

## DO YOU BOTHER WITH THE SOCIAL IMAGE OF A TEA BRAND WHILE LOADING YOUR TROLLEY?

*Anulekha Banerjee,*

Department of Commerce,  
St. Xavier's College (Autonomous),  
Mother Teresa Sarani, Kolkata,  
West Bengal, India

*Rajib Dasgupta,*

Department of Commerce,  
University of Calcutta,  
Kolkata, West Bengal, India

### ABSTRACT

*The consumer based empirical study was aimed to evaluate the proposition that Corporate Social Responsibility (CSR) initiatives, if implemented appropriately, may bolster the brand equity of tea brands by influencing purchase intention of the consumers. Data were collected using a questionnaire based survey among 322 respondents residing in Kolkata, the populous Indian metropolis. The respondents ranked and rated the cognitive social outlooks that might influence the purchase decision of selected tea brands and the involvement of CSR components in enhancing the brand equity was analysed. Besides favouring flavour and taste, the respondents exhibited loyalty for the brands which campaign for the cause of social awareness. They were conscious about pricing although they could relate it with the quality of the brand. They seemed to associate themselves with their preferred brand and its social objectives and expressed a clear imagery about it. Differential involvement of the CSR components in influencing the brand image of the tea brands was perceived by the respondents. The findings demarcate the possible line of thoughts for CSR initiatives by concerned entrepreneurs for promoting the global beverage brands in the oriental metropolis. The observation challenges the customary ideology about the so called low involvement Fast-Moving Consumer Goods (FMCG) brands and widens the vista of emotional attachment of the consumers for preferred tea brands. The study is first of its kind to fathom the impact of CSR on consumers with relation to making of purchase decision for tea brands.*

**Keywords:** CSR, FMCG, tea, brand equity, purchase intention.

### Introduction:

The idea of Corporate Social Responsibility (CSR) was conceptualized not only for profit making but to create a social identity for a brand, which can establish an emotional attachment with stakeholders and thus can deliver a competitive edge over similar brands Carroll, 1979; Keller, 2008). In the tryst, the companies are investing heavily to highlight their social endeavours and thus to develop a feel-good relationship with the consumers (Popoli, 2011). It is now accepted that only responsible customers can recognise the societal moves of a company (D'Amato, Henderson, & Sue, 2009) and it was also emphasised that consumers' awareness about CSR would generate better understanding of the CSR notions (Lee & Shin, 2010). Marketing managers are constantly intrigued by a composite question – how

and under what circumstance CSR may touch the nerve of consumer behaviour and attitude towards a brand? The booming global customer-centric market has thus motivated the multinational companies (MNCs) to project their respective brand images with a hue of responsibility and care for the society solely to imbibe the consumers with utilitarian and inspirational realisations (Keller, 2008). The Fast-Moving Consumer Goods (FMCG) industry which is the fourth largest sector of the Indian economy (Rishi, 2013; Mohan & Sequeira, 2016) has aligned its attitude in the global rhythm of wooing the consumers with societal approaches. Moreover, CSR was assimilated in the Companies Act, 2013 of India which provided a mandate to spend 2% of company's annual profit on social causes. The complex Indian society, empowered with linguistic, cultural and demographic variance,

offers critical challenge towards formulation of unified marketing strategies for the FMCG products.

Indian tea industry supplies many of the world's coveted flavours and according to the Indian Tea Board, the domestic consumption is also on a rise. The Indian Tea Board reported that the tea exports from India has been valued at US\$ 303.98 million in January-June 2017 alone where the major importers of Indian tea were Egypt, Saudi Arabia, UK, Iraq, Iran, Russia, Pakistan, Bangladesh, China, Sri Lanka, Japan and Australia. The Indian domestic market for tea is experiencing a preference for branded packaged products and per capita consumption of tea is escalating (Arya, 2013). Kolkata being a cosmopolitan Indian city has always experienced a steady demand for tea as a household beverage extending back to its colonial past and enjoys the status of being the nodal centre of tea-auction. Although the CSR policies of the leading tea companies of India speak of diverse social practices, its impact on the buying intentions of the consumers has remained largely unexplored. However, this obstacle provides an opportunity to carry out an empirical study in Kolkata to assess the impact of CSR initiatives on the purchase decisions of consumers with FMCG tea brands being the investigative case. The present study would unfold two vital aspects of CSR-consumer crosstalk reference to the vast urban FMCG tea market of South and South-east Asia which share cultural and economic homology with India: (i) it would help to understand the social outlooks of brands that might mould the consumers' perception about the brand image and purchase intentions; (ii) the profitable and influential topologies of CSR investments in the tea industry might be revealed, which may delineate future marketing policies and makeovers.

### Literature Review:

The emergence of the concept of consumer-centric marketing strategy was suitably hypothesized as "customer equity" (Rust, Zeithaml, & Lemon, 2004). Palpable options or perceived ethical responsibilities for the consumers potentially affect brand image, which in turn generate brand loyalty for even low involvement products (Dahlsrud, 2008; Mishra, Sinha, Singh, & Koul, 2013; He & Lai, 2014). It has been said that consumers engage with brands which can generate brand awareness through promotion of tactically functional yet soothing brand image (Hoeffler & Keller, 2002). The strength of brand association is often recognized as the quality of brand information in consumers' memory. (Keller, 1993). Simultaneously, ignorance about the CSR initiatives might restrict the customers' sensitivity about a brand (Schuler & Cording, 2006). The companies now value the consumers' criticism and channelize their effort to meet the expectation of the stakeholders (Boehe & Cruz, 2010). Economic polarization is a natural event

in cross-culture demography and it often manipulates the CSR outlooks of brands in a region (Visser, 2008). So it becomes the priority of the entrepreneurs to review the socio-economic background and traditional lifestyle of the stakeholders before formulating any CSR strategy (Visser, 2008; Hah & Freeman, 2014). Although the trust attained through socially responsible acts quite very often defends a brand from defame (Dawar & Pillutla, 2000), it is unwise to make any false CSR promises which might be treated by the consumers as acts of emotional infidelity (Balmer, Powell & Greyser, 2011) or abuse to ethics (Nasruddin, 2007). The relationship between consumers' complex behaviour and their perceptions of CSR attributes has become an exciting subject of study (Klein & Dawar, 2004) (Table 1).

The cognitive benchmarks of a brand notably pricing, quality, popularity, availability and advertisement affects purchase intention of a customer in multitude of ways. The equilibrium between perceived price and perceived quality of brands leads to the development of an image which influences purchase decision (Chang & Wildt, 1994). Mazumdar and Monroe (1990) reported that when purchase decisions are influenced by pricing, the consumers try to become informative about the competing brands. Alternatively, Lodish and Mela (2007) suggested that concentrating attention only on pricing rather than on intrinsic factors might diminish brand identity and provoke the consumers to be price-sensitive. Price promotion might also negatively influence perceived quality when it diverges from a brand's past promotional legacy (Raghubir & Corfman, 1999). On the other hand, the consumers' purchase behavior is often influenced by the brand popularity statements (Magnini, Karande, Singal, & Kim, 2013) while the availability of products has often been linked with the stimulus for sales (Hausman & Siekpe, 2009). Reports also suggest that brand promotion through advertisement is essential to influence purchase decision of the consumers by fostering the socio-cultural and behavior outlooks (Armitage & Conner, 2001; Hanssens, Leonard & Randall, 2001).

Although the Indian business entrepreneurs are reportedly involved in traditional philanthropic outlook during state urgencies (Chahoud et al., 2007), Saha (2007) has contested that till 2007, only five companies based in India had published CSR policies meeting international standards. However, Planken et al. (2010) opined that in relation to the CSR involvements, Indian corporations basically prefer a philanthropic outlook focusing only on community development projects. Cappelli, Singh, Singh, & Useem (2010) stressed that Indian firms treat CSR as a social mission and accommodate it as a long-term business policy involving wellbeing of the employee as well. However, in an interview with a corporate chairman, Thite (2012) reported that the corporate

boss perceives commitment to CSR as a “time and context invariant”. In India, tea has become an integral part of social and intellectual refreshment. Its market has expanded beyond the country, both for its quality and flavour. Although the players in the tea sector of India has diverse CSR investments (Table 2), empirical studies reflecting the perceptions of the consumers regarding these social involvements and its influence on purchase decision are not available.

The present study has tried to evaluate the customer based brand equity of selected tea brands in India speculated after Aaker (1991) where the dimensions like brand awareness, brand associations, perceived brand quality and brand loyalty were judged to calibrate the perceived brand equity (Figure 1). The study has tried to address the notion with the following four hypotheses:

**Hypothesis 1(H1):** CSR has significant effect on the brand loyalty in FMCG tea brands

**Hypothesis 2(H2):** CSR has significant effect on the perceived quality of the FMCG tea brands

**Hypothesis 3(H3):** There is a relationship between CSR and brand-awareness in FMCG tea brands

**Hypothesis 4(H4):** There is a relationship between CSR and brand association in FMCG tea brands

#### Methodology:

The study involved a survey of potential FMCG consumers (respondents) from the population of Kolkata (currently placed around 4.5 million) and the Survey Software available online at [www.surveysystem.com/sscalc.htm](http://www.surveysystem.com/sscalc.htm) was used to ascertain the sample size of the proposed study at 95% confidence level. The respondents (140 female and 182 male) in the age group between 28-57 years with higher educational background and/or professional experiences were considered for the survey. The study was done using a combination of probability and non-probability sampling methods after Mohan and Sequeira (2016). The survey included five brands from the tea sector (Tata Tea Premium Tata Tea Agni, Brooke Bond Taj Mahal, Brooke Bond Red Label and Lipton Tazza), which according to the Business Today ([bt500.businesstoday.in](http://bt500.businesstoday.in)) and Economic Times ([economictimes.indiatimes.com/et500](http://economictimes.indiatimes.com/et500)) had maintained market capitalization since 2013. Published literature like Ray (1982), Svensson (2001), Park and Ghauri (2014), Tan et al. (2016), Mishra, Bakshi, & Singh (2016), Mohan and Sequeira (2016), Tanveer and Lodhi (2016) were reviewed to justify the construct validity of the survey questionnaire (Appendix 1). Kendall's W test (Boutsouki, Zotos, & Masouti, 2008) was applied for rank analysis and Pearson's correlation coefficient was calculated to ascertain the relationship among the criteria (Medina, Tóth, Daróczy, & Bak, 2015). Factor analysis was carried out to deduce the most influential criteria for product selection (Osborne, 2015). The comparison of gender

based perception of the different cognitive attributes influencing purchase decision of tea brands was carried out by the Kruskal-Wallis H test (Fagerland & Sandvik, 2009). The mediating role of the CSR components in enhancing the brand equity was analysed by multiple linear regression. Reliability analysis of the response to Likert's scale was ascertained by evaluating Cronbach's alpha values (alpha value > 0.700) (Nunnally & Bernstein, 1994). SPSS 16 statistical software package was used to compute and analysis of data.

#### Findings and Discussion:

##### Ranking of selection criteria:

'*Flavour and taste*' was identified as the most important criterion while the respondents intend to make a decision on the purchase of a tea-brand. The rank analysis by Kendall's W test identified the next important criterion as *well-known brand* for the female respondents and *reasonable pricing* for the male respondents and (Table 3).

##### Correlation among ranking of selection criteria and income:

Significant correlation was observed in the response pattern of the female respondents between the criteria like: *advertises well- reasonable pricing*, *advertises well - well-known brand*, *advertises well-availability*, *availability - well-known brand* and *monthly income-well-known brand* (Table 4). For the male respondents, the criteria with significant correlation were *flavour and taste-reasonable pricing*, *flavour and taste-advertises well*, *flavour and taste - availability*, *advertises well - reasonable pricing* and *advertises well - well-known brand* (Table 5).

##### Factors ascertaining the criteria for selection of tea brand:

The factor deduced, had significant Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's sphericity (Table 6) and it suggests that during making a purchase decision on a tea-brand, the respondents had considered only one factor of significance, namely: *flavour and taste* (Table 7). The Cronbach's alpha values suggest reliability in the internal consistency of the scale (Table 7).

##### Comparison of Independent Variables:

Among the criteria which might influence the purchase decision of the tea brands, the females exhibited significantly greater involvement with criteria like: *flavour and taste*, *reasonable pricing* and *well-known brand* (Table 8). However, with relation to the purchase decision of tea brand addressing the issue of flavour, taste and spreading social awareness, the male respondents adhered to the criteria like: *reasonable pricing*, *quality*, and *advertises well*, while

the females vouched for *well-known brand* (Table 8). The concern of the female respondents were significantly high with regard to the CSR attributes like: *has a strong social mission on social consciousness and constitutional rights like "Jagore campaign", affordable, meets customers' health and safety regulation, and transparent about sustainable packaging* (Table 8).

### Experience with Tea Brands:

All the respondents were experienced with the tea-brands under consideration, namely: Tata Tea Premium, Tata Tea Agni, Brooke Bond Taj Mahal, Brooke Bond Red Label and Lipton Tazza (Figure 2a) and in the perspective of flavour, taste and spreading awareness, the respondents exhibited consistent higher preference for the brands like Tata Tea Premium, Brooke Bond Taj Mahal and Brooke Bond Red Label (Figure 2 b).

### Selection of tea brand on the basis of flavour, taste and spreading social awareness:

The factor deduced, had significant Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's sphericity (Table 6) and suggests in perspective of making purchase decision of tea brand addressing the issue of flavour, taste and spreading social awareness, the respondents preferred the criteria: *reasonable pricing* (Table 7). The male respondents additionally preferred the criterion *well-known brand* (Table 7).

### Correlation among the criteria for selection of tea brand on the basis of flavour, taste and spreading social awareness:

A significantly strong correlation was observed between the criteria like: *quality-reasonable pricing, quality-well-known brand* as perceived by the female respondents. The male respondents perceived the criteria *better availability- reasonable pricing* to have greater correlation (Table 9).

### Factors ascertaining the CSR criteria influencing the selection of tea brand on the basis of flavour, taste and spreading social awareness:

The factors with significant Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's sphericity (Table 6) suggests that with reference to selection of tea brand on the basis of flavour, taste and spreading social awareness the respondents exhibited preference for the CSR criterion like: *has a strong social mission of growing social consciousness and constitutional rights like "Jagore campaign"* (Table 7). The Cronbach's alpha values suggest acceptable reliability in the internal consistency of the scale (Table 7).

### Cognitive criteria influencing the overall brand image perception of tea brands:

The respondents were found to be loyal towards their selected tea brand as observed from the deduced cognitive statement with relation to brand loyalty (*I consider myself to be loyal to the tea brand*) (Table 7). The respondents were well versed with the colour and logo of their chosen tea brand (*I can quickly recall the colour/logo of the tea brand*) which implies existence of strong brand awareness (Table 7). The respondents could recognise their chosen tea brand (*I can recognize the tea brand even if another brand have the same features*) which suggests presence of strong brand association (Table 7). Further, the respondents assured their preference for the quality of their chosen tea brand by preferring the cognitive statement "*the quality of the tea brand is extremely high*", which implies their faith on the perceived quality of the tea brand (Table 7). The Cronbach's alpha values suggest acceptable reliability in the internal consistency of the scale representing the components: brand loyalty, brand awareness, brand association and perceived brand quality, and the overall brand image perception of tea brands (Table 7).

### Models depicting the mediating role of the CSR components in enhancing the brand equity of tea Brands:

The mediating roles of CSR components acted in varied ways in supporting the components of brand equity of the tea brands under consideration. In the context of brand loyalty of the female respondents (*I consider myself to be loyal to the tea brand*), the model FL2 defines maximum robustness where C2 and C5 are working in unison ( $R^2=0.46$ ). However for the male respondents, the robustness of the model ML5 was maximum ( $R^2=0.89$ ) where C1, C4, C3, C5 and C6 components of CSR contributed together (Table 10). In case of brand awareness of the female respondents (*I can quickly recall the colour/logo of the tea brand*), the model FA4 exhibited significant impact ( $R^2=0.34$ ) by deriving strength from C2, C5, C6 and C4. For the male respondents, the workable model was MA1 ( $R^2=0.04$ ) which is supported only by C3 (Table 11). In the cause of brand association (*I can recognize the tea brand even if another brand have the same features*) for the female respondents, model FAS2 worked best ( $R^2=0.34$ ) with C2 and C5 components of CSR. The male respondents were best represented with MAS4 ( $R^2=0.59$ ) where the CSR components C1, C4, C3 and C5 stood together (Table 12). In relation with perceived brand quality (*the quality of the tea brand is extremely high*), model FBQ1 ( $R^2=0.10$ ; CSR component- C1) was workable with the female respondents and model MBQ1 ( $R^2=0.29$ ; CSR component- C4) with the male respondents. The maximum variance inflation factor (VIF) for all the models were within the acceptable

range of 5.0 which suggest multicollinearity was not high enough among the variables to create any disturbance.

The female and male respondents expressed identical preference for the intrinsic cognitive criterion *flavour and taste* implying shared mentality for tea brand selection. However, in the relative scale, the females preferred the extrinsic criteria of *well-known brand* while the male preferred *reasonable pricing* (Table 3). Findings on the correlation of criteria imply inclination of the female respondents towards correlating the extrinsic criteria while it is the intrinsic criterion of *flavour and taste* which the male intends to correlate with the rest criteria (Table 4, 5). The factor analysis exhibited that the respondents had preferred the criterion of *flavour and taste* while making purchase decision on tea brands. The male respondents expressed interest in the selection process by additionally choosing on *well-known brand* (Table 7) which signifies greater comprehensive attitude of the male respondents while deciding on the purchase of a tea brand. In the context of selection of tea brand on the basis of flavour, taste and spreading social awareness, the respondents exhibited higher preference for the brands like Tata Tea Premium, Brooke Bond Taj Mahal and Brooke Bond Red Label tea brands (Figure 2 b). It may be noted that the mentioned brands advocates for *flavour and taste* in general and Tata Tea Premium (the leading brand) additionally campaigns for social awareness "*Jagore*" (Table 2). In the same context, the respondents, preferred two criteria, namely, *reasonable pricing* and *well-known brand* for making purchase decision on tea brands (Table 7). The female respondents could correlate most the criteria (Table 9) suggesting that the higher comprehensive ability of the female respondents contributing better perception of brand image, an instance which was previously experienced by Steinhert et al. (2013) and Armitage and Conner (2001). Among the CSR components investigated, the respondents expressed faith for the criterion- *has a strong mission on social consciousness and constitutional rights like "Jagore campaign"* while the male respondents additionally preferred affordability (Table 7). It also strengthens the conjecture that the consumers with a higher level of awareness for CSR may express an elevated purchase intention (Lee & Shin, 2010). Moreover, the respondents exhibited confidence with the cognitive statements on brand loyalty, brand awareness, brand association and perceived brand quality and thereby on gross brand image which in turn enhances the brand equities of preferred tea brands (Table 7). The evolving model as represented in Figure 3 (derived from Table 10-13) indicates the composite nature of the contribution of the CSR components which might enhance the brand equity of the preferred tea brand.

The present findings indicate comprehensive cognitive reasoning ability of that the female respondents under complex condition of making purchase decision on FMCG brands of tea, an act which finds equivalence in the studies of the evolution of human social structure (Sinha, Banerjee, & Uniyal, 2002; Silverstein & Sayre, 2009; Mukherjee et al., 2012). The respondents exhibited solidarity in the social vision of their chosen tea brands (*has a strong mission on social consciousness and constitutional rights like "Jagore campaign"*) and firmly affirmed the cognitive statements on brand loyalty (Figure 3; Table 9, 10) which might suggest that CSR has a significant effect on the brand loyalty of FMCG tea brands (H1). The female respondents could correlate *quality* of the selected tea brand with other extrinsic criteria which influences the purchase decision (Table 9) and they were able to recognize the cognitive statement on perceived brand quality (Table 7). The evolving model depicted in Figure 3 and findings in Table 13 suggest contribution of CSR criteria C1 and C4 in strengthening brand equity of the chosen tea brand which might suggest that CSR has significant effect on the perceived quality of the FMCG tea brands (H2). The findings also suggest that the respondents exhibited awareness regarding the preferred tea brands' social mission and they could recognize the cognitive statement advocating for brand awareness (Table 7). The evolving model in the Figure 3 suggests involvement of CSR attributes in supporting the most significant statement on brand awareness (Table 11). Thus it is likely to accept that there is a relationship between CSR and brand-awareness of the FMCG tea brands (H3). Finally, the respondents could associate their realization with the cognitive statement of brand association (Table 7). Further the evolving model in Figure 3 depicts significant contribution of the CSR components in ushering the perception of brand association which makes it convenient to state that there is a relationship between CSR and brand association of the FMCG tea brands (H4).

### Conclusion:

The present study reflects the shared aspirations and expectations of the consumers with regard to the tea they consume in urban metropolis like Kolkata which may be considered as a cultural and socio-economic equivalent of the urban South and South-East Asia. The study suggests that the brand equity of the tea brands would gather greater strength if the unexplored CSR initiatives depicted in the Figure 1 and the missing initiatives conceptualized in Figure 3 are provided with greater attention. However, the limitation of the present study was that, the work remained confined within the resident population of Kolkata metropolis implying a projected vision of an intellectually exclusive and socially groomed population only.

**Acknowledgement:**

The authors thankfully acknowledge the volunteers who provided their thoughtful response during the questionnaire based survey. There is no conflict of interest and this research work did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

**References:**

- Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on the value of a brand name*. Free Press, New York, NY.
- Armitage, C.J. & Conner, M. (2001). Efficacy of the Theory of Planned Behaviour: A Meta-Analytic Review. *British Journal of Social Psychology*, 40 (4), 471-499.
- Arya, N. (2013). Indian Tea Scenario. *International Journal of Scientific and Research Publications*, 3(7), 1-10.
- Asshidin, N.H.N., Abidin, N. & Borhan, H.B. (2016). Perceived quality and emotional value that influence consumer's purchase intention towards American and local products. *Procedia Economics and Finance*, 35, 639-643.
- Balmer, J.M.T., Powell, S.M., & Greyser, S.A. (2011). Explicating Ethical Corporate Marketing. Insights from the BP Deepwater Horizon Catastrophe: The Ethical Brand that Exploded and then Imploded. *Journal of Business Ethics*, 102(1), 1-14.
- Boehe, D.M. & Cruz, L.B., (2010). Corporate social responsibility, product differentiation strategy and export performance. *Journal of Business Ethics*, 91(2), 325-346.
- Boutsouki, C., Zotos, Y., & Masouti, Z., (2008). Consumer behaviour towards own label: monitoring the Greek experience. *Agricultural Economics Review*, 9(1), 81-92.
- Cappelli, P., Singh, H., Singh, J. & Useem, M. (2010). The India way: lessons for the US. *Academy of Management Perspectives*, May, 6-24.
- Carroll, A.B. (1979). A three-dimensional conceptual model of corporate social performance. *Academy of Management Review*, 4, 497-505.
- Chahoud, T., Emmerling, J., Kolb, D., Kubina, I., Repinski, G. & Schläger, C. (2007). *Corporate social and environmental responsibility in India – assessing the UN Global Compact's role*. Studies No. 26, German Development Institute/Deutsches Institut für Entwicklungspolitik, Bonn.
- Chang, T., & Wildt, A.R. (1994). Price, product information, and purchase intention: An empirical study. *Journal of the Academy of Marketing Science*, 22(1), 16-27.
- Dahlsrud, A. (2008). How Corporate Social Responsibility is Defined: an Analysis of 37 Definitions. *Corporate Social Responsibility and Environmental Management*, 15(1), 1-13.
- Dawar, N., & Pillutla, M.M. (2000). Impact of Product-Harm Crises on Brand Equity: The Moderating Role of Consumer Expectations. *Journal of Marketing Research*, 37, 215-226.
- D'Amato, A., Henderson, S., & Sue, F. (2009). *Corporate social responsibility and sustainable business. A guide to leadership task and functions*. North Carolina: Center for Creative Leadership, CCL Press.
- Farquhar, P.H., Han J.Y., & Ijiri, Y. 1991. Recognizing and measuring brand assets. Marketing Science Institute, Cambridge, MA.
- Fagerland, M.W., & Sandvik, L., 2009. The Wilcoxon-Mann-Whitney test under scrutiny. *Statistics in Medicine*, 28, 1487-1497.
- Hah, K., & Freeman, S. (2014). Multinational enterprise subsidiaries and their CSR: A conceptual framework of the management of CSR in smaller emerging economies. *Journal of Business Ethics*, 122(1), 125-136.
- Hanssens, D.M., Leonard, J.P. & Randall, L.S. (2001), *Market Response Models*, 2d ed. Boston: Kluwer Academic Publishers.
- Hausman, A., & Siekpe, J. (2009). The effect of web interface features on consumer online purchase intentions. *Journal of Business Research*, 62(1), 5-13.
- He, Y., & Lai, K.K. (2014). The effect of corporate social responsibility on brand loyalty: the mediating role of brand image. *Total Quality Management*, 25(3), 249-263.
- Hoeffler, S., & Keller, K.L. (2002). Building brand equity through corporate societal marketing. *Journal of Public Policy & Marketing*, 21(1), 78-89.
- Keller, K.L. (2008). *Strategic brand management building, measuring, and managing brand equity* (3rd. ed.). Upper Saddle River, NJ: Prentice Hall.
- Klein, J., & Dawar, N. (2004). Corporate social responsibility and consumers' attributions and brand evaluations in a product-harm crisis. *International Journal of Research in Marketing*, 21, 203-217.
- Lee, K. H., & Shin, D. (2010). Consumers' responses to CSR activities: The linkage between increased awareness and purchase intention. *Public Relations Review*, 36(2), 193-195.
- Lichtenstein, D. R., Drumwright, M.E., & Braig, B.M. (2000). *Perceptions of corporate giving on customer – corporation identification: Beneficial effects for customer, corporation, and Non-profit*. Working paper, College of Business Administration, University of Colorado, Boulder.

- Lodish, L.M., & Mela, C.F. (2007). If Brands Are Built over Years, Why Are They Managed over Quarters? *Harvard Business Review*, 85(7-8), 104-112.
- Lombart C. & Louis D. (2014). A study of the impact of corporate social responsibility and price image on retailer personality and consumers' reactions-satisfaction, trust and loyalty to the retailer. *Journal of Retailing and Consumer Services*, 21 (4), 630-642.
- Magnini, V.P., Karande, K., Singal, M., & Kim, D. (2013). The effect of brand popularity statements on consumers' purchase intentions: The role of instrumental attitudes toward the act. *International Journal of Hospitality Management*, 34, 160–168
- Marin, L., Ruiz, S. & Rubio, A. (2009). The role of identity salience in the effects of corporate social responsibility on consumer behavior. *Journal of Business Ethics*, 84, 65–78.
- Mazumdar, T., & Monroe, K.B. (1990). The effects of buyers' intentions to learn price information on price encoding. *Journal of Retailing*, 66(1), 15-32.
- Medina, V., Tóth, R., Daróczy, M., & Bak, A. (2015). Correlation analysis of brands in the Hungarian new tractor Market. *Hungarian Agricultural Engineering* 27, 35-37.
- Mishra, H.G., Sinha, P.K., Singh, S., & Koul, S. (2013). Impact of consumer social responsibility and brand social responsibility image on brand loyalty. *International Journal of Management and Business Research*, 3(4), 297-309.
- Mishra, P., Bakshi, M., & Singh, R. (2016). Impact of consumption emotions on WOM in movie consumption: Empirical evidence from emerging markets. *Australasian Marketing Journal* 24, 59-67.
- Mohan, B.C., & Sequeira, A.H. (2016). The impact of customer-based brand equity on the operational performance of FMCG companies in India. *IIMB Management Review*, 28, 13-19.
- Mukherjee, A., Satija, D., Goyal, T.M., Mantrala, M.K., & Zou, S. (2012). Are Indian consumers brand conscious? Insights for global retailers. *Asia Pacific Journal of Marketing Logistics* 24(3), 482-499.
- Marin L., Ruiz, S. & Rubio, A. (2009). The role of identity salience in the effects of corporate social responsibility on consumer behavior. *Journal of Business Research*, 84 (1), 65-78.
- Nasruddin, E., & Bustami, R. (2007). The yin and yang of CSR ethical branding. *Asian Academy of Management Journal*, 12(2), 83-100.
- Nunnally, J. C., & Bernstein, I. (1994). Psychometric theory. New Jersey, NJ: McGraw Hill.
- Osborne, J.W. (2015). What is Rotating in Exploratory Factor Analysis? *Practical Assessment, Research & Evaluation*, 20(2), 1-7.
- Park, B.I.I. & Ghauri, P.N. (2015). Determinants influencing CSR practices in small and medium sized MNE subsidiaries: A stakeholder perspective. *Journal of World Business*, 50(1), 192-204.
- Park, C.W., MacInnis, D.J., Priester, J., Eisingerich, A.B. & Iacobucci, D. (2010). Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. *Journal of Marketing*, 74, 1-17.
- Pérez, A. & Del Bosque I.R. (2015). An integrative framework to understand how CSR affects customer loyalty through identification, emotions and satisfaction. *Journal of Business Ethics*, 129(3), 571-584.
- Planken, B., Sahu, S. & Nickerson, C. (2010). Corporate social responsibility communication in the Indian context. *Journal of Indian Business Research*, 2(1), 10-22.
- Popoli, P. (2011). Linking CSR strategy and brand image: Different approaches in local and global markets. *Marketing Theory*, 11(4), 419–433.
- Raghubir, P., & Corfman, K. (1999). When do price promotions affect pretrial brand evaluations? *Journal of Marketing Research*, 36(2), 211-222.
- Ray, J.J. (1982). The Construct Validity of Balanced Likert Scales. *The Journal of Social Psychology*, 118(1), 141-142.
- Richardson, P. S., Dick, A. S. & Jain, A.K. (1994). Extrinsic and Extrinsic Cue Effect on Perceptions of Store Brand Quality. *Journal of Marketing Research*, 58 (4), 28-36.
- Rishi, B. (2013). Determinants of Brand Trust for FMCG Products with Special Reference to Shampoos Category. *Asia-Pacific Journal of Management Research and Innovation*, 9(2), 221–227.
- Rust, R.T., Zeithaml, V.A., & Lemon, K.N. (2004). Customer- Centered Brand Management. *Harvard Business Review*, 82(9), 110-118.
- Saha, P. (2007). Indian corporate responsibility: Asian giant on an ethical crash course", Ethical Corporation, 26-29 April, available at: [www.ethicalcorp.com/content.asp?ContentID=4992](http://www.ethicalcorp.com/content.asp?ContentID=4992) (accessed 22 April 2009).
- Salmones, M.G., Crespo, A.H., & Bosque, I.R. (2005). Influence of corporate social responsibility on loyalty and valuation of services. *Journal of Business Ethics*, 61, 369–385.
- Schuler, D.A., & Cording, M. (2006). A corporate social performance-corporate financial performance

behavioral model for consumers. *Academy of Management Review*, 31, 540-558.

Sen, S. & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38(2), 225–243.

Silverstein, M., & Sayre, K. (2009). The Female Economy. *Harvard Business Review*, 87, 46-53.

Sinha, P.K., Banerjee, A. & Uniyal, D.P. (2002). Deciding where to buy: store choice behaviour of Indian shoppers. *Vikalpa*, 27(2), 13-27.

Smith, N.C. (2009). Consumers as drivers of corporate social responsibility. In, A. Crane, A. McWilliams, D. Matten, J. Moon & D. S. Siegel (eds), *The Oxford Handbook of Corporate Social Responsibility*. Oxford, UK: Oxford University Press, pp. 281-302.

Svensson, E. (2001). Guidelines to statistical evaluation of data from rating scales and questionnaires. *Journal of Rehabilitation Medicine*, 33, 47- 48.

Tan, L.P., Johnstone, M., & Yang, L. (2016). Barriers to green consumption behaviours: The roles of consumers’ green perceptions. *Australasian Marketing Journal*, 24(4), 288-299.

Tanveer, T., & Lodhi, R.N. (2016). The Effect of Brand Equity on Customer Satisfaction: An Empirical Study based on David Aaker's Brand Equity Model. *The IUP Journal of Brand Management*, 13(3), 43-54.

Thite, M. (2012). The growing global footprint of Indian multinationals- An interview with KM Birla, Chairman, Aditya Birla Group. *Journal of Indian Business Research*, 5(2), 144-151.

Visser, W. (2008). Corporate social responsibility in developing countries. In, *The Oxford Handbook of Corporate Social Responsibility*, pp. 473-479.

Wongpitch, S., Minakan, N., Powpaka, S., & Laohavichien, T. (2016). Effect of corporate social responsibility motives on purchase intention model: An extension. *Kasetsart Journal of Social Sciences*, 37(1), 30–37.

**Table 1: Relevant findings from empirical studies performed on different components of brand equity**

Brand equity component studied	Major insights	Representative literature
Brand loyalty	CSR had a direct positive effect on brand loyalty	He and Lai (2014); Lombart and Louis (2014); Pérez and Del Bosque (2015)
	Socially responsible image of a firm and consumers’ loyalty have no direct connection	Salmones, Crespo, and Bosque (2005)
Perceived brand quality	Consumers intend to rely on extrinsic cues rather than intrinsic characteristics as they assess the quality of products	Richardson, Dick, and Jain (1994)
	Relationship between perceived quality and emotional value has moderate influence on purchase intention	Asshidin, Abidin, and Borhan (2016)
	Perceived quality of a brand positively affects the attitude of the consumers toward the purchase intention of the brand.	Wongpitch, Minakan, Powpaka, and Laohavichien (2016)
Brand awareness	Identity salience play a crucial role in the influence of CSR initiatives on consumer loyalty	Marin, Ruiz, and Rubio (2009)
	Consumers’ understanding of CSR activities promotes purchase intention	Lee and Shin (2010)
Brand association	Consumers pay more for the products produced by corporates which have carried out social responsibilities	Sen and Bhattacharya (2001)
	Brand association and purchase intention are influenced by consumers’ perception about the CSR initiatives	Marin, Ruiz, and Rubio (2009).
	CSR initiatives intensify the bond connecting a brand with the self	Park et al. (2010)

Table 2: Brand specific CSR activities by the tea brands

Company	Brand	Brand image and campaign	CSR outlook
Tata Global Bevereages Limited	Tata Tea Premium	a. Top brand of the company b. <i>Jaago Re</i> or arise; <i>Soch Badlo</i> or change your attitude	Education and skills; healthcare and women empowerment; climate change; water management; sustainable sourcing; waste management and community development;
	Tata Tea Agni	a. Second largest brand of the company b. Targeted at the price-sensitive consumer	
Hindustan Unilever Limited	Brooke Bond Taj Mahal	a. Premium brand focusing on flavour b. <i>Wah Taj</i> or Taj be praised; <i>Sabse Khas Taj Ehsas</i> or Taj-sensation is the best sensation; <i>Wah Wah Taj</i> or Taj be praised again and again	Improvement in social health and wellbeing; reducing the carbon footprint of products; enhancing the livelihoods; conserving water and rainforest
	Brooke Bond Red Label	a. <i>Swad Apnepan Ka</i> or taste of togetherness	
	Lioton Tazza	a. Be more tea	

Table 3: Ranking based on selection of criteria during the purchase of tea brands for domestic use

Respondent	Mean rank of selection criteria					Kendall's W	Chi square ( $\chi^2$ )	Df	P
	Flavour and taste	Reasonable pricing	Well-known brand	Better availability	Advertises well				
Female	1.10	2.82	2.72	3.45	4.90	0.795	444.971	4	<0.001*
Male	1.07	2.36	2.79	3.79	5.00	0.886	644.95	4	<0.001*

\*P<0.05; female: n=140; male: n=182

Table 4: Pearson’s correlation between the ranking of selection-criteria and the income of the female respondents

	Female respondent								
	Mean	SD	1	2	3	4	5	6	7
1. Flavour and taste	1.05	0.22	1.00						
2. Reasonable pricing	2.55	0.80	-0.14	1.00					
3. Well-known brand	2.45	0.64	-0.18	-0.27	1.00				
4. Availability	3.10	0.81	-0.54	-0.07	0.39*	1.00			
5. Advertises well	4.30	0.76	-0.35	0.30*	0.53*	0.69*	1.00		
6. Monthly income #	46.75	21.29	-0.02	-0.22	0.34*	0.17	0.07	1.00	
7. Monthly family income #	85.25	33.17	0.10	-0.21	-0.03	0.09	-0.14	0.66*	1.00

\*P<0.05.; n=140; SD- standard deviation; # in multiple of ₹1000.00

Table 5: Pearson’s correlation between the ranking of selection-criteria and the income of the male respondents

	Male respondent								
	Mean	SD	1	2	3	4	5	6	7
1. Flavour and taste	1.07	0.27	1.00						
2. Reasonable pricing	2.29	0.61	0.34*	1.00					
3. Well-known brand	2.71	0.83	-0.60	-0.59	1.00				
4. Availability	3.64	0.50	0.21*	-0.14	-0.08	1.00			
5. Advertises well	4.93	0.47	0.65*	0.34*	-0.06	0.54*	1.00		
6. Monthly income #	50.36	17.26	-0.09	0.39*	-0.05	-0.16	0.05	1.00	
7. Monthly family income #	79.29	32.81	-0.04	0.61*	-0.32	-0.35	-0.10	0.64*	1.00

\*P<0.05.; n=182; SD- standard deviation; # in multiple of ₹1000.00

**Table 6: Measurement of adequacy and sphericity of response patterns of the respondents**

Cognitive component influenced	Kaiser-Meyer-Olkin measure of sampling adequacy		Bartlett's test of sphericity			
	Female	Male	Chi-Square (Female)	Chi-Square (Male)	Df	P
Purchase decision of a tea brand	0.745	0.777	154.618	450.572	10	<0.001*
Purchase decision of tea brand addressing the issue of flavor, taste and spreading social awareness	0.705	0.743	355.563	314.235	10	<0.001*
Judgment on CSR attributes of tea brand addressing the issue of flavor, taste and spreading social awareness	0.744	0.711	491.734	543.854	15	<0.001*
Brand loyalty	0.619	0.602	98.219	148.174	3	<0.001*
Brand awareness	0.765	0.615	347.625	130.418	3	<0.001*
Brand association	0.595	0.651	303.132	360.822	3	<0.001*
Perceived brand quality	0.638	0.627	126.401	183.163	3	<0.001*

\*P<0.05; female: n=140; male: n=182

**Table 7: Factor analysis for identification of the influencing criteria and cognitive statements for making purchase decision of tea brands for domestic use**

Component influenced	Respondent	Influencing criteria/statement	Factor loading	Eigen values	Variance (%)	Cronbach's alpha
Purchase decision of a tea brand	Female	Flavour and taste	0.787	2.401	48.022	0.731
	Male		0.896	2.960	59.192	0.828
Purchase decision of tea brand addressing the issue of flavour, taste and spreading social awareness	Female	Reasonable pricing	0.909	2.733	55.457	0.730
	Male	Well-known brand	0.828	2.681	53.625	
Judgment on CSR attributes of tea brand addressing the issue of flavour, taste and spreading social awareness	Female	Has a strong mission on social consciousness and constitutional rights like "Jagore campaign"	0.445	3.675	61.245	0.871
	Male		0.647	3.264	54.401	0.822
		Affordable	0.790	1.193	19.890	
Brand loyalty	Female	I consider myself to be loyal to the tea brand	0.807	1.938	64.599	0.730
	Male		0.805	1.998	66.590	0.744
Brand awareness	Female	I can quickly recall the colour/logo of the tea brand	0.891	2.647	88.245	0.932
	Male		0.765	1.935	64.514	0.711
Brand association	Female	I can recognize the tea brand even if another brand has the same features	0.787	2.049	68.299	0.771
	Male		0.895	2.380	79.340	0.864
Perceived brand quality	Female	The quality of the tea brand is extremely high	0.739	1.895	63.544	0.764
	Male		0.742	1.235	62.205	0.709
Gross brand image	Female					0.907
	Male					0.836

Note: i. Criteria having poor factor loading and Eigen value <1.000 have been excluded

ii. female: n=140; male: n=182

**Table 8: Kruskal-Wallis H test for comparison of cognitive attributes influencing purchase intention of tea brands between female and male respondents**

Cognitive component influenced	Influencing criteria	Mean rank (Female)	Mean rank (Male)	Chi square	Significance
Purchase decision of a tea brand	Flavour and taste	225.35	112.38	139.712	<0.001*
	Reasonable pricing	173.31	152.41	5.17	0.022*
	Well-known brand	211.66	122.92	80.399	<0.001*
	Availability	171.23	154.02	3.405	0.065
	Advertises well	167.67	156.75	1.229	0.286
Purchase decision of tea brand addressing the issue of flavour, taste and spreading social awareness	Reasonable pricing	109.64	201.39	83.811	<0.001*
	Well-known brand	191.05	138.77	32.579	<0.001*
	Quality	148.32	171.63	5.737	0.017*
	Better availability	152.08	168.75	2.897	0.089
	Advertises well	146.69	172.90	7.363	0.007*
Judgment on CSR attributes of tea brand addressing the issue of flavour, taste and spreading social awareness	Has a strong mission on social consciousness and constitutional rights like “Jagore campaign”	185.55	143.00	17.973	<0.001*
	Affordable	213.50	121.50	108.676	<0.001*
	Clearly label products for the customers	164.10	159.50	0.209	0.648
	Meets customer’s health and safety regulation	200.50	131.50	52.925	<0.001*
	Transparent about sustainable packaging	201.48	130.75	54.821	<0.001*
	Does not employ child/forced labour	164.75	159.00	0.394	0.530

\*P<0.05; female: n=140; male: n=182

**Table 9: Pearson’s correlation between the rating of selection-criteria which influences the purchase decision of a tea brand addressing the issue of flavour, taste and spreading awareness**

	Mean	SD	Female respondent					Mean	SD	Male respondent				
			1	2	3	4	5			1	2	3	4	5
1. Reasonable pricing	3.31	0.78	1.00					4.28	0.99	1.00				
2. Well-known brand	3.70	0.45	0.03	1.00				3.34	0.57	-0.38	1.00			
3. Quality	3.25	0.62	0.26*	0.44*	1.00			3.49	0.81	-0.01	-0.33	1.00		
4. Better availability	3.80	0.51	-0.03	0.39*	0.16	1.00		3.91	0.97	0.70*	-0.51	0.11	1.00	
5. Advertises well	3.33	0.73	0.90*	0.24*	0.44*	0.20	1.00	3.59	0.84	-0.03	-0.34	0.07	-0.20	1.00

\*P<0.05; female: n=140; male: n=182; SD- standard deviation

**Table 10: Multiple linear regression analysing the mediating role of the CSR components (independent variables) in enhancing the brand loyalty (dependent variable) of the tea brands**

Model coefficients		Female respondent					Male respondent																			
		Model FL1		Model FL2			Model ML1		Model ML2			Model ML3				Model ML4				Model ML5						
		CL	C2	C	C2	C5	CL	C1	CL	C1	C4	CL	C1	C4	C3	CL	C1	C4	C3	C5	CL	C1	C4	C3	C5	C6
UC	B	1.43	0.61	0.94	0.95	-0.27	1.41	0.68	-1.90	0.539	1.08	-2.36	0.69	1.34	-0.28	-2.97	0.61	1.47	-0.48	0.44	-3.52	0.63	1.57	-0.58	0.36	0.20
	SE	0.61	0.14	0.63	0.18	0.10	0.18	0.04	0.28	0.03	0.08	0.26	0.04	0.08	0.04	0.22	0.03	0.07	0.04	.05	0.24	0.03	0.06	0.04	0.04	0.03
SC	β		0.35		0.53	-0.27		0.73		0.57	0.51		0.73	0.63	-0.32		0.65	0.69	-0.54	0.34		0.67	0.74	-0.65	0.29	0.19
t		2.33	4.39	1.49	5.09	-2.62	7.84	14.31	-6.78	14.92	13.27	-9.14	17.75	16.42	-6.93	-12.9	18.10	20.83	-11.5	8.55	-15.2	20.1	23.54	-13.9	7.55	5.96
P		0.02	<0.01	0.14	<0.01	0.01	<0.05	<0.05	0.18	<0.05	<0.05	0.075	<0.05	<0.05	<0.05	<0.01	<0.01	<0.01	<0.01	<0.01	0.01	<0.01	<0.01	<0.01	<0.01	<0.01
VIF			1.00		1.79	1.79		1.00		1.11	1.11		1.63	1.42	2.08		1.75	1.48	2.99	2.18		1.82	1.59	3.52	2.32	1.75
R		0.35		0.41			0.73		0.87			0.90				0.93				0.94						
R <sup>2</sup>		0.12		0.16			0.53		0.76			0.81				0.87				0.89						
Adjusted R <sup>2</sup>		0.12		0.15			0.53		0.23			0.05				0.05				0.02						

P<0.05; female: n=140; male: n=182

**Note:** UC- Unstandardized coefficients; SC- Standardized coefficients; SE- Standard error; VIF- Variance inflation factor; CL (dependent variable; L-loyalty)- I consider myself to be loyal to the tea brand; C1- Has a strong social mission on social consciousness and constitutional rights like “Jagore campaign”; C2- Affordable; C3- Clearly label products for the customers; C4- Meets customer’s health and safety regulation; C5- Transparent about sustainable packaging; C6- Does not employ child/forced labour; (C1-C6 :independent variables); F-female; M-male.

**Table 11: Multiple linear regression analysing the mediating role of the CSR components (independent variables) in enhancing the brand awareness (dependent variable) of the tea brands**

Model coefficients		Female respondent																			Male respondent		
		Model FA1		Model FA2			Model FA3				Model FA4				Model FA5					Model MA1			
		CA	C2	CA	C2	C5	CA	C2	C5	C6	CA	C2	C5	C6	C4	CA	C2	C5	C6	C4	C3	CA	C3
UC	B	0.46	0.86	-0.01	1.18	-0.26	-0.02	1.09	-0.43	0.29	0.07	1.24	-0.45	0.33	-0.19	0.96	0.85	-0.48	0.38	-0.28	0.30	3.53	0.164
	SE	0.52	0.12	0.53	0.15	0.08	0.52	0.16	0.11	0.11	0.51	0.16	0.11	0.11	0.08	0.57	0.20	0.10	0.11	0.08	0.09	0.20	0.05
SC	β		0.51		0.70	-0.28		0.65	-0.46	0.27		0.74	-0.49	0.32	-0.19		0.50	0.51	0.35	0.28	0.35		0.21
t		0.89	7.09	-0.01	7.43	-2.99	-0.05	6.86	-3.91	2.45	0.14	7.38	-4.17	2.86	-2.41	1.69	4.17	-4.53	3.21	-3.38	3.20	17.02	2.97
P		0.37	<0.01	0.98	<0.01	<0.01	0.95	<0.01	<0.01	<0.05	0.88	<0.01	<0.01	<0.01	<0.05	0.09	<0.01	<0.01	<0.01	<0.01	<0.01	<0.01	<0.01
VIF			1.00		1.79	1.79		1.88	2.95	2.67		2.17	2.97	2.74	1.40		3.39	2.98	2.76	1.56	2.82		1.00
R		0.51		0.55			0.58				0.60				0.64					0.21			
R <sup>2</sup>		0.26		0.31			0.34				0.36				0.41					0.04			
Adjusted R <sup>2</sup>		0.26		0.30			0.32				0.35				0.39					0.04			

P<0.05; female: n=140; male: n=182

**Note:** UC- Unstandardized coefficients; SC- Standardized coefficients; SE- Standard error; VIF- Variance inflation factor; CA(dependent variable; A-awareness)- I can quickly recall the colour/logo of the tea brand; C2- Affordable; C3- Clearly label products for the customers; C4- Meets customer’s health and safety regulation; C5- Transparent about sustainable packaging; C6- Does not employ child/forced labour; (C1-C6 :independent variables); F-female; M-male.

**Table 12: Multiple linear regression analysing the mediating role of the CSR components (independent variables) in enhancing the brand association (dependent variable) of the tea brands**

Model coefficients	Female respondent						Male respondent													
	Model FAS1		Model FAS2			Model MAS1		Model MAS2			Model MAS3				Model MAS4					
	CAS	C2	CAS	C2	C5	CAS	C1	CAS	C1	C4	CAS	C1	C4	C3	CAS	C1	C4	C3	C5	
UC	B	-0.86	1.13	-1.34	1.45	-0.26	1.31	0.53	0.90	0.37	0.38	0.82	0.30	0.25	0.17	0.26	0.27	0.26	0.14	0.22
	SE	0.59	0.14	0.61	0.18	0.10	0.15	0.04	0.15	0.04	0.06	0.15	0.05	0.07	0.05	0.31	0.05	0.07	0.05	0.10
SC	$\beta$		0.56		0.72	-0.23		0.68		0.47	0.36		0.39	0.24	0.23		0.34	0.24	0.20	0.14
	t	-1.45	8.09	-2.18	7.90	-2.60	8.30	12.68	5.67	7.81	6.02	5.23	6.22	3.51	3.30	0.86	5.16	3.57	2.69	2.06
	P	0.14	<0.01	0.03	<0.01	0.01	<0.01	<0.01	<0.01	<0.01	<0.01	<0.01	<0.01	<0.01	<0.01	0.38	<0.01	<0.01	<0.01	0.04
	VIF		1.00		1.79	1.79		1.00		1.50	1.50		1.74	2.08	2.25		1.99	2.08	2.41	1.62
	R	0.56		0.59			0.68		0.74			0.76				0.77				
	R <sup>2</sup>	0.32		0.35			0.47		0.56			0.58				0.59				
	Adjusted R <sup>2</sup>	0.31		0.34			0.46		0.55			0.57				0.58				

\*P<0.05; female: n=140; male: n=182

**Note:** UC- Unstandardized coefficients; SC- Standardized coefficients; SE- Standard error; VIF- Variance inflation factor; C (dependent variable; AS-association)- I can recognize the tea brand even if another brand have the same features; C1- Has a strong social mission on social consciousness and constitutional rights like “Jagore campaign”; C2- Affordable; C3- Clearly label products for the customers; C4- Meets customer’s health and safety regulation; C5- Transparent about sustainable packaging; (C1-C5 :independent variables); F-female; M-male.

**Table 13: Multiple linear regression analysing the mediating role of the CSR components (Independent variables) in enhancing the perceived brand quality (dependent variable) of the tea brands.**

Model coefficients		Female respondent		Male respondent	
		Model FPBQ1		Model MPBQ1	
		CPBQ	C1	CPBQ	C4
UC	B	2.85	0.29	1.00	0.73
	SE	0.31	0.07	0.30	0.08
SC	$\beta$		0.31		0.54
	t	8.94	3.92	3.27	8.63
	P	<0.01	<0.01	<0.01	<0.01
	VIF		1.00		1.00
	R	0.31		0.54	
	R <sup>2</sup>	0.10		0.29	
	Adjusted R <sup>2</sup>	0.09		0.28	

\*P<0.05; female: n=140; male: n=182

**Note:** UC- Unstandardized coefficients; SC- Standardized coefficients; SE- Standard error; VIF- Variance inflation factor; C (dependent variable; PBQ- perceived brand quality)- the quality of the tea brand is extremely high; C1- Has a strong social mission on social consciousness and constitutional rights like “Jagore campaign”; C4- Meets customer’s health and safety regulation; (CPBQ1, CPBQ4 :independent variables); F-female; M-male.

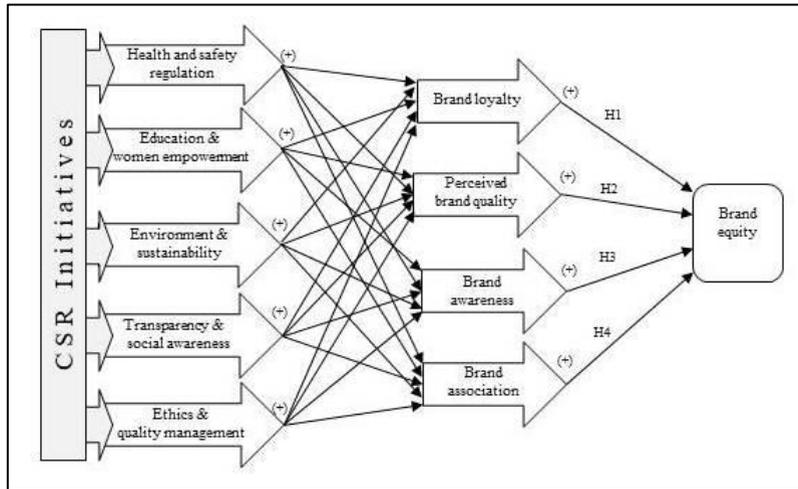
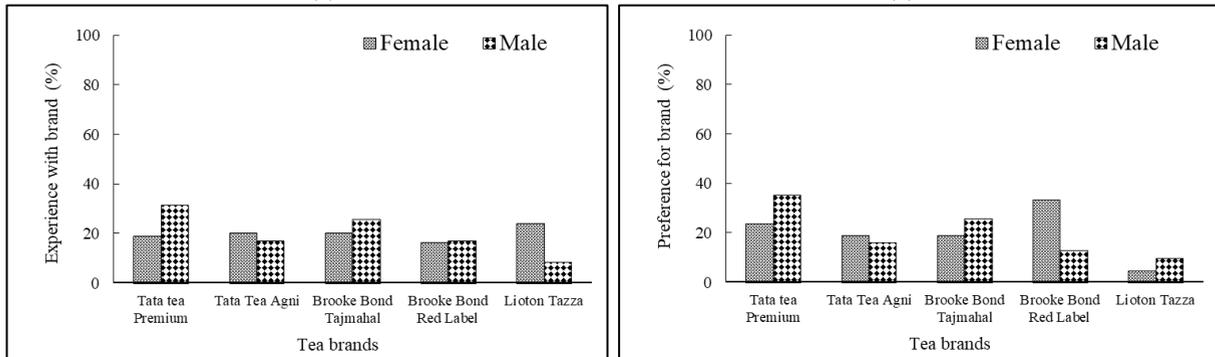


Figure 1: Model describing the interaction of factors influencing the realm of CSR and how they possibly impact the brand equity after Aaker (1991).

(a) (b)



Note: female: n=140; male: n=182

Figure 2: (a) Experience with tea brands; (b) Preference for a tea brand which was perceived to have addressed the issue of flavour, taste and spreading awareness.

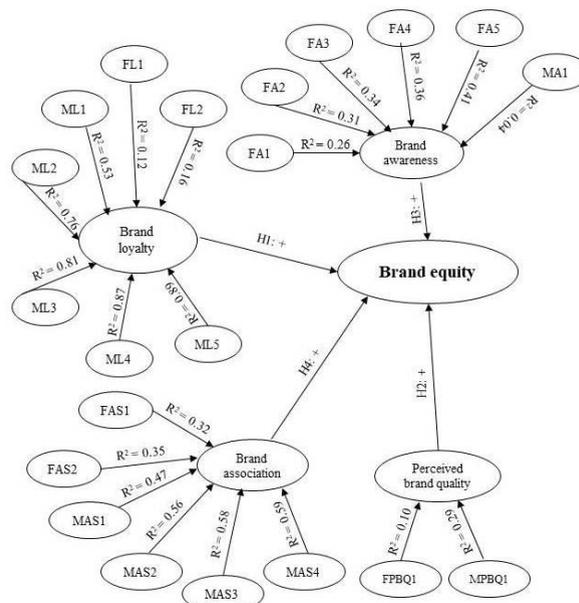


Figure 3: Evolving model reflecting the mediating role of the CSR components in enhancing the brand equity of tea brands. (F- female; M-male; L-loyalty; A-awareness; AS-association; PQB-perceived brand quality)

\*\*\*\*\*