The Impact of CSR Initiatives on Consumer Buying Behaviour in the FMCG Industry: An Empirical Analysis

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ABSTRACT:

In today's increasingly conscientious marketplace, price, and product features are no longer the only factors influencing buyers. Consumers are also increasingly factoring in a company's ethical conduct and social responsibility when purchasing decisions. The growth in consumer consciousness has led companies, particularly in the highly competitive FMCG sector, to integrate CSR into their core business strategies, including their promotional activities. This study investigates the role of Corporate Social Responsibility and how its initiatives influence consumer buying behaviour. The FMCG sector characterized by high competition and consumer sensitivity. Research shows that it is the companies that goes through the CSR channel of which the consumers most want to patronize because by doing that, they form trustworthiness and dependability of business which has an effect to the consumers' ways of buying.

Keywords: Corporate Social Responsibility, Promotional Decision, Customer Behaviour Market, FMCG Industry.

Introduction

The fast-moving consumer goods (FMCG) industry is dotted with companies always trying to differentiate themselves, strive to secure customer loyalty and hence, cut through the global marketplace competition. Over the past few years, "corporate social responsibility (CSR)" activities have proven to be a very effective strategy implemented. CSR (Corporate Social Responsibility) is the process of business to conduct itself with an economic, social and environmental sustainability. With the emergence of CSR in Company strategy especially in the FMCG (fast moving consumer goods sector), the concept of CSR has become an essential component of the company strategy. Growing consumer consciousness about social and environmental issues has forced businesses beyond mere compliance with CSR initiatives. These initiatives are not only about philanthropy but are also tied to business operations, influencing consumer perception and buying behaviour. Initiatives and practices (Drizin M, (2004)) such as "reducing carbon footprints," running NGOs and schools, organising counselling sessions, advancing gender equality and empowering women, eradicating poverty and extreme hunger, providing scholarships to underprivileged children, promoting education through holding educational camps in various special economic areas,

preserving the environment, engaging in fair trade, protecting natural resources, improving labour policies, and contributing to community development, etc. For FMCG companies, CSR is a strategic instrument that can significantly impact marketing decisions and consumer behaviour and is a legal obligation (Deep, 2023; Ion Popa, 2022).

Consumer perception plays a pivotal role in influencing the effectiveness of initiatives related to CSR. The effectiveness of CSR hinges on how effectively customers see a company's efforts as authentic and connected with their values. Studies show that when customers perceive a company's "corporate social responsibility (CSR)" efforts to be authentic, they are more likely to form a favourable opinion of the brand, which in turn affects their purchasing decisions. For instance, Tata Group is more involved in CSR initiatives which make customers try their TATA products rather than the rivals' products. There are numerous facets of impact the CSR has on consumer behaviour (Qingyu Zhang, 2021). People today have increased awareness of, and respond to, the ethical standards of the businesses they support. More often than not, they opt for products from companies that reflect their beliefs and CSR initiatives are the key to take part in their buying decisions. Although various studies show that CSR programs can enhance a company's image, create consumer trust and reinforce brand loyalty and consumers' purchasing behaviour, it is believed (Belinda Dapi, September 2015). Additionally, a study showed CSR in the FMCG sector could increase consumers' intention of purchasing products from firms involved in CSR because of perceived ethical standards and corporate citizenship (Das 2021). Using their CSR as a way to market their products to the growing socially conscious consumer, FMCG companies leverage their CSR. Integration of CSR into their promotional activities will help companies come up with unique value proposition, higher than those of competitors. It can be taken further by highlighting CSR initiatives from a brand in advertisements and product packaging in order to improve a brand's appeal amongst the consumers. The aligning of CSR efforts with promotional strategies helps companies to disseminate their offerings in the marketplace more efficiently as well as enhance the branding image of the FMCG brand, thereby influencing the consumers to choose the FMCG brand's product (Asif et al., 2022).

CSR has been previously found to be effective in shaping consumer's behaviour and promotional strategies through extensive research. Research shows that exposure to brands engaged in CSR activities is more appreciated by consumers than such brands and, consequently, they might have a stronger purchasing intention and greater brand loyalty. Where the product differentiation in the FMCG industry is high but the goods are of high volume and low costs, then CSR serves as a core way of building brand equity (Joana Araújo, 2023). Businesses prioritising on social responsibility initiatives will gain a competitive edge since such businesses are considered as more reliable and responsible.

Literature Review

Corporate Social Responsibility (CSR), literally, is the business concept of a company which requires the business to make an effort to incorporate environmental and social concerns to their

day-to-day business operations, as conscious socially and environmentally responsible businesses are surely taken into account by the companies' retail partners in business. CSR takes into account that the company has social responsibilities other than the profit maximisation on behalf of the

shareholders. Recently, there has been growing interest about the relationship between corporate social responsibility initiatives of companies and consumer purchasing behaviour in marketing and management literature (Schramm-Klein et al., 2013; Wang, 2018). However, previous studies investigated the way in which CSR initiatives can affect consumers' perceptions, attitude, and purchase intention, especially in fast moving consumer goods industry. The focus has been on the mediating roles of customer happiness and the vision and image of the company. It also builds how much it can influence a company's customer purchasing behaviour based on the perceived authenticity and legitimacy of a companies CSR programs. (Schramm-Klein et al., 2013). In addition, the links between CSR and purchase decision are moderated by the customers' CSR Orientation and Values. (Sen et al., 2016; Bhardwaj et al., 2018). Unacceptable CSR has been shown to positively affect such variables as price premiums or purchase intent. (Wang, 2018; Sen et al., 2016; Schramm-Klein et al., 2013)

Therefore, the design and communication of such firms CSR programs has to be considered very carefully so that it has maximum impact on target consumers. In the FMCG industry the CSR initiatives have to be aligned with consumer's values and preferences as well as maintaining the credibility and authenticity and can be a great driver of competitive advantage. (Bhardwaj et al., 2018; Wang, 2018; Sen et al., 2016; Schramm-Klein et al., 2013).

Consumer buying behaviour deals with the emotional, social as well as psychological aspects that determine an individual's process of making a buying decision of a product or service. The process is made up of several steps like needs identification, search for information, evaluation of the options, and choosing buying. Organisation are interested to understand consumer purchasing behaviour to create focused marketing tactics, to change the product design and to increase the customer happiness (NIQ, n.d.). Nowadays, enhancing and enduring business results are achieved by examining consumer behaviour and revealing patterns, inclinations, dissatisfaction and all parasitic activities that can be done by the organisation (Radu, 2024). CSR programs and initiatives in the activities and efforts of the brand and the firm implores consumers identifiable with the brand to buy impulsively, thereby fostering better customer buying behaviour by enhancing social welfare, environmental welfare or economic welfare. (Khazar Hayat (2023) In order for businesses to have more intelligence in marketing and know more about the factors that affect the decision making of a customer, then the behavior of customers must be studied (Khaniwale, 2015).

CSR initiatives impact on brand credibility

In establishing brand credibility, it's very important to have customer behaviour, satisfaction, loyalty. The brand credibility, is defined as the level to which consumers tend to believe that a given brand is sincere and reputable, affecting consumer purchasing decision and their perception in brand. (Swait, 2004). Cultural differences significantly determine how CSR initiatives affect a company's reputation and customer behaviour. These differences impact brands' perceptions, consumer attitudes, and purchase decisions (Payal Goyal, 2024). Corporate Social Responsibility (CSR) initiatives, specifically addressing ethical, legal, economic, and philanthropic obligations, substantially influence brand reputation, bolstering credibility and providing a competitive edge for organisations (Sharma, 2023). The way consumers perceive the authenticity of "corporate social responsibility" (CSR)

positively impacts the brand's value, leading to the support and promotion of that brand. (Imran Khan, 2023).

H1: CSR initiatives have a positive impact on brand credibility.

Brand credibility leads to higher consumer trust.

Brand credibility significantly boosts consumer trust, as proven by research. Credible brands encourage consumer happiness and loyalty, providing a positive feedback loop where trust is reinforced (Isma Anum, 2023). Brand trust strongly influences customer satisfaction, and brand image and perceived value significantly affect brand trust (Raditia Nurcahya, 2024). The credibility of content directly impacts brand trust, fostering customer engagement and encouraging word-of-mouth promotion (Etleva Moisio, 2022). Customers are far more likely to believe "corporate social responsibility" (CSR) initiatives when a brand has high credibility. According to research, people are more likely to believe in a business's CSR initiatives when they believe it to be credible, and this trust affects their purchasing decisions and brand loyalty.

H2: Increased brand credibility leads to higher consumer trust.

Consumer trust influences consumer buying behaviour

Customer trust is the belief that a product, service, or brand will live up to its expectations. It is critical in consumer behaviour since people tend to recommend and repurchase goods from trustworthy brands. Establishing credibility, being open to communication, and exhibiting dependability are necessary to develop trust. The buying behaviour of consumers is greatly influenced by the level of trust in corporate social responsibility (CSR) initiatives (Zhang Kailai, 2024) (Wekesa, 2024). Consumer trust shaped by CSR initiatives fosters positive word-of-mouth and purchase intentions, ultimately influencing purchasing behavior (Khan M. F., 2023).

H3: Consumer trust positively influences consumer buying behaviour.

Impact of CSR Initiatives on Consumer Buying Behaviour through their impact on Credibility and Trust

CSR (corporate social responsibility) programs significantly impact consumer purchasing behaviour by building customer trust, encouraging impulsive purchases, and reflecting consumer values. CSR and consumer behaviour have a complex relationship since consumers frequently assess CSR initiatives based on their values and societal influence; they feel that CSR activities improve a company's reputation and create trust, both essential for consumers when making decisions (Zhang Kailai, 2024). Corporate social responsibility's environmental initiatives influence consumers' purchase decisions, with environmental protection being the most critical aspect (Joanna Sawicka,

2022). Consumer purchasing behaviour is positively impacted by corporate social responsibility (CSR) programs that enhance impulsive buying through enhanced business reputation and consumer company identification, as well as by fostering social, environmental, and economic well-being (Khizar Hayat & Ullah, 2023).

H4: CSR initiatives indirectly influence consumer buying behaviour through their impact on credibility and trust.

According to the literature, a plethora of research on corporate social responsibility has been conducted around the globe. Many researchers from various nations have concluded that there exists an influence of CSR initiatives on consumers' purchasing decisions. While this area holds significant potential, there is still limited research on the impact of CSR initiatives on consumer purchasing patterns in the FMCG sector. Further, not many studies have been conducted in Delhi and NCR region.
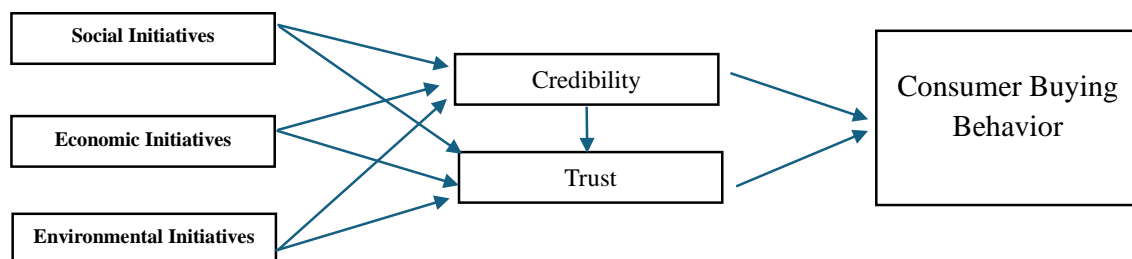

Figure1: Conceptual Model

Source: Author Compilation

Methodology

Research investigators seek to analyze how FMCG customers respond to Corporate Social Responsibility (CSR) initiatives. The research uses a structured questionnaire based on Castro-González (2021) to evaluate the societal economic and environmental aspects of CSR and their relation to consumer trust and credibility. A strong methodology exists in this study through the combination of primary and secondary data sources to produce a comprehensive analysis. The research uses non-probabilistic methods to collect responses which specifically examine different CSR initiatives together with consumer purchase decisions. The research instrument uses 26 structured questions to measure consumer behavior through five dimensions that include vital CSR aspects. Participants use a five-point Likert scale to rate all survey questions except demographic questions since it enables respondents to show their agreement levels between strongly disagree (1) to strongly agree (5). The research methodology delivers detailed knowledge about how CSR programs affect consumer perception and buying decisions in the FMCG industry (Castro-González, 2021).

Sampling

The questionnaire we designed professionally covers complete analysis of social economic and environmental aspects. A properly designed questionnaire enabled our team to collect primary data from 303 respondents living in the Delhi NCR Region. The research involved gathering data from different professional groups including students and their teachers and corporate workers and management staff and others. For ethical purposes we maintained the confidentiality of their responses. Our project encompasses convenience respondent data collection from each author involved in the research. A total of 303 respondents during this research provided their information within the Delhi NCR region. Our goal is achieved despite this achievement. The ultimate sample size is 300. The research data was gathered throughout August and September 2024 from the different areas within Delhi Gurugram NCR region located in Haryana, India. The 303 participants consisted of men who made up 51.6 percent and women who formed 48.2 percent. A major number of 81.5 % of this sample group falls between age range 20 to 25 years old while subjects over 25 years (11.9 %) and 35 to 44 years (5 %) and 45 years plus (1.3 %) form the segment with the least representation.

Tools and Techniques

To find out the results and prove our develop hypothesis, we have used SPSS, SPSS AMOS, Google Forms, and Excel software, as well as various techniques such as Descriptive analysis to summarize and describe the main features of the data collected, including demographic information (e.g., age, gender,) and general responses to CSR initiatives, credibility, trust, and buying behaviour, to determine the role of social dimension, Economic dimensions, and Environmental dimension on consumer buying behaviour. Confirmatory factor analysis (CFA) defines the underlying variables or dimensions of the data especially for constructs evaluated with multiple items such as CSR, credibility and trust. The Pearson correlation test determined the strength of connection along with the positive or negative nature between two variables including CSR initiatives and credibility and credibility versus trust and trust when relating to consumer buying behaviour. Regression analysis is used to test the relationship between independent and dependent variables in order to discover the impact of CSR initiative on credibility.

Reliability

A reliability analysis is a critical step in the evaluation of the internal consistency of the measurement scales. Cronbach's Alpha (α) values for five different constructs is given for given table, which is the scale to measure the extent of internal consistency on among the items in to the constructs. Reliability of internal consistency measures how much the items in a scale capture the same construct behind (Joseph et al. 2013), (Tavakol & Dennick, 2011). Generally, Cronbach's Alpha coefficient ranging from 0 to 1 is used for estimating reliability. The higher this value, the better is the internal consistency, and generally accepted thresholds are along these lines (Nunnally & Bernstein, 1994). In the table given above, the value of the reliability of the constructs ranges from 0.873 to 0.931, implying a high internal consistency. Cronbach's Alpha values of the

constructs are all above 0.87 which indicates that they all demonstrate good to excellent reliability. The constructs of the environmental (α = 0.918), trust (α = 0.931) demonstrate the highest level of internal consistency, while social dimension (α = 0.873), economic (α = 0.889) and credibility (α =

0.877) constructs display adequate reliability. These results confirm that the measurement instrument used in the study is reliable and suitable for further statistical analysis.

Table 1. Construct reliability

S.No.	Constructs Name	No of Items	Cronbach Alpha Value
1.	Social Dimension	5	.873
2.	Environmental	6	.918
3.	Economic	6	.889
4.	Credibility	3	.877
5	Trust	6	.931

Source: SPSS
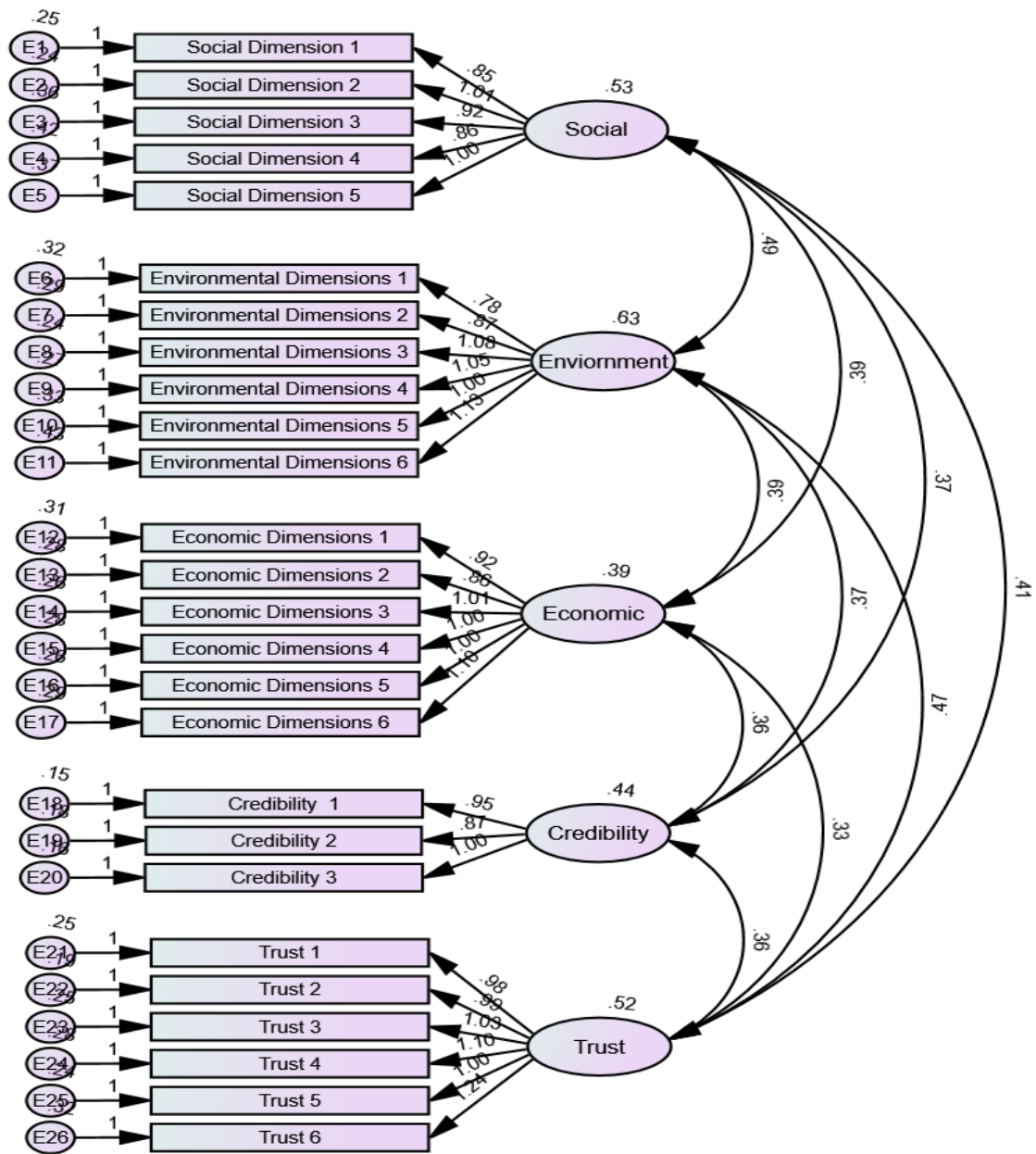
Source: AMOS

Figure 2: Measurement model evaluation

Table 2: CSR initiatives and credibility

		CSR Initiative	credibility total
CSR Initiative	Pearson Correlation	1	.758**
	Sig. (2-tailed)		.000

		303	303
credibility total	Pearson Correlation	.758**	1
	Sig. (2-tailed)	.000	
	N	303	303
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: SPSS

An analysis of CSR initiative connections to credibility and their relationships can be found in Table 2. A positive and strong connection exists between these variables according to the Pearson correlation coefficient (r = 0.758, p < 0.01) which demonstrates both statistical significance (p = 0.000). Stakeholders perceive increased credibility because of growing CSR initiatives in organizations according to statistical data analysis.

Table 3: Correlation between Credibility and Trust

		Credibility total	Trust Total
Credibility Total	Pearson Correlation	1	.668
	Sig. (2-tailed)		.000
	N	303	303
Trust total	Pearson Correlation	.668	1
	Sig. (2-tailed)	.000	
	N	303	303
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: SPSS

The outcomes from Table 3 establish the relationship strength between credibility and trust. Higher credibility produces greater trust at a significant level because of the moderate to strong positive relationship (r = 0.668, p < 0.01) between these two variables. Credibility emerges as an essential factor which shapes stakeholder trust according to research done by Kline (2015).

Table 4: Trust and consumer buying behaviour

		Trust Total	Consumer Buying Behaviour
Trust Total	Pearson Correlation	1	.971**
	Sig. (2-tailed)		.000
	N	303	303
Consumer Buying Behaviour	Pearson Correlation	.971**	1
	Sig. (2-tailed)	.000	
	N	303	303

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS

An examination of trust in relation to consumer buying patterns exists in Table 4 The statistical analysis demonstrates that trust forms a very strong positive link between these variables (r = 0.971, p < 0.01). The results demonstrate trust takes a central position in determining consumer purchasing choices thus representing a critical factor for directing consumer conduct and loyalty.

Table 5: 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	.758ª	.574	.573	1.307	.574	405.913	1	301	.000
a. Predictors: (Constant), CSR Initiative									

Source: SPSS

The summary in Table 5 reveals an R value of 0.758 while the R-squared value reaches 0.574. The research demonstrates that CSR initiatives are responsible for explaining 57.4% of all changes in credibility level. The robustness of the model confirms through an adjusted R-squared value of 0.573 while the standard error of 1.307 indicates accurate prediction results. The regression model delivers accurate credibility predictions from CSR initiatives because the F-statistic demonstrates a high significance (F = 405.913; p = 0.000).

Table 6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	693.746	1	693.746	405.913	.000ᵇ
	Residual	514.439	301	1.709		
	Total	1208.185	302			
a. Dependent Variable: credibility total						
b. Predictors: (Constant), CSR Initiative						

Source: SPSS

The ANOVA test results appear in Table 6 for the regression model analysis. The regression model provides an extensive explanation of credibility through its significant regression sum of squares (693.746) which surpasses the residual sum of squares (514.439). Research results indicate the statistical significance of the regression model through an F-statistic value of 405.913 which exceeds a p-value threshold of 0.01. This confirms the influence of CSR initiatives on credibility.

The regression model coefficients in Table 7 demonstrate that CSR initiatives yield a standardized beta coefficient value of 0.758 at a p value less than 0.01. The data demonstrates that increased CSR initiatives create substantial and highly significant increases in credibility by 0.758 units per initiative. The base credibility measure stands at 3.308 with a statistical significance below 0.01 while serving as the constant value of the model.

Table 7: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error				Lower Bound	Upper Bound
1	Constant	3.308	.476		6.949	.000	2.371	4.245
	CSR Initiative	.134	.007	.758	20.147	.000	.121	.147
a. Dependent Variable: credibility total								

Source: SPSS

Table 8: Model Fit Summary

| Model	Chi Square	RMSEA	CFI	NFI	GFI	AGFI
Cut off criteria	≤ 5	< 0.08	>0.9	>0.9	>0.8	>0.8
Actual value	2.596	.073	.925	.885	.837	.801

Source: AMOS

This research uses tabulated statistics to present detailed assessments of structural equation model fit along with correlation values and regression analysis outcomes for the study of CSR initiatives with their effect on credibility and trust and their impact on buying choices. The Structural Equation Model (SEM) model fit summary appears in Table 8. The chi-square value (2.596) demonstrates a proper model fit based on the recommendation of less than 5 (Hair et al., 2019). The Root Mean Square Error of Approximation (RMSEA) has a value of 0.073 which lies below the 0.08 threshold thus demonstrating suitable model fit. The Comparative Fit Index evaluation (CFI = 0.925) shows superior model fit since it surpasses the 0.90 criterion. The Normed Fit Index (NFI) shows 0.885 while Goodness-of-Fit Index (GFI) reaches 0.837 although this slightly falls below the 0.90 and 0.80 thresholds respectively while the Adjusted Goodness-of-Fit Index (AGFI) fulfils the minimum standards. The model exhibits proper alignment with analyzed data points.

The Structural Equation Model in the graph evaluates five latent variables through Social Dimension 1 to Social Dimension 5 and Trust and Credibility and Economic Dimension 1 to Economic Dimension 2. The model shows that each latent variable obtains measurement from its specific observed indicators. The structural analysis reveals details about construct measurements through its paths and factors loadings and error terms and correlations. The Social latent variable comprises five observed indicators (Social Dimension 1 to Social Dimension 5) where the factor loadings measure between 0.85 and 1.08. The measurement results show acceptable reliability and convergent validity because all values exceed .70 (according to Hair et al., 2019). The error terms E1 and E2 together with other error variances signify unexplained variations in the indicators that span beyond the latent construct. Six observed indicators used to measure "Environment" demonstrate sound reliability through factor loadings that span from 0.78 to 1.08.

This model displays excellent fit characteristics because the six indicators of "Economic" latent construct have factor loadings between 0.86 and 1.00 and low error variances. Three indicators used for measuring the "Credibility" construct display loadings between 0.87 and 1.00 which proves that observed variables adequately capture the construct's content. Both construct measurements within "Trust" achieve very high levels of factor load ranging from 0.98 to 1.00 which indicate robust internal consistency.

The model contains double headed arrows to show correlation strengths between latent factors from 0.33 up to 0.63 (Kline, 2015). The Social variable measures a 0.49 connection to Environment which serves as a 0.52 connection to Trust. The constructed relationships demonstrate that better performance in one variable causes better performance in another variable. Discriminant validity exists within the model because its latent variables display interrelatedness even though they remain distinct from each other. The model demonstrates robustness because it presents low error measures and strong factor loading values which indicate accurate measurement of the constructs.

The SEM offers practitioners a complete system to understand how constructs relate both in absolute measures and with their designated indicators. Results from measuring factor loadings show that the measurement model performs reliably and validly yet the construct correlations prove their interrelated nature. Organizational readiness for COVID-19 treatment can be considered robust because it shows strong internal consistency together with discriminant validity. Research results demonstrate the constructs and their indices properly mirror their intended concepts so the research model qualifies for continued assessment.
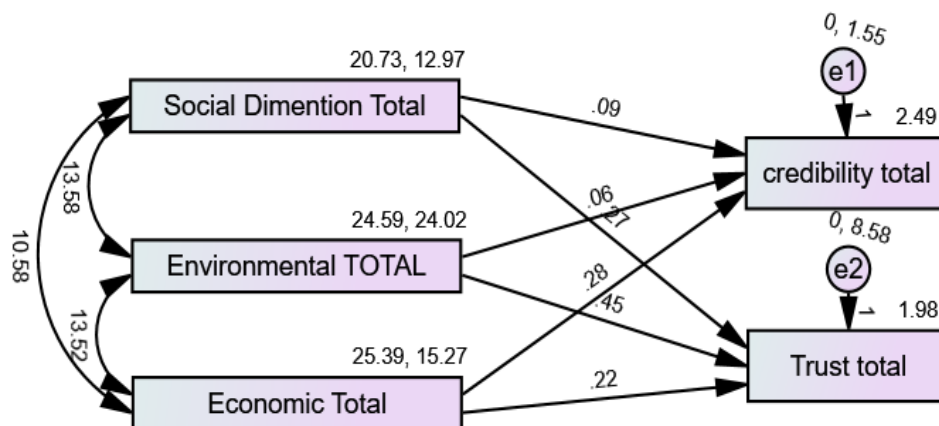
Source: AMOS

Figure 3: Model Fit

An analysis through Structural Equation Modeling (SEM) shows the relationships between Social Dimension Total and Environmental Total and Economic Total and Credibility Total and Trust Total in the presented graph. The model features Social and Environment and Economic variables that provide direct influence toward the two endogenous variables Credibility Total and Trust Total. The arrows in the path model hold standardized path coefficients which demonstrate both the direction along with the strength of relationships between different variables. The data reveals that Social Dimension Total possesses only a slight positive relationship with Credibility Total while establishing an extremely minimal connection with Trust Total. Social elements prove to have only slight impact on the establishment of trust and credibility. Environmental Total factors create moderate effects on Credibility Total while generating strong effects on Trust Total according to path coefficient analysis which reveals 0.28 and 0.45 respectively. According to the model results economic factors demonstrate a more powerful connection to trust total than to credibility total (prise coefficient = 0.22) and (path coefficient = 0.22) respectively.

Double-headed arrows in the model identify the exogenous variable relationships between Social Dimension Total and Environmental Total and Economic Total. The data shows moderate relationships between exogenous variables because Social and Environmental share 13.58% of interdependence while social pairs with Economic at 10.58% and Environmental exhibits a 13.52% overlap with Economic. The exogenous factors demonstrate shared common elements between their measurements but maintain adequate distinctness which allows each variable to forecast the endogenous outcomes. The part of unexplained variance gets divided between the error terms (e1 and e2) which affect the endogenous variables. The unexplained variation in Credibility Total equals 2.49 while Trust Total demonstrates 1.98 error variance which represents the unaccounted-

for proportions of total variation in both variables.

The analysis demonstrates how different aspects of Social, Environmental and Economic factors impact aspects of both Credibility and Trust. Environmental factors demonstrate the strongest influence in developing trust which economic factors follow closely yet social factors show minimal direct effect on trust. The relationships between external variables show areas of shared dimensions but their individual nature lets researchers assess their individual effects separately. Additional mediators or moderators contained in the explained variables could boost the model's total explanatory ability. This model presents essential findings which explain how environmental elements and economic situations actively develop trust and credibility between stakeholders.

To support Hypothesis 1 (H1), which generally asserts a connection between CSR efforts and customer credibility or trust, the statistical analyses included in Table 2.

The Pearson correlation reveals a regularly positive connection between CSR initiatives and credibility at a high 0.758 correlation coefficient ($p < 0.01$). The rise in consumer credibility follows directly from CSR activities. According to the analysis credibility possesses a robust positive connection (correlation coefficient 0.668 at $p < 0.01$) with trust. Studies show that trust levels among consumers show a positive relationship to increased credibility that CSR programs generate. The regression analysis results demonstrate that CSR efforts serve as significant predictors of credibility because their R2 value reaches 0.574. CSR activities contribute toward explaining 57.4% of the variance present in credibility measurements. The relation between these variables becomes significant because the F-statistic measures at 405.91 with a p value under 0.001. The study employed Cronbach's Alpha to establish the reliability of its used constructs. An internal consistency for the credibility scale indicates good reliability at 0.877. The statistical data from both correlation and regression analyses confirm that Hypothesis 1 is true because CSR programs drive improved consumer trust and credibility.

To prove Hypothesis 2 (H2), which asserts that enhanced brand credibility leads to higher consumer trust, we can use the findings and statistical analysis offered in the table 3.

The Pearson correlation analysis demonstrates that brand credibility strongly correlates with consumer trust because the coefficient reaches 0.668 ($p < 0.01$) percent. Better corporate reputation leads directly to enhanced consumer trust level. The study proves consumers base trust primarily on brand credibility because customers strongly rely on credible brands to accept Corporate Social Responsibility activities. The assessment measure for brand credibility had a Cronbach's Alpha of 0.877 showing dependable internal structure for evaluating brand credibility. The reliability of the assessment technique enhances the validity of trust and credibility research findings as statistical data in the correlation table supports Hypothesis 2 by establishing that higher brand credibility boosts consumer trust levels. Analysis findings show that these two variables demonstrate a robust relationship through their correlation coefficient value.

The facts and statistical analysis offered in the text can be used to prove Hypothesis 3 (H3) which asserts that consumer trust positively affects consumer buying behaviour.

It is established by Pearson correlation analysis that consumer trust displays a strong positive relationship with consumer buying behavior at a p value below 0.01 with a coefficient of 0.971. The rising levels of consumer trust lead directly to major increases in consumer behavior for purchasing. Consumer purchases become more likely when they trust either brands or their corporate social responsibility initiatives to a higher degree. The belief customers have in a brand or its offerings to perform as promised serves as a critical factor which determines how they will buy. Trust acts as a vital factor in promoting both verbal promotion and purchasing inclinations which form fundamental elements that shape consumer behaviors towards buying products. Trust directly influences both immediate purchasing choices as well as sustained consumer loyalty measures and advocate behaviors. Analysis of consumer trust delivered stable results because the trust construct achieved a Cronbach's Alpha of 0.931. The level of validity strengthens the research results about the trust-purchasing behaviour connection. Through correlation analysis statistical data researchers validate Hypothesis 3 which demonstrates that consumer trust acts as a major influencing factor on buying behavior. The high correlation value proves a strong relationship between trust levels and purchase likelihood increases.

Table: Correlation Analysis

Variables	Correlation (Pearson)	Sig. (2-tailed)	N
CSR initiatives and credibility	.758	0.000	303
Credibility and Trust	.668	0.000	303
Trust and consumer buying behaviour	.971	0.000	303

Source: SPSS

The findings and statistical analysis offered in the text can be used to prove Hypothesis 4 (H4) which asserts that CSR programs indirectly influence consumer buying behaviour through their impact on credibility and trust.

The analysis demonstrates a significant positive link between CSR initiatives and credibility, with a correlation coefficient 0.758 ($p < 0.01$). This suggests that CSR actions boost brand credibility. There is also a significant positive association between credibility and consumer trust, with a correlation coefficient of 0.668 ($p < 0.01$). This shows that enhanced credibility leads to higher levels of consumer trust. The association between customer trust and buying behaviour is exceptionally significant, with a coefficient of 0.971 ($p < 0.01$). This suggests that when consumer trust improves, consumer buying behaviour increases dramatically. This chain of influence supports the premise that CSR programs do not directly alter purchase behaviour but do so indirectly through

credibility and trust. The significance of the correlations at the 0.01 level implies that the interactions are statistically robust, giving strong evidence for the postulated indirect influence of CSR initiatives on customer buying behaviour through credibility and trust. The literature implies that CSR efforts improve a company's reputation and establish trust, which is crucial for consumers' purchasing decisions. This aligns with the premise that CSR actions indirectly affect purchase behaviour. So, the statistical evidence from the correlation analyses and the proven links among CSR initiatives, credibility, trust, and buying behaviour support Hypothesis 4. The findings demonstrate that CSR programs influence consumer purchase behaviour indirectly through their beneficial effects on credibility and trust.

Conclusion and Recommendations

A research study conducted in Delhi NCR shows that CSR programs serve as powerful factors which steer consumer purchase decisions. The research findings indicate CSR activities create substantial positive relationships with consumer trust ($r = 0.758$, $p < 0.01$) and credibility ($r = 0.668$, $p < 0.01$). Research shows trust plays an essential role in forming customer buying choices because it shows a strong statistical relation with consumer purchase behavior ($r = 0.971$, $p < 0.01$). The statistical models show CSR initiatives explain 57.4% of brand credibility changes thus demonstrating why ethical business practices build stronger brand trust among customers. Studies reveal that consumers most frequently wish to patronize companies conducting CSR as these actions result in forming trustworthiness and reliability of business, which in turn affect consumers' fashions of buying.

It also mentions how businesses can leverage CSR programs in a strategic manner to market their businesses. The efforts of the socially responsible organizations improves the organization's better customer interactions and better brand dedication. To provide fulfilled consumer requirement and gain a competitive edge in marketplace, businesses that treat CSR as an integral part of its strategic plans are business that are striving to do so. It is in line with what has been found earlier about CSR initiatives as they bring about positive perceptions of brand which helps uncover greater consumer backing and buying choices.

The research yielded essential knowledge but its results stem from Delhi NCR where consumer demographics and market cultures and societal values differed from other regions. CSR initiatives affect consumer behavior differently based on cultural norms and income levels together with the societal expectations at the local level. The next phase of academic investigation should duplicate this study across diverse geographic and industrial contexts including the FMCG industry to build worldwide knowledge regarding CSR program effects on consumer market response. Comparative research would reveal cultural factors that affect CSR relationships with trust and credibility and consumer buying choices.

The study demonstrates how CSR activities produce brand trust and credibility which leads to consumer buying choices. Modern organizations should integrate CSR into strategic planning because it constitutes a fundamental part of business marketing. Organizations that embrace CSR initiatives can develop better consumer relations which increases their brand reputation and secures long-term market success.

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Appendix:

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	62	750.218	289	.000	2.596
Saturated model	351	.000	0		
Independence model	26	6506.017	325	.000	20.019

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.035	.837	.801	.689
Saturated model	.000	1.000		
Independence model	.403	.123	.053	.114

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.885	.870	.926	.916	.925
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.073	.066	.079	.000
Independence model	.251	.246	.256	.000