

1 **CONSCIOUS CONSUMERISM: DOES CORPORATE SOCIAL RESPONSIBILITY**
2 **INFLUENCES INDIAN RETAIL MARKET PURCHASE DECISIONS**
3
4

5 **ABSTRACT**

6 **Introduction:** This exploratory study investigates the role of environmental sustainability in
7 mediating the relationship between consumer priorities and purchasing decisions in India's
8 retail market. The study tests three hypotheses: (1) consumer priority affects corporate
9 environmental sustainability, (2) environmental sustainability influences purchasing
10 decisions, and (3) consumer priority impacts purchasing decisions. **Methodology:** Data were
11 collected from 387 valid responses out of 412 surveys using random sampling. Analysis
12 utilized SPSS Statistics and AMOS 26, incorporating Cronbach's alpha for reliability,
13 confirmatory factor analysis, and structural equation modelling to evaluate relationships.

14 **Findings:** Results indicate that the factor which consumers care about most has a significant
15 influence on their purchasing decisions, which supports Ha3. However, environmental
16 sustainability does not play a bridging role between the factor which consumers care about
17 most and purchasing decisions, and it also does not have a significant direct impact, which
18 leads to the rejection of Ha and Ha1. Consumer priority also does not have a significant
19 impact on corporate environmental sustainability, which leads to the rejection of
20 Ha2. **Implications:** The findings indicate that what consumers care about most impacts what
21 they buy. Therefore, companies should concentrate on trust, quality, and accessibility to
22 satisfy consumer preferences. As the impact of environmental sustainability is small, more
23 research is required to understand how sustainability can be incorporated. **Future Research:**
24 Future research should concentrate on long-term and inside-the-head research to understand
25 the changes in consumer attitudes toward sustainability.

26 **Key words:** Environmental sustainability, Consumer priority, purchasing decisions, Structural
27 equation modelling, Consumer behaviour.

28
29 **1. Introduction**

30 The Indian market is quite vibrant. According to the Boston Consulting Group, the retail
31 industry in India is projected to touch \$2 trillion by 2032. There are many buyers and sellers.
32 Buyers have a choice of almost anything, in any quantity. Kumar (2023) observes that
33 consumers in Indian cities have greater purchasing power, and products such as clothing,
34 cosmetics, footwear, watches, beverages, food, and jewelry are in demand for both business
35 and pleasure. In the corporate world, consumers prefer companies and products that align
36 with their values. Corporate social responsibility (CSR) activities demonstrate a company's
37 commitment to the environment and society, influencing what consumers want. Sen and
38 Bhattacharya (2001) discovered that consumers are more likely to patronize companies that
39 practice CSR because they perceive such companies as more trustworthy and responsible.
40 CSR activities may influence buying decisions in several ways. They may increase brand
41 loyalty, encourage customers to pay higher prices, and increase overall satisfaction with a

42 product. Previous studies also indicate that effective communication of CSR activities can
43 increase a company's reputation and result in improved customer behavior, as discovered by
44 Du, Bhattacharya, and Sen (2010).

45 **2. Corporate Social Responsibility**

46 Corporate Social Responsibility (CSR) originated from a charitable endeavour into a strategic
47 commercial effort that companies employ in order to influence the behaviour of consumers
48 and differentiate their products in the market. Freeman (2010) established stakeholder theory,
49 which states that businesses have a responsibility to all stakeholders, including consumers,
50 employees, suppliers, and the community, in addition to shareholders. This explains why
51 businesses practice CSR. Carroll's (1991) Pyramid of CSR extends the concept of CSR and
52 its impact on customer attitudes, including economic, legal, ethical, and philanthropic
53 responsibilities. Studies have demonstrated that CSR has a positive impact on customer
54 behavior, and Sen and Bhattacharya (2001) established that CSR positively impacts customer
55 perceptions when it is integrated with the core business and values of the company, as
56 customers will support businesses that are concerned with social and environmental issues.
57 Du, Bhattacharya, and Sen (2010) also established that CSR positively impacts reputation and
58 customer loyalty, with a strong emphasis on transparency in CSR practices. Authenticity is
59 important, and Becker-Olsen, Cudmore, and Hill (2006) emphasize that CSR practices must
60 not be perceived as insincere or profit-centered. Authentic CSR practices that are integrated
61 into a business's operations will have a greater impact on customers. CSR practices have
62 advantages but also have disadvantages, such as the perception of greenwashing when used
63 as a marketing tool (Laufer, 2003). Furthermore, according to Peloza and Shang (2011), the
64 effectiveness of CSR in influencing customer behaviour might vary depending on the
65 demographic population and the cultural milieu. Consumers, investors, and other
66 stakeholders are more probable to have a positive attitude towards businesses that engage in
67 socially responsible initiatives, such as the preservation of the environment, the development
68 of communities, or ethical sourcing (Aguilera-Caracuel and Guerrero-Villegas, 2018). This
69 favourable view has the potential to result in enhanced brand loyalty, increased consumer
70 happiness, and ultimately, improved brand performance.

71

72 **3. Consumer Prioritization and Purchasing Decision**

73 Customer order prioritization is a very critical and vital issue for the manufacturing
74 companies as far as their partial capacities are concerned (Akyildiz, B., Kadaifci, C.,
75 &Topcu, I. (2015).Multiple research studies have emphasized that the primary concerns of
76 buyers are the price and usage of the goods. Several studies recognize that people take into
77 account the brand name while making purchase decisions. The research done by Besharat,
78 A., Nardini, G., & Mesler, R. M. (2024) when consumers see narrow product types, they are
79 more likely to incorporate both salient and non-salient attributes into their decision.The study
80 conducted by Lee, P. Y., Lusk, K., Mirosa, M., & Oey, I. (2015) examines how Chinese
81 consumers prioritize several extrinsic product aspects, such as brand, nutrition content claim,
82 ingredient label, shelf-life, price, and production nation, while making their fruit juice

83 purchase selections. For an organic product concern people give more important for a long
84 product shelf- life of a product. As per the company perspectives, Berander, P., & Andrews,
85 A. (2005) sated that consumer Prioritization is a vital step towards making good decisions
86 concerning product planning for single and multiple releases. Branding play a vital role in the
87 market. It attracts a customer and retain their customer for long period. Those firms that
88 engage in socially responsible performs, such as environmental conservation, community
89 development, or ethical sourcing, often receive favourable attention from consumers,
90 investors, and other stakeholders (Aguilera-Caracuel and Guerrero-Villegas, 2018). This
91 confident awareness can translate into increased brand loyalty, higher customer satisfaction,
92 and ultimately, better brand performance. Consumers are predominantly interested in the
93 perceived value of a product, which is the trade-off between the perceived benefits and the
94 price paid, as per a study conducted by Zeithaml (1988). This emphasizes that consumers
95 prioritize whether the price they paid is justified by the product's value, rather than the
96 company's profit margins. In 1991, Dodds, W. B., Monroe, K. B., and Grewal, D. wrote
97 about a study that looked at how price, brand, and shop information affected how buyers
98 thought about the quality and value of a product and how ready they were to buy it.

99 The product attributes that a purchaser considers while making a purchase decision (Parsad,
100 C., Chandra, C. P., & Suman, S. (2019). According to the study by Jamal, A., and Goode, M.
101 (2001), people usually say that they decide what to buy based on how they impression about
102 and know about the quality of the goods. How important certain features are when judging a
103 product may depend on how much you know about the product category, how well you know
104 the brand, and how conscious you are about the brand. The study (Ahmadova, E., &
105 Nabiyeva, A. (2024)) assesses the influence of store attributes, personal factors and
106 situational factors on the impulse buying behavior of millennial consumers in India. The study
107 by Khuan, H., Rahmiyati, N., Mendoza, K. J., Diwyarthy, N. D. M. S., & Wiartha, N. G. M.
108 (2024) shows how important product quality, sales promotion, and ease of purchase are in
109 determining what people want to buy. The most important factor is clearly the quality of the
110 product, followed by sales marketing and ease of buy. Green et al. (1978) found that
111 customers with different methods look at the importance of various characteristics of the
112 product in relation to their purchase behaviour. Afshar, H. K., & Soleimani, G. (2017) has
113 summarised five major criteria considered by the customer for their product purchase. Such
114 as, Willingness to purchase, Product Features, Marketing Method, Performance of
115 manufacturers and customer satisfaction. The five-stage choice process was first described
116 by John Dewey. It is now a well-known idea and the basis of a famous model of how people
117 behave as consumers. Problem Acknowledgment, Information Exploration, Alternate
118 Evaluation, Optimal, and Results are the steps that make up this process. (Bruner, G. C.,
119 & Pomazal, R. J., 1988). This study by Ashofteh, I., and Dehghan, H. (2017) uses Kotler's
120 consumer behaviourideal to look into how demographic factors affect the position of factors
121 that Iranian consumers use to decide what home appliances to buy (in this case, LG
122 microwaves and vacuum cleaners). The study also explain the five stages of the decision-
123 making process developed byBettman, J. R., Luce, M. F., & Payne, J. W. (1998).. This include
124 Problem recognition, Information serarch, Alternative Evaluation, buying decision, Post-
125 purchase behaviour.

126 Most consumers, according to Irmak, Vallen, and Robinson (2011), are not concerned with
127 the profit that a business earns from their purchase. Consumers are more concerned with the
128 value that they receive from the product or service itself. Mohr, Webb, and Harris (2001)
129 discovered that although some consumers have a positive attitude towards corporate social
130 responsibility (CSR), their attitudes do not affect what they purchase. Consumers' purchasing
131 decisions are only slightly affected because they are not aware of or do not know enough
132 about CSR. The 2017 Cone Communications CSR Study revealed that even with the
133 increasing awareness of CSR, many consumers still do not know enough about specific CSR
134 initiatives. The lack of awareness affects the impact of CSR on their purchasing decisions.
135 Sen, S., and Bhattacharya, C. B. (2001) in their study discovered that the CSR issues a
136 company chooses to emphasize, the quality of their products, and personal characteristics
137 such as the extent to which a consumer is concerned with CSR and their general attitudes
138 towards CSR all influence how consumers react to CSR. Pomering, A., & Dolnicar, S. (2009)
139 discovered that many consumers are not fully aware of a company's CSR initiatives. Effective
140 communication is essential for increasing awareness and influencing consumer perceptions.
141 The authors emphasize the importance of clear and transparent CSR communication to
142 enhance consumer awareness and knowledge. Beckmann, S. C. (2007) explores the
143 relationship between consumer awareness of CSR and their purchasing behavior. The study
144 shows that people are becoming more aware of CSR, but they still don't fully understand it.
145 This makes it hard to say how much CSR affects buying decisions. Schrader, U., &
146 Thøgersen, J. (2011) discusses how consumers' awareness and knowledge of CSR influence
147 their expectations and perceptions of companies. It highlights that even when consumers are
148 aware of CSR, their understanding is often superficial, impacting their ability to make
149 informed decisions. Bhattacharya, C. B., & Sen, S. (2004) argue that higher awareness can
150 lead to stronger consumer-company relationships, although the general level of awareness
151 remains limited.

152 The research by Deng, X., and Xu, Y. (2017) shows that corporate social responsibility
153 (CSR) has a positive effect on consumers' plans to buy, suggest, and be loyal. It also has a
154 secondary positive effect on consumers' plans to buy. According to a statement by, people
155 who care a lot about their appearance (vs. people who care a little about their appearance)
156 think that CSR brands are better than non-CSR brands. The research by Marquina Feldman,
157 P., & Vasquez-Parraga, A. Z. (2013) shows that nearly CSR initiatives, like companies'
158 commitments to the environment, and some CA, like product quality, have a big impact on
159 how customers react and how much they are willing to pay for a product. According to the
160 research Tian, Z., Wang, R., & Yang, W. (2011), there is a nonlinear link between consumer
161 demographics and CSR responses; customers that fall into the middle age and income range
162 are more likely to respond favorably to CSR. The study by Rivera, J. J., Bigne, E., & Curras-
163 Perez, R. (2016) found that CSR training and environmental initiatives have a positive direct
164 relationship with customer satisfaction. Conversely, though CSR corporate communication
165 initiatives have a negative direct relationship with customer satisfaction. The study by Green,
166 T., & Peloza, J. (2011) found that CSR can give customers three kinds of value: social,
167 emotional, and practical. Each of these either makes the total value offer for customers better
168 or worse. Also, the value that one type of CSR creates can either make other product features

169 better or worse. A study by Rodrigues, P., and Borges, A. P. (2015) found that consumers'
170 understanding of social responsibility practices and the different ways they see corporate
171 social responsibility (CSR) affect their decision to buy a company's goods.

172 **4. Influence Of CSR On Consumer Behavior In The Indian Market**

173 Various methods may be used to observe the influence of CSR on customer behavior in the
174 Indian market. The authenticity and relevance of CSR operations are of utmost importance.
175 According to Becker-Olsen, Cudmore, and Hill (2006), customers are more inclined to react
176 favourably to CSR initiatives that are viewed as authentic and essential to the company's
177 goal. Authenticity in CSR is crucial in India, as consumers often have a extraordinary level of
178 scepticism towards corporate motivations. CSR is an important consideration for consumers
179 when making purchase decisions because they have a tendency to reward businesses that
180 make positive contributions to the well-being of society. It is becoming increasingly popular
181 to employ CSR programs to influence customers and distinguish product offers.
182 Sustainability-minded customers express concern for environmental and sustainable issues
183 (Milfont, T. L., Duckitt, J., & Cameron, L. D. (2006).) and prioritize the safeguarding of the
184 environment and human well-being. Environmentally concerned customers consistently
185 endorse policies or goods that aim to preserve or enhance sustainability. Customers who
186 demonstrate their ethical convictions in social and environmental matters by purchasing
187 goods they believe will have a beneficial (or less harmful) impact (Lee and Cho 2019;
188 Roberts 1995) A number of different approaches demonstrate how the moderating influence
189 of CSR on customer behaviour may be seen. Becker-Olsen, Cudmore, and Hill (2006)
190 pointed out that customers are sceptical of corporate social responsibility (CSR) initiatives
191 that give the impression of being dishonest or are interpreted as marketing gimmicks.
192 Genuine and well-integrated corporate social responsibility activities have a greater potential
193 to favourably affect the behaviour of consumers. It is crucial that the actions of CSR be
194 aligned with the basic values and business practices of the organisation. Consumers are more
195 likely to respond positively to CSR initiatives that are directly tied to the principal activities
196 of the firm (Porter and Kramer, 2006). For instance, a firm in the food sector that focuses on
197 sustainable sourcing procedures is more probable to acquire the confidence and loyalty of
198 consumers than a company that engages in CSR activities that are unrelated to the
199 organization's mission. There are Two issues arose during a preliminary literature review.
200 Primarily, individuals tend to evaluate the price they paid for a purchased item by comparing
201 it to others. Furthermore, they deliberately disregarded the notion of CSR while making their
202 purchase. Is it true? My initial impression is that buyers do not prioritize the involvement of
203 CSR, but rather focus on the overall advantages of the products they purchase as their main
204 consideration. A large number of studies in the CSR sector have included consumers as
205 sample respondents without considering whether the respondents are truly knowledgeable
206 about or concerned with CSR. The respondent cannot be expected to react effectively in a
207 CSR research if they lack a fundamental understanding or care for basic CSR activities.
208 Ottlewski, L., Rokka, J., & Schouten, J. W. (2024) study provides a theoretical framework
209 that explains the distinctions between platform affordances originated by consumers and
210 those begun by corporations, and highlights the significance of these differences. In India,

211 with its flourishing economy, vigorous marketing competition allows buyers to select
212 products based on their desires and tastes. Moreover, individuals with different income
213 sources exhibit varying buying behaviour (Agrawal, P et, al. (2024)).The study subject we like
214 to explore is the extent to which buyers consider CSR while making purchase decisions.
215 Here, we would like to conduct a sample survey by include people across different categories
216 to determine their primary consideration while making purchase decisions. What is the extent
217 of their comprehension of CSR? How does their comprehension of CSR correlate with their
218 purchasing decision?Considering the literature mentioned before, this study frames the
219 following hypothesis with a primary objective to know the mediate effect of CSR between
220 Consumer priority and purchasing decision.

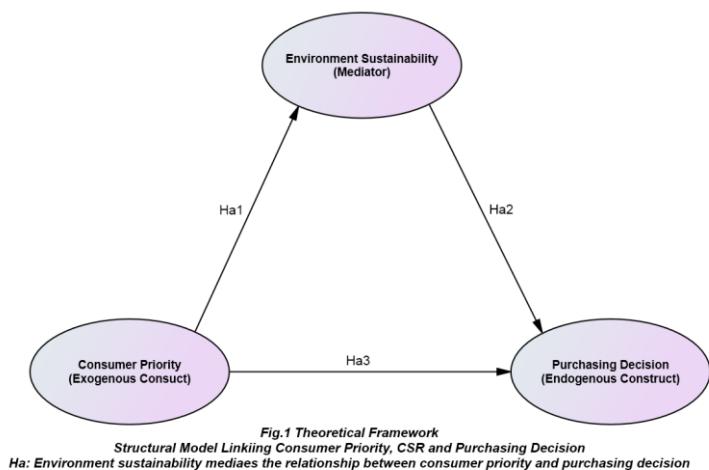
221 **Ha: Environment sustainability mediates the relationship between consumer priority
222 and purchasing decision**

223 Ha1: Consumer priority has significant effect on corporate environment sustainability
224 Ha2: Environment sustainability has significant effect on consumer purchasing
225 decision
226 Ha3: Consumer Priority has significant effect on their purchasing decision

227
228

229 **5. Methodology**

230 The present study is exploratory in nature and employs a quantitative research methodology.
231 This exploratory study aimed to understand the role of CSR in moderating consumer
232 prioritization and purchasing decisions in India's dynamic retail market (**Fig.1**). Over a span
233 of three months in 2024, a total of 412 survey responses were collected through random
234 sampling. A total of 387 questionnaires (93.93%) were included in the analysis, while 25
235 were rejected due to their responses were incomplete. The gathered data was examined using
236 the SPSS Statistics programme and the SPSS AMOS 26 edition. Cronbach's alpha was used
237 to evaluate the reliability of the scales. The construct validity of the questionnaire was
238 assessed by the application of confirmatory factor analysis (CFA). The correlation between
239 variables was assessed by using the Pearson correlation coefficient. A structural equation
240 model was employed to ascertain the structural connection between latent variables and
241 evaluate the offered hypotheses. VA structured questionnaire was employed for data
242 collection. The questionnaire utilized a five-point Likert scale for each CSR variable to
243 capture the level of awareness and importance these factors hold in consumer decision-
244 making in the Indian retail sector (**Annexure 1**).



245

246 **Fig. 1 Theoretical framework**

247 Consumer prioritization, considered an exogenous variable, reflects aspects such as consumer
248 brand trust and reputation (Delgado-Ballester & Munuera-Alemán, 2001; Chaudhuri &
249 Holbrook, 2001), product quality and value for money (Zeithaml, 1988; Dodds, Monroe, &
250 Grewal, 1991), social and environmental impact (Sen & Bhattacharya, 2001; Du,
251 Bhattacharya, & Sen, 2010), availability and accessibility (Seiders & Tigert, 1997;
252 Srinivasan, Anderson, & Ponnavaolu, 2002), and price sensitivity and discounts (Monroe,
253 1973; Blattberg & Neslin, 1990). The five purchasing decision variables in India's dynamic
254 retail market, considered endogenous factors, include price sensitivity (Monroe, 1973;
255 Grewal, Monroe, & Krishnan, 1998), consumer brand loyalty (Aaker, 1996; Oliver, 1999),
256 product quality and durability (Zeithaml, 1988; Garvin, 1987), product availability and
257 convenience (Seiders, Voss, Grewal, & Godfrey, 2005; Bell, Gallino, & Moreno, 2014), and

258 social influence and recommendations (Brown, Broderick, & Lee, 2007; Chevalier
259 & Mayzlin, 2006). CSR variables, considered as moderating factors between consumer
260 prioritization and purchasing decisions, include environmental sustainability practices
261 (Hartmann & Apaolaza-Ibáñez, 2012; Leonidou, Katsikeas, & Morgan, 2013), ethical labor
262 practices (De Pelsmacker, Driesen, & Rayp, 2005; Auger, Devinney, Louviere, & Burke,
263 2010), community development programs (Husted & Allen, 2007; Mohr, Webb, & Harris,
264 2001), transparency and ethical governance (Palazzo & Richter, 2005; Rawlins, 2008), and
265 philanthropic contributions (Brammer & Millington, 2005; Saiia, Carroll, & Buchholtz,
266 2003).

267 **6. Study Population**

268 The study surveyed 387 respondents to capture a diverse demographic profile (**Table 1**). The
269 age distribution indicates a significant representation in the 25-34 (21.71%) and 55-64
270 (23.51%) age groups, with smaller proportions in the 18-24 (8.27%) and 65 or older (7.49%)
271 groups. Gender-wise, there is a slight male majority at 54.26%, compared to 45.74% female
272 respondents. Educational attainment varies, with the largest group holding a Bachelor's
273 degree (36.95%), followed by Master's degree holders (28.94%), and those with high school
274 diplomas or equivalent (14.99%). Income levels show diversity, with the highest percentage
275 earning ₹2,50,000 - ₹5,00,000 annually (28.17%), and significant groups earning ₹5,00,000 -
276 ₹10,00,000 (20.16%) and ₹10,00,000 - ₹15,00,000 (22.48%). Occupation-wise, 30.49% work
277 in the private industry, 17.57% are self-employed, and 16.28% work in the public sector. This
278 diverse sample provides valuable insights into consumer priorities and purchasing decisions
279 in India's dynamic retail market.

280 **Table 1. Frequency distribution table**
281 **Personal and demographic details of sample respondents**

Gender	Total	Percentage
Male	210	54.26%
Female	177	45.74%
Total	387	100.00%
Age	Total	Percentage
18-24	32	8.27%
25-34	84	21.71%
35-44	78	20.16%
45-54	73	18.86%
55-64	91	23.51%
65 or older	29	7.49%
Total	387	100.00%
Educational Level	Total	Percentage
High school diploma or equivalent	58	14.99%
Bachelor's degree	143	36.95%
Master's degree	112	28.94%

Doctorate & Professional degree	74	19.12%
Total	387	100.00%
Income level Annual	Total	Percentage
Less than ₹2,50,000	55	14.21%
₹2,50,000 - ₹5,00,000	109	28.17%
₹5,00,000 - ₹10,00,000	78	20.16%
₹10,00,000 - ₹15,00,000	87	22.48%
More than ₹15,00,000	58	14.99%
Total	387	100.00%
Occupation	Total	Percentage
Working in private sector	118	30.49%
Working Public sector	63	16.28%
Self-employed	68	17.57%
Professionals	74	19.12%
Others	64	16.54%
Total	387	100.00%

282

283 **7. Data Analysis and Results**

284 This exploratory study aimed to understand the role of CSR in moderating consumer
 285 prioritization and purchasing decisions in India's dynamic retail market. There are fifteen
 286 indicators entered in the model spared over three constraints. Consumer prioritization,
 287 considered an exogenous variable, reflects aspects such as consumer brand trust and
 288 reputation, product quality and value for money, social and environmental impact,
 289 availability and accessibility, and price sensitivity and discounts. The five purchasing
 290 decision variables in India's dynamic retail market, considered endogenous factors, include
 291 price sensitivity, consumer brand loyalty, product quality and durability, product availability
 292 and convenience, and social influence and recommendations. CSR variables, acting as
 293 moderating factors between consumer prioritization and purchasing decisions, include
 294 environmental sustainability practices, ethical labor practices, community development
 295 programs, transparency and ethical governance, and philanthropic contributions.

296

297 **7.1 Reliability analysis**

298 The research used Cronbach's alpha to determine the reliability of the scales in Table 2.
 299 Cronbach's alpha is used to determine how well the scales relate to each other. A higher
 300 score indicates higher reliability. Consumer priority scale: 5 items, alpha = 0.707. This is
 301 acceptable when combined with good enough consistency, indicating that the items are
 302 reasonably measuring the same thing. Environmental sustainability scale: 5 items, alpha =
 303 0.746. This is above 0.7, so it is good. Scale of purchasing decision: 5 items, alpha = 0.723.
 304 This indicates that the scale has a high level of reliability. In general, all three scales have a
 305 good internal consistency and are reliable for further analysis.

Table 2. Reliability Analysis

Variables	No. of items	Cronbach's Alpha
Consumer Priority	5	0.707
Environment Sustainability (CSR)	5	0.746
Purchasing Decision	5	0.723

308 7.2 Descriptive Statistics

309 The descriptive statistics (**Table 3**) provide a brief summary of the data collected for each
 310 variable, including the mean, standard deviation, and sample size (N = 387). The mean score
 311 for consumer priority is 3.61, with a standard deviation of 0.667. This indicates that, on
 312 average, respondents rate their consumer priorities moderately high, with relatively low
 313 variability in responses. The mean score for environmental sustainability is 3.56, with a
 314 standard deviation of 0.686. This suggests that respondents, on average, consider
 315 environmental sustainability to be moderately important in their purchasing decisions, with
 316 slightly higher variability compared to consumer priority. The mean score for consumer
 317 purchasing decisions is 3.54, with a standard deviation of 0.712. This reflects that
 318 respondents tend to rate their purchasing decisions moderately, with a slightly higher
 319 variability associated to the other two variables. The mean scores for all three variables are
 320 relatively close, ranging from 3.54 to 3.61, signifying that respondents generally perceive
 321 these factors with similar levels of importance. The standard deviations are also relatively
 322 low, indicating that there is not much variation in the responses. The high reliability
 323 coefficients for each scale suggest that the items used in the questionnaire are consistent in
 324 measuring their respective constructs. These findings provide a solid foundation for further
 325 analysis, such as structural equation modeling, to explore the relationships among these
 326 variables.

327 Table 3. Descriptive Statistics

Variables	Mean	Standard Deviation	N
Consumer Priority	3.61	.667	387
Environment Sustainability	3.56	.686	387
Purchasing Decision	3.54	.712	387

329 7.3 Pooled CFA Model Fitness Tests

330 The fit statistics obtained from the pooled Confirmatory Factor Analysis conducted in AMOS
 331 give an indication of how well the model fits the observed data (Table 4). Chi-square divided
 332 by the degrees of freedom (χ^2/df) is 1.984, which is within the acceptable limit of 2 to 3,
 333 suggesting a good fit and a small difference between the observed and the model-implied
 334 covariance matrices, considering the degrees of freedom. RMSEA (Root Mean Square Error
 335 of Approximation) is 0.050; an RMSEA value below 0.05 indicates a good fit, suggesting
 336 that the model fits the observed data very closely. CFI (Comparative Fit Index) is 0.954; a
 337 CFI value of 0.95 or higher indicates a good fit, suggesting a favorable fit compared to an
 338 independent baseline model. TLI (Tucker-Lewis Index) is 0.944, which is marginally below

339 the ideal value of 0.95 but is still very close, suggesting an acceptable fit. GFI (Goodness of
 340 Fit Index) is 0.944; a GFI of 0.90 or higher indicates a good fit, suggesting that the model fits
 341 the observed data very well. AGFI (Adjusted Goodness of Fit Index) is 0.922. An AGFI value
 342 greater than or equal to 0.90 indicates a good fit, further supporting that the model fits the
 343 data adequately(Hu, L. T., & Bentler, P. M. 1999; Hair, J. F., Ringle, C. M., & Sarstedt, M. 2011;
 344 Dodeen, H. (2004). Overall, these indices collectively indicate that the pooled CFA model has
 345 a good fit to the data, suggesting that the hypothesized factor structure is well-supported by
 346 the observed data.

347 **Table 4. Pooled CFA model fitness tests**

Index	Obtained value	Acceptable range
ChiSq/df	1.984	χ^2/df between 2 and 3: Indicates an acceptable fit.
RMSEA	.050	< 0.05 indicates good fit
CFI	.954	≥ 0.95 indicates good fit.
TLI	.944	≥ 0.95 indicates good fit.
GFI:	.944	≥ 0.90 indicates good fit
AGFI	.922	≥ 0.90 indicates good fit.

348

349 **7.4 Validity measures**

350 The validity of the constructs was assessed using (**Table5**) Composite Reliability (CR),
 351 Average Variance Extracted, Maximum Shared Variance (MSV), and MaxR(H).The CR
 352 values for Purchasing Decision (0.787), Consumer Priority (0.754), and Environmental
 353 Sustainability (0.769) all exceed the acceptable threshold of 0.70, indicating good internal
 354 consistency. Although the AVE values for Consumer Priority (0.433) and Environmental
 355 Sustainability (0.454) are slightly below the ideal threshold of 0.50, they are close enough to
 356 be considered acceptable, particularly in the context of high CR values. The MSV values are
 357 low for all constructs (Purchasing Decision: 0.024, Consumer Priority: 0.024, Environmental
 358 Sustainability: 0.004), indicating good discriminant validity as the constructs are different
 359 from one another. Furthermore, the MaxR(H) values are all above 0.70, further supporting
 360 the consistency of the constructs. The low correlations between constructs (e.g., Purchasing
 361 Decision and Consumer Priority: 0.155; Purchasing Decision and Environmental
 362 Sustainability: 0.005) confirm good discriminant validity, ensuring that the constructs are
 363 measuring different aspects as intended.The Confirmatory Factor Analysis outcomes indicate
 364 that the measurement model fits the data well, as evidenced by the fit indices falling within
 365 acceptable ranges. The reliability and validity measures further support the robustness of the
 366 constructs. The CR values are above 0.70 for all constructs, indicating good internal
 367 consistency. Although the AVE values for Consumer Priority and Environment Sustainability
 368 are slightly below 0.50, they are still acceptable and supported by high CR values.The low
 369 MSV values and low correlations between the constructs suggest good discriminant validity,
 370 meaning that the constructs are different from one another(Gefen, D., Straub, D., & Boudreau,
 371 M. C. 2000; Fornell, C., & Larcker, D. F. 1981). The results indicate that the measurement model
 372 is both reliable and valid, supporting the use of these constructs in further structural equation
 373 modelling.

Table 5. Validity Master

Latent constructs	CR	AVE	MSV	MaxR(H)	Purchasing Decision	Consumer Priority	Environment Sustainability
Purchasing Decision	0.787	0.471	0.024	0.861	0.686		
Consumer Priority	0.754	0.433	0.024	0.836	0.155	0.658	
Environment Sustainability –CSR	0.769	0.454	0.004	0.850	0.005	0.067	0.673

7.5 Standardized Regression factor loading

The standardized factor loadings (**Table 6**) indicate that most items within the constructs of Consumer Priority, Purchasing Decision, and Environment Sustainability significantly contribute to their respective constructs, as reflected by their high loadings and acceptable scale reliabilities of 0.707, 0.746, and 0.723, respectively. Specifically, Trust Level (0.818) and Accessibility Impact (0.745) strongly contribute to Consumer Priority, while Price Impact (0.838) and Product Availability Role (0.776) are significant for Purchasing Decision, and Environment Sustainable Preference (0.823) and Environment Sustainable Recommend (0.778) for Environment Sustainability. However, items such as Discounts Promotions (0.017) in Consumer Priority, Recommendations Impact (0.064) in Purchasing Decision, and Environment Sustainable Lifestyle (0.015) in Environment Sustainability show negligible factor loadings, indicating they do not significantly represent their constructs. This suggests that while the overall measurement model is robust, certain items may need to be revised or removed for more accurate future assessments.

Table 6. Standardized Factor Loading of items

Construct	Items	Factor Scoring	Scale Reliability
Consumer Priority	Trust Level	.818	.707
	Product Quality Significance	.733	
	Social Responsibility Value	.637	
	Accessibility Impact	.745	
	Discounts Promotions	.017	
Purchasing Decision	Price Impact	.838	.746
	Brand Loyalty	.771	
	Product Durability Impact	.673	
	Product Availability Role	.776	
	Recommendations Impact	.064	
Environment Sustainability	Environment Sustainable preference	.823	.723
	Environment Sustainable Recommend	.778	
	Environment Sustainable Influence	.650	
	Environment Sustainable Transparency	.750	

	Environment Sustainable Lifestyle	.015	
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392

393

394 **7.6 Structural Model Fitness Tests**

395 Since the following items such as Discounts Promotions (0.017) in Consumer Priority,
396 Recommendations Impact (0.064) in Purchasing Decision, and Environment Sustainable
397 Lifestyle (0.015) in Environment Sustainability show negligible factor loadings, indicating
398 they do not significantly represent their constructs.Upon examining the structural model
399 fitness tests, it is strong that the model's fit improved after removing items with negligible
400 factor loadings (**Table 7**). Before the removal, the ChiSq/df was 2.144, indicating an
401 acceptable fit within the range of 2 to 3. The RMSEA value was 0.054, slightly above the
402 threshold for a good fit. The CFI and TLI values were 0.946 and 0.935, respectively, just
403 below the ideal threshold of 0.95. The GFI and AGFI values were 0.939 and 0.917,
404 respectively, both within the acceptable range.

405

Table 7. Structural model fitness tests

Index	Before Removing negligible factor loadings items	After Removing negligible factor loadings items	Acceptable range
ChiSq/df	2.144	2.102	χ^2/df between 2 and 3: Indicates an acceptable fit.
RMSEA	.054	.053	< 0.05 indicates good fit
CFI	.946	.969	≥ 0.95 indicates good fit.
TLI	.935	.960	≥ 0.95 indicates good fit.
GFI:	.939	.956	≥ 0.90 indicates good fit
AGFI	.917	.932	≥ 0.90 indicates good fit.

406

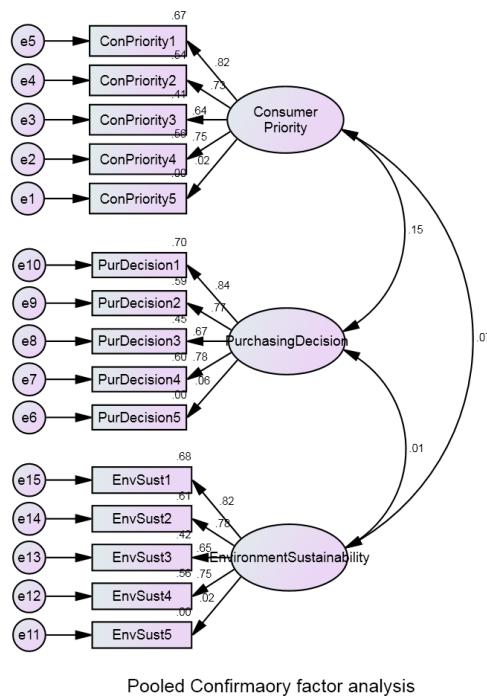
407 After removing the items with negligible factor loadings, the ChiSq/df improved to 2.102,
408 still within the acceptable range. The RMSEA value slightly decreased to 0.053, indicating a
409 marginally better fit. Notably, the CFI and TLI values increased to 0.969 and 0.960,
410 respectively, surpassing the 0.95 threshold and indicating a good fit. The GFI and AGFI
411 values also improved to 0.956 and 0.932, respectively, further confirming the model's
412 improved fit.In summary, the removal of items with negligible factor loadings resulted in a
413 better-fitting structural model, as evidenced by the improved values of ChiSq/df, RMSEA,
414 CFI, TLI, GFI, and AGFI. This underscores the importance of ensuring that all included
415 items significantly contribute to their respective constructs for achieving an optimal model
416 fit.

417

418

419 **7.7 Interpretation of Standardized Regression Weights and Path Significance**

420 The analysis of standardized regression weights reveals the significance and impact of
421 various paths (**Fig 2**) between the constructs of Consumer Priority, Environment
422 Sustainability, and Purchasing Decision:



423
424 **Fig 2 path coefficient between the constructs**

425 **Path 1:** The path coefficient of 0.067 indicates a weak positive relationship between
426 Consumer Priority and Environment Sustainability. However, the p-value of 0.265 is greater
427 than 0.05, suggesting that this relationship is not statistically significant. This implies that
428 Consumer Priority does not have a significant consequence on their consideration of
429 Environment Sustainability.

430 **Path 2:** The path coefficient of -0.006 indicates a negligible and slightly negative relationship
431 between consumer's care about Environment Sustainability while making their Purchasing
432 Decision. The very high p-value of 0.923 indicates that this relationship is not statistically
433 significant. Thus, Environment Sustainability does not have a significant impact on
434 Purchasing Decision.

435 **Path 3:** The path coefficient of 0.155 indicates a moderate positive relationship between
436 Consumer Priority and Purchasing Decision. The p-value of 0.010 is less than 0.05,
437 indicating that this relationship is statistically significant. This suggests that Consumer
438 Priority has a significant result on Purchasing Decision.

439

440 **8 Hypotheses Interpretation**

441 Ha: Environment sustainability mediates the association between consumer priority and
 442 purchasing decision (**Fig 3; Table 8**): Given the non-significant paths between Consumer
 443 Priority and Environment Sustainability ($p = 0.265$) and between Environment Sustainability
 444 and Purchasing Decision ($p = 0.923$), there is no indication to support the mediation effect of
 445 Environment Sustainability in the relationship between Consumer Priority and Purchasing
 446 Decision.

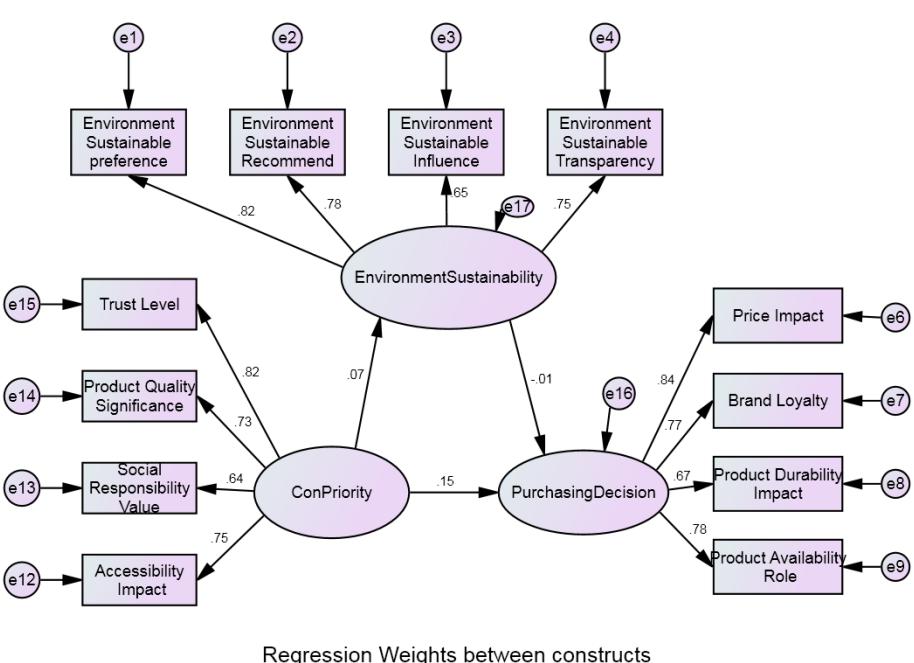


Fig 3

Regression weights between constructs

Table 8. Hypothesis statement

Hypothesis statement of Path analysis	Estimate	P-Value	Result of Hypothesis
Ha1: Consumer priority has significant effect on corporate environment sustainability	.067	.265	Not supported
Ha2: Environment sustainability has significant effect on consumer purchasing decision	-.006	.923	Not supported
Ha3: Consumer Priority has significant effect on their purchasing decision	.155	.010	Supported

451

452 Ha1: Environment sustainability has a significant consequence on consumer purchasing
 453 decision: The relationship between Environment Sustainability and Purchasing Decision is
 454 not significant ($p = 0.923$). Therefore, Ha1 is not supported.

455 Ha2: Consumer priority has a significant result on corporate environment sustainability: The
456 relationship between Consumer Priority and Environment Sustainability is not significant (p
457 = 0.265). Therefore, Ha2 is not supported.

458 Ha3: Consumer Priority has a significant outcome on their purchasing decision: The
459 relationship between Consumer Priority and Purchasing Decision is significant ($p = 0.010$).
460 Therefore, Ha3 is supported.

461 The analysis demonstrates that Consumer Priority significantly influences Purchasing
462 Decision, supporting the direct effect hypothesis (Ha3). However, the proposed mediation
463 role of Environment Sustainability (Ha) and its direct effects on Purchasing Decision (Ha1)
464 and from Consumer Priority to Environment Sustainability (Ha2) are not supported due to
465 non-significant p-values. This suggests that while Consumer Priority is an important
466 determinant of Purchasing Decision, Environment Sustainability does not play a significant
467 mediating or direct role in this context.

468 **8.1 Standardized Total Effects**

469 The standardized total effects table (**Table 9**) illustrates the overall impact of Consumer
470 Priority and Environment Sustainability on the variables within the model, particularly
471 focusing on Environment Sustainability and Purchasing Decision.

472 **Table 9. Standardized Total Effects**

	Consumer Priority	Environment Sustainability	Purchasing Decision
Environment Sustainability	.067	.000	.000
Purchasing Decision	.154	-.006	.000

473

474 **8.1.1 Effect on Environment Sustainability:** Consumer Priority to Environment
475 Sustainability: The total effect is 0.067, indicating a weak positive impact of Consumer
476 Priority on Environment Sustainability. This implies that as Consumer Priority increases,
477 Environment Sustainability slightly increases as well. However, this effect is weak and, as
478 noted in previous analyses, not statistically significant.

479 **8.1.2 Effect on Purchasing Decision:Consumer Priority to Purchasing Decision:** The total
480 effect is 0.154, indicating a moderate positive impact. This suggests that Consumer Priority
481 has a noticeable influence on Purchasing Decision, where higher Consumer Priority leads to a
482 higher likelihood of formation a purchasing decision. This effect is significant, reinforcing
483 the importance of Consumer Priority in persuading consumer behavior.**Environment**
484 **Sustainability to Purchasing Decision:** The total effect is -0.006, indicating a negligible and
485 slightly negative impact. This effect is not statistically significant, implying that Environment
486 Sustainability does not have a meaningful influence on Purchasing Decision within this
487 model.

488 The standardized total effects reveal that Consumer Priority is a significant determinant of
489 Purchasing Decision, with a moderate positive total effect (0.154). This highlights that
490 consumers who prioritize certain factors are probablyto make purchasing decisions
491 accordingly. Conversely, Environment Sustainability shows a minimal total effect on
492 Purchasing Decision (-0.006), suggesting it does not play a crucial role in influencing
493 purchasing decisions in this context. Additionally, the weak total effect of Consumer Priority
494 on Environment Sustainability (0.067) confirms that while there is a positive association, it is
495 not strong enough to be considered significant. Overall, these findings emphasize the pivotal
496 role of Consumer Priority in driving purchasing decisions, while Environment Sustainability
497 appears to have a limited impact in this model.

498 **9 Discussions**

499 The findings from this study provide insightful revelations regarding the relationsamongst
500 Consumer Priority, Environment Sustainability, and Purchasing Decision in India's dynamic
501 retail market. The reliability analysis shows that the constructs have acceptable internal
502 consistency, with Cronbach's alpha values above 0.70 for Consumer Priority, Environment
503 Sustainability, and Purchasing Decision. Descriptive statistics indicate that all constructs have
504 mean values above the midpoint, suggesting a generally positive inclination towards these
505 factors among consumers.

506 The Confirmatory Factor Analysis and structural model fitness tests reveal that the model fits
507 the data well, particularly after removing items with negligible factor loadings. The improved
508 fit indices (ChiSq/df, RMSEA, CFI, TLI, GFI, and AGFI) after item removal demonstrate a
509 robust measurement model. This refinement process emphasizes the importance of ensuring
510 that all items significantly contribute to their respective constructs for an optimal model fit
511 (Byrne, 2016).

512 In terms of standardized regression weights, Consumer Priority shows a significant positive
513 effect on Purchasing Decision, with a path coefficient of 0.155 ($p = 0.010$). This finding
514 favour the hypothesis that Consumer Priority significantly influences purchasing decisions
515 (Zeithaml, 1988; Grewal et al., 1998). However, the paths from Consumer Priority to
516 Environment Sustainability (0.067, $p = 0.265$) and from Environment Sustainability to
517 Purchasing Decision (-0.006, $p = 0.923$) are not statistically significant. Consequently, the
518 mediation hypothesis, suggesting that Environment Sustainability mediates the relationship
519 among Consumer Priority and Purchasing Decision, is not supported (Baron & Kenny, 1986).
520 Additionally, Environment Sustainability does not have a significant direct effect on
521 Purchasing Decision, nor does Consumer Priority significantly influence Environment
522 Sustainability.

523 The standardized total effects further emphasize these relationships. Consumer Priority has a
524 moderate positive total effect on Purchasing Decision (0.154), reinforcing its pivotal role in
525 consumer behavior (Chaudhuri & Holbrook, 2001). Conversely, Environment Sustainability's
526 total effect on Purchasing Decision is negligible (-0.006), indicating it does not meaningfully
527 impact purchasing decisions in this context (Hartmann & Apaolaza-Ibáñez, 2012). The weak

528 total effect of Consumer Priority on Environment Sustainability (0.067) confirms the limited
529 influence of consumer priorities on their perceptions of corporate environmental practices
530 (Du et al., 2010).

531 **10. Conclusion**

532 Overall, the study highlights that while Consumer Priority is a significant driver of
533 purchasing decisions, Environment Sustainability does not play a substantial role in
534 moderating this relationship. These findings suggest that Indian consumers prioritize factors
535 such as trust, product quality, and accessibility when making purchasing decisions (Dodds et
536 al., 1991; Seiders & Tigert, 1997), while environmental sustainability, although important,
537 does not significantly influence their purchasing behavior in this model. This insight is
538 crucial for businesses aiming to align their strategies with consumer priorities, indicating a
539 need to focus on enhancing consumer trust and product quality to drive purchasing decisions
540 (Aaker, 1996).

541 **11. Managerial Implication**

542 The outcomes of this investigation offer several important managerial implications for
543 businesses operating in India's dynamic retail market. The significant influence of Consumer
544 Priority on Purchasing Decision underscores the necessity for retailers and marketers to
545 prioritize consumer preferences and values in their strategic planning and operational
546 execution. Enhancing brand trust and reputation (Chaudhuri & Holbrook, 2001), focusing on
547 product quality and value for money (Zeithaml, 1988; Dodds et al., 1991), and optimizing
548 accessibility and convenience (Seiders & Tigert, 1997) are crucial strategies. Although
549 Environment Sustainability did not significantly impact purchasing decisions, ongoing efforts
550 in social and environmental responsibility remain essential for long-term brand image (Du et
551 al., 2010). Competitive pricing strategies and attractive discount promotions should be
552 employed to drive purchases (Monroe, 1973; Blattberg&Neslin, 1990). Leveraging consumer
553 insights through continuous data gathering and analysis, and fostering brand loyalty through
554 well-designed loyalty programs (Aaker, 1996; Oliver, 1999;Alghizzawi, et al., 2024), will
555 further align business strategies with consumer priorities, enhancing market position,
556 customer satisfaction, and sales growth().

557 **12. Scope for Future research**

558 Future research should explore the influence of CSR on consumer behavior across different
559 regions and industries, considering evolving consumer attitudes towards sustainability.
560 Longitudinal studies could assess changes over time, while qualitative research might
561 uncover deeper insights into consumer motivations and perceptions regarding CSR
562 initiatives.

563

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