

CAPITAL UNIVERSITY OF SCIENCE AND
TECHNOLOGY, ISLAMABAD



**Modelling the Relationship between
Consumer Social Responsibility and
Preference for Social Friendly Products
with Facilitating Role of Religiosity: A
Prospective Study Using Theory of
Planned Behavior**

by

Khansa Zaman

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degree of Doctor of Philosophy

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Social Responsibility and Preference for Social
Friendly Products with Facilitating Role of
Religiosity: A Prospective Study Using Theory
of Planned Behavior**

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CERTIFICATE OF APPROVAL

This is to certify that the research work presented in the thesis, entitled “**Modeling the Relationship between Consumer Social Responsibility and Preference for Social Friendly Products with Facilitating Role of Religiosity: A Prospective Study Using Theory of Planned Behavior**” was conducted under the supervision of **Dr. Sajid Bashir**. No part of this thesis has been submitted anywhere else for any other degree. This thesis is submitted to the **Department of Management Sciences, Capital University of Science and Technology** in partial fulfillment of the requirements for the degree of Doctor in Philosophy in the field of **Management Sciences**. The open defence of the thesis was conducted on **November 02, 2018**.

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List of Publications

It is certified that following publication(s) has been accepted out of the research work that has been carried out for this thesis:-

1. Zaman. K., & Bashir, S. (2017). Role of Ethical Self Identity in Predicting Buying Intentions toward Societal Friendly Products: A study of Societal Conscious Consumers, *Journal of Managerial Science*, 11(3).

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Abstract

The purpose of this study was to operationalize the concept of Consumer Social Responsibility which is further empirically tested to predict consumers preference to buy societal friendly products. The study contributes in the body of knowledge by developing, validating and measuring consumer social responsibility. Moreover, it also predicts the antecedents of CNSR including ESI, Personality traits, and Cultural dimensions with moderating role of religiosity. An exploratory sequential mixed methods were used to test the proposed model of moderated mediation and sequential mediation by collecting data from 613 consumers who were aware of societal friendly concepts of products. The present study has used AMOS and NVIVO which helped in data analysis by calculating estimates, model fitness, exploratory factor analysis and confirmatory factor analysis. The consumer social responsibility is operationalized as an attitudinal aspect which is further categorized into: community, society, environment, and customers. The results showed that CNSR is an important predictor of consumer buying behavior of societal friendly products which is influenced by ethical self-identity of consumers, their personality and culture. External religiosity is reflected as a moderator which influences the relationship of consumers ethical identity on CNSR. The operationalization of CNSR will help managers to devise consumer oriented strategies by inculcating the factors that determine and enhance social responsibility among consumers. Moreover, the operationalization opens new avenues for researchers to predict other demographic or psychographic factors that may influence CNSR.

Keywords: Consumer social responsibility, scale development, Operationalization, ESI, Culture, personality, theory of planned behavior, societal friendly products, Pakistan

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Abbreviations

| Acronym | What (it) Stands For |
|----------------|--------------------------------|
| CNSR | Consumer Social Responsibility |
| ATT | Attitude |
| ESI | Ethical Self-Identity |
| OPN | Openness to Experience |
| EXT | Extraversion |
| AGR | Agreeableness |
| NEU | Neuroticism |
| PD | Power Distance |
| COL | Collectivism |
| UA | Uncertainty Avoidance |
| LTO | Long term orientation |
| PI | Purchase Intention |
| BH | Buying Behavior |
| TPB | Theory of Planned Behavior |

Chapter 1

Introduction

1.1 Background

The composition and level of human activities are posing serious threats to the environment and to the existence of human beings (Stern, 2007). Not long ago, production by mega industries and extraction of resources were responsible for destruction on earth whereas quite recently this destruction is being caused by private consumption. Consequently, there is an increased pressure to involve consumers to solve environmental problems by their active participation. Thus there is a need to empower and support consumers by increasing opportunities to involve in environmental activities and by understanding their attitudes and concerns toward society and environment. Many companies and countries such as Danish Government feel that it is personal responsibility of consumers to protect their surroundings (Thogerson & Crompton, 2009). Researchers have observed that environmental and social abuses are occurring from production till consumption which has increased the attention of consumers' groups over last 15 years worldwide. Since Literature has also documented social responsibility of consumers throughout the supply chain process yet inconsistencies are found in consumer's attitude (Kozar, Kim, & Connell, 2013).

In order to contribute to environment, humans have to significantly alter their buying and consumption habits. These changed habits must be consistent and assist in moving away from inherited attitudes of throwing responsibilities to others. Further, this will result in moving toward environmentally responsible attitudes of consumers (Osbaldiston & Sheldon, 2003). Policy makers and researchers are aware of the fact that behavior of individuals may exacerbate or ameliorate serious environmental damages and threats. Numerous documentaries and news also suggest that citizens are becoming aware and conscious about society and environment. However, still disagreements exist about considering environmental protection as responsibility of each citizen (Mobely, Vagias, & DeWard, 2010).

Over the last thirty years, the focus on environment has seen many changes from identifying environmentally concerned to environmentally responsible consumers. It is argued frequently that environmental focus has been increased but a gap in attitude and behavior still exists. This reflects that consumers who show concerns toward environment does not buy environmental products due to which environmental campaigns of organizations fail to mark substantial effect as attitudinal or behavioral changes does not occur (Kilbourne & Pickett, 2008). There is a need to understand consumer's beliefs and attitude toward environmental products and factors driving such attitudes are still unclear and under research (Neff, 2010; Leonidou & Leonidou, 2011). Thus studies have started focusing on willingness of consumers to perform environmentally conscious behavior by studying its factors (Zabkar & Hosta, 2013).

Conventionally, people in developed countries are heavily depended upon technologies and innovations that may help them to resolve environmental damages such as changing behavior or lifestyle to consumption of alternative fuels. Such changed behaviors lead to preservation of resources thus reducing environmental pollution and create a socio friendly environment (Hedlund, 2011). Consumers therefore must adopt socio-protection behaviors to keep the environment sustainable by preserving natural resources of earth, furthermore protecting earth from further harmful and damaging effects (Hansla, 2011).

Environmental Consumerism or green buying/ purchasing/ consuming products is considered a significant socio-friendly consumer behavior to show care towards environment. However, socio-friendly products are few in number like recyclable plastic, paper bags, packaging, energy savers, biodegradable, synthetic dyes, detergents and perfumes etc. According to socio-friendly concept, customers takes responsibility to protect the environment by taking the righteous steps whereas some customers tend to automatically depend upon the system or environment to get self-resolved. Environmental concern refers to a range of knowledge, perceptions, attitudes, value orientation, perception and display of behaviors which may originate from political discourse (Hedlund, 2011). Customers' attitude, perceptions and behaviors are growing regarding green environment which provide ecological and societal benefits hereafter (Kim, Lee, & Hur, 2012).

Recent studies indicate that consumers will prefer consuming the green or socio-friendly products to a high degree in coming days due to their increased interests in environmental strategies and buying (Yan, Hyllegard, & Blaesi, 2012). Such environmental attitudes and norms will thereby mold the behavior and intention of the customers to buy the eco-friendly items or products, thus maintaining the positive attitude toward pollution free environment in their surroundings (Yan et al., 2012). Companies frequently use ambiguous socio friendly terms such as damages being caused to ozone layer by hazardous products, environment friendly products, reusable, recyclable products etc. without providing rationale to offer these products. Companies usually have four types of environmental claims such as environmental related claims, products related claims, process related claims, and image oriented claims to attract consumers toward environmental products (Rosen & Wood, 2010). Moreover, organizations has started focusing on green buying by understanding willingness of consumers to pay more for environment friendly products (Yan et al., 2012).

In the year 2006, the industry for green or socio-friendly products or items is projected over \$200. Most of the studies in past were related to environmental concerns which were confined to non-consumption (energy saving and political co-cerciveness) behaviors (Wang, Li, Barnes, & Ahn, 2012). Most of the developed

economies are concerned with worsening of environment and hazardous which are affecting the surrounding (Kim, Lee, & Hur, 2012). Consequently, customers has started showing green attitude after seeing the consequences of their consumption habits which are affecting natural resources, energy resources, environment and depletion of the forest (Hedlund, 2011). Different stakeholders such as regulatory authorities, media, non-government organizations, consumers, government has started focusing on social responsibility of consumers due to various ecological, societal and environmental concerns. The scope and significance of this concept is new in the current decade and has gained the importance and attention of practitioners and academics. To understand the essence and the implications of the consumer's social responsibility, researchers has built and tested various social responsibility related theories and conducted debate sessions (Vitell, 2015).

There is a strong link between Corporate Social Responsibility and Social Responsibility of consumers as consumers possess behavior of purchasing socio-friendly products from company profiling their responsibility to work for the protection of the environment (Roeck & Delobbe, 2012). Consumers' awareness regarding protection of environment tend themselves to go for activities which are socially responsible (Dauw et al., 2011). Companies now a day trying to transform the concept of producing those socio-friendly products that were demanded by the targeted consumers as consumers were more willing to invest for environmental protection activities (European Commission, 2011). Previously, the mechanism of good business practices and offering of socio- friendly products was enough to achieve true CSR and sustainability. Since the consumer is getting more awareness of the environment which means that they will not favor products which are harming the environment, therefore, to get alignment of consumers and organization, it is important to understand the concept of consumer social responsibility (Vitell, 2015). If customers are not concerned about the offerings of the company like socio-friendly packing material or healthier snacks and deliberates them as deceptive offerings, then it is only added as an obligation to companies. In order to be in a win-win situation, the organization and customers must be integrated to move in the same direction keeping self and social interests in mind, conversely,

only government directives would be able to devise this through compulsive behavior. For example, if government will ban all type of alternate sources of energy and force companies to manufacture and compels customers to buy only green energy items or solutions then these types of solution will result in black markets (Vitell, 2015).

Researchers in the previous studies have assumed that consumers have a freedom of decision making in selecting products or services that are adhered to corporate social responsibility. They argue that the best approach this corporate social responsible decision making is by influencing customers first so that they demand products which are socially responsible. This helps in establishing a link between CNSR and CSR which also means that CSR is not effective without CNSR. Researchers believe that this link provides adequate reason to study CNSR and its significance as it influences corporate social responsibility (Vitell, 2015). Therefore it is important to study the concept from consumer perspective that how they are showing keen interest in establishing particular societal friendly behaviors and purchases in order to protect the environment, ultimately(Cai, Jo, & Pan, 2012).

Social responsibility is defined as the willingness and deliberation of an individual to help others when there is nothing to gain in return (Berkowitz & Daniels, 1963). Webster (1975) defined socially conscious and responsible consumer as an individual who considers the public consequences of his private consumption patterns or who try to bring social change by using his purchasing power. The definition of socially conscious consumer was based on the work of Barkowitz, Leonard, and Lutterman (1968) which focused on willingness to contribute for social change. s studied the relationship between social responsibility and charity work such as donation. The results of the study were positive which confirmed that a relationship exists between donating behavior of children and social responsibility. Darden and Reynolds (1971) replicated the work of Stone (1954) and defined the ethical consumers as the individuals who show their support toward small local stores and have a personal relationship with the local merchants. They further extended the definition by adding that ethical consumers bear the high social status and

have a long term residence in the local community. Their conceptualization of socially conscious consumers lacked social behavior of consumers such as fair trade purchase. Roberts (1993) defined socially responsible consumers as individuals who believe that buying of any product may cause a positive or negative harm or influence on environment. The definition covered two dimensions such as social concern and environmental concern (Webb, Mohr, & Harris, 2008). It is observed by researchers that most of the environmental attitudes are operationalized by typical statements related to concern to environment which reflect different environmental issues (Antil & Bennett, 1979; Tucker, 1980). Sheth, Gardner, and Garrett (1988) pointed out that the area of social responsibility is of little interest or it was deliberately ignored till 1960s. However, consumers' concern toward environment and societal concerns encouraged the activities to show aggressive stance against the neglected area of marketing activities and tactics.

A study was conducted to evaluate the determinants and motives of environmentally responsible behavior in which it was argued that there is a need to expand and evaluate the motives which determine environmentally responsible behavior. The researchers' suggested that an intrinsic motivation is required to engage in environmentally responsible behavior (Kozar & Connell, 2013). The empirical studies reported and confirmed that environmentally responsible behavior has multiple antecedents and instead of narrowing down the concept, it must be studied with multiple determinants. Past studies confirmed that attitudes such as environmental concern affect the environmentally responsible behavior (Poortinga, Steg & Vlek, 2004).

In past, a major debate is done on corporate social responsibility with theme of focusing on the importance of pursuing objectives other than company's economic profitability (Vibert, 2004). They differentiated Corporate Social Responsibility (CSR) and social responsibility of consumers by narrating that former deal with the organizational strategy to protect society and environment whereas the social responsibility of consumers focused on responsibility of individuals to secure their surroundings by engaging in environment friendly buying patterns. Mohr, Webb, and Harris (2001) described socially responsible consumer behavior by adapting its

definition from the work of Petkus and Woodruff's (1992) on CSR. They defined socially responsibility in behavioral domain and explained that socially responsible consumer behavior is acquisition, use and dispose of products on a desire to reduce harmful effects and to maximize long term benefits of society. This definition differentiated CSR from SRCB in a way that former is the organizational perspective and later in the consumer perspective on social responsibility. It was critiqued by researchers (Brookshire & Hodges, 2009) that definition of Mohr et al (2001) discussed the partial consumption process but it did not include the important stage of consumptions such as predispose and post-dispose factors as some consumers may want to show social responsibility at particular stage of consumption. Thus it was defined that SCRb is behavior of consumers which is based on decision to reduce harmful effects and to increase benefits in society in one or more consumption stages of consumer's consumption process.

Moreover, Iwata (2001) added that environment responsibility behavior is reflected in energy management, recycling behavior and recycling management. According to Stern (2000) environment responsibility behavior can be categorized into the behavior of non-activist in public and environmental activism. Puhakka (2011) argued that environment responsibility behavior is when an individual abide by the rules and norms in the surroundings. Thapa (2010) argued that environment responsibility behavior is reflected in recycling attitude, educating about green consumptions, political actions and community activism. Consistent to this, environment responsibility behavior is the outcomes of attitudes toward environment and its measures in terms of behavioral norms. A study was conducted by Halpenny (2010) on visitors of Canadian national park and found that attachment with the place predict responsibility toward environment. Lee (2011) conducted a study on Taiwan and found that attachment with the place directly and indirectly influences environment responsibility behavior. Kerstetter, Hou, and Lin (2004) did a study on three eco-logical areas of tourists and found that degree of environment responsibility behavior varies and dependent upon motivation which predict environment responsibility behavior. To change an individual's behavior, we need to change the attitudes towards environment through education, personal

experiences and by engaging in environmental activities. Researchers also found that environment responsibility behavior can be enhanced by ecological conservation of resources, personal experiences, involvement in environmental activities, and ecological observations (Higham & Carr, 2002; Lee et al., 2005).

The above discussion reveals that after more than 50 years, not a single definition of consume social responsibility is widely accepted. Most of the definitions focused on the behavioral domains by neglecting the attitudinal domain of engaging in socially responsible consumer buying behavior. The predominant attitude was environmental concern or environmental consciousness, or traditional social responsibility or socially conscious index. However, attitudinal measures which address the complete social responsibility including social, environmental, community and consumer preference to buy from companies involved in social friendly practices is still ignored. A review of the past literature showed a growing emphasis on addressing the social responsibility of consumers to predict consumer behavior as it is still unclear and under-researched.

1.2 Rationale of the Study/Research Gaps

The social responsibility in marketing covers a wide range of diverse issues such as environmentalism, regulations, social marketing and consumerism (Carrigan & Attalla, 2001). Berkowitz and Lutterman (1968) stressed that social responsibility is an important area to study because it entice individuals to financially contribute in society by being active in community, showing interests in political events, and voting. Therefore individuals who are socially responsible, they reflect this attitude in socially responsible behaviors and consumption decisions which was measured on a five point likert scale. Follows and Jobber (2000) conducted a study on environmentally responsible purchase behavior and predicted it through the specific attitudes of individuals and purchase intention of buying products. In past, environmental concern was a predominant variable which has been used as an attitudinal measure to predict environmentally responsible behavior.

According to the theory of planned behavior and reasoned action, the behavior of individuals is determined by the attitudes of the individuals which lead to individuals' willingness or intention to perform a behavior (Fishbein & Ajzen, 1977). Bagozzi and Baumgartner (1990) focused on the role of intention in predicting attitude-behavior relationship and argued that the performance of behavior is dependent upon the effort an individual exerts to perform. Still environmentally responsible behavior needs extra efforts of individuals to perform behavior which is mediated by an individual's intention. Samuelson and Biek (1991) suggested a strong association between attitude-behavior relationships which can be achieved if attitudinal measures specifically correspond to behavioral measures as association with behavior decreased in presence of single or general measure of attitude such as environmental concern.

Kollmuss and Agyeman (2002) and Carrington, Neville, and Whitwell (2010) noted that most of the ethical consumer behaviors were formed on the basis of core cognitions where beliefs are predictors of attitudes, and attitudes predict intention leading toward behaviors (Ajzen, 1991). Moreover, the mediating role of consumer's intentions between environment related attitudes and behaviors are confirmed (Bamberg & Moser, 2007). Likewise, researchers emphasized that the general attitude toward environment in which individuals are concerned about the threats which cause harm to society is important to study (Abdul-Muhmin, 2007). The reason is that it involved huge emotional investment at the end of consumers for environmental issues (Lee, 2008). Thus concerns of individuals' play a critical role in formation of beliefs, attitudes regarding environment which leads to an individual's intentions and behaviors (Bamber & Moser, 2007). Hustvedt and Dickson (2009) argued that environmental concern is an important psychographic variable which is mostly studied in environmental behavior studies.

Hansla (2011) stressed in his study that due to environmental changes consumers must adopt socio-protection behaviors in order to keep the environment sustainable by preserving natural resources of earth. Environmental Consumerism or green buying/ purchasing/ consuming products is considered as one of the main type of socio-friendly behavior from consumer's side in order to show care towards their

environment. In the recent time, the focus on consumer's attitude, perceptions and behaviors are growing regarding green environment (Kim, Lee, & Hur, 2012). Recent studies indicate that tendency to buy green or socio-friendly products will increase in coming days as consumers are showing greater concern toward environmental products (Yan et al., 2012). This sort of environmental attitudes and norms will thereby have molded the behavior and intention of the customers to buy the eco-friendly products, thus maintaining the positive attitude toward green products.

In the year 2006, the industry for green or socio-friendly products is projected over \$200. In the past, the studies related to environmental concerns were confined its boundaries on non-consumption (energy saving and political coerciveness) type of behaviors (Wang et al., 2012).

Different stakeholders such as regulatory authorities, media, non-government organizations, consumers, government has started focusing on social responsibility due to various ecological, societal and environmental concerns. The scope and significance of this concept is new in the current decade and has gained the importance and attention of practitioners and academics. Despite of the fact that during 1970's the concept of environmentally responsible consumers, socially responsible consumer, socially conscious consumers gained momentum but due to the mixed findings and critique on the operationalization, validation, or measurement of the construct, the area of consumer social responsibility is still questioned.

Previously, the mechanism of good business practices and offering of socio- friendly products was enough to achieve true CSR and sustainability. Since the consumer is getting more awareness of the environment which means that they will not favor those products which are harming the product, therefore, to get alignment of consumers and organization's social responsibility, it is important to understand the concept of consumer social responsibility (Vitell, 2015). The reason of studying consumer social responsibility is that if consumers do not favor organizational efforts of social friendly products then organizations will not offer such products which will ultimately harm society in the long run.

Researchers in the previous studies have assumed that consumers have a freedom of decision making in selecting products or services that are adhered to social responsibility. They argue that the best approach is by understanding the consumer social responsibility as they are the key stakeholders. This helps in establishing a link between CNSR and CSR which also means that organizations' effort to protect environment is not effective without consumers' effort to protect society (consumer social responsibility). Researchers believe that this link provides adequate reason to study CNSR and its significance as it influences corporate social responsibility (Vitell, 2015). Moreover, Quazi, Amran and Nejati (2016) has operationalised the concept of CNSR by proposing 6 dimensions which mixed the attitudinal and behavioral aspects of the CNSR without defining the concept of CNSR and its dimensions. The above discussion reveals that consumer social responsibility is an important area to research due to multiple reasons: the construct of consumer social responsibility is still unclear, inconclusive, and questioned in the past literature; numerous times the construct is developed but focus was either on environment or on society, the tool was either very detailed or comprehensive or it was narrowly focused on one domain; the focus was on organizational perspectives than on consumer's willingness; the domain of social responsibility was behavioral in nature and attitudinal was in terms of environmental concern; and the diehard need to align the gap between organizations' social responsibility and consumer social responsibility by operationalizing and measuring it in detail (Cai et al., 2012; Vitell, 2015). *Therefore, this study primarily focuses on filling the first knowledge gap which is divided into 2 related parts: (a) Operationalizing the concept of consumer social responsibility which will be empirically tested to predict consumer's preference to buy socio-friendly product (b) the literature on the subject issue does not provide an answer regarding measurement of this concept. Therefore, the empirical testing of the concept is an important contribution of the present study which will be done by developing, validating and measuring of consumer social responsibility (Vitell, 2015).* Researcher recommends studying this important knowledge area to understand the alignment

between consumers' buying goals and company's CSR goals, because if consumers do not prefer societal friendly products then all the efforts made by companies to produce socio-friendly products are futile (Vitell, 2015).

The basic understanding of how individuals associate with a consumption community i.e. social group give existence to a new term of ethical consumer, which plays an important role in maintaining pollution free and socio-friendly atmosphere (Hsieh & Wu, 2011). The horizons of ethical consumers indicate that it is a broad view category, defined as societal, environmental, political, human rights violation, environmental deprivation, animal cruelty, anti-country feelings and opinions, all act as a driving force for these types of individuals and their associated decisions for consumption of the organizational products (Portwood-Stacer, 2012). Over a last few decade, this ethical consumption term gained significance and importance in the field of environmental concerns and claims (Papaoikonomou, Valverde, & Ryan, 2012). However, this sort of behavior may be competing or contradictory as it entails variety of concerns and conducts to live ethically in the environment (Papaoikonomou, Cascon-Pereira, & Ryan, 2016). Yet the considerate amount of effort is needed for defining that purchase related behaviors were greatly impacted by ethical claims and concerns. TPB is a sound foundation for such attitudes, behaviors and purchase intention from consumer perspective (Ajzen, 1985). One of the criticisms TPB encompasses that it does not account for moral and ethical ideologies which are making their space in the socio and eco-atmosphere.

People who possess strong moral norms usually adapt socio-friendly behavior through the purchasing process of green items or products thus reducing the adverse effects of inorganic, hazardous, non-reusable items (Brownet al., 2012). Pro-behavior intentions related to socio-friendly environment may depend upon individual's moral obligation and policies made by the policy makers which must be understood by the organization to achieve environmental and social benefits in the longer run (Pentina & Amos, 2011). Consumers attitude, perceived moral support, trust and sense of loyalty are few important factors that determine ethical socio-friendly environmental constructs (Hedlund, 2011).

Consumer perception and their ethical beliefs are changing over time which marketers should be aware of if they intend to influence their buying pattern (Whitmarsh & O'Neill, 2010). Consumers are focusing on pro-environmental values and therefore their consumption varies from inorganic items to organic one (Van der Werff, Steg, & Keizer, 2013). Hence people with this type of environmental approach tend to be more responsible towards society thus maintaining moral and ethical beliefs, obligation and duty at their optimum level, respectively (Soyez, 2012). Marketers with the recent trend tend to examine this ethical consumer segment carefully catering their perceptions, beliefs, ethical behavior, and attitude towards purchasing green products closely. They wish to target this segment for generating profits and revenue for the company (Alexander & Ussher, 2012). Past literature supports the notion of ethical consumerism which states that while living in the consumption environment contemporary, consumers respond towards environmental and moral challenges (Bray, Johns, & Kilburn, 2011). Despite of the fact that ethical issues are a subject matter for marketers and academicians yet ignored in consumer related studies (Carrington et al., 2014).

The research on consumer ethics is still questioned as less is written about consumer ethics (Vitell & Muncy, 2005). Previously, researchers attempted to study consumer's ethics by categorizing into three aspects. Firstly, studies on consumer ethics are empirical in nature which are specific to ecological consumption related behaviors (Antil, 1984; Haldeman, Peters & Tripple, 1987). Second perspective of ethical studies on consumers was on normative guidelines for consumers and business related to ethical issues (Stamfl, 1979, Vitell & Muncy, 2005). Third aspect of consumer ethics is based on conceptual and empirical underpinning of consumer decision making which helped to explain non-normative behavior of consumers (Grove, Vitell, & Strutton, 1989; Vitell & Muncy, 2005). These studies argued that non-normative consumer behavior results in denying of consumer responsibility toward environment and society. Empirically, there were only three studies that empirically tested consumers' ethical beliefs and judgments (Vitell & Muncy, 2005). Most of the research on environment responsibility in 1970s and 1980s was limited to non-consumption consumer behaviors such as research on air

pollution was dominant (Aaker & Bagozzi, 1982; Meadows et al., 1992) whereas the research on green marketing started in 1990s (Bodur & Sarigollu, 2005).

To the best of researcher's knowledge, no study in past has predicted ethical identity of consumers as a predictor of consumer's social responsibility. The reason of studying ethical self-identity is the notion that consumer's self-concepts and identity are important predictor of green buying behaviors (Kaufmann, Panni, & Orphanidou, 2012). Secondly, it is also found that consumer's attitudes are linked with ethical beliefs of the consumers towards any business activity (Vitell & Muncy, 2005; Hedlund, 2011). Likewise, Rise, Sheeran and Hukkelberg (2010) greatly emphasized studying the contribution of self-identity in predicting consumers' behavioral intentions and found that self-identity has an influence on behavior. Shah and Amjad (2017) have empirically examined the role of ethical belief and moral ideology in consumer decision making process. however, the ethical identity is ignored in the previous studies in relation with consumer social responsibility. ***Therefore, the current study will address the under-researched area as a gap two by studying stakeholder's (consumer) social responsibility in terms of ethical identities which will be a theoretical addition in the body of knowledge (Vitell, 2015).***

The relationship between consumer personality and purchase behavior was first introduced and studied by Dloich (1969). He argued that consumers prefer those products that reflect their personality. Researches several times have asked the question if consumer prefer brands which matched to their personality. Shnak and Langmeyer (1994) argued that researchers in marketing have focused on the relationship between personality and decision making of product and innovative behavior.

Researchers claimed that personality has not been studied as determinant of unique buying behavior. In the past, very few studies have found the negative relationship between personality and behavior. Rogers (1962) conducted research on personality but standardized measure of personality in controlled settings were not involved. In one of the study, Gruen (1960) found relationship between personality and preference to buy and try new products. In his studies, the results

showed that customers were reluctant in buying new goods. Personality characteristics have been widely studied in numerous areas including dominance, sociability, social presence, self-acceptance, self-control and tolerance. In past, relationship between personality and buying behavior of different products and services was studied.

Psychological factors such as values and norms are important predictors of environmental attitudes and behaviors. Researchers confirm that many researchers have established the relationship between personality and individuals' behavior in different dimensions but basic personality traits have been used infrequently to predict behavior (Brick & Lewis, 2016). Researchers expressed that to examine the question of personality predicting concern to environment is limited (Milfont & Sibley, 2012). Furthermore, an effort in past has been made to predict that factors of personality predict environmental responsible behavior. Since personality is a core part which motivate the values, beliefs, and attitudes, therefore it seems reasonable to expect that personality influences the attitudes and behaviors toward socially or environmentally responsible products. Mutual consensus does not exist among academics on the relationship of consumer behavior of buying and personality. Hirsh et al. (2010) argued that only three studies in past were conducted to test relationship between big five personality traits with environmental engagements. Though the findings of the study are mixed as the link between consumer personality and buying behavior did not yield consistent results in different studies measuring the relationship between personality and buying behavior (Mulyanegara, Tsarenko, & Anderson, 2009). Some of the researchers are in support of the fact that personality traits act as an important antecedent of consumer buying behavior (Barnett et al., 2015). ***Therefore, this thesis will address the third gap in literature by predicting Personality, as an antecedent of attitude (consumer social responsibility) and behavior (Ajzen, 1988, Mikolajczak-Degrawe et al., 2012; Vitell, 2015).***

The recognition of culture is growing due to its strong influence on consumer decision making when making buying choices (Wong, 2007). Instead of using stereotyped marketing tools, it is important for companies to understand each

group of consumer globally and design strategy to influence their consumption patterns. Thus, culture has been found a strong predictor of thoughts, motives and value system (Kim, 2002).

Culture assists in interpreting the value system of consumers which play a major role in influencing cognitive and affective consumption choices (Briley & Williams, 1998). Studying culture has significant implications for managers because it helps them in devising strategy. Therefore, recognition and examining culture in the light of consumer behavior is increasing. However, little research is carried out to understand the influence of culture in consumer behavior especially among Asian consumers (Ward, Pearson & Entrekina, 2002) as most of the consumer behavior studies are Western biased because they were conducted on black and white and lately on oriental cultures such as Koreans, Japanese, Singapore, Hong Kong, Taiwan (Lai et al., 2010). According to De Mooij (2010), the cultural dimensions of Hofstede are of great significance because previously no model of culture could predict the relationship between culture and consumer behavior.

The world is facing with increase consumerism, megamergers, globalization and international retailing via latest communication technologies, therefore it is essential to study the relationship that how culture affect between purchase intention and decision factors regarding eco-socio friendly products. However, little differences to sustainability efforts exist due to prevailing differences among responses of the consumers (Decierdo, 2011). Adnan, Hay, and Staden (2018) argue that organizations that operate in individualistic and low power distance societies tend to have high social responsibility initiative which might be due to the pressure from the society. Thus, consumer behavior from the perspective of cultural need further exploration (Kelloway, Mullen, & Francis, 2006), and a missing connection in literature is studying cultural dimension as a predictor of consumer social responsibility. ***Gap four indicates another theoretical contribution which is to study Cultural dimensions i.e. individualism and conscientiousness etc. as important predictor of consumer social reasonability and socio-friendly consumption behavior (Jaiswal, 2012; Vitell, 2015).***

Religiosity is referred as an individual's commitment to his religion which is being reflected in attitudes, behaviors, feelings experiences and beliefs (Mokhlis, 2008; 2009). It is also defined as the extent of an individual's being religious and the importance an individual gives to his or her religion (Delener, 1990; 1994). Religiosity varies in its dimensions which have been emerged over a period of time. Despite of various dimensions, the frequently used are uni-dimensional (Shaharudin et al., 2010) and bi-dimensional (ElZein, 2013; Mokhlis, 2009; Mukhtar & Butt, 2012).

According to Islam and Chandrasekaran (2015) the influence of religiosity on consumer behavior is under researched. The trend toward responsible buying and responsible consumption is growing. They investigated the influence of religiosity on ecologically consumption behaviors. 191 Muslim respondents from India were selected to find impact of internal and external religiosity on ecologically conscious consumption behavior. The findings of the study revealed a positive and significant relationship between intrinsic religiosity and ecologically conscious consumption behavior. Researchers concluded that religiosity is very critical in determining the buying patterns of Muslim consumers.

Alam, Mohd, and Hisham (2011) found significant effect of religiosity on consumer behavior and considered religion as an important factor or determinant of buying decisions. Religious and ethnic diversity in Malaysia has become one of the most important segments of consumers which verified consumption habits and lifestyle influenced by religiosity. Muhamad and Mizerski (2010) argued that religious commitments and affiliations are significant constructs to illustrate effect of religion in marketplace. The religiosity shows an individual's motivation to follow his beliefs. Thus Donahue (1985) recommended that religiosity must be studied in human behaviors. Mohamad et al. (2012) studied the role of religion to predict environment related aspects such as sustainability. They claimed that religious affiliation encourages individuals' ethical concerns on environments. Consistent to this, Shaharudin et al. (2010) also found that religiosity is key determinant and influence buying intention toward organic food. Further, it is argued that green behavior is closely related to moral and ethical values and also reflected in ethical behaviors.

Existing research has found inconclusive links between religiosity and consumer behavior, thus more research is need to understand the influence of religiosity on consumer behavior. According to Clarke (2005) the potential association between religiosity, religious affiliation and consumer behavior is ignored. Thus, it is a valuable opportunity to explore the effects of consumer behavior in various cultural contexts while keeping religiosity in view (Cosgel & Minkler, 2004, Choi, Kale, & Shin, 2010). Consumer's attitude toward social responsibility initiative is linked with consumers' high intrinsic religiosity and ethical values. however, consumers with high extrinsic religiosity tend to behave unethically and more negative attitude toward social responsibility initiatives (Arli & Tjiptono, 2018). To the best of researcher's review of past literature, no study has studied religiosity as moderator between ethical self-identity, and consumer social responsibility as CNSR is first time operationalized as an attitudinal construct in the present study. ***Therefore, gap five is viewing the significance of consumer's religiosity to understand the success of company's social friendly products, this research will add in literature by studying religiosity as moderator between ethical self-identity and consumer social responsibility (Vitell, 2015).***

Minton, Kahle, and Kim (2015) argued that previously many studies explored the influence of altruism on sustainable consumption behavior but very few studies have investigated the influence of religion on sustainable consumption related behavior (Gurel-Atay & Kahle,2014). Similarly, Eid and Gohary (2015) argued that there is a relationship between religiosity and consumer behavior and religion directly influences the lives of the followers and determine the social attitudes, values and people's behavior. Past studies have emphasized studying the psychographic and demographic attributes of consumers to predict their attitudes which are influenced by ethical beliefs but studies in this area are lacking. Thus the present study address this lacking and under-researched area and analyze moderated mediation which is if religiosity moderates, then CNSR mediates between ESI and Purchase intention of societal friendly products. ***Gap six is studying religiosity as moderator and CNSR as mediator between ESI and purchase intention toward societal friendly products which will answer***

the under-researched question of influence of demographic factors as moderators to predict consumption related buying behavior.

Green consumerism, ethical consumerism or buying intention is new domain in the recent decade where one has to involve in friendly doing thus maintaining a good environment as the result (Kanget al., 2012). In addition, the inner or willing act of any individual to buy green products, and saying no to hazardous or conventional products that were creating problems for the environment as a whole is referred as consumer's intention to buy products (Aguinis & Glavas, 2012). Green purchase intentions of consumers helps society to maintain a neat and clean environment in their surroundings (Rupp, 2011).

Studies carried out in collectivist society have revealed that social influence, past green behavior and environmental norms influence consumer's purchase decisions (Lee, 2009; Chan, 2001). Studies have also revealed that lifestyle, values, norms and beliefs also influence green buying behavior (Kim & Chung, 2011). TPB comprehensively explains that the attitude, subjective norms and perceived behavioral control together influences purchasing intentions, which in turn influences purchasing behavior. According to research studies, green purchase Intention is a significant predictor of green buying behavior, which means that purchase intention positively influence the probability of buying green products (Chan, 2001; Beckford et al., 2010). Straughan and Roberts (1999) found that a person with positive ecological behavior prefer to buy green products more often, as the positive indication of one's behavior for environment increase the likelihood to choose eco-friendly products (Cornelissen et al., 2008). Likewise, a positive relationship is found between environmental awareness, attitude toward green products' decisions and final participation (Haron, Paim, & Yahaya, 2005; Fraj-Andrés & Martinez-Salinas, 2006).

The above discussion reveals that research on consumer buying behavior is abundance by using different background factors in the light of TPB, however, studies on sequential mediation are not available which provides the complete understandings of attitude and intention of consumers as the causing variables to predict the influence of background factors on actual buying behavior toward societal friendly

products (Aguinis & Glavas, 2012; Vitell, 2015). The reason for studying this important knowledge area is the proved significance of attitude to predict intention which leads to final buying behavior. This also means that background factors do not directly influence buying behavior rather they influence the attitude which further leads to buying of societal products.

Hence, gap seven is the real application of Theory of planned Behavior which is used to understand the sequential attitudinal-behavioral relationships by studying its antecedents including ESI, personality traits, and cultural dimensions. This will help in bridging the gap between background factors as predictors of consumption related behavior.

1.3 Problem Statement

Numerous researches in the past have focused on the concept of social responsibility of organizations with varying results of different industries in different countries. Researches included the issues of organizations' social responsibility, the factors influencing its success and perception of customers about organizations' socially responsible initiatives. It also encompasses the outcomes of the companies' initiatives regarding environment friendly products, and the antecedents of the CSR regarding company and other stakeholders' aspect. Since most of the previous research has been done on organizational perspective of social responsibility yet there is more to explore to resolve paradox of societal friendly initiatives. The careful analysis of the past research unfolds that little focus has been dedicated to investigate the responsibility of key organization stakeholder such as Consumers. Thus greater attention should be given to understand determinants which may influence the social responsibility of consumers.

Past researches indicated that success of the environment friendly initiatives cannot be achieved if the demands or interest of the consumers are not aligned with the companies' objectives and initiatives. This results in asymmetric efforts which does not contribute to the society. The reason being consumers are the end users

of company's products and if they do not prefer buying societal friendly products while considering it their social responsibility then organizational efforts are fruitless. For this reason, this problem needs to be solved by understanding the key stakeholder's responsibility. Researchers therefore suggest that an area of Consumer social responsibility should be operationalized and empirically tested through development of scale by focusing on different factors which might influence the consumer social responsibility. The aforementioned area is important to explore as company's efforts to be socially responsible are futile without CNSR.

1.4 Research Questions

The current research answers the following questions:

1. Does the concept of consumer social responsibility needs to be operationalized, measured, developed and validated as an important predictor of societal friendly buying intention and behavior?
2. What is the relationship between ESI, personality of consumer and cultural traits act as antecedents of consumer social responsibility?
3. Does consumer social responsibility mediate the relationship of ESI, personality traits, and cultural traits with intention to buy societal friendly products?
4. Does intrinsic/extrinsic religiosity strengthen/weaken the relationship between ESI and consumer social responsibility?
5. Does consumer's social responsibility affect their intention to buy societal friendly products?
6. Does subjective norm affect their intention to buy societal friendly products?
7. Does perceived behavioral control affect their intention to buy societal friendly products?

8. Does consumer's intention to buy societal friendly products lead toward buying behavior?
9. Does internal and external religiosity moderate the relationship between ethical self-identity and consumer social responsibility when consumer social responsibility mediate the relationship between ESI and consumer's intention to buy?
10. Does consumer social responsibility and purchase intention sequentially mediate the relationship between ESI, personality traits, and cultural dimensions with consumer buying behavior toward social friendly products?

1.5 Research Objectives

The objectives of the research are multifold:

1. To operationalize, validate and measure the concept of CNSR.
2. To examine the impact of ESI personality of consumer and cultural traits on consumer social responsibility
3. To check if consumer social responsibility mediates the relationship between ESI, personality of consumer, cultural traits and intention to buy societal friendly products
4. To find out if intrinsic/extrinsic religiosity strengthens/weakens the relationship between ethical self-identity, and consumer social responsibility
5. To explore the effect of ethical self-identity, personality of consumer and cultural traits on consumer's intention to buy and buying behavior of societal friendly products
6. To investigate if internal and external religiosity moderate the relationship between ethical self-identity and consumer social responsibility when consumer social responsibility mediate the relationship between ethical self-identity and consumer's intention to buy

7. To analyze if consumer social responsibility and purchase intention sequentially mediate the relationship between ethical self-identity, personality traits, and cultural dimensions with consumer buying behavior toward social friendly products
8. To test if subjective norm influences attitudinal-behavioural relationship.
9. To investigate if perceived behavioural control effects attitudinal-behavioural relationship.
10. To test the proposed model in the light of theory of planned behaviour to understand consumers behaviour toward social friendly products.

1.6 Significance of Study

The literature is replete with articles emphasizing the importance of organizations' efforts and initiatives regarding social responsibility. However, few, if any, of these articles discuss the role of the consumer in achieving social responsibility. It is the premise of the current research that it is may be difficult for corporate social responsibility to succeed without the assistance of consumers. That is, for corporate social responsibility to flourish and by pushing customers toward CSR, they should be using a pull strategy which is consumer social responsibility (CNSR). This thesis examines this proposition: by examining literature which supports the role of CNSR in consumer buying behavior of societal friendly products; measuring and validating CNSR; and by investigating antecedents of CNSR which will help organization to devise strategies.

Consumers generally do not seem willing to pay more for socially responsible products even when they may state that these products are important to them. In practice, social responsibility seems to be only a peripheral, not a key factor in decision-making. Some consumers will, however, purchase socially responsible products but only if the price and/or quality are competitive with less socially responsible alternatives. Thus, CSR can often be difficult, and perhaps even unprofitable, without understanding of CNSR. If consumers are socially responsible,

only then they will be buying socio-friendly products of companies and then the company's efforts will be successful. The above insights represents just a few of the issues that should be addressed in this research. However, they represent a good beginning to what researchers should examine in order to better understand this under-researched area of CNSR, and perhaps even the broader topic of stakeholder social responsibility (Vitell, 2015).

1.7 Supportive Theory

1.7.1 Theory of Planned Behavior (TPB)

Theory of Reasoned Action (TRA) serves as a base for extension of Theory of Planned Behavior (TPB) (Ajzen, 1985; 1991). TPB enlightened that consumers possess certain buying or purchase behavior towards green items/products, by considering antecedents i.e. subjective norm and attitudes; thus, results in implementing the behavior (Soyez, 2012). TPB incorporates an additional dimension, perceived behavior control which acts as the major behavioral intention determinant and is correspondingly related to Control Beliefs, the only difference lies between the two theories. TRA boundaries were expanded with TPB which is a purely volitional control by taking into account the belief factor that concerns with opportunities and ownership of the necessary resources to perform explicit behavior (Madden, Ellen, & Ajzen, 1992). Ajzen (1985) reported that behavior of an individual can also be determined from factors that are not volitional like resources due to which TRA applicability is criticized. Thus, under such conditions to predict a person behavior through TRA is not enough.

Subjective norm (SN) is defined as the performance or nonperformance of any behavior with respect to perceived social pressure. It is the estimation of an individual that casts an influence in decision making. SN is influenced by the significant behaviors of others and their judgment perceived and how these judgments influence the individual's behavior (Ajzen, 1991). Subjective norm is termed to be a social norm when objective is to meet social expectation while enforcing the

perceived pressure to perform social behavior (Allcott, 2011). More precisely, it is stated as when the person desire to obey with the societal as well as norms of the group, as their significant influences caste a positive image towards each other (Dinc & Budic, 2016). If individual believes that the person is significant to him/her, most likely approve their behavior and more likely intend to perform, resulting in positive contribution towards society (Ajzen, 1991).

Perceived behavioral control (PBC) is a particular performance of a behavior that is possessed by individuals in terms of perceived ease and difficulty. When individual has the ability and motivation to perform the behavior, only then this behavior lasts otherwise it will not occur (Ajzen, 1991). PBC deals with the consumer's self-confidence while performing buying or purchase behaviors towards green/eco-friendly products or items. PBC with respect to environment can be of processes like recycling, socio -friendly purchasing and using public transport. PBC can be consumer's pro-environmental actions, thus making the buying or purchase intentions hereafter, commonly referred as environmental citizenship (Ertz, Karakas, & Sarigöllü, 2016).

According to TPB, while making any buying or purchase intention, developing PBC is necessary. More precisely, it is the perceived affordability that consumers' possessed and used for evaluation of purchase or buying decisions respectively (Ajzen, 1991). There exists a wide variety of studies where the focus of attention is societal behavior and for which TPB is considered the best foundation or pillar to be successfully applied for building the positive outcomes, consequently (Han, Hsu, & Sheu, 2010; Han & Kim, 2010; Harland, Staats, & Wilke, 1999; Vermeir & Verbeke, 2008). According to Han et al. (2010), it is noted that construct of TPB, attitude (A), perceived behavioral control (PBC) and subjective norm (SN) have the positive relationship with the behavior of customer to stay at a green hotel despite of inconvenient location and high affordable prices. Moreover, Han and Kim (2010) found that the variance of selecting a green hotel intention is improved or enhanced by using TPB Model. Additionally, TPB yields a pleasing and suitable fit of the data in customer intention studies to predict green hotel conventional prices (Han & Kim, 2010).

It was exposed that the 50% of the variance in the intention of customers related to consumption of sustainable products particularly dairy items was precisely enlightened by the constructs of TPB- personal attitudes, perceived social influences, availability and consumer effectiveness (Vermeir & Verbeke, 2008). In pro-environmental behaviors, TPB presents a better explanation of behaviors and intention with just an addition a new facet i.e. personal norms (e.g. use energy savers instead of light bulbs, use paper in unbleached form and while brushing one must turn off faucet etc.) (Harland et al., 1999). There comes a possibility of examining the personal, non-volitional and social determinants in the surroundings, using the TPB (Han et al., 2010) and as a collective result one will be able to select societal friendly hotels, consequently. TPB acts as a useful theory in explaining and foreseeing the behaviors of human (Vela, 2010).

According to Ajzen (1991) the basic three factors in determining the behavioral intention are: attitude, subjective norm and Perceived behavioral control. The first two factors of TPB-Model indicate the apparent attractiveness of performing any behavior while the third indicates whether a person is able to control the behaviors or not. These aforementioned factors serves as the foundation to predict intention which result in actual consumer behavior related to sustainable consumption.

1.7.2 Belief Congruence Theory

The principle of belief congruence was formulated by (Ajzen, 1996) states that attitude and behavior is leaded by considerations which is the result of cognitive or affective heuristics. The critical question between attitude-behavior relationships is the extent of congruence between beliefs which are available in attitudinal and behavioral context. It is argued that when belief congruence is high, the relation between attitude and behavior is strong. Whereas, in situations of low congruence, the cognitive or affective considerations that lead to evaluative responses of attitude may weaken the behavioral responses (Ajzen & Sexton, 1999). This may result in low consistency between attitudes and behaviors. It is further argued that relationship between attitude and behavior is depleted due to biases, beliefs which are available in attitudinal context are different in their implications

when available in behavioral context (Ajzen & Fishbein, 1977). The principle of belief congruence is used to predict and explain situational and personal factors which moderate the relationship between attitude and behavior which are led by cognitive or affective considerations (Ajzen & Sexton, 1999). Individuals with different beliefs lead to different attitudes in the same situation. Theoretically, two different set of beliefs may result in similar attitudes.

First chapter discusses the areas needing attention, the objectives and significance of the study. The second chapter discusses the literature thoroughly by classifying it into two sections. The first section discusses the need to operationalise the construct and develops the scale whereas the second section discusses the literature available on the relationships between hypothesized relationships.

The third chapter encompasses the methodology which is categorized into two parts. The first part is dedicated for the process of scale development however, the second part discusses the research design of the study, chapter four is the detailed data analysis including the descriptive and inferential statistical analysis. Chapter five discusses each research question in detail while referring it to the literature available. The author concluded the research by giving managerial and theoretical implications of the work.

Chapter 2

Literature Review

Chapter 2 is distributed into two studies. Study I is dedicated to the need of operationalizing, validating and measuring the concept of consumer social responsibility. However, study II discuss the existing literature explaining the relationships of antecedents and outcomes of consumer social responsibility. After theoretical background, the researcher has explained the conceptual framework followed by the hypotheses.

2.1 Study-I

2.1.1 Operationalizing and Measuring Consumer Social Responsibility (CNSR)

Social responsibility is defined as the willingness and deliberation of an individual to help others when there is nothing to gain in return (Berkowitz & Daniels, 1963). Furthermore, Berkowitz and Daniels (1963) designed the scale of social responsibility which was based on the earlier studies of Gough et al. (1952) and Harris (1957). The scale measured the orientation of individuals to sacrificial and other directed behaviors. The results of the study revealed a positive and significant association between social responsibility and attitudinal-behavioral measures of community such as volunteer work, donations, voting. Later on, Anderson and

Cunningham (1972) and Webster (1975) used social responsibility as dependent environmental responsibility and specified it in terms of attitudinal and behavioral measures which was lacking in the previous studies. In another research, Maloney and Ward (1963) studied a sample of college graduates to check the face validity for the scale of ecological attitudes and ecological knowledge in which they confirmed the significance of measuring the ecological attitudes. Later on, to measure it further, nine variables of environmental attitudes and behaviors were operationalized which have been used in the previous researches. It was concluded that environmental responsibility is a subset of an individual's social responsibility (Tucker, 1980).

Webster (1975) defined socially conscious and responsible consumer as an individual who considers the public consequences of his private consumption patterns or who try to bring social change by using his purchasing power. The definition of socially conscious consumer was based on the work of Barkowitz (1963; 1968) which focused on willingness to contribute for social change. Mildarsky and Bryan (1967) studied the relationship between social responsibility and charity work such as donation. The results of the study were positive which confirmed that a relationship exists between donating behavior of children and social responsibility. Darden and Reynolds (1971) replicated the work of Stone (1954) and defined the ethical consumers as the individuals who show their support toward small local stores and have a personal relationship with the local merchants. They further extended the definition by adding that ethical consumers bear the high social status and have a long term residence in the local community. Their conceptualization of socially conscious consumers lacked social behavior of consumers such as fair trade purchase.

Kassarjian (1971) conducted a study on 242 households of Santa Monica by developing open-ended measure of concern for air pollution. Later on, Anderson and Cunningham (1972) developed a scale of socially conscious consumers consisted of 8 items and studied 412 consumers living in Austin, Texas. The findings of the study showed that socio-psychological variables are integral in determining social consciousness. Their scale of socially conscious consumers was based on Berkowitz

and Lutterman (1968). Thus it faced the critique that scale of socially conscious consumer measures the traditional social responsibility (involvement in community, acceptance of community norms) than environmental or social consumer behavior (Webster, 1975).

McEvoy (1972) developed questionnaire on environmental concern and studied a large sample of 1503 American national consumers. In the same year Tognacci et al. (1972) developed 8 attitudinal scales of environmental concern and analyzed them on 141 residents of Boulder, Colorado. Instead of studying environmental concern as an attitude, Hounshell and Liggett (1973) measured environmental attitudes and knowledge by developing a scale of 65 items and studied the sample 1881 6th grade female students. Since this was very comprehensive scale which still did not encompass environmentally conscious behavior. Therefore, Anderson et al. (1974) developed 8 items of ecologically responsible consumers and studied a sample of 550 people of southwestern city to predict their use of recycling services. They found socially and ecologically conscious consumers have similar demographic characteristics, however ecologically responsible consumers have higher intensity with attitudinal variables. In the same year, Kinnear et al. (1974) studied ecological concern by developing 8 items and studied 500 consumers of Canada. Similarly, Reizenstein, Hills, and Philpot (1974) studied 249 residents of Southwestern city via self-report of their willingness to become part for control of air pollution.

Later on, to measure socially conscious consumers, Webster (1975) developed 8 item scale and studied 227 residents of small town of New England. The results showed that personality and attitudinal measures was strong predictor of socially conscious consumer resulting in environmental behaviors. The definition of Webster (1975) addressed social and environmental issues but the scale of socially conscious consumer index focused entirely on environmental dimension of socially responsible behavior. The social responsibility scale has been used as a valid and reliable indicator of socially conscious tendency to consumer and it was measured in relation to socially responsible consumer behavior which concluded that social

responsibility scale was not reliable or valid due to weak relationship with socially responsible behavior.

Brooker (1976) developed a little different construct to study behavior of users and non-users of environment friendly products which were based on observations of buying detergents and self-report of consumers to buy lead free gasoline. The study was conducted on 99 female shoppers who frequently do shopping in a grocery chain of Chicago and found that socially conscious consumers buy lead free products. Likewise, Arbuthnot (1977) studied construct of pro-environmental behavior by using recycling center of 145 Athens who were residents of Ohio. Furthermore, Buttell and Flinn (1978) studied 1078 students' perception of environmental issues by analyzing their reaction to slides of rural and urban environmental issues.

Antil and Bennett (1979) established a 40 item scale to measure socially responsible consumer behavior by pooling 138 items which was based on a large national sample. However, Vanliere and Dunlap (1981) did not use a 40 item scale and studied environmental concern by using tools of 6 environmental scales and analyzed 806 residents of Washington. Contrary to this, Belch (1982) studied social concern by using 22 items on 267 individuals of West Coast Metro area and found socially conscious consumers were more deliberate and willing to buy environment friendly products. They measured the attitude toward energy issues, ecological issues, social issues and health. Different in its nature, Mitchell (1983) studied socially conscious consumers by using VALS survey on 1600 consumers and found that it was positively associated with socio-economic status, age and place of residence. Later on, Antil (1984) argued that it should not be studied to evaluate or measure socially conscious consumption, therefore, Antil (1984) measured socially responsible consumers by using 40 items of social responsibility of 690 members of consumer mail panels and market facts. This resulted in a comprehensive scale of socially responsible consumers. Later on, a meta-analysis was conducted by Hines, Hungerford and Tomera (1987) and it was found that locus of control, knowledge of environmental issues, actionable strategies, and sense of responsibility was having a strong association with environmentally responsible behavior.

In the later years, Sandahl and Robertson (1989) validated the scale of environmental concern by studying 2131 people living in Illinois and measured their concern toward environment and ecological behavior. However, Roper (1990; 1992) studied ecologically conscious consumer behavior of national sample of US consumers and used various 1-item measures to study relevant consumer behavior and found positive correlation with socio-economic status.

Roberts (1993) defined socially responsible consumers as individuals who believe that buying of any product may cause a positive or negative harm or influence on environment. The definition covered two dimensions such as social concern and environmental concern. Based on the definition, a 40 item scale was developed but scale focused more on environmental concern with incomplete understanding of social concern (Webb et al., 2008). It is observed by researchers that most of the environmental attitudes are operationalized by typical statements related to concern to environment which reflect different environmental issues (Antil & Bennett, 1979; Tucker, 1980). Sheth et al. (1988) pointed out that the area of social responsibility is of little interest or it was deliberately ignored till 1960s. However, consumers' concern toward environment and societal concerns encouraged the activities to show aggressive stance against the neglected area of marketing activities and tactics.

A study was conducted to evaluate the determinants and motives of environmentally responsible behavior in which it was argued that there is a need to expand and evaluate the motives which determine environmentally responsible behavior. The researchers' suggested that an intrinsic motivation is required to engage in environmentally responsible behavior (Kim & Connell, 2013). The empirical studies reported and confirmed that environmentally responsible behavior has multiple antecedents and instead of narrowing down the concept, it must be studied with multiple determinants (Stern & Dietz, 1994; Kalof & Guagnano, 1995; Thompson & Barton, 1994; Cook & Berrenberg, 1981; Oskamp et al., 1991; Allen & Ferrand, 1999). Past studies confirmed that attitudes such as environmental concern affect the environmentally responsible behavior (Steg & Vlek, 2004).

In past, a major debate is done on corporate social responsibility with theme of focusing on the importance of pursuing objectives other than company's economic profitability (Vibert, 2004). They differentiated Corporate Social Responsibility (CSR) and social responsibility of consumers by narrating that former deals with the organizational strategy to protect society and environment whereas the social responsibility of consumers focused on responsibility of individuals to secure their surroundings by engaging in environment friendly buying patterns. Mohr et al. (2001) described socially responsible consumer behavior by adapting its definition from the work of Petkus and Woodruff's (1992) on CSR. They defined socially responsibility in behavioral domain and explained that socially responsible consumer behavior is acquisition, use and dispose of products on a desire to reduce harmful effects and to maximize long term benefits of society. This definition differentiated CSR from SRCB in a way that former is the organizational perspective and later in the consumer perspective on social responsibility. It was critiqued by researchers (Brookshire & Hodges, 2009) that definition of Mohr et al. (2001) discussed the partial consumption process but it did not include the important stage of consumptions such as predispose and post-dispose factors as some consumers may want to show social responsibility at particular stage of consumption. Thus it was defined that SCR is behavior of consumers which is based on decision to reduce harmful effects and to increase benefits in society in one or more consumption stages of consumer's consumption process.

According to Cottrell and Graefe (1997), environment responsibility behavior is shown in the concerns individuals have toward environment. The items addressing the social concern focused on consumer avoidance of buying from socially responsible consumers. Moreover, the measure ignored the consumer preference which is integral to study if consumers actively seek out the most responsible organization to patronize (Webb et al., 2008). Webb et al. (2008) developed the scale of socially responsible purchase and dispose with three dimensions such as purchase of products based on CSR performance of companies, recycling, and avoidance of buying products causing negative environmental impact.

Moreover, Iwata (2001) added that environment responsibility behavior is reflected

in energy management, recycling behavior and recycling management. According to Stern (2000) environment responsibility behavior can be categorized into the behavior of non-activist in public and environmental activism. Puhakka (2011) argued that environment responsibility behavior is when an individual abide by the rules and norms in the surroundings. Smith-Sebasto and D'Costa (1995) measured and evaluated environment responsibility behavior based on different actions such as financial action, legal actions, political actions and persuasion action. Thapa (2010) argued that environment responsibility behavior is reflected in recycling attitude, educating about green consumptions, political actions and community activism. Consistent to this, environment responsibility behavior is the outcomes of attitudes toward environment and its measures in terms of behavioral norms. A study was conducted by Halpenny (2010) on visitors of Canadian national park and found that attachment with the place predict responsibility toward environment. Lee (2011) conducted a study on Taiwan and found that attachment with the place directly and indirectly influences environment responsibility behavior. Kerstetter et al. (2004) did a study on three eco-logical areas of tourists and found that degree of environment responsibility behavior varies and dependent upon motivation which predict environment responsibility behavior. To change an individual's behavior, we need to change the attitudes towards environment through education, personal experiences and by engaging in environmental activities. Researchers also found that environment responsibility behavior can be enhanced by ecological conservation of resources, personal experiences, involvement in environmental activities, and ecological observations (Higham & Carr, 2002; Lee et al., 2005).

The above discussion reveals that after more than 50 years, not a single definition of consume social responsibility is widely accepted. Most of the definitions focused on the behavioral domains by neglecting the attitudinal domain of engaging in socially responsible consumer buying behavior. The predominant attitude was environmental concern or environmental consciousness, or traditional social responsibility or socially conscious index. However, attitudinal measures which address the complete social responsibility including social, environmental,

community and consumers' preference to buy from companies involved in social friendly practices is still ignored. A review of the past literature showed a growing emphasis on addressing the social responsibility of consumers to predict consumer behavior as it is still unclear and under-researched. Based on the previous work, this study employed qualitative research to understand consumer social responsibility to define and conceptualize the construct/measurement. The inductive and deductive methods of scale development was used which include the subject matter experts, graduates of universities and academicians. During the interviews, the interviewees were asked to define consumer social responsibility, its behavioral or attitudinal domain, different types of responsibilities with different example. The thematic content analysis (Spiggle, 1994) and categorization (Holsti, 1969) was used to employ inductive process. The coding and labeling revealed different themes. The same analysis is used in different researches of consumer behavior (McCracken, 1988). A recent study is done on conceptualizing the CNSR by proposing six domains which are general in nature (Quazi, Amran, & Nejati, 2016). The proposed dimensions are: social impacts (sustainability, desirability, social impacts); solidarity (consumer activism campaigns and forums); critical appraisal (buying assessment by the consumers); supporting business growth (consumer support for business growth); environmental aspects (environmental issues, risks, and green labeling); action (buying social friendly products). The author of the present study proposing the 4 dimensions of CNSR while criticizing the work of Quazi et al. (2016). the authors argues that attitudinal and behavioral aspects of the buying process are theoretically different. Moreover, the six dimensions provide very general statements like environmental risk, sustainability, social activism campaigns, supporting the business growth. The author argues that it is not consumer's responsibility to support the profits, sustainability and growth of the company, companies are doing this already. for instance, a consumer should not buy societal friendly product to support business growth, rather the consumer should buy to support society, community, environment, and peers. Hence, on the basis of findings from qualitative data, the following definition of Consumer Social Responsibility is advanced:

“Moral responsibility of consumers to deliberately prefer products that cause less harm and contribute to local community, society, environment, and customers.”

The above definition clearly differentiates between environmentally/socially responsible behavior and consumer social responsibility. The consumer social responsibility is an attitudinal aspect which is further categorized into: community, society, environment, and customers. The community domain addresses the preference of buying products from companies involved in creating employment opportunities, economic development, abide by social and cultural values, and contributing for the welfare of community. The societal domain focuses on consumer’s preference for products which improve society’s image, spreading education, and working for disable people. The environmental domain covers the choice of consumers to involve in environmental activities including reducing household waste, buying products from recycled paper, buying low phosphate/chemical products and buying products made from reusable material. The customer domain encompasses the preference of customers for buying products which provide complete information by labeling the product, protect consumer rights and implement fair trade policies.

These domains are of significant importance to customers. According to interviews and open ended questions, most of the respondents rated community concern and environmental concern as most important followed by customer and societal concern. The importance of environmental concern is aligned with previous studies.

The research proposes that consumer social responsibility is hierarchical and multidimensional construct. On the base of qualitative data, consumer social responsibility is second order construct with four first order dimensions. For specification of model the identified domains of CNSR are supposed to be reflectively modelled as first order constructs and the second order model is also reflected as the first order dimensions are the characteristics or specifications of consumer social responsibility construct.

2.2 Study II: Hypotheses Development

2.2.1 Antecedents of CNSR & Application of TPB

2.2.1.1 Consumer's Ethical Self Identity (ESI) and CNSR

Ethical self-identity is defined as the inner self which becomes the source of specific behavior intention (Vitell & Muncy, 2005). The self-identity is categorized as psychographic variable which is closely related to organic and socially responsible consumers. The concept of self-identity is often synonymously used with self-perception and self-concept and defined as “enduring characteristics of consumers which assist them in ascribing themselves (Sparks & Guthrie, 1998).

The research on consumer ethics is still questioned as less is written about consumer ethics (Vitell & Muncy, 2005). Previously, researchers attempted to study consumer's ethics by categorizing into three aspects. Firstly, studies on consumer ethics are empirical in nature which are specific to ecological consumption related behaviors (Antil, 1984; Haldeman et al., 1987). Second perspective of ethical studies on consumers was on normative guidelines for consumers and business related to ethical issues (Stamfl, 1979, Vitell & Muncy, 2005). Third aspect of consumer ethics is based on conceptual and empirical underpinning of consumer decision making which helped to explain non-normative behavior of consumers (Grove et al., 1989; Vitell & Muncy, 2005). These studies argued that non-normative consumer behavior results in denying of consumer responsibility toward environment and society. Empirically, there were only three studies that empirically tested consumers' ethical beliefs and judgments (Vitell & Muncy, 2005). Most of the research on environment responsibility in 1970s and 1980s was limited to non-consumption consumer behaviors such as research on air pollution was dominant (Aaker & Bagozzi, 1982; Meadows, Meadows, & Randers, 1992) whereas the research on green marketing started in 1990s (Bodur & Sarigollu, 2005).

Numerous studies in past have studied elderly consumers as unit of analysis to measure their ethical beliefs and its relationship with Machiavellianism. They found that elderly consumers are more Machiavellianism as compared to the younger

consumers, surprisingly. While stating about ethical ideology, the study found ethics strongly belong to personal self and the respondents believed that the questions that are being asked from them are mostly wrong because it was not truly predicting the ESI of consumers (Vitell, Lumpkin, Rawwas, 1991).

In the growing literature of ethics, researchers like Vitell (2015) classified ethics into four mainly categories: 1) Active benefits derived from an illegal acts or conducts, 2) Passive Benefits derived on the others expense, 3) Active benefits derived from questionable behavior or action, 4) consumer's perception about acts concerning little harm or harmless. First kind of dimension indicates that there exists some sort of perceived illegal acts despite knowing it prevails in the world with no conflict of opinion but consumers induct themselves in those illegal actions intentionally e.g. unawareness and non-payment towards the responsible organization picking of any product from the shelf during shopping from Marts-a kind of unethical behavior which is a purely planned act. Second category entails when the consumers get more cash (extra money) in return while dealing with the seller or sales people, this type of act is known as avails benefit passively while other party is on expense (Tian, Yang, & Long, 2011). Furthermore, when one does not involved in proper disposal methods or uses dustbins and throw wrappers on the pavements/roads/ city, thus polluting the society or environment- such acts are questionable. Moreover, the last dimension states that consumers return the shopkeeper by making excuse as they perceive that this product is casting harmful effects on the environment (Peloza, White, & Shang, 2013).

When the dimensions of the consumer ethics come into being, researchers undergo through the process of reliability and validity of consumer ethics scale (Vitell & Muncy, 1992). Countries like Indonesia, Hong Kong, Lebanon, Austria, Ireland and Egypt (Rawwas, Swaidan, & Oyman, 2005), used this type of scale for measuring the ethical conducts from the consumer perspective (Vitell, 2015). Approximately 80 countries from the European Union uses this CES for their measurement of consumer ethics (Polonsky, Pinto, & Higgs-Kleyn, 2001). Dimensionality of Muncy-Vitell scale (CES) is supported and strengthens further by the study conducted in Japan (Erffmeyer, Keillor, & LeClair, 1999).

Another perspective of consumers' ethics is idealism and relativism which are considered as the two sources of inconsistencies between individuals (Forsyth's, 1980). Firstly, idealism is the intrinsic rights of an individual behavior. Secondly, relativism is when universal principles founded morally are ignored and not fulfilled, then the behavior shaped as the result of social consequences. Moreover, these two sources are further divided into four ethical behavior types: Subjectivists (personal feelings and moral judgments are basis or them for which they possess low idealism (I) and high relativism (R)), absolutists (People tend to behave morally, resulting in favorable consequences), situationist (people tend to deceive when consequences are favorable) and exceptionists (exceptions are always compliance with moral regulations and rules, thus having low idealism (I) and relativism (R) (Forsyth's, 1980).

Researchers found some of the background knowledge to further define the ethical and unethical behavioral consequences (Pentina & Amos, 2011). Academics identified that ethical people are those who do not give importance to accomplishment and authority, instead security, ethnicities and conformity seems to be more influential in identifying the behavior of the consumer. Similarly, high level of ethical behavior is the outcome of high degree of affective commitment in terms of their stimulus for dealing product or services (Vitell, 2015).

Furthermore, another term originated into the body of knowledge is stated as immoral act-manipulating the others information in achieving the objectives personally—a negative epithet, Machiavellianism (Hunt & Vitell, 1986). Inverse relationship of this term exists with ethical behavior. The study conducted in US-United States explore some sort of association between ethical believes and Machiavellianism among males and female consumers (Brabeck, 1983). Additionally, its relation to ethical orientation also exists in the background literature (Hunt & Vitell, 1993).

In past, researchers investigated the degree to which consumers show willingness to take responsibility which corresponds to their consumer rights. They also mentioned the perceptions of students regarding certain behaviors which they considered were wrong but they were not. Such perceptions were understood by presenting the behavior of consumers and sellers. Consumers critically evaluate

the sellers when they engage into unethical behavior and perceive that seller is weak in ethical grounds but perceive themselves to be ethical consumer (Davis, 1979; DePaulo, 1987). Wikes (1978) studied consumer judgments to understand wrong activities of consumers which involve unethical and fraudulent behavior of consumers even when they perceive themselves to be ethical.

Theory of planned behavior is employed to examine consumer's beliefs that are considered one of the most salient feature which predict consumer's attitude and intention to buy product which fall in the category of ethics, environmental friendly or ecological products. Previously many researchers found the ethical beliefs of the consumers as strongest predictor of consumer attitude which were further used to explain consumer intentions (Cronan & Douglas, 2006; Cronan & Al-Rafee, 2008). They also found that consumers who were high in moral obligation usually pirate less as compared to those who are low in moral obligation. The model of Hunt and Vitell (1986) also incorporated the theory of reasoned action to predict the influence of ethical judgments and believes that effect behaviors through consumer intentions which are predicted by attitude.

Later on, Sidique, Lupi, and Joshi (2010) conducted research on recycled behaviors of consumers in which attitude toward protecting the environment was predicting the recycled behaviors of consumers. Moreover, the Portuguese consumers feel that individual contribution has nothing to do with environment and it was perceived that it is the responsibility of the government to protect the environment. Bodur and Sarigollu (2005) also found that attitudes which are specific to environment or society are stronger predictors of environmental behavior compared to generally mentioned attitudes. Consistent to the previous study, Follows and Jobber's (2000) also found that the correlation between attitudinal-behavior relationships was higher when attitude was operationalized in specific context instead of general context to predict behavior.

Hustvedt and Dickson (2009) argued that consumer self-identification as organic or green consumers influence the buying of organic cotton apparels. Moreover, the self-identity contributes in predicting environmental behavior which further focuses on establishing self-concept of green consumerism. Similarly, the positive

role of consumer self-identification was found in a study of green consumers (Sparks & Shepherd, 1992).

Many past researches posit that ethical consumers are eco-conscious and buy products which are environmentally and societal safe or less harmful (Laroche, Bergeron, & Barbaro-Forleo, 2001; Harper & Makatouni, 2002). The ethical motives of consumers influence the demand for organic products because these motives include the ethical concerns for environment, society, human or animal life and crops (Hartman & Wright, 1999; McEachern & McClean, 2002). Moreover, the ethical motives of consumers help them in formation of positive attitude which result in buying societal friendly products (Shaw, Shiu, & Clarke, 2000). The ESI, which is symbolic in nature, influence attitude and intentions of customers while buying fair-trade groceries (Shaw & Shiu, 2002; 2003).

Rise, Sheeran and Hukkelberg (2010) conducted a study to examine the contribution of self-identity in predicting consumers' behavioral intentions and found that self-identity has an influence on behavior. Sparks and Shepherd (1992) also examined the role of green identity and found predictive and independent effect on consumer intentions. They also found that that green consumers prefer buying organic vegetables. A meta-analysis was conducted (Rise et al., 2010) to predict the role of self-identity under the light of theory of planned behavior which confirmed a strong correlation between ESI and intentions, further they mentioned that self-identity is accounted for 9% increase in the intention through attitude, subjective norm and perceived behavioral control. In the fair-trade grocery procurement, there found that specific attitude affect the behavior intention of the consumers, alternatively (Schmeltz, 2012).

H₁ *Ethical self-identity (SI) has a significant positive impact on CNSR.*

2.2.1.2 Mediating Role of CNSR between ESI and Buying Intention & behavior

There are some of the standard and moral rules of guide that govern the behavior of individuals (Belk, 1988). Individuals or consumers takes the responsibility to

behave ethically responsible towards other stakeholders in the group while purchasing, buying and setting to dispose goods in environment friendly way (Alexander & Ussher, 2012). Eco and socio-friendly products were purchased by the green or ethical consumer, thus maintaining the self-identity (Tseng, 2016). Some of the commonly found ethical motives are: concern towards environment, human life, animals, genetically processed food and animals greatly influence the organic food demand from the consumer side, respectively (Rawwas, Vitell, & Al-Khatib, 1994). However, in case of ethical issues ethical motives lead to build positive social responsibility related attitudes while resulting in ethical purchase decisions or choices (Vitell et al., 2016). There also exists a close tie in-between consumer's self-identity and ethical motives (Sen & Bhattacharya, 2001).

According to Geyer and Baumeister (2005), Consumer purchase intentions of consuming organic food depends upon public (organic farming environmental soundness) as well as private motives (organic food perceived safety and healthiness). People observed that the preservation of the biodiversity and the environment free pollution is only possible through the ecologic organic food production system (Bonne, Vermeir, & Verbeke, 2008). Consumer showing keen interest in buying these organic foods due to benefits produced ethically as well as environmentally (Portwood-Stacer, 2012). It becomes a matter of choice to go for organic food consumption being more ethical giving rise to the latest concept of green consumerism into the body of knowledge (Yeow, Dean, & Tucker, 2013).

Companies gets an advantage of achieving the socially build objectives via consumers public and private acts of consumption taken into account (Kim, Lee, & Hur, 2012). Self-identity of an individual endorses a sense of fulfilling the set rules, norms and obligation ethically and socially acceptable to provide fruitful effects on the community as a whole. People who tend to perceive themselves as ethical carry ethical obligation and self-identity, and they make purchase decisions related to organic food disposition (Papaoikonomou et al., 2012).

Existing body of Knowledge suggests that purchases of organic food are stronger in the ethical consumers as compared to regular consumers of the marketers offering, respectively. Consumer associated two kind of acts related to this ethical

consumption of organic food: firstly, they drive fulfillment sense by showing buying intention and secondly, purchase it for the environment benefit through these socio-friendly items or products of the marketers (Papaoikonomou et al., 2016). Following the above basis, body of knowledge it is considered that regular consumers ethical based self-identity influence the purchase intentions of organic food. Academics suggest that by studying ethical beliefs of consumers which are linked with organic consumption of food give rise to ethical attitudes towards making purchase or buying intentions (Hedlund, 2011). Consumers boycott products if marketers offer with the name of environment but actually they are not environment friendly (Portwood-Stacer, 2012). Consumer's attitudes are linked with ethical beliefs of the consumers towards any business activity (Vitell & Muncy, 2005). Altogether, it is observed that consumer ethical beliefs are influenced by the degree of consumer attitude (Vitell, 2015). According to Kaufmann, Panni, and Orphanidou (2012), consumer's self-concepts and identity are important predictor of green buying behaviors. The self-identity is categorized as commitment, prominence and salient. Prominence shows perception of individuals about environmental consciousness. They found the evaluations and perception of consumers as stronger predictor of consumption patterns. Likewise, the likelihood of buying products which are close to the consumers' identity is higher (Belk, 1988). Researchers found possessions as extension of self-identity which enables consumers to perform different buying roles in society (Burriss & Rempel, 2004). Moreover, consumers relate themselves with the product characteristics because it differentiates them from other consumers. Consumers who are concerned with environment buy environmental friendly products because it matches with their self-identity and differentiates them from other consumers who do not buy green products. Thus, buying green products helps individuals in full filling the ethical motive which reflect their ethical self-identity (Moisander & Pesonen, 2002). Niinimaki (2010) believed that ethical consumption has symbolic meaning to consumers' self-identity and their life styles. Studies also found the positive influence of consumers' ESI on green buying behavior which is mediated through consumer's attitudes (Stets & Biga, 2003). Therefore, it is hypothesized that:

H₂ *CNSR mediates the relationship between ESI and consumer's intention to buy societal friendly products.*

H₃ *CNSR and PI sequentially mediates the relationship between ESI and consumer's buying behavior toward societal friendly products.*

2.2.2 Personality

The term personality is derived from Latin word *persona* which means mask, considered as an important aspect where thoughts, feelings, behaviors, and motives. Allport (1963) is known to be the father of personality psychology who stated personality as 'a real person'. Personality consists of psycho-physiological systems which give rise to patterns of attitude, thoughts, feelings and behavior (Allport, 1963). Costa and McCrae (1985) defined personality traits as the extent to which a consumer thinks of himself as extroversion, agreeableness, openness, conscientiousness and neuroticism. Personality may also be defined as "Hidden or not hidden patterns of emotions, attitudes, ideas and combined psychological mechanism patterns" (Funder, 2006). Inner self possesses a true character of one's identity which makes them different from one another (Lee, Ahn, & Kim, 2014). Some researchers believed that the personality traits remain stable as generated naturally while other argued that personality gets evolved and even change while interference of the environment (Sternberg, 2000).

The trait theory is the base of personality psychology and it is considered one of the influential schools of thought (Chen & Chang, 1989). There are two schools of thoughts in trait theory. The first school argues that traits are same in all individuals since they are shown differently therefore they look different. Contrary, other school thought variances in individuals are because of different combination of traits thus everyone shows his or her own trait. In the earlier work on personality psychology, Cattell (1943) identified two traits of personality including surface and source trait. Later on, Allport (1961) distributed traits into three major types; cardinal, central and secondary trait. Before this, the big five proposed

by Norman (1963) included culture as well. Later on Eysenk (1975) identified that personality has only three traits which are extroversion, neuroticism and psychotic. Another development was made by McCrae, Costa, & Busch (1986) and he classified personality in five factors which include extroversion, agreeableness, conscientiousness, neuroticism and openness. These were referred as big five model. McCrae et al. (1986) modified culture as proposed by Norman (1963) and added openness because it was believed that culture is a small factor loading on wisdom. The Big Five Factor Model of personality traits has been widely adopted as a theoretical sound framework for understanding various characteristics of personality (McCrae & Costa, 1987). The five dimensions of the big five personality traits are: openness to experience, neuroticism, agreeableness, conscientiousness and extraversion. Furthermore, Celli and Polonio (2013) pointed out that an individual having these five personality characteristics may have the ability to build good professional relationships, simultaneously helpful in achieving goals, performance improvement and future benefits like promotions and so forth related benefit outcomes can be possible. These five factors may help an individual to adjust him/herself in the new culture, society, etc. (Norman, 1963).

Learning theories emphasized that personality consists of factors or traits which are general in some situations and specific to others. To measure personality, theorists used behavioral measures which were responses of test items and the factors were later on distributed by using statistical techniques and factors were described as personality variables (Kassarjian, 1971).

Applied psychologists agreed on the importance of personality and how individuals react in various situations due to personality (Kern et al., 2015). Most of the researchers are agreed upon five common taxonomy of traits, big five model, which should be applicable on variety of cases and situations (Douglas, Bore, & Munro, 2016; Chorley, Whitaker, & Allen, 2015). According to researchers, personality dimensions should be used to predict human behaviors combined with values (Ozer & Benet-Martinez, 2006).

2.2.3 Personality and Consumer Behavior

Personality is characterized as the internal organization of person's mental state which is stable and consistent in different situation and contexts. According to researcher, a gap in literature still exists which aims to find out customer's preference to buy brands which reflects the dimensions of personality (Costa & McCrae, 1992). To measure an individuals' willingness to buy on the individuals characteristics, researchers have agreed to use big five to measure an individuals' personality in terms of buying behavior (Goldberg, 1993). The relationship between consumer personality and purchase behavior was first introduced and studied by Dloich (1969). Researcher argued that consumers prefer those products that reflect their personality.

Personality characteristics have been widely studied in numerous areas including dominance, sociability, social presence, self-acceptance, self-control and tolerance. Thus, researchers claimed that personality has not been studied as determinant of unique buying behavior. In the past, very few studies have found the negative relationship between personality and behavior. Rogers (1962) conducted research on personality but standardized measure of personality in controlled settings were not involved. In one of the study, Gruen (1960) found relationship between personality and preference to buy and try new products. In his studies, the results showed that customers were reluctant in buying new goods. In past, relationship between personality and buying behavior of different products and services. Evans used personal preference schedule of Edwards to study differences between personality of car owners. Tucker and Painter (1961) conducted a research on broad range of products and found relationship between personality traits and nonuse of products. Contrary, researchers found that personality was not a strong predictor of individuals' preference to buy a car (Koponen, 1960). Since personality was not a strong predictor, thus it did not yield improvements in behaviors (Robertson & Myers, 1969). Consumers most likely purchase those brands which are linked with their personality traits (Kassarjian, 1971).

Shnak and Langmeyer (1994) argued that researchers in marketing have focused

on the relationship between personality and decision making of product and innovative behavior. Psychological factors such as values and norms are important predictors of environmental attitudes and behaviors. Researchers confirm that many researchers have established the relationship between personality and individuals' behavior in different dimensions but basic personality traits have been used infrequently to predict behavior (Brick & Lewis, 2014). Eysenck and Eysenck (1985) argued that individuals vary on stable psychological aspects such differences in individual have been studied from broad approaches of temperament and motivation avoidance to different personality trait taxonomies.

McCrae and Costa (1997) argued that big five model is reliable to study individual differences as predictor of environmental attitudes. Personality has been used as a cause to predict environmental behaviors. This causal effect is one of the study confirmed by longitudinal study that personality predict attitudes. This causal path is also confirmed by previous studies which theorized relationship between personality and behavior (Slutske et al., 2012).

Researchers have investigated the antecedents of green buying from various aspects. In past many studies have focused on demographic factors such as age, income, status (Chan & Lau, 2000; Mostafa, 2007). Other researchers have also identified how ecological factors influence intention of green buying. The other factors included health consciousness, food and safety concern (Michaelidou & Hassan, 2008) concerns of health (Yin et al., 2010), environmental concerns (e.g., Fujii, 2006; Iversen & Rundmo, 2002; Kim & Choi, 2005; Mainieri et al., 1997; Roberts & Bacon, 1997), attitudes toward environment (e.g., Kim, 2011; Mainieri et al., 1997). Many researchers also focused on cultural and personal values (De Pelsmacker, Driesen, & Rayp, 2005) and ethical and moral obligations toward environment (Chan, Wong, & Leung, 2008).

According to researchers, one of the widely used approaches to study and explain human behavior is by studying personality traits and it has attracted the interest of many researchers in the area of marketing. Prior to this, researchers have investigated the influence of consumer's personality on preference for buying a particular product. Though the findings of the study are mixed as the link between

consumer personality and buying behavior did not yield consistent results in different studies measuring the relationship between personality and buying behavior (Mulyanegara, Tsarenko, & Anderson, 2009).

Some of the literature suggests a close tie in-between them while mostly shows their disagreement (Agbonifoh et al., 2007). Likewise, Nisbet, Zelenski, and Murphy (2009) explored the relationship between big five model of personality and its relation with nature. They conducted 2 studies in which respondents of study one were undergraduate students of psychology and study two consisted of executives. In both sample size, agreeableness and openness were positively associated with nature. Hirsh (2010) examined the relationship between personality traits and environmental concern and environmentalism. Regarding nomological association between values and big five model of personality. In past, researchers have examined the association between big five model and domains but studies have focused on personality dimension related to environmentalism and consumerism. Hirsh (2010) targeted the specific area of personality and environmentalism and consumerism value.

Some of the researchers are in support of the fact that personality traits act as an important antecedent of consumer buying behavior (Barnett, 2015). Researchers found a strong link between buying behavior and traits of personality (Bray, Johns & Kilburn, 2011). Personality casts an impression on consumer behavior of buying reported by a premier German Brewer (Hawkins, Best & Coney, 1995). A strong positive correlation exists between big five factor model of personality and buying behavior (Bornemann & Hombury, 2011). Personality traits intend to influence consumers' brand choice which undoubtedly have fruitful effects for the company as a whole (Brabeck, 1983). Consumer preferences along with their psychological state are greatly regulated by the personality traits and accordingly formulate purchase motivation for the consumers (Tsao & Chang, 2010). In addition to this personality acts as a strong influential predictor of consumers who are concerned about their eco-system or surroundings (Carrington et al., 2014). Contrary to this, studies have also found insignificant relationship between personality and a brand choice in Korean Automobile Company (Lee, 2009). Likewise, DeJong et al.

(2008) found weak relationship between personality traits and consumer buying behavior. Kassarian (1971) also indicated a weak association between personality traits and buying or purchase behavior. The big five model has been associated with heredity and later on it was emerged as underlying psychological sub structure which influence the environment (Krueger & Johnson 2008; DeYoung et al., 2010). Further progress was made in personality psychology thus research on consumer personality was revitalized (Bosnjak, Galesic, & Tuten, 2007).

Researchers expressed that to examine the question of personality predicting concern to environment is limited (Milfont & Sibley, 2012). Researchers have made an effort in past to explore the factors of personality predicting environmentally responsible behavior. Since personality is a core part which motivate the values, beliefs, and attitudes, therefore it seems reasonable to expect that personality influences the attitudes and behaviors toward socially or environmentally responsible products.

Hirsh et al. (2010) argued that only three studies in past were conducted to test relationship between big five personality traits with environmental engagements. Other than these three studies, researcher usually studied specific links of personality and environmental concern while others were missing. Researchers believed that the less use of big five model to predict environmental engagement is surprising despite of its vast range of outcomes. They believed that the reason may be that recently the model has started predicting unified opinions in the field of marketing. Mutual consensus does not exist among academicians on the relationship of consumer behavior of buying and personality. Personality theories and psychological studies remains an important concept under examination up till now (Celli & Polonio, 2013).

2.2.3.1 Openness to Experience and CNSR

Openness means expose to new ideas, creativity, innovative, being logical and inquiring. Openness also shows capacity of a person to have different and unusual ideas, try new things which are being offered by organizations and to behave

accordingly. People with trait of openness are exposed to learn more about innovative/new things, are more flexible and are more motivated in learning and doing many new things (Brux, 2015). Molleman, Nauta, and Jehn (2004) argued that individuals who are broadminded, creative and like to try new things are referred as high in openness. Therefore it is expected that people high in openness will prefer to try products that cause less harm to society. Likewise, Individuals who are high in openness will try products which are social friendly or support environment friendly aspects (Roesch, Wee, & Vaughn, 2006; Bhatnagar & Ghose, 2004; Forsythe & Shi, 2003). Researchers confirmed that openness significantly predict unique perspective of total variance in environmentalism. Moreover, it was further found that contributor of openness is distinct in environmentalism. Therefore, individuals with high degree of aesthetic sense and with high openness increases care toward nature and natural environment (Schultz, 2001). Researchers believed that personality dimension are highly effective in predicting pro-environmental attitudes. Moreover, they focused that empathy related features of environment are significantly predicted by big five model (Schultz, 2001). McCrae et al. (1986) studied the relationship between buying behavior of college students with personality traits. The results of the study reported that consumers who got high scores in openness prefer products which are related to their self-concept (Govers & Schoormans, 2005).

Hirsh and Dolderman (2007) conducted a research to examine the degree to which big five personality traits significantly predict environmentalism and consumerism. The study was carried out on 106 undergraduates' students of university of Toronto. The findings of the study showed positive relationships between environment friendly behavior and openness. Later on researchers expanded the study by doing longitudinal study and collected data from a large community of Germany. The purpose was to study the relationship between personality traits and concerns for environment. People with high openness to experience usually have high tolerance and have universal attitudes which is also pro-environmental attitudes. Researchers believe that such behaviors may lead to a hidden cost especially in dangerous environments (DeYoung et al., 2007).

It is suggested that people with openness trait are willing to join new organizations as they are more open to learn new information, feedback about relationships and are more adjustable in new organizations (Hamilton et al., 2016). These are the people to when supported they show more creativity, they are willing to adapt the changes as compare to others (Hasnawati, 2011). Similarly, in past researchers have confirmed that an association exist between big five model of such as openness and environmental engagements and concerns (Hirsh et al., 2010).

Researchers argued that environmental engagements are related to high empathy and connectedness with others and flexibility in thoughts and cognitive ability thus it explains the link with openness (Hirsh et al., 2010). Researchers also believed that recently the concept of environment has been studied from the perspective of big five model of personality which states the variation in individuals personality across five dimensions. Researchers also confirmed that big five model is a good predictor of attitudes and values (McCrae and Costa, 2008). Among five traits, 2 traits such as agreeableness and openness have evolved as predictor of pro-environmental values (Hirsh and Dolderman, 2007). The findings are consistent with previous researches where pro-environmental attitudes are associated with openness (Schultz, 2000). However, the explanation which is given by Hilbig, Zettler, and Heydasch (2012) regarding no relationship between personality traits and environmental behavior is that the behavior of German and US population in which they did not control demographic factors such as age and gender (Markowitz et al. 2012). Whereas, Sibley et al. (2011) found that openness significantly predict behavior and environmental concern. Openness is considered as an important construct as it measures the long term environmental consequences.

According to researchers, openness is more related to pro-environmental attitudes as people who score high in openness; they fight against the status quo who are damaging the environment. To reject status quo, it requires alternative thinking and intellectual ability therefore openness has been shown as a strong with environment. Previously openness has shown as a moderate relationship with environmental intentions in 3 studies in which 5 different sample were taken. Researchers also believed that openness is a strong predictor of behavior regarding

reduction of carbon emission (Brick & Lewis, 2016; Hilbig et al., 2010). Thus past studies have been investigating the role of openness in predicting attitude of consumers toward environment friendly products yet the relationship with CNSR is missing. Hence, on the basis of previous attitudinal-behavioral relationships, it is hypothesized that:

H₄ *Openness to experience has a significant positive impact on CNSR.*

H₅ *CNSR mediates the relationship between Openness to experience and consumer's intention to buy social friendly products.*

H₆ *CNSR and PI sequentially mediate between Openness to experience and buying behavior toward societal friendly products.*

2.2.3.2 Conscientiousness (CON) and CNSR

Conscientiousness is second trait of personality. Conscientiousness shows that people who possess self-discipline (Costa & McCrae, 1992). According to dictionary meaning Conscientiousness is orders of morality or ethics. It was used as a determinant of self-discipline trait of an individual (Douglus, Bore, & Munro, 2016). Being Punctual, systematic, achievement-oriented, organized and dependable are few characteristics of conscientiousness (Coetzer & Gibbison, 2016).

People having this type of personality trait are good in making long term goals, organizing those long-term goals and making efforts in achieving those goals by working on them diligently (Ozer, & Benet-Martinez, 2006). Conscientiousness measures an individual's degree of motivation, persistence, organization of goal directed behavior, higher the scores are higher the level of reliability and hard-working. Researchers found strong relationship between personality traits which are specific traits of consumers' cognition and external responses. On the other hand, studies also found a weak relationship between conscientiousness and environmental concern (Hirsh, 2010).

Pettus and Giles (1987) found that people high in conscientiousness have high pro-environmental attitudes and environmental concern. Therefore a positive behavior

is expected from individuals who are high in conscientiousness. However, Hoon and Tan (2008) found that people with low conscientiousness prefer to hide in crowd and do not contribute toward expected behavior. Thus buying societal friendly products is voluntary behavior so consumers with low conscientiousness will not go for such behavior (LePine, 2003). Researchers also found that individuals who are selfish and self-centered are less likely to engage in environmental friendly behavior (Hirsh & Peterson, 2009).

Allen and Ferrand (1999) studied broader dimensions of personality and found that personality is related with pro-environmental attitudes. Individuals who score high on conscientiousness are selfless, responsible, sympathetic and more likely to engage in pro-environmental attitudes (Wiseman & Bonger, 2002). As conscientiousness is future oriented prospect, better planning of future outcomes and taking responsibility of actions. Thus it explains significant link between environmental engagements concerns and conscientiousness. In past researchers have confirmed that an association exist between big five model of conscientiousness (Hirsh et al., 2010). Opposite to this, Hilbig et al. (2012) found that there is no effect on environmental behaviors and second study found that a moderate relationship exists.

It is suggested that consumers who shows conscientiousness personality trait shows preferences to the trusted brands and have a have a positive buying behavior to those brands (Chorley, Whitaker, & Allen, 2015). To further test this, it is hypothesized that:

H₇ *CON has a significant positive impact on CNSR.*

H₈ *CNSR mediates the relationship between CON and consumer's intention to buy societal friendly products.*

H₉ *CNSR and purchase intention sequentially mediate between CON and buying behavior toward societal friendly products.*

2.2.3.3 Extraversion (EXT) and CNSR

Extroversion is characterized as an individual's intensity and quantity of interpersonal interaction and the level of activity. The higher person scores, higher the individual is social, active, optimistic, affectionate and talkative (Costa & McCrae, 1992). It is reported that extraversion refers to social or friendly behavior or the socially responsible but now a day the meaning of this term is weakened (Brux, 2015). Whereas, another study found no significant relationship between extraversion and environmental goals (Hirsh & Dolderman, 2007).

Individuals who fall high in extraversion usually tend to increase gains from social relations which make them to invest their time and energy (DeYoung et al., 2007). This trait shows that an individual has interest in other people, external events and volunteering go into something strange (Whitaker & Allen, 2015). Consumers experience excitement, fantasies and fun in process of buying goods (Muafi, 2016). Study shows that buying for the purpose of utilitarian is not the only reason of buying goods. It has been found that this personality trait has an impact on buying behavior of customers (Celli & Polonio, 2013). Individuals who score high on extraversion are, responsible, sympathetic and more likely to engage in pro-environmental attitudes (Wiseman & Bonger, 2003). Hilbig et al. (2012) conducted two studies on personality and environmental behaviors: first study found that EXT does not affect environmental behaviors and second study reflected a moderate relationship. Hence, based on the previous studies on attitudinal constructs; following hypotheses are formulated:

H₁₀ EXT has a significant positive impact on CNSR.

H₁₁ CNSR mediates the relationship between EXT and consumer's intention to buy societal friendly products.

H₁₂ CNSR and purchase intention sequentially mediate between EXT and buying behavior toward societal friendly products.

2.2.3.4 Agreeableness (AGR) and CNSR

Agreeableness is fourth trait of personality. People who possess this type of personality trait are friendly, tactful and warm (Costa & McCrae, 1992). It consists of kindness, humanity, trust and empathy and is compared with self-seeking hatred. Agreeableness evaluates an individual's quality of interpersonal orientation along a continuum from compassion to antagonism in feelings, thoughts, and actions. Individuals who score high are kind hearted, good nature, helpful, forgiving, trusting and straightforward (Costa & McCrae, 1992). Thus individuals high in agreeableness will be higher in willingness to buy products which are safer to environment because they will prove it as a social task to help society to grow more positively (Barrick et al., 1998; Mohammed, Mathieu, & Bartlett, 2002; Neuman & Wright, 1999; Taggar, 2002; Buchegger, Munding & Le Boudec, 2008; Taggar, 2002). Moreover, people who are high in agreeableness strongly predict empathetic concern because they are caring and warm thus they show high level of environmental concern and motivation (Schultz, 2001). Likewise, Sibley et al. (2011) found that agreeableness significantly predict behavior and environmental concern.

In past researchers have confirmed that an association exist between big five model including agreeableness and environmental concerns (Hirsh et al., 2010). Hirsh and Dolderman (2007) conducted a research to examine the degree to which big five personality traits significantly predict environmentalism and consumerism. They conducted a study on 106 undergraduates' students of university of Toronto. The findings of the study were that positive relationships exist between environment and agreeableness. Later on researchers expanded the study by doing longitudinal study and collected data from a large community of Germany. The purpose was to study the relationship between personality traits and concerns for environment. People who score high in AGR, think about social well-being of others and family. Thus it reflects huge investment in reciprocation of social arrangements (DeYoung et al., 2007). Further, agreeableness includes those people who are social and survive with others, these people are kind, sensitive and tolerant (Otero-López & Villardefrancos, 2013). These are the people who are willingly to help others at their work and it does not depend on their good moods. Studies showed that

there exists a positive correlation between neuroticism and agreeableness that are predictor variables and green buying behavior that is the criterion variable (Bornemann & Hombury, 2011). However, it is also suggested that a negative relation exists between agreeableness and buying behavior (Tsao & Chang, 2010). Researchers argued that environmental engagements is related to high empathy and connectedness with others and flexibility in thoughts and cognitive ability thus it explains the link with agreeableness (Hirsh et al., 2010). Among five traits, 2 traits such as agreeableness and openness have evolved as predictor of pro-environmental values (Hirsh & Dolderman, 2007). The findings are consistent with previous researches where pro-environmental attitudes are associated with agreeableness and openness (Schultz, 2000). Similarly, researchers confirmed that agreeableness and openness significantly predict unique perspective of total variance in environmentalism. This shows that the contributor of AGR is important in environmentalism. Therefore agreeableness significantly predicts environmental attitudes and environmental behaviors. Researchers believed that personality dimension are highly effective in predicting pro-environmental attitudes (Schultz, 2001). Since the results on personality dimensions regarding environmental behaviors are inconsistent. Thus these contradictions in the relation between the five personality traits and buying behaviors requires more studies to find the relationship between agreeableness and buying behavior (Celli & Polonio, 2013). To further examine it, it is hypothesized that:

H₁₃ *AGR has a significant positive impact on CNSR.*

H₁₄ *CNSR mediates the relationship between AGR and consumer's intention to buy societal friendly products.*

H₁₅ *CNSR and purchase intention sequentially mediate between AGR and buying behavior toward societal friendly products.*

2.2.3.5 Neuroticism (NEU) and CNSR

Neuroticism is the last personality trait of Big Five personality model. Neuroticism evaluates an individual's tendency to psychological distress, excessive urges, and

unrealistic ideas (Costa & McCrae, 1992). If the individual score higher, he is considered to be more worried, emotional and nervous. Neuroticism is ability of an individual to become balanced and stable (Bray, Johns, & Kilburn, 2011). This trait shows person's stability and low level of anxiety and person's instability and high level of anxiety at another end (Carrington et al., 2014). Neurotic people are highly sensitive and easily get frustrated. Thus individual low in neuroticism are high in self-confidence. Thus individuals who are emotionally instable, their willingness to buy products will be reduced (Molleman, Nauta, & Jehn, 2004; Van Vianen & De Dreu, 2001; Rein, 2005).

Researchers argued that the findings of the relationship between personality traits and environmental attitudes and behaviors are mixed. Wiseman and Bonger (2003) studied neuroticism with pro-environmental attitudes and found that some aspects in engaging in environment concern are related to global tendency to expose anxiety and variations in emotions. Thus there is a need to explore the relationship. In past, this trait has been used in contemporary factor models for personality. Borden and Francis (1978) found that extrovert people have higher environmental concern. Studies showed a positive relationship between neuroticism and green buying behavior. Individuals who score high on neuroticism are selfless, responsible, and sympathetic, show pro-environmental attitudes (Wiseman & Bonger, 2003). Whereas, studies also found a weak relationship between neuroticism and environmental concern (Hirsh, 2010).

Another recent research was conducted to predict personality trait-neuroticism as an important antecedent of eco-friendly behavior. To find the results, data from 227 tourists was collected who came to visit Cyprus with aim to explore pro-environmental behavior of tourist. Results revealed that neuroticism is positively associated with environment friendly behavior (Kvasova, 2015). So, it is hypothesized:

H₁₆ *NEU has a significant positive influence on CNSR.*

H₁₇ *CNSR mediates the relationship between NEU and consumer's intention to buy societal friendly products.*

H₁₈ *CNSR and purchase intention sequentially mediate between NEU and buying behavior toward societal friendly products.*

2.2.4 Cultural Dimensions and Attitudinal-Behavioral Relationship

In the field of sociology and anthropology, numerous researches on culture were conducted on the basis of scientific experimentation. Four school of thoughts exist regarding cultures such as: Structuralism (Straussa-indicate it as a stable system of texts and symbols instead of behavior), Interpretivism (Greetz-system of symbols of society and acts as a core of culture), Cognitivism (Hofstede-a system linked with the mental individual processes), and Post-structuralism (Butler-indicate a system through performance) (Singh & Matsuo, 2004). Therefore, culture is a dimension which is not permanent and remains emergent and temporal. According to Lu, Rose, and Blodgett(1999) culture is defined as the core acts, beliefs, customs and behavior which a particular society member entails in order to survive among each other in the world and through the process of learning transmitted it to each other.

According to Hofstede and Bond (1988) a culture is relation to authority, masculinity/femininity, and individual/group, it is a process of dealing the arisen conflicts in the surrounding. Social interaction means a process where people require common ways information processing and what one expects while dealing with attributes and experiences (Castillo-Llaneta, 2010). Culture is the expectation and interpretation of oneself while interacting in the environment of information processing. Expectations can be divided into explicit (symbols, values and norms) and implicit existence assumptions (Havold, 2007). Culture is characterized as corporal value system which consists of expressions, personalities of members thinking patters, problem solving manners. It is also defined as values, practices, shared beliefs, artifacts, behaviors used by members of society to interact with one another. The most popular research on culture was done by Hofstede in 1980s. Hofstede (1980)

defined culture as the collective programming of mind that differentiates the member of one category from another. This helped in reducing the complications to understand culture by categorizing it into five dimensions.

Hofstede (1980) made a huge contribution by suggesting five key attributes of culture to understand preference of employees in work situations and management style. Later on, his work on culture became part of many other disciplines including sociology and psychology. According to researchers, this is important to identify the reliable cultural dimensions that are capable to integrate attitude-behavioral relationship (Smith, Dugan, & Trompenaars, 1996). Due to global environmental changes, culture has gone dynamic because it adapts and reflects the dynamics of society by maintaining harmony within society. Immense effect of culture is found on lifestyles and values of individuals thus it changes the psychological constructs which further changes the consumption patterns (Belk, 1996).

The recognition of culture is growing because it has a strong influence on consumer decision making when making buying choices (Wong, 2007). Instead of using stereotyped marketing tools it is important for companies to understand each group of consumer globally and design strategy to influence their consumption patterns. Culture has been found a strong predictor of thoughts, motives and value system (Kim, 2002). Culture assists in interpreting the value system of consumers which play a major role in influencing cognitive and affective consumption choices (Briley & Williams, 1998). Studying culture has significant implications for managers because it helps them in devising strategy. Therefore, recognition and examining culture in the light of consumer behavior is increasing. However, little research is carried out to understand the influence of culture in consumer behavior especially among Asian consumers (Ward, Pearson & Entreakin, 2002) because most of the consumer behavior studies are western biased as they were conducted on black and white and lately on oriental cultures such as Koreans, Japanese, Singapore, Hong Kong, Taiwan (Lai et al., 2010). According to De Mooij (2010), the cultural dimensions of Hofstede are of great significance because previously no model of culture could predict the relationship between culture and

consumer behavior. Douglas and Ney (1998) conducted a study to investigate relationship between national cultures and sustainable environment.

A study on two ethnic groups such as Chinese and Malaysia reference was conducted to examine buying decision of consumers. The study was different in nature as it studied 2 ethnic groups of diverse culture and within single community of Malaysia and compared them afterwards based on diverse culture and religious background. The results of the study revealed that Malays and Chinese customers vary in individualism, uncertainty avoidance and long term orientation. It was further found that two ethnic groups which were different in religious and culture background by residing in the same community vary from each other in preference of buying products (Chong, Chan, & Ooi, 2012). Likewise, a study was conducted to find relationship between culture and consumer behavior of Thai and Iranian consumers. Salmi and Sharafutdinova (2008) characterized different features of culture including high power distance, femininity, high uncertainty avoidance, and individualism. According to their results, all these feature influence on buying decisions of customers. The findings of the study confirmed that culture influence the buying behavior of customers. They argued that individualism and power distance are critical attributes of culture which must be studied to predict consumer behavior. Peattie and Collins (2009) also found that difference in culture leads to a different consumer concern while buying. Schiffman and Kanuk (1997) found culture as a powerful factor to influence buying behavior and purchase decisions. Winsted (1997) indicated that the way consumers use and evaluate products or services is influenced by culture. Therefore, it pushes marketers to focus on culture when they address the needs of customers.

Available literature suggests that there exists a wide range of perceptions regarding CSR across various cultures of the world, but empirical foundation to research is missing for generalizing the effect of culture on social responsibility related behavior. The world is facing with increase consumerism, megamergers, globalization and international retailing via latest communication technologies, therefore it is essential to study the relationship that how culture affect between purchase intention

and decision factors regarding eco-socio friendly products. However, little differences to sustainability efforts exist due to prevailing differences among responses of the consumers (Decierdo, 2011). Thus, consumer behavior from the perspective of cultural dimensions needs further exploration (Kelloway et al., 2006). Hofstede view of culture serves as the basis of consumer behavior research studies (Hofstede, 1997).

2.2.4.1 Power Distance (PD) and CNSR

PD is defined as the extent to which individuals accept and expect that power is not distributed equally (Hofstede, 1980). Researchers also stated that power distance belongs to internal matters of country in terms of power and authority. The power distance is shown in families, societies and communities (Soares, Farhangmehr, & Shoham, 2007). Further it also influences the way leaders execute power and authority and the manners followers accept it. People who belong from high power distance index accept their place in social hierarchy and accept that those who have power and authority should dispense it. Such as in Japan and Malaysia people submit themselves to authority. The relationship between members of the society is supportive and dependent on each other, for instance, the relationship between teacher and student, parents and children. Thus people will follow leaders in their consumption patterns as well because they seek advisement from those who support them and their buying choices are also influenced by those on whom they are dependent. On the other hand, USA is low power index so authority is challenged. People believe in equal opportunities and rights because they are independent. Thus their buying behavior will be independent as well (Hofstede, 2001; 2005). Since power distance shows the readiness of society to accept hierarchy thus it has greater implication on consumer behavior. deMooij (1998) found that leaders or elders in high power distance index societies influence buying and consumption decisions as compared to those in low power distance index.

As discussed in the previous section, power distance is referred to as the unequal distribution of power (Hofstede, 1997). In countries where the extent of this dimension is higher, exists inflexible systems and hierarchy and no legitimization is

needed in the case. There exists a significant correlation between power distance and CSR among traditional cultures in the world (Hon & Lu, 2016). Contrary to this, studies also found a negative correlation between power distance and concern towards society (Lu et al., 2010). Low power distance countries are showing significant positive correlation with acts of CSR (Hon, Lu, & Chan, 2015). Managers were showing keen interest in the formal norms rather than informal one, for which showing their low concerns towards society (Thau & Mitchell, 2010). Hence, more emphasis is needed with respect to this dimensional construct and public interaction while living ethically and environmentally (Hon, Yang & Lu, 2011). Similarly, Power distance shows some sort of significance between attitudes and CSR-behavior, according to which consumer tend to make their purchase decisions, alternatively (Hon, Bloom & Crant, 2014). PD has been studied in attitudinal-behavioral relationship however its relation with social responsibility related behavior missing. Therefore, it is hypothesized that:

H₁₉ *The higher the PD the lower the CNSR.*

H₂₀ *CNSR mediates the relationship between PD and consumer's intention to buy societal friendly products.*

H₂₁ *CNSR and PI sequentially mediate the relationship between PDI and consumer's buying behavior toward societal friendly products.*

2.2.4.2 Collectivism (COL) and CNSR

The individualism/collectivism has been identified as one of the major aspect of national culture which is mostly used to study differences between cultures. People in individual societies are more self-centered, less willing to sacrifice and less concerned about others and society and less loyal to in-groups (Maheswaran & Shavitt, 2000). In collectivist societies, social patterns of individuals are integrated part of one or more collectivist group and they are motivated by duties and norms imposed by in-group. While in individual societies, people see themselves as individuals who are autonomous and motivated by their personal needs

and preferences and goals. The people living in individualist societies establish relations based on rationales (Triandis, 1994).

Individualism is characterized as the philosophy of minding your own business and to look after for the welfare of one's own self or those who are closer to family and with whom people exchange loyalty (Hofstede, 1980). Individualism is when people only focus on their needs and immediate families rather than focusing as a whole whereas collectivism tends to be more family oriented and community welfare focus (Hofstede, 1997). People in individual societies usually have a weak bond because their self-interests are above than groups, society and organizations. In individual societies, personal objectives are given more priority and people prefer independent relations (Soares et al. 2007). On the other hand collectivist societies entail people which are integrated into cohesiveness and strong groups. They are highly interdependent and they continue protecting one another. Moreover, they promote interdependency, welfare and harmony (Hofstede, 1980). In collectivist societies, group objectives are given preference over personal and people establish interdependent relations with groups.

In collectivist societies, friends and family influence the consumption decisions. The information which is being provided by friends and family members is given more weightage and preference when they make buying decisions and they feel it more aligned with their self-concept (Kelman, 1961). Whereas, people in individual cultures tend to see themselves different from others and their attitudes and opinions are not dependant on any one (Triandis, 1994). The differences between individualist and collectivist societies are mainly of self-concept which differentiates the buying choices of individuals. The differences of self-concept are reflected buying behavior and post buying behavior. The post buying is usually a comparison of products' actual performance and the pre-purchase expectations (Berry & Parasuraman, 1993).

The individualistic or collectivist pattern affects self-identity of consumers, their responsiveness and need to show internal beliefs to behave in appropriate manners. Thus people in collectivist societies tend to shift behaviors in context of what is

right for society by putting their personal feelings aside (Kacen & Lee, 2002). Previously it was found that attitude-behavioral and attitude-intention relationship is weak in collectivist societies as compared to individualistic societies (Bagozzi et al., 2000; Lee, 2009). In collectivist culture, the focus is also given on managing emotions because culture influences feeling rules and display rules which is how individuals express the environment, how and which emotions to express. For example, Asian people control negative emotions and display positive only (Ekman, 1973; Gudykunst, 1993). People in collectivist cultures possess a good control on emotions thus it results in rationale buying. Moreover, people in collectivist societies consider consequences of their actions (Ho & Chiu, 1994; Triandis, 1994). While in individualist cultures, people usually give mere importance to personal feelings and actions. Western individual societies are based on liberalism in which people are encouraged to be rationale and chose freely. Contrary to this, collectivist societies of East Asia are based on Confucianism which promotes harmony and common goals (Kacen & Lee, 2002).

It is also found that in collectivist societies, friends and families influence consumption patterns (Kelman, 1961; Kacen & Lee, 2002). People in individualistic cultures want themselves to be different than others and they see the attitudes and opinions as independent. These differences in the self-concept of individualistic/collectivist leads to different buying behaviors. In individualistic societies, information is based on individual's self-Perception for likeness of any particular product (Kacen & Lee, 2002). In Korean Public Relations Practitioners, Hofstede dimension acts an influential factor in predicting acts related to social responsibility (Nejati & Ghasemi, 2012). A comparative study was conducted on Individualism and collectivism to predict CSR based projects and the results yielded significant influence of collectivism to appreciate company's CSR related efforts. A strong correlation was found between collectivism and social responsibility behaviors (AyaPastrana & Sriramesh, 2014). In individualistic societies, researchers have also found a significant relationship between individualism and enhancing green brand image in the banking sector (Upadhyay-Dhungel & Dhungel, 2013). Since no past study has studied the influence of collectivism on CNSR, yet on the

basis of relationship of collectivism with attitudinal behavioral relationships, this is hypothesized that:

H₂₂ *The higher the COL the higher the CNSR.*

H₂₃ *CNSR mediates the relationship between COL and consumer's intention to buy societal friendly products.*

H₂₄ *CNSR and PI sequentially mediate the relationship between COL and buying behavior toward societal friendly products.*

2.2.4.3 Femininity(FEM) and CNSR

Femininity is regarded as interdependent, loving and caring whereas Masculinity is seen as being dominance and assertive (Hofstede, 1980). Masculinity, as opposed to femininity, refers to how dominant values such as money, assertiveness, and things are. A feminine culture values are caring for other people and quality of life (Hofstede, 1997). It is found that people in masculine society strive for personal achievements and success which is reflected in buying of branded products. On the other hand, in feminine cultures people usually shun status and symbols and expensive products (Hofstede, 1980). Soares et al. (2007) argued that in masculine societies, males are generally strong and interested in success while women are fragile, interested in human relations and sensitive.

There is a positive association between feminism and consumer ethics (Farooq & Farooq, 2013). It is reflected in the past studies that a strong relationship exists between femininity and CSR across various cultures existed (Lauwo, 2016). Feminists are more associated with consumer charity acts as compared to masculinity side. In various cultures, there exists a degree of masculinity and femininity, similarly the involvement in the CSR acts. Researchers argued that consumer buying intentions are greatly influenced by the masculinity v/s femininity (Thanetsunthorn, 2015). To the time, no past study has found the mediating relationship of CNSR between masculinity and buying behavior yet its relationship with attitude has been studied. Likewise the sequential mediation of CNSR and PI is also not

studied. Yet studies have measured the direct relationship of cultural traits with buying behavior which shows that a relationship between cultural traits exist. On the basis of this, it is hypothesized that:

H₂₅ *The higher the Femininity the higher the CNSR.*

H₂₆ *CNSR mediates the relationship between MAS and consumer's intention to buy societal friendly products.*

H₂₇ *CNSR and PI sequentially mediate the relationship between MAS and consumer's buying behavior toward societal friendly products.*

2.2.4.4 Uncertainty Avoidance (UA) and CNSR

Due to uncertain and vague situation, people tend to feel threatened is termed as uncertainty avoidance (Hofstede, 1997). There are societies that shun uncertainty and ambiguity while others do not mind it. Uncertainty avoidance is described as the extent to which individuals feel threatened by ambiguous and uncertain situations and they try to avoid it. Uncertainty avoidance also shows the willingness of a culture to take risks and reflects the tolerance for uncertainty. People belonging to low uncertainty avoidance index, tend to take risks. While in high uncertainty index, people avoid unfortunate and risky situations (Hofstede, 1980). Researchers also stated that uncertainty avoidance is measured by the extent to which people feel comfort when they face unexpected situations. Thus importance is given to security in society where the uncertainty is high (Bezzaouia & Joanta, 2016).

Strong follower countries of uncertainty avoidance tend to make written rules and laws of conduct where businesses seek to work within the premises of the societal and environmental boundaries, thus maintaining people's expectation (Hur, Moon, & Ko, 2016). There exists a lengthy procedure of legislation of environment with respect to countries having high degree of uncertainty avoidance (Richards et al., 2016). Cultures having low extent of this dimension are likely to possess ethical decision making on the basis of rules interpretation (Venaik, Zhu, & Brewer, 2013).

Chinese fall in low index of uncertainty avoidance and take more risk to try new products. Unlike to Chinese, Malays are not willing to try new products which show the high index of uncertainty avoidance. Past study also indicated that a close relationship exists between environmentally sensitized managers and ethical consumer behavior which may turn into beneficial for the society (Pednekar, 2014). Thus, high degree of uncertainty avoidance keeps managers involved in ethical based production. On the other hand countries possess low degree of uncertainty avoidance leads the manager to involve in proactive social responsibility behaviors (Ho et al., 2012). Studies also found strong relationship between uncertainty avoidance and consumer ethics. It is stated that countries having high degree of uncertainty avoidance tend to take additional risk via involving in CSR acts to protect society and environment (Park & Lemaire, 2011). While studies based on consumer behavior suggest that people who are high in uncertainty avoidance usually involve in social responsibility related buying (Umar, Saleem, & Majoka, 2016). Studies in the past did not measure CNSR yet dimensions of culture including uncertainty avoidance have been studied in attitudinal behavioral relationship which is found significant. On the basis of the past studies, following hypotheses are formulated:

H₂₈ *The higher the UA the higher the CNSR.*

H₂₉ *CNSR mediates the relationship between UA and consumer's intention to buy societal friendly products.*

H₃₀ *CNSR and PI sequentially mediate the relationship between UA and buying behavior toward societal friendly products.*

2.2.4.5 Long Term Orientation (LTO) and CNSR

Short term orientation is referred to when one is involved in personal stability and steadiness, while protecting one's face in contrast to tradition whereas long term orientation is perseverance and persistence usually associated with sense of shame along with ordering of relationship (Hofstede, 1997). Short term orientation is more linked toward immediate desire and outcome from purchase behavior

(Chekima, Sawask, & Chekima, 2015). They are important and want quick results (Hofstede, 1980). People with short term orientation spend according to trend for face saving and because of social pressure of status (Hofstede, 1980). On the other hand, long term orientation is regarded as fulfilling social obligations, persistence, thriftiness, perseverance and strong sense of shame. Long term orientation is one of the important dimensions of cultural values which influence decision making process of consumers (Bearden, Money, & Nevins, 2006). It is also related with the focus which society gives to long standing values and traditions.

Researchers have investigated the long term and short term orientation's influence in predicting sustainable consumption related behavior and they found that individual's orientation leads to protect society influence their buying choices (Chekima et al., 2015). Similarly, Sian et al. (2010) conducted a study to compare Malays and Chinese culture in terms of consumer behavior. They found that Malays have higher score on long term orientation than Chinese. It was further found that Malays are highly concerned about their future and consequences of buying actions. Bearden et al. (2006) recommended that long term orientation affect the ethical and moral values of individuals which are perceived as acceptable norms of right and wrong of decisions. Thus it was expected that people with long term orientation are likely to indulge in ethical behavior because they know the consequences of their buying decisions. They will be more concerned for society, well-being and environmental protection. Epiney (2001) found that in long term orientation, the appreciated norms are respect and perseverance. Soares et al. (2007) also mentioned in their study that long term orientation is related to future and perseverance is important element. On the other hand, many researchers agreed to the notion that in short term oriented cultures, people are concerned with present and past. Their empirical studies found relationship between cultural values with purchase behavior and brand consumption (Bramwell & Wolfe, 2008; Wong & Ahuvia, 1998; Jung & Kau, 2004; Tularam & Krishna, 2009; Socha, 2012).

There exists a close relationship between long and short term orientation with sustainable environment (McLeod et al. 2013). There exists a link between CSR and

long v/s short term orientation (Setó-Pamies, 2013). A strong correlation exists between broad orientation and attitudes towards sustainable environment. Long term orientation is positively associated with CSR and ethical environment (Marudadas, Hahn & Jacobs, 2014). On the basis of above literature, it is hypothesized that:

H₃₁ *The higher the LTO the higher the CNSR.*

H₃₂ *CNSR mediates the relationship between LTO and consumer's intention to buy societal friendly products.*

H₃₃ *CNSR and PI sequentially mediate the relationship between LTO and buying behavior.*

2.2.5 Religiosity

Religion is one of the important factors which influence the ethical judgments, beliefs and identities of the consumers. Individuals' religious beliefs are strong to influence the ethical decision making of consumers. According to McDaniel and Burnett (1990) religiosity is referred as belief in God and an individuals' commitment to be aligned with principles and rules of religion. Religiosity is referred as an individual's commitment to his religion which is being reflected in attitudes, behaviors, feelings experiences and beliefs (Mokhlis, 2008; 2009). It is also described as the extent to which an individual is religious and the importance he/she gives to his or her religion (Delener, 1990; 1994). Religiosity varies in its dimensions which have been emerged over a period of time. Despite of various dimensions, the frequently used are uni-dimensional (Shaharudin et al., 2010) and bi-dimensional (ElZein, 2013; Mokhlis, 2009; Mukhtar & Butt, 2012).

Johnson et al. (2001) described religion as the attitudinal and behavioral commitments to religion. Religion is an influential universal social institution which influences on values, attitudes and behaviors of individuals and societies. Religion is reflected as set of beliefs taught since early ages and people have more understanding toward its teachings. Kotler (2000) claimed that religion may shape

an individual's behavior which means that religion pertains values that instigate individuals' decisions and actions.

Belief system is key determinant individuals' core values such as religion (Minton & Kahle, 2013; Roccas, 2005; Saroglou, Delpierre, & Dernelle, 2004). Belief system is mostly referred as religious beliefs but non-religious factors also carry belief systems such as belief about existence of earth. Prior researches have investigated the effect of religion as basic determinant of core value on consumer attitudes and behaviors in the light of theory of reasoned action (Fishbein & Ajzen, 1977). TPB argues that consumer's values, beliefs and attitudes influence behavior. Culture and religion appeared to be same concepts but both value systems are different in terms of locus of control. Culture specifically belongs to geographic location but religion is across boundaries thus seems more relevant for marketers to understand. Moreover, religious values are embedded in religious sculptures which provide basic insights into beliefs but culture represent transitory beliefs that incorporate religious beliefs. Religious sculptures give views about sustainable consumption thus suggesting that basic belief system effect sustainable related behavior. Yet differences come in different religious affiliation with a religion (Djupe & Gwiasda, 2010; Wolkomir et al., 1997; Woodrum & Wolkomir, 1997). Western religions such as Islam, Christianity and Judaism believe that God created nature thus God and humans have superiority to nature. Eastern religion such as Hinduism Buddhism and Taoism believe that God is in everything. Sarre (1995) expanded the work and argued that western religions should be more inclined toward altering the environments and god has given control of nature to humans. Later on White (1967) explored Christian belief about sustainable consumption and focused that humans have dominance over nature as they explored nature for self-benefits thus Christians participate less in sustainable behavior as compared to other belief systems (Eckberg & Blocker, 1989; Wolkomir et al., 1997). Other than religious belief systems, atheists who believe that god does not exist and world needs to be preserved for next generations, therefore they are more sustainable (Greeley, 1993). Atheists thus link between how beliefs and behaviors is weaker than consumers who are highly religious (Dunlap, 2004).

Fam, Waller, and Erdogan (2004) argued that religious belief systems are significant to predict social behaviors. Wiebe and Fleck (1980) supported the argument by concluding that religious individuals show more concern for moral standards. Likewise, religion influences consumption patterns of individuals especially in food choices. Prior to this research, researchers have studied the relationship between individuals' religious beliefs and their social behaviors and suggested to explore it more as it is still questioned (Waller & Shyan Fam, 2000; Birch, Schirato & Srivastava, 2001). It is believed that very few studies aim to find the relationship between religious beliefs and behaviors.

According to Allport and Ross (1967) the extent to which an individual lives his religious beliefs is religiosity which is further categorized into intrinsic and extrinsic religiosity. Intrinsically motivated individuals live the religion while extrinsically motivated uses religion for personal goals. In intrinsic religiosity the objective is spiritual, staying committed with religion and engaging themselves in religious activities. Intrinsically motivated individuals have strong ethical beliefs than less religious. On the other hand, religiosity plays an instrumental role in the lives of extrinsically motivated individuals and the objective is to maximize self-interest. The individuals with extrinsic religiosity are more inclined toward meeting personal needs. Vitell (2010) identified a huge gap in literature as not a single study aimed to find the influence of religion on actual buying behavior by including ethical motives, concern and beliefs. The studies which found the impact of extrinsic religiosity were inconclusive and inconsistent while studies found the relationship between intrinsic religiosity and consumer ethics were consistent (e.g., Arli & Tjiptono 2014; Flurry & Swinberghe, 2016; Patwardhan, Keith, & Vitell, 2012; Vitell et al., 2005; Vitell, Paolillo, & Singh, 2006; Vitell, Singh, & Paolillo, 2007). In past, there was only one study which found that religiosity has no effect on consumer ethics (Vitell & Paolillo, 2003).

Thus religiosity is conceptualized as complex construct (ElZein, 2013; Mokhlis, 2009; Mukhtar & Butt, 2012) categorized into intrinsic and extrinsic religiosity. Religiosity was considered one of the least social-level variables to researchers for investigating its relation with environmental concerns (Schultz, Tallman, &

Altmaier, 2000; Yuchtman-Yaar & Alkalay 2007). Islam as religion guides Muslims in all aspects of life. In the Quranic verse Al Isra': 26-27 Allah has commanded Muslims not to spend extravagantly but in the way of Allah. Moreover, it guides about eating, living, consumption but followings of these teachings vary from individuals to individuals (Shah Alam et al., 2011).

2.2.5.1 Moderating Role of Religiosity and Mediating Role of CNSR

Muslim markets are growing over a period of time and Muslims are one of the largest segments of global consumers. The current Muslim market is 23% approximately which will grow to 35% in the next 20 years. It is expected that by 2030, Muslim consumers will be 2.2 billion which will be 26.4% of the expected global population (Temporal, 2011).

Religion plays a significant role because it influences the choices of customers and contributes in the formation of values and consumer attitudes (Bailey & Sood, 1993). Enormous studies have been conducted which studied the role of religion on decision making process of consumers (Hirschman, 1983; Wilkes, Burnett, & Howell, 1986; Bailey & Sood, 1993; Delener, 1994; Sood & Nasu, 1995; Siguaw & Simpson, 1997; Essoo & Dibb, 2004; Fam et al., 2004; Mokhlis, 2008; Choi et al., 2010; Zamani-Farahani & Musa, 2012; Siala, 2013). The debate on religion and environmental attitude and behavior is current. Some studies have predicted the harmonious relationship between religiosity and environmental behavior. Religiosity plays a significant and plausible role in effecting ecologically conscious consumption behavior which is rarely studied (Islam & Chandrasekaran, 2015). The role of consumers while keeping in view the religiosity is very limited in consumers and marketing research but it has been widely studied in psychology and sociology. Previous studies of religion and consumer behavior are particularly in two domains. Firstly, comparative effects of religiosity are studied and secondly researchers have studied the concept or construct of religiosity. The first ever study to know the relationship between religions and consumer behavior was done by Engel (1976).

Previously, the focus of research was more on culture as sub-culture to predict consumer behavior. However, lack of attention was given to religion in consumer research which is due to previous researches who claimed that religion has no place in consumer behavior. Hawkins, Coney, and Best (1980) studied that differences in consumption is due to other factors such as ethnicity, social class but not religions. Religions which are practiced in society affect the importance which individuals place on their material life and attitudes toward using and owning product. Since religious traditions prohibit the use of certain goods and services thus the consumption choices are derived by an individual's religion. Hirschman (1983) also confirmed that religious commitments acts as an important source of consumer behavior and variation in interpersonal consumption patterns are due to religious attachments of consumers. Harrell (1986) claimed two implications of religion on consumer behavior; either it can have a direct effect on individual's choices through conduct or the indirect effect on values attitudes. This reflects that religion greatly influence attitudes toward choices of consumption processes and consumptions.

Thus Donahue (1985) recommended that religiosity must be studied in human behaviors. Wilkes et al. (1986) conducted first ever study on religiosity and consumer choices. They studied 602 protestant and found significant influence of religiosity on lifestyle of consumers and choices which they value regarding buying. After controlling other demographic factors such as gender, income, age it was found that individuals with high religiosity tend to use products which reflects the beliefs. McDaniel and Burnett (1990) found that people who got a strong conduct with religion were more inclined toward reflecting their beliefs in their buying behaviors. Contrary, Delener (1990) found that individuals who are highly religious perceive more risks in green products. Sood and Nasu (1995) did a study on Japanese and American consumers and found that religious people buy low priced products. Additionally, religiosity had no influence on buying patterns of Japanese consumers but it influenced the buying behaviors of American customers. Adila (1999) analyzed a sample of non-Muslims and Muslims who were residents of Singapore to evaluate if they spend according to the teachings of their religion.

Researchers could not find any evidence of Muslim consumers spending on durable goods. They concluded that religiosity is very critical in determining the buying patterns of Muslim consumers.

The researchers used religiosity as one of the background factor that influences attitudes. Results showed religious beliefs and commitments influence the attitudes toward buying halal products. Theory of planned behavior Ajzen (1991) is undertaken to measure the impact of internal and external religiosity on buying behaviors of consumers (Mokhlis, 2009). Weaver and Delaware (2002) argued that religious expectations leading to behavior are moderated by religious identity. However, Khavari and Harmon (1982) stated that a negative association is also found between religiosity and use of illegal products. Likewise, prior researchers found that there is no relationship between a person's religiousness, non-religiousness, and their behaviors of cheating and dishonesty (Smith, Wheeler, & Diener, 1975). It was further found that religiosity did not reduce the cheating behavior of individuals. Thus, the mixed results were found in discriminatory behavior and religiosity.

Some studies found that moderately religious individuals were highly prejudiced than people who were highly religious and who are not having religious commitment (Gorsuch, 1993). Results of the studies are also based on scales which were used to measure religiosity. Researchers also made effort to find linkages between religiosity and moral reasoning which were not very clear. The reason of mixed results is may be the lack of researchers conducted to find the relationship between religiosity and moral and ethical values (Batson, Schoenrade, & Ventis, 1993). Agle and Buren (1999) investigated the relationship between religious practices and beliefs of individuals and their attitudes toward CSR. In past, it was argued that most of the research on religiosity and behavior is atheoretical which was detached from theories of social psychology (Bock, Cochran, & Beeghley, 1987; Hammond, 1980; Wimberley, 1989).

A study was conducted in Egypt to investigate the pro-environmental behavior of people living in Cairo, Egypt as they suffer from high environmental pollution (Rice, 2006). The findings of the study showed that religiosity and religious

teachings plays an important role in determining pro-environmental behaviors and strongly associated with pro-environmental concerns and behaviors. Foltz, Denny, and Baharuddin (2003) claimed that environmental understandings are inadequate without involvement of religion. According to Foltz (2003) a just society is the one in which humans are related to God and each other. They play all their roles and duties due to which environmental problems do not occur. (Leelakulthanit & Wongtada, 1993) conducted a study on religion and claimed that Buddhists are more likely to show concern for environment in their buying decisions. Muslims believe that Quran and Hadith provide all basic understanding of environment and it deals with all ethical questions. The religious teachings mentioned in scriptures provide a sense of responsibility to individuals and obligation to protect the environment (Wersal, 1995). Moreover, they have a role to protect the environment or earth by playing a role of responsible leadership (IzziDien, 2000). Previous researches investigated the association between religiosity and consumer behavior (Vitell & Paolillo, 2003; Vitell et al., 2005, 2006, 2007). Choi (2010) conducted a research on Korean consumers to predict their switching behavior influenced by religiosity. The results of the study revealed that consumers who were more religious usually less involved in switching behavior than consumers who were less religious. Religion is a fundamental aspect of an individual's socio-cultural life which influence attitudes and belief system, values and behavior of individuals (Tarakeshwar, Stanton, & Pargament, 2003). Religion also shapes thoughts, actions, socialization, processes and attitudes (Saroglou, Delpierre, & Dernelle, 2004; Donahue & Nielsen, 2005). Religion directs or restrains individuals' behavior (Babakust et al., 2004). The purchase behavior of individuals is influenced by religious commitment and religiosity (Mokhlis, 2006) and the influence of religiosity on purchase related decisions making process. It is believed that religious associations and religiosity should effect and individuals' participation in sustainable consumption but religiosity influence behavior more than any other determinant (Corraliza & Berenguer, 2000; Kollmuss & Agyeman, 2002). Rice (2006) indicated in his study a person's likelihood of buying environmental products increases due to religiosity. A survey was conducted on Muslim consumers in which it was found Muslims

who follow the teachings of Islam, people committed to religious beliefs are having more positive attitude toward environment as they prefer green areas.

Existing research has found link between religiosity and consumer behavior still more research is need to understand the influence of religiosity on consumer behavior. The potential association between religiosity, religious affiliation and consumer behavior is ignored (Clark, 2005). It is a valuable opportunity to explore the effects of consumer behavior in various cultural contexts while keeping religiosity in view (Cosgel & Minkler, 2004; Choi, 2010). It is believed that religious associations and religiosity should effect an individuals' participation in sustainable consumption but religiosity influence behavior more than any other determinant (Corraliza & Berenguer, 2000; Kollmuss & Agyeman, 2002).

Previous studies have investigated the association between sustainable behavior, and psychographic and demographic traits and extrinsic and intrinsic rewards to enhance participate in sustainable behavior (e.g., McDonald et al., 2006; Tanner & WölfingKast, 2003). While inadequate evidences are found which explore intrinsic moderators such as values and belief system? According to researchers, religiosity reflects basic belief system. Previously studies are conducted a study to find the influence of religion on sustainable behavior with sample of Asian and American consumers (Engelland, 2014; Minton & Kahle, 2013). Recently studies have shown the significance of studying religiosity to predict sustainable consumption (Minton & Kahle, 2013; Martin & Bateman, 2014). Highly religious people believe that environment friendly products show positive attitudes and respect for god because buying organic or eco-friendly products shows respect for nature. However less religious people will feel more cost in sustainable consumption. Highly religious consumers show their key values by buying environment friendly products as compared to les religious people.

Choi (2010) conducted a research on Korean consumers to predict their switching behavior influenced by religiosity. The results of the study revealed that consumers who were more religious usually less involved in switching behavior than consumers who were less religious. Religious is a fundamental aspect of an individual's socio-cultural life which influence attitudes and belief system, values and

behavior of individuals (Tarakeshwar, 2003). Religion also shapes thoughts, actions, socialization, processes and attitudes (Saroglou et al., 2004; Donahue and Nielsen, 2005). Religion directs or restrains individuals' behavior (Babakust et al., 2004). The purchase behavior of individuals is influenced by religious commitment and religiosity (Mokhlis, 2006) and the influence of religiosity on purchase related decisions making process. A study on Muslim consumers in Pakistan was conducted to investigate the influence of environmental concern on pro-environmental behavior of professional consumers with moderating role of religiosity. They found that individuals who have environmental concern show preference toward environmental products if they are aware of religious teachings regarding environmental protection (Ali, Sherwani & Ali, 2015).

Minton, Kahle, and Kim (2015) argued that previously many studies explored the influence of altruism on sustainable consumption behavior but very few studies have investigated the influence of religion on sustainable consumption related behavior (Kahle & Gurel-Atay, 2013). They studied a sample of 388 South Korean and US customers and found moderating influence of religiosity on green consumption related behavior. Contrary, Buddhists, Atheist and Christians were found to be highly religious and likely to participate more in sustainable behavior.

Previously research has been conducted on sustainable consumption yet little research evaluates how religion beliefs act as determinant to sustainable behavior (McDonald et al., 2006; Prothero et al., 2011). Djupe and Gwiasda (2010) studied the motives for religious beliefs which encourage sustainable behaviors. Martin and Bateman (2014) found that consumers with high intrinsic religiosity influence environment related attitudes and behaviors. Eid and Gohary (2015) argued that there is a relationship between religiosity and consumer behavior and religion directly influences the lives of the followers and determine the social attitudes, values and people's behavior. Bakar et al. (2013) confirmed in their study that consumption in Muslim communities is generally influenced by Islamic teachings and associations with religion.

Muslims pay attention to the products that are Halal or legal and recommended by

religion. Blogowska and Saroglou (2011) found that intrinsic religious beliefs influence helping behavior. Thus Minton et al. (2015) and Prothero et al. (2011) studied value attitude behavior to understand the gap between religious beliefs that influence attitudes and behaviors. Researchers believed that it is more relevant and informative for researchers to understand religion as it is a change agent and provide applicability of the strategies across the globe. Tanner and WöflingKast (2003) found in their comprehensive model of sustainable behavior that personal norms influence sustainable consumption. Researchers found that western religion encourages environment related behavior thus encouraging churches to minimize environmental footprints (Wilson, 2012) which shows that consumers who were highly religious tend to participate more in sustainable behavior (Djupe & Gwiasda, 2010). Eastern religions have also shown higher participation in environment and sustainable behavior they believe that destroying or harming nature is similar to harming the creator (Hunt & Penwell, 2008; Sarre, 1995).

A study was conducted to explore the effect of consumers profile such as religiosity on ecological aware consumers which mean that they will buy those products which cause less harm to society. The study explained the Malaysian lodging consumers to explore their environment related behavior, attitudes and green purchase intentions by using SEM (Mas'od & Chin, 2014). Alam et al. (2011) found significant effect of religiosity on consumer behavior and considered religion as an important factor or determinant of buying decisions. Religious and ethnic diversity in Malaysia has become one of the most important segments of consumers which verified consumption habits and lifestyle influenced by religiosity. Muhamad and Mizerski (2010) argued that religious commitments and affiliations are significant constructs to illustrate effect of religion in marketplace.

According to Islam and Chandrasekaran (2015) the influence of religiosity on consumer behavior is under researched. The trend toward responsible buying and responsible consumption is growing. They investigated the influence of religiosity on ecologically consumption behaviors. 191 Muslim respondents from India were selected to find impact of internal and external religiosity on ecologically conscious consumption behavior. The findings of the study revealed a positive

and significant relationship between intrinsic religiosity and ecologically conscious consumption behavior. The religiosity shows an individual's motivation to follow his beliefs. Mohamad et al. (2012) studied the role of religion to predict environment related aspects such as sustainability. They claimed that religious affiliation encourages individuals' ethical concerns on environments. Consistent to this, Shaharudin et al. (2010) also found that religiosity is key determinant and influence buying intention toward organic food. It is also argued that green behavior is closely related to moral and ethical values and also reflected in ethical behaviors. Fam et al. (2004) investigated the effect of religious beliefs on attitude toward advertising. From a sample constituted of Buddhism, Islam, Christianity and non-religious behaviors in six countries. The study found that individuals who were highly religious used to show offensive attitude towards ads than those who are less religious likewise evidences shows that Islamic values of individuals influences the choice of selecting hotel and airline. Moreover, religiosity was seen as a strong predictor of lifestyle and buying behavior. Thus the evidences showed that religiosity explains consumer behavior (Gayatri et al., 2005).

Values influence and motivate human behavior as they are faith based and mostly derived from religious scriptures such as Quran. Prior research has introduced the relationship between religiosity and consumer behavior (Choi, 2010). Religious is fundamental factor that shapes individual's behavior while depending upon the level of commitment an individual shows toward religion. As religion determines the right and wrong behavior and act as determinant of consumer behavior as it directly influences buying behavior (Abdul-Martin, 2010; Athar, 2000). Actions that deliberately harm environment are types of corruption which is prohibited in Islam because human beings are caliphs on earth and the responsibility to look on earth is entrusted in them. To protect earth is one of the fundamental teachings of Islam. This shows that this is the prime responsibility of Muslims to protect the environment as it is the duty imposed on him.

Mokhlis (2006) found that highly religious Malaysian consumers were very keen toward quality and price of product during impulsive buying. Shah, Ahmed, and Ahmad (2013) concluded that religiosity influence purchase decision and actions

of consumers. A study was conducted in UK on Muslim consumers in which researchers found that there is an important connection between religion and consumer behavior (Siala, 2013). Cabanao, Maeng, and Mishra (2015) conducted a study to find out if the religiosity results in reducing environmental behavior. The study was conducted on Judeo-Christians which showed that they were less willing to involve in environmental activities. According to Monsma (2007) religious individuals exhibit more pro-environmental behavior as compared to non-religious individuals. For instance they show more concern and compassion toward social friendly products. Researchers believe that it is individuals' will power to change behaviors by bringing change in society. It is also claimed that individuals belonging from different religions may also feel that they are entirely dependent upon God and they are less willing to engage in pro-environmental practices (Laurin, Kay, & Fitzsimons, 2012).

Prior studies found that weak relationship between religion and concerns toward environment exists. Moreover, most of the studies focused on Christians while followers of other major religions such as Islam were ignored. One of the most prevalent paradigm in religiosity was Allport's (1950) intrinsic and extrinsic religiosity (Brewczynski & MacDonald, 2006). The Extrinsic religiosity was characterized as endorsement of individuals religious beliefs and his attitude or individuals indulge themselves in religious acts achieves their social status or goals (Allport & Ross, 1967). This might be religious to achieve ulterior returns such as friendship and status etc. they are more selfish. Contrary to this, intrinsic religiosity refers to individuals' religious principles and they are compassionate and keen in religious matters (Ryckman et al., 2004). A study was conducted on Muslim consumers to identify their intentions toward buying halal products while predicting if religiosity influence purchase behavior of consumers (Ansari & Mohammed, 2015). A sample of 236 educated Muslim consumers was collected who were residents of urban areas. Findings of the study revealed that religiosity is a strong predictor of consumer intentions to buy product.

Research in sociology and psychology mentioned that religiosity does not directly

influence behavior rather it may direct behavior through mediating or moderating variables (Hood et al., 1996). Research in the discipline of psychology and sociology investigate the relationship between religion and different cognitive, affective and behavioral aspects. Religiosity has been studied with health, cognition, personality and stress. The systematic reviews and meta-analysis confirmed involvement in religion is epidemiologically protective factor (Larson et al., 1986; Levin, Larson, & Puchalski, 1997). In social sciences the influence of religion is studied with marital patterns (Lehrer & Chiswick, 1993). Interestingly, there is more institutional support to study religion's impact on behavior such as National Institute of Health and the American Association has dedicated sections on the subject matter (Berger, 1998).

Prior studies have explored the moderating relationship of religiosity between dimensions of Islamic values (beliefs) and satisfaction (attitude). Likewise, studies have also investigated the effect of religiosity between culture and purchase intention (Jamal & Sharifuddin, 2015). Bakar et al. (2013) found that consumers who were more religious tend to prefer products with Islamic symbols. Weaver et al. (2011) confirmed in their study that religiosity influence green consumer behavior and consumer who were more religious tend to avoid destructive effects of products that may harm the society.

Religiosity acts as a moderating variable between ethical self-identity and consumer behaviors (Moschis & Ong, 2011). Religiosity sometimes strengthens the ethical beliefs for consumer's behaviors or actions while sometimes weakens the consumer actions alternatively (Chipulu, Marshall, Ojiako, & Mota, 2018). Intrinsic dimension of religiosity serves for the common good of the society whereas extrinsic dimension of religiosity indicates a selfish demotivation for socially responsible behaviors and actions respectively (Veenstra & Kuipers, 2013). Intrinsic religiosity positively moderates the life outcomes whereas extrinsic religiosity negatively influences the life outcomes ((Vitell, Keith, & Mathur, 2011). Therefore, it is hypothesized that:

H₃₄ *Intrinsic religiosity (IR) strengthens the relationship between ESI and CNSR.*

H₃₅ *If IR moderates the relationship between ESI and CNSR then CNSR mediates the relationship between ESI and PI toward societal friendly products.*

H₃₆ *Extrinsic religiosity (ER) weakens the relationship between ESI and CNSR.*

H₃₇ *If ER moderates the relationship between ESI and CNSR then CNSR mediates the relationship between ESI and PI toward societal friendly products.*

2.2.6 Application of Theory of Planned Behavior

2.2.6.1 Subjective Norms and Consumer Purchase Intention

Subjective Norm (SN) is a person's perception about pressure from family and friends to perform any certain behavior (Ajzen, 1985). Chatzisarantis and Biddle (1998) conducted a study on functional significance of TBP variables. According to their study, SN is a type of an internal psychological factor which is associated with Control rather than autonomy. The result of path analyses showed that SN had negative relation with intention when behavioral regulation was autonomous; however, SN predicted intention when behavioral regulation was controllable. SN is that psychological factor which is associated with pressure and control. For example, if the physical exercise is associated with models and celebrities, here the intentional behavior to do exercise is not autonomous but a controlling form of intentional behavior, which is exerted by those individuals which are considered important. Same intentional behavior could be autonomous when society considers exercise as healthy activity and a person from any class, age and gender can do this in order to be healthy. SN is also dependent on actors' own perception that how he takes pressure from important one with respect to any certain behavior. Measures of SN are associated with persons' own tendency to fulfill the pressure exerted by the significant individuals. More precisely, it is stated as a person's desire to obey the societal as well as norms of the group, as their significant influences cast a

positive image towards each other (Dinc & Budic, 2016). If individual believes that the person is significant to him/her, most likely approve their behavior and more likely intend to perform, resulting in positive contribution towards society (Ajzen, 1991).

The significance of TPB in behavioral studies has been supported by various quantitative studies, though the construct of SN has been considered less significance in elucidating intentions in few studies. This is why some researchers suggested it to be not significant construct in TBP for measuring the social influence (Courneya & McAuley, 1995; Courneya et al., 2000). According to Cheung and Vogel (2013) SN component also plays an important role and distinctively affect the intention. It was further found that SN associated with peers has more significance than those which are represented by media, teachers or instructors. However, a meta-analysis done by Schepers and Wetzels (2007) showed different result, in comparison between western and non-Western studies, SN has larger impact on behavioral intention in western countries. According to Cheung and Vogel (2013) SN component also plays an important role and distinctively affect the intention. SN associated with peers had more significance than those which are represented by media, teachers or instructors.

The impact of SN on formation of intentions is proved to be comparatively weaker than other constructs of TBP. As concluded by Krueger, Reilly, and Carsrud (2000), SN doesn't have any significant impact on people to set up their own businesses, so the researchers suggested conducting more studies in order to confirm the utility of this construct in TBP. According to Riquelme and Rios (2010), SN strongly affects the acceptance of any service. This relation was further supported by study from Puschel et al. (2010) as they found SN as a critical factor which strongly influences the users in adoption of any behavior. They further emphasized that the social pressure was related with friends, family and other individuals of the same social group.

Although subjective norms is considered as a key factor which affects behavioral intention. Previous technology adoption models showed inconsistent findings with relation to SN as predictor of Intention, while other studies suggested positive

impact of SN on Intention (Venkatesh & Morris, 2000; Lee et al., 2010; Hsiao, 2012; Sentosa & Mat, 2012; Tarhini, Hone, & Liu, 2013; Sawang et al., 2014). However, other studies proved SN as insignificant determinant of intention (Lee, 2006; Yuen & Ma, 2008). TPB enlightened that consumers possess certain buying or purchase behavior towards green items/products, by considering antecedents' such as subjective norm and attitudes; thus, resulting in implementing the behavior (Soyez, 2012). Subjective norm is termed to be a social norm when objective is to meet social expectation while enforcing the perceived pressure to perform social behavior (Allcott, 2011). One should likely to perform the behavior which is the result of social expectation; in contrast when the social expectation exerts pressure not to perform the behavior than one should avoid. Several studies indicated that subjective norm is indeed a positive contributor of behavior intention for buying or purchasing green products or socio-friendly items (Chen & Hung, 2016).

According to Wang, Meister, and Gray (2013), public is showing keen interest in purchasing and buying eco-friendly products for which non-sustainable natural resources consumption becomes a major issue of manufacturer and producers. Specific behavior of any individual is also influenced by government as well as many institutions along with peers, relatives, friends as living in one community. Although, past research stated that subjective norm cast a strong influencing factor role on green buying behavior (Marquart-Pyatt & Sandra, 2012), only few opens the horizon for further search on intention to buy green product innovations such as sustainable efficient food products, manufacturing green items, and remanufactured product; thus, contributing positive effects on the environment (Ertz, Karakas, & Sarigöllü, 2016).

Supported literature suggests that when the society gets conscious regarding green consumerism, then it is more likely that the consumer will show green environmental involvement thus making green purchase, not the case for remanufactured products (Jiménez-Parra et al., 2014). Thus, the influence of subjective norms on consumer intention with respect to purchase remanufactured items deemed to be significant now a day as developed/emerging nations follow a throwaway culture, which is becoming their subjective/societal norms (Khor & Hazen, 2017). Many

people living in the developed world hold values materialistically which motivate the social norm to consume green/eco-friendly items only (Polonsky et al., 2014). Social pressure towards green consumerism is increasing day by day as social interactions such as eating out etc., side by side disposal income, advanced technology, social and traditional media sources also contributing an upward shift/rise in developed countries (Jayaraman, Singh, & Anandnarayan 2012). This advancing social pressure and norm to act green is strengthening the impact of subjective norms on purchase intentions to behave socio-friendly towards environment (Soyez, 2012). Buying organic products minimizes the uncertainty of consumers to buy the socio-friendly products or not and hence leads a favorable purchase intention of such behaviors (Kovalsky & Lusk, 2013).

Relevant studies suggested that green purchase behavior via purchase intention is greatly influenced by subjective norms (Morren & Grinstein, 2016). It was further found that SN directly influenced the usage of electric car (Moons & DePelsmacker, 2012), while in general a positive association was found between SN and green products purchase intentions (Wang, 2014). Furthermore, there exists a direct association between subjective social norms, waste handling, using public transport intentions towards green environment (Thøgersen, 2006). A study on parents residing in Thailand showed a positive association regarding green consumption and purchase intention leaded by SN (Thøgersen, 2008). Past literature supported a positive correlation between determinant of purchase intention regarding green hotel, organic food and green items, thus casting positive impacts on the environment, henceforth (Hsu, Chang, & Yansritakul, 2017). Therefore, SN is one of the influencing factors in heartening the purchase or buying intention for eco-friendly or green products (Maichum, Parichatnon, & Peng, 2016). Therefore, it is hypothesized that:

H₃₈ *SN has a significant positive influence on consumer's intention to buy societal friendly products.*

H₃₉ *Consumer's intention to buy mediates the relationship between subjective norm and buying behavior of social friendly products.*

2.2.6.2 Perceived Behavior Control (PBC) and Consumer's Intention

PBC is defined as how much control a person has on his/her behavior. It also exhibits how easy or difficult it is for a person to behave a certain action (Ajzen, 1991). The relation between intention-behavior depends on how much a person is capable of turning his intention into actual behavior. The concept of perceived behavioral control was introduced in TBP, while the purpose was to facilitate the existence of non volitional elements, in all behaviors. Even when not particularly realistic, perceived behavioral control is likely to affect intentions. PBC affects the behavior indirectly by directly affecting the intention. If the person's actual control would be low, there is low possibility of turning his intentions to actual behaviors, but if actual control would be high, there would be high chances of intentions to be converted into actual behavior. Similarly a high level of perceived control would strengthen a person's intention and convert it into behavior. Hence, PBC is a predictor of behavior, as it can be used to understand how much control a person can exert in any particular situation (Ajzen, 1991). There are two kinds of control; one is internal control while other is external control. Internal control is about factors which are within a person such as control on abilities, confidence and motivation. The external control is depended on the factors which exist outside of the person such as luck, chance, task ease or difficulty. PBC is associated with external control (Terry & O'Leary, 1995).

The Difference between TPB and TRA is made by the additional construct of PBC in TPB. Although the success and application of TBP theory was appreciated but few other researchers raised the doubt and criticized the PBC construct because of its operationalization (Beale & Manstead, 1991; Sparks, Guthrie, & Shepherd, 1994; Terry & O'Leary, 1995). The first issue was with items which were designed by Ajzen and Maden (1986) to measure the PBC construct. Initially three items were designed ($\alpha = .74$) to measure the PBC impact on behavioral Intention. As inter item reliability was accepted for PBC items measured in two separate studies. Later on Beale and Manstead (1991) reported low Inter-item reliability for items which were designed to measure the Construct of PBC. Consequently, one item was removed to measure the construct of PBC. Other researchers such

as (Chan & Fishbein, 1993; Sparks et al., 1994) also reported same problem with measuring items of PBC construct. They also raised another concern related to basic concept of PBC, which states that the interpretation of control and difficulty varies among individuals. There are such behaviors which are perceived under individuals control but still very difficult to perform.

In the initial stages, when PBC concept was introduced in TPB, the concept of self-efficacy (SE) was confused with PBC thus it important to differentiate PBC from SE. PBC is a self-perception to find any task easy or difficult while SE related with self-ability of performing any task. People with strong sense of SE find any difficult task as challenge not as a threat to be avoided. They get ready to face the difficulties and other obstacles of their way to achieve their goals. Similarly people with low sense of SE wouldn't be much confident to exercise control on their behavior to achieve their goals. Another significant difference is that PBC is the perception regarding behavior while SE is the belief about own abilities (Terry, 1993). To scrutinize this difference between SE and PBC, Terry and O'Leary (1995) designed separate measure for PBC and SE in a study to examine the impact of these constructs on attitude towards regular exercise. They found that SE was independent predictor of intention while PBC was independent predictor of actual behavior.

Spark and Shepherd (2000) conducted a study to determine if individuals responded differently for PBC and Perceived Difficulty and to what extent these two constructs can predict the behavioral intentions. They found that items of these two different constructs showed distinctive inter-correlated patterns and perceived difficulty was more significant to predict the behavioral intention. Sheeran (2002) argued in his meta-analysis that if intention to perform a certain behavior is required to be realized then a person must have control over that certain behavior. The total amount of control a person has to perform a certain behavior can facilitate in determining whether the intention would convert into action. In TBP, PBC is considered as co-determinant with SN and attitude as it determines intention and behavior (Mathieson, 1991). It was also stated that PBC is directly associated with intention as it is unlikely for a person to intend to perform a

behavior which is not controllable (Sheeran, 2002). The strong association between PBC and Intention was found in many previous studies and this association gain significant support because of meta-analysis in different domain of behavioral studies (Armitage & Conner, 2001).

Pavlou and Fygenon (2006) conducted study to understand the online buying behavior of consumers; they found that PBC has two dimensions, SE and controllability. Its formative structure allows better prediction of SE and controllability which further assist in predicting the external control of beliefs in detail. Pervious researches on technology adoption proved that PBC is a significant predictor of intention (Shim et al., 2001; George, 2002; Choi & Geistfeld, 2004; Baker, Al-Gahtani, & Hubona, 2007; Puschel et al., 2010, Chu & Chen, 2016). In contrast to these studies, Aboelmaged and Gebba (2013) found that PBC is insignificant predictor of intention and later on Sawang, Sun and Salim (2014) also mentioned the insignificant relation of PBC and intention. A recent study on mobile banking adoption in Pakistan, concluded that PBC is significant predictor of intention and high level of PBC leads to strong intention (Glavee-Geo, Shaikh, Karjaluo, 2017).

PBC deals with the consumer's self-confidence while performing buying or purchase behaviors towards green/eco-friendly products or items. PBC can be consumer's pro-environmental actions, thus making the buying or purchase intentions hereafter, commonly referred as environmental citizenship (Ertz, Karakas, & Sarigöllü, 2016). Literature suggested that purchasing remanufactured items provide socially sustainable products in terms of energy and material linked to produce them; having long term warranties and lower prices (Wang, Yeh, & Liao, 2013). Consumers who possess high degree of PBC over themselves possess stronger purchase or buying intention to perform a specific or certain behavior (Ajzen, 1991).

Many developed countries possess improved infrastructure and green technologies access that may create a strong link among PBC and intention to act pro-environmentally (von Meyer-Höfer et al., 2013). This in turn transforms environmental intention to actual behavior of consumers to buy green and eco-friendly

products only (Marquart-Pyatt, 2012). It is based that PBC is prone to consumer's or individuals psychological state and termed as the perceived ease/ difficulty of performing behavior that this fruitful to environment, ultimately (Ajzen, 1991). Moreover, TPB suggests that past experiences, impediments and obstacles in life span influence a lot the confidence of consumers towards making purchase decisions (von Meyer-Höfer et al., 2013). PBC and environmental intention are associated with each other for the implementation of pro-environment behaviors, consequently (Morren & Grinstein, 2016).

PBC possessed a difference among consumers who were aware or not with the benefits associated with the green remanufactured products or items (Son, Jin, & George, 2013). Previous studies suggested that individuals who were environmentally conscious showed their willingness to pay for socio-friendly green products (Khor & Hazen, 2017). The amount of resources such as time, money, and ability possessed by any consumers would affect their tendency to go for socio-friendly purchase for the beneficial of the society and environment as a whole (Lu & Gursoy, 2016).

PBC is also the individual perception of facing difficulty in performing any interested behavior which actually predicts the behavior intentions ultimately. Additionally, consumer must believe on the fact that he/she is blessed always with the opportunities and resources that ultimately lead to the implementation of behavior (Ha & Janda, 2012). Perceptibly, in pro-environmental behaviors, this fact varies depending upon particular actions and situations alternatively. Perceived power underwrites to an individual's PBC where there exist certain contributing factors that facilitate or sometimes hinder the performance of a green or socio-friendly purchase behavior (Cheng, Woon, & Lynes, 2011).

Consumers who believed that recycling is an inconvenient process would less likely perform the actual behavior. In accumulation, Barborassa and De Pelsmacker (2016) revealed that perceived difficulty/inconvenience is negatively associated to purchase intention and behavior towards societal friendly products or items respectively. Furthermore, self-efficacy and convenience or availability is considered as the most significant control factors that influence the consumer's socio-friendly

purchase intentions. Many scholars have settled that consumers' confidence is the ability to control their behavior showed a positive association with the purchase intention regarding green products, consequently (Lu & Gursoy, 2016). Supportably, green hotels, socio-friendly products and organic food suggests that PBC is positively associated with buying intention thus creating a pollutant free economy, and also consumers act socially responsible towards the society and the environment as a whole (Maichum, Parichatnon, & Peng, 2016). Hence, it is hypothesized that:

H₄₀ *PBC has a significant positive influence on consumer's intention to buy societal friendly products.*

H₄₁ *Consumer's intention to buy mediates the relationship between PBC and buying behavior of societal friendly products.*

2.2.6.3 CNSR & Consumer's Intention to buy Societal Friendly Products

Consumer Social Responsibility is advanced as "Moral responsibility of consumers to deliberately prefer products that cause less harm and contribute to local community, society, environment, and customers."

The above definition clearly differentiates between environmentally/socially responsible behavior and consumer social responsibility. The consumer social responsibility is an attitudinal aspect which is further categorized into: community, society, environment, and customers. The community domain addresses the preference of buying products from companies involved in creating employment opportunities, economic development, abide by social and cultural values, and contributing for the welfare of community. The societal domain focuses on consumer's preference for products which improve society's image, spreading education, and working for disable people. The environmental domain covers the choice of consumers to involve in environmental activities including reducing household waste, buying products from recycled paper, buying low phosphate/chemical products

and buying products made from reusable material. The customer domain encompasses the preference of customers for buying products which provide complete information by labeling the product, protect consumer rights and implement fair trade policies.

These domains are of significant importance to customers. According to interviews and open ended questions, most of the respondents rated community concern and environmental concern as most important followed by customer and societal concern. The importance of environmental concern is aligned with previous studies.

The research proposes that consumer social responsibility is hierarchical and multidimensional construct. On the base of qualitative data, consumer social responsibility is second order construct with four first order dimensions. For specification of model the identified domains of CNSR are supposed to be reflectively modeled as first order constructs and the second order model is also reflected as the first order dimensions are the characteristics or specifications of consumer social responsibility construct.

CNSR is an energetic and multifaceted act which is critical to understand. Devinney, Auger, and Eckhardt (2011) based the concept of CNSR on moral and personal beliefs; representing a thoughtful and sensible effort by consumers to prefer and buy environment friendly products. Devinney et al. (2011) categorized CNSR into ethical and consumerism perspective. Ethical perspective was characterized as perception of consumers toward corporate social performance of organizations. Consumers' personal preference to buy products that cause less harm to society was categorized as consumerism perspective (Tseng, 2016). It is argued that CSR is a push strategy as companies put maximum marketing efforts based on ethical contents to attract consumer's attention toward green offerings of the organization. Contrary to this, CNSR is a pull strategy where consumers deliberately prefer socio friendly products due to ethical and personal beliefs. Since consumers are the end users and evaluators of company's environmental offerings, thus it needs alignment of individuals' personal goals and organizational goals to protect the environment (Russell & Russell, 2010). Researchers believed that understanding the consumers' goals toward protecting the society and environment is important

for companies for formulation of company's efforts toward environment or society (Sen & Bhattacharya, 2001).

Furthermore, it is stated that many economic factors influence the consumerism aspect rather than the mainstream role of company to be ethical and caring (Manning, 2013). The concepts of ethical and consumerism aspects prevail all around the world with the sole objective of making the purchase and buying decisions of the company's offerings and ethically and eco-friendly to have a positive effect on the environment (Tseng, 2016). It deemed very important to make purchase decisions ethically and in an eco-friendly way thus to reduce hazardous effects on the atmosphere.

Religiosity is termed to be one of the influencing factors of effecting the consumers as well as individual's ethics and quite prevalent in the consumer ethics literature. Study conducted on intrinsic as well as extrinsic religiosity adds up the frame of knowledge as researchers originate a close association with consumer ethics. It is to be well-known that the persons with intrinsic religiosity enquire more about wrong doing or behaviors and hold strong ethical claims or issues whereas extrinsic religiosity does not act as a significant predictor of consumer ethics alternatively. Past literature suggested that people were more ethical when they possess stronger beliefs religiously whereas people with weak religious beliefs tend to be unethical. Most of the literature suggests that intrinsic religiosity casts a positive impact on ethical behavior whereas extrinsic is more unethical oriented. Many studies suggest that there exists a close association between intentions (moral/ethical) and associated high levels of religiosity (Singhapakdi, Marta, & Rallapalli, 2000). Supportably, it is noted that people with strong intrinsic religiosity do not involve in the non-volitional, unfair or unethical acts (Wagner & Sanders, 2001).

The choice of buying socio-friendly products or services depends upon the influential role played by family, friends and religion (Murphy & Schlegelmilch, 2013). Socio-friendly products are little expensive than the routine products and therefore consumers were not willing to pay the associated higher prices (Tseng, 2016). Ultimately, adverse effects on the society can never get reduced. Many previous researches argued that there exists a close association between BFI and ethical

decision making buying and purchasing of marketer's offerings. Likewise, it is concluded from the past literature review that a close relationship exists between ethical decision making and personality traits (Marks & Mayo, 1991). Furthermore, personality, culture, rewards and orientation of value deemed important in influencing unethical decision making (Hegarty & Sims, 1978).

According to Green and Peloza (2011) it was assumed that consumer possess different CSRs while taking social, emotional and functional value of the product into account. Consumers tend to possess emotional value when they see that the company is involved in donation or charity based activities, though the extent of this value is lower than the value of the products performance. These values are termed as the fringe benefits and less likely to affect customers buying decisions. Consumers possess social value only when their interested companies are involved in socio-friendly activities, not termed to be significant while catering the value of product performance at the time of purchase and buy decisions on consumer end. The functional value is the most important and acts as an influencing factor in making consumers purchase decisions. According to the reported responses of the consumers, it is suggested that 60% of the consumers termed quality and price to be more important while making consumption, buying and purchase decisions. In an automobile firm, if the prices of the fuel is lower than it benefits the users as well as the firm in the longer run. Consequently, if the company makes nutritional and healthy type items for the consumption then customers will show trust and loyalty in buying the products of the organization here after. Thus, on the concluding note; if the consumers behave socially and ethically then CSR initiatives yield positive outcomes for the society and environment as a whole (Green & Peloza, 2011). Chiu, Lee and Chen (2014) studied environmental responsibility behavior of tourists. They argued that perception of tourists is a strong determinant of environmental responsibility behavior. The travelers' involvement and their satisfaction play a mediating role in environmental responsibility. They conducted a study on a sample of 328 tourists and studied the impact of tourists on environmental responsibility behavior in eco-site.

Green purchase or buying intention is new domain in the recent decade where one

has to involve in friendly doing thus maintaining a good environment as the result (Kanget al., 2012). In addition, the definition of this dependent variable would be defined as the green purchase intention as the inner or willing act of any individual to buy green products, and saying no to hazardous or conventional products that were creating problems for the environment as a whole (Aguinis & Glavas, 2012). Green purchase intentions of consumers would keep the environment friendly by maintaining a neat and clean environment around (Rupp, Williams, & Aguilera, 2011).

Green Information is of extreme importance in today's world. When the consumers see the hazardous effects of the conventional products on the environment and the society, they raise concern to make a purchase decision solely on the socio-friendly items (Jiang & Wong, 2016). Additionally, they are willing to push their marketers to make products that are contributing less harm to the environment (Jang, Kim, & Bonn, 2011).

Some companies are making products especially in the automobile industry, pollution free thus making a welfare economy in return (Kang et al., 2012). Similarly, organizations revolutionized themselves to avoid using non-disposal packing of majority of the products so that it becomes easy for the consumers to properly use the product by reducing environmental hazardous effects (Kim et al., 2012). Hybrid cars tend to be more social friendly and more expensive than less-green counterparts. Therefore, a similar measure is relevant to purchase intentions of hybrid cars. Although cardboard packaging is not a consideration for hybrid cars, unlike lower involvement products, a hybrid car is likely to involve greater search attributes by consumers. In addition, consumers may actively seek knowledge about companies to learn if they have reputation as polluters (Rhodes & Nigg, 2011). Therefore, a related behavior is the consumer's willingness to seek information about the environmental attributes of products they consider purchasing. Thus, the following hypotheses are formulated:

H₄₂ *CNSR has a significant positive influence on consumer's purchase intention regarding societal friendly products.*

H₄₃ *Consumer's intention to buy societal friendly products mediates the relationship between CNSR and consumer's buying behavior regarding societal friendly products.*

2.2.6.4 Consumer's Intention to buy Social Friendly Products

As intention is a psychological construct, it is dependent on a person's motivation to perform any certain action or behavior. Behavioral intention includes both the direction and intensity regarding any particular behavior. Direction is related to do or not to do any behavior, while intensity relates with effort and time a person can spend to do any certain task (Sheeran, 2002).

The extent of intention-behavior consistency is dependent upon type of behavior. Intention as predictor of behavior also depends whether the behavior is single action or a goal. Since goal is further dependent of actions thus it has been observed that intention is strong predictor of behavior when it is a single action (Sheeran & Orbell, 1999). A study was conducted to assess health related behavior; results showed that 43 % variance in behavior were explained by intention. Researchers further found that levels of planning influence the relation of intention and behavior (Norman & Conner, 2005). Other constructs of TBP also have significant relation with intention to perform any particular behavior. It has been proved that individuals who perceive higher subjective Norm, shows higher intention to perform any particular behavior (Ajzen, 1985). Similarly, Perceived behavioral control, a construct added in TBP to enhance implication of TRA, has positive and significant relation with intention. A person who has positive perceived behavioral control will show higher behavioral intention (Ajzen & Madden, 1986; Tan & Teo, 2000; Cheon, Crooks, & Song, 2012). Usage behavior regarding any system is influenced by a person's intention to use that particular system. Many studies confirmed the relationship between intention and usage behavior (Taylor & Todd, 1995).

Organizations are working on the fact that environment must need to be maintained healthy and pollution free, therefore they are focusing in the production of green items or products. The green product business is growing at a faster pace

in the consumer market, as it is the production of personal care products that are friendly towards environment or ecological constructs (Alexander & Ussher, 2012). With the advancement in the knowledge, marketers are able to understand the science behind eco-friendly environment and their consumer's perception. Additionally, they are trying to focus on the socio environment (Peloza, White, & Shang, 2013). However, little investigation has been performed within the context of clothing consumption, because the textile and apparel industry is an unfriendly environment field, also the size of the market is too, small (Yang et al., 2012).

Companies are now a day expressively working on the manufacturing of socio-friendly products while keeping the essential participant consumer into mind (Rupp, 2011). Hence, it is argued that it's not only the responsibility of the corporation to be socially responsible but consumers also. Consumers play an important role in influencing purchase decisions regarding products (Pentina & Amos, 2011). Green products are a new procurement side which is little costly as compared to conventional products, but pushes consumers to indulge themselves in this act thus creating socio-friendly environment (Tian et al., 2011). With the help of this purchase, not only company gets profitable but the societal and environmental are too profitable for the consumer's side (Vitell, 2015). Therefore, it is to be noted that, it's the responsibility of the consumers to indulge corporations in the act of producing green products, thus maintain smooth and efficient working of the environment, as a result, henceforth.

According to Chan (2001) and Beckford et al. (2010), green purchase intention is a significant predictor of green buying behavior which means that purchase intention positively affect the probability of a customer decision that he would buy green products. Straughan and Roberts (1999) argued that a person with positive ecological behavior would prefer to buy these green products more often, as the positive indication of one's behavior for environment would increase the likelihood to choose these products with greater frequency (Cornelissen et al., 2008). However, still there is a need that business personnel and government together take initiatives to educate and persuade people for green purchase decisions. Moreover, it is found that there is a positive relationship between environmental awareness,

attitude, decisions and finally participation (Haron et al., 2005; Fraj-Andrés & Martinez-Salinas, 2006; Yam-Tang & Chan, 1998). A study conducted by Polonsky (1995) concluded that consumer put too much responsibility on businesses and government agencies for safeguarding the environment and, they do not consider themselves as a part of this process, and are not very much devoted in this regard.

In green purchase consumer perform eco-friendly behavior to show their concern to environment (Chan, 2001). According to TPB, the collection of attitudes towards behavior, subjective norms, and perceived behavioral control lead to the establishment of intention therefore, marketers assume intention as antecedent of actual behavior. It is supposed that intentions essentially control the factors of motivation that influence behavior. Intentions are considered as indicators that show how much individuals are keen to try, or how much effort is going to be exercised in order to carry out behavior. If there is the stronger consumer intention to participate in a specific behavior, the more possibly an actual behavior would be executed (Kong et al., 2014). The purchase intention of green products is a significant predictor of green purchase behavior. It is revealed in the past studies that consumers with high level of environmental concern are more inclined to show positive behavior toward green products (Albayrak, Aksoy & Caber, 2013). Many researchers in the past have acknowledged various determinants of purchase intention.

Rizwan et al. (2013) carried out research study on the green purchase intentions. They involved various variables such as: green perceived risk, green perceived trust, green perceived value, green brand image, green awareness, green advertisement and green purchase intention. It is indicated from the findings that green perceived trust, green perceived value, green brand image, green awareness and green advertisement have significant positive effect on green purchase intention. Aman, Harun, & Hussein (2012) in their study examined the impact of environmental knowledge and green purchase intention concern on Sabahan consumers. Findings from the study indicated that concern of environment among consumers has significant influence on the green product purchase intention of consumers. It is further revealed that higher environmental concern level has positive impact

on attitude of consumers. Therefore, such attitude in consumers results in green product purchase intention. Moser (2015) conducted a research on thinking and buying green and drivers of green product purchasing behavior. Findings of the study showed that individual's ability to control their behavior has significant positive relationship with green product purchase intention. Chen and Lu (2016) carried out research on green purchase intention from the product knowledge perspective. The study examined the moderating effects on product knowledge on the association among green purchase attitude and green purchase intention, subjective norms, and green purchase intention. It is indicated in the results that perceived behavioral control, subjective norms, and green purchase attitudes have significant positive influence over green purchase intentions.

Green buying behavior according to McCarty and Shrum (2001) is engaging people in ecological behavior due to their desires of solving problems related to environment, in order to become role models and a self-belief that they can assist in safeguarding environment (Kianpour et al., 2014). Green buying behavior is viewed by Lee (2009) as an act of consuming products that are economized, environmental beneficial, and responding to environmental concerns (Sarumathi, 2014). Marketers in contemporary era bring forth the needs of customers at the center of marketing by placing requirements of consumers effectively in terms of environmental friendliness and social consciousness concepts, which are also considered as core green marketing concepts. Therefore, researchers adopted Maslow's hierarchy needs to sort out green needs of consumers (Ottoman, 2011; Martin & Schouten, 2012). Basic needs include clean water sources, organic food and healthy as well as safe living environment (Anh et al., 2017).

Various academic scholars and authors has classified green consumer behavior in to two groups; primary, the energy resource consumption reduction, which is to say limiting behaviors and secondly, environmental friendly purchasing decisions, which is to green purchase behavior. Curtailing behavior is private vehicles limiting, decrease in use of heating appliances, reducing use of water and energy sources. However, purchasing green products, purchasing energy saver light bulbs, buying eco-friendly vehicles are considered as green purchase behavior. Majority

of the green purchase behavior requires premium pricing, which leads to paying additional amount in short term. On the other hand, curtailing behavior do not necessitate paying additional amount, but it rather requires the personal habits modification (Shabani et al., 2013).

According to Wahid, Rahbar, & Shyan (2011), people are getting aware of environmental issues across the globe. It has been realized by present-day consumers that a huge impact is caused on environment due to their purchasing behavior. Hence, organizations in a rapid globalization process tend to be socially responsible by offering variety of eco-friendly products and services. Environmental knowledge or information is identified as one of the major determinant of green purchase behavior. A study conducted on green marketing and analyzing its impact on consumer buying behavior by Boztepe (2012) suggested that awareness regarding environment, features of green products, green product promotion activities, and green pricing strategies impact the consumers green purchasing behaviors in a positive way. Liebenberg (2015) carried out a study on identifying factors that influence green purchase behavior. Seven factors were identified as constructs of green purchase behavior: environmental awareness, environmental knowledge, environmental attitude, consumers' environmental beliefs, environmental concerns, environmental social consciousness, and consumers' purchasing intention. Findings of the study revealed that all of the seven identified factors significantly positive influence green purchase behavior of consumers.

Muzaffar (2015) in her study developed extended model of planned behavior theory to explore the green purchase behavior of Pakistani consumers. The study through TPB model has contributed to detailed and comprehensive understanding of environmentally conscious purchasing performance factors. It is revealed in the study that there is weak or no environmental knowledge which affects the formulation of intention but not actual green purchasing behavior. Gandhi and Kaushik (2012) conducted a study on green marketing by surveying consumer buying behavior regarding environmental friendly products in Gujrat, state of India. Age group, income group, occupation and qualification were taken into account to analyze the impact on green product purchase behavior. It is indicated in the study that green

purchase behavior is independent of occupation, qualification, income group and age group. Ali and Ahmed (2016) in his study incorporated gender influences on environmental friendly product purchase behavior. Results of the study indicated that male group comparatively to female group is much more motivated towards purchase of green products. A research conducted in Finland on consumer's buying behavior towards green packaging by Anh et al. (2017) with aim of investigating consumer behavior towards green packaging functions which included: protecting quality, promoting product, and availability. The study findings showed a positive assessment from respondents related to green packaging functions such as product quality protection, promotion of product and providing convenience of ecological packaging. Thus it is hypothesized that:

H₄₄ *PI has a significant positive influence on consumer's buying behavior regarding societal friendly products.*

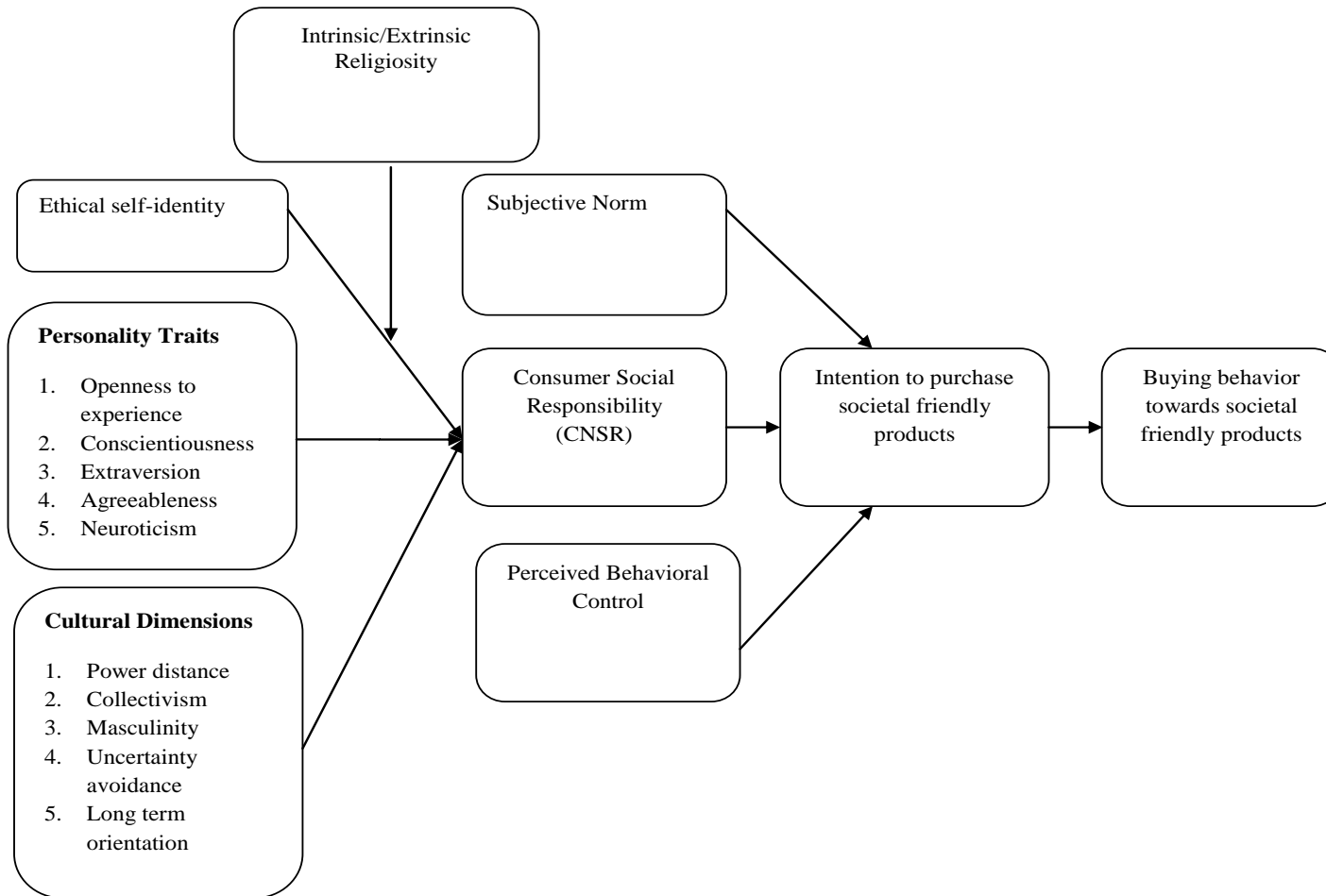


FIGURE 2.1: Conceptual framework

2.3 Hypotheses:

- H₁ *Ethical self-identity (SI) has a significant positive impact on CNSR.*
- H₂ *CNSR mediates the relationship between ESI and consumers intention to buy societal friendly products.*
- H₃ *CNSR and PI sequentially mediate the relationship between ESI and consumers buying behavior toward societal friendly products.*
- H₄ *Openness to experience has a significant positive impact on CNSR.*
- H₅ *CNSR mediates the relationship between Openness to experience and consumers intention to buy social friendly products.*
- H₆ *CNSR and PI sequentially mediate between Openness to experience and buying behavior toward societal friendly products.*
- H₇ *CON has a significant positive impact on CNSR.*
- H₈ *CNSR mediates the relationship between CON and consumers intention to buy societal friendly products.*
- H₉ *CNSR and purchase intention sequentially mediate between CON and buying behavior toward societal friendly products.*
- H₁₀ *EXT has a significant positive impact on CNSR.*
- H₁₁ *CNSR mediates the relationship between EXT and consumers intention to buy societal friendly products.*
- H₁₂ *CNSR and purchase intention sequentially mediate between EXT and buying behavior toward societal friendly products.*
- H₁₃ *AGR has a significant positive impact on CNSR.*
- H₁₄ *CNSR mediates the relationship between AGR and consumers intention to buy societal friendly products.*

- H₁₅ *CNSR and purchase intention sequentially mediate between AGR and buying behavior toward societal friendly products.*
- H₁₆ *NEU has a significant positive impact on CNSR.*
- H₁₇ *CNSR mediates the relationship between NEU and consumers intention to buy societal friendly products.*
- H₁₈ *CNSR and purchase intention sequentially mediate between NEU and buying behavior toward societal friendly products.*
- H₁₉ *The higher the PD the higher the CNSR.*
- H₂₀ *CNSR mediates the relationship between PD and consumers intention to buy societal friendly products.*
- H₂₁ *CNSR and PI sequentially mediate the relationship between Power distance and consumers buying behavior toward societal friendly products.*
- H₂₂ *The higher the COL the higher the CNSR.*
- H₂₃ *CNSR mediates the relationship between COL and consumers intention to buy societal friendly products.*
- H₂₄ *CNSR and PI sequentially mediate the relationship between COL and buying behavior toward societal friendly products.*
- H₂₅ *The higher the Femininity the higher the CNSR.*
- H₂₆ *CNSR mediates the relationship between MAS and consumers intention to buy societal friendly products.*
- H₂₇ *CNSR and PI sequentially mediate the relationship between MAS and consumers buying behavior toward societal friendly products.*
- H₂₈ *The higher the UA the higher the CNSR.*
- H₂₉ *CNSR mediates the relationship between UA and consumers intention to buy societal friendly products.*

- H₃₀ *CNSR and PI sequentially mediate the relationship between UA and buying behavior toward societal friendly products.*
- H₃₁ *The higher the LTO the higher CNSR.*
- H₃₂ *CNSR mediates the relationship between LTO and consumers intention to buy societal friendly products.*
- H₃₃ *CNSR and PI sequentially mediate the relationship between LTO and buying behavior.*
- H₃₄ *Intrinsic religiosity (IR) strengthens the relationship between ESI and CNSR.*
- H₃₅ *If IR moderates the relationship between ESI and CNSR then CNSR mediates the relationship between ESI and PI toward societal friendly products.*
- H₃₆ *Extrinsic religiosity (ER) weakens the relationship between ESI and CNSR.*
- H₃₇ *If ER moderates the relationship between ESI and CNSR then CNSR mediates the relationship between ESI and PI toward societal friendly products.*
- H₃₈ *SN has a significant positive influence on consumers intention to buy societal friendly products.*
- H₃₉ *Consumers intention to buy mediates the relationship between subjective norm and buying behavior of social friendly products.*
- H₄₀ *PBC has a significant positive influence on consumers intention to buy societal friendly products.*
- H₄₁ *Consumers intention to buy mediates the relationship between PBC and buying behavior of societal friendly products.*
- H₄₂ *CNSR has a significant positive influence on consumers purchase intention regarding societal friendly products.*

H₄₃ *Consumers intention to buy societal friendly products mediates the relationship between CNSR and consumers buying behavior regarding societal friendly products.*

H₄₄ *PI has a significant positive influence on consumers buying behavior regarding societal friendly products.*

Chapter 3

Research Methodology

3.1 Study-I: Scale Development of CNSR

3.1.1 The Process of Scale Development

In scale development process, few steps were involved. The process to develop scale was reviewed in the past researches. Later on a pilot testing was conducted to test the model. A sample of 234 consumers was used for the validation of measurement model.

3.1.1.1 Step-1: Item generation

There are 2 ways of item generation; inductively and deductively. The inductive methods of item generation is used when items of a construct are developed first and then on the basis of items, the scale is derived. The deductive method starts from theoretical definition of the construct. Both of the methods are widely used in behavioral studies (Bass & Avoilio, 1994; Netemeyer, Bearden, & Sharma, 2003). Since the construct under examination had little theory available and less was explored previously. Thus both methods were used for generation of items (Bass, 1985). We asked 18 industry experts on the subject area who were holding Masters' degrees, aged from 34 to 57, among which 87% were males and 13% were females working in different positions of CSR related positions such as HSE

Manager, Social Responsibility specialist, program manager, senior analyst, and corporate responsibility associate working in different corporate and development sector. The experts were asked to describe their feelings about CNSR. On the basis of experts' responses and available literature, 137 items were generated. The items were classified into five major dimensions: Society, consumers, environment, community, and state.

On the basis of experts' opinion and the available literature on the related constructs such as socially conscious consumers, environmentally responsible consumer behavior, environmental concerns, CSR, consumer conscious index were studied to supplement the pool of items, 22 university graduates deductively classified 137 items into five major dimensions. After performing content analysis, 63 items were pooled in first version of CNSR. There is no rule of retaining the number of items however it is suggested that 3-4 items are good to retain in each scale for good internal consistency (Thurstone, 1947). Research avoided double barreled and reverse questions to avoid confusions as reverse questions may affect psychometric properties of questions and former should address single aspect under study.

3.1.1.2 Step-2: Assessment of Content Adequacy

An assessment of content adequacy was done to evaluate five dimensions of CNSR comprised of 63 items proposed to measure CNSR. A sample of 43 post graduate students of SZABIST Islamabad Campus, National Defense University, Islamabad, Riphah International University, and CUST Islamabad were asked to assess the content. All of the graduates were post graduate students with various industrial backgrounds with average work experience of 3.5 years. The average age of students was 31 with 26% females. It took 20 minutes to complete the questionnaire which was administered during class breaks. A briefing session was carried out before content assessment. Students were given the definition of CNSR and all five dimensions and they were asked to check the content validity as to judge the items "7-very relatable," "3-somewhat relatable" and "1-not relatable". This process reduced items to 38. Lastly, the pool of items was presented to 3 CSR managers, 4

business professors, and three marketing research experts with average age of 34, post graduates with 91% males. This resulted in deletion and rephrasing of few items with a final pool of 17 items. None of the item was related to fifth dimension which was state, thus it was dropped at this stage based on the opinion of experts and students as they felt that consumers do not have any responsibility toward state thus a four dimensional scale of CNSR should be tested further.

3.1.1.3 Step-3: Administration of Questionnaire

The items which were retained were presented to a sample with objective of examining the psychometric properties of a new scale. A seven point likert scale is suggested to measure a new scale as it create more variance which is requisite for establishing inter item consistency (Lissitz & Gree, 1975). For sample adequacy, it is suggested that 1:10 is suitable for new factors to be analyzed. Moreover, a sample size of 150 is sufficient for exploratory factor analysis (Bollen, 1998). A sample size of 230 was used to run EFA for CNSR because a sample size of 200 is considered good as it improves the statistical and practical significance.

3.1.1.4 Step-4: Factor Analysis

Researchers recommended pilot testing as it helps in reducing the number of generated items by altering or deleting that do not fulfill psychometric criteria. A sample of 230 consumers was evaluated based on 17 items exploring CNSR. To identify the latent dimensions, EFA was performed using Principal Component analysis (PCA) and Varimax with Kaiser Normalization rotation. Principal component analysis was used as extraction method to identify factors with high loading. After running this complete procedure, items were labeled and interpreted which were tested by using confirmatory factor analysis (Williams & Brown, 2012). PCA maximizes the variance amount which is accounted for in observed variables by a small group of variables called components (O'Rourke, Hatcher, & Stepanski, 2005). The KMO measure of sampling adequacy was .891 which is greater than .8 and shows that matrix of correlation is appropriate for PCA (Hair et al. 2012).

The four factor structure of square sum of squared loading accounted for 60.5% of the explained with Eigenvalues 1 and greater than 1. Later on, 7 factors were dropped after running CFA on a sample of 613 due to weak loadings $<.3$ and cross loadings. The remaining 10 factors were conferred with experts to ensure that deleting items did not affect face and content validity.

3.1.1.4.1 Exploratory Factor Analysis

The exploratory factor analysis was used to explore the number and nature without any prior expectations about the direction or the numbers of factors. Thus it allows to explore the dimensions of a variable for the purpose of theory generation (Thompson, 2004). Since EFA is a complex statistical approach therefore it involves the sequence and linear analysis which involves fine major steps (Thompson, 2004; Pallant, 2007; Pett et al., 2003). For the precision and clear decision, a five step analysis of EFA is suggested which involves:

1. Suitability of data for analysis
2. Method of factors' extraction
3. Criteria to determine factor extraction
4. Rotational method
5. Interpretation of factors and labeling

3.1.1.4.2 Suitability of Data for Analysis

The sample size is one of the critical factor in EFA as different researchers offer different opinions regarding sample size to run EFA. Generally, the rule of thumb is 200 is considered a fair sample size. It is advised that sample size should be greater than 100 and 300 is considered a good sample size, 500 very good and 1000 is considered excellent (Comrey, 1973). Researchers also believe that such

number of sample size can be misleading as the sample size may vary according to the complexity of dynamics of factors. Thus sample size can also be 50 in case of complexity of factors' dynamics (Sapnas & Zeller, 2002).

Sample to variable ratio also provide guidance regarding number of participants required against each variable. The variation exist against the ratio of sample to variable, however rule of thumb is 10:1 as good sample to variable ratio.

Before running the factor extraction, it is important to evaluate if the respondent's data is suitable to run the factor analysis. The tests such as Kaiser-Meyer-Olkin (KMO) Measure of Sampling adequacy is used to test the sampling adequacy the range of KMO index is 0-1 and the suitable level for factor analysis is ($p < .05$). The following table shows that p value is significant at .000 with KMO measure of sampling adequacy .891. The values shows the respondent data is good to run the factor analysis.

TABLE 3.1: KMO and Bartlett's Test

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. 0.891 | | |
|---|--------------------|---------|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1582.38 |
| | df | 136 |
| | Sig. | 0 |

Correlation matrix is used in EFA to assess the relationship between individual variables which is dominantly used by investigators (Henson & Roberst, 2006). It is termed as Factorability of R which should be minimum .30. The value indicates that each factor accounts for 30% relationship within the data. The following table of correlation matrix indicates that each factor has a good and significant relationship within the data. The value of determinant should be .0001 to accept the correlation matrix and if it is greater it means that multicollinearity exist. The determinate is .001 which shows that there is no issue of multicollinearity.

3.1.1.4.3 Method of Factors Extraction

TABLE 3.2: Correlation Matrix*

| | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 | Q16 | Q17 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|
| Q1 | 1 | | | | | | | | | | | | | | | | |
| Q2 | 0.4 | 1 | | | | | | | | | | | | | | | |
| Q3 | 0.4 | 0.1 | 1 | | | | | | | | | | | | | | |
| Q4 | 0.4 | 0.3 | 0.4 | 1 | | | | | | | | | | | | | |
| Q5 | 0.3 | 0.3 | 0.1 | 0.1 | 1 | | | | | | | | | | | | |
| Q6 | 0.3 | 0.5 | 0.1 | 0.2 | 0.1 | 1 | | | | | | | | | | | |
| Q7 | 0.2 | 0.1 | 0.4 | 0.5 | 0.1 | 0 | 1 | | | | | | | | | | |
| Q8 | 0.5 | 0.2 | 0.5 | 0.5 | 0.3 | 0.2 | 0.5 | 1 | | | | | | | | | |
| Q9 | 0.7 | 0.4 | 0.4 | 0.4 | 0.3 | 0.3 | 0.3 | 0.6 | 1 | | | | | | | | |
| Q10 | 0.3 | 0.3 | 0.2 | 0.2 | 0.2 | 0.3 | 0.1 | 0.4 | 0.4 | 1 | | | | | | | |
| Q11 | 0.4 | 0.1 | 0.5 | 0.4 | 0.4 | 0.1 | 0.4 | 0.5 | 0.4 | 0.3 | 1 | | | | | | |
| Q12 | 0.4 | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.3 | 0.3 | 0.1 | 0.2 | 1 | | | | | |
| Q13 | 0.5 | 0.1 | 0.4 | 0.3 | 0.3 | 0.2 | 0.3 | 0.6 | 0.5 | 0.3 | 0.4 | 0.3 | 1 | | | | |
| Q14 | 0.3 | 0.2 | 0.1 | 0.2 | 0.4 | 0.2 | 0.2 | 0.4 | 0.4 | 0.4 | 0.4 | 0.3 | 0.4 | 1 | | | |
| Q15 | 0.5 | 0.3 | 0.4 | 0.3 | 0.2 | 0.1 | 0.2 | 0.3 | 0.4 | 0.3 | 0.3 | 0.2 | 0.4 | 0.3 | 1 | | |
| Q16 | 0.4 | 0.1 | 0.2 | 0.2 | 0.2 | 0.1 | 0.3 | 0.6 | 0.4 | 0.3 | 0.5 | 0.3 | 0.5 | 0.6 | 0.4 | 1 | |
| Q17 | 0.5 | 0.3 | 0.4 | 0.4 | 0.2 | 0.3 | 0.3 | 0.7 | 0.4 | 0.4 | 0.4 | 0.3 | 0.6 | 0.6 | 0.4 | 0.57 | 1 |

*Determinant = .001

The purpose of factor extraction is to divide the factors loadings across the factors instead of having very high loading of factors on one factor and remaining are small. Another purpose is to simplify the structure of factors for a group of items (Thompson, 2004). The most dominant and suggested method for factor extraction is Principal Component Analysis (PCA) due to its wide application (Pett et al., 2003)

The table 3.3 indicated that initially we assume that 100% variance is same, the data showed that 75% is common with other questions and remaining is unique. EFA is run on the basis of how much variance is common with remaining items as estimation is done on shared variance. The principal component analysis was used for factor extraction.

TABLE 3.3: Communalities

| | Initial Extraction | |
|---|---------------------------|-------|
| I'd buy positively endorsed products which improve societal image. | 1 | 0.755 |
| I feel its my moral duty to appreciate products which take care consumer rights. | 1 | 0.683 |
| I like buying products which contribute to economic development. | 1 | 0.61 |
| I would prefer buying from companies that create employment opportunities for people. | 1 | 0.61 |
| I would love to buy products that cause less harm to society. | 1 | 0.361 |
| I would favour products that label products properly. | 1 | 0.674 |
| I would not buy products which harm the societal norms, values, and customs. | 1 | 0.555 |
| I would love if buying any product result in donating a portion for the welfare of community. | 1 | 0.711 |
| I would like buying products of companies involved in spreading education. | 1 | 0.653 |
| I would love buying products of companies which implement fair product and price practices. | 1 | 0.625 |
| I would love buying products of companies involved in using indigenous resources. | 1 | 0.516 |
| I prefer products of those companies working for disable people. | 1 | 0.624 |
| I like to reduce household waste. | 1 | 0.51 |
| I like to participate in environmental programs. | 1 | 0.69 |
| I would make conscious efforts to buy products made from recycled paper. | 1 | 0.347 |
| I would prefer buying low-phosphate detergents. | 1 | 0.711 |
| I would deliberately buy products packed in reusable material. | 1 | 0.665 |
| Extraction Method: Principal Component Analysis. | | |

3.1.1.4.4 Criteria to Determine Factor Extraction

The purpose of data extraction is to minimize the number of items into factors. Researchers has suggested to use multiple criteria for factor extraction such as Eigenvalue >1 and scree plot (Thompson & Daniel, 1996). Hair et al. (1995) suggested that factors should be stopped when Eigenvalue started decreasing from

1. Table 3.4 shows that four factors explain 60% of the variance with Eigenvalue > 1 .

TABLE 3.4: Communalities

| Comp. | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-------|---------------------|---------------|--------------|-------------------------------------|-----------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Var. | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 6.29 | 37.04 | 37.04 | 6.2 | 37 | 37.04 | 3 | 18.1 | 18.1 |
| 2 | 1.64 | 9.6 | 46.7 | 1.6 | 9.6 | 46.74 | 3 | 17.6 | 35.8 |
| 3 | 1.33 | 7.8 | 54.6 | 1.3 | 7.8 | 54.61 | 2.1 | 12.6 | 48.5 |
| 4 | 1.01 | 5.9 | 60.5 | 1 | 5.9 | 60.58 | 2 | 12 | 60.5 |
| 5 | 0.867 | 5.099 | 65.683 | | | | | | |
| 6 | 0.835 | 4.914 | 70.597 | | | | | | |
| 7 | 0.709 | 4.171 | 74.767 | | | | | | |
| 8 | 0.666 | 3.916 | 78.684 | | | | | | |
| 9 | 0.598 | 3.517 | 82.2 | | | | | | |
| 10 | 0.531 | 3.124 | 85.324 | | | | | | |
| 11 | 0.496 | 2.915 | 88.24 | | | | | | |
| 12 | 0.446 | 2.623 | 90.863 | | | | | | |
| 13 | 0.384 | 2.258 | 93.121 | | | | | | |
| 14 | 0.329 | 1.938 | 95.059 | | | | | | |
| 15 | 0.314 | 1.845 | 96.905 | | | | | | |
| 16 | 0.281 | 1.651 | 98.556 | | | | | | |
| 17 | 0.245 | 1.444 | 100 | | | | | | |

Extraction Method: Principal Component Analysis.

Scree plots is widely used method to extract factors which is yet subjective in nature. The points which are above break or debris showed the factors that should be retained. Figure 3.1 indicated that 4 factors should be retained which explains the maximum number of variance.

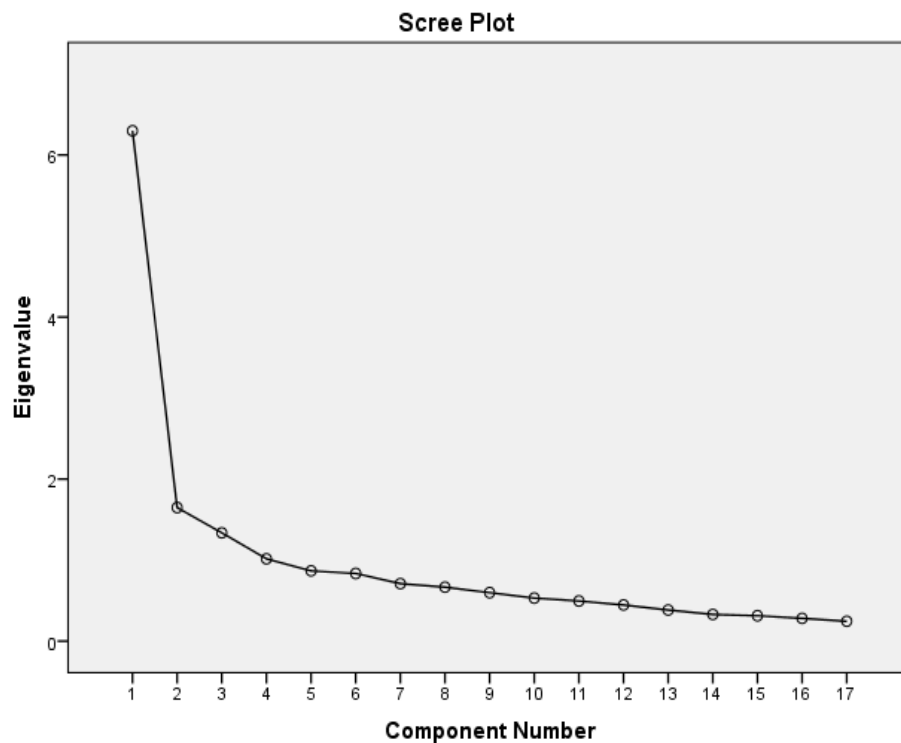


FIGURE 3.1: Scree Plot

3.1.1.4.5 Selection of Rotation Method

The table shows that initially the maximum number of factors are loaded on first components and few are loaded on second component while only one factor is loaded on fourth component. To solve this problem, researcher has suggested different types of rotations. Rotations provide more simplified solution which can be interpreted by maximizing high item loadings and minimizing low loadings of items. Regardless of the rotation method used, the objective is to provide easy interpretation of results which produce parsimonious solution (Thompson, 2004).

TABLE 3.5: Component Matrix^a

| | Component | | | |
|---|-----------|------|---|------|
| | 1 | 2 | 3 | 4 |
| I'd buy positively endorsed products which improve societal image. | 0.74 | | | |
| I feel its my moral duty to appreciate products which take care consumer rights. | | 0.66 | | |
| I like buying products which contribute to economic development. | 0.56 | | | |
| I would prefer buying from companies that create employment opportunities for people. | 0.57 | | | |
| I would love to buy products that cause less harm to society. | 0.43 | | | |
| I would favour products that label products properly. | | 0.64 | | |
| I would not buy products which harm the societal norms, values, and customs. | 0.49 | | | |
| I would love if buying any product result in donating a portion for the welfare of community. | 0.81 | | | |
| I would like buying products of companies involved in spreading education. | 0.76 | | | |
| I would love buying products of companies which implement fair product and price practices. | 0.53 | | | |
| I would love buying products of companies involved in using indigenous resources. | 0.64 | | | |
| I prefer products of those companies working for disable people. | | | | 0.56 |
| I like to reduce household waste. | 0.69 | | | |
| I like to participate in environmental programs. | 0.63 | | | |
| I would make conscious efforts to buy products made from recycled paper. | 0.58 | | | |
| I would prefer buying low-phosphate detergents. | 0.65 | | | |
| I would deliberately buy products packed in reusable material. | 0.8 | | | |
| Extraction Method: Principal Component Analysis. | | | | |
| a. 4 components extracted. | | | | |

The researcher has used Varimax with Kaiser Normalization method of factor extraction. After using the method, the factors are loaded across the components. It provides a best fit both conceptually and intuitively.

TABLE 3.6: Rotated Component Matrix^a

| | Component | | | |
|---|-----------|------|------|------|
| | 1 | 2 | 3 | 4 |
| Id buy positively endorsed products which improve societal image. | | | 0.69 | |
| I feel its my moral duty to appreciate products which take care consumer rights. | | | | 0.77 |
| I like buying products which contribute to economic development. | 0.77 | | | |
| I would prefer buying from companies that create employment opportunities for people. | 0.74 | | | |
| I would love to buy products that cause less harm to society. | | | 0.51 | |
| I would favour products that label products properly. | | | | 0.82 |
| I would not buy products which harm the societal norms, values, and customs. | 0.71 | | | |
| I would love if buying any product result in donating a portion for the welfare of community. | 0.6 | | | |
| I would like buying products of companies involved in spreading education. | | | 0.49 | |
| I would love buying products of companies which implement fair product and price practices. | | | | 0.55 |
| I would love buying products of companies involved in using indigenous resources. | 0.51 | | | |
| I prefer products of those companies working for disable people. | | | 0.77 | |
| I like to reduce household waste. | | 0.48 | | |
| I like to participate in environmental programs. | | 0.77 | | |
| I would make conscious efforts to buy products made from recycled paper. | | 0.34 | | |
| I would prefer buying low-phosphate detergents. | | 0.79 | | |
| I would deliberately buy products packed in reusable material. | | 0.61 | | |
| Extraction Method: Principal Component Analysis. | | | | |
| Rotation Method: Varimax with Kaiser Normalization. | | | | |
| a. Rotation converged in 6 iterations. | | | | |

3.1.1.4.6 Interpretation of Factors and Labeling

In this section, factors which were loaded on each component are themed and labelled. The table 3.7 shows the factors with name of each component.

TABLE 3.7: Rotated Component Matrix^a

| | Component | | | |
|---|-----------|-------------|---------|----------|
| | Community | Environment | Society | Customer |
| I like buying products which contribute to economic development. | 0.769 | | | |
| I would prefer buying from companies that create employment opportunities for people. | 0.737 | | | |
| I would not buy products which harm the societal norms, values, and customs. | 0.707 | | | |
| I would love if buying any product result in donating a portion for the welfare of community. | 0.599 | | | |
| I would love buying products of companies involved in using indigenous resources. | 0.512 | | | |
| I like to reduce household waste. | | 0.483 | | |
| I like to participate in environmental programs. | | 0.773 | | |
| I would make conscious efforts to buy products made from recycled paper. | | 0.341 | | |
| I would prefer buying low-phosphate detergents. | | 0.794 | | |
| I would deliberately buy products packed in reusable material. | | 0.608 | | |
| Id buy positively endorsed products which improve societal image. | | | 0.686 | |
| I would love to buy products that cause less harm to society. | | | 0.508 | |
| I would like buying products of companies involved in spreading education. | | | 0.487 | |
| I prefer products of those companies working for disable people. | | | 0.773 | |
| I feel its my moral duty to appreciate products which take care consumer rights. | | | | 0.766 |
| I would favour products that label products properly. | | | | 0.816 |
| I would love buying products of companies which implement fair product and price practices. | | | | 0.546 |

3.1.1.5 Step-5: Internal Consistency of Items

Cronbach alpha measures the internal consistency of items which shows how closely a set of items are related in a group (Cortina, 1993). Table shows the values of Cronbach alpha, all the below listed values meet the threshold level of Cronbach Alpha reliability which are considered adequate by Nunnally (1978) for reliability of scale. After confirmatory analysis, some of the items were removed which were causing problems in model fit.

TABLE 3.8: Cronbach's Alpha

| Latent Variables | Number of Items | Cronbach Alpha Coefficient | Items Removed | Revised Cronbach Alpha Coefficient |
|------------------|-----------------|----------------------------|---------------|------------------------------------|
| Community | 5 | 0.821 | 4 | 0.857 |
| Environment | 5 | 0.712 | 2 | 0.781 |
| Society | 4 | 0.813 | 2 | 0.88 |
| Customer | 3 | 0.821 | 2 | 0.851 |

3.1.1.6 Step-6: Validity

Validity is defined as whether test measures what it is purports to measure. Thus it is considered most important criteria for the quality and soundness of a test (Sekaran, 2006). If the measurement scale is not valid then the accuracy and interpretation of the data is challenged (Kline, 2005). Thus, convergent, discriminant validity and content validity tests are used to check validity of the scale. The AVE of CNSR is .77 which is adequate and composite reliability is .94.

In this measurement model, CNSR were waswith four dimensions. In the following table the values of hypothesized and revised items were included. There were 17 items but few items were deleted due to cross loadings and after deletion of 7 items with weak loadings, 10 items improved the model fit indices were improved.

TABLE 3.9: Confirmatory Factor Analysis

| Observed Variables | Standardized Regression Weights (R2) | Revised Standardized Regression Weights (R2) | Squared Multiple Correlation (SMC) | Revised Squared Multiple Correlation (SMC) |
|--------------------|--------------------------------------|--|------------------------------------|--|
| CNSR1 | 0.848 | 0.851 | 0.72 | 0.725 |
| CNSR2 | 0.862 | 0.861 | 0.743 | 0.742 |
| CNSR3 | 0.799 | 0.797 | 0.638 | 0.635 |
| CNSR4 | 0.771 | 0.771 | 0.594 | 0.594 |
| CNSR5 | 0.133 | - | 0.018 | - |
| CNSR6 | 0.546 | - | 0.298 | - |
| CNSR7 | 0.607 | 0.608 | 0.368 | 0.369 |
| CNSR8 | 0.508 | - | 0.258 | - |
| CNSR9 | 0.742 | 0.737 | 0.551 | 0.543 |
| CNSR10 | 0.392 | - | 0.154 | - |
| CNSR11 | 0.745 | 0.747 | 0.556 | 0.558 |
| CNSR12 | 0.348 | - | 0.121 | - |
| CNSR13 | 0.599 | - | 0.359 | - |
| CNSR14 | 0.741 | 0.742 | 0.549 | 0.551 |
| CNSR15 | 0.809 | 0.81 | 0.654 | 0.656 |
| CNSR16 | 0.638 | 0.645 | 0.407 | 0.417 |
| CNSR17 | 0.62 | - | 0.385 | - |

3.2 Study-II:

3.2.1 Measures

3.2.1.1 Ethical Self-Identity:

The ethical self-identity was measured by using 2 item scales of Shaw and Shiu (2003). The five point likert scale was used ranging from 1=Strongly disagree (SD) AND 5=Strongly agree (SA).

TABLE 3.10: Scale for ESI

| Variable | Items |
|----------|---|
| ESI1 | I think of myself as someone who is concerned about ethical issues. |
| ESI2 | I think of myself as an ethical consumer |

3.2.1.2 Personality Traits:

The scale of personality having 44 items was adopted from John & Srivastava (1999). The shorter version of Big Five Inventory 15 was used which reduced to the following items after CFA. It was comprehensive scale which measured by using five point likert scale.

TABLE 3.11: Scale for Personality Traits

| Variable | Items |
|----------|--|
| OPN1 | I see myself someone who has artistic interests. |
| OPN2 | I see myself someone who is original |
| CON1 | I see myself someone who does a thorough job. |
| CON2 | I see myself someone who is efficient. |
| EXT1 | I see myself someone who is reserved. |
| EXT2 | I see myself someone who is outgoing, socialable. |
| EXT3 | I see myself someone who is communicative. |
| AGR1 | I see myself someone who is rude. |
| AGR2 | I see myself someone who is forgiving. |
| AGR3 | I see myself someone who is kind. |
| NEU1 | I see myself someone who is relaxed, handle stress well. |
| NEU2 | I see myself someone who gets nervous easily. |
| NEU3 | I see myself someone who gets worried. |

3.2.1.3 Cultural Dimensions:

Hofstede's (1997) scale of cultural dimension was used to measure cultural values including individualism/collectivism, masculine/feminine, power distance, long term/short term orientation, uncertainty avoidance by using five point likert scale.

TABLE 3.12: Scale of Cultural Dimensions

| Variable | Items |
|----------|--|
| PD1 | Inequalities among people are both expected and desired. |
| PD2 | Less powerful people should be dependent on the more powerful. |
| PD3 | There should be, and there is to some extent, interdependencies between less and more powerful people. |
| COL1 | Everyone grows up to look after him/herself and his/her immediate family only. |
| COL2 | People are identified independently of the groups they belong to. |
| COL3 | An extended family member should be protected by other member in exchange for loyalty. |
| COL4 | People are identified by their position in the social networks to which they belong. |
| MAS1 | Money and material things are important. |
| MAS2 | Men are supposed to be assertive, ambitious, and tough. |
| MAS3 | Both men and woman are allowed to be tender and to be concerned with relationships. |
| UA1 | High stress and subjective feeling of anxiety are frequent among people. |
| UA2 | Uncertainty is a normal feature of life and each day is accepted as it comes. |
| UA3 | Emotions should not be shown. |
| LTO1 | Ordering relationships by status and observing this order is important in the society. |
| LTO2 | Thrift is important in the society. |
| LTO3 | Persistence is important in the society. |
| LTO4 | Having a sense of shame is important in the society. |

3.2.1.4 Religiosity

Scale of Religiosity (Gorsuch and McPherson, 1989) was used to measure intrinsic and extrinsic religiosity of the customer.

3.2.1.5 Subjective Norm and Perceived Behavioral Control:

Subjective norm and perceived behavioral control were measured by using the tool developed by Ajzen and Madden (1986).

TABLE 3.13: Scale of Religiosity

| Variable | Items |
|------------|---|
| IR1 | I consider myself to be a religious person. |
| IR2 | Although I believe in my religion, many other things are more important in my life. |
| IR3 | Real religiosity is in the heart and not in mere rituals. |
| IR4 | It doesnt matter much what I believe so long as I am good. |
| IR5 | My whole approach to life is based on my religion. |
| ER1 | I like to worship and pray with others. |
| ER2 | I attend religious services/meetings/lectures or study circles regularly. |
| ER3 | Being with other people who share my religious views is important to me. |
| ER4 | My friends and I often talk about religious matters. |
| ER5 | Most of my best friends are religious. |

TABLE 3.14: Scale of SN and PBC

| Variable | Items |
|-------------|--|
| SN1 | My family thinks that I should purchase social/environment friendly products rather than normal products. |
| SN2 | My close friends think that I should purchase social/environment products rather than normal products. |
| SN3 | Most people who are important to me think I should purchase social/environment products rather than normal products. |
| PBC1 | I see myself as capable of purchasing social/environment products in future. |
| PBC2 | I have resources, time and willingness to purchase social/environment products. |

3.2.1.6 Intention and Buying Behavior of Societal Friendly Products:

Intention of customers and their buying behavior regarding societal friendly products were measured by using tool developed by Chan and Lau (2000).

This study adapted a recent approach of time lag to collect data. Five time lags were used to collect data in the present study.

TABLE 3.15: Scale of intention and buying behavior

| Variable | Items |
|------------|--|
| PI1 | I would buy social/environment products in order to save money. |
| PI2 | I will consider to purchase the social/environment products. |
| PI3 | I will definitely consider buying a social/environment product. |
| BH1 | I often buy social/environment products. |
| BH2 | I often buy products that are labeled as socially/environmentally safe |
| BH3 | I often buy products that contain no or fewer chemical Ingredients. |
| BH4 | I often buy products that support fair community trades. |
| BH5 | I often buy products that use recycled/ recyclable Packaging. |

3.2.2 Time lag 01:

In T1, data of ESI, personality, and culture was collected from the graduate students who mostly attend evening classes as they were having awareness about environment and social friendly products. The participants were briefly interviewed to know if they have awareness about societal friendly products. The graduates of the SZABIST Islamabad Campus, National Defense University, Islamabad, Riphah International University, and CUST Islamabad were requested to participate. Graduates were briefed verbally and in written form as well about the purpose of the questionnaire and the time lags in which data would be collected. The first time lag started in the first week of February, 2017 in which registered students of executive programs participated who had their registration numbers. Three last digits of registration numbers were retained as same graduated would fill questionnaire in time lag 02. The percentage of male respondents was 65% with 84% master degree holders.

3.2.3 Time lag 02:

In T2, the data of consumer religiosity, subjective norm and perceived behavioral control was collected from the respondents who filled questionnaire in time lag 01. Questionnaire was distributed with last three digits of registration numbers in May, 2017. The average of male respondents was 68 and more than 80% were

having their Masters' degree whereas they were also serving in different industries from 4-7 years. All the respondents were representing different provinces as in all the above mentioned universities, there is huge cultural diversity and students come from all over the Pakistan.

3.2.4 Time lag 03:

Whereas, third time lag was used to collect data of new scale which was consumer social responsibility. The data was collected in mid of September, 2017 and this was one the amazing, interactive and interesting session with highest response rate of 87%.

3.2.5 Time lag 04:

The data of consumer's intention to buy was collected in time lag 04 as a time laps should be there to measure intention of the customers and then the buying behavior to see if the responses are consistent with previous time lags or not. The data was collected in the end of October, 2017. This was the most challenging phase since the students who participated in time lag 01 were reduced to 643.

3.2.6 Time lag 05:

The questionnaire of actual buying behavior was filled in mid of November, 2018. Since this was the last time lag, 621 responses were received despite of having 90% attendance in the classes.

The data collection was completed in mid of November and till the end of November, researcher was done with data treatment, analysis and its interpretation. There was minimal interference of the researcher and therefore a total of 920 questionnaires were administrated personally and directly to the consumers. After treating partially filled, no filled (students who were either absent or could not participate as they were late), 613 responses were entered for data analysis. Along with the constructed questionnaire, cover letter was also attached displaying the

purpose of the study as well as the researcher's contact details in case of any query or questionnaire, respectively. The questionnaire was designed in such a way that it was easy for the consumers to fill and as a result generate honest and truthful response. This kind of response helped to analyze the proposed relationships appropriately and efficiently. According to Sekaran (2006) the questionnaire mode is termed as the most efficient way of collecting data.

Due to time constraints and to complete the responses, personally administrated questionnaire were used which were collected from SZABIST Islamabad Campus, National Defense University, Islamabad, Riphah International University, and CUST Islamabad, Pakistan. To make a quick and appropriate decision, close ended questionnaire were used as it saves respondent as well as researchers' time of obtaining the response by just selecting a particular given option efficiently (Sekaran, 2006). To generate the true and honest responses from the consumers their anonymity and secrecy of the information was fully ensured.

3.2.7 Population and Sample

Due to the increased environmental concerns of stakeholders as well as the regulatory authorities, it was noted that many companies in Pakistan are putting their efforts towards the marketing and production of societal friendly products. The population frame of the study is the consumers who are aware of the need to buy societal friendly products and are socially responsible. Therefore, the contemporary study focused on few societal friendly products available in Pakistan and are known to the consumers. Following is the list:

1. Clothes made from recycled fabric
2. Biodegradable Sneakers
3. Reusable Coffee Cups
4. Stainless Steel Drink Bottles
5. Drink Bottle Jackets

6. Recycled Toilet Tissue
7. Reusable Organic Cotton Napkins
8. Biodegradable / Disposable Waste Bag
9. Reusable Sandwich Wraps
10. Wall Clock Made From Recycled Detergent Bottles
11. Fair Trade Organic Towels
12. Ballpoint Pens Made From Recycled Water Bottles
13. Organic Pillowcases
14. Recycled Paper
15. Eco Friendly Decking
16. Recycled Floor Mats
17. 100% Recycled Aluminum Foil
18. Recycled Handle Toothbrush
19. Guitar Strap Made From a Recycled Seatbelt
20. Reusable Baby Food Pouch
21. Eco Touch Screen Computer
22. Eco Laptop
23. Eco Computer Accessories
24. Toys Made From Recycled Milk Jug
25. LED Bulbs
26. Eco Flow Low-Flow Shower Head
27. Biodegradable Garden Pots

28. Compostable Cutlery (Forks, Spoons, Knives and Tasters)
29. Vortex's Rechargeable Crank Flashlight
30. Compostable Party Plates
31. Compostable Bowls
32. The Natural — Eco-Friendly Umbrella
33. Travel Kit Made From Recycled Bike Tubes
34. Wooden Watches
35. Wooden Sunglasses
36. Smartphone with Environment and Social Responsibility Credits
37. Bamboo made Phone Speakers
38. Phone's Backs Made From Discarded Skateboards
39. Reusable Produce Bags (8 Pack)
40. Solar Powered Grill
41. Solar Powered Lawn Mower
42. Portable Solar Charging Station

The present study has used two data sets for the analysis. One data set, with sample size of 234, was used for EFA, however the second data set, consisting the sample size of 613, was used for CFA and path analysis of the complete study. Researcher suggest using different data set for CFA and EFA to avoid methodological issues (Green et al., 2016).

According to Sekaran (2006), it is noted that the sample size for any particular study to carried on should be greater than 30 but lesser than 500 is termed as appropriate and suitable to give accurate results or outcome for any proposed construct constructed under examination. Therefore, the sample size for the present

study was 700 consumer' mainly the students of university level as they were well conscious, aware and responsive towards products which are environmental friendly. The total responses were 613 after treating the missing or partially filled questionnaire with response rate of 87% which was high due to time lag study. The unit of analysis is individuals. whereas, the mix methods such as qualitative and quantitative research types are used.

3.2.8 Sampling Design

A Purposive-mixed-probability, 3rd type of sampling strategy, sampling technique was used to collect data from respondents (Sekaran, 2006, Teddlie & Yu, 2007). The use of purposive-mixed-probability sampling is suggested in mixed method studies. Moreover, the reason for using purposive sampling was that researcher purposefully selected only those consumers who are aware of societal friendly products and help in fulfilling the objective of the study (Creswell & Clark, 2007).

3.3 Statistical Software

The researcher has used two kind of software's for generating the proposed hypothesized constructs. Firstly, Statistical Package for Social Science (SPSS), version 25 for analysis of reliability, correlation analysis. Furthermore, Analysis of Moment Structures (AMOS), version 20 for purpose of Structural Equation Modeling (SEM) was used for CFA and path analysis. NVIVO was used for labeling and theme generation of qualitative interviews, open ended questionnaire and expert opinions.

3.4 Data Analysis Procedure

It is deemed very important and crucial to select an appropriate and reliable research analysis design, in order to analyze the data correctly and precisely. Therefore, the researcher used SPSS and AMOS to check the reliability, normality and

validity of the data respectively. AMOS was used for Model measurement and path analysis. EFA was used for validation and instrument development as items of CNSR were developed by researcher. Moreover, the second order factor analysis was used to test uni-dimensionality of CNSR scale.

SEM is considered as an excellent tool for conducting multivariate analysis techniques because firstly, for practice and theory, it is the most widely used tool for handling complex proposed relationship process (Bollen, 1989; Dubin, 1976). Secondly, the contemporary model is not practically and readily possible to analyze via multiple regression method as multiple sequential steps is required for this type of regression evaluation. Thirdly, SEM helps in simultaneous analysis of all the identified variables in the construct and error of measurement is not identified in residual term (Chin, 1998). Fourthly, SEM helps to model the relationship among IVs and DVs as it analyzes the interrelated relationships in more comprehensive and systematic way (Gerbing & Anderson, 1988). Fifthly, hierarchical (recursive) and non- hierarchical (non-recursive) structure equations are there for checking complicated relationships among variables and therefore it helps in presenting a complete model (Bullock, Harlow, & Mulaik, 1994; Hanushek & Jackson, 1977). Lastly, SEM helps to investigate the factor loadings of observed and latent variables (Gefen, Straub, & Boudreau, 2000). Thus, SEM is used to examine the interrelationships among variables and the model fitness.

Further, to analyze and gauge the hypothesized relationships and their effects, the researcher used Preacher and Hayes (2008) process of moderation, mediation, moderated mediation and sequential mediation to evaluate the direct, indirect effects and total effects of hypothesized relationships.

Chapter 4

Results

4.1 Descriptive Analysis

In this section, researcher has analysed the statistics of sample profile in terms of gender, qualification, and societal friendly products which consumers purchased. Table 4.1 explains that most of the respondents were male (mean = 1.30) who were holding Master's degree (mean = 1.833). Initially a list of 40 products was generated but only five were selected based on the consumers' selection of societal friendly products. Among five selected products, most of the costumers rated the buying of solar panel with a mean value of 3.143.

TABLE 4.1: Statistics

| | | Gender | Qualification | Selected Product |
|-----------------------|--------------|---------------|----------------------|-------------------------|
| N | Valid | 613 | 613 | 613 |
| Mean | | 1.3051 | 1.8336 | 3.1436 |
| Median | | 1 | 2 | 3 |
| Std. Deviation | | 0.46081 | 0.56451 | 0.88503 |

Table 4.2 shows the statistics of gender distribution. The total sample size was 613 after treating the missing values. The frequency value shows that in five time lags, the average of 426 male respondents was 69% approximately. The females were less in number with frequency of 187 and percentage of 30% in all five time lags.

TABLE 4.2: Gender

| | Frequency | Percent |
|-------------------|-----------|---------|
| Valid Male | 426 | 68.9 |
| Female | 187 | 30.3 |
| Total | 613 | 99.9 |
| Total | 613 | 100 |

The sampling strategy was purposive sampling with probability of getting responses from educated consumers who were about societal friendly products. Thus the table 4.3 confirms that among 613 respondents, in five time lags, 401 were holding the Master's degree with percentage of 65%. Respondents with M. Phil degree were 157 which were contributing 25% to the total sample. Whereas, only 15 respondents were enrolled in PhD degree which also confirms the literacy level in Pakistan. The people who were having PhDs are few as compared to Masters Degree holder.

TABLE 4.3: Qualification

| | Frequency | Percent |
|---------------------|-----------|---------|
| Valid Maters | 401 | 64.9 |
| M. Phil/MS | 253 | 25.4 |
| PhD | 15 | 8.9 |
| Total | 613 | 99.9 |
| Total | 613 | 100 |

Initially a list of 40 societal friendly products were floated among which the following 5 were mostly purchased. This also shows the availability of the societal friendly product in developing country and consumer's awareness about availability of the societal friendly products. Among five selected products, LED bulbs were frequently purchased by the consumers with frequency of 262 and a percentage of 42%. The second highest frequency of societal friendly products was solar panels with percentage of 28% approximately. The recycled utensils were 22% with frequency of 133. The lowest frequency was of clothes made from recycled material which was 2% of total respondents.

TABLE 4.4: Selected Product

| | Products | Frequency | Percent |
|----------------|---------------------------------|------------------|----------------|
| Valid | Clothes from recycled material | 11 | 1.8 |
| | Recycled utensils | 133 | 21.5 |
| | LED Bulbs | 262 | 42.4 |
| | Solar Panels | 171 | 27.7 |
| | Portable Solar Charging Station | 36 | 5.8 |
| | Total | 613 | 99.9 |
| Missing | System | 0 | 0.1 |
| Total | | 613 | 100 |

4.2 Normality Analysis

Skewness and Kurtosis has been used to identify the normality of the distribution.

4.2.1 Univariate Normality Analysis

The predominantly used method to check Univariate normality is through identification of skewness and kurtosis. The values of skewness and kurtosis should be in the range of +3 to -3 (Schumacker and Lomax, 2004). Table 4.2.1 shows the values with the mean and standard deviation; all of the skewness kurtosis values show adequate normality of the data. The sample size (N=613) is adequate to run the data with min value of 1 for strongly disagree and maximum of 5 which depicts strongly agree. The mean value of all variables lies around 3 and toward 4 which shows that most of the respondents showed positive responses and they were agreed on the statements of each variable. The values of skewness and kurtosis adhered to the threshold value of +3 to -3 which confirmed a good normality index.

TABLE 4.5: Descriptive Statistics

| | N | Min | Max | Mean | Std. Dev. | Skewness | | Kurtosis | |
|--------------------|-------|-------|-------|-------|-----------|----------|------------|----------|------------|
| | Stat. | Stat. | Stat. | Stat. | Stat. | Stat. | Std. Error | Stat. | Std. Error |
| ESI | 613 | 1 | 5 | 3.784 | 0.9549 | -1.433 | 0.09 | 1.171 | 0.197 |
| OPN | 613 | 1 | 5 | 3.041 | 1.203 | 0.063 | 0.09 | -1.314 | 0.197 |
| CON | 613 | 1 | 5 | 3.055 | 1.195 | -0.226 | 0.09 | -1.301 | 0.197 |
| EXT | 613 | 1 | 5 | 3.256 | 1.148 | -0.325 | 0.09 | -1.186 | 0.197 |
| AGR | 613 | 1 | 5 | 3.302 | 1.124 | -0.618 | 0.09 | -0.943 | 0.197 |
| NEU | 613 | 1 | 5 | 3.231 | 1.253 | -0.385 | 0.09 | -1.293 | 0.197 |
| PD | 613 | 1 | 5 | 3.315 | 1.054 | -0.525 | 0.09 | -1.102 | 0.197 |
| Col | 613 | 1 | 5 | 3.31 | 1.19 | -0.408 | 0.09 | -1.331 | 0.197 |
| FEM | 613 | 1 | 5 | 3.299 | 1.13 | -0.396 | 0.09 | -1.104 | 0.197 |
| UA | 613 | 1 | 5 | 3.173 | 1.197 | -0.252 | 0.09 | -1.352 | 0.197 |
| LTO | 613 | 1 | 5 | 3.234 | 1.289 | -0.36 | 0.09 | -1.467 | 0.197 |
| CNSR | 613 | 1.7 | 5.8 | 3.339 | 0.7733 | -0.503 | 0.09 | -1.05 | 0.197 |
| IR | 613 | 1 | 5 | 3.255 | 1.08 | -0.322 | 0.09 | -1.226 | 0.197 |
| ER | 613 | 1 | 5.5 | 3.516 | 1.198 | -0.607 | 0.1 | -1.081 | 0.209 |
| SN | 613 | 1 | 5 | 3.347 | 1.272 | -0.5 | 0.09 | -1.223 | 0.197 |
| PBC | 613 | 1 | 5 | 3.492 | 0.9755 | -0.742 | 0.09 | -0.446 | 0.197 |
| PI | 613 | 1 | 5 | 3.274 | 1.264 | -0.42 | 0.09 | -1.388 | 0.197 |
| BH | 613 | 1 | 5 | 2.963 | 1.039 | -0.158 | 0.09 | -1.266 | 0.197 |
| Valid N (listwise) | 613 | | | | | | | | |

4.3 Reliability Analysis

Reliability is known as the degree to which results of the study are consistent over time and they characterize accurate representation of total population. Moreover, they can be reproduced under the same methodology (Joppe, 2000). Reliability estimates are dominantly used to measure the stability of measurement and the equivalence of a set of items derived from the same test. An instrument must show reliability in order to measure the hypothesized relationships. In this study, researcher has used Cronbach Alpha, Guttman, and Composite reliability to measure the internal consistency of the items.

4.3.1 Cronbach's Alpha

Cronbach alpha measures the internal consistency of items which shows how closely a set of items are related in a group (Cortina, 1993). Table 4.6 shows the values of Cronbach alpha, all the below listed values meet the threshold level of Cronbach Alpha reliability which are considered adequate by Nunnally (1978) for reliability of scale. After confirmatory analysis, some of the items were removed which were causing problems in model fit. The revised Cronbach alpha coefficients are ranged from .693 to .930 which confirmed the standard value of alpha reliability.

TABLE 4.6: Cronbach's Alpha

| Latent Variables | Number of Items | Cronbach Alpha Coefficient | Items Removed | Revised Cronbach Alpha Coefficient |
|------------------|-----------------|----------------------------|---------------|------------------------------------|
| ESI | 2 | 0.852 | 2 | 0.852 |
| OPN | 3 | 0.753 | 2 | 0.747 |
| CON | 3 | 0.803 | 2 | 0.78 |
| EXT | 3 | 0.837 | 3 | 0.837 |
| AGR | 3 | 0.825 | 3 | 0.825 |
| NEU | 3 | 0.892 | 3 | 0.892 |
| PD | 4 | 0.832 | 3 | 0.817 |
| COL | 4 | 0.896 | 4 | 0.896 |
| FEM | 4 | 0.86 | 3 | 0.879 |
| UA | 4 | 0.867 | 3 | 0.88 |
| LTO | 4 | 0.876 | 4 | 0.876 |
| CNSR | 17 | 0.918 | 7 | 0.93 |
| IR | 6 | 0.887 | 5 | 0.891 |
| ER | 5 | 0.852 | 5 | 0.873 |
| SN | 3 | 0.879 | 3 | 0.879 |
| PBC | 4 | 0.74 | 2 | 0.693 |
| PI | 3 | 0.876 | 3 | 0.876 |
| BH | 7 | 0.885 | 5 | 0.891 |

**Items were removed on the bases of CFA.*

4.3.2 Guttman Reliability

Guttman split-half method was also used to check the lower bound reliability of the scale. The value of Lambda 4 is considered as Guttman coefficient. Few variables were removed on the bases of CFA; the values of hypothesized and revised values of Guttman coefficient are given in the following table. According to Nunnally (1978), the threshold values of reliability should be equal to or greater than 0.6. The values of the revised latent variables show adequate Guttman coefficient ranges of .665 for power distance to .940 for consumer social responsibility.

TABLE 4.7: Guttman Coefficient

| Variable name | Number of items | Guttman Lambda 4 | Items Removed | Revised Guttman Lambda 4 |
|---------------|-----------------|------------------|---------------|--------------------------|
| ESI | 2 | 0.852 | 2 | 0.852 |
| OPN | 3 | 0.708 | 2 | 0.747 |
| CON | 3 | 0.688 | 2 | 0.78 |
| EXT | 3 | 0.709 | 3 | 0.709 |
| AGR | 3 | 0.686 | 3 | 0.686 |
| NEU | 3 | 0.732 | 3 | 0.732 |
| PD | 4 | 0.84 | 3 | 0.665 |
| COL | 4 | 0.889 | 4 | 0.889 |
| FEM | 4 | 0.859 | 3 | 0.785 |
| UA | 4 | 0.871 | 3 | 0.78 |
| LTO | 4 | 0.868 | 4 | 0.868 |
| CNSR | 17 | 0.928 | 10 | 0.94 |
| IR | 6 | 0.897 | 5 | 0.838 |
| ER | 5 | 0.838 | 5 | 0.856 |
| SN | 3 | 0.773 | 3 | 0.773 |
| PBC | 4 | 0.732 | 2 | 0.693 |
| PI | 3 | 0.771 | 3 | 0.771 |
| BH | 7 | 0.87 | 5 | 0.853 |

**Items were removed on the bases of CFA.*

4.3.3 Composite Reliability

The use of Cronbach alpha is limited in the multidimensional measures because it assumes uncorrelated error terms of items and it may overestimate or underestimate the value of reliability for each item (Raykov, 1998). Due to this, Raykov's reliability rho is suggested over Cronbach alpha. Moreover, Cronbach alpha depicts the inter-correlation weighted by variances that is systematic which increased with the increase in the number of items (Raykov, 1997). In a multidimensional model, alpha is not considered a true measurement of reliability because it does not allow the correlated of measurement (Bollen, 1989).

Composite reliability is defined as a measure of scale reliability which measure the internal consistency of items and an overall reliability of items which are heterogeneous in nature but similar in a measurement tool. CR is represented by squared standardized multiple correlation coefficient with the values range of 0-1 (Bollen, 1989). The values if CR should be equal to or greater than .7 for adequate reliability (Hair et al. 1998). There is no direct way of calculating composite reliability by using SPSS, whereas, AMOS provides some values of R^2 which are used to calculate composite reliability by using the following formula:

$$CR = \frac{\text{Square of sum of standardized loading}}{\text{Square of sum of standardized loading} + \text{Sum of error variance}}$$

The following table shows that the values of composite reliability meet the standard of greater than 0.7. The composite reliability for ethical self-identity and perceived behavioural control is .83, openness to experience has composite reliability of .77 whereas rest of the latent variables have excellent CR value (.91).

TABLE 4.8: Composite Reliability

| Latent Variable | CR |
|------------------------|-----------|
| ESI | 0.83 |
| OPN | 0.77 |
| CON | 0.83 |
| EXT | 0.89 |
| AGR | 0.87 |
| NEU | 0.93 |
| PD | 0.93 |
| COL | 0.97 |
| FEM | 0.94 |
| UA | 0.96 |
| LTO | 0.96 |
| CNSR | 0.94 |
| IR | 0.96 |
| ER | 0.97 |
| SN | 0.92 |
| PBC | 0.83 |
| PI | 0.91 |
| BH | 0.92 |

4.4 Validity Analysis

Validity is defined as whether test measures what it is purports to measure. Thus it is considered most important criteria for the quality and soundness of a test (Sekaran, 2006). If the measurement scale is not valid then the accuracy and interpretation of the data is challenged (Kline, 2005). Thus, convergent, discriminant validity and content validity tests are used to check validity of the scale.

4.4.1 Convergent Validity

Convergent validity is defined as the degree to which observed variables are covering a single latent variable (Sekaran, 2006). In CV test, the values of squared multiple correlations (SMC) should be greater than or equal to .5 with the factor loadings equal to or greater than .7 (Bagozzi & Yi, 1993). The revised values are the outcome of confirmatory factor analysis. Table 4.9 shows the value of squared multiple correlation (SMC) which ranges from .360 which is approximately .4 to .850 with the path coefficients range from .600 to .922 which is adequate for convergent validity. All following observed variables enjoy an adequate level of convergent validity.

TABLE 4.9: Convergent Validity

| Observed variables | Squared Multiple Correlation (SMC) | Revised SMC | Factor Loadings | Revised Factor Loadings |
|--------------------|------------------------------------|-------------|-----------------|-------------------------|
| ES1 | 0.759 | 0.739 | 0.871 | 0.866 |
| ES2 | 0.729 | 0.749 | 0.854 | 0.86 |
| OPN1 | 0.325 | - | 0.57 | - |
| OPN2 | 0.521 | 0.519 | 0.722 | 0.721 |
| OPN3 | 0.702 | 0.687 | 0.838 | 0.829 |
| CON1 | 0.645 | 0.649 | 0.803 | 0.806 |
| CON2 | 0.453 | - | 0.673 | - |
| CON3 | 0.645 | 0.629 | 0.803 | 0.793 |
| EXT1 | 0.778 | 0.78 | 0.882 | 0.883 |

| | | | | |
|-------|-------|-------|-------|-------|
| EXT2 | 0.611 | 0.615 | 0.872 | 0.784 |
| EXT3 | 0.527 | 0.522 | 0.726 | 0.722 |
| NEU1 | 0.764 | 0.776 | 0.874 | 0.881 |
| NEU2 | 0.851 | 0.85 | 0.922 | 0.922 |
| NEU3 | 0.601 | 0.584 | 0.776 | 0.764 |
| AGR1 | 0.664 | 0.643 | 0.815 | 0.802 |
| AGR2 | 0.615 | 0.608 | 0.784 | 0.78 |
| AGR3 | 0.591 | 0.607 | 0.769 | 0.779 |
| PD1 | 0.657 | 0.657 | 0.81 | 0.81 |
| PD2 | 0.411 | - | 0.641 | - |
| PD3 | 0.672 | 0.644 | 0.82 | 0.803 |
| PD4 | 0.523 | 0.536 | 0.723 | 0.732 |
| COL1 | 0.747 | 0.734 | 0.864 | 0.857 |
| COL 2 | 0.675 | 0.693 | 0.822 | 0.833 |
| COL 3 | 0.699 | 0.697 | 0.836 | 0.835 |
| COL 4 | 0.613 | - | 0.783 | - |
| FEM1 | 0.823 | 0.827 | 0.907 | 0.909 |
| FEM 2 | 0.575 | 0.587 | 0.758 | 0.766 |
| FEM 3 | 0.32 | - | 0.566 | - |
| FEM 4 | 0.749 | 0.735 | 0.866 | 0.857 |
| UA1 | 0.722 | 0.742 | 0.85 | 0.861 |
| UA2 | 0.448 | - | 0.669 | - |
| UA3 | 0.672 | 0.687 | 0.82 | 0.829 |
| UA4 | 0.702 | 0.708 | 0.838 | 0.841 |
| LTO1 | 0.706 | 0.705 | 0.84 | 0.84 |
| LTO2 | 0.553 | 0.558 | 0.743 | 0.747 |
| LTO3 | 0.688 | 0.674 | 0.829 | 0.821 |
| LTO4 | 0.606 | 0.618 | 0.778 | 0.786 |
| CNSR1 | 0.72 | 0.716 | 0.848 | 0.846 |
| CNSR2 | 0.743 | 0.745 | 0.862 | 0.863 |
| CNSR3 | 0.638 | 0.656 | 0.799 | 0.81 |

| | | | | |
|--------|-------|-------|-------|-------|
| CNSR4 | 0.594 | 0.607 | 0.771 | 0.779 |
| CNSR5 | 0.018 | - | 0.133 | - |
| CNSR6 | 0.298 | - | 0.546 | - |
| CNSR7 | 0.368 | 0.36 | 0.607 | 0.6 |
| CNSR8 | 0.258 | - | 0.508 | - |
| CNSR9 | 0.551 | 0.545 | 0.742 | 0.738 |
| CNSR10 | 0.154 | - | 0.392 | - |
| CNSR11 | 0.556 | 0.554 | 0.745 | 0.745 |
| CNSR12 | 0.121 | - | 0.348 | - |
| CNSR13 | 0.359 | - | 0.599 | - |
| CNSR14 | 0.549 | 0.549 | 0.741 | 0.741 |
| CNSR15 | 0.654 | 0.637 | 0.809 | 0.798 |
| CNSR16 | 0.407 | 0.415 | 0.638 | 0.644 |
| CNSR17 | 0.385 | - | 0.62 | - |
| IR1 | 0.717 | 0.722 | 0.847 | 0.85 |
| IR2 | 0.362 | - | 0.601 | - |
| IR3 | 0.538 | 0.542 | 0.733 | 0.736 |
| IR4 | 0.739 | 0.742 | 0.86 | 0.862 |
| IR5 | 0.543 | 0.535 | 0.737 | 0.731 |
| IR6 | 0.564 | 0.573 | 0.751 | 0.757 |
| ER1 | 0.646 | 0.647 | 0.804 | 0.804 |
| ER2 | 0.513 | 0.499 | 0.716 | 0.706 |
| ER3 | 0.595 | 0.584 | 0.772 | 0.764 |
| ER4 | 0.623 | 0.626 | 0.789 | 0.791 |
| ER5 | 0.538 | 0.56 | 0.733 | 0.748 |
| SN1 | 0.749 | 0.753 | 0.865 | 0.868 |
| SN2 | 0.681 | 0.676 | 0.825 | 0.822 |
| SN3 | 0.696 | 0.697 | 0.834 | 0.835 |
| PBC1 | 0.226 | - | 0.475 | - |
| PBC2 | 0.61 | 0.566 | 0.781 | 0.752 |
| PBC3 | 0.53 | 0.501 | 0.721 | 0.708 |

| | | | | |
|------|-------|-------|-------|-------|
| PBC4 | 0.356 | - | 0.596 | - |
| PI1 | 0.734 | 0.718 | 0.857 | 0.848 |
| PI2 | 0.713 | 0.727 | 0.844 | 0.852 |
| PI3 | 0.664 | 0.665 | 0.815 | 0.816 |
| BH1 | 0.8 | 0.806 | 0.894 | 0.898 |
| BH2 | 0.581 | 0.588 | 0.762 | 0.767 |
| BH3 | 0.419 | - | 0.678 | - |
| BH4 | 0.614 | 0.636 | 0.784 | 0.798 |
| BH5 | 0.267 | - | 0.517 | - |
| BH6 | 0.456 | 0.442 | 0.675 | 0.665 |
| BH7 | 0.698 | 0.692 | 0.835 | 0.832 |

4.4.2 Discriminant Validity

According to Fronell and Larcker (1981), the discriminant validity is described as the extent to which a latent variable discriminates from other latent variable and one latent variable brings more variances in its associated observed variable. Whereas, shared variances are the amount of variances that a latent variable explains in another latent variable in that model (Farrell, 2010). Table 4.11 shows the correlation between the latent variables and their shared variances.

Average Variance Extracted (AVE) is the average amount of variation that is explained by the latent construct in its observed variable. Factor loading is a way of interpreting the role each observed variable play in defining each latent variable, which thereby mean a correlation between latent and observed constructs. The average of shared variance across all observed variables is AVE (Farrell, 2010). AMOS and SPSS does not provide methods or tests to calculate AVE, rather it is computed by using the formula:

$$\text{AVE} = (\text{Sum of squared standardized loading}) / (\text{Sum of squared standardized loading} + \text{sum of indicator measurement errors})$$

TABLE 4.10: Discriminant Validity

| Latent Variable | AVE |
|------------------------|------------|
| ESI | 0.74 |
| OPN | 0.52 |
| CON | 0.58 |
| EXT | 0.63 |
| AGR | 0.62 |
| NEU | 0.73 |
| PD | 0.56 |
| IND | 0.68 |
| MAS | 0.62 |
| UA | 0.64 |
| LTO | 0.63 |
| CNSR | 0.77 |
| IR | 0.81 |
| ER | 0.81 |
| SN | 0.864 |
| PBC | 0.76 |
| PI | 0.86 |
| BH | 0.8 |

In order to support Discriminant validity, the values of AVE should be greater than the shared variances (Fornell & Larcker, 1981). The values of AVE are compared with shared variances which show that all values of AVE are greater than shared variances.

TABLE 4.11: Discriminant Validity: Correlation between Latent Variables and their Shared Variance

| | ESI | OPN | CON | EXT | AGR | NEU | PD | IND | MAS | UA | LTO | CNSR | IR | ER | SN | PBC | PI | BH |
|------------|---------|--------|--------|--------|--------|--------|--------|--------|--------|----|-----|------|----|----|----|-----|----|----|
| ESI | 1 | | | | | | | | | | | | | | | | | |
| OPN | 0.513 | 1 | | | | | | | | | | | | | | | | |
| | -0.263 | | | | | | | | | | | | | | | | | |
| CON | .600** | .778** | 1 | | | | | | | | | | | | | | | |
| | -0.36 | -0.6 | | | | | | | | | | | | | | | | |
| EXT | .573** | .701** | .835** | 1 | | | | | | | | | | | | | | |
| | -0.328 | -.49 | -0.69 | | | | | | | | | | | | | | | |
| AGR | .764*** | .683** | .789** | .774** | 1 | | | | | | | | | | | | | |
| | -0.546 | -0.466 | -0.622 | -0.599 | | | | | | | | | | | | | | |
| NEU | .554** | .646** | .818** | .791** | .711** | 1 | | | | | | | | | | | | |
| | -0.306 | -0.417 | -0.669 | -0.625 | -0.505 | | | | | | | | | | | | | |
| PD | .612** | .657** | .838** | .841** | .776** | .814** | 1 | | | | | | | | | | | |
| | -0.375 | -0.432 | -0.702 | -0.707 | -0.602 | -0.662 | | | | | | | | | | | | |
| IND | .624** | .732** | .871** | .861** | .801** | .796** | .841** | 1 | | | | | | | | | | |
| | -0.389 | -0.535 | -0.758 | -0.741 | -0.641 | -0.633 | -0.707 | | | | | | | | | | | |
| MAS | .639** | .728** | .872** | .853** | .793** | .802** | .877** | .889** | 1 | | | | | | | | | |
| | -0.408 | -0.529 | -0.76 | -0.727 | -0.628 | -0.642 | -0.769 | -0.79 | | | | | | | | | | |
| UA | .650** | .671** | .809** | .836** | .795** | .758** | .814** | .840** | .838** | 1 | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | |
|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---|--|
| | -0.422 | -0.45 | -0.654 | -0.698 | -0.632 | -0.574 | -0.662 | -0.705 | -0.702 | | | | | | | | | | |
| LTO | .657** | .679** | .817** | .839** | .809** | .745** | .833** | .898** | .857** | .866** | 1 | | | | | | | | |
| | -0.432 | -0.461 | -0.667 | -0.703 | -0.654 | -0.555 | -0.693 | -0.806 | -0.734 | -0.749 | | | | | | | | | |
| CNSR | .618** | .695** | .872** | .872** | .804** | .822** | .874** | .938** | .900** | .886** | .908** | 1 | | | | | | | |
| | -0.381 | -0.478 | -0.76 | -0.76 | -0.641 | -0.675 | -0.758 | -0.879 | -0.81 | -0.784 | -0.824 | | | | | | | | |
| IR | .650** | .701** | .863** | .856** | .815** | .818** | .832** | .896** | .875** | .865** | .870** | .919** | 1 | | | | | | |
| | -0.422 | -0.491 | -0.745 | -0.732 | -0.664 | -0.669 | -0.692 | -0.802 | -0.765 | -0.748 | -0.756 | -0.844 | | | | | | | |
| ER | .655** | .728** | .862** | .858** | .821** | .805** | .865** | .907** | .888** | .846** | .874** | .923** | .892** | 1 | | | | | |
| | -0.429 | -0.529 | -0.743 | -0.744 | -0.674 | -0.648 | -0.748 | -0.822 | -0.788 | -0.715 | -0.763 | -0.868 | -0.795 | | | | | | |
| SN | .609** | .664** | .827** | .818** | .747** | .816** | .817** | .847** | .847** | .811** | .816** | .863** | .863** | .849** | 1 | | | | |
| | -0.37 | -0.409 | -0.683 | -0.669 | -0.558 | -0.665 | -0.667 | -0.717 | -0.717 | -0.657 | -0.665 | -0.744 | -0.744 | -0.72 | | | | | |
| PBC | .562** | .613** | .789** | .802** | .728** | .746** | .794** | .811** | .826** | .797** | .789** | .833** | .847** | .812** | .794** | 1 | | | |
| | -0.315 | -0.375 | -0.622 | -0.643 | -0.525 | -0.556 | -0.63 | -0.657 | -0.682 | -0.635 | -0.622 | -0.693 | -0.717 | -0.659 | -0.63 | | | | |
| PI | .600** | .649** | .856** | .824** | .746** | .840** | .853** | .862** | .879** | .806** | .822** | .877** | .866** | .860** | .883** | .822** | 1 | | |
| | -0.36 | -0.421 | -0.732 | -0.641 | -0.558 | -0.705 | -0.727 | -0.743 | -0.772 | -0.649 | -0.675 | -0.769 | -0.749 | -0.739 | -0.779 | -0.675 | | | |
| BH | .655** | .661** | .850** | .836** | .810** | .836** | .842** | .900** | .860** | .856** | .885** | .922** | .887** | .883** | .825** | .803** | .855** | 1 | |
| | -0.429 | -0.436 | -0.722 | -0.698 | -0.656 | -0.698 | -0.708 | -0.81 | -0.739 | -0.737 | -0.783 | -0.85 | -0.786 | -0.779 | -0.68 | -0.644 | -0.73 | | |

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

4.4.3 Content and Face Validity

Content validity is also known as the face validity which measures the extent to which items in a measure the relevant concept appropriately (Sekaran, 2006). The content validity is ensured by adopting the items of the scale from different researches which are done in the same area. The content and face validity of the full scale was ensured after a careful review by 3 academicians (PhDs Management Sciences), 4 CSR managers working in managerial positions in leading companies and 10 consumers holding Masters' degree. Items which are having jargons, repetition, weak phrases and high difficulty level were removed.

4.5 Confirmatory Factor Analysis:

4.5.1 Measurement Model for Exogenous Variables

Confirmatory Factor Analysis is used to understand whether a construct in the research model is linked with the understanding of the researcher regarding the nature of that construct (Campbell and Fisk, 1959). The CFA approves the model for the SEM, the values of GFI, CFI, TLI, and RMSEA predicts the goodness of model fit (Zakuan, Yusof, Saman, & Shaharoun, 2010).

The model fit indices show that how well the model can reproduce the data. Goodness of Fit Index (GFI) is a type of absolute fit indexes which is used to measure fit between hypothesized and observed covariance matrix. GFI ranges from 0 to 1 with threshold value of .90. Comparative fit index (CFI) is a type of relative fit index and it is used to analyze the model fit by analyzing the discrepancy between data and hypothesized model. Root Mean Square Error Approximation (RMSEA) which is the average of the residuals between observed correlation from the sample and population model (Baumgartner & Hombur, 1996). RMSEA should be less than .8 for a fit model (Steiger, 1990). The values of CFI, RFI, IFI, and TLI should be greater than or equal to .95, .90, .95 and .90 respectively for the perfect fit (Byrne, 1998; Kelloway 1998). The researcher has also used the above model fit indexes to estimate the model fit of all five models.

There are few things which were ensured by researcher while estimating the measurement models, these include the substantial factor loadings, measurement errors are not correlated with other variables, large correlation of an item with other items, and no significant cross loading of observed variable on latent variables. If any of the mentioned problems occurs during model measurement analysis, those items are removed on the basis of model indices (Kline, 1998). To avoid the threat of accuracy to the research model, all problematic variables were removed which did not meet the criteria of model fit. Joreskog and Sorbom (1993) suggested three criteria to estimate the model fit which were ensured by the researcher, these include: items without strong linear relationship (R^2), non-significant items ($p > .10$), and non-significant factor loading of items ($\lambda < 0.5$).

Following measurement models were developed by researcher for confirmatory factor analysis:

1. Measurement Model for Exogenous Variables
2. Measurement Model for Endogenous Variables
3. Full Measurement Model

4.5.2 Measurement Model for Exogenous Variables

This measurement model includes exogenous variables such as ethical self-identity, all dimensions of culture and all dimensions of personality. Few observed variables were deleted such as openness1, Conscientiousness2, power distance2 etc. due to cross loadings and after deletion the model fit indices were improved.

TABLE 4.12: Measurement Model for Exogenous Variables

| Observed variables | Standardized Regression Weights (R2) | Revised Standardized Regression Weights (R2) | Squared Multiple Correlation (SMC) | Revised Squared Multiple Correlation (SMC) |
|--------------------|--------------------------------------|--|------------------------------------|--|
| ES1 | 0.871 | 0.872 | 0.759 | 0.761 |
| ES2 | 0.854 | 0.853 | 0.729 | 0.728 |
| OPN1 | 0.57 | - | 0.325 | - |
| OPN2 | 0.722 | 0.709 | 0.521 | 0.503 |
| OPN3 | 0.838 | 0.842 | 0.702 | 0.709 |
| CON1 | 0.803 | 0.806 | 0.645 | 0.649 |
| CON2 | 0.673 | - | 0.453 | - |
| CON3 | 0.803 | 0.793 | 0.645 | 0.629 |
| EXT1 | 0.882 | 0.881 | 0.778 | 0.777 |
| EXT2 | 0.872 | 0.782 | 0.611 | 0.611 |
| EXT3 | 0.726 | 0.727 | 0.527 | 0.529 |
| NEU1 | 0.874 | 0.876 | 0.764 | 0.767 |
| NEU2 | 0.922 | 0.924 | 0.851 | 0.854 |
| NEU3 | 0.776 | 0.769 | 0.601 | 0.592 |
| AGR1 | 0.815 | 0.809 | 0.664 | 0.654 |
| AGR2 | 0.784 | 0.783 | 0.615 | 0.613 |
| AGR3 | 0.769 | 0.773 | 0.591 | 0.598 |

| | | | | |
|-------|-------|-------|-------|-------|
| PD1 | 0.81 | 0.811 | 0.657 | 0.657 |
| PD2 | 0.641 | - | 0.411 | - |
| PD3 | 0.82 | 0.815 | 0.672 | 0.664 |
| PD4 | 0.723 | 0.721 | 0.523 | 0.52 |
| COL 1 | 0.864 | 0.862 | 0.747 | 0.743 |
| COL2 | 0.822 | 0.824 | 0.675 | 0.679 |
| COL3 | 0.836 | 0.839 | 0.699 | 0.704 |
| COL 4 | 0.783 | 0.781 | 0.613 | 0.61 |
| FEM1 | 0.907 | 0.909 | 0.823 | 0.826 |
| FEM 2 | 0.758 | 0.757 | 0.575 | 0.573 |
| FEM 3 | 0.566 | - | 0.32 | - |
| FEM 4 | 0.866 | 0.863 | 0.749 | 0.745 |
| UA1 | 0.85 | 0.86 | 0.722 | 0.74 |
| UA2 | 0.669 | - | 0.448 | - |
| UA3 | 0.82 | 0.825 | 0.672 | 0.68 |
| UA4 | 0.838 | 0.847 | 0.702 | 0.717 |
| LTO1 | 0.84 | 0.84 | 0.706 | 0.706 |
| LTO2 | 0.743 | 0.741 | 0.553 | 0.55 |
| LTO3 | 0.829 | 0.83 | 0.688 | 0.688 |
| LTO4 | 0.778 | 0.779 | 0.606 | 0.607 |

There were 37 observed variables in the hypothesized model but after deletion of problematic variables 32 variables were left which show the adequate values of (R^2) and SMC.

TABLE 4.13: Model Fit Indices

| Model fit indices | Hypothesized model | Revised model |
|-------------------|--------------------|---------------|
| No. of items | 37 | 32 |
| CMIN | 2970.97 | 1853.443 |
| DF | 574 | 409 |
| CMIN/DF | 5.176 | 4.532 |
| p-Value | 0 | 0 |
| GFI | 0.773 | 0.832 |
| CFI | 0.89 | 0.926 |
| TLI | 0.873 | 0.91 |
| RMR | 0.083 | 0.068 |
| RMSEA | 0.083 | 0.076 |

After deletion of the problematic variables, the values of GFI, CFI TLI, and RMSEA were also improved which ensure the this model as good fit.

4.5.3 Measurement Model for Endogenous Variables

In this measurement model, endogenous variables were measured which included religiosity, subjective norm, perceived behavioural control, and consumer social responsibility. In the following table the values of hypothesized and revised variables were included. There were 35 observed variables but few variables were deleted due to cross loadings and after deletion of 10 observed variables the model fit indices were improved.

TABLE 4.14: Measurement Model for Endogenous Variables

| Observed Variables | Standardized Regression Weights (R2) | Revised Standardized Regression Weights (R2) | Squared Multiple Correlation (SMC) | Revised Squared Multiple Correlation (SMC) |
|---------------------------|---|---|---|---|
| CNSR1 | 0.848 | 0.851 | 0.72 | 0.725 |
| CNSR2 | 0.862 | 0.861 | 0.743 | 0.742 |
| CNSR3 | 0.799 | 0.797 | 0.638 | 0.635 |
| CNSR4 | 0.771 | 0.771 | 0.594 | 0.594 |
| CNSR5 | 0.133 | - | 0.018 | - |
| CNSR6 | 0.546 | - | 0.298 | - |
| CNSR7 | 0.607 | 0.608 | 0.368 | 0.369 |
| CNSR8 | 0.508 | - | 0.258 | - |
| CNSR9 | 0.742 | 0.737 | 0.551 | 0.543 |
| CNSR10 | 0.392 | - | 0.154 | - |
| CNSR11 | 0.745 | 0.747 | 0.556 | 0.558 |
| CNSR12 | 0.348 | - | 0.121 | - |
| CNSR13 | 0.599 | - | 0.359 | - |
| CNSR14 | 0.741 | 0.742 | 0.549 | 0.551 |
| CNSR15 | 0.809 | 0.81 | 0.654 | 0.656 |
| CNSR16 | 0.638 | 0.645 | 0.407 | 0.417 |

| | | | | |
|--------|-------|-------|-------|-------|
| CNSR17 | 0.62 | - | 0.385 | - |
| IR1 | 0.847 | 0.853 | 0.717 | 0.728 |
| IR2 | 0.601 | - | 0.362 | - |
| IR3 | 0.733 | 0.737 | 0.538 | 0.543 |
| IR4 | 0.86 | 0.856 | 0.739 | 0.732 |
| IR5 | 0.737 | 0.741 | 0.543 | 0.549 |
| IR6 | 0.751 | 0.751 | 0.564 | 0.564 |
| ER1 | 0.804 | 0.806 | 0.646 | 0.65 |
| ER2 | 0.716 | 0.718 | 0.513 | 0.516 |
| ER3 | 0.772 | 0.769 | 0.595 | 0.592 |
| ER4 | 0.789 | 0.784 | 0.623 | 0.614 |
| ER5 | 0.733 | 0.738 | 0.538 | 0.545 |
| SN1 | 0.865 | 0.864 | 0.749 | 0.746 |
| SN2 | 0.825 | 0.827 | 0.681 | 0.683 |
| SN3 | 0.834 | 0.835 | 0.696 | 0.697 |
| PBC1 | 0.475 | - | 0.226 | - |
| PBC2 | 0.781 | 0.759 | 0.61 | 0.575 |
| PBC3 | 0.721 | 0.702 | 0.53 | 0.492 |
| PBC4 | 0.596 | - | 0.356 | - |

The following table shows that the model is good fit as the values of CFI and TLI are .940 and .932 respectively and RMSEA is less than .08 for a strong fit.

TABLE 4.15: Model Fit Indices

| Model fit indices | Hypothesized model | Revised model |
|--------------------------|---------------------------|----------------------|
| No. of items | 35 | 25 |
| CMIN | 2561.925 | 1048.213 |
| DF | 550 | 265 |
| CMIN/DF | 4.568 | 3.956 |
| p-Value | 0 | 0 |
| GFI | 0.787 | 0.872 |
| CFI | 0.875 | 0.94 |
| TLI | 0.864 | 0.932 |
| RMR | 0.083 | 0.056 |
| RMSEA | 0.077 | 0.069 |

4.5.4 Measurement Model for Endogenous Variables

In this measurement model, all remaining endogenous factors were included such as purchase intention and buying behaviour. In the following table the values of hypothesized and revised variables were included. There were 13 observed variables but few variables were deleted due to cross loadings and after deletion of 02 observed variables the model fit indices were improved.

TABLE 4.16: Measurement Model for Endogenous variables

| Observed Variables | Standardized Regression Weights (R2) | Revised Standardized Regression Weights (R2) | Squared Multiple Correlation (SMC) | Revised Squared Multiple Correlation (SMC) |
|-----------------------|--|--|--|--|
| PI1 | 0.857 | 0.861 | 0.734 | 0.741 |
| PI2 | 0.844 | 0.84 | 0.713 | 0.706 |
| PI3 | 0.815 | 0.815 | 0.664 | 0.664 |
| BH1 | 0.894 | 0.895 | 0.8 | 0.802 |
| BH2 | 0.762 | 0.764 | 0.581 | 0.584 |
| BH3 | 0.678 | - | 0.419 | - |
| BH4 | 0.784 | 0.789 | 0.614 | 0.622 |
| BH5 | 0.517 | - | 0.267 | - |
| BH6 | 0.675 | 0.684 | 0.456 | 0.468 |
| BH7 | 0.835 | 0.834 | 0.698 | 0.695 |

The following table confirmed that the model is good fit as the values of CFI, GFI and TLI are greater than .9540 and RMSEA is less than .08 for a strong model fit.

TABLE 4.17: Model Fit Indices

| Model fit indices | Hypothesized model | Revised model |
|-------------------|--------------------|---------------|
| No. of items | 10 | 8 |
| CMIN | 138.128 | 56.73 |
| DF | 34 | 19 |
| CMIN/DF | 4.063 | 2.986 |
| p-Value | 0 | 0 |
| GFI | 0.959 | 0.978 |
| CFI | 0.975 | 0.989 |
| TLI | 0.967 | 0.984 |
| RMR | 0.056 | 0.033 |
| RMSEA | 0.071 | 0.057 |

4.6 Confirmatory Factor Analysis for Full Revised Model

All factors of ethical self-identity, cultural dimensions, personality dimensions, religiosity, consumer social responsibility, subjective norm, perceived behavioural control, purchase intention and buying behaviour were estimated in the measurement model. The factors of each variable was treated as latent variables and their items were estimated as observed variables. The results of their analysis are given in the following table with the hypothesized model and revised model. Table 4.6.1 shows the model fit indices of all exogenous and endogenous variables. The values of GFI, CFI and RMSEA shows the perfect model fit. After deleting problematic variables, 65 variables were included in the revised model with perfect model fit

TABLE 4.18: Model Fit Indices

| Model fit indices | Hypothesized model | Revised model |
|-------------------|--------------------|---------------|
| No. of items | 82 | 65 |
| CMIN | 15708.969 | 6783.412 |
| DF | 3110 | 1862 |
| CMIN/DF | 5.051 | 3.643 |
| p-Value | 0 | 0 |
| GFI | 0.57 | 0.925 |
| CFI | 0.752 | 0.985 |
| TLI | 0.735 | 0.985 |
| RMR | 0.378 | 0.065 |
| RMSEA | 0.081 | 0.066 |

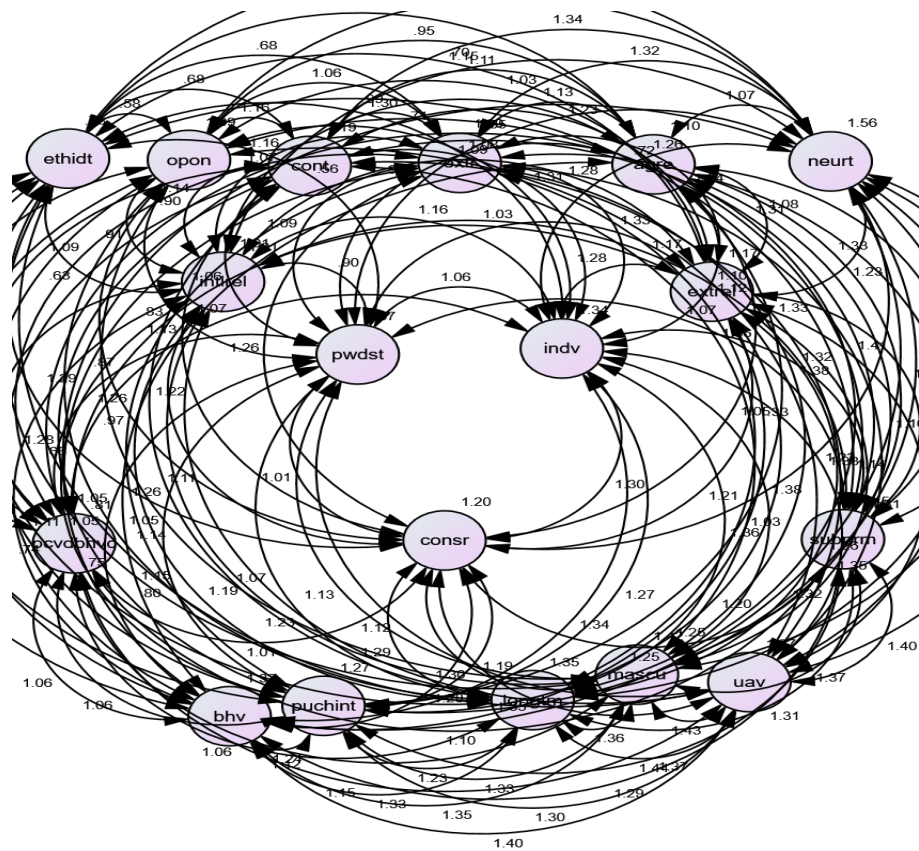


FIGURE 4.1: Full Revised Model of CFA

4.7 Path Analysis

The model has more than two independent variables and one dependent variables, therefore multiple linear regression as used. the demographics were controlled. The data must fulfil the assumptions of multiple linear regression which are: the data of independent and dependent variable should be in continuous scale (interval or ratio), the data should be meeting the normality index, the observations should be independence (independence of residual) which indicate that there should be no issue of auto-correlation, the relationship between independent and dependent variables should be linear, the data should not indicate multicollinearity and there should be no significant outliers. All assumptions were assessed before using multiple regression analysis. Table 4.8.1 shows the values of regression analysis:

4.7.1 Impact of Ethical Self-Identity, Cultural Dimensions and Personality Dimension on CNSR

In the following table, consumer social responsibility is independent variable. However, the independent variables are ethical self-identity, cultural dimensions and personality dimensions. All independent variables bring 93% change in consumer social responsibility. The values of VIF indicates that there is no issue of multicollinearity, thus all values of VIF are less than 10 (Hair et al., 1995). The results are reflected in the following tables.

4.7.1.1 Ethical Self-Identity and CNSR

Ethical self-identity has a significant negative effect on consumer social responsibility ($\beta = -.056$, $p = .000$) which indicates an inverse effect of ethical self-identity on consumer social responsibility with unit change of .05. Thus, hypothesis is rejected.

TABLE 4.19: Impact of ethical self-identity, cultural dimensions and personality dimension on CNSR

| Variables (Relationships) | Beta | t-value | p-value | VIF |
|---------------------------|--------|---------|---------|-------|
| ESI \Rightarrow CNSR | -0.056 | -3.058 | 0.002 | 2.538 |
| OPN \Rightarrow CNSR | -0.052 | -3.632 | 0 | 2.751 |
| CON \Rightarrow CNSR | 0.059 | 2.472 | 0.014 | 6.866 |
| EXT \Rightarrow CNSR | 0.029 | 1.257 | 0.209 | 5.799 |
| AGR \Rightarrow CNSR | 0.013 | 0.577 | 0.564 | 4.912 |
| NEU \Rightarrow CNSR | 0.062 | 3.641 | 0 | 3.885 |
| PD \Rightarrow CNSR | 0.076 | 2.989 | 0.003 | 5.999 |
| COL \Rightarrow CNSR | 0.354 | 12.937 | 0 | 8.593 |
| FEM \Rightarrow CNSR | 0.081 | 3.194 | 0.001 | 7.747 |
| UA \Rightarrow CNSR | 0.154 | 7.546 | 0 | 5.405 |
| LTO \Rightarrow CNSR | 0.144 | 5.754 | 0 | 7.377 |
| R | 0.966 | | | |
| ΔR^2 | 0.932 | | | |
| Durbin-Watson | 0.917 | | | |

4.7.2 Openness to Experience and CNSR

The personality dimension, Openness to Experience has a significant negative influence on consumer social responsibility ($\beta = -.052$, $p = .000$) which shows an inverse effect of Openness to Experience and consumer social responsibility. Thus, hypothesis is rejected.

4.7.2.1 Conscientiousness and CNSR

The second personality dimension, Conscientiousness has a significant positive effect on consumer social responsibility ($\beta = .059$, $p = .000$) which shows Conscientiousness bring .59 unit change in consumer social responsibility. Thus, hypothesis is accepted.

4.7.2.2 Extraversion and CNSR

The third personality dimension, Extraversion indicates an insignificant positive impact on consumer social responsibility ($\beta = .029$, $p = .209$) which prove that there is no influence of Extraversion on consumer social responsibility. Thus, hypothesis is rejected.

4.7.2.3 Agreeableness and CNSR

The fourth personality dimension, agreeableness reflects an insignificant positive effect on consumer social responsibility ($\beta = .013$, $p = .564$). The results show that agreeableness does not influence consumer social responsibility. Thus, hypothesis is rejected.

4.7.2.4 Neuroticism and CNSR

The last personality dimension, Neuroticism has a significant positive effect on consumer social responsibility ($\beta = .062$, $p = .000$) which shows Neuroticism bring .062 unit change in consumer social responsibility. Thus, hypothesis is accepted.

4.7.2.5 Power Distance and CNSR

The first cultural dimension, Power Distance indicates a significant positive impact on consumer social responsibility ($\beta = .076$, $p = .003$). The beta value indicates that Power Distance bring .076 unit change in consumer social responsibility. Thus, hypothesis is accepted.

4.7.2.6 COL and CNSR

The second cultural dimension, COL reflects a significant effect on consumer social responsibility ($\beta = .354$, $p = .000$) which indicate COL brings a direct effect with .354 unit change in consumer social responsibility. Thus, hypothesis is accepted.

4.7.2.7 Femininity and CNSR

The third cultural dimension, Masculinity indicates a significant influence on consumer social responsibility ($\beta = .081$, $p = .001$). Masculinity has a .081 unit change in consumer social responsibility. Thus, hypothesis is accepted.

4.7.2.8 Uncertainty Avoidance and CNSR

The fourth cultural dimension, Uncertainty Avoidance has a significant positive impact on consumer social responsibility ($\beta = .154$, $p = .000$) which means a direct effect of .154 unit change due to Uncertainty Avoidance in consumer social responsibility. Thus, hypothesis is accepted.

4.7.2.9 Long Term Orientation and CNSR

The last cultural dimension, Long Term Orientation indicates a significant positive effect on consumer social responsibility ($\beta = .144$, $p = .003$). This reflects that Long Term Orientation bring .144 unit change in consumer social responsibility. Thus, hypothesis is accepted.

4.7.3 Impact of CNSR, Subjective Norm, and Perceived Behavioural Control on Purchase Intention

Table 4.20 indicates purchase intention as independent variable. However, the independent variables are consumer social responsibility, subjective norm and perceived behavioural control. The independent variables contribute 84% change in purchase intention of societal friendly products. The values of VIF reflects that there is no issue of multicollinearity, thus all values of VIF are less than 5 (Ringle et al., 2015). The values of Durbin Watson confirms that there is no issue of auto-correlation as the values are close to 1.

TABLE 4.20: Impact of CNSR, Subjective Norm, and Perceived Behavioral Control on Purchase Intention

| Variables (Relationships) | Beta | t-value | p-value | VIF |
|---------------------------|-------|---------|---------|-------|
| CNSR \Rightarrow PI | 0.398 | 9.278 | 0 | 5.093 |
| SN \Rightarrow PI | 0.433 | 13.309 | 0 | 4.222 |
| PBC \Rightarrow PI | 0.202 | 6.354 | 0 | 3.515 |
| R | 0.918 | | | |
| ΔR^2 | 0.842 | | | |
| Durbin-Watson | 0.765 | | | |

4.7.3.1 Consumer Social Responsibility and Purchase Intention

The independent variable of Consumer social responsibility indicates a significant positive effect on purchase intention ($\beta = .398$, $p = .000$) which shows consumer social responsibility brings .398 unit change in purchase intention of societal friendly products. Thus, hypothesis is accepted.

4.7.3.2 Subjective Norm and Purchase Intention

Subjective norm shows a significant positive influence on purchase intention ($\beta = .433$, $p = .000$) which reflects that subjective norm cause .433 unit change in purchase intention of societal friendly products. Thus, hypotheses is accepted.

4.7.3.3 Perceived Behavioural Control and Purchase Intention

Perceived Behavioural Control shows a significant positive effect on purchase intention ($\beta = .202$, $p = .000$) which means Perceived Behavioural Control brings .202 unit change in purchase intention of societal friendly products. Thus, hypothesis is accepted.

4.7.4 Impact of Purchase Intention on Buying Behaviour

The following table shows buying behaviour as dependent variable and purchase intention as dependant variable. Purchase intention of societal friendly products

has a significant positive influence on buying behaviour ($\beta = .789$, $p = .000$). The beta value of .789 indicates that purchase intention toward societal friendly products bring .789 unit change in buying behaviour of societal friendly products. Thus, hypothesis is accepted.

TABLE 4.21: Impact of Purchase Intention on Buying Behavior

| Variables (Relationships) | Beta | t-value | p-value | VIF |
|---------------------------|-------|---------|---------|-----|
| PI \Rightarrow BH | 0.789 | 40.721 | 0 | 1 |
| R | 0.855 | | | |
| ΔR^2 | 0.731 | | | |
| Durbin-Watson | 0.554 | | | |

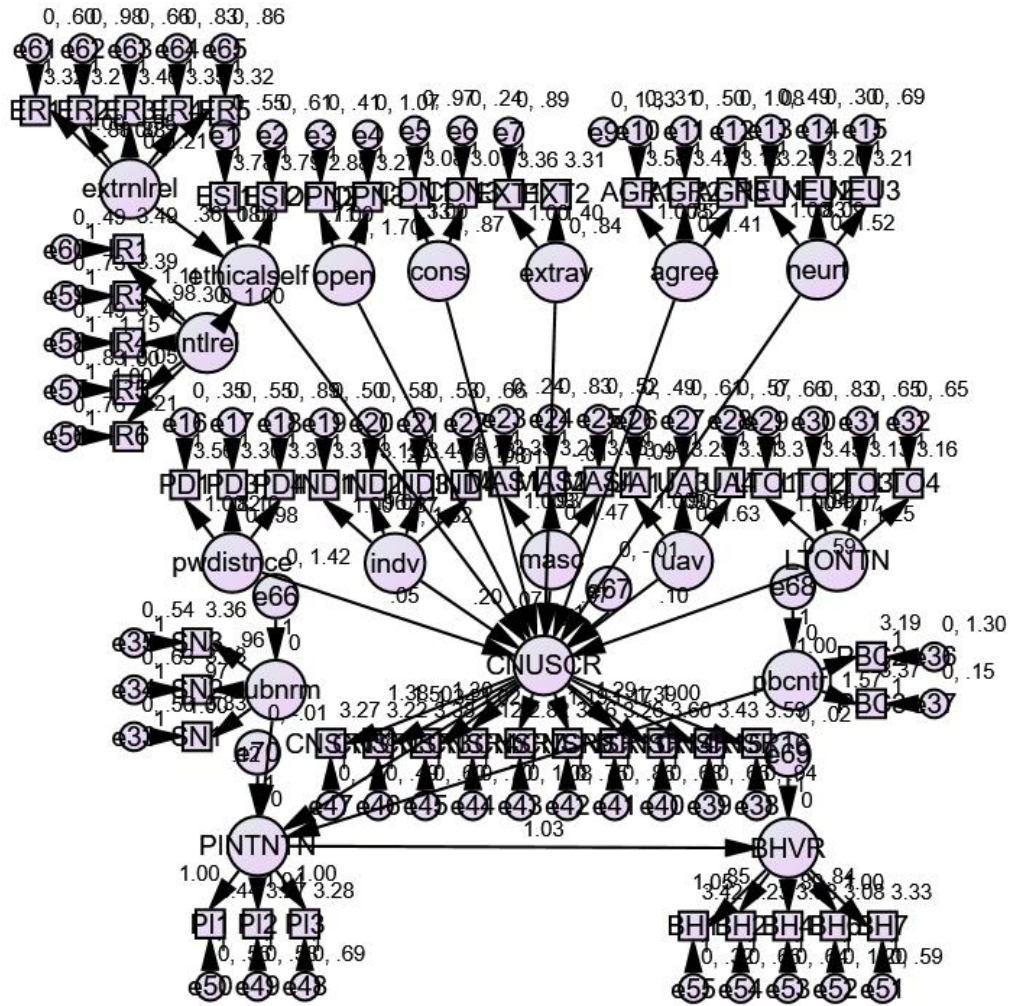


FIGURE 4.2: Path Analysis

TABLE 4.22: Summary of path analysis

| Causal Relationships | Hypotheses | Accepted / Rejected |
|------------------------|------------|---------------------|
| ESI \Rightarrow CNSR | H1 | Accepted |
| OPN \Rightarrow CNSR | H4 | Rejected |
| CON \Rightarrow CNSR | H7 | Accepted |
| EXT \Rightarrow CNSR | H10 | Rejected |
| AGR \Rightarrow CNSR | H13 | Rejected |
| NEU \Rightarrow CNSR | H16 | Accepted |
| PD \Rightarrow CNSR | H19 | Accepted |
| COL \Rightarrow CNSR | H22 | Accepted |
| FEM \Rightarrow CNSR | H25 | Accepted |
| UA \Rightarrow CNSR | H28 | Accepted |
| LTO \Rightarrow CNSR | H31 | Accepted |
| SN \Rightarrow PI | H38 | Accepted |
| PBC \Rightarrow PI | H40 | Accepted |
| CNSR \Rightarrow PI | H42 | Accepted |
| PI \Rightarrow BH | H44 | Accepted |

4.8 Moderation and Mediation Analysis

Preacher and Hayes (2008) macro process is used to run moderated, moderated mediation, mediation and sequential mediation model.

4.8.1 Moderation and Moderated Mediation Analysis

Internal religiosity and external religiosity are moderators, however, ethical self-identity is independent variable. Moreover, consumer social responsibility is mediator and purchase intention is dependant variable. Thus, in presence of moderator and mediator, model 7 was used for moderated mediation and model 1 was used for moderation.

4.8.1.1 Moderated Relationship of IR between ESI and CNSR

Preacher and Hayes (2008) macro process 1 is used to run moderation model. The results shows that ethical self-identity has insignificant relationship with CNSR ($P=.3292$). The interaction term is also insignificant which indicates that internal religiosity does not moderate the relationship between ethical self-identity and consumer social responsibility. Thus hypothesis is rejected.

TABLE 4.23: Moderated relationship of IR between ESI and CNSR

| Variables (Relationships) | Beta | t-value | p-value | LLCI | ULCI |
|---------------------------|---------|---------|---------|---------|--------|
| ESI \Rightarrow CNSR | -0.0588 | -0.9761 | 0.3294 | -0.1682 | 0.0565 |
| IR \Rightarrow CNSR | 0.6597 | 6.6004 | 0 | 0.4634 | 0.856 |
| Int_1 | 0.044 | 1.8064 | 0.0714 | -0.0038 | 0.0918 |

Note: $R^2=0.8457$, $F=1112.42$, $p=0.000$, $p < 0.05$, $**p < 0.01$

4.8.1.2 Conditional Indirect Effect of (ESI) on (BH) with Moderator of (IR) and Mediator of (CNSR)

Hayes (2008) model 7 is run to analyse moderated mediation model. Table shows that direct effect of ethical self-identity with consumer buying behaviour toward societal friendly products is significant ($\beta = .1205$) with 95% confidence interval level (.0589, .1820). Conditional indirect effect shows that when moderation of internal religiosity was minimal (2.2022), the effect was also less with coefficient of .0397. However, when the effect of moderator is enhanced (3.3093), the relationship strengthened with coefficient of .0868. When the IR is maximum (4.4164), the relationship of ESI on CNSR is increased ($\beta = .1339$) and CNSR mediates the relationship between ESI and PI toward societal friendly products. Since the highest value of coefficient ($\beta = .1339$) which falls between lower and upper limit of 95% confidence interval (.0356, .2540). Thus it proves that IR moderates between ESI and CNSR, and CNSR mediate between ESI and PI.

TABLE 4.24: Moderated relationship of IR between ESI and CNSR

| Mediator | IR | Effect | LLCI | ULCI | Boot SE |
|--|--------|--------|---------|--------|---------|
| Direct Effect ESI and BH | - | 0.1205 | 0.0589 | 0.182 | 0.0313 |
| Conditional Indirect Effect of ESI on BH with mediator of CNSR | 2.2022 | 0.0397 | -0.0016 | 0.0841 | 0.0221 |
| ESI on BH with mediator of CNSR | 3.3093 | 0.0868 | 0.0246 | 0.1584 | 0.034 |
| CNSR | 4.4164 | 0.1339 | 0.0356 | 0.254 | 0.0552 |

Note: Bootstrap of 95% CI and standard errors

4.8.1.3 Moderation Relationship of ER between ESI and CNSR

Hayes (2008) macro process 1 is used to run moderated model. The results shows that ethical self-identity has significant relationship with CNSR ($p=.027$). The interaction term is also significant ($\beta = .0695$, $p = .003$) which indicates that external religiosity weakens the relationship between ethical self-identity and consumer social responsibility. Thus hypothesis is accepted.

TABLE 4.25: Moderated relationship of IR between ESI and CNSR

| Variables (Relationships) | Beta | t-value | p-value | LLCI(ULCI) |
|---------------------------|--------|---------|---------|----------------|
| ESI \Rightarrow CNSR | -0.126 | -2.215 | 0.027 | -.2378(-.0143) |
| ER \Rightarrow CNSR | 0.5648 | 5.835 | 0 | .3747(.7548) |
| Int_1 | 0.0695 | 2.922 | 0.003 | .0228(.1163) |

Note: $R^2=0.8537$, $F=1184.03$, $p= 0.000$, $p < 0.05$, $**p < 0.01$

4.8.1.4 Conditional Indirect Effect of (ESI) on (BH) with Moderator of (ER) and Mediator of (CNSR)

Hayes (2008) model 7 is used to analyse moderated mediation model. Table shows that direct effect of ESI with consumer buying behaviour toward societal friendly products is significant ($\beta = .1205$) with 95% confidence interval level (.0589, .1820). Conditional indirect effect reveals that when moderation of internal religiosity is low (2.2206), the effect is also less with coefficient of .0274. However, when the effect of moderator is enhanced (3.3341), the relationship is strengthened with

coefficient of .1023. When the moderation of ER is high (4.4476), the relationship of ESI on CNSR is increased ($\beta = .1772$) and CNSR mediates the relationship between ESI and PI toward societal friendly products. Since the highest value of coefficient ($\beta = .1772$) which falls between lower and upper limit of 95% confidence interval (.0677, .2909) confirms that ER moderates between ESI and CNSR and CNSR mediate between ESI and PI.

TABLE 4.26: Conditional Indirect Effect of (ESI) on (BH) with moderator of (ER) and mediator of (CNSR)

| Mediator | ER | Effect | LLCI | ULCI | Boot SE |
|--------------------------------|--------|--------|---------|--------|---------|
| Direct Effect ESI and BH | - | 0.1205 | 0.0589 | 0.182 | 0.0313 |
| Conditional Indirect Effect of | 2.2206 | 0.0274 | -0.0162 | 0.0704 | 0.0231 |
| ESI on BH with mediator of | 3.3341 | 0.1023 | 0.0296 | 0.1652 | 0.0364 |
| CNSR | 4.4476 | 0.1772 | 0.0677 | 0.2909 | 0.0591 |

Note: Bootstrap of 95% CI and standard errors

4.8.2 Mediation and Sequential Mediation Analysis

The following section shows the results of mediation and sequential mediation. The CNSR and PI are mediators and ESI, cultural dimensions and personality dimensions are independent. Whereas the consumer buying behaviour is dependent variable. The model 4 is used to run mediation analysis and model 6 is used to run sequential mediation as suggested by Preacher and Hayes (2008).

4.8.2.1 Mediating Relationship of CNSR between ESI and PI

Model 4 is used to run mediation analysis. The following table shows the results of CNSR as mediator, the ESI as independent variable and purchase intention as dependent variable. The total effect is significant ($\beta = .786$, $p = .000$), the indirect effect is also significant ($\beta = .648$, $p = .000$), and the direct effect is significant with $\beta = .120$ and $p = .000$. The total effect is $\beta = .786$ and direct effect is $\beta =$

.120 which reflects that a CNSR partially mediate the relationship between ESI and PI. Thus the hypothesis is accepted.

TABLE 4.27: Conditional Indirect Effect of (ESI) on (BH) with moderator of (ER) and mediator of (CNSR)

| Path | Total Effect | | Direct Effect a | | Indirect Effect b | | 95% CI c | |
|---|--------------|------|-----------------|------|-------------------|------|-------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| ESI \Rightarrow CNSR \Rightarrow PI | 0.786 | 0 | 0.12 | 0 | 0.648 | 0 | 0.6 | 0.701 |

Note: $R^2=0.774$, $F=1045.44$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a CNSR \Rightarrow PI

^b (ESI \Rightarrow CNSR) X (CNSR \Rightarrow PI)

4.8.2.2 Mediation Analysis of CNSR and PI between ESI and BH

Hayes (2008) model 6 is used to run sequential mediation. The following table shows that total effect between ESI and BH is .743 which is significant and falls between 95% CI level. The direct effect is also significant with coefficient of .1438 with .0999 and .1877 of lower and upper limit respectively. The values of direct effect ($\beta = .1438$) shows that CNSR and PI sequentially mediate the relationship between ESI and BH.

TABLE 4.28: Mediation analysis of CNSR and PI between ESI and BH

| Mediator | Effect | LLCI | ULCI | BootSE |
|--|--------|--------|--------|--------|
| Total Effect (ESI \Rightarrow BH) | 0.7743 | 0.7034 | 0.8452 | 0.0361 |
| Direct Effect (ESI \Rightarrow BH) | 0.1438 | 0.0999 | 0.1877 | 0.0223 |
| Indirect effect (ESI \Rightarrow CNSR \Rightarrow PI \Rightarrow BH) | 0.1013 | 0.063 | 0.148 | 0.0212 |

Note: Bootstrap of 95% CI and standard errors

4.8.2.3 Mediating relationship of CNSR between Openness to Experience and Purchase Intention

The first personality dimension Openness to Experience is assessed with purchase intention while testing CNSR a mediator. The total effect is significant ($\beta = .624$, $p = .000$), the indirect effect is also significant ($\beta = .550$, $p = .000$). The direct

effect is significant with $\beta = .0318$ and $p = .000$ which shows the partial mediation. Thus the hypothesis is accepted.

TABLE 4.29: Mediation analysis of CNSR between Openness to Experience and PI

| Path | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|---|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| OPN \Rightarrow CNSR \Rightarrow PI | 0.6248 | 0 | 0.0318 | 0 | 0.55 | 0 | 0.4981 | 0.6024 |

Note: $R^2=0.771$, $F=1031.27$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a CNSR \Rightarrow PI

^b (OPN \Rightarrow CNSR) X (CNSR \Rightarrow PI)

^c Determined by bootstrapping with bias- correction

4.8.2.4 Mediation Analysis of CNSR and PI between OPN and BH

The following table shows that total effect between OPN and BH is .5872 which is significant at 95% CI level. The direct effect is also significant with coefficient of .0211 with -.0160 and .0581 of lower and upper limit respectively. The values of direct effect ($\beta = .0211$) shows that CNSR and PI sequentially mediate the relationship between OPN and BH.

TABLE 4.30: Mediation analysis of CNSR and PI between OPN and BH

| Mediator | Effect | LLCI | ULCI | Boost SE |
|--|--------|--------|--------|----------|
| Total Effect (OPN \Rightarrow BH) | 0.5872 | 0.5343 | 0.6402 | 0.0296 |
| Direct Effect (OPN \Rightarrow BH) | 0.0211 | -0.016 | 0.0581 | 0.0189 |
| Indirect effect (OPN \Rightarrow CNSR \Rightarrow PI \Rightarrow BH) | 0.0882 | 0.0566 | 0.12 | 0.0995 |

Note: Bootstrap of 95% CI and standard errors

4.8.2.5 Mediating Relationship of CNSR between CON and PI

The second personality dimension Conscientiousness is regressed with purchase intention while CNSR is a mediator. The total effect is significant ($\beta = .860$, $p = .000$), the indirect effect is also significant ($\beta = .478$, $p = .000$). The direct effect supports a partial mediation as the values are significant ($\beta = .0434$ and $p = .000$). Thus the hypothesis is accepted.

TABLE 4.31: Mediation analysis of CNSR between Conscientiousness and PI

| Path | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|-----------------|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| CON ⇒ CNSR ⇒ PI | 0.8606 | 0 | 0.0434 | 0 | 0.4785 | 0 | 0.4052 | 0.5486 |

Note: $R^2=0.8032$, $F=1244.54$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a $CNSR \Rightarrow PI$

^b $(CON \Rightarrow CNSR)X(CNSR \Rightarrow PI)$

^c Determined by bootstrapping with bias- correction

4.8.2.6 Mediation Analysis of CNSR and PI between CON and BH

The table of sequential mediation shows that total effect between CON and BH is .7888 which is significant at 95% CI level. The indirect effect is significant with coefficient of .0654 with lower limit of .0324 and upper limit of .1043. The direct effect ($\beta = .1228$) confirms that CNSR and PI sequentially mediate the relationship between CON and BH.

TABLE 4.32: Mediation analysis of CNSR and PI between CON and BH

| Mediator | Effect | LLCI | ULCI | Boot SE |
|--|--------|--------|--------|---------|
| Total Effect (CON ⇒ BH) | 0.7888 | 0.7499 | 0.8277 | 0.0198 |
| Direct Effect (CON ⇒ BH) | 0.1228 | 0.0622 | 0.1834 | 0.0308 |
| Indirect effect (CON ⇒ CNSR ⇒ PI ⇒ BH) | 0.0654 | 0.0324 | 0.1043 | 0.0181 |

Note: Bootstrap of 95% CI and standard errors

4.8.2.7 Mediating Relationship of CNSR between EXT and PI

The third personality dimension, Extraversion is regressed with purchase intention while CNSR is a mediator. The total effect is significant ($\beta = .8897$, $p = .000$), the indirect effect is also significant ($\beta = .621$, $p = .000$). The direct effect supports a partial mediation as the values are significant ($\beta = .0456$, $p = .000$). Thus the hypothesis is accepted.

TABLE 4.33: Mediation analysis of CNSR between extraversion and PI

| Path | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|-----------------|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| EXT ⇒ CNSR ⇒ PI | 0.8897 | 0 | 0.0456 | 0 | 0.621 | 0 | 0.5519 | 0.6917 |

Note: $R^2=0.8032$, $F=1244.54$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a CNSR=>PI

^b (EXT=>CNSR)X(CNSR=>PI)

^c Determined by bootstrapping with bias- correction

4.8.2.8 Mediation Analysis of CNSR and PI between EXT and BH

The table of sequential mediation shows that total effect between EXT and BH is .8334 which is significant at 95% CI level. The indirect effect ($\beta = .1017$) with lower (.0627) and upper limit (.1520) is significant. The direct effect is significant with coefficient of .0886 with lower limit of .0262 and upper limit of .1510 shows that CNSR and PI sequentially mediate the relationship between EXT and BH.

TABLE 4.34: Mediation analysis of CNSR and PI between EXT and BH

| Mediator | Effect | LLCI | ULCI | Boot SE |
|--|--------|--------|--------|---------|
| Total Effect (EXT ⇒ BH) | 0.8334 | 0.79 | 0.8768 | 0.0221 |
| Direct Effect (EXT ⇒ BH) | 0.0886 | 0.0262 | 0.151 | 0.0318 |
| Indirect effect (EXT ⇒ CNSR ⇒ PI ⇒ BH) | 0.1017 | 0.0627 | 0.152 | 0.0217 |

Note: Bootstrap of 95% CI and standard errors

4.8.2.9 Mediating Relationship of CNSR between AGR and PI

The fourth personality dimension Agreeableness is assessed with purchase intention while testing CNSR a mediator. The total effect is significant ($\beta = .8174$, $p = .000$), the indirect effect is also significant ($\beta = .688$, $p = .000$). The direct effect is significant with $\beta = .0383$ and $p = .000$ which shows the partial mediation. Thus the hypothesis is accepted.

TABLE 4.35: Mediation analysis of CNSR between Agreeableness and PI

| Path | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|-----------------|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| AGR ⇒ CNSR ⇒ PI | 0.8174 | 0 | 0.0383 | 0 | 0.688 | 0 | 0.636 | 0.7418 |

Note: $R^2=0.7736$, $F=1042.02$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a $CNSR \Rightarrow PI$

^b $(AGR \Rightarrow CNSR)X(CNSR \Rightarrow PI)$

^c Determined by bootstrapping with bias- correction

4.8.2.10 Mediation Analysis of CNSR and PI between AGR and BH

The sequential mediation of CNSR and PI between AGR and BH shows that total effect between AGR and BH is .8190 which is significant at 95% CI level. The indirect effect ($\beta = .1071$) with lower (.0657) and upper limit (.1453) at 95% CI. The direct effect is significant ($\beta = .1765$) with lower limit of .1273 and upper limit of .2258 shows that CNSR and PI sequentially mediate the relationship between AGR and BH.

TABLE 4.36: Mediation analysis of CNSR and PI between AGR and BH

| Mediator | Effect | LLCI | ULCI | Boot SE |
|--|--------|--------|--------|---------|
| Total Effect (AGR ⇒ BH) | 0.819 | 0.7719 | 0.8661 | 0.024 |
| Direct Effect (AGR ⇒ BH) | 0.1765 | 0.1273 | 0.2258 | 0.0251 |
| Indirect effect (EXT ⇒ CNSR ⇒ PI ⇒ BH) | 0.1071 | 0.0657 | 0.1453 | 0.0201 |

Note: Bootstrap of 95% CI and standard errors

4.8.2.11 Mediating Relationship of CNSR between NEU and PI

The fifth personality dimension Neuroticism is assessed to find relationship with purchase intention while keeping CNSR as mediator. The total effect is significant ($\beta = .8085$, $p = .000$), the indirect effect is also significant ($\beta = .455$, $p = .000$). The direct effect shows a significant relationship between CNSR and purchase intention ($\beta = .0383$, $p = .000$). Thus the partial mediation is accepted.

TABLE 4.37: Mediation analysis of CNSR between Neuroticism and PI

| Path | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|-----------------|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| NEU ⇒ CNSR ⇒ PI | 0.8085 | 0 | 0.0383 | 0 | 0.455 | 0 | 0.3765 | 0.5331 |

Note: $R^2=0.812$, $F=1320.099$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a CNSR ⇒ PI

^b (NEU ⇒ CNSR)X(CNSR ⇒ PI)

^c Determined by bootstrapping with bias- correction

4.8.2.12 Mediation Analysis of CNSR and PI between NEU and BH

The sequential mediation of CNSR and PI between NEU and BH shows that total effect between AGR and BH is .7248 which is significant at 95% CI level. The indirect effect ($\beta = .0398$) with lower (.0110) and upper limit (.0767) at 95% CI. The direct effect is significant ($\beta = .1820$) with lower limit of .1325 and upper limit of .2316 reflects that CNSR and PI sequentially mediate the relationship between NEU and BH.

TABLE 4.38: Mediation analysis of CNSR and PI between NEU and BH

| Mediator | Effect | LLCI | ULCI | Boot SE |
|--|--------|--------|--------|---------|
| Total Effect (NEU ⇒ BH) | 0.7248 | 0.704 | 0.7816 | 0.0198 |
| Direct Effect (NEU ⇒ BH) | 0.182 | 0.1325 | 0.2316 | 0.0252 |
| Indirect effect (NEU ⇒ CNSR ⇒ PI ⇒ BH) | 0.0398 | 0.011 | 0.0767 | 0.0167 |

Note: Bootstrap of 95% CI and standard errors

4.8.2.13 Mediating Relationship of CNSR between PD and PI

The first cultural dimension power distance is assessed with purchase intention while testing CNSR a mediator. The total effect is significant ($\beta = .9843$, $p = .000$), the indirect effect is also significant ($\beta = .5590$, $p = .000$). The direct effect is significant with $\beta = .0429$ and $p = .000$ which shows the partial mediation. Thus the hypothesis is accepted.

TABLE 4.39: Mediation analysis of CNSR between Power Distance and PI

| Path | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|----------------|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| PD ⇒ CNSR ⇒ PI | 0.9843 | 0 | 0.0429 | 0 | 0.559 | 0 | 0.4651 | 0.6475 |

Note: $R^2=0.800$, $F=1225.388$, $p= 0.000$, $p < 0.05$, $**p < 0.01$

^aCNSR=>PI

^b(PD=>CNSR)X(CNSR=>PI)

^c Determined by bootstrapping with bias- correction

4.8.2.14 Mediation Analysis of CNSR and PI between PD and BH

The table of sequential mediation shows that total effect between PD and BH is .8971 with 95% CI level. . The indirect effect ($\beta = .0851$) with lower (.0471) and upper limit (.1313) with CI at 95% CI. The direct effect is significant with coefficient of .0998 with lower limit of .0300 and upper limit of .1697 confirms that CNSR and PI sequentially mediate the relationship between PD and BH.

TABLE 4.40: Mediation analysis of CNSR and PI between PD and BH

| Mediator | Effect | LLCI | ULCI | Boot SE |
|---------------------------------------|--------|--------|--------|---------|
| Total Effect (PD ⇒ BH) | 0.8971 | 0.8515 | 0.9427 | 0.0232 |
| Direct Effect (PD ⇒ BH) | 0.0998 | 0.03 | 0.1697 | 0.0356 |
| Indirect effect (PD ⇒ CNSR ⇒ PI ⇒ BH) | 0.0851 | 0.0471 | 0.1313 | 0.0851 |

Note: Bootstrap of 95% CI and standard errors

4.8.2.15 Mediating Relationship of CNSR between COL and PI

The second cultural dimension COL is regressed to find relationship with purchase intention while CNSR is a mediator. The total effect is significant ($\beta = .8960$, $p = .000$), the indirect effect is also significant ($\beta = .553$, $p = .000$). The direct effect shows a significant relationship between CNSR and purchase intention ($\beta = .0646$, $p = .000$) which supports partial mediation.

TABLE 4.41: Mediation analysis of CNSR between COL and PI

| Path | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|-----------------|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| COL ⇒ CNSR ⇒ PI | 0.896 | 0 | 0.0646 | 0 | 0.553 | 0 | 0.4749 | 0.6536 |

Note: $R^2=0.781$, $F=1092.051$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a CNSR ⇒ PI

^b (COL ⇒ CNSR)X(CNSR ⇒ PI)

^c Determined by bootstrapping with bias- correction

4.8.2.16 Mediation Analysis of CNSR and PI between COL and BH

The sequential mediation of CNSR and PI between COL and BH shows that total effect between IND and BH is .8637 which is significant at 95% CI level. The indirect effect ($\beta = .0398$) with lower (.0505) and upper limit (.1214) at 95% CI. The direct effect is significant ($\beta = .2294$) with lower limit of .1463 and upper limit of .3124 shows that CNSR and PI sequentially mediate the relationship between IND and BH.

TABLE 4.42: Mediation analysis of CNSR and PI between COL and BH

| Mediator | Effect | LLCI | ULCI | Boot SE |
|--|--------|--------|--------|---------|
| Total Effect (COL ⇒ BH) | 0.8637 | 0.8305 | 0.8969 | 0.0169 |
| Direct Effect (COL ⇒ BH) | 0.2294 | 0.1463 | 0.3124 | 0.0423 |
| Indirect effect (COL ⇒ CNSR ⇒ PI ⇒ BH) | 0.0813 | 0.0505 | 0.1214 | 0.0179 |

Note: Bootstrap of 95% CI and standard errors

4.8.2.17 Mediating Relationship of CNSR between MAS and PI

The third cultural dimension Masculinity is assessed with purchase intention while testing CNSR a mediator. The total effect is significant ($\beta = .888$, $p = .000$), the indirect effect is also significant ($\beta = .408$, $p = .000$). The direct effect is significant with $\beta = .0475$ and $p = .000$ which shows the partial mediation. Thus the hypothesis is accepted.

TABLE 4.43: Mediation analysis of CNSR between Masculinity and PI

| | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|-----------------|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Path | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level |
| MAS ⇒ CNSR ⇒ PI | 0.888 | 0 | 0.0475 | 0 | 0.408 | 0 | 0.3142 | 0.4892 |

Note: $R^2=0.811$, $F=1315.9420$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a $CNSR \Rightarrow PI$

^b $(MAS \Rightarrow CNSR)X(CNSR \Rightarrow PI)$

^c Determined by bootstrapping with bias- correction

4.8.2.18 Mediation Analysis of CNSR and PI between MAS and BH

The sequential mediation of CNSR and PI between MAS and BH shows that total effect between MAS and BH is .8019 which is significant at 95% CI level. The indirect effect ($\beta = .0641$) with lower (.0360) and upper limit (.1025) at 95% CI. The direct effect is significant ($\beta = .0710$) with lower limit of .0007 and upper limit of .1414 reflects that CNSR and PI sequentially mediate the relationship between MAS and BH.

TABLE 4.44: Mediation analysis of CNSR and PI between MAS and BH

| Mediator | Effect | LLCI | ULCI | Boot SE |
|--|--------|--------|--------|---------|
| Total Effect (MAS ⇒ BH) | 0.8019 | 0.7641 | 0.8398 | 0.0193 |
| Direct Effect (MAS ⇒ BH) | 0.071 | 0.0007 | 0.1414 | 0.0358 |
| Indirect effect (MAS ⇒ CNSR ⇒ PI ⇒ BH) | 0.0641 | 0.036 | 0.1025 | 0.0165 |

Note: Bootstrap of 95% CI and standard errors

4.8.2.19 Mediating Relationship of CNSR between Uncertainty Avoidance and Purchase Intention

The fourth cultural dimension, Uncertainty Avoidance is regressed to find relationship with purchase intention while CNSR is a mediator. The total effect is significant ($\beta = .7870$, $p = .000$), the indirect effect is also significant ($\beta = .6528$, $p = .000$). The direct effect shows a significant relationship between CNSR and purchase intention ($\beta = .0491$, $p = .000$) which supports partial mediation.

TABLE 4.45: Mediation analysis of CNSR between Uncertainty Avoidance and PI

| Path | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|----------------|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| UA ⇒ CNSR ⇒ PI | 0.787 | 0 | 0.0491 | 0 | 0.6528 | 0 | 0.5855 | 0.7272 |

Note: $R^2=0.772$, $F=1037.1598$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a CNSR ⇒ PI

^b (UA ⇒ CNSR)X(CNSR ⇒ PI)

^c Determined by bootstrapping with bias- correction

4.8.2.20 Mediation Analysis of CNSR and PI between UA and BH

The table of sequential mediation shows that total effect between UA and BH is .7710 with 95% CI level. The indirect effect ($\beta = .1085$) with lower (.0685) and upper limit (.1550) with CI at 95%. The direct effect is significant with coefficient of .1398 with lower limit of .0826 and upper limit of .1971 confirms that CNSR and PI sequentially mediate the relationship between UA and BH.

TABLE 4.46: Mediation analysis of CNSR and PI between UA and BH

| Mediator | Effect | LLCI | ULCI | Boot SE |
|---------------------------------------|--------|--------|--------|---------|
| Total Effect (UA ⇒ BH) | 0.771 | 0.7339 | 0.808 | 0.0189 |
| Direct Effect (UA ⇒ BH) | 0.1398 | 0.0826 | 0.1971 | 0.0292 |
| Indirect effect (UA ⇒ CNSR ⇒ PI ⇒ BH) | 0.1085 | 0.0685 | 0.155 | 0.0218 |

Note: Bootstrap of 95% CI and standard errors

4.8.2.21 Mediating Relationship of CNSR between Long Term Orientation and Purchase Intention

The last cultural dimension, Long Term Orientation is assessed with purchase intention while testing CNSR a mediator. The total effect is significant ($\beta = .8243$, $p = .000$), the indirect effect is also significant ($\beta = .6916$, $p = .000$). The direct effect is significant with $\beta = .0546$ and $p = .000$ which shows the partial mediation. Thus the hypothesis is accepted.

TABLE 4.47: Mediation analysis of CNSR between Long Term Orientation and PI

| Path | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|-----------------|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| LTO ⇒ CNSR ⇒ PI | 0.8423 | 0 | 0.0546 | 0 | 0.6916 | 0 | 0.6158 | 0.7664 |

Note: $R^2=0.7725$, $F=1035.45$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a $CNSR \Rightarrow PI$

^b $(LTO \Rightarrow CNSR)X(CNSR \Rightarrow PI)$

^c Determined by bootstrapping with bias- correction

4.8.2.22 Mediation Analysis of CNSR and PI between LTO and BH

The sequential mediation of CNSR and PI between LTO and BH shows that total effect between LTO and BH is .8366 which is significant at 95% CI level. The indirect effect ($\beta = .1104$) with lower (.0671) and upper limit (.1598) at 95% CI. The direct effect is significant ($\beta = .2295$) with lower limit of .1640 and upper limit of .2950 reflects that CNSR and PI sequentially mediate the relationship between LTO and BH.

TABLE 4.48: Mediation analysis of CNSR and PI between LTO and BH

| Mediator | Effect | LLCI | ULCI | Boot SE |
|--|--------|--------|--------|---------|
| Total Effect (LTO ⇒ BH) | 0.8366 | 0.8016 | 0.8016 | 0.0178 |
| Direct Effect (LTO ⇒ BH) | 0.2295 | 0.164 | 0.295 | 0.0333 |
| Indirect effect (LTO ⇒ CNSR ⇒ PI ⇒ BH) | 0.1104 | 0.0671 | 0.1598 | 0.024 |

Note: Bootstrap of 95% CI and standard errors

4.8.2.23 Mediating Relationship of Purchase Intention between CNSR and Buying Behavior

The following table shows purchase intention as mediator which bridges the relationship between CNSR and buying behaviour. The total effect is significant ($\beta = 1.00$, $p = .000$), the indirect effect is also significant ($\beta = .1912$, $p = .000$). The direct effect is significant with $\beta = .0291$ and $p = .000$ which shows the partial mediation. Thus the hypothesis is accepted.

TABLE 4.49: Mediation analysis of PI between CNSR and Buying Behaviour

| Path | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|----------------|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| CNSR ⇒ PI ⇒ BH | 1 | 0 | 0.0291 | 0 | 0.1912 | 0 | 0.1297 | 0.2575 |

Note: $R^2=0.8598$, $F=1870.3949$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a $PI \Rightarrow BH$

^b $(CNSR \Rightarrow PI)X(PI \Rightarrow BH)$

^c Determined by bootstrapping with bias- correction

4.8.2.24 Mediating Relationship of Purchase Intention between SN and Buying Behavior

The table shows purchase intention is mediator which bridges the relationship between subjective norm and buying behaviour. The total effect is significant ($\beta = .7489$, $p = .000$), the indirect effect is also significant ($\beta = .485$, $p = .000$). The direct effect is significant with $\beta = .0396$ and $p = .000$ which supports the partial mediation.

TABLE 4.50: Mediation analysis of PI between SN and Buying Behaviour

| Path | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|--------------|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| SN ⇒ PI ⇒ BH | 0.7489 | 0 | 0.0396 | 0 | 0.485 | 0 | 0.3708 | 0.5384 |

Note: $R^2=0.7532$, $F=930.9930$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a $PI \Rightarrow BH$

^b $(SN \Rightarrow PI)X(PI \Rightarrow BH)$

^c Determined by bootstrapping with bias- correction

4.8.2.25 Mediating Relationship of Purchase Intention between PBC and Buying Behavior

In the following table, purchase intention is mediator which is regressed with buying behaviour to investigate the relationship between perceived behavioural control and buying behaviour. The total effect is significant ($\beta = .7822$, $p =$

.000), the indirect effect is also significant ($\beta = .4802$, $p = .000$). The direct effect is significant ($\beta = .0320$ and $p = .000$) which confirms the partial mediation.

TABLE 4.51: Mediation analysis of PI between PBC and Buying Behaviour

| Path | Total Effect | | Direct Effect ^a | | Indirect Effect ^b | | 95% CI ^c | |
|---------------------------------------|--------------|------|----------------------------|------|------------------------------|------|---------------------|-------------|
| | Beta | Sig. | Beta | Sig. | Beta | Sig. | Lower Level | Upper Level |
| PBC \Rightarrow PI \Rightarrow BH | 0.7822 | 0 | 0.032 | 0 | 0.4802 | 0 | 0.4022 | 0.5591 |

Note: $R^2=0.7619$, $F=976.1089$, $p=0.000$, $p < 0.05$, $**p < 0.01$

^a $PI \Rightarrow BH$

^b $(PBC \Rightarrow PI) \times (PI \Rightarrow BH)$

^c Determined by bootstrapping with bias- correction

TABLE 4.52: Summary of Moderation Analysis Results

| Moderation Relationships | Hypotheses | Accepted / Rejected |
|---|------------|---------------------|
| ESI \Rightarrow IR \Rightarrow CNSR | H34 | Rejected |
| ESI \Rightarrow ER \Rightarrow PI | H36 | Accepted |

TABLE 4.53: Moderated Mediation Analysis Results

| Moderated Mediation Relationships | Hypotheses | Accepted / Rejected |
|--|------------|---------------------|
| ESI \Rightarrow IR \Rightarrow CNSR \Rightarrow PI | H35 | Accepted |
| ESI \Rightarrow ER \Rightarrow CNSR \Rightarrow PI | H37 | Accepted |

TABLE 4.54: Mediation Analysis Results

| Mediation Relationships | Hypotheses | Accepted / Rejected |
|---|------------|-----------------------------|
| ESI \Rightarrow CNSR \Rightarrow PI | H2 | Accepted(Partial Mediation) |
| OPN \Rightarrow CNSR \Rightarrow PI | H5 | Accepted(Partial Mediation) |
| CON \Rightarrow CNSR \Rightarrow PI | H8 | Accepted(Partial Mediation) |
| EXT \Rightarrow CNSR \Rightarrow PI | H11 | Accepted(Partial Mediation) |
| AGR \Rightarrow CNSR \Rightarrow PI | H14 | Accepted(Partial Mediation) |
| NEU \Rightarrow CNSR \Rightarrow PI | H17 | Accepted(Partial Mediation) |
| PD \Rightarrow CNSR \Rightarrow PI | H20 | Accepted(Partial Mediation) |
| COL \Rightarrow CNSR \Rightarrow PI | H23 | Accepted(Partial Mediation) |
| MAS \Rightarrow CNSR \Rightarrow PI | H26 | Accepted(Partial Mediation) |
| UA \Rightarrow CNSR \Rightarrow PI | H29 | Accepted(Partial Mediation) |
| LTO \Rightarrow CNSR \Rightarrow PI | H32 | Accepted(Partial Mediation) |
| CNSR \Rightarrow PI \Rightarrow BH | H43 | Accepted(Partial Mediation) |
| SN \Rightarrow PI \Rightarrow BH | H39 | Accepted(Partial Mediation) |
| PBC \Rightarrow PI \Rightarrow BH | H41 | Accepted(Partial Mediation) |

TABLE 4.55: Sequential Mediation Analysis Results

| Mediation Relationships | Hypotheses | Accepted / Rejected |
|--|------------|---------------------|
| ESI \Rightarrow CNSR \Rightarrow PI \Rightarrow BH | H3 | Accepted |
| OPN \Rightarrow CNSR \Rightarrow PI \Rightarrow BH | H6 | Accepted |
| CON \Rightarrow CNSR \Rightarrow PI \Rightarrow BH | H9 | Accepted |
| EXT \Rightarrow CNSR \Rightarrow PI \Rightarrow BH | H12 | Accepted |
| AGR \Rightarrow CNSR \Rightarrow PI \Rightarrow BH | H15 | Accepted |
| NEU \Rightarrow CNSR \Rightarrow PI \Rightarrow BH | H18 | Accepted |
| PD \Rightarrow CNSR \Rightarrow PI \Rightarrow BH | H21 | Accepted |
| COL \Rightarrow CNSR \Rightarrow PI \Rightarrow BH | H24 | Accepted |
| MAS \Rightarrow CNSR \Rightarrow PI \Rightarrow BH | H27 | Accepted |
| UA \Rightarrow CNSR \Rightarrow PI \Rightarrow BH | H30 | Accepted |
| LTO \Rightarrow CNSR \Rightarrow PI \Rightarrow BH | H33 | Accepted |

Chapter 5

Discussion, Conclusion, Limitations and Recommendations

This chapter encompasses a significant aspect of the thesis while discussing the results of the study. The discussion is based on the findings of the study which is derived after careful assessment of the data. The discussion also reveals if the study answers the questions it aimed to resolve. The prime objective of the study was to develop and validate the measure of CNSR while exploring its antecedents and outcomes by studying it with moderated mediation and sequential mediation. To address in detail, ten research questions have been comprehensively answered in the following discussion:

5.1 Study-I: Discussion on Conceptualization & Scale Development of CNSR

5.1.1 Research Question1

Does the concept of consumer social responsibility needs to be measured, developed and validated as an important predictor of societal friendly buying intention and

behavior?

5.1.2 Summary of Results

The results confirm the importance of validating and measuring the CNSR. The hypotheses were formulated to test the relation of ESI, Personality traits, and cultural dimensions with CNSR. Moreover, the mediation and sequential mediation of CNSR is also tested with consumer's buying behavior of social friendly products while testing religiosity as moderator. The results shows acceptance of all hypothesized relations except extraversion and agreeableness with CNSR.

5.1.3 Discussion

CNSR is operationalized, measured and validated by researcher as an attitudinal construct. Previously the responsibility of consumer is measured as behavioral construct. The need to develop, operationalize, and validate CNSR as an attitudinal construct is reflected in the literature (Vitell, 2015) while testing it with antecedents and consequences. The past literature is enriched with role of culture, personality and consumer's ethical self to predict consumer's intention to buy social or environment friendly products. Yet studying the aforementioned variables as antecedents of CNSR is the novelty of the study.

ESI is proved to be predictor of CNSR. Since CNSR is developed by researcher as an attitudinal construct leading to intention and behaviour. Thus previous studies confirm ESI as a predictor of consumer decision making process. The results are consistent with the study of Papaoikonomou et al. (2012) who argued that people who tend to perceive themselves as ethical consumers they make purchase decisions related to organic food disposition. Hedlund (2011) also confirms the role of ethical beliefs in consumption of organic food. Similarly, researchers found the ethical beliefs of the consumers as a strong antecedent of consumer attitude which further explain consumer's intentions (Cronan & Douglas, 2005; Cronan & Al-Rafee, 2008). This also shows that consumers who perceive themselves as ethical, they make themselves responsible for buying societal friendly products.

Likewise, Bodur and Sarigollu (2005) found environmental attitudes as indicators of environmental behaviour. The results of the study are also consistent with the study of Follows and Jobber (2000) who confirms a relation between attitudinal-behaviour relationships initiated by ethical beliefs. The findings are also aligned with Kaufmann et al. (2012), proving ESI affecting the green buying behaviour of consumers (Moisander & Pesonen, 2002; Stets & Biga, 2003; Hustvedt & Dickson, 2009; Sparks & Shepherd, 1992; Niinimaki, 2010). The ethical motives of consumers help them in formation of positive attitude which result in buying societal friendly products (Shaw et al., 2000). Shaw and Shiu (2002; 2003) are also agreed that ESI is symbolic which influence attitude and intentions of customers while buying fair-trade groceries. Consistency of results is also found in the study of Sheeran and Hukkelberg (2010) and Sparks and Shepherd (1992) examined the role of green identity and found predictive and independent effect on consumer intentions. Lastly, meta-analysis of Rise et al. (2010) confirmed the role of self-identity under the light of theory of planned behavior which reflects a strong need of understanding consumer's responsibility to buy green products influenced by their self-identity.

Past literature has numerously focused on studying the role of culture in predicting attitudinal-behavioural relationships. Since the CNSR is not measured previously yet culture is studied as antecedent of attitude leading to buying behaviours. Similarly, it was found that culture plays a significant role in determining buying decisions. It was further found that two ethnic groups which were different in religious and culture background by residing in the same community vary from each other in preference of buying products. Salmi and Sharafutdinova (2008) characterized different features of culture including high power distance, femininity, high uncertainty avoidance, and individualism which influence buying decisions of consumers (Hon, et al., 2014; Kacen & Lee, 2002; Bagozzi, et al., 2000; Lee, 2000). People in collectivist cultures possess a good control on emotions thus it results in rationale buying. While in individualist cultures, people usually give mere importance to personal feelings and actions. While people in collectivist societies consider consequences of their actions (Ho, 1994; Triandis, 1995). It is also found

that in collectivist societies, friends and families influence consumption patterns (Kelman, 1961; Kacen & Lee, 2002; Park & Lemaire, 2011; Soares et al., 2007). The results of the current study are aligned with the previous work confirming that culture influences consumer's social responsibility to prefer products and buy them which cause less harm to society. Though Pakistani culture is collectivist, high power distance, high uncertainty avoidance, masculine and short term oriented yet all aforementioned dimensions influence consumer's social responsibility to buy societal friendly products due to the increased awareness by social medial and self-realization.

Personality traits as an antecedents of CNSR are first time studied in the current study to predict consumer's intention to buy societal friendly products. Previous studies support personality traits as important antecedent of consumer buying behavior (Barnett et al., 2015). Likewise, researchers found a strong relation between buying behaviour and traits of personality (Bray, et al., 2011; Hawkins, et al., 1995). Similarly, a strong positive relation exists between big five factor model of personality and buying behaviour (Bornemann & Hombury, 2011). In past researchers have confirmed that an association exist between big five model of conscientiousness agreeableness, openness and environmental engagements and concerns (Hirsh et al., 2010). Researchers found strong relationship between personality traits which are specific traits of consumers' cognition and external responses. Contrary to this, Hilbig et al. (2012) could not find any effect of personality on environmental behaviors. Likewise, studies also found a weak relationship between neuroticism, conscientiousness and environmental concern (Hirsh, 2010). Few other studies also found insignificant correlation between personality and a brand choice in Korean Automobile Company (Lee, 2009; DeJong, 2008), Similarly, Kassarjian (1971) indicates a weak correlation between personality traits and buying behavior. Researchers suggested the need to examine the personality in predicting concern to environment (Milfont & Sibley, 2012). Some of the researchers are in support of the fact that personality traits act as an important antecedent of consumer buying behaviour (Barnett et al., 2015; Bray, et al., 2011). Though the findings of the previous studies are mixed as consumer's personality

and buying behaviour did not yield consistent results in different studies measuring the relationship between personality and buying behaviour (Mulyanegara, et al., 2009). The current study confirms personality playing a significant role in determining consumers' social responsibility to develop consumer's willingness to buy societal friendly products which furthermore confirms need to study CNSR.

5.2 Study-II: Discussion on Antecedents of CNSR and Application of TPB

5.2.1 Research Question 02

Does ESI, personality of consumer and cultural traits act as antecedents to predict consumer social responsibility?

5.2.2 Summary of Results

The results shows the relation of ESI with CNSR. Similarly, the results confirms the significant contribution of culture in determining the CNSR. Whereas, the three personality traits such as OPN, CON, and NEU are proved to be significant predictor of CNSR.

5.2.3 Discussion

The current study has first time ever operationalized the construct of CNSR thus studying ESI, personality and culture as antecedents of CNSR is contribution in the literature. Numerous studied in past has studied ESI, personality and culture as determinant of attitudinal-behavioural relationship in environmental or green products and confirms the relationship between aforementioned variables.

Studies reported that ethical consumers perceive to opt organic food disposition (Papaoikonomou et al., 2012; Hedlund, 2011; Portwood-Stacer, 2012). Similarly,

ethical beliefs of the consumers as strongest predictor of consumer attitude (Croan & Al-Rafee, 2008). Bodur and Sarigollu (2005) also reflected in their study that environmental attitudes which are specific to environment or society are stronger antecedent of environmental behaviour. Kaufmann et al. (2012) confirmed self-identity as important predictor of green buying behaviors. Likewise studies also found the positive influence of consumers' ESI on green buying behaviour (Stets & Biga, 2003; Niinimaki, 2010).

Rise et al. (2010) predicted the role of ESI by applying theory of planned behavior which confirmed a strong relationship between ESI and intentions which is aligned in previous studies (Shaw et al., 2000; Shaw & Shiu, 2002; 2003; Sheeran & Hukkelberg, 2010). Thus predicting CNSR as an outcome of ESI confirms that people who feel themselves as ethical tend to make themselves responsible to positively evaluate products which cause less harm to societies, consumers and communities.

Culture has been studied as an important contributor in consumer's decision making process. Since the CNSR is the measured in the present study which confirms all dimensions of culture playing a significant role in consumer's buying behaviour. The results of the study are consistent with the study of Sian et al. (2010) and Salmi and Sharafutdinova (2008) who characterized different features of culture including high power distance, femininity, high uncertainty avoidance, and individualism and confirmed its effect on consumer's attitude. Results of collectivist dimension is consistent with Kacen and Lee (2002) who found that people in collectivist societies shift behaviours in context of what is right for society by putting their personal feelings aside. Yet the results of collectivist dimensions are not aligned with some researchers who found that attitude-behavioral and attitude-intention relationship is weak in collectivist societies as compared to individualistic societies (Bagozzi, et al., 2000; Lee, 2000). Contrary to this, it is also found that in collectivist societies, friends and families influence consumption patterns (Kelman, 1961; Kacen & Lee, 2002). Feminists are more associated with consumer charity acts as compared to muscularity side. Additionally, countries having high degree of uncertainty avoidance usually involve in CSR (Park & Lemaire, 2011). Soares et al. (2007) also mentioned in their study that long term orientation is related

to future and perseverance is important element yet it leads to consumer decision making process. On the other hand, many researchers agreed to the notion that in short term oriented cultures, people are concerned with present and past. Hence, the study is aligned with above mentioned findings concluding culture playing a significant role in predicting consumer's social responsibility.

Personality has been widely studied in the past to predict consumers' attitude toward environmental or green products. The current study investigates personality to determine consumer's social responsibility which is addition in the body of knowledge. Barnett et al. (2015) reported personality traits as an important antecedent of consumer buying behaviour. Researchers found a strong link between buying behaviour and personality traits across the nations (Bray, et al., 2011; Hawkins, et al., 1995; Bornemann & Hombury, 2011). Many studies are aligned with the current study regarding openness as predictor of buying behaviour (Roesch, et al., 2006; Bhatnagar & Ghose, 2004; Forsythe & Shi, 2003; Govers & Schoormans, 2005). In past researchers have confirmed that an association exist between big five model of conscientiousness agreeableness, openness and environmental engagements and concerns (Hirsh et al., 2010). Contrary to this, results of the current study shows that extraversion and agreeableness do not predict consumer's social responsibility. These findings are consistent with the study of Hilbig et al. (2012) who found that there is no effect of personality traits on environmental behaviors and in their second study, a moderate relationship was found which was due to change in demographics of consumers. The reason could be that Individuals who fall high in extraversion usually tend to increase gains from social relations due to which they do not find any responsibility toward environment (DeYoung, et al., 2007). Likewise, Tsao and Chang (2010) suggested a negative relation between agreeableness and buying behaviour. Researchers believed that personality dimension are highly effective in predicting pro-environmental attitudes. Researchers focused that empathy related features of environment are significant predictor of environment related behaviour (Schultz, 2001; Wiseman & Bongor, 2003). Thus, personality is proved to be a significant determinant of CNSR which shows that consumers who have traits of OPN, CON, and NEU are likely

to favorable select products which are safe to society.

5.3 Research Question 03

Does consumer social responsibility mediate the relationship of ESI, personality traits, and cultural traits with intention to buy social friendly products?

5.3.1 Summary of Results

The findings of the study confirm CNSR as an important mediating variable. All mediated hypothesized relations are accepted. The findings reflected CNSR as a partial mediator between ESI, personality, culture and consumer's intention to buy social friendly products.

5.3.2 Discussion

The present study has first time attempted to test CNSR as a mediator to predict consumer's intention to buy societal friendly products by studying it with antecedents such as personality traits, cultural dimensions and ESI. Though past studies have frequently investigated the mediating role of attitude to determine intention to buy with various antecedents. It was stated by Papaoikonomou et al. (2012) that people who tend to perceive that they are known as ethical consumers give rise to merging of the concepts of perceived ethical obligation and self-identity, and also suggested that consumers are making purchase decisions related to organic food disposition. Academicians suggest that by studying ethical beliefs of consumers which are linked with organic consumption of food give rise to social responsibility related ethical attitudes towards making purchase or buying intentions (Hedlund, 2011). If consumers believe that ethical violations related to environmental products are occurring, they stop relying on marketers' efforts of environment friendly products and do not make purchase decisions (Portwood-Stacer, 2012). Likewise, ethical beliefs of the consumers are studied as strongest predictor

of consumer attitude which were further explain consumer intentions (Cronan & Douglas, 2005; Cronan & Al-Rafee, 2008). This shows that if consumers have ethical beliefs, their social responsibility will increase which will initiate their intention to buy societal friendly products. Moreover, a study on Portuguese consumers was conducted to understand if individual's environmental contribution has a relation with environment. The results showed that consumers feel environmental protection as the responsibility of the government to protect the environment (Bodur & Sarigollu, 2005). According to Kaufmann, et al. (2012), consumer self-concepts are important predictor of green buying behaviours. Buying green products helps individuals in full filling the ethical motive which reflect their ESI (Moisander & Pesonen, 2002). Niinimaki (2010) believes that ethical consumption has symbolic meaning to consumers' self-identity and their life styles. Studies also found the positive influence of consumers' ESI on green buying behaviour (Stets & Biga, 2003). Hustvedt and Dickson (2009) argued that consumer self-identification as organic or green consumers influence the buying of organic cotton apparels. Moreover, the self-identity contributes in predicting environmental behaviour which further focuses on establishing self-concept of green consumerism. Similarly, the positive role of consumer self-identification was found in a study of green consumers (Sparks & Shepherd (1992).

The ethical motives of consumers help them in formation of positive attitude which result in buying societal friendly products (Shaw et al., 2000). The ESI, which is symbolic in nature, influence attitude and intentions of customers while buying fair-trade groceries (Shaw & Shiu, 2002; 2003). Sheeran and Hukkelberg (2010) conducted a study to examine the contribution of self-identity in predicting consumers' behavioural intentions and found that it has an influence on behaviour. A meta-analysis was conducted to predict the role of self-identity under the light of theory of planned behaviour which confirmed a strong correlation between ESI and intentions (Rise et al, 2010). Sparks and Shepherd (1992) also examined the role of green identity and found predictive and independent effect on consumer intentions. They also found that that green consumers prefer buying organic vegetables. Consistent to the previous studies on attitudinal-behavioural relationships, Follows

and Jobber's (2000) found that the correlation between attitudinal-behaviour relationships was higher when attitude was operationalized in specific context instead of general context to predict behaviour. These previous studies show that ESI has been proved to predict attitudinal-behavioural relationships which is further confirmed in the present study as well by studying CNSR as a mediator between ESI and intention to buy societal friendly products.

Previous studies have investigated the role of culture to predict buying behaviour. The study has first time attempted to test CNSR as a mediator between cultural dimensions and consumer's intention to buy societal friendly products. A study was conducted on Malays and Chinese customers to study individualism, uncertainty avoidance and long term orientation. It was found that two ethnic groups which were different in religious and culture background by residing in the same community vary from each other in preference of buying products. Salmi and Sharafutdinova (2008) characterized different features of culture including high power distance, femininity, high uncertainty avoidance, and individualism. According to their results, all these feature influence on buying decisions of customers. Power distance shows some sort of significance between attitudes and social responsibility related behaviour (Hon et al., 2014). Thus people in collectivist societies tend to shift behaviours in context of what is right for society by putting their personal feelings aside (Kacen & Lee, 2002). The results of the present study are also consistent with past studies suggesting that attitude-behavioural and attitude-intention relationship is weak in collectivist societies as compared to individualistic societies (Bagozzi et al., 2000; Lee, 2000). People in collectivist cultures possess a good control on emotions thus it results in rationale buying. While in individualist cultures, people usually give mere importance to personal feelings and actions. While people in collectivist societies consider consequences of their actions (Ho, 1994; Triandis, 1995). Likewise, other studies on collectivist culture also shows similar results by finding that in collectivist societies, friends and families influence consumption patterns (Kelman, 1961; Kacen & Lee, 2002). In countries having high degree of uncertainty avoidance tend additional risk via involving in CSR- related acts (Park & Lemaire, 2011). The results of the long

term orientation are consistent with Soares et al. (2007) who mentioned in their study that long term orientation is related to future and perseverance is important element. By generalizing the results of the past studies which confirmed the relationship of culture with purchase decisions, it is further found that culture determines an individual's attitude of being socially responsible which further leads toward their intention to buy societal friendly products.

The past researches indicate the relationship of personality with consumer buying behaviour but its relation with CNSR has not been studied previously. Past researches have investigated the direct relationship with environmental behaviours. Some of the researchers are in support of the fact that personality traits act as an important antecedent of consumer buying behaviour (Barnett et al., 2015). Likewise, researchers found a strong link between buying behaviour and traits of personality (Bray et al., 2011). Personality casts an impression on consumer behaviour (Hawkins et al., 1995). The research is also aligned with the studies who found a strong positive correlation exists between big five factor model of personality and buying behavior (Bornemann & Hombury, 2011). While relating it with dimensions of personality, it is reported that individuals high in openness try products which are social friendly or support environment friendly aspects (Roesch et al., 2006; Bhatnagar & Ghose, 2004; Forsythe & Shi, 2003). Consumers who are high in extroversion and openness prefer products which are related to their self-concept (Govers & Schoormans, 2005). In past researchers have confirmed that an association exist between big five model of conscientiousness agreeableness, openness and environmental engagements and environmental concerns (Hirsh. et al., (2010). Apart from this people who have Openness are easily bored from repeated work and do not have patience in their routines (Muafi, 2016). Hilbig et al. (2012) conducted two studies and in one study no effect on environmental behaviours was found and in second study a moderate relationship was found between personality and buying behavior. Researchers believe that personality dimension are highly effective in predicting pro-environmental attitudes. Researchers focused that empathy related features of environment are significantly predicted by big five model (Schultz, 2001). Researchers found strong relationship between personality traits

which are specific traits of consumers' cognition and external responses. Studies also found a weak relationship between neuroticism, conscientiousness and environmental concern (Hirsh, 2010). Thus the current study also revealed that personality is important variable to predict intention of consumers to buy societal friendly products in which consumer's social responsibility acts as a bridge which makes relationship of more significance to study.

5.4 Research Question 04

Does intrinsic/extrinsic religiosity strengthen/weaken the relationship between ESI and consumer social responsibility?

5.4.1 Summary of Results

The moderators of the study are internal and external religiosity. It is hypothesized in H₃₄ that internal religiosity strengthens the relations between ESI and CNSR. Whereas, H₃₆ is formulated as external religiosity weakens the relation between ESI and CNSR. H₃₄ is rejected which confirmed that internal religiosity did not moderate while external religiosity is accepted as a moderator between ESI and CNSR.

5.4.2 Discussion

Previously, religiosity has been studied as a background factor to determine consumer's attitude toward environmental products. Since CNSR is empirically tested in this study yet religiosity is proved to be a moderator between ESI and CNSR showing consumers who are extrinsically religious and believe themselves as ethical favour societal products. Fam et al. (2004) argued that religious belief systems are significant to predict social behaviours. Previously, Fleck (1980) supported the argument by concluding that religious individuals show more concern for moral

standards. Likewise, researchers have studied the relationship between individuals' religious beliefs and their social behaviours and suggested to explore it more as it is still questioned (Waller & Fam, 2000; Birch et al., 2001).

The results of the current study reported that consumers who are intrinsically religious do not have any association with CNSR due to the reason that they believe societal friendly products are deceptive and instead of giving charity to profit oriented companies it is better spending on needy people by themselves. Another reason could be that intrinsic religiosity does not measure an individual's religiosity rather it measures the attitudes towards his or her religion as a base of social support and comfort thus internal religiosity does not act as a moderator between ESI and CNSR (Donahue, 1985; Vitel, 2010). Likewise, Khavari and Harmon (1982) stated that a negative association is also found between religiosity and use of illegal products and cheating behaviors (Smith et al., 1975). This also shows that people who are religious they are still involved in wrong doings. Some studies found that moderately religious individuals were highly prejudiced than people who were highly religious and who are not having religious commitment (Gorsuch, 1993). Previous studies have investigated the association between sustainable behavior, and psychographic and demographic traits and extrinsic and intrinsic rewards to enhance participate in sustainable behavior (e.g., McDonald et al., 2006; Tanner & Kast, 2003; Engelland, 2014; Minton & Kahle, 2013) with mixed findings on Asian and American consumers.

While, the current study is not consistent with Cabanao et al. (2015) who found that non-religious were more involved into buying environment friendly products. Thus consumers who perceive themselves as ethical and extrinsically religious, tend to be socially responsible.

5.5 Research Question 05

Does consumer's social responsibility affect consumer's intention to buy social friendly products?

5.5.1 Summary of Results

In order to answer the research question 5, H₄₂ is formulated as CNSR influence the consumer's intention to buy social friendly products. The hypothesis is accepted confirming the significant influence of CNSR on consumer's intention to buy social friendly products.

5.5.2 Discussion

CNSR is not previously tested and the current study has operationalized and measured it as an attitudinal construct. Thus we may generalize it with past studies in which attitude is studied as an antecedent of intention to buy environment friendly products or green products. Cheng, et al. (2006) found that probability of performing a buying behaviour depends upon estimating the benefits and costs related to the action. If consumers find benefits in performing behaviour then consumers will be more willing to buy environment friendly products. Likewise, Han et al. (2010) stated that when the outcomes of a certain behavior are positive to the person performing it then the individual shows an attitude that is favorable. An individual's intention to perform the behavior is strengthened when the person possess positive attitude towards any behaviour. Similarly, attitude shows a positive influence on intentions of continued-use and stronger impact on continuous intention as compared to subjective norms (Hsieh et al., 2008; Conner et al., 2007). The past literature also confirmed that attitude has a positive impact on intentions to use environment friendly products (Picazo-Vela et al., 2010). The results of the studies are also consistent with many studies supporting that attitudes are affected by values and attitudes are more focused towards particular situations, behavior, and object (Johnson & Eagly, 1989; Feather, 1995; Honkanen & Verplanken, 2004).

Consumer approach on the way to green advertising considerably influences consumer purchase intention of green products (Ankit & Mayur, 2013). The present study confirms that consumers who favourably evaluate societal friendly products

are more willing to select products which cause less harm to society, environment, consumers and community.

5.6 Research Question 06

Does subjective norm affect their intention to buy societal friendly products?

5.6.1 Summary of Results

To answer the above question, H₃₈ is formulated stating the influence of SN on consumer's intention to buy societal friendly products. The hypothesis is accepted confirming the SN as a significant predictor of consumer's intention to buy societal friendly products.

5.6.2 Discussion

Numerous studies in past has studied the relationship between subjective norm and intention to buy societal friendly products. Soyez's (2012) study is consistent with the present study showing that advancing social pressure to act green is strengthening the impact of subjective norms on purchase intentions towards environment related products. Likewise, normative beliefs along with motivation to regulate the societal norms confirm that individual beliefs are representation of subjective norms (Allcott, 2011). Similarly, Kovalsky and Lusk (2013) confirm that subjective norm increases the willingness to buy organic products which minimizes the uncertainty of consumers to buy the socio-friendly products.

Further, relevant studies reflect that green purchase behavior via purchase intention is greatly influence by SN (Morren & Grinstein, 2016). It is found that SN directly influences the usage of electric car (Moons & DePelsmacker, 2012) while a positive association is found between SN and green products purchase intentions (Wang, 2014). Further, there exists a direct association between subjective SN, waste handling, using public transport intentions towards green environment

(Thøgersen, 2006; 2008). Past literature supported the findings of the present study by studying SN as a determinant of purchase intention regarding green hotel, organic food and green items, thus casting positive impacts on the environment (Hsu et al., 2016; Maichum, 2016). Therefore SN is found to be a significant and influencing factor in heartening the purchase or buying intention for eco-friendly or green products which shows that social pressures and influence of family and friends has tendency to enhance the willingness to buy societal friendly products.

5.7 Research Question 07

Does perceived behavioural control affect consumer's intention to buy societal friendly products?

5.7.1 Summary of Results

PBC is considered as an important influencer of consumer's intention to buy societal friendly products. Thus, hypothesis H₄₀ claiming PBC as a significant variable to predict consumers' intention to buy societal friendly products is accepted.

5.7.2 Discussion

TPB has significantly focused on studying PBC which is lacking in TRA. The current study confirms PBC as a significant contributor to explain consumers' willingness to buy societal friendly products. The present study is aligned with the perspective of Ajzen (1991) reporting that consumers possessing a high degree of PBC are more likely to engage in buying intention to perform a specific or certain behaviour.

Many developed countries possess improved infrastructure and green technologies access that may create a strong link among PBC and intention to act pro-environmentally (von Meyer-Höfer et al., 2013). This in turn transforms environmental intention to actual behavior of consumers to buy green and eco-friendly

products (Marquart-Pyatt, 2012). Moreover, TPB suggests that past experiences, impediments and obstacles in life span influence the confidence of consumers towards making purchase decisions (von Meyer-Höfer et al., 2013). PBC and environmental intention are associated with each other for the implementation of pro-environment behaviours (Morren & Grinstein, 2016). While confirming the relation between PBC and PI, researchers also mention that PBC may vary among consumers aware of the benefits associated with green remanufactured products (Son, et al., 2013). Likewise, environmentally conscious individuals may always show their willingness to pay for socio-friendly green products (Khor & Hazen, 2016). The amount of resources such as time, money, and ability possessed by any consumers will affect their tendency to go for socio-friendly purchase for the beneficial of the society and environment (Lu & Gursoy, 2016). Additionally, consumer must believe on the fact that he/she is blessed always with the opportunities and resources that ultimately leads to the implementation of behavior (Ha & Janda, 2012). Perceived power underwrites to an individual's PBC where certain contributing factors that facilitate or hinder the performance of a green or socio-friendly purchase behavior (Cheng, et al., 2011).

Lu and Gursoy (2016) believe that consumers' confidence is the ability to control their behavior showed a positive association with the purchase intention regarding green products. Studies on green hotels, socio-friendly products and organic food suggests that PBC is positively correlated with buying intention thus creating a pollutant free economy, and also consumers act socially responsible towards the society and the environment as a whole (Maichum et al., 2016). Therefore consumers who believe that they possess a good control on their actions may ultimately lead to buying behaviour of green products.

5.8 Research Question 08

Does consumer's intention to buy societal friendly products lead toward buying behavior?

5.8.1 Summary of Results

Theory of planned behaviour has numerous answered the above questions. Likewise, the current study is aligned with the previous studies confirming the influence of consumer's intention to buy on their behaviour to buy societal friendly products. Thus H_{44} is accepted.

5.8.2 Discussion

The present study answers the question of consumer's intention to buy and actual buying behaviour differently by studying it in terms of societal friendly products. Past studies have revealed that lifestyle, values, norms and beliefs influence green buying behaviour via their intention to buy (Kim & Chung, 2011). TPB explicitly mentions that the attitude, subjective norms and perceived behavioural control together influences purchasing intentions, which further predict purchasing behavior. According to Chan (2001) and Beckford et al. (2010), green purchase intention is a significant predictor of Green buying behavior, which shows that purchase intention positively affect the buying behaviour of green products. Straughan and Roberts (1999) argued that a person with positive ecological behavior will prefer to buy the green products more often, as the positive indication of one's behavior for environment will increase the likelihood to choose these products with greater frequency (Cornelissen et al., 2008). However, still there is a need that business personnel and government together take initiatives to educate and persuade people for green purchase decision. Moreover, a positive relationship is found between environmental awareness, consumer's attitude, decisions and final participation in buying behaviour (Haron et al. 2005; Fraj-Andrés & Martinez-Salinas, 2006; Yam-Tang & Chan, 1998).

Further, in green purchase consumer perform eco-friendly behavior to show their concern to environment (Chan, 2001). Consumer behaviour literature has frequently focused on the importance of studying purchase intention as an important element to forecast consumer behaviour (Fishbein & Ajzen, 1975). A consumer

with strong and positive intention is more likely to purchase green products (Paspalis, 2011). Thus consumers who have intention and willingness to buy societal friendly products are more likely to buy products which are favourable for society, community, consumers and environment.

5.9 Research Question 09

Does internal and external religiosity moderate the relationship between ethical self-identity and consumer social responsibility when consumer social responsibility mediate the relationship between ESI and consumer's intention to buy?

5.9.1 Summary of Results

One of the important theoretical contribution is testing the moderated mediation. The objective is to analyze if IR and ER moderate the relationship in presence of CNSR as mediator between ESI and PI. Thus H₃₅ and H₃₇ are accepted confirming the religiosity as an important moderator and CNSR as a significant mediator between ESI and PI.

5.9.2 Discussion

The study opens new avenues by studying IR and ER as moderators to predict the strong or weak relationship between consumers' ESI and their intentions to buy societal friendly products. The study adds significance as CNSR is first time studied with religiosity as moderator to predict consumer's likelihood to buy societal friendly products. Previously, a study was conducted on Muslim consumers to identify their intentions toward buying halal products while predicting if religiosity influence purchase behavior of consumers (Ansari and Mohammed, 2015). Past studies have used religiosity as one of the background factor that influences attitudes and the results showed religious beliefs and commitments influence the attitudes toward buying halal products. Mokhlis (2009) used theory of planned

behaviour Ajzen (1991) to measure the impact of internal and external religiosity on buying behaviors of consumers.

Weaver and Delaware (2002) argued that religious expectations leading to behavior are moderated by religious identity. Research in sociology and psychology mentioned that religiosity does not directly influence behavior rather it may direct behavior through mediating or moderating variables (Hood et al. 1996). Researchers in the past have made efforts to find linkages between religiosity and moral reasoning which were not very clear. The reason of mixed results is may be the lack of researches conducted to find the relationship between religiosity and moral and ethical values (Batson et al., 1993). Thus studying religiosity as moderator and CNSR-attitude as mediator to explore buying behaviour is a significant contribution in the literature of consumer behaviour. Agle and Van Buren (1999) also confirmed that religious practices and beliefs of individuals and their attitudes toward social responsibility leads to buying behaviour. Since religion directs or restrains individuals behaviour (Babakust et al., 2004) thus it results in the actual buying behaviour through any strong predictor such as attitude. Mokhlis (2006) also confirmed that the purchase behavior of individuals is influenced by religious commitment and religiosity which influences purchase related decisions making process.

Researchers mentioned in their studies that it is a valuable opportunity to explore the effects of consumer behavior in various cultural contexts while keeping religiosity in view (Cosgel et al., 2004, Choi, 2010). Eid and Gohary (2015) argued that there is a relationship between religiosity and consumer behavior and religion directly influences the lives of the followers and determine the social attitudes, values and people's behavior. A study on Muslim consumers in Pakistan was conducted to investigate the influence of environmental concern on pro-environmental behavior of professional consumers with moderating role of religiosity. They found that individuals who have environmental concern show preference toward environmental products if they are aware of religious teachings regarding environmental protection (Sherwani & Ali, 2015).

Minton et al. (2015) argued that previously many studies explored the influence of altruism on sustainable consumption behavior but very few studies have investigated the influence of religion on sustainable consumption related behavior (Gurel-Atay & Kahle, 2014). Djupe and Gwiasda (2010) studied the motives for religious beliefs which encourage sustainable behaviours. Martin and Bateman (2014) found that consumers with high intrinsic religiosity influence environment related attitudes and behaviours. It is believed that religious associations and religiosity should effect and individuals' participation in sustainable consumption but religiosity influence behavior more than any other determinant (Corraliza & Berenguer, 2000; Kollmuss & Agyeman, 2002). Rice (2006) indicated in his study that a person's likelihood of buying environmental products increases due to religiosity. Thus results of the present study are generalized on the basis of past results in which the religiosity and CNSR was studied separately or as background factor. The current study found that religiosity is a significant predictor of consumer's actual buying behaviour if consumers perceive themselves to be ethical and feel it their social responsibility to buy societal friendly products.

5.10 Research Question10

Does CNSR and PI sequentially mediate the relationship between ESI, personality traits, and cultural dimensions with consumer buying behavior toward societal friendly products?

5.10.1 Summary of Results

The research question 10 is another significant contribution in the body of knowledge as it tests the sequential mediation of CNSR and PI between ESI, personality, culture and buying behavior toward societal friendly products. The findings revealed a significant role of CNSR and PI as mediators. Thus all hypotheses of sequential mediations are accepted.

5.10.2 Discussion

Since testing CNSR and PI as sequential mediator is the theoretical contribution in the body of knowledge and no prior researches have studied the hypothesized relationships. Thus results showed that consumers who are socially responsible would be more willing to buy societal friendly products. In the past, mediating role of consumer's intentions between environment related attitudes and behaviours are confirmed and it was found that consumers who are having positive attitude toward saving the environment will be more inclined to buy environmental friendly products (Bamberg & Moser, 2007). Researchers also concluded that the general attitude toward environment in which individuals are concerned about environmental threats are important to study since they act as guidelines to predict their actual buying behaviour of environmental products (Abdul-Muhmin, 2007). This is further confirmed by Lee (2008) who argued that buying green products involve huge emotional investment at the end of consumers for environmental issues. Thus concerns of individuals' play a critical role in formation of beliefs, attitudes regarding environment which leads to an individual's intentions and behaviors (Bamber & Moser, 2007). Thapa (2010) argued that environment responsibility behavior is reflected in recycling attitude, educating about green consumptions, political actions and community activism. Consistent to this, environment responsibility behavior is the outcomes of attitudes toward environment and its measures in terms of behavioural norms. While investigating personality as predictor of green buying, researchers confirmed a strong link between buying behaviour and personality traits across the nations (Bray, Johns & Kilburn, 2011; Hawkins, Best & Coney, 1995; Bornemann and Hombury, 2011). Papaoikonomou et al. (2012) studied the influence of consumer's identity to predict buying behaviour and found that people who tend to perceive themselves as ethical consumers make purchase decisions related to organic food disposition. Likewise, Hedlund (2011) also confirms the role of ethical beliefs in consumption of organic food. Similarly, researchers found the ethical beliefs of the consumers as a strong antecedent of consumer attitude which further explain consumer's intentions (Cronan & Douglas, 2005; Cronan & Al-Rafee, 2008). The results of the study are consistent with the study of Sian et al.

(2010) and Salmi and Sharafutdinova (2008) who characterized different features of culture including high power distance, femininity, high uncertainty avoidance, and individualism and confirmed its effect on consumer's attitude. Researchers further argue that environment responsibility behaviour can be enhanced by ecological conservation of resources, personal experiences, involvement in environmental activities, and ecological observations (Higham and Carr, 2002; Lee and Moscarbo, 2005). By generalizing the results of the past studies, the present study concludes that consumer's social responsibility and their willingness to buy societal friendly products acts as a bridge to predict the actual buying behaviour which is initiated by personality of the consumers, the culture and the ESI of the consumers.

5.11 Conclusion

This study has validated and measured consumer social responsibility by exploring the consumer's ESI, personality traits and cultural dimensions as antecedents. The study has investigated the moderated role on religiosity to predict a relationship between ESI and consumer's social responsibility. Moreover, another addition in the body of knowledge is to analyze the moderated mediation which explains that when religiosity moderates the relationship between ESI and CNSR, CNSR mediate the relationship between ESI and consumer's purchase intention. This confirms the need of validating and measuring consumer social responsibility. Furthermore, the study measured theory of planned behavior as underlying theory and findings are consistent with the past studies confirming the subjective norm, perceived behavioral control, and CNSR as predictor of consumer's intention to buy societal friendly products leading to final buying behavior. This study has further tested and proved the sequential mediation such as CNSR and PI playing a mediating role between ESI, Personality, culture and buying behavior toward societal friendly products.

A scientific process of scale development is followed recommended by Holsti (1969). The research design used to develop scale is mix as focus groups, expert opinions,

qualitative interviews and open ended questions were used. The validity and reliability measures were used to further verify the scale development process. The need to measure and validate CNSR is suggested by Vitell (2015) as studies in past has either discussed the corporate responsibility to protect environment or behavioral dimensions is discussed. Thus a gaps exists between consumers' and corporate' efforts. It is suggested in literature that all efforts of companies toward environment are futile if consumers do not make themselves responsible toward society and environment. This study focused on bridging this gap by measuring and validating the concept of CNSR. Furthermore, the current study measures consumer's social responsibility as an attitudinal construct arguing that consumer's favorable evaluation and preference toward buying societal friendly products leading toward formulation of consumer's intention and final buying behavior.

The study measures ESI, personality and culture as predictor of consumer social responsibility. The findings of the study confirms that a consumer who feels being ethical favorably evaluate products benefiting society. Moreover, consumers of collectivist and masculine societies with high power distance, high uncertainty avoidance and short term orientation are in favor of societal friendly products. Likewise, the findings indicate consumers having personality traits of high openness, high Conscientiousness, and low neuroticism also like products causing less harm to community, society, environment and consumers.

The findings confirm that consumers who perceive themselves as ethical and extrinsically religious tend to positively evaluate societal friendly products and are more willing to buy. This also shows that consumers want to be known with an identity of "green consumers" while supporting it with religion being extrinsically religious. In Asian societies, there is more trends of showing off to feel superior and being pious. Thus they favor the societal products for their ethical identity and external religiosity, have more willingness to make purchase efforts and even make their final purchases of societal friendly products.

Thus it is concluded that measuring and validating CNSR gives insights to the academicians and companies. This study has further added in the literature by analysing the antecedents of CNSR while testing religiosity as moderator and

CNSR and PI as sequential mediators between ESI, personality, culture and buying behavior.

5.12 Theoretical and Managerial Implications

The following section discusses the theoretical and managerial implications of study which may open new avenues for academicians and managers.

5.12.1 Theoretical Implications

The theoretical contribution is the operationalization, measurement and validation of CNSR which opens new horizon to expand the literature of consumer behavior. The study adds in literature by setting up the framework to illustrate the antecedents of consumer's social responsibility which is not previously studied. The framework reflects various pathways through which consumer social responsibility can be established and advances as a results of consumer's willingness to buy societal friendly products because they are attracted by their self-identity, external religiosity and personality. The consumer social responsibility is based on culture, personality, ESI, and religiosity due to which consumers favor products that give maximum benefits to community, society, consumers and environment which can be further explored. Further, when consumers have perceived behavior control, and influence/pressure from family and friends to buy societal friendly products, the tendency to buy societal friendly products increases. This gives more comprehensive explanation to validate and measure consumer social responsibility and confirms implication of theory of planned behavior.

5.12.2 Managerial Implications

Since many years the concept of corporate social reasonability is discussed and practiced. Companies are making efforts to manufacture, sell and promote products which are for the benefit of the society yet the efforts were futile unless consumers favorably evaluate companies' efforts.

1. This study gives useful insights to all the companies involved in CSR activities to understand that consumers are concerned to protect environment in developing countries as well and they feel it's their responsibility to protect the society, community, environment and consumers.
2. There is a need to devise communication strategies which can further strengthen the consumer's social responsibility result in buying societal friendly products of companies. The communication strategies may reflect people having personality to experience new things, extrovert and neurotic by selecting brand endorsers carrying same personality. The concept of protecting society can also be related with religiosity based on rational or emotional advertising appeal.
3. The concept of protecting society can also be related with religiosity based on rational or emotional advertising appeal.
4. The organizations may also plan and devise their corporate strategies by reflecting the influence of friends and family while incorporating the element of culture which would be a powerful message because collectivist and masculine societies are based on other's opinion in decision making process.
5. The sense of owning and protecting the society and environment exist in consumers since they spend on needy people, donate to charity based organizations, and concerned for environment after experiencing the smog. There is a need of psychological and emotional arousal being initiated by organizations to strengthen the sense of responsibility.

5.13 Limitations and Direction for Future Research

The study comprehensively covers the antecedents of CNSR by studying all dimensions of culture and personality while incorporating ESI and religiosity. However, the study entails certain limitation. The present study does not measure CNSR

with its four dimensions which are conceived in the current study. Future studies may test the attitudinal construct of CNSR with its dimensions by adding antecedents other than personality and culture. Further, role of government and media can also be studied to predict CNSR. The moderating role of consumer awareness in relation with CNSR would be an important area to study. The current study has included list of products titled as green/environment/societal friendly products. Future studies can include a comparative study of industries manufacturing societal friendly products which may result in knowing which industry is more societal friendly. The demographic variables such as age, gender, income, ethnicity has not been included. Future studies may explore demographic factors as background factors or moderators for better understating of being socially responsible consumer.

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