

# **Differential effect of Dimensions of Corporate Social Responsibility on Brand Equity, Purchase Intention, and Willingness to Pay of Young Consumers**

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People are becoming more aware of the enormous impact that corporate practices have on the environment and society. Young consumers from Generation Z (Gen Z), individuals born between the mid-1990s and 2010, have heightened concerns about corporate social responsibility (CSR) practices of businesses. In such a scenario, will Gen Z consumers' CSR perceptions of a company play a role in their attitude toward the company's products. Will it be different for the different types of CSR? The objective of this research is to examine the differential effect of CSR's three dimensions (a) environmental, (b) social and (c) economic, on (i) brand equity (BE), purchase intention (PI) and (ii) willingness to pay (WTP) of Generation Z consumers and the mediators and moderators affecting this relationship. A 4\*2 factorial post-test only between-subject experimental design is used to study this along with a survey to measure brand equity and other aspects. Environmental, Social, Economic and no CSR are the 4 types of CSR claims given for Low BE and High BE ice cream brands. This study uses actual CSR information and consumer-known brands because the lack of it in previous studies using hypothetical brands has been identified as a limitation of those studies, particularly when studying brand equity. The WTP was obtained in a revealed-method manner using the incentive-based BDM (Becker-DeGroot-Marschak) procedure. Individual factors such as gender, warm glow, attitude toward helping others, and religiosity were also examined for their moderating effect. This study adds to the limited literature on the impact of CSR perceptions on GenZ consumers, a generation that will soon be amongst the largest cohort of consumers in the world. This study using real brands will add to the scarce experimental studies of the influence of CSR on BE. It also aims to draw light on how perceptions of different CSR dimensions: environmental, social, and economic, affect BE, PI and WTP differently. It studies the influence of important moderators on the relationship between CSR and BE, PI and WTP.