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Examining the influence of corporate social responsibility on future buying intentions: Exploring moderating effects of loyalty, satisfaction and brand attitude

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Abstract
Corporate Social Responsibility is a concept where businesses aim to conduct themselves in a way that benefits society and the environment, alongside making profits. The study explores Community Corporate Social Responsibility (CSR)'s impact on consumer behaviour, including loyalty, satisfaction, brand attitude, and willingness to make future purchases. The research of Community CSR on various variables explores how loyalty, satisfaction, and brand attitude influence the connection between Community CSR and future buying willingness. Using the quantitative methodology, we conducted a structured survey with a diverse group of consumers, followed by statistical analyses such as regression and moderation analyses to assess the hypotheses.

Keywords: Community CSR, future buying willingness, loyalty, satisfaction, brand attitude

1. Introduction

Corporate Social Responsibility (CSR) is a business concept where corporations aim to perform in a way that helps society and the environment, alongside making profits. It helps them meet societal needs, promote sustainable development, and positively impact communities. Businesses that incorporate CSR practices showcase ethical conduct and responsibility, boosting their image and building stakeholder trust (Carroll & Shabana, 2010) [10]. Corporate Social Responsibility promotes social welfare by focusing on philanthropy, environmental conservation, and ethical business practices (Porter & Kramer, 2006). Furthermore, corporate social responsibility boosts employee involvement and draws in high-quality employees, resulting in enhanced organizational performance (Bhattacharya *et al*., 2008) [6]. CSR is crucial in helping businesses meet their ethical responsibilities, maintain long-term sustainability, and generate value for society.

Emphasizing corporate social Responsibility (CSR), which focuses on the community, is essential for promoting sustainable development by addressing residents' needs and issues. Through active involvement with stakeholders and investment in community development programmes, businesses can positively impact social welfare and improve their reputation and long-term sustainability (Blowfield & Murray, 2019) [8]. CSR initiatives focusing on the community provide essential services and resources to marginalized groups and contribute to inclusive growth and economic empowerment. This enhances social cohesion and stability (Carroll & Shabana, 2010) [10]. Furthermore, these efforts help establish trust and positive relationships within the community, fostering partnerships that support long-term growth (Matten & Crane, 2005) [32].

The community's Corporate Social Responsibility (CSR) involves several essential elements for meaningful involvement and influence. Engaging stakeholders effectively helps ensure the project aligns with the community's needs and goals (Bansal & Song, 2017) [4]. Being transparent and accountable helps build trust and credibility, as Matten Moon (2008) [33] noted. Customizing strategies to fit local environments improves their significance and impact (Gond *et al*., 2017) [17]. Working with local organizations and authorities enhances resources and expands reach (Blowfield & Dolan, 2010) [7].

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Showing dedication to community well-being through sustainable, long-term commitments is essential (Carroll & Shabana, 2010) [10]. Proactive communication and feedback mechanisms guarantee ongoing improvement and responsiveness (Schwartz & Tilling, 2009) [47]. By incorporating these elements, businesses can enhance the beneficial effects of their CSR initiatives on communities.

CSR initiatives focused on the community can substantially affect retail companies, building customer loyalty, improving brand image, and boosting sales. One way to boost brand visibility and create positive word-of-mouth advertising is by building strong community connections through local sponsorships and charity events (Vlachos *et al*., 2009) [52]. Furthermore, participating in sustainable practices and backing environmental causes resonates with consumer preferences for socially responsible brands, which draws environmentally-conscious customers (Mohr *et al*., 2001) [36]. Additionally, supporting community development projects like education or healthcare initiatives can foster goodwill and emotional connection with customers, ultimately boosting brand loyalty and encouraging repeat purchases (Sen and Bhattacharya, 2001) [48]. Transparent communication regarding CSR efforts helps establish trust and credibility with consumers, ultimately enhancing brand loyalty and increasing sales (Bhattacharya *et al*., 2008) [6]. Community-oriented CSR initiatives are essential for fulfilling social responsibilities and as strategic tools for retail businesses to boost sales and ensure long-term growth. Challenges arise when retail businesses utilize community-oriented Corporate Social Responsibility (CSR) initiatives to boost sales. Initially, consumer scepticism may be triggered regarding the authenticity of CSR efforts, causing uncertainty about the genuine intentions behind such initiatives (Meyer, 2019) [34]. Moreover, consumers' lack of awareness or understanding regarding the specific community-oriented projects carried out by the retail business can impact their willingness to support the brand (Peloza & Shang, 2011) [40]. Furthermore, resource limitations may restrict the scope and impact of CSR initiatives, posing a challenge for retail companies to create significant changes in the community (Mohr *et al*., 2001) [36]. Moreover, the intense competition in the industry could lead to a shift in focus and resources from CSR initiatives, hindering their potential to boost sales (Brammer & Millington, 2008) [9]. To overcome these obstacles, it is essential to have clear communication and robust implementation plans and to ensure that CSR initiatives resonate with consumer values and preferences.

Corporate Social Responsibility (CSR) programmes in retail that aim to benefit local communities are growing in importance, making this research crucial. According to research, consumers are more concerned about social and environmental concerns (Sen & Bhattacharya, 2001) [48]. Brand perception, consumer loyalty, and revenue may all increase when corporate social responsibility initiatives align with local requirements (Mohr & Webb, 2005) [35]. Despite the benefits, many retail organizations struggle to implement community-focused CSR initiatives due to a lack of understanding of local customer preferences and habits (Mohr & Webb, 2005) [35]. As a result, studies examining how community-based CSR programmes influence retail consumers' opinions and actions are urgently needed. If

stores want to build bespoke CSR programmes that engage local communities and increase sales, this study may give them a leg up.

2. Literature Review
2.1 Theoretical foundation
Delving into the Stakeholder Model: When making choices, firms meet the needs of all their sponsors, including consumers, workers, purveyors, and the community (Freeman, 1984) [55]. The influence of various stakeholders, such as consumers, on business choices, like CSR initiatives, may be better understood with the help of stakeholder theory. Meeting the demands and desires of stakeholders, such as customers, through CSR initiatives can lead to beneficial outcomes like heightened loyalty and positive brand perceptions, according to stakeholder theory, which examines CSR on sales growth in the retail industry (Freeman, 1984) [55].

Furthermore, in the retail sector, customer happiness, brand attitude, and loyalty moderate the correlation between CSR and sales growth.

Retailers may improve their strategy for CSR activities by studying stakeholder theory and the impact of consumer happiness, brand attitude, and loyalty on sales growth.

2.2 Hypothesis Creation
2.2.1 CSR and Customer Loyalty
Osakwe and Yusuf (2021) [38] explored how CSR values affected customer loyalty, highlighting the importance of consumers' views on brand loyalty. In a recent study, Agyei and colleagues (2022) [2] examined corporate social Responsibility (CSR) and customer loyalty, specifically how customer involvement in CSR programs influenced this connection. Their research indicated that consumer engagement in CSR initiatives boosted loyalty towards the company.

Islam *et al*. (2021) [21] delved into the importance of customer happiness, business reputation, and trust as mediators. Highlighting the significance of these components in CSR and customer loyalty, a study by Muflih (2021) [37] in Islamic banking showed that corporate social built stronger customer loyalty. Ali *et al*. (2021) [3] examined the impact of consumer satisfaction and company goodwill on the relationship between perceived corporate social responsibility (CSR) and customer loyalty.

These research findings highlighted how CSR could boost customer loyalty in different industries. Gaining a deeper insight into this connection could benefit companies looking to enhance customer loyalty through CSR initiatives.

H1: Community CSR has a significant positive effect on loyalty
2.2.2 CSR and Customer Satisfaction
(CSR) was pivotal in fostering consumer engagement, primarily by cultivating a positive emotional bond between brands and their customers. Agyei *et al*. (2021) [1] showed the importance of satisfaction in mediating the connection between Corporate Brand Image (CBI) and Consumer Engagement (CE), illustrating how these factors bolstered consumer engagement. Wang's (2020) [53] study delved into the impact of company reputation and customer happiness on CSR and purchasing decisions. The study offered

insights into creating effective CSR programs by emphasising consumer perceptions of CSR and its effects. Ali, Danish, *et al*. (2020) [56] extended this understanding by exploring firm financial performance amidst CSR initiatives. Their study aimed to investigate the interactions and contributions of various factors, including the effect of CSR on enhancing customer contentment and fostering positive stakeholder relationships. Aguwa and colleagues (2012) proposed a novel method for measuring the customer satisfaction ratio and emphasized the importance of considering customer satisfaction in business operations. Salam, Jahed, and Palmer (2022) [57] investigated the effect of customer satisfaction and firm performance in B2B markets, highlighting their arbitrating impact on the relationship between CSR and firm achievement. Olazo (2023) [58] examined, providing empirical evidence of CSR's significance in maintaining customer satisfaction during challenging times. Al-Ghamdi and Badawi (2019) [59] investigated affirming CSR's role in improving customer perceptions and fostering long-term relationships. Furthermore, Phillips *et al*. (2019) [41] explored the link between CSR performance, customer satisfaction, CSR culture, and CSR leadership, highlighting various aspects of company recital, including customer contentment, while Zhang and colleagues (2020) [54] investigated how CSR affected consumers from signalling.

Bello *et al*. (2021) [60] highlighted the impact of CSR in creating confident customer outcomes, specifically in customer happiness and repurchase intent. Wei *et al*. (2020) [61] company success, demonstrating the benefits of CSR programs and satisfied customers for business performance. Lee *et al*. (2020) [29] explored how CSR impacted consumer happiness and loyalty, emphasizing the importance of brand attitude, service quality, and satisfaction in linking CSR to customer retention. Lastly, Ali *et al*. (2021) [3] focused on food chain CSR, customer satisfaction, and company reputation, highlighting fostering customer loyalty. These studies offered valuable insights for firms seeking to enhance customer outcomes and increase corporate success through CSR initiatives and faithfulness across diverse industrial sectors.

H2: Community CSR positively predicts satisfaction
2.2.3 CSR and Brand Attitude
Numerous studies investigated customer reactions to CSR initiatives, with a particular emphasis on perception. Moreover, ethical business practices were crucial in fostering brand loyalty, as Quezado *et al*. (2022) [43] pointed out. Love for and attitude towards a brand impacts consumers' perceptions and loyalty. Research by Ferrell *et al*. (2019) [16] revealed the distinct yet interconnected features of corporate ethics, CSR, and brand feelings by investigating their association. Mahmood, Niazi, and Asghar (2021) [62] highlighted the positive influence of emphasizing customer loyalty as a moderator in this relationship. Their study underscored the importance of CSR perceptions in shaping brand equity and subsequent customer behaviours. However, attitudes can sometimes be complex. Johnson-Young and Magee (2019) [22] discussed the CSR paradox, suggesting that even well-intentioned CSR campaigns might not always benefit brand attitudes and could tarnish a brand's image. This highlighted the need for careful

consideration and strategic implementation of CSR initiatives to ensure positive brand outcomes. Jin, Park, and Yoo (2017) [71] found that engagement in CSR activities positively influenced brand attitude and perception of credibility, mainly when companies actively participated in CSR initiatives. This underscored the significance of CSR in shaping consumer perceptions of brands, especially in the luxury sector. Brand attitude effects of CSR involvement on customer behaviour were elucidated by Kim, Jang, and Kim (2022) [63]. Their study in the airline industry suggested it played a crucial role in moderating the relationship between CSR involvement and label loyalty, emphasizing the importance of fostering positive brand attitudes through CSR initiatives. Research by Kim *et al*. (2020) [25] investigated brand resonance, engagement, and affection for the brand, drawing attention to CSR efforts' impact on public opinion of brands. The research was conducted by Chu and Chen (2019) [12] to examine the effects of consumers' CSR-related actions on three variables: brand impression, intention to spread word of mouth electronically, and intention to buy via social media. Rivera *et al*. (2019) [45] investigated the relationship between Corporate Social Responsibility (CSR) and customer loyalty. Outcomes highlighted that this relationship shaped consumer satisfaction, brand outlook, and brand attentiveness. Essential insights into the impact of marketing strategies on brand perceptions were provided by research by Lee and Lin (2022) [30] that compared the impacts of conventional and sustainable clothing ads on consumers' views of CSR image and brand attitude. The complex customer perceptions of firms were uncovered in research by Kim and Lee (2019) [26] investigating the effects of absolute brand alignment on consumer attitudes towards brands. According to research by Johnson-Young and Magee (2019) [22], there were cases when corporate social responsibility (CSR) initiatives might hurt rather than help a company's reputation. In 2022, Vera-Martínez and colleagues investigated how customers saw corporate social responsibility initiatives and how these efforts affected their mood towards the firm. Ramesh *et al*. (2019) [44] combined empirical and theoretical research to highlight the established links between these topics. Research showed that CSR activities significantly affected consumers' attitudes and actions towards companies and that brand image and attitude were essential in the chain that linked CSR efforts to consumers' impressions of businesses. Overall, it underscored the importance of CSR brand perceptions and customer behaviours. While perceived CSR could enhance brand equity, admiration, and advocacy behaviour, strategic considerations and careful management were necessary to mitigate potential risks and maximize positive outcomes.

H3: Brand attitude is positively predicted by Community CSR
2.2.4 CSR and Future Buying Intention
Ethical practices were pivotal in influencing customer buying choices and building brand image. Recent research showed that CSR activities positively affected consumer behaviour and brand loyalty. Case in point: Hayat, Jianjun, and Ali (2022) [3] discovered that brand-affiliated CSR programs might have boosted sales by increasing impulsive

purchases and fostering consumer loyalty. While Saldivar and Zolfagharian (2022) [46] examined how CSR expectations affected referral behaviour and premium willingness, Liu and Xu (2023) [31] highlighted the substantial relationship between CSR efforts and consumer purchase choices. Offered valuable insights into consumer preferences and decision-making processes. Narayanan and Singh (2023) [64] explored consumers' willingness to pay for CSR-oriented products, indicating a positive. They suggested that consumers perceived CSR as a positive attribute and were more inclined to purchase products associated with CSR initiatives driven by a "feel-good" sensation. Ferreira and Ribeiro (2017) [65] investigated national and foreign brands, emphasizing the link between CSR perception and willingness to pay. Their study revealed that consumers considered CSR practices during the buying decision process, indicating the importance of CSR in shaping consumer preferences and purchase behaviour. Xu (2010) [66] stated that. The study identified various motivational factors influencing consumers' intentions to purchase socially responsible products, providing insights into the underlying mechanisms driving consumer behaviour towards CSR-oriented products. Pavel (2018) [67] aimed to show that when companies engage in CSR (corporate social responsibility) practices, it can positively influence consumers' decisions to buy their products. Transparent communication of CSR initiatives influences consumers' support for socially responsible companies. Arredondo Trapero et al. (2010) [68] investigated consumers' CSR, emphasizing the importance of creating a collective conscience about CSR's role in building a better future for societies. They surveyed to understand the influence of CSR information on consumer purchasing behaviour. Elg and Hultman (2016) [69] discussed the importance of aligning retailer CSR activities with consumer values and social identity for better buying decisions. Hayat, Jianjun, and Ali (2022) [3] examined how CSR and ethical practices reinforced purchase behaviours, indicating cheerful CSR-attached brands. Their research highlighted the potential of CSR to increase repeat patronage and impulse buying ratios among consumers. Saldivar and Zolfagharian (2022) [46] empirically examined consumer CSR expectations and their impact on attribution, contentment, transfer, and behaviour

to pay a premium. Their study emphasized consumer CSR expectations in shaping consumer perceptions and behaviours, highlighting the need for future research to explore consumer reactions to CSR information in natural settings. Kraus, Cane, and Ribeiro-Soriano (2022) [27] investigated if consumers were more likely to buy products with CSR labels Disclosing CSR information may not substantially affect willingness to pay; however, development, strategic communication, and management are of utmost significance. Organizations can improve sales and reputation by implementing ethical CSR programs, according to research on their impact on consumer behaviour and brand perception.

**H4:** Community CSR significantly and positively influences future buying willingness.

H5: Loyalty moderates the relationship between community CSR and future buying willingness.

H6: Community CSR and future buying willingness are moderated by satisfaction.

H7: Brand attitude moderates the relationship between community CSR and future buying willingness.

3. Hypothetical Framework
With the growing corporate social responsibility (CSR) activities, a lack of research thoroughly examines how these programmes affect different parts of consumer behaviour and perception in the retail industry. Corporate social responsibility (CSR) is the effect of community retail customers' happiness, loyalty, attitude towards the brand, and propensity to make future purchases.

Also, there is a lack of research on the factors that impact the relationship between CSR in the community and consumers' intentions to buy. These factors include customer happiness, loyalty, and brand attitude. This lack of study highlights the need to understand how community CSR activities affect consumer behaviour, particularly concerning how these characteristics might influence consumers' responses to CSR initiatives in the consumer goods retail sector.
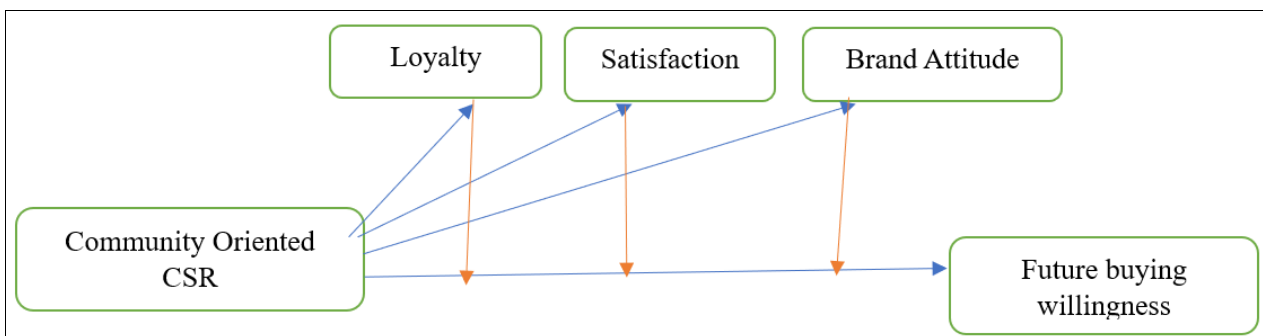
4. Objective of the study
Community corporate social responsibility (CSR) initiatives impact customer behaviour and perception, such as loyalty, satisfaction, brand attitude, and future buying willingness. Furthermore, the research explores how loyalty, satisfaction, and brand attitude influence the connection between

community CSR and future purchasing intentions.

5. Research Methodology and Data Analysis
This quantitative study utilizes a purposive sampling method to gather the data. The data was gathered from consumers in Delhi who use the ITC brand. We collected

data from Delhi due to the diverse population attracted to the city for work opportunities. A researcher conducted field research using the mall intercept method to collect data. The malls were chosen for their convenient locations. The nearby malls were easily accessible, and people who were approached agreed to take part in the research by filling out the questionnaire. Two hundred fifty questionnaires were handed out to customers buying ITC products. Only 219 questionnaires were received from the respondents. Upon further examination, only 192 questionnaires were fully and correctly completed. Out of the participants, 87% were male. Moreover, most participants fell within the 25-45 age range, with around 67% having incomes between 35,000-45,000 and 21% falling into the 45,000-55,000 income bracket. Only 12% of customers came from the income group above 55,000.

5.1 Measures
All measurements in the study used a five-point Likert scale. The present questionnaire had 21 statements. The scale's dependability was assessed and determined to be 0.902, surpassing the recommended criterion of 0.70 proposed by Nunnally *et al*. (1967) [70].

5.2 All the measures were adopted from existing literature
A multiple regression was conducted to analyze H1, H2, H3, and H4. The dependent variables were loyalty, satisfaction, brand attitude, and future buying willingness, with community-oriented CSR as the predictor. The model accounted for 76.8% of the total variance and was a significant predictor of loyalty, satisfaction, brand attitude, and future buying willingness (F (2,190) = 27.663, p = .000 for $p<0.05$).

According to the study's model, H1, H2, and H3 have been confirmed. These findings suggest that community-oriented corporate social responsibility positively impacts loyalty, satisfaction, attitude, and future buying intentions.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.356[a]	.768	.492	2.62365	.768	27.663	2	190	.000
a. Predictors: (Constant), CCSR									
b. Dependent Variable: LOY, SAT, ATT, FBW									

Table 2: ANOVA

	Model	Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	874.844	2	874.844	27.663	.000[b]
	Residual	6008.823	190	31.625		
	Total	6883.667	192			
a. Dependent Variable: LOY, SAT, ATT, FBW						
b. Predictors: (Constant), CCSR						

HAYES PROCESS MACRO was used to test the H5, H6, and H7. With the help of Model 2, it was explored that loyalty, satisfaction, and brand attitude moderate the relationship between community CSR and future buying willingness. The findings show that.

- Loyalty significantly moderates the relationship between community-oriented CSR and future buying willingness (b=0.5318 t=3.6797, p=0.025; LLCI= 0.0078 and ULCI=0.0513).
- Satisfaction significantly moderates the relationship between community-oriented CSR and future buying willingness (b=0.1241 t=4.3581, p=0.0056; LLCI= 0.0345 and ULCI=0.0624).
- Brand attitude significantly moderates the relationship between community-oriented CSR and future buying willingness (b=0.3816 t=2.6172, p=0.0000; LLCI= 0.0261 and ULCI=0.0817). Hence, it is explored from the survey that loyalty, satisfaction and brand attitude successfully explain their significant and positive moderation effect ($p<0.05$ and 0 do not belong to ULCI and LLCI) on the relationship between community-oriented CSR and future buying willingness. Therefore, H_5, H_6 and H_7 are accepted.

6. Discussion
This study's findings offer concrete proof of the beneficial effects of Community CSR on different aspects of consumer behaviour. Community CSR initiatives help build loyalty, satisfaction, and brand attitude, influencing consumers' future purchasing decisions. Furthermore, the impact of loyalty, satisfaction, and brand attitude highlights the significance of considering individual variations in consumer reactions to CSR initiatives. From an organizational perspective, these findings highlight the importance of Community CSR in promoting consumer engagement and impacting purchase decisions. More investigation is required to investigate these relationships' underlying mechanisms and boundary conditions.

7. Conclusion
This research contributes to the existing literature by clarifying the intricate relationship between Community CSR and consumer behaviour. The results highlight the significance of Community CSR initiatives in fostering positive connections with consumers and influencing future buying decisions. Firms can enhance their competitive advantage in the marketplace by tailoring their CSR strategies to effectively engage consumers by recognizing the moderating roles of loyalty, satisfaction, and brand attitude.

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