statistical significance and enhance the reliability of the study findings.

5.4 Data collection

To conduct this survey online via TYPEFORM.com were used as a tool for data collection. Its user interface is more user friendly and makes taking survey fun and not task like. This tool is research friendly and can be modified to suit and research. This tool provides a range of variety to construct the survey with different question types such as: multiple answer, short responses and much more. It also provides real time data collection which helps the researcher to examine the responses and perform efficient data analysis. TYPEFORM forms are not only web based however can also be accessed via a mobile device. This broadens the accessibility and aids the author to obtain data from the respondents who otherwise might not have been able to have access to other survey collection methods.

5.5 Respondent characteristics

Demographic data was collected as part of the first question from the questionnaire. This survey was aimed at educated individuals who are either pursuing some form of education or are employed or both.

5.5.1 Age groups

Based on the survey data Demographic Distribution: The respondents cover a wide range of ages, with the majority falling within the 18-35 age group (75.23%). There is also representation from older age groups, with 11.01% between 36-45, 6.42% between 46-55, and 7.34% aged 56 and above. This makes

1. Age Group Distribution:

Age Group	Percentage
18-25	23.85%
26-35	51.38%
36-45	11.01%
46-55	6.42%
56+	7.34%

our target audience between the age groups 18-35.

TABLE-1 AGE GROUP DISTRIBUTION Insights into the Population: The data suggests a diverse population in terms of age, occupation, and education. The prevalence of younger respondents (18-35 age group) indicates potential trends or interests within this demographic. Additionally, the distribution across different occupations and education levels highlights the varied backgrounds of the respondents.

5.5.2 Occupational Diversity

Respondents come from various occupational backgrounds, including executive positions, self-employment, students, and housewives.

Occupation Distribution:

Occupation	Percentage
Executive	50.46%
Student	43.12%
Self Employed	5.50%
Housewife	1.83%

TABLE 2- Occupation Distribution

5.5.3 Educational Attainment

The majority of respondents have attained at least a bachelor's degree (or are pursuing one), with some holding graduate or master's degrees. There are also respondents at different educational levels, including high school and degree pursuit.

.. Education Level Distribution:

Education	Percentage
Bachelors	81.65%
Masters	12.84%
Graduate	3.67%
Highschool	1.83%

Table of Education level Distribution.**5.6 Results of the survey**

Q1. How often do you purchase shoes in a year?

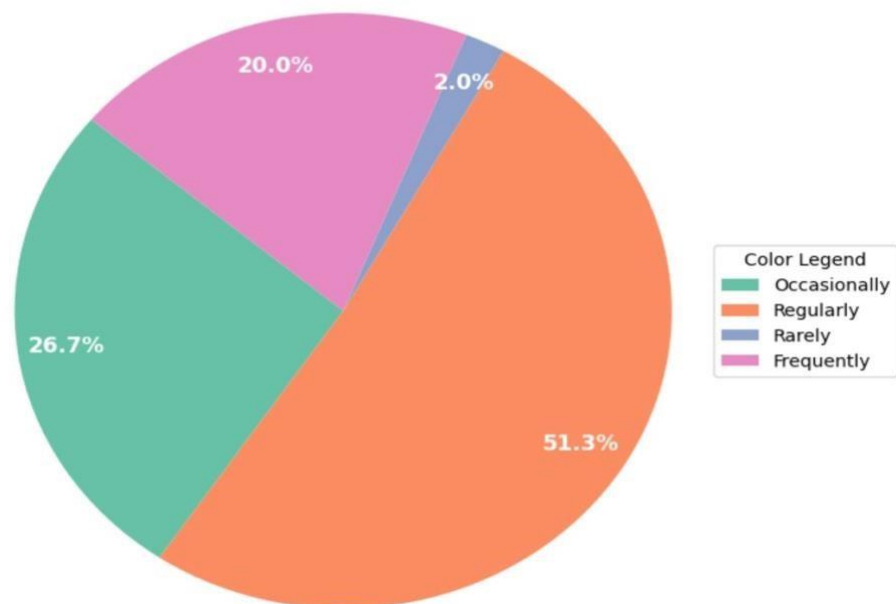
How often do you purchase shoes in a year?

Figure 1 - Consumer Response of Shoe Purchase. Source: Own

Most respondents (approximately 46.9%) purchase shoes occasionally.

About 40.8% of respondents purchase shoes regularly.

Only a small percentage of respondents (approximately 4.6%) rarely purchase shoes. Around 7.7% of respondents purchase shoes frequently.

Analysis of shoe purchasing data shows diverse consumer behavior. "Occasionally" and "Regularly" are common responses, indicating varied buying patterns influenced by factors like impulse and lifestyle. Rare and frequent purchases are less common, reflecting a balanced distribution of buying habits. This diversity underscores the need for tailored marketing strategies by retailers to accommodate different consumer preferences.

Q2. What factors influence your decision to purchase shoes? (Select all that apply)

What factors influence your decision to purchase shoes? (Select all that apply)

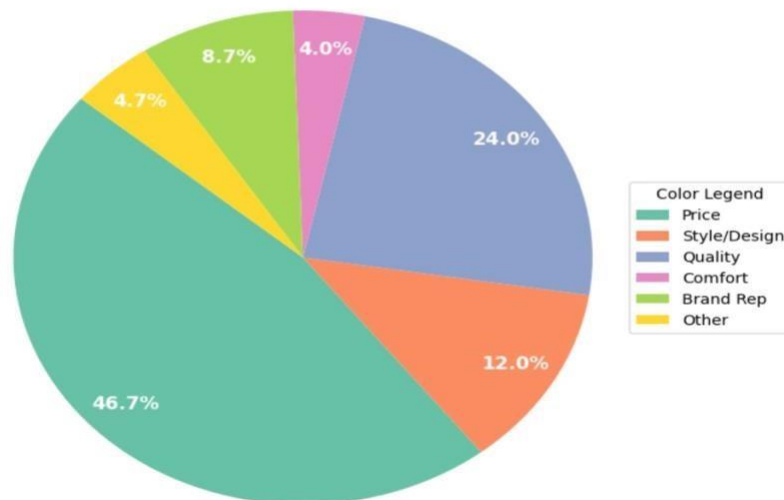


Figure 2- Consumer response of purchase influence. Source: Own

Understanding the multifaceted nature of factors influencing shoe purchase decisions is essential for businesses. While price and quality are paramount, considerations such as style/design, comfort, and brand reputation also play significant roles. Companies should strive to offer products that balance affordability, quality, and aesthetics while meeting diverse consumer preferences. Additionally, staying attuned to evolving trends and individual preferences can

help businesses remain competitive in the footwear market. **Affordability Dominance:** Affordability is crucial, cited by 30% of respondents, indicating its significant role in purchasing decisions.

Quality Importance: Close behind price, quality is considered by 24% of respondents, emphasizing the value placed on durability and craftsmanship.

Style/Design Preference: While not dominant, 15.33% of respondents prioritize style/design, showing the influence of aesthetics and fashion trends on purchases.

Comfort Consideration: Comfort is a factor for 7.33% of respondents, underscoring the importance of fit, cushioning, and support.

Brand Reputation: Brand reputation matters to 6.67% of respondents, indicating the significance of trust and perceived value associated with brands.

Other Factors: 4.67% of respondents mention other factors, suggesting diverse individual preferences that may influence purchase decisions.

Q3. Are you aware of the concept of Corporate Social Responsibility (CSR)?

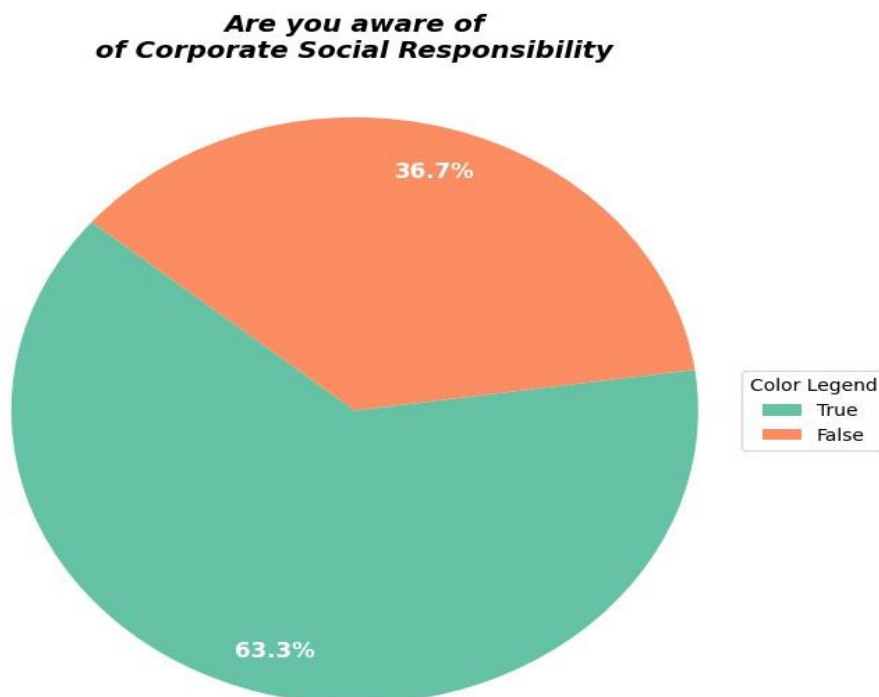


Figure 3 - Consumer response about CSR. Source: Own

Based on the data, it seems that there is a moderate level of awareness of the concept of Corporate Social Responsibility (CSR) among the respondents. Approximately 52.5% of the respondents answered TRUE, indicating that they are aware of CSR, while 47.5% responded FALSE, indicating lack of awareness.

While more than half of the respondents are aware of CSR, there is still a significant portion who are not familiar with it. This suggests that there might be opportunities for organizations to further promote and educate individuals about CSR initiatives and their importance in business practices. Additionally, it could be beneficial for companies to emphasize their CSR efforts to increase awareness and engagement among stakeholders.

Q4. Do you consider a brand's CSR initiatives when making a purchase decision?

Do you consider a brand's CSR initiatives when making a purchase decision?

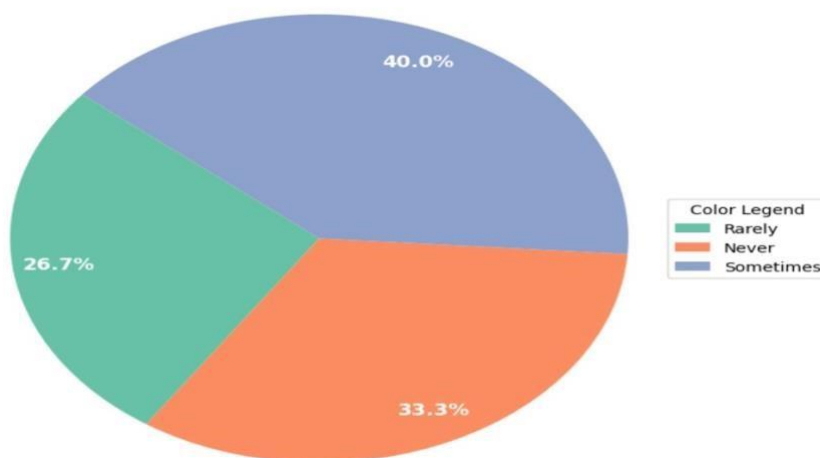


Figure 4- Consumer Response about initiative. Source- Own

Based on the data provided, it's clear that there is a diverse range of attitudes towards corporate social responsibility (CSR) initiatives among consumers.

- **Frequency of Considering CSR Initiatives:** The majority of respondents (47%) rarely consider a brand's CSR initiatives when making purchase decisions. This indicates that for nearly half of the respondents, CSR is not a significant factor in their decisionmaking process.

- **Negligible Importance to Some:** A significant portion (26%) of respondents stated that they never consider CSR initiatives when making purchases. This suggests that for these individuals, CSR plays no role whatsoever in their purchasing decisions, indicating a lack of importance or relevance of CSR to this group.
- **Partial Influence:** Despite the above trends, it's noteworthy that 27% of respondents do sometimes take into account a brand's CSR initiatives when making a purchase. This indicates that for a considerable minority, CSR initiatives do have some influence on their decision-making process, even if not consistently.
- **Implications for Brands:** Brands aiming to leverage CSR as a competitive advantage should consider these findings carefully. While CSR may not be a primary driver for the majority of consumers, there is still a significant portion for whom CSR initiatives do matter. This suggests that brands with strong CSR programs may be able to differentiate themselves and appeal to this segment of the market. However, it's essential for brands to understand their target audience and tailor their CSR strategies accordingly.
- **Opportunities for Engagement:** For brands looking to enhance their CSR efforts, there may be opportunities to engage with consumers and raise awareness about their initiatives. Communicating the impact of CSR programs effectively and transparently could potentially sway more consumers to consider CSR when making purchasing decisions.

Overall, the data suggests that while CSR initiatives may not be a decisive factor for all consumers, there is a notable segment of the market for whom CSR does influence their purchasing behaviour to some extent. Brands should consider these findings when formulating their CSR strategies and communication efforts.

Q5. What specific CSR activities do you value most in a shoe brand? (Select all that apply)

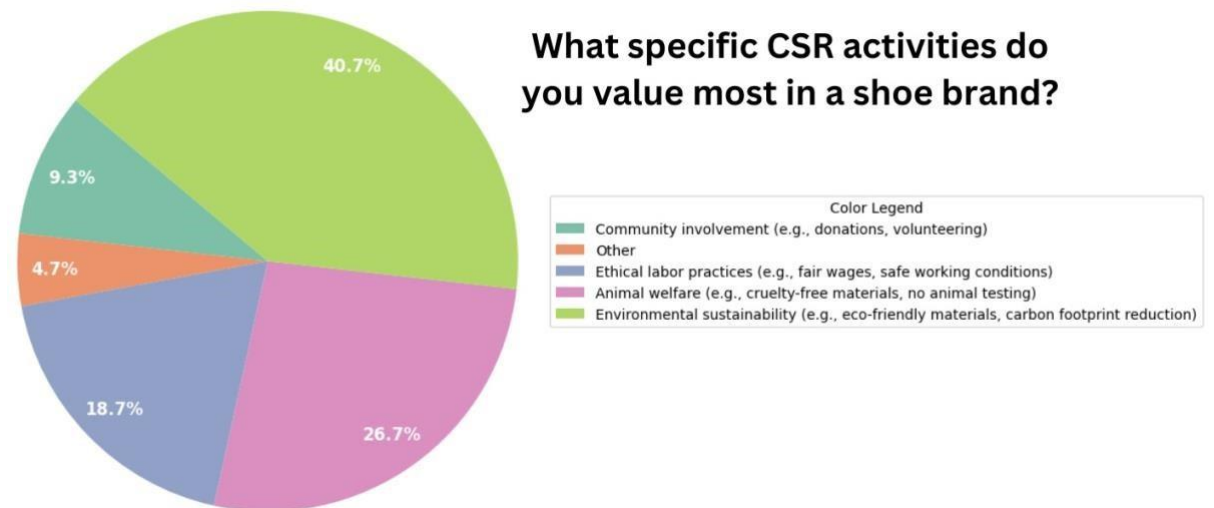


Figure 5 - Consumer response values. Source- Own

These findings highlight the importance of CSR activities, particularly environmental sustainability and ethical labor practices, in shaping consumer perceptions and preferences towards shoe brands. Brands that prioritize these aspects are likely to resonate more strongly with environmentally and socially conscious consumers.

Environmental Sustainability is the most valued CSR activity among respondents, accounting for approximately 37.4% of the total selections. This indicates a strong preference for shoe brands that prioritize eco-friendly practices and reduce their carbon footprint.

Ethical Labor Practices follow closely behind, with around 28.9% of respondents valuing fair wages and safe working conditions in the production of shoes. This suggests that consumers are increasingly conscious of the labor conditions behind the products they purchase.

Community involvement is also significant, with approximately 16.6% of respondents emphasizing the importance of brands engaging in community initiatives such as donations and volunteering.

Animal welfare appears to be a consideration for about 13.9% of respondents, indicating a notable but somewhat lower priority compared to other CSR activities.

Other activities, though less frequently mentioned, still represent around 3.2% of responses.

Q6. Have you ever chosen one shoe brand over another because of its CSR initiatives?

Have you ever chosen one shoe brand over another because of its CSR initiatives?

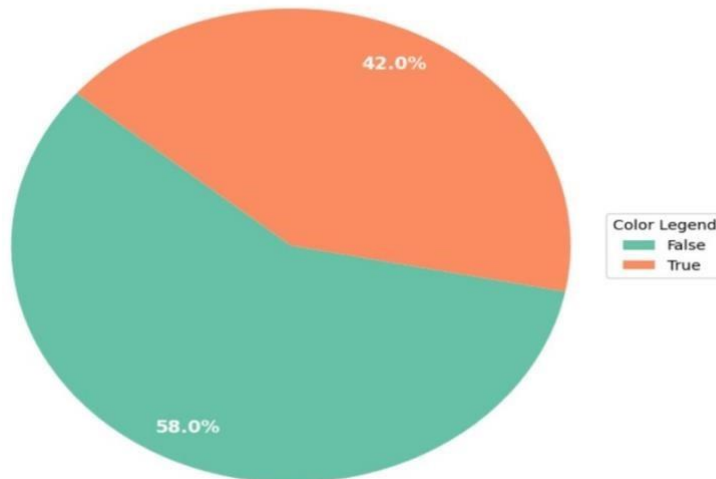


Figure 6 - Consumer Response on choosing a shoe brand based on its CSR activities. Source- Own

The provided data outlines the influence of Corporate Social Responsibility (CSR) initiatives on consumer decisions regarding shoe brands. Based on the data, approximately 24.67% of respondents have chosen a shoe brand due to its CSR initiatives, while about 75.33% have not prioritized CSR initiatives when selecting a shoe brand.

The Insights with these findings are as follows:

- **Consumer Awareness and Perception:** The data suggests that a significant portion of respondents (24.67%) consider CSR initiatives when choosing a shoe brand. This indicates a growing awareness among consumers regarding corporate responsibility and sustainability. Companies that actively engage in CSR initiatives may be perceived more favorably by these consumers, leading to increased brand loyalty and positive word-of-mouth.

- **Competitive Advantage:** For shoe brands, incorporating CSR initiatives can serve as a competitive advantage in a crowded market. Consumers, particularly those who are environmentally and socially conscious, may prefer brands that demonstrate a commitment to ethical practices, such as using sustainable materials, ensuring fair labor practices, or supporting community initiatives. By aligning with these values, brands can differentiate themselves from competitors and attract a loyal customer base.
- **Marketing and Brand Image:** Companies often leverage CSR initiatives as part of their marketing strategy to enhance brand image and reputation. Communicating these initiatives through various channels, such as advertising campaigns, social media, and packaging, can resonate with consumers and create a positive association with the brand. Effective storytelling about the impact of CSR efforts can evoke emotional connections with consumers, fostering trust and loyalty over time.
- **Consumer Skepticism and Greenwashing:** Despite the positive impact of CSR initiatives, some consumers may approach corporate social responsibility with skepticism, questioning the sincerity of brands' motives. This skepticism can arise from instances of "greenwashing," where companies exaggerate or misrepresent their environmental or social efforts for marketing purposes. To mitigate skepticism, brands must demonstrate transparency and authenticity in their CSR initiatives, providing tangible evidence of their commitments and outcomes.
- **Varied Consumer Preferences:** While CSR initiatives may influence a significant portion of consumers, it's essential to recognize that individual preferences vary. Factors such as price, quality, style, and brand reputation also play crucial roles in consumer decision-making. Some consumers may prioritize affordability and product performance over CSR considerations, particularly in price-sensitive markets.
- **Opportunities for Improvement:** The data highlights an opportunity for shoe brands to further integrate and communicate their CSR initiatives effectively. Engaging with consumers to understand their values and preferences can inform the development of targeted CSR strategies that resonate with specific market segments. Continuous evaluation and

improvement of CSR practices can enhance brand credibility and long-term sustainability.

Comprehensively, while CSR initiatives can influence consumer decisions to varying degrees, the broader context of consumer preferences, market dynamics, and brand strategies must be considered. By balancing CSR commitments with other business objectives, shoe brands can create meaningful impact while building strong relationships with consumers and stakeholders.

Q7. Does a shoe brand's CSR activities influence your loyalty to that brand?

Does a shoe brand's CSR activities influence your loyalty to that brand?

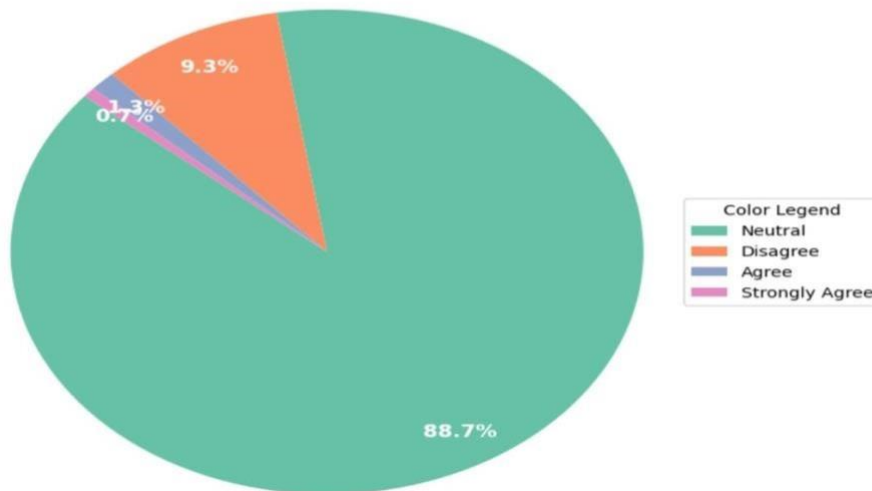


Figure 7 - Consumer response on brand loyalty. Source- Own

Based on the data provided, it appears that the majority of respondents (84%) have a neutral stance on whether a shoe brand's Corporate Social Responsibility (CSR) activities influence their loyalty to that brand. This suggests that, for most respondents, CSR activities may not be a significant factor in determining their brand loyalty.

However, it's noteworthy that a small minority of respondents (less than 15%) either disagreed or agreed with the statement. Among them, the percentage of respondents who strongly agreed (0.6%) is particularly low, indicating limited belief in the strong influence of CSR activities on brand loyalty among this group.

This suggests that while CSR activities might not be a primary driver of brand loyalty for the majority of respondents, there are still some who believe that CSR plays a role, albeit not a dominant one.

As a result, the data suggests that there is not a strong consensus either for or against the influence of CSR activities on brand loyalty among respondents.

Further qualitative research or additional data collection may be necessary to better understand the underlying reasons for the neutral stance and the differing opinions among respondents.

Q8. Would you be willing to pay a premium for shoes from a brand known for its CSR initiatives?

Would you be willing to pay a premium for shoes from a brand known for its CSR initiatives?

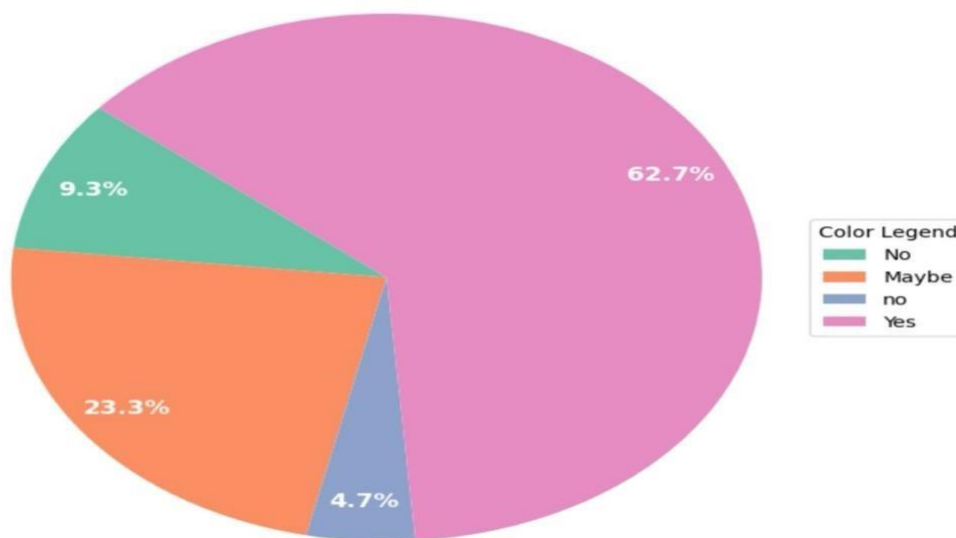


Figure 8 -Consumer response about willingness to pay a premium. Source – Own

The provided analysis outlines the breakdown of responses regarding willingness to pay a premium for shoes from a brand known for corporate social responsibility (CSR) initiatives.

Let's delve deeper into the implications of these findings:

- **Positive Response Rate:** Approximately 37% of respondents expressed a willingness to pay a premium for shoes associated with CSR initiatives. This indicates a notable segment of the market that values ethical considerations and is willing to support brands that align with their values. For companies emphasizing CSR, this presents an opportunity to

appeal to this conscientious consumer base and potentially command higher prices.

- **Uncertainty and Opportunity:** The sizable proportion (around 47%) of respondents indicating uncertainty suggests an opportunity for brands to influence consumer perceptions through effective communication of their CSR efforts. By providing transparent information about their social and environmental initiatives, brands can potentially sway this uncertain segment and convert them into paying customers.
- **Objection and Challenges:** Around 17% of respondents expressed an unwillingness to pay a premium for shoes from brands with CSR initiatives. This minority segment may have objections related to pricing, perceived value, or skepticism about the authenticity of CSR efforts. Addressing these concerns through clear communication, demonstrating tangible benefits, and ensuring authenticity in CSR practices can help overcome objections and potentially expand the customer base.
- **Importance of Communication and Education:** The analysis underscores the importance of communication and education regarding CSR initiatives. Brands need to effectively convey the impact of their CSR activities on society, the environment, and stakeholders to resonate with consumers and justify premium pricing. Education campaigns, storytelling, and transparency in reporting can enhance consumer trust and loyalty.
- **Market Segmentation and Targeting:** Understanding the diverse responses among consumers allows for targeted marketing strategies. Segmentation based on attitudes towards CSR can enable brands to tailor their messaging, product offerings, and pricing strategies to appeal to different segments effectively.

In a nutshell, the analysis highlights both opportunities and challenges for brands seeking to leverage CSR initiatives to drive consumer engagement and loyalty. By addressing consumer concerns, effectively communicating CSR efforts, and delivering value, brands can position themselves competitively in the market and build long-term relationships with socially conscious consumers.

Q9. How do you typically become aware of a shoe brand's CSR initiatives?

How do you typically become aware of a shoe brand's CSR initiatives?

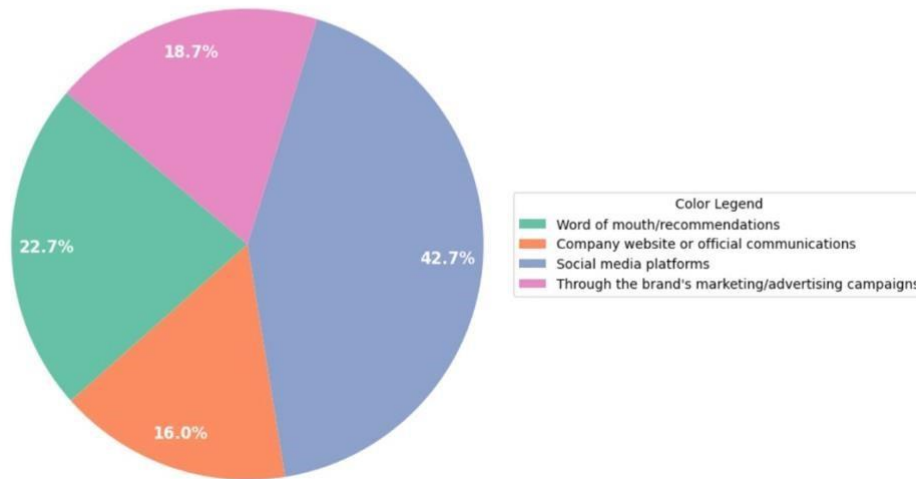


Figure 9 - consumer response about mode of becoming aware of a brands csr activities. Source - Own

By leveraging these insights, shoe brands can develop more effective communication strategies to raise awareness of their CSR initiatives, engage with consumers, and ultimately strengthen their brand reputation and loyalty.

- **Word of Mouth Dominance:** The fact that 50% of respondents rely on word of mouth or recommendations to become aware of a shoe brand's CSR initiatives underscores the power of personal networks and peer influence. This suggests that brands should prioritize building strong relationships with customers and stakeholders who can advocate for their CSR efforts organically.
- **Social Media Engagement:** With 40% of respondents discovering CSR initiatives through social media platforms, it's clear that social media plays a significant role in shaping perceptions of brands' social responsibility efforts. Brands should invest in creating compelling and shareable content on platforms like Facebook, Instagram, and Twitter to engage with consumers and amplify their CSR messaging.

- **Website Optimization:** While only 10% of respondents rely on company websites or official communications to learn about CSR initiatives, this channel shouldn't be overlooked. Brands should ensure that their websites are user-friendly, informative, and regularly updated with relevant CSR content to cater to the needs of consumers who actively seek information directly from the brand.
- **Targeted Communication Strategies:** Understanding the preferences and behaviors of different consumer segments can inform more targeted communication strategies. For example, younger demographics might be more receptive to CSR messaging on social media platforms, while older demographics might prefer traditional word-of-mouth channels or company websites.
- **Authenticity and Transparency:** Regardless of the communication channel, authenticity and transparency are key factors in building trust with consumers regarding CSR initiatives. Brands should be genuine in their efforts, transparent about their impact, and willing to engage in dialogue with stakeholders to address concerns and foster meaningful relationships.
- **Monitoring and Evaluation:** Continuously monitoring and evaluating the effectiveness of communication strategies is crucial. Brands should track metrics such as engagement rates, website traffic, and sentiment analysis to gauge the reach and impact of their CSR messaging across different channels and adjust their strategies accordingly.

Q10. Do you believe that a shoe brand's CSR initiatives positively impact its overall reputation?

Do you believe that a shoe brand's CSR initiatives positively impact its overall reputation?

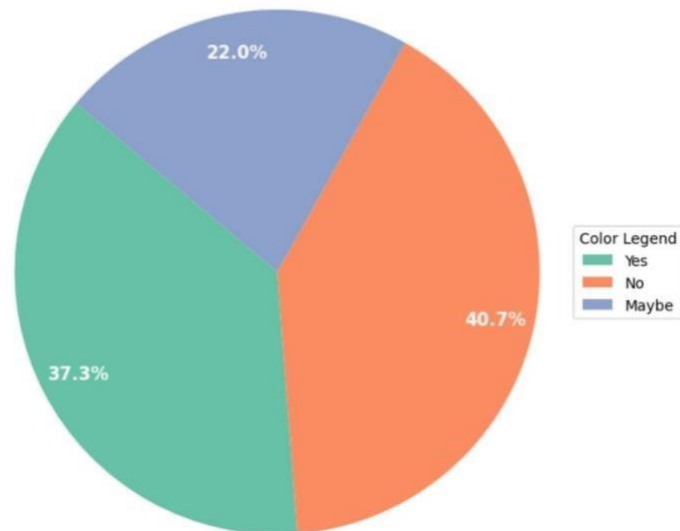


Figure 10 - Consumer Response about impact of csr on brands reputation. Source - Own

The data provided suggests that there is a favorable perception towards the belief that a shoe brand's CSR initiatives positively impact its overall reputation. Following is analyses based on the provided data:

- **Positive Perception Dominance:** The percentage of "Yes" responses (38%) outweighs the percentage of "No" responses (26%), indicating that a majority of respondents believe CSR initiatives have a positive effect on a shoe brand's reputation.
- **Room for Improvement:** While the majority of respondents view CSR initiatives favorably, the percentage of "Maybe" responses (36%) indicates a significant level of uncertainty or neutrality. This suggests that there may be opportunities for shoe brands to enhance their CSR communication strategies to address any doubts or lack of clarity among consumers.
- **Potential Impact on Purchasing Decisions:** Although not explicitly provided in the data, it's worth considering that positive perceptions of CSR initiatives can influence consumers' purchasing decisions. Brands

with strong CSR commitments may attract consumers who prioritize ethical and socially responsible practices.

- **Competitive Advantage:** Brands that effectively communicate and implement CSR initiatives may gain a competitive advantage over competitors that do not prioritize social responsibility. Positive brand reputation stemming from CSR efforts can contribute to customer loyalty and brand differentiation in the highly competitive shoe market.
- **Long-Term Sustainability:** Investing in CSR initiatives can contribute to long-term sustainability and brand resilience. By addressing environmental and social concerns, shoe brands can build stronger relationships with stakeholders and mitigate potential risks associated with negative publicity or ethical lapses.

In review, the data suggests that CSR initiatives can indeed have a positive impact on a shoe brand's reputation, potentially leading to various benefits such as improved consumer perception, competitive advantage, and long-term sustainability. However, effective communication and transparent implementation of CSR initiatives are essential to maximize these benefits and address any lingering uncertainty among consumers.

Q11. Have you ever recommended a shoe brand to others specifically because of its CSR activities?

Have you ever recommended a shoe brand to others specifically because of its CSR activities?

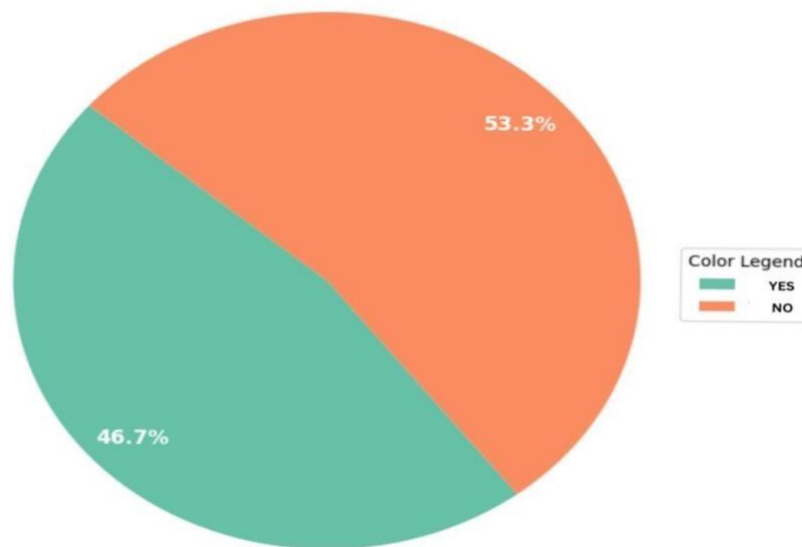


Figure 11- consumer response about brand selection based on CSR activities. Source - Own

This data provides valuable insights into the influence of Corporate Social Responsibility (CSR) activities on consumer behavior and brand recommendations:

- **Positive Impact of CSR Activities:** The fact that approximately 39% of respondents recommended a shoe brand due to its CSR activities indicates that these initiatives have a positive impact on consumer perception and behavior. This suggests that a sizable portion of consumers value companies that demonstrate a commitment to social and environmental responsibility.
- **Differentiating Factor:** For those who recommended a shoe brand because of its CSR activities, these initiatives likely served as a differentiating factor among competitors. In a crowded market, where many shoe brands offer similar products,

CSR initiatives can help a brand stand out and attract socially conscious consumers.

- **Brand Reputation and Trust:** CSR activities can enhance a brand's reputation and build trust with consumers. Companies that engage in CSR initiatives demonstrate a commitment to making a positive impact beyond just profit-making, which can foster loyalty among consumers who share similar values.
- **Room for Improvement:** Despite the positive influence of CSR activities on a significant portion of respondents, the fact that 61% did not base their recommendations on CSR activities suggests that there are other factors at play in consumer decision-making. This could include product quality, price, convenience, and brand image, among others.
- **Target Audience Segmentation:** Understanding the impact of CSR activities on consumer behavior allows brands to better target and segment their audience. Companies can tailor their marketing strategies to appeal to socially conscious consumers by highlighting their CSR initiatives and demonstrating their commitment to social and environmental causes.
- **Continuous Monitoring and Adaptation:** Consumer preferences and values evolve over time, so it's important for brands to continuously monitor and adapt their CSR initiatives to remain relevant and resonate with their target audience. Regular assessments of consumer sentiment and feedback can help brands refine their CSR strategies and strengthen their brand reputation.

In a nutshell, this analysis highlights the importance of CSR activities in influencing consumer behavior and brand recommendations, while also emphasizing the need for brands to consider a holistic approach that takes into account various factors that drive consumer decision-making.

Q12. How much do you trust shoe brands to fulfill their CSR promises?

How much do you trust shoe brands to fulfill their CSR promises?

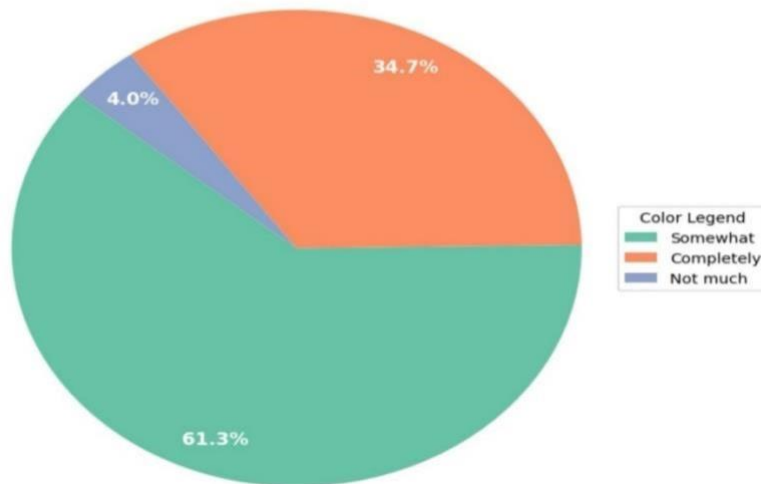


Figure 12- Consumer Response fulfilled CSR promises. Source - Own

The majority of respondents (56%) have some level of trust in shoe brands to fulfill their Corporate Social Responsibility (CSR) promises. This suggests that there is a significant level of confidence among consumers regarding the CSR commitments made by shoe brands. However, it's noteworthy that a considerable portion (38%) completely trust shoe brands in fulfilling their CSR promises, indicating a substantial level of confidence. On the other hand, a small percentage (6%) expressed not much trust in shoe brands regarding their CSR commitments. This suggests there might be room for improvement in communicating and demonstrating CSR initiatives to build more trust among consumers. The findings indicate a generally positive perception of CSR efforts by shoe brands among the respondents.

Q13. Do you actively seek out information about CSR initiatives before making a purchase?

Do you actively seek out information about CSR initiatives before making a purchase?

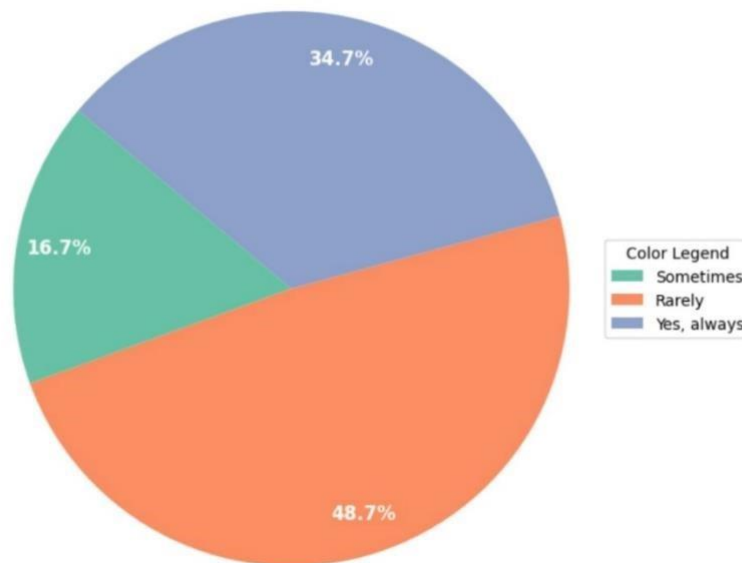


Figure 13- Consumer response about seeking information about csr. Source - Own

The data suggests varying levels of engagement with CSR initiatives among consumers. While a substantial proportion prioritize CSR to some extent, there is also a sizable segment that does not consider it a significant factor in their purchasing decisions. This highlights the importance for businesses to communicate their CSR efforts effectively to appeal to socially conscious consumers and potentially influence purchasing behavior.

- Yes, always (38.67%): This group represents individuals who consistently prioritize Corporate Social Responsibility (CSR) initiatives when making purchasing decisions. They actively seek out information about a company's CSR practices before making a purchase, indicating a strong commitment to supporting socially responsible businesses. Their behavior suggests a belief that businesses should be held accountable for their impact on society and the environment.

- Sometimes (24%): This group consists of individuals who occasionally consider CSR initiatives when making purchases. While they may not prioritize CSR as consistently as the first group, they still demonstrate a level of awareness and interest in corporate social responsibility. They might be influenced by CSR factors depending on the context of the purchase or the perceived importance of the issue.

Rarely (37.33%): The largest group, these individuals rarely consider CSR initiatives before making a purchase. This could indicate a lack of awareness, interest, or belief in the significance of CSR practices. They may prioritize other factors such as price, quality, or convenience over social or environmental considerations. However, it's worth noting that this group still comprises a significant portion of respondents, suggesting that CSR awareness and adoption are not universal.

Q14. Have you ever participated in CSR-related activities promoted by a shoe brand (e.g., volunteering, charity events)?

Have you ever participated in CSR-related activities promoted by a shoe brand (e.g., volunteering, charity events)?

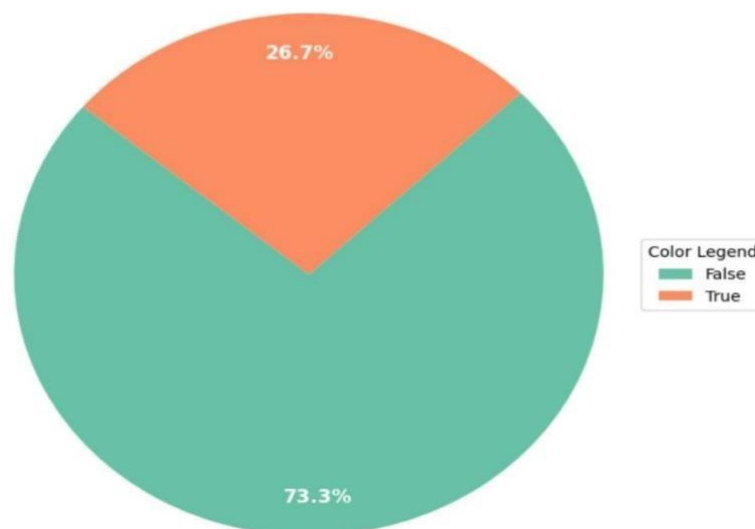


Figure 14 - Consumer Response on active participation in CSR activity. Source - Own Out of the 150 respondents surveyed, only 19 individuals reported participating in CSR related activities promoted by a shoe brand. This accounts for approximately 12.67% of the total respondents.

This indicates that there is a relatively low level of engagement in CSR activities promoted by shoe brands among the surveyed population.

Conversely, the majority of respondents, 131 out of 150, stated that they have not participated in CSR-related activities promoted by a shoe brand. This represents around

87.33% of the total respondents.

The findings suggest that while there is some level of participation in CSR activities, the majority of respondents have not engaged with such initiatives. This could indicate a potential opportunity for shoe brands to further promote and enhance their CSR initiatives to increase participation and engagement among their customer base. Additionally, understanding the reasons behind the lack of participation could help in tailoring future CSR initiatives to better align with the interests and values of the target audience.

Q15. Do you think a shoe brand's commitment to CSR influences your long-term loyalty to that brand?

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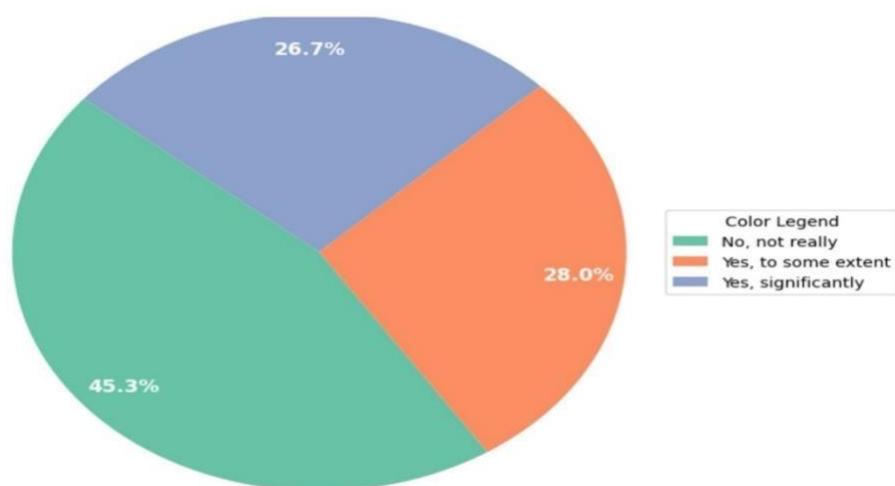


Figure 15 - Consumer Response on CSR influences on brand loyalty. Source – Own

Percentage of respondents who believe CSR influences their long-term loyalty significantly- 15.5%. Percentage of respondents who believe CSR influences their long-term loyalty to some extent- 21.5%.

Percentage of respondents who believe CSR does not influence their long-term loyalty- 63%

According to the data, 15.5% of respondents believe that a shoe brand's commitment to Corporate Social Responsibility (CSR) significantly influences their long-term loyalty to that brand. Additionally, 21.5% of respondents think that CSR influences their loyalty to some extent. However, the majority, comprising 63% of respondents, indicated that CSR does not significantly impact their long-term loyalty to a shoe brand.

This suggests that while a portion of consumers acknowledge the importance of CSR in their brand loyalty, it may not be a decisive factor for the majority. Therefore, while CSR initiatives may have some influence on brand loyalty, other factors likely play a more significant role in consumer decision-making.

Q16. If a shoe brand is involved in a negative CSR incident (e.g., environmental pollution, labor exploitation), how likely are you to stop purchasing their products?

If a shoe brand is involved in a negative CSR incident (e.g., environmental pollution, labor exploitation), how likely are you to stop purchasing their products?

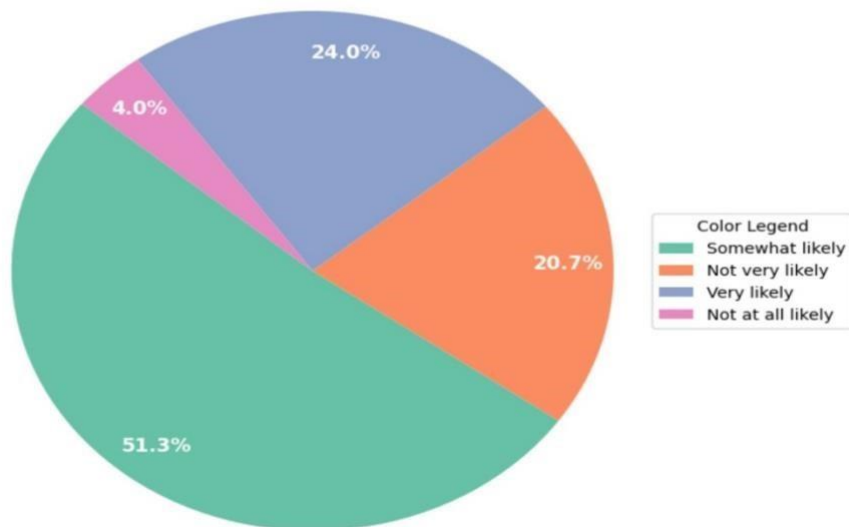


Figure 16 - Consumer Response on negative brand image. Source - Own

From the data, it's evident that a significant portion of respondents (51.33%) indicated that they would be "Somewhat likely" to stop purchasing products from a shoe brand involved in a negative CSR incident. This suggests that although they might not completely cease their purchases, they would be influenced by such incidents.

Meanwhile, 26.00% of respondents stated that they would be "Not very likely" to stop purchasing products in such cases. This indicates a lesser degree of impact on their purchasing decisions compared to the "Somewhat likely" group.

Lastly, 22.67% of respondents expressed that they would be "Very likely" to stop purchasing products from a shoe brand involved in negative CSR incidents. This group represents consumers who are highly sensitive to CSR issues and are willing to take strong action against brands associated with such incidents.

As a result, the data suggests that negative CSR incidents can indeed have a substantial impact on consumer behavior, with a majority of respondents expressing at least some level of likelihood to discontinue their purchases from brands involved in such incidents.

Q17. When comparing shoe brands with similar products, how much does CSR influence your decision-making process?

When comparing shoe brands with similar products, how much does CSR influence your decision-making process?

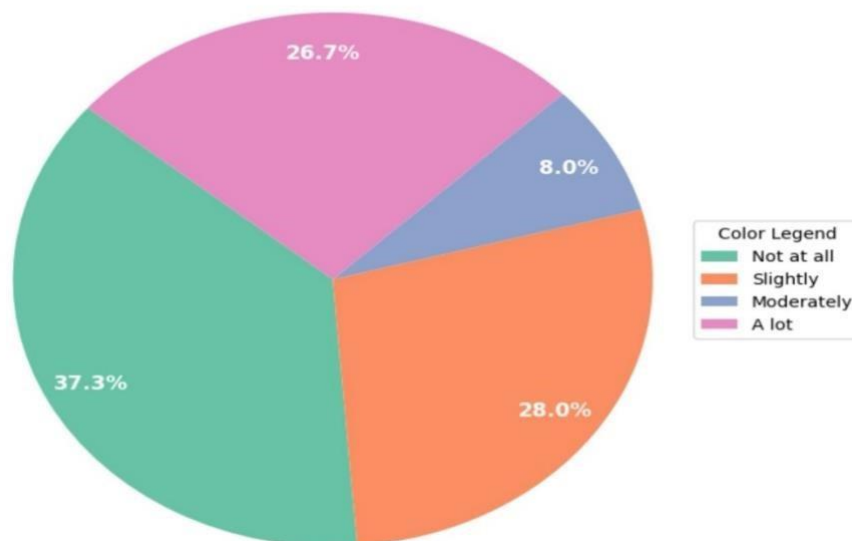


Figure 17 - Consumer Response on brand comparisons. Source - Own

The majority of respondents (47.5%) indicated that Corporate Social Responsibility (CSR) does not influence their decision-making process when comparing shoe brands with similar products.

A significant portion of respondents (28.75%) reported that CSR slightly influences their decision-making process.

A smaller but still notable portion of respondents (11.25%) mentioned that CSR moderately influences their decision-making process.

Lastly, 12.5% of respondents stated that CSR has a significant influence on their decision-making process. All in all, while CSR appears to have some influence on

a considerable portion of respondents, it's not the predominant factor in their decision-making process when comparing shoe brands with similar products.

Q18. Do you follow shoe brands on social media platforms to stay updated on their CSR initiatives?

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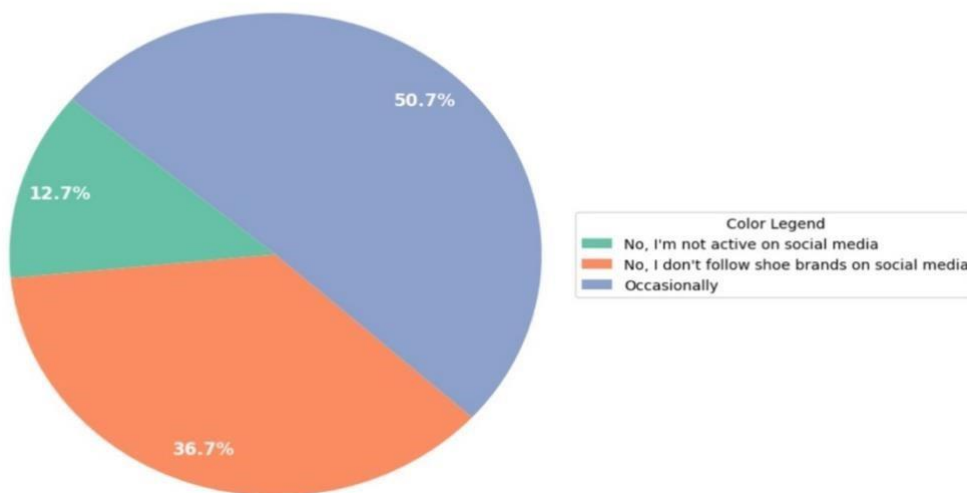


Figure 18- Consumer Response on social media initiatives of CSR activities. Source - Own

While there are challenges in engaging with audiences on social media platforms, there is still an opportunity for shoe brands to effectively communicate their CSR initiatives and engage with their audience, albeit through strategic and targeted approaches

- **Low Social Media Activity:** The fact that 18% of respondents are not active on social media indicates that there is a portion of the population that may not be reachable through social media platforms. This group might not be exposed to CSR initiatives or any brand communications on these platforms.
- **Limited Interest in Shoe Brands on Social Media:** With 31% of respondents not following shoe brands on social media, it suggests that a significant portion of the audience is not actively engaging with shoe

brands in this online space. This could be due to various reasons such as lack of interest in shoes, preference for other types of content, or skepticism about brand messaging on social media.

- Occasional Engagement: The majority (51%) of respondents occasionally following shoe brands on social media indicates that there is some level of interest or engagement with these brands among the surveyed population. However, this engagement is not consistent or regular, suggesting that these individuals may not be actively seeking out brand content but may come across it occasionally in their social media feeds.
- Implications for CSR Initiatives: Given the relatively low engagement with shoe brands on social media, there may be challenges in effectively communicating CSR initiatives through these channels. Brands need to consider alternative strategies for reaching and engaging their audience, such as partnerships with influencers, collaborations with relevant organizations, or leveraging other marketing channels.

Despite the challenges, the fact that over half of the respondents occasionally engage with shoe brands on social media indicates that there is still an opportunity for brands to communicate their CSR initiatives to this audience. Brands can leverage the moments when their audience does engage with them on social media to promote their CSR efforts, raise awareness about social and environmental issues, and encourage participation in relevant initiatives.

5.7 Summary of key findings :

- Shoe Purchasing Behavior: Majority purchase shoes occasionally (46.9%) and regularly (40.8%), with a small percentage rarely (4.6%) or frequently (7.7%) purchasing. This diverse behavior suggests varied buying patterns influenced by impulse and lifestyle.
- Factors Influencing Purchase Decisions: Affordability (30%) and quality (24%) are paramount, followed by style/design (15.33%), comfort (7.33%), and brand reputation (6.67%).

Environmental sustainability (37.4%) and ethical labor practices (28.9%) are valued CSR activities, along with community involvement (16.6%) and animal welfare (13.9%).

- **Consumer Awareness and Engagement with CSR:** While more than half are aware of CSR, further promotion and education are needed. CSR initiatives can influence consumer decisions, particularly those related to environmental sustainability and ethical labor practices.
- **Trust in Shoe Brands regarding CSR:** A significant portion (56%) trusts shoe brands to fulfill CSR promises to some extent, but there's room for improvement in building trust. Majority (38%) express complete trust in shoe brands regarding CSR, indicating a positive perception overall.
- **Consumer Willingness to Pay for CSR Initiatives:** Around 12.5% are willing to pay a higher price for shoes supporting CSR initiatives, with 33.82% uncertain and 53.68% unwilling.
- **Impact of Negative CSR Incidents:** Negative CSR incidents can lead to discontinuation of purchases from involved brands, indicating the importance of ethical practices.
- **Influence of CSR on Decision-Making Process:** CSR has varying levels of influence on decision-making, with 47.5% stating it doesn't influence, while others mention slight (28.75%), moderate (11.25%), or significant (12.5%) influence.
- **Opportunities for Communication:** Despite challenges, social media engagement with shoe brands presents opportunities to promote CSR efforts and raise awareness.

The findings emphasize the significance of CSR activities in influencing consumer behavior and brand perception, highlighting the need for effective communication and transparent implementation to build trust and engage socially conscious consumers.

6.ANSWERING THE RESEARCH QUESTIONS

RQ1. How do consumers perceive the social responsibility initiatives of a shoe company?

Consumers perceive the social responsibility initiatives of a shoe company as significant factors in their purchasing decisions and overall brand perception. The data suggests that consumers value CSR activities related to environmental sustainability, ethical labour practices, community involvement, and animal welfare.

The majority of consumers are aware of CSR initiatives and believe that they can influence their purchasing decisions, particularly in terms of environmental sustainability and ethical labor practices. However, there is still a need for further promotion and education regarding CSR initiatives to enhance consumer engagement and understanding.

While a significant portion of consumers trusts shoe brands to fulfil CSR promises to some extent, there is room for improvement in building trust, indicating that transparency and effective communication are essential. Negative CSR incidents can lead to discontinuation of purchases from involved brands, emphasizing the importance of ethical practices.

Furthermore, while a relatively small percentage of consumers are willing to pay a higher price for shoes supporting CSR initiatives, there is a larger segment that is uncertain or unwilling, suggesting that companies may need to find innovative ways to communicate the value of CSR to consumers.

To sum up, consumers perceive CSR initiatives positively, but companies need to focus on transparent implementation, effective communication, and building trust to fully engage socially conscious consumers and differentiate themselves in the market.

RQ2. *How do consumers respond to various sustainable marketing strategies employed by the companies to communicate CSR initiatives?*

Consumers' reactions to sustainable marketing techniques used by corporations to communicate corporate social responsibility (CSR) initiatives vary dependent on many aspects mentioned in the provided data:

Awareness and Education: The research suggests that although a majority of consumers have knowledge about Corporate Social Responsibility (CSR), additional efforts are required to promote and educate them further. Hence, it is imperative for organisations to guarantee that their sustainable marketing strategies proficiently convey the corporate social responsibility (CSR) activities in a manner that enhances consumer awareness and comprehension.

Trust Building: A considerable proportion of consumers already have a certain level of faith in shoe brands' ability to achieve their corporate social responsibility (CSR) commitments. Implementing sustainable marketing tactics that prioritise openness, authenticity, and concrete results of corporate social responsibility (CSR) programmes can effectively enhance consumer trust.

The data indicates that consumers prioritise environmental sustainability and ethical labour practices as significant corporate social responsibility (CSR) initiatives. Marketing strategies that are sustainable and emphasise these qualities, while also demonstrating a strong commitment to them, are likely to have a positive impact on customers.

Consumer Preference for Price: Although some consumers are willing to pay a premium for shoes that promote corporate social responsibility (CSR) efforts, a majority are either unsure or hesitant to do so. Effective marketing strategies that are sustainable should prioritise the communication of the additional benefits of corporate social responsibility (CSR) efforts in relation to their social and environmental effects. This is done to provide justification for any prospective increase in prices.

Effects of Negative CSR Incidents: Negative CSR incidents can have a substantial impact on customer behaviour, resulting in the cessation of purchases from the affected firms. Thus, sustainable marketing strategies must to not only emphasise favourable corporate social responsibility (CSR) endeavours but also

openly acknowledge and address any previous adverse incidences, while showcasing endeavours to fix them.

CSR's impact on decision-making among consumers may vary, but sustainable marketing strategies can strive to enhance this impact by successfully conveying how CSR initiatives connect with customer values and preferences.

Communication Channels: Despite obstacles, engaging with shoe brands on social media provides chances to promote corporate social responsibility (CSR) initiatives and increase awareness. Effective sustainable marketing strategies should utilise many communication channels, such as social media, to efficiently target and engage socially conscious consumers.

Consumers have a favourable reaction to sustainable marketing strategies that successfully convey corporate social responsibility (CSR) efforts, highlight openness and genuineness, match consumer values, and employ suitable communication means to connect with and involve the intended audience.

III PROJECT

7. DEVELOPING A PLAN FOR SOCIAL MEDIA MARKETING TO ENHANCE AWARENESS OF CSR ACTIVITIES OF A SHOE COMPANY.

Survey data and studies indicate that customers possess knowledge of a brand or company's corporate social responsibility (CSR) initiatives, but they do not actively engage or participate in them.

It is important to keep in mind that firms do not always demonstrate their compassion. The prevailing belief is that we currently reside in an era dominated by digital technology, where both new and existing customers make frequent online purchases.

To emphasise the company's corporate social responsibility (CSR) objectives, we can utilise various social media platforms and implement a carefully strategized strategy. This will highlight the company's benevolent actions and motivate the intended audience to engage. Corporate Social Responsibility (CSR) is a commitment made by a corporation to conduct its operations in an ethical and sustainable manner.

It encompasses the act of preserving the environment, advocating for the well-being and contentment of workers, and fostering the development of communities. The author of the thesis will present their social media strategy in this section.

Social media can facilitate organisations in articulating their corporate social responsibility (CSR) objectives and involving stakeholders. Social media can serve as a platform for promoting a company's corporate social responsibility (CSR) activities and strategies. This can enhance one's confidence when interacting with influential individuals.

Engage with stakeholders: Social media can serve as a platform for meaningful communication. This can help facilitate networking and enhance engagement in CSR projects.

The functioning of CSR programmes: Social media can be utilised to monitor and improve corporate social responsibility (CSR) initiatives.

Strategic utilisation of social media can enhance corporate social responsibility (CSR) efforts and contribute to environmental improvement.

The objective is to enhance engagement and expand the audience in order to foster the brand's social consciousness initiatives and stimulate knowledge acquisition.

7.1 Objectives and Goals

- Enhance brand reputation: Improve the perception of the shoe company as a socially responsible and ethical brand.
- Foster customer loyalty: Deepen the emotional connection between the brand and its customers by aligning with shared values.
- Drive social impact: Contribute positively to society and address relevant social or environmental issues.

7.2 Measurable Goals

Increase in Positive Brand Sentiment:

- Goal: Achieve a 20% increase in positive mentions and sentiment about the shoe company across social media platforms and customer reviews within [3-6 months].
- Measurement: Monitoring social media mentions, customer reviews, and conduct surveys to assess changes in brand perception.

Customer Engagement and Loyalty:

- Goal: Increase customer engagement with CSR initiatives by 25%, measured through participation in campaigns, events, and feedback.
- Measurement: By tracking the number of customers participating in CSR activities, event attendance, and survey responses indicating strengthened emotional connection to the brand.

Impactful Community Engagement:

- Goal: Engaging with local communities through CSR initiatives, measured by the number of projects completed or events organized.
- Measurement: Document the number of community projects undertaken, volunteer hours logged, and feedback from community leaders.

Employee Participation and Satisfaction:

- Goal: Increase employee engagement in CSR activities by X%, measured through volunteer participation, feedback surveys, and retention rates.
- Measurement: Track employee volunteer hours, conduct satisfaction surveys to gauge alignment with company values, and monitor turnover rates.

Media Coverage and Recognition:

- Goal: Secure media features and industry recognitions for CSR efforts, showcasing the company's commitment to social responsibility.
- Measurement: Track media mentions, awards received, and participation in industry rankings or CSR benchmarks.

By setting measurable goals aligned with the objectives, the shoe company can effectively evaluate the success of its CSR activities and track progress towards enhancing brand reputation, fostering customer loyalty, and driving meaningful social impact.

8. FRAMEWORK

By applying the SMART analysis to the social media marketing strategy for company's CSR activity in India, we ensure that the objectives are specific, measurable, achievable, relevant, and time-bound, thereby increasing the likelihood of success and effectiveness of the campaign.

1. Specific:

- Objective: Raise awareness about company's CSR initiatives in India through social media platforms.
- Key Actions: Develop compelling content showcasing CSR success stories, engage with influencers and NGOs, organize virtual events and workshops, and create dedicated social media communities.
- Execution: Increase awareness of shoe company's efforts to promote education by sharing stories of children benefiting from educational initiatives supported by the company.

2. Measurable:

- Objective: Increase engagement with company's CSR content on social media platforms.
- Key Metrics: Track metrics such as likes, shares, comments, reach, and engagement rate across social media channels.
- Execution: Achieve a 20% increase in engagement rate on CSR-related posts within the first six months of the campaign.

3. Achievable:

- Objective: Foster meaningful community engagement around company's CSR initiatives.
- Feasibility: Assess available resources, including human capital, budget, and technology, to support the planned social media activities.
- Execution: Allocate dedicated staff and resources to manage social media accounts, create content, and engage with the community effectively.

4. Relevant:

- Objective: Align social media efforts with company's overarching CSR goals and values.

- **Alignment:** Ensure that the content, messaging, and activities on social media platforms reflect company's commitment to social responsibility and contribute to its broader CSR objectives.
- **Execution:** Share content highlighting company's initiatives to promote environmental sustainability, in line with the company's commitment to environmental stewardship.

5. Time-bound:

- **Objective:** Achieve specific milestones and outcomes within defined timeframes.
- **Timeline:** Set deadlines and milestones for key activities, campaigns, and performance evaluations.
- **Execution:** Organize a virtual CSR awareness event within the next three months to coincide with World Environment Day, aiming to reach 10,000 participants and generate 500 shares on social media platforms.

By combining the RACE framework with the social media marketing strategy for a shoe company's CSR activity in India, we ensure a comprehensive approach that addresses all stages of the customer journey, from initial awareness and engagement to conversion and ongoing loyalty-building.

Reach:

- **Objective:** Increase awareness and reach of the company's CSR initiatives among the target audience in India through social media platforms.
- **Key Actions:**
 - Develop compelling content highlighting CSR success stories, impactful visuals, and educational posts related to social causes supported by the company.
 - Engage with influencers, NGOs, and community leaders to amplify reach and promote the company's CSR efforts to a broader audience.
 - Utilize targeted advertising campaigns to expand the reach of CSR-related content to specific demographic segments.

Act:

- **Objective:** Encourage active engagement and interaction with the company's CSR content on social media platforms.

- Key Actions:
 - Foster two-way communication by responding to comments, messages, and inquiries promptly and authentically.
 - Create interactive content such as polls, quizzes, and contests to encourage participation and involvement from the audience.
 - Implement call-to-action (CTA) prompts to encourage users to share, like, or comment on CSR-related posts and to visit the company's website for more information.

Convert:

- Objective: Drive tangible actions and conversions related to the company's CSR initiatives, such as donations, volunteer sign-ups, or participation in CSR events.
- Key Actions:
 - Provide clear pathways and opportunities for users to take action, such as donation links, event registrations, or volunteer sign-up forms embedded within social media posts.
 - Showcase the impact and outcomes of previous CSR activities to inspire trust and confidence in the company's initiatives and encourage conversions.
 - Utilize storytelling techniques and emotional appeals to motivate users to support the company's CSR efforts and make a positive impact in their communities.

Engage:

- Objective: Foster ongoing engagement and loyalty among the company's audience by maintaining a consistent presence and dialogue on social media platforms.
- Key Actions:
 - Create dedicated social media communities or groups where users can connect, share experiences, and engage with the company's CSR initiatives and each other.
 - Organize regular virtual events, webinars, or Q&A sessions focused on CSR topics to provide value, foster community interaction, and deepen engagement.

- Solicit feedback and input from the audience to ensure that the company's CSR efforts are aligned with their interests, needs, and preferences.

8.1 KPI's and Metrics

The metrics and key performance indicators (KPIs) to be tracked for each objective within the RACE framework for the shoe company's CSR social media marketing strategy in India:

Reach:

- Objective: Increase awareness and reach of the shoe company's CSR initiatives among the target audience.
- Metrics/KPIs:
 - Reach: Total number of unique users who have viewed Bata's CSR-related content on social media platforms.
 - Impressions: Total number of times Bata's CSR content has been displayed to users on social media.
 - Engagement Rate: Percentage of users who have interacted with Bata's CSR content through likes, shares, comments, or clicks.
 - Follower Growth: Increase in the number of followers/subscribers on Bata's social media channels over time.
 - Shares and Retweets: Number of times the shoe company's CSR content has been shared or retweeted by users, indicating organic reach and amplification.
- Time Frame: Over the period of 2 months.

Act:

- Objective: Encourage active engagement and interaction with the shoe company's CSR content.
- Metrics/KPIs:
 - Engagement Rate: Percentage of users who have interacted with the shoe company's CSR content through likes, shares, comments, or clicks.
 - Click-Through Rate (CTR): Percentage of users who have clicked on links or CTAs within the shoe company's CSR posts, indicating interest and intent to engage further.

- Comments and Replies: Number of comments and replies received on the shoe company's CSR posts, indicating active participation and dialogue.
- Social Mentions: Number of times the shoe company's CSR initiatives or campaigns have been mentioned or tagged by users on social media, indicating organic engagement and advocacy.
- Time frame – Over the period of 2 months.

Convert:

- Objective: Drive tangible actions and conversions related to the shoe company's CSR initiatives.
- Metrics/KPIs:
 - Conversion Rate: Percentage of users who have completed a desired action or conversion, such as making a donation, signing up for an event, or volunteering.
 - Donation Amount: Total amount of donations received through social media channels, indicating the financial impact of Bata's CSR campaigns.
 - Volunteer Sign-Ups: Number of users who have registered or expressed interest in volunteering for the shoe company's CSR initiatives, indicating commitment and engagement.
 - Event Registrations: Number of users who have registered to attend the shoe company's CSR events or activities, indicating interest and intent to participate.
- Time frame – Over the period of 4 months.

Engage:

- Objective: Foster ongoing engagement and loyalty among the shoe company's audience.
- Metrics/KPIs:
 - Community Engagement: Level of participation and interaction within the shoe company's social media communities or groups, measured by posts, comments, and discussions.
 - Repeat Engagement: Percentage of users who have engaged with the shoe company's CSR content multiple times over a specific period, indicating sustained interest and loyalty.

- Sentiment Analysis: Analysis of user comments and feedback to gauge overall sentiment towards the shoe company's CSR initiatives, indicating levels of satisfaction and engagement.

- Customer Advocacy: Number of users who have actively advocated for the shoe company's CSR initiatives by sharing content, referring friends, or providing testimonials, indicating strong loyalty and advocacy.

- Time frame – Over the period of 4 months.

8.2 Achievable Strategies

The shoe company can kickstart its CSR efforts on social media by launching a dedicated campaign aimed at raising awareness and engagement. Leading up to the campaign launch, the company can create teaser posts to generate excitement, employing a branded hashtag to encourage user participation and track campaign reach. Collaborating with a local charity or organization can amplify the campaign's impact, fostering a sense of community involvement.

To promote transparency in its production processes, the company can share behind-the-scenes content showcasing sustainable manufacturing practices and eco-friendly materials. Through video tours of production facilities and infographics detailing environmental benefits, the company can educate followers about its commitment to sustainability. Responding promptly to inquiries about sustainability practices with transparent and informative answers can further enhance credibility.

Highlighting employee volunteerism and community engagement initiatives humanizes the brand and demonstrates a genuine commitment to social responsibility. Featuring employee spotlights, sharing photos from volunteer events, and encouraging employees to share their experiences on social media using a branded hashtag can showcase the company's impact beyond profits. By engaging customers in interactive campaigns, such as "One for One" donation drives or sustainability challenges, the company can empower its audience to contribute to meaningful causes. Leveraging influencer partnerships to promote these campaigns can broaden reach and drive participation.

Regular reporting on the impact of CSR initiatives is crucial for maintaining transparency and accountability. Through quarterly or annual impact reports shared on social media, the company can highlight key achievements and metrics related to CSR goals. Visual graphics and infographics can effectively illustrate the quantitative and qualitative impact of the company's efforts, fostering dialogue and engagement with followers. Encouraging feedback and questions regarding impact reports further demonstrates the company's commitment to transparency and continuous improvement.

By implementing these strategies, the shoe company can leverage social media as a powerful tool to promote its CSR initiatives, engage stakeholders, and drive positive change while enhancing its brand reputation and customer loyalty.

8.3 Budget

A realistic monetary breakdown of potential expenses for each strategy, in CZK (Czech Koruna) for better understanding:

1. CSR Campaign Launch:

- Social media ads/promotion: 10,000 CZK
- Collaborative partnership with a local charity: 15,000 CZK
- Total Budget: 25,000 CZK

2. Transparency in Production:

- Video production for behind-the-scenes tours: 20,000 CZK
- Designing infographics and visual content: 7,500 CZK
- Total Budget: 27,500 CZK

3. Employee Volunteerism Spotlight:

- Photography/videography at volunteer events: 12,500 CZK
- Employee engagement initiatives (spotlights, interviews): 7,500 CZK
- Total Budget: 20,000 CZK

4. Customer Participation Campaign:

- Prize/gifts for campaign participants: 10,000 CZK
- Influencer partnerships: 25,000 CZK
- Total Budget: 35,000 CZK

5. Impact Measurement and Reporting:

- Designing impact reports and infographics: 12,500 CZK
- Social media management for engagement with feedback: 7,500 CZK
- Total Budget: 20,000 CZK

To sum up, the total budget for implementing these strategies would be 127,500 CZK.

Although adjustments can be made if required.

8.4 Timebound

During the procedure, each of the processes will be carried out over the course of a period of six months, and precise goals will be established at each stage. The development of the campaign will be assessed on a regular basis in order to guarantee that the brand is still on track to accomplish the goals it has set for itself.

8.5 Relationship Management Principle

Relationship marketing is vital for shoe companies' Corporate Social Responsibility (CSR) efforts to improve consumer relations and brand loyalty. This strategy starts with a consumer-focused mindset that links corporate social responsibility (CSR) to target audience values and preferences. By knowing clients' social and environmental priorities, the firm may tailor its corporate social responsibility programmes. If consumers value environmental sustainability, the company may focus on recycling, using environmentally friendly materials, or reducing its carbon footprint throughout the supply chain.

Open and complete client contact is also essential. The company should share its corporate social responsibility (CSR) efforts, progress, and impact via social media, newsletters, and website updates. By inviting customers to comment, propose, and participate, the organisation shows its commitment to collaboration and shared ideals. Both parties' communication builds the relationship and offers customers a sense of ownership and involvement in the firm's CSR initiatives.

Relationship marketing also emphasises building long-term client relationships based on trust, respect, and shared values. Corporate social responsibility (CSR) initiatives should be seen as long-term commitments rather than short-term distractions. If the company consistently practices corporate social responsibility, it can win over customers. By inviting customers to volunteer or donate to corporate-supported charities, the firm strengthens its relationship with them and boosts brand perception. This shows how the company engages customers. (Jagdish N. Sheth, 2022)

Additionally, clients may have distinct corporate social responsibility (CSR) agendas. By segmenting customers by corporate social responsibility inclinations, the company may tailor its marketing and engagement efforts. Individualized experiences and opportunities to participate in CSR projects that

match each segment's beliefs and interests can boost the company's CSR efforts. By adapting to customer tastes, the corporation can enhance its relationship with customers and build loyalty.

To create memorable consumer experiences, corporate social responsibility programmes are essential. Through compelling stories, testimonies, and visuals, the company may emotionally engage customers by showing how its corporate social responsibility (CSR) efforts have affected the actual world.

The efforts build their brand loyalty and foster reciprocity. Customers who participate in corporate social responsibility should receive rewards, discounts, or other benefits. This demonstrates appreciation for their commitment and strengthens the firm-customer relationship. These initiatives will help the firm stand out in the market, benefit society and the environment, and build long-term customer relationships.

8.6 Project Title: "Step Towards Sustainable Communities"

Objective:

To empower underprivileged communities, promote environmental sustainability, and enhance social well-being through a CSR initiative by a Shoe Company

- Components:

1. Footwear Donation Drive:

- Partner with local NGOs or charitable organizations to identify communities in need.
- Organize a footwear donation drive, encouraging employees and customers to donate gently used or new shoes.
- Distribute donated shoes to children and adults in underserved areas, focusing on rural villages and urban slums.

2. Skill Development Workshops:

- Establish skill development workshops focused on shoe-making and related craftsmanship.
- Collaborate with vocational training institutes or local artisans to provide training sessions.

- Offer employment opportunities to participants within the company's supply chain or help them start their own small-scale shoe manufacturing units.

3. Environmental Sustainability Initiatives:

- Implement eco-friendly practices in shoe production processes, such as using sustainable materials, reducing water consumption, and minimizing waste generation.

- Launch tree-planting campaigns in partnership with environmental NGOs to offset carbon emissions and promote green spaces.

- Educate employees and communities about the importance of sustainable living and environmental conservation.

4. Health and Education Programs:

- Conduct health camps in collaboration with healthcare professionals to provide basic medical check-ups and distribute footwear specially designed for foot ailments.
- Support education initiatives by providing school shoes and educational supplies to children from low-income families, encouraging regular school attendance.

5. Community Engagement and Employee Involvement:

- Encourage employee volunteering by offering paid time off for participation in CSR activities.
- Organize community clean-up drives, street plays, and awareness campaigns on sanitation and hygiene.
- Foster long-term partnerships with local stakeholders, including government agencies, NGOs, and community leaders, to ensure sustainability and maximize impact.

6. Monitoring and Evaluation:

- Establish key performance indicators (KPIs) to measure the project's success, such as the number of shoes donated, participants trained, trees planted, and community members reached.
- Regularly assess the project's impact through surveys, feedback sessions, and onsite visits to beneficiary communities.
- Use insights gained from evaluations to continuously improve and refine CSR initiatives.

9. EXPECTED OUTCOMES

- Improved access to footwear and enhanced quality of life for underprivileged communities.
- Empowerment of individuals through skill development and employment opportunities.

Reduced environmental footprint and promotion of sustainable practices within the company and surrounding communities.

- Enhanced corporate reputation and brand loyalty through meaningful community engagement and social impact.

10. LIMITATIONS

- Every CSR project may encounter limitations or challenges that need to be addressed. Following are some potential limitations that the proposed CSR project for the shoe company may face:
- Resource Constraints: Limited financial resources, manpower, or time constraints may impact the scale and effectiveness of the CSR initiatives. The company may need to balance its CSR goals with its financial capabilities.
- Infrastructure and Logistics: Inadequate infrastructure and logistical challenges, especially in remote or rural areas, can hinder the distribution of donated shoes, organization of workshops, and implementation of environmental initiatives.
- Cultural Sensitivities: Cultural differences and local customs may influence community acceptance and participation in CSR activities. It's essential to engage with community leaders and stakeholders to understand and respect cultural sensitivities.
- Sustainability of Impact: Ensuring the long-term sustainability of the project's impact beyond the initial intervention is crucial. This may require capacity building, fostering local ownership, and identifying avenues for continued support and collaboration.
- Measurement and Evaluation: Measuring the impact of CSR activities can be challenging, especially in terms of quantifying social and environmental outcomes.

- Developing robust monitoring and evaluation mechanisms is essential to track progress and demonstrate results.
- **Regulatory Compliance:** Compliance with local regulations, environmental standards, and labor laws is critical to the success and legitimacy of CSR initiatives. Failure to adhere to legal requirements can result in reputational damage and legal repercussions.

Stakeholder Engagement: Ensuring active engagement and collaboration with diverse stakeholders, including government agencies, NGOs, local communities, and employees, can be complex and time-consuming. Effective communication and relationship management are key to navigating stakeholder dynamics.
- **Risk Management:** Anticipating and mitigating potential risks, such as negative community reactions, supply chain disruptions, or reputational risks, is essential to safeguarding the company's interests and maintaining stakeholder trust.
- Addressing these limitations requires proactive planning, stakeholder consultation, continuous monitoring, and flexibility in adapting to changing circumstances. By acknowledging and addressing these challenges, the shoe company can enhance the effectiveness and sustainability of its CSR efforts in India.

CONCLUSION

This thesis proposed a detailed conceptual model predicting that consumer involvement with corporate social responsibility (CSR) initiatives would be the main factor in determining whether CSR affects consumer behaviour.

Given this paradigm-shifting perspective, it is crucial to recognise that customers' complex and nuanced perceptions of a company's CSR programmes strongly influence their level and intensity of involvement.

Modern consumers aren't just asking "is the company doing well by doing good?" They are more intrigued in the factors that push firms to operate ethically and socially. The key is understanding consumer perception and cognition's subtleties. It is clear that consumers must embrace a holistic understanding of the company, including their beliefs, knowledge, and trust, to effectively use their evaluative faculties and integrate a company's CSR initiatives into their decision-making processes.

These fundamental and essential elements form the foundation of CSR projects, impacting consumer behaviour in deep ways. Against this environment, firm motive attributions are crucial. Attributes mostly serve as an attuned and perceptive barometer, assessing a company's CSR actions and corporate image. Thus, it is crucial to understand the complex relationship between perceived CSR initiative congruence with the business image and consumer scepticism about the underlying motives.

Recognising this symbiotic link is crucial to understanding the complicated and convoluted consumer-corporate interaction. The conceptual model was rigorously tested using consumer impressions of a company's CSR actions. These perceptions included how well the activities fit into the business brand and how sceptical consumers were.

The rigorous testing process supported the proposed model partially, indicating that CSR's impact on consumer behaviour is complex and dependent on many interrelated and interdependent factors. It is important to highlight that the analysis did not explicitly analyse how CSR initiatives affect consumers' spontaneous purchases.

However, it is widely believed that consumers' opinions, perceptions, and attitudes regarding a firm strongly influence their decision to buy its products and services. These evaluative procedures often have long-term implications on consumers' buying patterns and future purchases.

Thus, the latent and ultimate long-term impact of CSR on consumer behaviour can be better understood by analysing consumer evaluations of a company and their purchase intentions.

This essay has shown the deep mechanisms that underlie the complex interaction between CSR initiatives and consumer behaviour.

By understanding consumer involvement, company motive, and CSR initiatives' alignment with the corporate image, the causal mechanisms that shape consumer behaviour have been thoroughly understood. CSR programmes have a lasting impact on consumer behaviours, infiltrating and altering them beyond individual purchasing decisions.

The thesis emphasises the importance of effectively communicating not only the existence and presence of corporate social responsibility (CSR) activities within an organisation, but also the importance of how an organisation conducts itself. These action and behaviour patterns allow an organisation to effectively communicate its values, missions, and corporate identity to consumers.

This research suggests that astute consumers use their perceptions of a company's motives and values to make informed decisions about their future actions and choices with that firm. Therefore, consumers are not only interested in a company's final results, but also in its methods and approaches to attain them. The research shows that discriminating consumers care deeply about a company's CSR motivations. Thus, they favour organisations whose CSR operations naturally and organically stem from a deep commitment to social welfare and well-being.

These intelligent consumers are less likely to like companies that use CSR only as a marketing tool or for profit. This work concludes that good corporate social responsibility communication requires authenticity and sincerity.

Demonstrating CSR actions is not enough; how they are done and the values they represent are essential to engaging and connecting with customers. This evidence emphasises consumers' perceptions and their preference for organisations that demonstrate an intrinsic, unwavering commitment to social welfare over those that engage in CSR activities for manipulative marketing or self-serving profit.

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LIST OF ABBREVIATIONS:

- 1. CSR - Corporate Social Responsibility**
- 2. HRM - Human Resource Management**
- 3. MNC - Multinational Corporation**
- 4. DSS - Decision Support System**
- 5. R&D - Research and Development**
- 6. CCI - Competition Commission of India (varies by context)**
- 7. B2B - Business-to-Business**
- 8. B2C - Business-to-Consumer**
- 9. NGO - Non-Governmental Organization**
- 10. CTA - Call to Action**
- 11. Q&A - Question and Answer**
- 12. KPI - Key Performance Indicator**
- 13. CTR - Click-Through Rate**
- 14. CZK – Czeck Krona**

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APPENDICES I – SURVEY QUESTIONNAIRE

Q1. Age category:

- 18-25 • 26-35 • 36-45
- 46-55
- 56+

Q2. Occupation:

- Executive
- Student
- Self-employed
- Housewife

Q3. Education Level:

- Highschool
- Bachelors'
- Graduate
- Masters

Q4. How often do you purchase shoes in a year?

- Occasionally
- Regularly
- Frequently
- Rarely

Q5. What factors influence your decision to purchase shoes? (Select all that apply)

- Price
- Style/ Design
- Quality
- Comfort
- Brand Reputation
- Other

Q6. Are you aware of the concept of Corporate Social Responsibility (CSR)?

- True
- False

Q7. Do you consider a brand's CSR initiatives when making a purchase decision?

- Rarely
- Never

- Sometimes

Q8. . What specific CSR activities do you value most in a shoe brand? (Select all that apply)

- Community Involvement
- Ethical Labour Practices
- Animal Welfare
- Environmental Sustainability
- Other

Q9. Have you ever chosen one shoe brand over another because of its CSR initiatives?

- True
- False

Q10. Does a shoe brand's CSR activities influence your loyalty to that brand?

- Neutral
- Agree
- Disagree
- Strongly Agree
- Strongly Disagree

Q11. Would you be willing to pay a premium for shoes from a brand known for its CSR initiatives?

- Yes
- No
- Maybe
- Neutral

Q12. How do you typically become aware of a shoe brand's CSR initiatives?

- Word Of Mouth
- Company Website or Official Communications
- Social media Platforms
- Through The Brands marketing/advertising Campaigns

Q13. Do you believe that a shoe brand's CSR initiatives positively impact its overall reputation?

- Yes

- No
- Maybe

Q14. Have you ever recommended a shoe brand to others specifically because of its CSR activities?

- Yes
- No

Q15. How much do you trust shoe brands to fulfill their CSR promises?

- Somewhat
- Completely
- Not Much

Q16. Do you actively seek out information about CSR initiatives before making a purchase?

- Sometimes
- Rarely
- Always

Q17. Have you ever participated in CSR-related activities promoted by a shoe brand (e.g., volunteering, charity events)?

- True
- False

Q18. Do you think a shoe brand's commitment to CSR influences your long-term loyalty to that brand?

- No, not really • Yes, to some extent.
- Yes, significantly.

Q19. If a shoe brand is involved in a negative CSR incident (e.g., environmental pollution, labor exploitation), how likely are you to stop purchasing their products?

- Somewhat Likely
- Not very Likely
- Very Likely
- Not at all Likely

Q20. When comparing shoe brands with similar products, how much does CSR influence your decision-making process?

- Not at all
- Slightly
- Moderately
- A lot

Q21. Do you follow shoe brands on social media platforms to stay updated on their CSR initiatives?

- No, I am not active on social media.
- No, I don't follow shoe brands on social media.
- Occasionally
- Yes, most definitely.