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# A STUDY ON EFFECT OF CSR INITIATIVES OF AUTOMOTIVE COMPANIES ON CONSUMER BUYING BEHAVIOR

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#### **ABSTRACT**

CSR has recently become the focus of companies, governments and NGOs all over the world. This increased attention raises the question to what extent consumers are influenced by socially responsible initiatives. This research article identifies the essence of social responsibility as perceived by consumers of automobile companies and examines empirically the specific dimensions of social responsibility which are most relevant for brand evaluations. This study is based on the responses of the consumers of automobile companies. This research besides studying the awareness of the concept of CSR analyzed the effect of the CSR activities undertaken by various automobile companies on consumer buying behavior. At the same time, it also examined the difference in behavior on account of demographic factors. The effect of CSR activities on consumer buying behavior was analysed through the MEAN method. The awareness about the CSR activities has been studied through the percentage analysis. Cross Tabulation has been applied to find out the difference in the buying behavior according to the demographic factors. From the analysis, it was found that there is an effect of CSR activities on consumer buying behavior of automobile companies. On the other hand, there is no significance difference in the buying behavior of consumers with respect to different demographics. Therefore, it can be concluded that companies following CSR activities are able to build a favorable image in the minds of the consumers. Also the above mentioned dynamics give the reason that CSR activities produce an overall positive impact on society through economic, environmental and social actions.

#### **KEYWORDS**

Corporate Social Responsibility; Consumer Buying Behaviour, CSR Initiatives.

## **INTRODUCTION**

ince businesses play a pivotal role in job and wealth creation in society, CSR is a central management concern. It positions companies to both proactively manage risks and take advantage of opportunities, especially with respect to their corporate reputation and broad engagement of stakeholders. Above all, CSR is about performance: moving beyond words on a page to effective and observable actions and societal impacts. Performance reporting is all part of transparent, accountable -- and, hence, credible -- corporate behavior. There is considerable potential for problems when stakeholders perceive that a firm is just engaging in a public relations exercise and cannot demonstrate concrete actions that lead to real social and environmental benefits.

#### **DRIVING FORCES AND OBJECTIVES IN CSR ACTIVITIES**

- Increased Affluence
- Ecological Sustainability
- Globalization
- Free Flow of Information
- The Power of the Brand

# **BARRIERS IN DEVELOPMENT OF CSR**

- Absence of clear linkage between CSR and financial success
- Low voluntary adoption of CSR- Leads to 'green washing'
- Lack of mechanisms to measure, monitor evaluate and report impacts
- Smaller companies think it the responsibility of the bigger ones it is mainly a philanthropic exercise
- High 'overheads' of implementing and sustaining CSR efforts.
- No universally accepted frameworks.

## THE NEED FOR A CONSUMER-CENTRIC VIEW ON CSR

Among most researchers in the field of CSR, there is consensus that consumers are mainly responsible for the emergence of CSR policies (Auger, Devinney and Louviere 2007). So far, academic research proposes that negative CSR associations have an unfavorable effect on consumer's product or company evaluation while positive CSR associations have a favorable effect on a consumer's product or company evaluation (Brown and Dacin, 1997). However, these CSR attitudes coexist with consumers' beliefs about the corporate ability to produce and deliver a certain product or service. Nevertheless, favorable CSR beliefs can induce consumers to switch to the 'good brand' if price and quality are fairly similar (Bhattacharya and Sen, 2004).

After all, the knowledge about CSR actions on consumers' responses is limited. In particular, there is a gap in the literature in how far the communication of SR issues affects consumers' associations and evaluations of a brand. Thus, it is recommendable to find out what 'social' actually means to the consumer and who the consumer feels responsible for. Therefore, a theoretical conceptualization of SR activities could help to categorize them and 'break down' the elusive concept into different dimensions. In other words, how important is the social, (non)-product related feature and how does it affect the customer's mindset (internal outcome) and subsequent buying behavior (external outcome)? Such information can be especially relevant in times of ethical consumerism and consumer activism, in which ethical standpoints may be expressed through the purchasing decision (GOLOB, LAH & JANI, 2008). CSR has become a crucial element of firms' efforts to foster sustainable and equitable development within countryside and worldwide since last two decades. Because, in today's business environment sustainable business success and shareholder value cannot be achieved solely through maximizing short-term profits, but instead through market-oriented yet responsible behavior. Thus, companies, as well as automobile supply manufacturers, should be aware that they could contribute to sustainable development by managing the operations in such a way as to enhance economic growth and increase competitiveness whilst ensuring environmental protection and promoting social responsibility, including consumer interests (Eraslan and Bulu, 2004).

## **CSR INITIATIVES OF AUTOMOTIVE COMPANIES**

CSK INTIATIVES OF ACTOMOTIVE COMM ANIES							
Tata Motors	Hyundai Motors	Maruti Suzuki	Honda	Ford			
Reducing Pollution	Health Care	Institute of Driving,	Creating, expanding and assuring joys for	Greenhouse Gas			
		Training & Research	next generation	Reduction Plan			
Restoring Ecological Balance	Education & Vocational Training	Adoption of villages	Development of safety technology	Training and education			
End of Life Vehicle Treatment	Environment	Road Safety	Traffic safety education	Water conservation			
and Recycling				programs			
Community Development	Road Safety	Environment	Environmental initiatives	Environmental Savings			
Rural development	Arts, Science &		Safe driving promotion				
	Technology						
Health & Sanitation	Natural Calamities and		Solar Power Generation Systems				
	Disasters						
Employment Generation	Donor Activity						
Community Centers			Creating, expanding and assuring joys for	Greenhouse Gas			
			next generation	Reduction Plan			

#### **NEED OF STUDY**

India has come a long way from the days when the automotive industry in India portrayed limited choice, old technology, obsolete designs and endless waiting period to be a proud owner of a vehicle. The automotive industry in India is one of the largest in the world and one of the fastest growing globally. India's passenger car and commercial vehicle manufacturing industry is the seventh largest in the world, with an annual production of more than 3.7 m units in 2010.

The Indian auto industry today churns out a large number of new model and variant launches every year and exports almost 12% of the vehicles produced by it to the most competitive auto markets globally. The past ten years have witnessed a six fold increase in the auto industry turnover.

The growth of the transportation sector also brings with it the challenges associated with rapid depletion and the rising cost of fossil fuels, the impact of vehicles on the environment and climate change. These are areas of grave concern not only to the Governments around the world but also to industry experts and automobile leaders alike.

Hence, CSR has become an increasingly important construct for corporate strategies in the automotive industry. Consumers in emerging markets expect automotive corporations to take an active role in the economic and social development of their country, according to recent findings from TNS Automotive, the world's largest automotive research company.

It has been researched that Thailand, India, and China have recorded phenomenal industry growth in the automobile sector and consumers in these markets the companies playing an integral role in the economic and social development of their country.

This necessitates understanding the automotive industry in regards to compliance and contribution towards corporate, social, environmental, and philanthropic activities. The consumers across the world are very likely to accept or reject a corporation based on its reputation for social and environmental responsibility. Nearly nine out of ten consumers indicated that they were more likely to purchase a product or service from a corporation with responsible business practices while eight of ten indicated that they would refrain from purchasing a product or service if the corporation failed to follow environmentally friendly or ethical business practices.

Large corporations are increasingly aware that their social responsibility directly affects their image and brand equity - and consequently, their business success. As a result, many are investing heavily in CSR initiatives - particularly in those markets where they are focusing on

## **REVIEW OF LITERATURE**

Sen Sankar and Bhattacharya C.B. (2004) shows that consumer reactions to CSR are not as straight forward and evident as the marketplace polls suggest; there are numerous factors that affect whether a firm's CSR activities translate into consumer purchases. The research reveals three key findings. First, there is significant heterogeneity across consumers in their reactions to CSR initiatives. Second, the impact of CSR initiatives on outcomes "internal" to the consumer (e.g., awareness, attitudes, and attributions) is significantly greater and more easily assessable than its impact on the "external" or visible outcomes (e.g., purchase behavior, word of-mouth). Third, the focal company is not the only one that benefits from engaging in CSR initiatives; both consumers and the social issues the initiatives represent benefit as well.

Mohr a. Lois, Deborah j.webb and Katherine h. Harris (2001) recommends that it is important for socially responsible companies to work to develop consumer trust and to engage in strategic csr program that are meaningful to their customers. Consumer education program could also be conducted to teach people about CSR issue and about their role in encouraging CSR.

Becker-Olsen, Karen L, and Hill, Ronald (2005) builds on the growing body of marketing literature through two investigations that manipulate consumers' perceptions of fit, motivation, and timing of corporate social initiatives embedded within promotions. Further, consumers consider the timing (proactive versus reactive) of the social initiative as an informational cue, and only the high-fit, proactive initiatives led to an improvement in consumer beliefs, attitudes, and intentions. Across their two studies they found that greater than 80% of respondents believed firms should engage in social initiatives and 76% felt those initiatives would benefit firms. In second study they found that 52% stated that they would boycott if reasonable alternatives were available. Thus, results suggest that consumers expect firms to be involved in social initiatives and may reward them for their efforts through purchase behavior.

N Craige Smith and Daniel Read (2010) pointed out that consumer preference for product deemed ethical/sustainable is expected to encourage firms to be more socially responsible. Their research suggests that consumers may make well inference about company CSR performance on the basis of very limited information. The CSR halo effect suggests that consumers might extrapolate from a small number of examples of CSR related practices.

Hanna Schramm-Klein and Joachim Zentes pointed out the impact of retailers' CSR activities with the role of other retailers' marketing mix activities. They showed in this study that CSR is more important as a direct factor of influence on consumers' purchasing behavior while customer loyalty is less affected; all in all, the positive impact on consumer behavior is affirmed.

Yuan-Shuh Lii (2011) studied the influences of three types of Corporate Social Responsibility (CSR) initiatives: sponsorship, cause-related marketing, and philanthropy, on consumers' identification with consumer-company (C-C identification). Consumers reacted more favorably to companies that donated large amounts of money to a cause/NPO directly than to those that undertook the more indirect approaches of sponsorship and CRM.

Dr. Bro. Vinai Viriyavidhayavongs and Siriwan Yothmontree (2002) suggested that the perceived ethics of a firm plays an important role during purchase decisions. Ethical behavior can thus provide an effective way of differentiating a product in consumer's perceptions. They also indicate that the firms should encourage ethical behavior not only as corporate citizens but because this behavior may benefit the enterprise in a world where consumers care about business ethics and are willing to back up this concern with action when making purchases.

Rahizah Abd Rahim, Farah Waheeda Jalaludin and Kasmah Tajuddin in their study (2011) indicated that all of the CSR components have a significant relationship with consumers' buying behavior. A substantial, viable and identifiable consumer group exists that considers a company's level of social responsibility in its purchase decisions. Malaysian consumers have clearly indicated their ranking on the most preferred CSR activities that need to be engaged by the corporations, and the ranking seems to be quite different from the other nations.

Imran Ali, Kashif Ur Rehman, Ayse Kucuk Yilmaz, Sajid Nazir and Jawaria Fatima Ali (2010) analyzed the linkage between corporate social responsibility and customer attitude regarding purchase intention and retention with corporation in future. The study found very low awareness level in customers regarding CSR

activities. No linkage was found in CSR activities and customer purchase intentions depicting that customers in Pakistan do not consider corporation's contribution towards society in their buying decisions. Significant relationship was found between service quality and customer satisfaction.

Todd Green and John Peloza (2011) indicated that consumers do indeed retrench in their decision-making processes over all, and find that consumers do indeed forsake CSR. Emotional and social value appear to be somewhat "expendable" with consumers in a context of economic uncertainty, while CSR that provides functional value can become an even more salient criteria for decision making. When CSR is delivered through product features the consumer is repeatedly reminded of the functional CSR benefit creating a higher level of involvement and awareness of the impacts of consumption.

N. Senthikumar, A. Ananth and A. Arulraj (2011) found that customer satisfaction is the mediating factor for banking service quality and the CSR is the most influential factor for the customer satisfaction. The study reveals that Customer Satisfaction is most significant predictor of banking service quality. Corporate Social Responsibility (CSR) positively influences customer satisfaction toward banking service quality.

Denni I Arli, Hari K Lasmono (2012) found that corporate social responsibility (CSR) increasingly receives attention from managers and researchers, especially in the area of consumer perception and response of CSR. The examination of consumer perception in the developing country of Indonesia produced mixed results, suggesting that CSR is still a concept waiting to be applied in the developing country. Consumers are often unaware and unsupportive towards CSR. This is the opposite finding of consumer perception in developed countries, where most consumers are willing to support CSR launched by corporations. Nevertheless, there is an interesting finding: When consumers have to buy similar products with the same price and quality, CSR could be the determining factor.

## **OBJECTIVES**

- > To gather knowledge about the CSR initiatives taken up by top five automobile companies in India.
- > To study the awareness of automobile consumers' about the CSR done by organizations.
- > To find out the general perception of consumers about companies following CSR activities.
- > To analyze the effect of CSR activities on consumer buying behavior.

#### **HYPOTHESIS**

H<sub>0</sub>: There exist no relation between CSR activities and consumer buying behavior.

H<sub>0</sub>. There exist no significance difference in the buying behavior of the male and the female automobile consumers with respect to demographic factors like age, income groups, educational level of consumers and gender

## **RESEARCH METHODOLOGY**

## TYPE OF RESEARCH

Descriptive research has been done. Questionnaires were administered to the employees. Hypotheses were set in the beginning of the study and were verified through the analysis.

#### **COLLECTION OF DATA**

Questionnaires used as a source of primary data were used to collect information from customers of various automobile companies. The questionnaire consisted of three sections. The first section was demographics of the respondents. The second section asked questions to know the general awareness of the respondents about the concept of CSR and the final section had questions to understand the effect of CSR initiatives of automobile companies on consumer buying behavior.

Administration of one booklet of questionnaire took approximately 3-5 minutes.

At the same time, information about the various CSR practices of different companies was also collected from:

- ✓ Companies' Website
- ✓ Companies' Manuals.
- ✓ Previous records and documents of Companies
- ✓ Journals

Sample Size: 200 (188 respondents filled the questionnaire fully, 7 were filled incompletely and 5 gave no response.)

## SAMPLING METHOD

Convenience sampling

## Technique for data analysis

SPSS Software has been used to apply certain tests on the data.

Mean method is used to analyze the effect of CSR activities on consumer buying behavior.

Cross Tabulation has been applied to find out the differences in demographic factors consumer buying behavior with respect to the CSR practices carried out in automotive companies.

# RESULTS AND DISCUSSION

# SECTION A



Gender	Number of respondents
Female	65
Male	123
Age (years)	Number of respondents
20-30	82
31-40	75
Above 40	31
<b>Educational Qualification</b>	Number of respondents
Under Graduate	64
Graduate	77
Post Graduate	47
Income Group (per month)	Number of respondents
Below 10,000	5
10,000-25,000	82
25,001-40,000	60
Above 40,000	41
Tenure	Number of respondents
Less than 5 years	126
5-10 years	59
More than 10 years	12

#### SECTION B

#### **AWARENESS ABOUT CSR**

According to the responses collected from the respondents 89% of people were aware about the concept of CSR. This shows majority of the customers are aware about the corporate social responsibility. 26% of the respondents sometimes participate in the social cause but still there are 19% respondents who never participate in any kind of social cause. 98% of respondents answered that the corporate should undertake CSR activities. Only 2% respondents said that CSR should not be done by the companies. 62% respondents think that CSR initiatives in an automobile company are a differentiating factor. This shows that customers are aware of the CSR activities done by automobile companies. It can be observed that 62% of the respondents felt that the companies undertake CSR activities just for its publicity and nothing else. Only 8% of the respondents feel that companies do CSR for fulfilling obligation towards the society. The majority of the customers feel that brand image is created through the quality of the product offered by the organization. Only 14% of the respondents said that CSR activities build the brand image of a company. This shows that though small in number but there are customers who consider the CSR activities of a company in building its brand image. Large percentage of respondents favoured Tata Motors as far as CSR activities are considered. Tata Motors is considered to be more socially responsible company as compared to the other automotive companies.

#### SECTION C

#### EFFECT OF CSR ACTIVITIES BY AUTOMOBILE COMPANIES ON CONSUMER BUYING BEHAVIOUR

#### TARIF 2

VIEWPOINT	845481
VIEWPOINT	MEAN
Automotive companies should inform their customers about their social obligations	1.96
Information about CSR activities taken up by an automotive company increase your willingness to buy from that company.	2.615
Automobile companies should offer training program on road safety.	2.255
You would prefer automobile company which is into philanthropic activities.	2.53
Automobile Companies should maintain Ecological balance.	3.185
You want to buy automobiles from the company that work for the development of the community.	2.755
It is important for you to purchase automobiles from organizations that are environmental friendly.	2.02
Price being equal, If the choice is between a Non CSR driven company and CSR driven company, your preference will be the company with CSR	3.36
initiatives.	
You are willing to pay a premium price for automobiles provided by socially responsible organizations	3.305
Products of socially responsible automotive companies always bring happiness and delights to you	3.37

The above table shows the mean of all the questions. The mean has been calculated to analyze the effect of CSR activities on consumer buying behavior of automobile companies.

2.3985 is the total mean of all the questions which shows that the customers somehow agree to the viewpoint that the CSR activities of automotive companies have impact on consumer buying behavior. As consumers are becoming aware about what the companies are doing for the society, their inclination is towards the company that is more socially responsible. Thus, the hypothesis is rejected.

# ONE WAY ANNOVA TEST FOR ANALYSING DIFFERENCE IN CBB WITH RESPECT TO DEMOGRAPHIC FACTORS

#### 1. GENDER

**TABLE 3: CHI-SQUARE TESTS** 

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.156 <sup>a</sup>	21	.089
Likelihood Ratio	33.629	21	.040
Linear-by-Linear Association	4.045	1	.044
N of Valid Cases	188		

a. 29 cells (65.9%) have expected count less than 5. The minimum expected count is .36.

## SYMMETRIC MEASURES

3 TOTAL TITLE TO STATE OF THE S				
	<u>-</u>	Value	Approx. Sig.	
Nominal by Nominal	Phi	.388	.089	
	Cramer's V	.388	.089	
N of Valid Cases		188		

## 2. AGE GROUP

## **TABLE 4: CHI-SQUARE TESTS**

<u> </u>				
	Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square	52.009°	42	.138	
Likelihood Ratio	58.559	42	.046	
Linear-by-Linear Association	1.605	1	.205	
N of Valid Cases	188			

a. 57 cells (86.4%) have expected count less than 5. The minimum expected count is .16.

## SYMMETRIC MEASURES

	<u>-</u>	Value	Approx. Sig.
Nominal by Nominal	Phi	.510	.138
	Cramer's V	.361	.138
N of Valid Cases		188	

#### 3. INCOME GROUP

#### **TABLE 5: CHI-SQUARE TESTS**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	71.104ª	63	.226
Likelihood Ratio	81.741	63	.056
Linear-by-Linear Association	.497	1	.481
N of Valid Cases	188		

a. 79 cells (89.8%) have expected count less than 5. The minimum expected count is .09.

## SYMMETRIC MEASURES

	-	Value	Approx. Sig.
Nominal by Nominal	Phi	.596	.226
	Cramer's V	.344	.226
N of Valid Cases		188	

#### 4. FDUCATIONAL LEVEL

#### **TABLE 6: CHI-SQUARE TESTS**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55.149ª	42	.084
Likelihood Ratio	59.269	42	.040
Linear-by-Linear Association	.625	1	.429
N of Valid Cases	188		

a. 55 cells (83.3%) have expected count less than 5. The minimum expected count is .12.

#### SYMMETRIC MEASURES

		Value	Approx. Sig.
Nominal by Nominal	Phi	.525	.084
	Cramer's V	.371	.084
N of Valid Cases		188	

The above tables show that there is no significance difference in the buying perceptions of consumers, with respect to demographic factors, of the automotive companies. There is no difference in the willingness of consumers in buying the product from the company which initiates CSR activities. The perception about road safety programs, philanthropic activities, maintenance of ecological balance, and development of the community by automobile companies is taken equally by all the consumers. All are willing to pay a premium price for automobiles provided by socially responsible organizations and they agree on an equal footing that it bring happiness and delight too

Therefore, it can be analyzed that there is no significance difference in the consumer buying behavior with respect to demographic factors in automotive sector. Thus, the hypothesis is accepted.

## **FINDINGS**

The successful completion of the study projects the following findings:-

- 1. The 'Corporate Social Responsibility Practices' most prevalent in the Automotive companies are:
- Reducing pollution
- Offering training programs on road safety
- Participating in philanthropic activities
- Ecological balance
- 2. The consumers have considerable knowledge about the concept of CSR. Though there are few consumers that are not aware about what CSR is and what companies are doing for the benefit of the society.
- 3. Although no difference has been observed in the buying behavior of consumers with respect to demographic factors, it is necessary for automotive companies to continuously communicate their CSR activities to their consumers. Before purchasing a socially responsible brand, consumers want to be persuaded that the CSR activities are not just a marketing tool. For this reason, it is important that companies are showing their CSR commitment on a long-term basis.
- 4. TATA motors is the most preferred company by the consumers if the CSR activities are kept in mind.
- 5. The main finding of the research is that there is effect of CSR activities by automotive companies on consumer buying behavior. There are several ways in which these activities have an impact on consumers purchasing behavior.

The most important purchase factors of the automobile consumers are the quality and the price. The consumers did not mention CSR as one of their purchase factors. However, it can be stated that even though they not directly consider CSR as purchase factor, it does have a significant influence on their buying decisions. The factor quality is closely related with the CSR activities of automotive companies. However, there is no difference in opinion of the consumers with respect to different demographic factors i.e., gender, age, income group and educational level.

# CONCLUSION

Corporate Social Responsibility is the way companies manage their businesses to produce an overall positive impact on society through economic, environmental and social actions.

Well-known companies have already proven that they can differentiate their brands and reputations, as well as their products and services, if they take responsibility for the well-being of the societies and environments in which they operate. These companies are practicing Corporate Social Responsibility (CSR) in a manner that generates significant returns to their businesses.

As per the study, **QUALITY** was the main factor of consideration while making a purchase and CSR activities was given very less consideration. However after taking price as the main factor, given a choice between a non CSR driven company and a CSR driven company, most of the consumers preferred CSR driven company.

Therefore it can be concluded that companies following CSR activities are able to build a favorable image in the minds of the consumers. Also the above mentioned dynamics give the reason that CSR activities produce an overall positive impact on society through economic, environmental and social actions.

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## **ANNEXURE**

## QUESTIONNAIRE ON EFFECT OF CSR ACTIVITIES ON CONSUMER BUYING BEHAVIOUR

This questionnaire consists of three sections. Section 1 comprises of demographics of consumer. Section 2 deals with general awareness about CSR and Section 3 consists of questions that will be used to analyze the effect of CSR activities on consumer buying behavior.

consists of question	JIIJ LIIUL VV	in be asea to analyze ti	ic cricci or con acti	vicies on consumer buying be	ilavior.	
<b>DEMOGRAPHIC C</b>	UESTION:	S				
AGE GROUP	:	20-30	31-40	40 ABOVE		
SEX	:	Male	Female			
<b>INCOME LEVEL (P</b>	ER MONT	H):				
BELOW 10000	10000-25	25001-40000_	Above 40000			
<b>EDUCATIONAL LE</b>	VEL					
Under graduate_	Graduat	ePost graduate				
<b>GENERAL AWARE</b>	NESS ABO	OUT CSR				
Q1. Are you awar	e of the co	oncept of CSR?				
YesNo						
Q2. Do you partic	ipate in so	cial causes?				
Many timesOf	tenSo	metimesVery less	_Never			
Q3. Do you think	corporate	should undertake CSR	activities?			
YesNo				70		
Q4. CSR is a differ	entiating f	factor in an automobile	company.			
YesNo						
Q5. What accordi	ng to you	is the main purpose of	company following	CSR?		
PublicityMaxir	mization o	f shareholder's wealth	Fulfilling obligati	on towards societyserious	sly working for the cause_	Transfel 1
Q6. According to	you what	helps an organization e	enhance its brand in	nage?		
Quality of product	t offered					
Customer's servic	e rendere	d				
Pricing and distrib	ution					
CSR activities						
Other						
Q7. Which autom	otive com	pany you prefer to buy	the product of, kee	ping in mind the CSR initiative	es taken by the company?	?
Maru	ti					
Hond	a					
Hyun	dai					
Ford						

EFFECT OF CSR ON CONSUMER BUYING BEHAVIOUR IN AUTOMOTIVE INDUSRTY (USE LIKERT SCALE)							
SN	VIEWPOINT	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
1	Automotive companies should inform their customers about their social obligations						
2	Information about CSR activities taken up by an automotive company increase your willingness to buy from that company.						
3	Automobile companies should offer training program on road safety.						
1	You would prefer automobile company which is into philanthropic activities.						
5	Automobile Companies should maintain Ecological balance.						
õ	You want to buy automobiles from the company that work for the development of the community.						
	It is important for you to purchase automobiles from organizations that are environmental friendly						
3	Price being equal, If the choice is between a Non CSR driven company and CSR driven company, your preference will be the company with CSR initiatives						
)	You are willing to pay a premium price for automobiles provided by socially responsible organizations						
.0	Products of socially responsible automotive companies always bring happiness and						



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