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Navigating Post-Covid Consumer Behavior: The Role of Company CSR Practices in Shaping Purchase Intention across Different Demographic Profiles

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Abstract

Purpose: The COVID-19 pandemic has had a significant impact on consumer behavior, with increased emphasis on health, sustainability, and social responsibility. Conducting research specifically in the post-COVID period allows a better understanding of how demographic characteristics interact with the evolving consumer landscape, helping businesses adapt and thrive in the new normal. This research investigates how corporate social responsibility (CSR) awareness of different demographic segments in Pakistan reflects the intention to purchase CSR practicing company products. Methodology: A convenience sampling method was adopted to collect 493 responses from FMCG product consumers on an adapted questionnaire. Smart-PLS 4.0 was used for hypotheses testing through structural equation modelling. Findings: The results show that consumer awareness of company CSR activities positively affects purchase intention. The moderating effect of demographic characteristics proved significant, and the education level of consumers had the highest magnitude of effect. Value/Originality: The outcome of the study helps in terms of addition to the body of knowledge regarding consumer behavior, aids academicians in educating the current student body on the latest regional and local consumer behavior. It will also help the industry in segmentation of the consumers on scientific grounds and design their CSR strategy to suit specific segments and niches for their ultimate competitive advantage, better revenues and profits.

Keywords: CSR, Consumer Behavior, Purchase Intention, Social Identity, Consumer Identification, Post-COVID.

Introduction

Insights into consumers' purchase intentions empower marketing professionals to make informed decisions, create effective strategies, and deliver value to customers and businesses (Canavari & Coderoni, 2019). Marketers can tailor their messages, products, and promotional activities to match their needs and desires, increasing efficiency (Shah et al., 2023; Zhao et al., 2023). This personalized approach increases the chances of attracting and engaging the target audience, leading to higher conversion rates. Also, purchase intention data is used for sales and demand forecasts for specific products or services (Ali et al., 2023; Chi et al., 2021). Accurate sales forecasts help align marketing efforts with consumer needs and preferences, positive word-of-mouth, increased customer lifetime

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value, overall business planning, and ultimately driving business growth and success (Arachchi et al., 2022; Canavari & Coderoni, 2019).

In the modern world, awareness of CSR activities has increased significantly, leading to changes in consumer purchase decisions (Bianchi et al., 2019; Ullah, et al., 2023). The literature shows that customers are more likely to buy products from a company performing well in CSR (Dang et al., 2020; Hayat et al., 2022; Planken et al., 2013). CSR is the assurance by the corporations to act justly and contributes to economic growth while refining, improving and humanizing the quality of life of workers, their dependents/ legal heirs, and society (Minoja et al., 2022; Sharma et al., 2018). CSR is reflected in different activities of the company, for instance, responsible behavior while acquiring raw materials, production processes, marketing of end products and disposal of wastes (Hayat et al., 2022; Sahelices-Pinto et al., 2020). The level of CSR being practiced in different parts of the world is not similar (Ginder et al., 2021; Latif et al., 2020).

The effect of CSR activities on the purchase intention of consumers depends heavily on consumer awareness of company CSR activities (Olšánová et al., 2022). Companies engaged in socially responsible activities are perceived as caring and ethical, which can positively influence consumer attitudes and improve the company's brand image (Ginder et al., 2021; Li et al., 2019). CSR activities focus on ethical, social, or environmental issues that resonate with consumers' values and beliefs, creating an emotional connection between the company and its customers, leading to increased loyalty and a greater likelihood of purchasing (Ali et al., 2023; Amin & Tarun, 2021; Deng & Xu, 2017).

In today's competitive marketplace, consumers have numerous options. Awareness of a company's CSR activities can differentiate a company from competitors (González-Rodríguez & Díaz-Fernández, 2020; Makanyeza et al., 2021). Also, consumers may associate socially responsible behavior with higher product quality and reliability, increasing consumer confidence and willingness to purchase from the company. Consumers may become advocates for the brand at the highest level of CSR awareness (Fatma et al., 2022; Zhang & Ahmad, 2022). They may share their positive experiences and spread word-of-mouth recommendations, which can influence others' purchase intentions (Deng & Xu, 2017). Positive word-of-mouth can have a significant impact on a company's reputation and can lead to increased sales.

Consumers are becoming increasingly discerning and expect companies to go beyond mere marketing tactics and demonstrate a genuine commitment to social and environmental causes (Zarei & Maleki, 2018). However, the literature suggests that the effectiveness of CSR initiatives in influencing consumer purchase intention may vary depending on several demographic factors such as age, gender, education, income, and marital status (Labib et al., 2023; Walia et al., 2020). Consumers with different life cycle stages tend to behave differently because of their needs and psychological age. Younger consumers, particularly millennials and Gen Z, tend to be more socially conscious and value-driven (Ali et al., 2023; Chatzopoulou & de Kiewiet, 2021). They often

prioritize CSR initiatives and may be more likely to support companies that align with their values. Older consumers may also consider CSR, but their priorities and levels of engagement may vary (Walia et al., 2020). Similarly, certain CSR initiatives, like women's empowerment, may appeal more to female consumers and resonate more with females (Jain et al., 2023). Income is another crucial demographic factor affecting consumer purchase intention. Lower-income individuals may prioritize affordability over CSR considerations, whereas higher-income individuals have more disposable income and may be more willing to pay a premium for products or services associated with CSR activities (Kwon & Ahn, 2021; Shahsavari et al., 2020).

The pandemic has brought social and environmental issues to the forefront of public consciousness (Arachchi et al., 2022; Salam & Bajaba, 2022). Consumers are now more attentive to how businesses contribute to society and address public health, employee welfare, and community support issues (Makanyeza et al., 2021). Consumers are more likely to support companies that demonstrate ethical behavior and contribute positively to society (Ginder et al., 2021; Hayat et al., 2022). As the COVID-19 pandemic has significantly impacted consumer behavior, research is needed that focuses explicitly on the post-COVID world (Arachchi & Samarasinghe, 2022; Salam & Bajaba, 2022; Wang et al., 2022; Zhao et al., 2023). Most existing studies on CSR and purchase intention were conducted before the pandemic, so there is a research gap in understanding how demographic characteristics influence the CSR-purchase intention relationship in the context of the post-COVID environment.

This study contributes to understanding how demographic characteristics can provide insights into how different consumer segments perceive and respond to CSR initiatives differently. The findings can help businesses tailor their CSR strategies and marketing efforts based on the specific demographic characteristics of their target audience (Zhao et al., 2023). For example, if the study reveals that CSR initiatives influence young consumers, companies can focus on developing and promoting socially responsible practices that resonate with this age group. In addition, it examines whether the pandemic has influenced the importance consumers place on CSR practices and how this varies across different demographic groups. Therefore, this study contributes to academic knowledge, informs business strategies, and guides policymakers in addressing the evolving consumer preferences and societal expectations in a changing landscape.

Theoretical Framework

The study adopts social identity theory to explain the role of demographic characteristics in the relationship between CSR awareness and consumer purchase intention. The social identity theory (SIT) primarily focuses on how individuals develop and maintain their social identities within specific groups and how these identities influence their behaviors and attitudes (Tajfel & Turner, 1986). People tend to categorize themselves and others into social groups based on various attributes, including demographics such as age, gender, ethnicity, and socioeconomic status (Hogg, 2016). These group memberships become integral to an individual's social identity and influence

behavior.

Individuals' social identities can influence their awareness and concern for CSR activities (Thomas et al., 2023). For instance, people who strongly identify with a particular demographic group often show in-group favoritism and may be more inclined to pay attention to CSR initiatives that align with their group's values and interests (Kwon & Ahn, 2021). Also, demographic characteristics can influence individuals' perceptions of fit between a company's CSR initiatives and social identity (Labib et al., 2023; Shahsavari et al., 2020). When consumers perceive a strong fit between CSR activities and their group's values, they are more likely to develop a positive attitude toward the company, influencing their purchase intention (Fatma et al., 2022). Thus, SIT suggests that demographic characteristics play a significant role in shaping consumers' awareness of CSR activities, their perception of fit between these activities and their social identity, and, subsequently, their purchase intentions (Rongbin et al., 2022). The conceptual model based on SIT is presented in Figure 1.

CSR Awareness and Purchase Intention

CSR refers to a company's efforts to go beyond profit-making activities and consider its operations' environmental, social, and ethical impact (Jamali & Mirshak, 2007). Consumers tend to view companies engaged in CSR activities as socially responsible, ethical, and caring about society and the environment (Lee & Shin, 2010; Minoja et al., 2022). This positive perception enhances the overall brand image, increasing purchase intention. CSR initiatives often evoke emotions in consumers. When companies support causes or engage in activities that align with consumers' values and beliefs, it creates an emotional connection (Gupta & Wadera, 2021; Shah et al., 2023). According to SIT, consumers feel a sense of pride and satisfaction in supporting socially responsible companies, which can translate into higher purchase intention (Deng & Xu, 2017).

Consumers actively seek and process information about companies and their CSR activities. Following the theory of reasoned action, when consumers become aware of a company's CSR initiatives, they gather and evaluate this information to form opinions and attitudes. Zhang and Ahmad (2022) found Pakistani consumers willing to support CSR-conscious companies by purchasing their products. Also, Huo et al. (2022) found that company CSR activities influence long-term consumer purchase intention. Fatma et al. (2022) found that consumers aware of a company's CSR activities developed positive attitudes and intentions towards the company, leading to increased purchase intention. Also, Deng and Xu (2017) found that consumers aware of a company's CSR activities are likelier to identify with that company and show an intention to buy its products. When consumers know a company's CSR initiatives, it provides additional information to evaluate its overall impact. Positive awareness can lead to higher purchase intention, as consumers are more likely to support companies that reflect their values (Amin & Tarun, 2021; Labib et al., 2023). If consumers perceive the company's CSR activities as genuine, altruistic, and driven by a sincere commitment to societal well-being, it can positively influence their attitudes and

purchase intention (Lee & Cho, 2019; Zhang et al., 2018). On the other hand, if consumers perceive the company's CSR efforts as superficial, driven solely by profit motives or public relations, it can lead to skepticism and reduced purchase intention (Zarei & Maleki, 2018).

Several studies in the literature have found a positive effect of consumer awareness of CSR on purchase intention. For example, González-Rodríguez and Díaz-Fernández (2020) found that consumers who were aware of a company's CSR initiatives and perceived them as valuable were likelier to exhibit higher purchase intentions and willingness to pay a premium for such products. In addition, Makanyeza et al. (2021) suggest that when consumers are aware of a company's CSR efforts through communication channels, their purchase intention can be positively influenced. Communication strategies such as advertising, public relations, and corporate websites significantly shape consumer perceptions (Zhao et al., 2023). When consumers perceive a company's CSR efforts positively and believe in their authenticity, it can enhance their attitudes, trust, and intention to purchase its products or services (Amin & Tarun, 2021; Huo et al., 2022). Therefore, it can be proposed that:

H₁: Consumer awareness of company CSR activities has a positive effect on their purchase intention

Moderating Role of Demographic Factors

Demographic factors such as age, gender, income, education, and marital status can influence the effect of consumer awareness of company CSR activities on purchase intention (Kwon & Ahn, 2021; Labib et al., 2023). The specific moderating effects may vary based on the characteristics and priorities of different demographic groups. For instance, Minoja et al. (2022) found the effect of cultural differences in consumers of Eastern and Western European countries on the perception of CSR and purchase behaviors. Understanding these moderating effects is crucial for companies to develop targeted CSR strategies that align with the values and preferences of their target customers.

Age

Different generations often have distinct values and beliefs. Younger consumers, such as millennials and Generation Z, are sensitive to CSR initiatives, as they tend to be more socially conscious and value ethical behavior (Ali et al., 2023; Jain et al., 2023). They are more likely to support companies with visible CSR efforts, leading to a stronger positive relationship between awareness and purchase intention (Carrión Bósquez et al., 2023). They rely on digital platforms, social media, and online reviews to gather information about a company's CSR activities (Anderson & Jiang, 2018; Zhao et al., 2023). In contrast, older generations are less influenced by CSR and prioritize other factors, such as product quality or brand reputation, which could weaken the relationship (Dang et al., 2020).

Moreover, older consumers may have more experience and exposure to various CSR initiatives

and marketing campaigns by different companies over time and could be more skeptical of company claims, including CSR initiatives (Zhang et al., 2018). They might question the authenticity or motives behind a company's CSR activities, having witnessed companies engaging in greenwashing or making false CSR claims (Liu et al., 2021; Wasaya et al., 2021). It could make them more discerning and less likely to be influenced solely by a company's CSR activities. Younger consumers, on the other hand, with less exposure, may be more receptive to CSR messaging and demonstrate stronger purchase intentions (Djafarova & Foots, 2022; Suhartanto et al., 2021; Tan et al., 2019). Therefore, it can be proposed that:

H₂: Age plays a moderating role in the relationship between CSR awareness and purchase intention.

Gender

Research has shown that men and women may have different attitudes and preferences regarding CSR. However, the effects of gender on the relationship between awareness of CSR activities and purchase intention are complex and can vary across individuals and cultural contexts (Minoja et al., 2022). Gender socialization and cultural norms can shape individuals' values and beliefs, leading to different priorities and expectations regarding social and environmental issues (Beldad & Hegner, 2018; Jain et al., 2023; Ullah, et al., 2023). For instance, women may be more responsive to CSR initiatives focusing on social and environmental issues, while men may prioritize other factors (Hwang & Choi, 2017). Similarly, women have stronger identification and empathy towards certain social issues, leading to a greater positive response to CSR activities addressing those concerns (Jain et al., 2023; Xue et al., 2020). Consequently, their purchase intention may be more strongly influenced by awareness of a company's CSR efforts than men.

Gender is also considered a part of an individual's social identity. People may identify more strongly with their gender and associated values, which could influence their perception and response to CSR activities (Lin et al., 2019). For example, gender stereotypes and social norms may shape how men and women perceive and prioritize certain CSR initiatives (González-Rodríguez & Díaz-Fernández, 2020). Moreover, consumers may evaluate CSR initiatives differently based on their gender-related expectations and experiences. For instance, Zhang et al. (2018) found women to be more critical of companies that engage in "cause-washing" or appear to exploit social issues for marketing purposes, while men may have different concerns or considerations. Makanyeza et al. (2021) found that women feel a stronger emotional resonance with CSR activities that directly impact women's rights or social causes related to their gender. Such emotional connections can enhance the effect of CSR awareness on purchase intention. Therefore, it can be proposed that:

H₃: Gender plays a moderating role in the relationship between CSR awareness and purchase intention.

Income

Personal income represents an individual's earnings or financial resources which can influence

decision-making processes, including purchase intentions (Jain et al., 2023). Higher personal income can facilitate the positive effect of awareness of CSR activities on purchase intention (Shahsavari et al., 2020). For instance, higher-income consumers have greater purchasing power and are willing to pay a premium for products or services associated with CSR (Medina et al., 2020). The findings of Jain et al. (2023) show a positive effect of income on consumer intention to purchase products of companies engaged in CSR activities. High-income consumers may perceive CSR activities as a signal of product quality or corporate reputation and be more likely to translate their awareness into purchase intention (Wasaya et al., 2021).

On the other hand, consumers with moderate incomes may have a balanced approach, considering both the social responsibility of a company and other factors such as product quality, price, and convenience when making purchase decisions (Anim & Cudjoe, 2015; Lin et al., 2019). However, lower-income consumers may have more limited financial resources, making price an essential factor in their decision-making process. Despite being aware of a company's CSR activities, these consumers might prioritize lower-cost options, reducing the impact of CSR awareness on their purchase intention. Labib et al. (2023) found income level as a moderating variable in the effect of CSR awareness on the purchase intention of consumers. Thus, higher incomes can facilitate the positive impact of CSR awareness, and lower incomes may act as a constraint, making price a more critical factor (Alniacik et al., 2020). Therefore, it can be proposed that:

H4: Income plays a moderating role in the relationship between CSR awareness and purchase intention.

Education

Education level refers to the extent of formal education and knowledge consumers have acquired. Education fosters critical thinking skills and affects individuals' cognitive processes, decision-making, and perception of various issues, including CSR-related matters (Pham et al., 2022). Highly educated consumers may better understand CSR concepts and be more critical in evaluating a company's CSR practices (Hwang et al., 2015). They can assess the alignment between a company's CSR initiatives and overall business practices. They are generally more information-savvy and may actively seek and process information related to CSR initiatives (Boronat-Navarro & Pérez-Aranda, 2019). They are more likely to access various sources of information, such as company reports, news articles, and social media, to evaluate a company's CSR efforts (Chatzopoulou & de Kiewiet, 2021). This information helps them differentiate genuine CSR efforts from greenwashing or token gestures (Rejikumar, 2016). As a result, their purchase intention may be more influenced by the impact of a company's CSR initiatives.

However, educated consumers may also be more critical and skeptical of marketing claims related to CSR if they experience greenwashing activities (Zhang et al., 2018). They may look for evidence of real impact and outcomes rather than being swayed by mere advertising (Canavari & Coderoni, 2019; Zasuwa, 2019). This skepticism can moderate the effect of CSR awareness on their purchase

intention. Makanyeza et al. (2021) found that consumers with higher education levels have a greater awareness of ethical issues and social responsibility. They may place more importance on a company's CSR efforts when making purchase decisions, as they align with their values and beliefs (Amin & Tarun, 2021; Labib et al., 2023). They understand the potential impact of their purchasing choices on society, have greater knowledge about social and environmental issues, and be more likely to appreciate and support CSR initiatives. Therefore, it can be proposed that:

H₅: Education plays a moderating role in the relationship between CSR awareness and purchase intention.

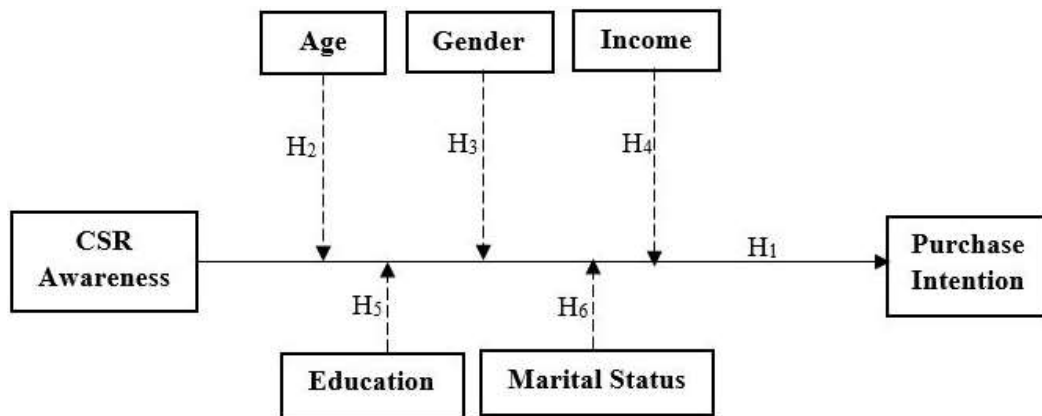


Figure 1: Conceptual model for the study

Marital Status

Marital status can be associated with different values and beliefs. Married individuals might feel a greater sense of responsibility toward their families and society (Liu et al., 2021). The sense of responsibility could lead them to pay more attention to CSR initiatives, consequently impacting their purchase decisions (Fatima & Elbanna, 2023). Therefore, married individuals may prioritize family-oriented or socially responsible products and services more than single individuals (Kwon & Ahn, 2021). It could lead to varying levels of receptiveness to CSR messages and, in turn, influence purchase intentions.

Moreover, marital status may influence a person's financial situation and decision-making (Jain et al., 2023; Liu et al., 2021). Married couples might have joint financial responsibilities, impacting how they allocate their spending, including their willingness to support companies with strong CSR practices. Also, societal norms and gender roles associated with marriage could affect how CSR messages are received and interpreted (Kim et al., 2020). For example, the division of household responsibilities might influence who makes purchase decisions and, consequently, the weight given to CSR factors in those decisions. Therefore, it can be proposed that:

H₆: Marital status plays a moderating role in the relationship between CSR awareness and purchase

intention.

Methodology

Sampling and Data Collection

Fast-moving consumer goods (FMCG) companies are engaged in extensive marketing of their CSR initiatives to attract and retain customers. The competition in this sector allows customers to have several alternative products, and they can choose companies doing more CSR activities. Therefore, 745 customers of FMCG products were targeted for data collection.

Convenience sampling was used to select respondents because the total population of consumers is unknown, and every consumer can easily give an opinion on his or her awareness of company CSR activities and purchase intention. The topic of research is general. Out of 745 targeted respondents, 501 returned the completed questionnaire; therefore, response rate is 67%. The screening of questionnaires for missing values and more than 25% incomplete responses resulted in the exclusion of 8 responses; thus, 493 responses were used for further analysis. The demographic profile of respondents is presented in Table 1.

Table 1: Demographic characteristics of the sample

Variable	Frequency	Percentage	Variable	Frequency	Percentage
Gender			Family		
Male	320	65%	(monthly)		
Female	173	35%	Less than 50000	138	28%
Marital Status			50000-100000	177	36%
Single	291	59%	100000-200000	60	12%
Married	163	33%	200000-300000	89	18%
Others	39	8%	More than 300000	39	8%
Age			Education		
Below 20	172	35%	Less than 10 years	15	3%
21-30	158	32%	Matric/O levels	69	14%
31-40	89	18%	Intermediate/A Levels	94	19%
More than 40	74	15%	Undergraduate	251	51%
			Graduate	64	13%

Measurement

All items were measured on a 5-point Likert scale. The four items scale for CSR awareness was adapted from Chomvilailuk and Butcher (2013). The value of Cronbach’s Alpha was 0.84, and factor loadings for all items were more than 0.68. The five items scale for consumer purchase intention was adapted from Sharma et al. (2018).

The value of Cronbach’s Alpha was 0.81, and factor loading values for all the items were more than 0.71. The demographic characteristics, including gender, age, marital status, income, and education, were also inquired in the questionnaire.

Data Analysis

The data analysis was performed with structural equation modelling on SMART-PLS 4. In a two-step process, the validity and reliability of data were tested through confirmatory factor analysis, average variance extracted (AVE), Cronbach's Alpha, and composite reliability (CR). The values of Cronbach's Alpha were greater than the 0.7 criterion value, and the CR value was also higher than 0.7, proving data consistency and reliability. The values of factor loadings for all items were more than 0.6; therefore, the data is valid for further analysis. Also, the value of AVE was higher than 0.5, and the value of the square root of AVE was higher inter-construct correlation, providing data validity. The issue of common method bias was tested through Harman's single factor test, and one factor was found to explain only up to 28% variation; therefore, further analysis would be unbiased.

Table 2: Path analysis estimates

Hypotheses	Path	β	p-value	Hypothesis Status
H ₁	CSRA \rightarrow PI	0.376	0.000	Accepted
H ₂	CSRA x Gender \rightarrow PI	0.440	0.000	Accepted
H ₃	CSRA x MS \rightarrow PI	0.323	0.000	Accepted
H ₄	CSRA x Age \rightarrow PI	0.496	0.000	Accepted
H ₅	CSRA x Income \rightarrow PI	0.405	0.000	Accepted
H ₆	CSRA x education \rightarrow PI	0.502	0.000	Accepted

In step two, the direct and moderating effects of variables were tested through path analysis in a bootstrapping procedure of 5000 samples. The direct effect of awareness of company CSR activities on the purchase intention of consumers (CSRA \rightarrow PI = 0.376, p-value = 0.000) was found statistically significant, proving H₁ to be correct. It can be inferred that a marginal increase in consumer awareness of company CSR activities is expected to increase relative Purchase Intention by 0.376. The moderating effect of demographic characteristics in the relationship between awareness of company CSR activities and consumer purchase intention was tested, and all hypotheses were accepted. The magnitude of the moderating effect was highest for the education level of consumers (CSRA x education \rightarrow PI = 0.502, p-value = 0.000). The second highest was the moderating effect of age (CSRA x age \rightarrow PI = 0.496, p-value = 0.000). The moderating effect of marital status was also statistically significant; however, the magnitude was comparatively lowest.

Discussion

The findings show that consumer awareness of company CSR activities positively affects purchase intention. Several studies in the literature support this finding (González-Rodríguez & Díaz-Fernández, 2020; Makanyeza et al., 2021; Olšanová et al., 2022). All demographic characteristics, including gender, age, marital status, income, and education, had a statistically significant moderating effect on the relationship between CSR awareness and purchase intention. The higher magnitude of the effect of education and age shows that post-COVID consumer awareness and

its impact on purchase intention has increased significantly.

Gender played a moderating role in the association between CSR awareness and purchase intention. Thus, the role of gender cannot be ignored in the social context of Pakistan when making CSR policies and projecting them through marketing campaigns. A similar observation was made by Lin et al. (2019) while discussing consumer behaviors concerning online product presentation, and their intention to purchase was stronger in males than females. Jain et al. (2023) attributed relatively less exposure of females to CSR and found a higher magnitude of the effect of other product attributes like quality, quantity and price on purchase intention.

Age also played a moderating role with a high magnitude of effect. In the literature, Salam et al. (2022) found that Pakistani millennials are more likely to purchase green products. Anderson and Jiang (2018) found that Gen Y is an exceptional segment that differs from other cohorts where they scrutinize the brands' CSR and respond increasingly to CSR. Luger et al. (2022) also consider that the younger Gen Y is more aware and has a favorable attitude for CSR while positively evaluating the brands leading to purchase intention.

The highest magnitude of the moderating effect was found for the level of education of consumers. Hwang et al. (2015) found a positive effect of consumer education in purchasing green products. Also, Makanyeza et al. (2021) found that consumers with more awareness of their rights and understanding of social and environmental issues preferred buying products from companies doing CSR activities. Arachchi et al. (2022) found a positive effect on consumer education in the post-COVID world when deciding to purchase products from companies engaged in CSR activities.

Conclusion and Implications

In the post-COVID world, it is essential to understand the impact of consumer demographic characteristics to predict the effect of CSR activities on purchase intentions. Managers should create specific CSR awareness campaigns that resonate with consumer segments based on their education levels, age groups, gender, and income brackets. Marketers should use CSR initiatives to position and differentiate their FMCG products. Depending on the specific moderating factors, they can emphasize different aspects of CSR awareness to appeal to various consumer groups. This differentiation can help create a unique selling proposition for the products.

Moreover, managers can adjust pricing and profit margins with a better understanding of how consumer education, age, gender, marital status, and income influence purchase intention through CSR awareness. Certain consumer segments may be willing to pay a premium for products associated with strong CSR practices, while others may prioritize affordability. Knowing the magnitude of the moderating effect can guide managers in making informed decisions about where to allocate resources for CSR initiatives. They can focus on the initiatives that have the greatest positive impact on purchase intention for different consumer segments, maximizing the return on investment.

Future Research Directions

The respondents were mainly from the City of Lahore, and a detailed study may be conducted with other urban areas, rural areas and a mix of both in general. It will give a more comprehensive insight into the response of the Pakistani environment. A comparison may be made among neighboring countries like India, Iran, Afghanistan and Pakistan. Another study compared with developed countries and Pakistan, a developing country, can give marketers a good understanding of different CSR strategies for both environments.

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