IMPACT OF ENVIRONMENTAL CSR ON CONSUMER PURCHASE INTENTION IN THE AUTOMOBILE SECTOR OF THE UK

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Abstract

The research is about the analysis of the impact of environmental CSR on consumer purchase intentions in the UK. The rationale for conducting this research is the growing concerns related to sustainability and the increasing trend of customers looking to prefer associating with those organisations that are implementing sustainability measures. The other justification for researching this topic is the vulnerability of firms in the automobile sector towards causing environmental issues. Therefore, the findings of the study have considerable practical and theoretical significance. The research is carried out through primary data, which was collected from customers of automobiles in the UK by performing surveys. The reason behind choosing customers for data collection is that the research is mainly directed towards them and their preferences when it comes to considering the aspect of environmental CSR while purchasing automobiles. The results of the research were derived through applying statistical techniques such as regression and correlation, which were applied by using SPSS. The application of these tools was important considering the use of quantitative data for deriving the required findings from the study. The overall findings of the research illustrated that environmental CSR has a positive impact on customer purchase intentions in the UK. This was evident from the positive values of regression and correlation analysis. The findings of the research have theoretical as well as practical significance in terms of highlighting the importance of environmental CSR for automobile companies, especially in the UK. Nevertheless, there were some limitations of the study that were reported, such as limiting findings to the UK, along with limitations of the sample size.

Keywords: Environmental CSR, Consumer Purchase Intentions, Automobile Industry, Stakeholders

List of Abbreviations

CSR	Corporate Social Responsibility
UK	United Kingdom

DECLARATION

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Signed. Waseem Shahzad (candidate)

Date. 22/08/24

STATEMENT 1

This thesis is the result of my own investigations, except where otherwise stated. Where correction services have been used the extent and nature of the correction is clearly marked in a footnote(s). Other sources are acknowledged by footnotes giving explicit references. A bibliography is appended.

Signed. Waseem Shahzad (candidate)

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STATEMENT 2

I hereby give consent for my thesis, if accepted, to be available for deposit in the University's digital repository**.**

Signed. Waseem Shahzad

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Chapter 1: Introduction

1.1 Overview of the chapter

It is the introductory chapter of the research which includes basic elements of the study that are important in terms of identifying the direction adopted in the study. The areas of the research that will be included in this chapter include the background of the study along with the aim of the research and the objectives. Besides, the chapter will include illustrations about the scope and the significance of the study as well.

1.2 Research Background

Overview of Environmental CSR

Corporate social responsibility is known as a significant factor that influences consumer behaviour (Chatzopoulou and de Kiewiet, 2021). Particularly in the automobile sector, corporate social responsibility plays an important role in attracting customers. It is because it has various initiatives to enhance the environmental aspects. Because there are a lot of growing concerns about climate change and environmental sustainability (Lin, 2024). Environmental CSR enterprise can also result in innovation and product differentiation in the automotive market. Automobile companies that are involved in research and the production of hybrid and electric vehicles can achieve a competitive advantage by offering them affordable and good-quality products (Uy et al., 2024). These strategies are not only connected with environmentally conscious consumers but also approach market demands. By prevalent the change towards sustainable mobility solutions, automotive companies can drive industry growth and profitability while reducing environmental effects (Velte, 2021). The topic focus is on exploring the positive and negative aspects of environmental CSR on consumer purchase intention in the automobile sector. For balancing the short-term goals with long-term vision, targets related to revenue and profitability are given priority to fulfil expectations of shareholders and maintain cash flow. The focus is on complying with current regulations and managing cost of R&D and consumer incentives for adopting electric vehicles without compromising on margins (Lin, 2024).

Environmental CSR refers to the concept of management through which organisations integrate social and environmental concerns within their business operations and interactions with the stakeholders. The concept of environmental CSR is basically about organisations focusing on measures that are specifically linked with the betterment of the environment rather than obtaining any financial gains (Islam et al., 2019). Environmental CSR intends to decrease any harmful impacts on the climate from the business cycles and their activities might depend on the use of energy and water (Currás-Pérez et al., 2018). Environmental CSR is mainly about the ecological issues arising out of the operations of a firm. However, the comprehension of corporate environmental responsibility is not different from corporate social responsibility as these two organisational strategies are linked with each other and the main goal is to protect and save the environment by their daily operations. There are three significant regions identified with these two strategies that are financial, environmental, and social (Brammer, Jackson, and Matten, 2012).

At a global level, the International Chamber of Commerce has endorsed a business license for sustainable improvement made out of rules that ought to be upheld by privately owned organisations to accomplish ecological improvement. Privately owned organisations are considered to have another responsibility to develop their ecological presentation by considering and authorising the standards for the most part environmental protection (Fallan and Fallan, 2019). Corporate environmental responsibility is tied in with dealing with the utilisation of natural and renewable resources in the best and most effective way to decrease ecological effects and economic expenses to increase the worth of the organisation and be beneficial for the revenue as well (Lin, 2024). The focus of environmental corporate social responsibility is to carry out the operations of a firm in a manner through their adverse effects on the environment that can be minimized at least to a certain by using environmental corporate social responsibility organisations have made an assurance to respect the climate, utilising common assets and finding ways to stay away from the cause of the operation due to organisational activities and their operations (Le et al., 2024). Organisations promote the ecological utilisation of raw materials and regular resources, and they introduce rules for constantly improving their environmental performance (Williams, 2013).

Overview of consumer purchase intention

The intention for a consumer to purchase a product or service refers to the approach and attitude that determines whether a customer buys a particular product or service or not. Purchase

intention is a sign of customer buying behaviour. Various components determine the buying behaviour of a product such as the name of a brand, experience from past purchases, product performance, and the activities by word-of-mouth that have impact on the perceived value of a customer and make the purchase intention according to it (McClure and Seock, 2020). The need for these variables may vary from one customer to another. For instance, a few customers primarily see the brand name before choosing which product or service to purchase; on the other hand, some customers pay attention to the product price. This is a fact that can change the consumer purchase intention and customers act unexpectedly (Yusuf and Busalim, 2018).

Many organisations use different strategies to positively change the intention to buy a product by the customers and reasonable stability has great significance in understanding the behaviour of a customer and thus, anticipating conceivable future behavioural decisions made by the customers (He, Zhan, and Hu, 2018). The organisation uses different ways to measure consumer intention which can be done by factors like consumers' thoughts in purchasing a brand and the brand can be utilised to measure the intention to purchase by a customer. These can include the consumer's concentration, being there to make a purchase, facts, and figures about the product and estimation procedure in deciding customer purchase intention (Hassan, Khurshid, and Rizwan, 2014).

A customer intention has been described as an individual's responsibility, plan, or choice to do an activity or accomplish an objective and indeed, it has been utilised interchangeably many times with assessment, choice, and plan (Hashim et al., 2018). Customer purchase intention is broadly defined as the markers of how hard individuals will attempt; of the amount of exertion, they are forming to use. This definition appears to be too wide as it includes customer inspiration, which is better understood as an origination of intention and planning which organises a psychological movement or interaction that frequently occurs after one form an intention to seek after an objective or make a purchase (Bhatti and Rehman, 2020). To convince customers to pick certain items or brands many organisations utilise different strategies like advertising and marketing activities. Particularly by utilising sales promotion exercises through which organisations try to impact their business sectors, and target markets, and lift their sales for a short period. While doing these kinds of activities, creating positive buyer mentalities toward the products or brands is imaginable through sales promotion exercises and there is a higher chance that customers intend or expect to buy a brand or a product if there is an extra-esteem presented. Complete intentional action of a customer is in three phases that are

motivational procedures, decision or intention, and the last one is consummated intentional action (Rahman and Eghtebasi, 2012).

Key car manufacturers in the UK include Volkswagen, Toyota, Lotus, Rolls Royce and McLaren.

Environmental CSR and customer purchase intentions

The companies' understanding the importance of Environmental CSR and taking measures against the activities which contribute to the environment helps in building a good reputation of such firms in the market. In addition, it also creates a positive impact on the customer's intention to purchase the product and service from such organisations (Qasim, Siam and Sallaeh, 2017). Organisations these days have been using the approach of CSR as an advertising tool for showcasing and selling their brand in a decent way to their customers. Similarly, on the other hand, customers with the advancement of technology and globalisation have become more demanding. They are now aware of so many things they used to stay unaware of. Such as environmentally friendly cars, green cars, the go-green approach, etc. So, the customers, along with demanding good quality material at a low cost, are requesting and demanding that organisations incline towards contributing to the betterment of the environment (Wu and Overton, 2021)

The concept of go-green and environment-friendly approaches is being adopted by many of the automobile firms as well, because the transport industry is causing substantial environmental waste. Based on such reports, the automobile industry has focused on finding out ways to contribute to the betterment of the environment. Thus, the idea of green cars was introduced around the globe (Lin, Perumal and Ahmad, 2019). Customers who are aware of the environmental issues produced by cars and pollution depict a positive buying intention of green cars that are not harmful to the environment and benefit society. It is reported in many studies that the customer's intention to buy is impacted by the intention of the firm to initiate environmental CSR activities (Afroz, Masud, Akhtar, Isman and Duasa, 2016).

For organisations to build a reputation and to enhance the probability of their business, they need to adapt techniques that are being adopted by firms around the world. One approach that is being adopted to change and influence the behaviour and perception of the customer is corporate social responsibility. The perception of the customer about environmental corporate

social responsibility is found to build a positive image of the brand and product in the mind of the customer. Environmental CSR has become one of the important factors for automobile companies in the UK while developing strategies and setting the goals and operations of the organisation (Pham and Chiu, 2021). Several organisations have implemented corporate social responsibility to benefit the environment and society while engaging their stakeholders to build a transparent way of process to get customers' attention (Taighan, Souza and Polonsky, 2015),

Corporate social responsibility is said to be an organisation's duty towards building, maintaining, and sustaining a healthy environment that contributes socially as well. According to the research, environmental CSR is very useful in creating a long-term value and positive perception of a brand in the mind of a customer. It impacts the purchase intention and buying behaviour of a consumer in a very positive way as a customer these days are becoming more aware of the environmental issues that are being created by pollution and other factors which are because of automobiles and different industries (Valentini and Kruckeberg, 2018). Nevertheless, it is not easy for automobile companies to follow the structure to help the environment, and they have to face a lot of challenges in this regard. This also creates hurdles for them to get the maximum profit, as they are required to spend more money on their operations to meet the standards set by the government. For example, one of the largest manufacturers of cars in the UK, Volkswagen, had to face a lot for not following the standards of carbon dioxide emission and for hurting the environment. Many of their consumers were hurt by their approach of intentionally hurting the environment for the sake of money. The scandal reported by the media online and on digital platforms stated that Volkswagen did not follow the moral ethics and code of conduct and had purposely failed to meet the clean air standards. It was also reported by the researchers that organisations that fail to incorporate the ethical approach of conducting a business and do not accept that CSR activities are crucial for the environment have negatively impacted the intention of purchase of the customers.

The term Corporate Social Responsibility (CSR) has established its roots in the business world as a well-renowned and beneficial practice. The need for companies to conduct CSR practices arises from the general increase in awareness regarding the negative impacts caused by such companies. These impacts could be caused by business decisions ranging from pre-production to marketing and selling practices. Nowadays, companies all around the world are required to complete CSR practices as a standard due to the deteriorating conditions of the planet. Businesses must offset the environmental degradation caused by their decisions to maintain

balance, especially for businesses such as automobile companies, which directly contribute to increasing global pollution levels through automobile exhaust.

Although several such businesses consider CSR practices as an additional burden on their costs, unfortunately, most of them fail to comprehend the added benefits of such social practices. These practices often prove to have a direct influence on improving business sales. Similarly, in a world where the general audience is increasingly inclined towards environment-friendly and green practices, associating one's business with the use of green practices throughout the product lifecycle could prove to have major intangible benefits. As it could drastically increase goodwill among the general audience and improve the reputation of the company. For example, Tesla, as an automobile company with its electric cars, has revolutionised the automobile industry by attracting audiences against non-renewable fuel resources.

The other aspect which is important for the organisations in the automobile sector of the UK looking to improve environmental CSR is the proposed intentions of the policymakers in the UK regarding the application of an integrated financial reporting system that can take place around 2024. In this case, the activities of the organisations regarding CSR and environmental impact will gain significance as this kind of reporting system will benefit the organisation that will be looking to execute CSR practices extensively soon. Considering the significance of the environmental performances and the focus of the UK policy makers to incorporate environmental factors in the reporting system, decision-makers in the automobile sector must make a substantial investment in terms of improving their reporting practices to provide substantial information to the investors and stakeholders about the improvements that have been made within the level of financial reporting.

1.3 Research Aim

The proposed research aims to identify the extent to which environmental CSR activities of automobile companies in the UK influence the purchase intentions of customers.

1.4 Research Objectives

- To analyse the impact of environmental CSR on consumer purchase intention.

- To contribute to the existing body of knowledge about the association that exists between environmental CSR and the intentions of consumers to make purchases from different automobile companies.
- To provide assertions to the automobile manufacturers in the UK about the ways through which they can improve their environmental CSR performance to stimulate positive consumer purchase intentions.

1.5 Research Questions

The main question of the research is "What is the impact of environmental CSR on purchase intention of customers in the automobile industry of the UK"?

- What is the association between environmental CSR and the intentions of consumers to make purchases in different automobile companies?
- What are the assertions that can be provided to the automobile manufacturers in the UK regarding the ways through which they can improve their performance in terms of environmental CSR for stimulating consumer purchase intentions?

The objectives of the research were achieved, and the questions were answered mainly through analysing the link between environmental CSR and intentions of customers to purchase from automobile companies. Besides, the use of suitable research methodologies is important for achieving the overall research objectives. The objectives of the research were developed through literature review or the analysis presented by past researchers related to the topic of environmental CSR and consumer purchase intentions.

1.6 Scope and Significance of Research

The scope of the research covers the topic of environmental CSR and customer purchase intentions with specific reference to the automobile industry of the UK. Therefore, the findings will apply only to this particular industry. The findings of the research will be significant for theoretical purposes in the form of developing further ideas regarding the ways through which environmental CSR can influence the purchase intentions of customers in the automobile sector. On the other hand, the findings will be useful for the policymakers of the automobile sector as well in terms of identifying the degree of significance that environmental CSR holds in encouraging customers to purchase a particular brand of automobile.

1.7 Structure of Dissertation

The research will be completed in different chapters, a brief illustration of which is provided below

The first chapter is the introductory chapter, which highlights the fundamental elements of the research based on which extensive analysis of the research is carried out in the form of other chapters.

The second chapter will be of literature review where critical reviews and analysis will be derived through the analysis of the past research that has been conducted on the topic of the current research.

The third chapter discusses the elements of methodology to derive the required findings, along with justifying these elements.

The fourth chapter is about data analysis and interpretation, as the results here will be discussed and interpreted by the identified findings.

The fifth chapter is about the conclusion, where all the results will be summarised to determine whether the questions have been answered or not.

Chapter 2: Literature Review

2.1 Overview of the Chapter

The critical analysis of the reviews and research of the past researchers has been conducted in this chapter, considering the areas such as the impact of environmental CSR on consumer purchasing intentions. The other area that will be covered in this chapter is about identifying the association that is present between environmental CSR and the purchasing intentions of the customers in the automobile companies.

2.2. Key researchers in the field of CSR

One of the key researchers in the field of CSR is Carroll, which a key contribution in the form of Carroll's CSR pyramid, which categorises CSR into four levels, such as economic, legal, ethical and philanthropic responsibilities. For economic responsibilities, it is important to note that it is the major responsibility of the business to be profitable, which helps in improving sustainability and shareholder value. Besides, there are legal responsibilities highlighted in Carroll's model, which suggest that organisations need to follow the laws and regulations of governments and regulatory bodies. Apart from that, there are ethical responsibilities which call for businesses to perform fairly, honestly and with morality that might go beyond rules and regulations. Apart from that, there are philanthropic responsibilities which are concerned with voluntary contributions made for the society which include donations, initiatives taken for the environment and working for the betterment of the community.

The other important researcher related to CSR is Edward Freeman which has developed stakeholder theory which highlights that firms need to consider the interests of all stakeholders and not just shareholders. Businesses should consider the interests of all stakeholders, including employees, customers, suppliers, communities, and shareholders. Long-term success depends on balancing these interests, not just maximising shareholder value. CSR should be integrated into business strategy, not just an afterthought or a compliance requirement.

Other researchers who have contributed to the field of CSR are Michael Porter and Mark Kramer. Important contributions of these researchers include creating shared value as a kind of strategy where firms create economic value while dealing with the challenges of society. Porter and Kramer proposed that businesses should move beyond traditional CSR and instead focus on integrating social good into their core business strategies**.** Furthermore, businesses must

identify and address social issues that intersect with their industry. CSR should not be seen as a cost or obligation but as an opportunity for innovation and growth. The goal is to align profit-making with social progress**,** ensuring mutual benefits for companies and society (Aftab et al., 2024).

2.3. Key researchers in the field of consumer purchase intention

Ajzen Icek is one of the major contributors in this field, with the major contribution in the form of the Theory of Planned Behaviour which explains the ways through which attitudes, subjective norms and perceived behaviour influence purchasing intentions.

Besides, there are contributors such as Fishbein and Martin who came up with the theory of reasoned action which provides an explanation of the ways through which beliefs and attitude have an impact on behavioural intentions which include decisions related to purchasing.

2.4. Key themes in the UK automotive industry?

An important theme in the UK automotive industry is that the government of the UK has plans to prohibit the sale of new petrol and diesel cars by 2035. The manufacturers are increasing the development battery electric vehicles and hybrid vehicles. Also, there is an increasing demand for charging infrastructure especially in rural and untapped areas (Allwood et al., 2021).

The other theme related to the UK automotive industry is about sustainability and environmental CSR and the increasing focus on achieving carbon neutrality, sustainable production and ensuring green supply chains. Considering that, automobile manufacturers are focusing on environmental CSR while developing marketing and branding strategies for the fulfilment of ESG expectations (Datta, 2024).

Also, preferences and expectations of consumers are changing with consumers are becoming more and more conscious about the environment along with becoming tech-savvy. Besides, demand is increasing for connected, autonomous and solutions of electric mobility (Balcioglu et al., 2024).

2.5. Importance of structural changes in the industry

Structural changes in the automobile sector play a vital role in transforming market dynamics, increasing competition, shaping the behaviour of customers and improving sustainability. These changes are important because they determine shifts within the use of technology, regulations, supply chains and business models. Furthermore, these changes result in the ways in which automobile companies operate and compete internationally (Yadav et al., 2024). Besides, the role of structural changes in the automobile sector is important because it drives technological innovations in the form of shifting from internal combustion engine to the use of electric vehicles which has caused disruptions in the field of manufacturing traditional automobiles (Jeong et al., 2024).

2.6. Analysis of the impact of environmental CSR on consumer purchase intention

Modern-day customers prefer those organisations that are willing to operate sustainably and are looking to carry out extensive CSR activities. Therefore, environmental CSR has become a source of competitive advantage for organisations looking to capture the attention of the increasing number of existing and potential customers (Asemah et al., 2013). Furthermore, the importance of environmental CSR for organisations can be demonstrated by the fact that the aspect of CSR is being incorporated within the vision and mission of the corporations as well. This is evident from their policies related to reporting CSR measures within their annual reports, through which they can illustrate their commitment towards improving their overall CSR performance (Chang et al., 2020). Corporations need to make a substantial investment in terms of improving their CSR performance. This is mainly because the organisations generally are forced to incur significant expenditures concerning improving their CSR capabilities (Wang et al., 2018), The enhanced brand image is known as one of the significant aspects that encourage automobile companies to get actively engaged in environmental CSR along with the fact that it results in improvement from consumers perceiving them as a socially responsible entity. When the customers identify that the brand of any automobile industry is committed to environmental sustainability, the customers are more likely to trust it. This perception is not just because of the product itself but it represents the values and ethics of the whole industry. So, a positive brand image results in more sales of the company, which increase customer loyalty. Furthermore, are strong brand image also serves as a competitive advantage for a particular company. It helps them to understand and maintain the position in the industry (Arya et al, 2019).

However, a key challenge for organisations in terms of enhancing their CSR capabilities is to maintain a balance between focusing on CSR and maintaining the actual quality of a product. This is because there is a large number of customers who are more often than not interested in the quality and the overall attributes of a product rather than getting too much concerned about the CSR performance of a firm (Barauskaite and Streimikiene, 2021). The implementation of environmental CSR initiatives in the automobile sector requires a lot of investments in research and development and infrastructure. It is because it involves the development of cleaner technologies, the redesigning of production processes and sourcing sustainable materials. Most of the time, the cost increases and it results in higher prices of the eco-friendly vehicles. Moreover, the higher cost can also affect the competitiveness of the company. Particularly, it becomes price sensitive where affordability is known as a primary concern. So, balancing the financial implications of environmental CSR with consumer demand and their preferences is important for the automobile companies to remain profitable (Moraga-González et al, 2021). The environmental CSR initiatives most of the time align with the regulatory requirements that are related to emission standards and environmental conservation. The companies that fulfil the regulatory standards our valued by the customers. It is because such standards might get the risk of regulatory penalties and also enhance the reputation and credibility of the particular company. This shows transparency in the compliance efforts and shows the strength of the customers towards loyalty with the particular company (Pagiavlas et al., 2021).

With the passage of time and understanding of corporate social responsibilities, more and more customers have begun to display significant concerns towards the policies of organisations to determine the extent to which they are in line with the standards of environmental sustainability (Abaeian, Khong, Yeoh and McCabe, 2019). These customers are found engaged and attached towards such firms and exhibit supportive behaviour towards such products and services. The customer purchase intentions are also affected by the organisation’s wish to opt for environmental CSR activities and these positive purchase intentions of the customers thus help in enhancing the market share and financial outcomes of the company (Han, Al-Ansi, Chi, Baek and Lee, 2020). Since environmental CSR is positively associated with the preferences of the customers; therefore, it has gained strategic significance for the organisations to invest substantial resources in terms of improving their performance as far as environmental CSR is concerned (Chen and Yang, 2021). The efforts done by the automobile companies which are related to environmental CSR are valued a lot. It plays an important role to reduce carbon emissions and improving sustainable production practices along with promoting renewable

energy. It is because the customers are aware of environmental issues that's why they seek reassurance from the brand. Furthermore, most of the time the companies that show a genuine commitment to environmental sustainability is earn a lot of trust of the customers. The overall increased consumer trust not only positively impact the sales and market share but also contributes to the overall reputation and sustainability of the company (AlHogail, 2018). Another positive aspect is long-term cost saving. While implementing environmental corporate social responsibility initiatives, the companies can lead to good long-term cost savings. It is very important because adopting energy-efficient technologies can help such organisations reduce waste, optimise resource use, and lower operational costs. All of these costs over time can contribute to improving the profitability and financial performance of the particular automobile company. It enhances the competitive advantage and also provides good long-term sustainability (Tajaddini and Vu, 2022).

The perceived fit between customers' beliefs and corporate environmental responsibility operations positively affects customer purchasing intention. In other words, if the measures of the organisations related to environmental CSR are aligned with the values of the customers in this regard, then this situation will result in influencing the purchasing tendencies of the customers positively (Plewa et al., 2015), On the other hand, it is argued that corporate social responsibility can increase the purchasing intention of customers from the brand. Corporate social responsibility can benefit individuals who consider a brand as a positive force to make the environment of the society eco-friendly. For the customers' loyalty and increase their intention, buyers anticipate that brands and businesses should not be tied in with building an organisational income but rewarding the society as well (Swaen and Sen, 2018). In contrast, corporate social responsibility can be challenging to positively impact the customer purchase intention because of the need to gain knowledge about organisational operations and transparency. Customers, providers, team members, shareholders and organisations in the local community are requesting transparency and environmental responsibility which can be difficult to handle by the managers. Considering these findings, it is important to carry out further analysis about the value that environmental CSR can create for the organisations and the ways through which they can shift that value towards the customers (Gold and Heikkurinen, 2018).

Corporate social responsibility is a bunch of positive and active administrative activities that the organisation carries out to distinguish and impact the purchase intention of a customer by using corporate social responsibility features in their daily operations to protect the

environment. The use of corporate social responsibility activities produces competitive benefits for organisations by purchase intention and customer value creation. Attention on environmental corporate social responsibility actions as a source of self-arranged incentive for customers gives a chance to marketers to make separation and expand what is a predominant prominence on the other-oriented worth of corporate social responsibility (Tapang and Bassey, 2017). The impact of environmental corporate social responsibility on brand image shows how corporate socially responsible activities can positively affect the customer purchase intention. Customers consider that the organisation is thinking about the environment and people not only their operations, profit and revenue benefits. The value of corporate socially responsible approaches to organisational partners are accepted to occur and corporate social responsibility activities focused on the customer as the core partner of the organisation and these activities can raise the brand value of the customers (Wong, Chu and Brock, 2014) On the contrary, that customers want to know about organisational corporate social responsibility for the environment and it is a challenge for the manager to show how corporate social responsibility gives positively to develop products and services that meet the customer purchase intention and it needs additional investment in digital software solutions (Khojastehpour and Johns, 2014). Besides, organisations are involved in misleading consumers about the environmental benefits of products. Some companies may exaggerate about environmental initiatives to capitalise on the growing demand for the sustainable products. Furthermore, due to misleading the consumers finding it hard to believe about the certain products that are actually environmentally friendly. To combat with this issue, it is very important for the automobile companies to ensure customers about authenticity and transparency. The verifiable data and certifications are important by the independent third-party organisation to build a good credibility (Dixon, 2020).

Green corporate social responsibility can reduce the organisational risks, improve reputation in front of customers and positively change their purchasing intentions and give opportunities to lower the expense of buying waste materials that can be unsafe for the environment. Corporate social responsibility activities have the potential to stimulate positive buying behaviour in case the customers like to remain associated with the brands that are performing operations keeping into view their environmental effects (Ağan et al., 2016). Corporate Social Responsibility is an organisational method that is used for sustainable improvement by providing financial, social, and environmental advantages to the customers and society. Corporate social responsibility can be used to minimize the adverse effects of the firm’s

operations on the environment (Epstein et al., 2018). The automobile industries are doing a lot of efforts to promote the environmental CSR initiatives. However, still there is a lot of limited consumer awareness about these efforts because large number of customers do not have considerable awareness regarding environmental CSR initiatives. The lack of awareness can hinder the effectiveness of environmental CSR initiatives in influencing the purchase intentions and the consumer behaviour. Furthermore, without understanding about the impact of these initiatives on the products and the brands the customers may not perceive the value of choosing such kind of products. Therefore, it is very important to address this challenge and make customers aware with the help of comprehensive marketing and educational campaigns. Collaborating with the environmental organisations is necessary with the help of digital platforms to reach towards the broader audience (Russo-Spena, et al, 2018).

In the view of Loganathan (2020), corporate socially responsible activities by an organisation can be beneficial for environmental safety and it encourages customers mostly by a set of factors that are responsibility and trust of them and as a result, a customer can be satisfied and be loyal to the organisation who is using corporate socially responsible activities for making the environment eco-friendly. Corporate social responsibility makes an incentive for the customer as it is also worrying about their requirements and those of different partners. So, organisations should focus on customers' requirements and should be prepared to adjust their brands constantly. Parsa et al., (2015) stated that environmental corporate social responsibility by the organisations can increase the customer's purchase intention and their trust because it is considered as a significant variable for the formation of commitment and it stems from the customers' desires and their determination to carry the link with the organisation. Corporate social responsibility can be considered as a component producing the purchase intention for the customer. It makes an incentive for the customers as it raises the advantages resultant from the trade-off and corporate socially responsible activities allow organisations to reach the social, ecological, and moral parts of a customer requirement. Contrarily, Chaudhri (2016) stated that environmental corporate social responsibility can be a challenge for the organisational management because the customer wants to know every process and activity in the organisation and try to find out whether the organisation is worried about the environment and society.

Mahmood and Humphrey (2013) argued that every customer wants the product and services from the organisation that is working to make the environment safe for the people. Corporate

social responsibility is an ethical obligation because organisations need to reward the people and societies that gave them the chance to achieve their goals. It helps in enhancing the purchase intention of the customers or consumers. Prakash et al., (2019) stated that the organisation using corporate socially responsible activities can support the manager to engage with their existing and new customers in some different ways as an organisation with corporate social responsibility protect their operations from harming the environment. A polluted environment can create difficulties in living for the people and corporate social responsibility can make the environment better by which organisations can grab more customers and increase their purchase intention. Since the meaning of corporate social responsibility is tied in with something great for the environment and it can regularly associate with the customers. On the other hand, it is stated in the study of Han and Ding (2021) that corporate socially responsible activities can be inconvenient for an organisation as the establishment of corporate social responsibility can be expensive to finish and complete the organisational operations and provide a product at a higher cost by which more of the customers go for the organisation who is offering lower cost for their products. The satisfaction of corporate social responsibility would be in a disadvantageous situation in the market.

It is expressed by Turcsanyi and Sisaye (2013) that environmental corporate social responsibility can help save the environment of the society and it involves the management for the responsibility of every stakeholder. Corporate social responsibility is the assurance by an organisation to act morally to keep the environment safe and to impact sustainable financial improvement by working with every stakeholder to positively progress their lives in a way that is useful for business and society. It is described by Bianchi and Bruno (2019) that corporate social responsibility can be beneficial to increase the business reputation as it can support the organisational management in building status as a capable business and as a result, it leads to competitive advantage. Sometimes the organisations favour providers who have responsible strategies, and it reflects the way their consumers see them. Contrastingly, it is described by Lee and Kim (2018) that when an organisation sets up the idea of environmental corporate social responsibility as a portion of its activities in the organisation which makes them bound to communicate and share various weaknesses of their products and services to the clients.

It is described by Fatma and Rahman (2016) that customer purchasing intention normally is identified with the behaviour, insights, and mentalities of customers and it is a central issue for customers to get to and assess the particular product. The organisations are using corporate

socially responsible activities and operations, to achieve their aims and objectives, and these kinds of activities, can positively change the purchasing intention of a customer as everyone in society wants to make the environment better and corporate social responsibility is the main element in making the environment better. It is also described by Tung et al., (2012) that the purchase intention of a customer refers to the attitude and approach of customers to a particular buying behaviour and the level of willingness to pay by the customers. Many organisations bring the customers towards their products or services by completing their objectives with environmental corporate social responsibility and it is a sign of customer purchasing behaviour. On the opposite side, it is described by Tang et al., (2012) that corporate social responsibility is the activities of a business that are focused to achieve a social advantage well beyond increasing the revenues for its investors and meeting all its legitimate commitments. It can be difficult for some businesses to create the change from corporate social responsibility as a hypothetical idea to corporate social responsibility as an operational approach because of postponed reaction in financial profits and check the responsibility of those businesses that are liable to get rid of tentative edges.

It is stated by Brammer et al., (2012) that corporate social responsibility is managing and controlling idea whereby organisations incorporate social and ecological worries in their business tasks and dealings with their partners, Corporate socially responsible activities can make the societal environment good for the people and these activities can be beneficial for an organisation to bring more customers and change their purchase intention for a product or service positively. It is defined by Lee and Park (2016) that one of the signs of corporate social responsibility is remaining associated with the societies in which a business works. This contribution to society goes far in the direction of building a belief among consumers and the business because when a business builds faith with its customers, they will give more business and benefits to the organisation and if something turns out badly, as opposed to accepting hateful expectation or raw carelessness. Organisations can build faith in customers and change their purchase intention by using corporate social responsibility in their daily operations. On the contrary, one of the drawbacks of using corporate socially responsible activities by an organisation is stated by Cheng et al., (2014) that expense represents probably the greatest contention against using corporate social responsibility by an organisation as an approach. Also, there is no obvious proof that following an approach of corporate social responsibility creates a critical growth in sales or income.

It is stated by Tong et al., (2016) that organisations using environmental corporate social responsibility can gain more revenue and income as compared to their competitors or organisation not using environmental corporate social responsibility. It is an essential element for the organisation to change the customer purchasing intention positively. It improves public trust and makes an organisation a smarter outlook for workers, especially Millennials. Corporate socially responsible activities by an organisation connect with the environment and operations and the managers should not fail to remember that taking part in environmental corporate social responsibility and turning into a responsible organisation. In the view of Ben Youssef, Leicht, Pellicelli and Kitchen (2018) that using a socially responsible organisation can reinforce the value of an organisation and assemble its image in the market and society as well. Corporate social responsibility engages workers to use the corporate assets available for them to do great for making the environment of society better and bring the customers towards the organisation's product or service. Formal corporate social responsibility projects can help worker confidence and lead to more prominent efficiency in the organisation. The analysis of Ali and Ahmad (2016) stated that environmental corporate social responsibility can be beneficial for an organisation to make their operations eco-friendly and positively change the customer's purchase intention, but it can be challenging for a manager to implement these activities in the organisation and effectively working on it. As most of the workers want to achieve their goals on time and do not think about the environment and society.

It is stated by Eberle and Berens (2013) that environmental corporate social responsibility can improve the reputation of an organisation which directly impacts the customer purchase intention. Accepting a strategy of corporate social responsibility connected with the organisational activities can serve to improve or form the organisation's reputation. If the behaviour of an organisation makes a negative impact on society or environmental issues can lead to lost benefits by the customers and environmental corporate social responsibility turns into a strategy to fix notoriety harm and re-establish the benefits. It is also stated by Martínez and Fernández (2016) that environmental corporate socially responsible activities might be helpful for an organisation to position itself in the open market as more responsible and more ecological as compared to their rivals and these activities can be an important aspect for customers linked with the organisation. Supporting open exchange and indicating transparency with customers through estimation and reporting activities can protect the organisation's license to work in society and improve its visions of being sustained by society for a long time. Oppositely, one of the challenges of corporate social responsibility for customer purchase

intention is described by Shin and Thai (2015) that few financial supporters do hope to obtain stock in socially responsibly companies, but financial supporters buy stock on the assumptions for making money which can be challenging for an organisation's manager.

According to Mekonnen (2018), the activities of environmental corporate social responsibility expand the status of a company as customers' intentions can be increased due to these activities. Purchase intention of a customer is ineffective when the honesty of motives is tentative and hurts the status of a company when motives are supposed as dishonest. Purchase intention can be overcome by paying more for environmental corporate social responsibility. It is defined by Dobele, Westberg, Steel and Flowers (2014) that it is sure that environmental corporate social responsibility will influence a few features of buyer's decisions and opinions towards socially reliable organisations. Environmental corporate social responsibility will lead to change in the purchasing intentions of buyers by their purchasing choices. Customers are willing to pay the best prices and increase their buying from the organisations who are working as socially responsible for the environment. On the contrary, it is described by Takeuchi and George (2016) that organisations might face the challenge of environmental corporate social responsibility because of a shortage of transparency. The organisations do not distribute information regarding essential elements of their culture, and they do not give the measures that they anticipate the environmental corporate social responsibility score. The customer wants to know the full information about the environmental social responsibility of an organisation.

It is described by Nazari, Zarei and Rasekh (2016) that environmental corporate social responsibility in the daily operations of an organisation is connected to its expected responsibilities for society and the customers. It refers to the duties of an organisation to help and defend the organisation's best objectives that is the purchase intentions of a customer and socially responsible for the environment can increase the buying intention. It is also described by Kim, Song and Lee (2016) that corporate social responsibility helps an organisation to adjust its business needs for social advancement, and it ultimately contributes to the society's environment. Environmental corporate social responsibility can be helpful for an organisation to increase the organisation objective and bring more customers towards the organisation with a positive purchasing intention. In the view of Den Hond, Rehbein, de Bakker and Lankveld (2014) described that environmental corporate social responsibility can decrease the business risk and improve the reputation of an organisation. It provides an opportunity for the

organisation to complete their production at a lower expense and as a result of it, they offer the product at a reasonable price to the customers which positively changes the purchasing intention of a customer. Contrastingly, as described by Popescu (2019) that using environmental corporate social responsibility can be a drawback of an organisation as it requires a huge investment in technology and training for the employees because every employee is not aware of working socially responsible culture.

It is defined by Chang and Sung (2019) that the purchase intentions of a customer refer to a willingness to purchase the products or services. It might be viewed as an essential advertising forecast contribution for determining the effect of purchasers' buying behaviours. A customer tries to purchase a product from an organisation that is socially responsible for the environment. The daily operations in an organisation can make the environment harmful for the people and customers have a negative image of that organisation that is not working according to environmental corporate social responsibility. Also defined by King and Chin (2016) that environmental corporate social responsibility can be beneficial for an organisation to increase the ability to attract, encourage and retain the employees that can increase the purchase intention of a customer. Buyers' experience is awareness or assessment of their collaborations with a business and that can increase the purchase intention when they get the desired products or services by the employees who give the products or services to that customer before. Conversely, as defined by Morrissey (2014) that organisations can face pressure from the shareholders to work sustainably. It might be a drawback as shareholders interfere in every operation by which a product can be delayed to delivered to the customers. Consequently, the corporations need to identify a proper balance between investing time and resources for improving environmental CSR on one hand and making sure that it does not ultimately affect their performances as far as reaching out to the customers is concerned.

It is stated by Wang and Sarkis (2017) that environmental corporate social responsibility advantages play an essential part for the main organisation to effect climate adjustment, water use outline, and energy use efficiency. It can be important to generate more revenue because many customers want to purchase products or services from the organisation that is fully concerned with the environment and their operations are eco-friendly for society. Therefore, environmental corporate social responsibility can positively change the customers' purchase intention. It is expressed in the study of Liu, Wong, Shi and Brock (2014) that environmental corporate social responsibility impacts customers' purchasing intention mostly by a set of

variables like perceived importance, belief, and commitment. It can even impact general brand strength by a positive environmental status which can be beneficial for the organisations to bring more customers and change their buying intention positively. Nevertheless, it is defined by Graafland and Zhang (2014) that it can be challenging for an organisation to implement corporate socially responsible activities due to a lack of community involvement. The community shows low or no interest in involving and contributing to the environmental corporate socially responsible activities of an organisation. One of the options that can be taken by the corporations in this scenario is to create awareness amongst the target audience and the potential local customers about the importance of environmental CSR. The role of the marketers of the organisations can be viewed as very critical in this regard to create the required degree of awareness amongst the existing and the potential customers about the importance of considering environmental CSR while purchasing different products.

It is expressed by Jamali and Harwood (2015) that environmental corporate social responsibility is a feature by which an organisation manages its daily operations and business procedure to create a generally positive effect on society. An organisation with corporate social responsibility covers sustainability, social effect and morals that can bring more customers towards the organisation and make the purchase of their desired products or services as many people want to purchase from the organisation whose operations are eco-friendly. It is also described by Hameed, Khan, Islam and Sheikh (2019) that environmental corporate social responsibility is the place where organisations look at how they might serve the society well by which people can live in an eco-friendly atmosphere. It can improve the public image of the organisation and create better relations with the customers that positively change the purchasing intention of a customer. On the other hand, it is stated by Antonova and Orel (2019) that corporate social responsibility can be beneficial for the organisation, but it also has some drawbacks. The main disadvantage of a corporate social responsibility plan damages organisations financially as they are not allocating their attention totally to investment prospects. Since improving organisational performance concerning environmental CSR is a major challenge in terms of investing time and resources; therefore, it is something that is not pursued by the corporations operating at a small scale. This is because these kinds of organisations have limited resources and capabilities which make it difficult for them to make so much investment in terms of improving their environmental CSR capabilities.

As stated by Khan, Khan and Abbasi (2020), many factors are linked with CSR activities and are impacted by conducting acts related to corporate social responsibilities. Many types of research have been conducted previously to find out the impact of CSR on the purchase intentions of the customer however, in addition to it, it has been reported that many factors are linked with CSR and hence impact the buying behaviour and purchase intentions of the customer. One of these factors is about reporting the CSR measures taken within the annual reports of the organisations to let the customers know about the commitment of the organisation in this respect. There needs to be a separate section within the annual reports dedicated to this purpose so that the long-term commitment of the organisations about taking CSR measures can be determined. However, it is important to present this kind of information in a manner that can be conveniently understood by the readers of the annual report. On the other hand, it is suggested by Chen and Yang (2019) that firms should look towards implementing a green marketing approach to project their strong and favourable image as far as performing environmental CSR activities is concerned. Implementing a green marketing approach is important because it refers to the development and advertisement of products based on their perceived environmental sustainability. However, the organisations should be careful about implementing a green marketing approach as it can be criticized for misleading advertising if it does not make the necessary operational changes for incorporating the principles of ethical CSR.

According to Narayanan and Das (2021), the CSR initiatives and strategies adopted and implemented by the automobile companies are helping them in bonding an association and relationship with the customer. Since the organisation depicts the care for the environment and society thus is perceived by the customers as a more responsible firm and it forms a positive image of a company in their minds. This ultimately results in influencing the customers in forming a strong relationship and association with the company. On the other hand, a link of loyalty of the customer towards the brand is also formed on such a basis. They perceive that the organisation must be delivering great quality and since they depict responsible behaviour towards society thus, they would also be considered of their customers. This helps the organisations in forming long-term relationships, brand awareness, image, and positive word of mouth of the company among others resulting in influencing many customers' buying intentions. The environmental CSR initiatives can have a positive relationship with the various stakeholders. All of them includes the local communities and the suppliers. Furthermore, they engage with the supplier so that they can easily promote good sustainable sourcing practices.

Such kind of collaboration with the local community user can enhance the corporate goodwill to operate (Jones et al, 2018).

Nevertheless, the argument presented by Nguyen, Bensemann and Kelly (2018), illustrates that merely performing environmental CSR is not enough for the organisations because it can give an impression related to the limitation of the capabilities concerning performing CSR activities. This is because there are some other CSR aspects needed to be taken into consideration by the organisations apart from just environmental CSR such as philanthropic, ethical, and economic. The combination of performing all these CSR activities can have a more significant and positive influence on the purchasing intentions of the customers as opposed to just focusing on ethical CSR. Besides, the arguments presented in the literature of Islam, Ali and Asad (2019), suggest that the decision-makers of the organisations should be aware of different kinds of CSR activities and measures needed to be implemented such as environmental, ethical, philanthropic, and economic. This is because performing various CSR measures is important for creating a highly positive perception amongst the stakeholders regarding the commitment of the organisation

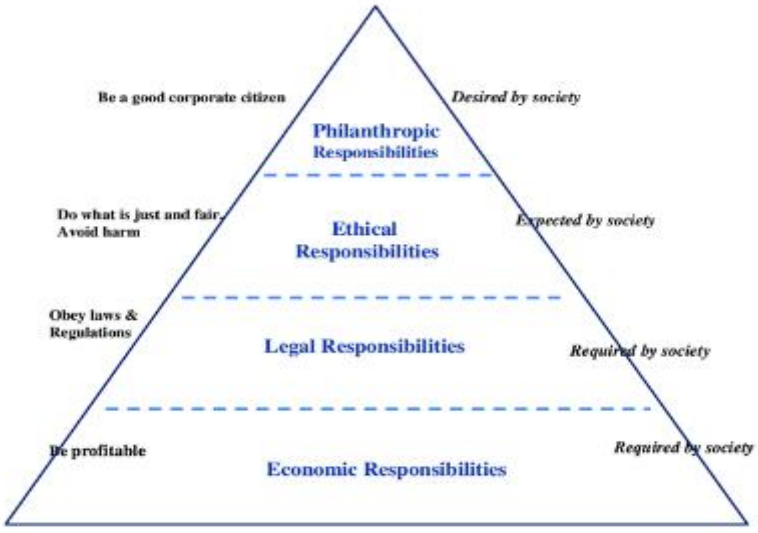

Figure 1: Carroll's CSR Pyramid

(Source: Carroll, 2016)

The model provides an illustration of the different CSR activities along with environmental CSR that are needed to be performed by the organisations. These include philanthropic, ethical legal, and economic responsibilities. Philanthropic responsibility is about organisations acting as good corporate citizens, whereas ethical responsibility is about showing good conduct and concern about the well-being of the individuals of the society. In addition to that, there is legal CSR which is about abiding by the rules and regulations of the society along with the fulfilment of economic responsibility which is primarily about maximizing shareholder wealth through improving financial performance.

The role of stakeholder theory can be linked with the actions of the organisations related to ethical CSR and influencing the purchasing intentions of the customers. This is because customers are the key stakeholders of the organisations. Following stakeholder theory, organisations must accept certain social responsibilities that transcend purely economic considerations to emphasise dealing with ethical issues and concerns. The other concept that can be linked with ethical CSR and influencing consumer purchase intentions is the sustainability paradigm which calls for the organisations to achieve their goals without making a compromise on the growth and the development of future generations. Considering the features of ethical CSR as well as the sustainability paradigm, it is fair to say that they contribute towards establishing a long-lasting association with different stakeholders such as the customers. The development of this kind of relationship is fuelled by the fact that the customers generally would like to associate themselves with the firms that are largely committed to performing CSR activities adequately. This ultimately translates into customers preferring these corporations while making their purchases. The reputation gained through taking CSR measures can become a source of achieving long-term gain as far as the reputation of the firms is concerned. This ultimately assists organisations in improving their long-term reputation in an industry. However, the gap that was identified within the findings is about measuring the satisfaction level of different categories of the customers and their satisfaction level with the CSR policies of the firms which ultimately affects their purchasing intentions (Bianchi, Bruno and Sarabia-Sanchez, 2019). Furthermore, it is stated by Venger and Pomirleanu (2018), that the role of the marketers can be viewed as highly important in projecting the positive image of an organisation intending to gain competitive advantage through performing CSR activities. This is because marketers can communicate with the customers or the target audience about the commitment of the organisation related to carrying out adequate CSR initiatives along with the future goals of the decision-makers in this regard.

Different marketing tools can be utilised by the marketers in this respect such as traditional and social media to project a positive image of the corporations.

Several consumers, workers, and shareholders focus on corporate social responsibility at the time of purchasing a product or service from an organisation or a brand. It is because organisations are considering their responsibility for effecting social change with their business convictions, operations, and benefits. The more attention and effort an organisation make to make their operations eco-friendly, the more they can grab the customers to purchase from them as most of the people are caring about the environment (Turner, McIntosh, Reid and Buckley, 2019). It is defined by Carroll and Buchholtz (2014) that most of the consumers purchase products and services from the store who are supporting the social and environment of their society where their workplace is situated. Consumers are willing to know what the organisation is making policies to make their operations corporate socially responsible and make the environment eco-friendly for the people. Conversely, as defined by Księżak (2016) that people are turning into more socially sensible and they want to purchase those who are working with corporate social responsibility. But it can be challenging for organisations to make fully understand the consumers about their operations which are eco-friendly for the environment.

It is defined by Green and Peloza (2014) that corporate social responsibility plays an important role to change consumer behaviour positively to the products or services of an organisation. Consumers are demanding more corporate social responsibility from the organisations that can change the purchasing behaviour because they care about the environment and organisation's social impact and the assessment of corporate social responsibility drives. It is a complex and progressively organised operation of an organisation by which consumers recognize centre, focal, and fringe factors of their purchasing. It is also defined by Epstein, Elkington and Herman (2018) that corporate social responsibility plans by the organisations can be helpful to further develop the relationship with the consumers and make their intention to purchase a product or service. The presentation of energy effectiveness and excess reusing reduces operational expenses and makes the environment eco-friendly for the people which can positively change consumer behaviour. Corporate social responsibility can expand the responsibilities of an organisation and its direct investment from specialists and shareholders which can be helpful for profitability and value. Contrastingly, as defined by He and Harris (2020) that the corporate social responsibility of an organisation can be challenging to bring

consumers and change their purchasing behaviour. A consumer might have many organisations who are working as corporate social responsibility, and it is difficult for organisations to grab the consumers.

It is stated by Marín, Cuestas and Román (2016) that people do care about the environment and want to purchase their desired products or services from an organisation that is working with corporate social responsibility. Corporate social responsibility can be influenced with a few parts of the judgment and sentiments of consumers towards the organisations who are socially responsible and as an outcome, these impacts will lead to adjust their purchasing behaviour by their purchasing choices, ability to give premium costs, and increase the purchases from an organisation due to their social responsibility. As described by Tai and Chuang (2014) the execution of corporate social responsibility by an organisation can produce competitive advantages for organisations by consumer value design as consumers do more care about the environment and corporate that is socially responsible. Corporate social responsibility in an organisation can be a set of positive and proactive administrative activities that the organisation brings to recognize and address the consumer's issues and correspond to the organisation's responsible conduct. Contrariwise, as described by Gold and Heikkurinen (2018) that it can be a challenge to corporate social responsibility due to the demand for transparency and disclosure by the consumers. Every shareholder, from purchasers to providers to colleagues, financial backers, and organisations in the local area are progressively demanding more prominent transparency and responsibility from organisations with corporate social responsibility. Organisations need strategic policies that focus on powerful approaches to get, coordinate, evaluate and deal with their information for clear, precise, and complete detailing of the organisation's operations.

It is expressed by Mason and Simmons (2014) that people do care about the environment and organisations at the time of making purchases as they want to purchase products from the organisations whose operations are socially responsible. Corporate social responsibility impacts consumers generally through a bunch of factors like perceived value, belief, and responsibility and as a result, it brings the increase of satisfaction and loyalty of a consumer to the organisation. It also makes an incentive for the consumers as it is worried about the requirements of a consumer. It is also described by Yen, Liu and Huang (2014) that corporate social responsibility implemented by an organisation in their operations can positively change the behaviour of a customer and they make purchases from them. People do care about the

environment and a socially responsible organisation cannot damage the environment by their operations and it increases the satisfaction of a consumer because most of the people want to purchase from the organisation that work for making the environment eco-friendly. In opposition, it is described by Dyllick and Muff (2016) that the pressure imposed by the shareholders to work with corporate social responsibility can be challenging for an organisation. In addition to responsibility and transparency, those hoping to contribute capital are almost certain to put resources into organisations with high worth for corporate social responsibility and manageability for making the environment eco-friendly.

It is described by Romani, Grappi and Bagozzi (2016) that corporate social responsibility can be beneficial for organisations to increase their trust, commitments, sales, and profits because it can change the consumer's purchasing behaviour positively. Socially responsible organisations can impact the environment and purchasing behaviour and it can also change the operations of an organisation which brings higher advantages that include increased flexibility and greater ability to respond to change, a short-term order-delivery phase, increase profits, and better services. It is also stated by Vahdati, Mousavi and Tajik (2015) that people do care about corporate social responsibility through which organisations can increase the trust of a consumer to change their purchasing intentions. Trust has an encouraging link to purchasing behaviour and consumers' fulfilment by the organisations. Trust by a consumer towards an organisation can make them loyal customers and they want to purchase their products or services as an organisation is socially responsible and care about the environment. On the contrary, it is described by Bachmann and Ingenhoff (2016) that corporate social responsibility might have a disadvantage due to the need for extra money to implement in a small organisation's operations. They can utilise web-based media to impart their corporate socially responsible strategy to consumers, but it is difficult and take much time to observe the operations and the organisation needs to invest in an extra worker who can monitor the organisation's operations and their responsibility towards the environment.

It is stated in the study of O'Brien, Jarvis and Soutar (2015) that consumers are willing to make purchases from the organisation that is working with corporate social responsibility, and they are caring about environmental and social issues. It can make a better relationship with the customers and most of the customers think that organisations should be socially responsible and make their operations pollution-free for the environment through which customers consider that organisations do care about the environment. Customers are purchasing from that

organisation that has a reputation of being a better corporate. It is also defined by Taylor, Vithayathil and Yim (2018) that the transparency of corporate social responsibility can be helpful for organisations to bring more consumers and change their purchasing behaviour positively. The result of transparency with investment analysts can increase the reputation of corporate social responsibility for the consumers. The people are willing to make purchases from that organisation whose operations are socially responsible and work for making the environment eco-friendly for their consumers. On the opposite side, it is described by Avcilar and Demirgünes (2017) that corporate social responsibility might have some drawbacks and create difficulty for the organisation to bring more customers because they are sensitive to greenwashing. It is a term utilised to define corporate performance which transforms to be environmentally dependable without really addressing an adjustment of how an organisation directs its business and it is difficult for organisations which makes difficult for customers to react positively.

It is defined by Chwistecka-Dudek (2016) that consumers are willing to purchase a product or service from the organisation who are doing the care for the environment and make their operations socially responsible through which consumer thinks that the organisation has a concern with the health of people and environment. Corporate social responsibility as a variable considers the serious separation of the organisation through the improvement of its relationship with the consumers due to socially responsible operations. It aims at the consumer as the important shareholders to increase purchasing and consumers' trust. It is also defined in the study of Story and Neves (2015) that consumers do care about the environment and are willing to know that organisations are working with social responsibility because it can increase the relationship of an organisation with the consumers and change their purchasing behaviour. A better relationship with consumers can reduce their tension and build on their loyalty to the business. In contrast, it is defined by Reinecke and Ansari (2016) that corporate social responsibility can make difficulties for organisations due to the conflict with the profit cause. The expense of every organisation for CSR can be a problem and some experts believe that corporate social responsibility can be a waste of time. An organisation's management has a fiduciary responsibility to its stakeholders and corporate social responsibility goes against this due to the responsibility of managers to stakeholders is to boost profits.

It is described by Kim and Thapa (2018) that the corporate social responsibility of an organisation in marketing plans includes giving attention to the efforts of consumers who need

to have a beneficial outcome with their purchases of products or services. Most of the organisations have implemented socially responsible components in their marketing plans as a way to help the environment of society through corporate social responsibility. It is also described by Sun and Cui (2014) that consumers do care for the environmental impact by the operations of an organisation, and they use corporate social responsibility plans to make the environment eco-friendly. Corporate social responsibility can give three types of significant worth to consumers which are economic, social, and useful. Every one of these updates or reductions in the organisational plans has the general incentive for consumers and the worth of an organisation made by corporate social responsibility can either improve or reduce other product components. On the other side, it is described by Graafland and Zhang (2014) that a corporate social responsibility plan can be challenging for the organisations due to its expense and every worker and consumer are not aware of corporate social responsibility. It is difficult for organisations to positively implement a socially responsible plan in the operations.

It is stated in the study of Zorzini, Hendry, Huq and Stevenson (2015) that consumers want to purchase products or services that they need from the organisations whose operations are socially responsible. By practicing corporate social responsibility, organisations can be aware of the kind of effect they are having on all parts of society that involve monetary, social, and ecological. An organisation can implement a corporate social responsibility plan to reduce the carbon footprints and improve workers' plans. It is also expressed by González-Rodríguez, Díaz-Fernández and Simonetti (2015) that corporate social responsibility might be helpful for organisations to improve the consumer's perception and change their purchasing behaviour. People do care about corporate social responsibility, and it helps consumers to recognize the organisation as a positive force for the environment. Socially responsible can make consumers loyal because they expect organisations to not be all about making a profit but also consider the environment of the society. On the other hand, it is said by Lund-Thomsen and Lindgreen (2014) that corporate social responsibility can be challenging for organisations due to linking the corporate social responsibility plans to the value chain and productivity. It contributes positively to creating products and services that come across administrative consistency needs, the organisation aims for productivity and execution and consumer assumptions involve an interest in advanced programming arrangements that unite different information sources which is difficult for organisations.

According to Yang, Lau, Lee and Cheng (2020), the activities of ethical corporate social responsibility mainly focus on confirming that all shareholders in an organisation get reasonable treatment, from workers to clients, and the activities that can help market the products to get more clients that may be useful for organisation. Ethical corporate social responsibility is also useful for the supply chain which considers each level of the supply chain involving workers who might not be directly working for the organisation. It is stated in the study of Plungpongpan, Tiangsoongnern and Speece (2016) that ethical corporate social responsibility for marketing the products can be involved in focusing activities through which consumers can attract towards the product and change their buying behaviour positively. Most of the organisations are using ethical corporate socially responsible features for their marketing and advertising campaign as a means that can be helpful for consumers or customers through valuable services and products. Conversely, it is expressed by He and Harris (2020) that corporate social responsibility can be important for organisations to do operations effectively and productively but when organisations are using ethical socially responsible activities, it can be expensive and need more money to implement effectively to market a product or service of an organisation. It can be challenging for organisations to use ethical corporate social responsibility to market their products.

It is defined by Chernev and Blair (2015) that ethical corporate social responsibility can be an important feature for product marketing and advertising. Thusly, corporate social responsibility is a significant touchpoint for building up whether the joint activities of a worldwide and wide-running business framework stick to the fundamental common operations that will be useful to market the products with corporate socially responsible operations. It is also defined by Singh, Bakshi and Mishra (2015) that the organisations who are using ethical corporate social responsibility approach for marketing their products and services can get the respect and belief of the consumer they are targeting and interacting to bring them towards the organisations. It can be used as a benefit for organisations because the ethical marketing approach is an important element of the socially responsible marketing plan. On the contrary, it is defined by Grayson and Hodges (2017) that ethical corporate social responsibility can be challenging for organisations who used it for marketing their products because most of the operations and activities in ethical corporate social responsibility is focusing to provide full benefits to the shareholders only. It is the reason that ethical corporate social responsibility might not help market the products and services.

It is described by Gupta (2014) that the idea of corporate social responsibility holds that organisations are operating with the environment of society in their mind and their operations are not harming the environment which will be beneficial for the customers. The activities of corporate social responsibility can be useful for organisations to balance their money-making operations with activities that help society. Ethical socially responsible marketing can be used for focusing on products. It is also described by Jain, Vyas and Chalasani (2016) that ethical corporate social responsibility invites customers who need to have a constructive outcome with their buys from an organisation. It can be used for marketing their products and services that includes the marketing activities of advertising impartiality, social responsibility, understanding, and honesty by following moral guidelines. It can be used to influence customers' advantages and the advantages they carry off from interrelated ecological and social reasons. Contrastingly, it is described by Hamidu, Haron and Amran (2018) that corporate social responsibility might have a drawback due to the conflicts between the organisation and its shareholders because of the profit motive. The cost of ethical socially responsible marketing can be a problem; it is an activity of ineffectiveness and useless for the organisations. The management in an organisation has a fiduciary liability to its shareholder and corporate social responsibility directly compete against it.

It is stated by Zhang, Zhang, Liu and Li (2020) that ethical corporate social responsibility for marketing the products or services of an organisation can be beneficial as it helps to bring more customers towards the organisation. It can also be used to increase the retention rate of workers because they feel enthusiastic and willing to help sell the products or services. Many workers feel their worth in marketing programs because of using ethical corporate social responsibility. It is also stated by Kohler and Chesbrough (2019) that the marketing strategy with corporate social responsibility can be used in organisations for recyclable bundling, advancements that spread attention to societal problems and issues, and guiding segments of benefits toward altruistic and helpful groups or activities. These are some uses of corporate social responsibility in an organisation for marketing their products or services. It can be used to launch a marketing campaign that encourages consumers to buy their products and be loyal to the organisation. Contrariwise, it is defined by Glac (2014) that organisations might face the challenge because of pressure from the shareholders to use an ethical corporate social responsibility approach for marketing their products and services. Shareholders looking to invest money in organisations that are using corporate social responsibility and organisation might face some difficulties to impress the shareholders.

It is expressed by Thomassen, Leliveld, Ahaus and Van de Walle (2020) that ethical corporate social responsibility can be useful for an organisation to market its products and services as it is a useful feature to make the organisation fulfil and satisfy the basic needs of the customers and their belief, confidence, and honesty. These are the primary features that the consumers want from the organisation which can positively change the purchasing behaviour of a consumer. It is also expressed by Durbin, Schedlitzki, Adelopo and Warren (2018) that the ethical corporate social responsibility approach to market the products or services should aim to be honest and fair with the customers, workers, and shareholders. Ethical marketing can be used to increase sales or necessarily cut expenses for the long-term marketing approach. It is a sensible and intelligent route for an organisation to be successful. In opposition, it is described by Izzo (2014) that ethical corporate social responsibility can be a useful element for organisations to market their products or services but mainly it focuses to satisfy and fulfil the needs of shareholders, and it can be challenging for organisations to use ethical corporate social responsibility feature for the marketing plan. It brings difficulties in the marketing plan of an organisation.

It is defined in the study of Martin and Murphy (2017) that ethical corporate social responsibility can be used effectively for marketing the products or services in an organisation that might be helpful to bring more customers. It can protect the data and privacy of customers as they are becoming increasingly anxious about trusting their data with the organisation. For this reason, organisations can use ethical marketing plans to make customers confirm that their data is safe. Also, described by Servera-Francés and Piqueras-Tomás (2019) that ethical corporate social responsibility can be beneficial for organisations to market their products and services because it brings more customers towards the organisation and changes their buying behaviour positively. It increases the loyalty and belief of the customers about the organisations as they are making their operations and marketing strategy for the benefits of people and society through which customer feels that the organisations are not operating for profit only but also making consumers happy and satisfied. On the opposite side, it is defined by Mežinska, Lapiņa and Mazais (2015) that ethical corporate socially responsible strategy for marketing can be challenging for organisations because the implementation of socially responsible activities for marketing the products and services need regulatory compliance requirement, organisational aims for-profit and performance and consumer expectations need extra investment in computerizing the marketing strategy which can be difficult for organisations.

It is defined by Sofian and Saaeidi (2015) that ethical corporate social responsibility can be useful for marketing the products because it can increase the positive relationship with the customers and shareholders. The ethical marketing strategy can also increase sales due to the positive relationship with customers by which customers can link with the organisation when they need to purchase any product or service because customers are loyal to the organisation as they have socially responsible activities. It is also defined by Sanclemente-Téllez (2017) that ethical corporate social responsibility for marketing the organisational products and services can be beneficial because it is an important feature of a marketing plan in an organisation to make an encouraging brand image for the consumers. An ethical marketing strategy might need some investment but corporate social responsibility in marketing helps an improved organisational brand image that can significantly affect cost-effectiveness and even productivity. Equally, it is stated by Gulzar, Cherian, Hwang and Jiang (2019) that corporate social responsibility might be helpful for organisation to increase their sales and productivity, but it has some drawbacks due to difficulty in implementing it because it needs a lot of investment from the shareholder or organisational directors. If the strategy of corporate social responsibility cannot use properly then it can make problems to bring benefits and profit.

It is described by Ren, Zhang, Rong, Ahmed and Streimikis (2020) that ethical corporate social responsibility is an important feature for marketing the products or services offered by an organisation to the customers. By using ethical corporate social responsibility, organisations have the opportunity to bring more customers towards their products or services by showing their core values and making trust between the workers, shareholders, and consumers who are linked with the organisation. It is also described by Stoian and Gilman (2017) that organisations should know the impact of corporate social responsibility at the time of implementing it in marketing plans that can be useful for organisations to increase their sales. Corporate social responsibility also impacts the growth of their internal features that are workers' commitment, production, revenue rate, and external features that are improved sales, consumer constancy, brand responsiveness. Also, it is stated by Miragaia, Ferreira and Ratten (2017) that corporate social responsibility can be beneficial for organisations because it can attract customers by its marketing plan and increase the financial performance. An ethical corporate social responsibility marketing plan is focusing to help articulate an approach to promote the brand image that can be useful to increase the sales or revenues for an organisation. It gives an understanding of the market for ideal consumers of organisations and how to involve them in significant methods. On the other side, it is described by Crifo and Forget (2015) that

organisations are owned by their shareholders, and money paid on corporate social responsibility by directors is theft of the legal property of the directors that can be challenging or might have difficulties in managing.

It is defined by Giuliani (2016) that ethical corporate social responsibility might be beneficial for organisations because it commits to sustainability and social human rights. Ethical consumerism is turning into larger importance for most consumers because people need to feel confident that what they are buying is sustainable and properly formed. Ethical marketing is providing an honest understanding of the elements, product features, and products to the consumers. It is also defined by Isaksson, Kiessling and Harvey (2014) that ethical corporate social responsibility of marketing products can be beneficial as it maximizes benefits and reduces risks. An ethical marketing plan used by the organisation is a useful feature to bring many consumers as possible and making little problems and expenses. The main objective of ethical corporate social responsibility for marketing products makes an overall and lasting positive effect on the consumers. Also, it is expressed by Taghian, D'Souza and Polonsky (2015) that ethical corporate social responsibility for marketing plan can be used to make value for the consumers and shareholders who linked with an organisation. It can be beneficial for organisations if it is managed from an intentional marketing perception. Ethical corporate social responsibility can be used to market the products with a better and more effective method to bring more consumers to make purchases. On the other hand, it is defined by Vitell (2015) that not every organisation is using ethical corporate social responsibility because they have better customer relationship and loyalty, and they don't want to waste their time in implementing socially responsible operations.

According to Creed, Panwar and Willis (2021), the programs of ethical corporate social responsibility aim to ensure that all sponsors in an organisation are treated fairly, from workers to customers. Ethical corporate social responsibility gives the security to customers that their benefits are part of the values of the organisation. Products and services are made to fulfil their real necessities without being operated by marketing strategies. It is stated by Jamali, El Dirani and Harwood (2015) that one of the strategies needed for ethical corporate social responsibility in an organisation is promoting healthy and inclusive cultures in the workplace. CSR managers should know the unconscious bias and communicate with the workers or shareholders about the management of bias in the operations of an organisation. Also, stated by Kim, Rhou and Topcuoglu (2020) that corporate social responsibility strategies

can be an important element in an organisation to confirm their customers, shareholders, and workers that they are considering ethical CSR in the workplace. It can be beneficial for enhancing the positive relationships between the organisation and its customers or shareholders. Customers are directly linked with the organisations through their socially responsible activities, and they can be proud of it. Therefore, corporate social responsibility can result in a much better relationship between organisations and customers. Conversely, it is expressed by Haron and Ismail (2015) that ethical corporate social responsibility might create problems of honesty and integrity. Many customers and shareholders think that the organisation is not providing the products or services with socially responsible activities, and they are not honest with them.

It is defined by Elkington and Herman (2018) that designing goals with the measurable impact of the products or services to their clients and shareholders is a strategy of ethical corporate social responsibility which is an important feature of the organisation. Measurable objectives hold organisations liable to themselves and to their customers and shareholders. CSR managers might use this strategy for the public impact, core trade practices, marketing reach, and relationships with the public and government. In the view of Amran, Lee and Devi (2014) defined that a strategy needed for ethical corporate social responsibility in an organisation is to align community impact goals with organisational operations. This strategy can be helpful for organisations to guide and inform decision-making and confirm that workers are working for the same objective with the corporate socially responsible activities. It is also stated by Sroka and Szántó (2018) that strategies for ethical corporate social responsibility are needed for an organisation to ensure ethical and economic responsibility. Ethical responsibility is about confirming that an organisation operates in an unbiased and ethical way. Organisations holding ethical responsibility strive to treat all shareholders fairly and managers, workers, suppliers, and customers. Economic responsibility is the practice of a company that supports all its financial decisions. Contrastingly, it is defined by Stahl and Sully de Luque (2014) that organisations might face the challenge of making effective strategies to make their operations socially responsible in an ethical way. Managers and leaders of an organisation have different opinions for socially responsible activities for which workers might get confused and have difficulties.

It is expressed by Donnelly and Wickham (2020) that one of the strategies needed in an organisation for ethical corporate social responsibility is leveraging its core capabilities.

Leverage in the strategy of ethical CSR in an organisation enhancing the organisational resources and capabilities to improve their competitive benefits. This strategy can be beneficial for organisations as it allows them to outperform their competitors and give superior value to their customers. It is also expressed by Kuokkanen and Sun (2020) that the strategies for corporate social responsibility are important to confirm the organisations to effectively initiate ethical CSR activities. Having a corporate social responsibility strategy allows an organisation to keep on goal-driven for ethical CSR. Strategies for CSR might be beneficial to the business growth plan and when an organisation makes CSR strategies, they align CSR with other business goals like improving employee engagement and increasing shareholder's appeal. On the other side, it is defined by Rong, Ahmed and Streimikis (2020) that one of the drawbacks of ethical corporate social responsibility is that it can create conflicts of interest and loyalty in the mind of customers, workers, and shareholders which can create complexities for the organisations to increase their profit and production.

It is described by Schnackenberg, Tomlinson and Coen (2021) that transparency and disclosure of ethical corporate social responsibility can be beneficial for an organisation because it enhances an approach of honesty, sincerity, and a commitment to the truth which is the main aspect of corporate social responsibility. But the demand for transparency and disclosure by the customers, shareholders, and workers of ethical corporate social responsibility can be challenging for organisations. It is difficult for CSR managers to give and disclose full information to their shareholders. It is also described by Filatotchev and Stahl (2015) that pressure from the shareholders is a challenge of ethical corporate social responsibility faced by the managers or directors in an organisation. They feel that organisation is hiding some activities and operations in the workplace which creates difficulties for managers. Shareholders are the main source of organisations who are investing in resources and supplies and organisations must satisfy them. Also, it is expressed by McNulty and Nordberg (2016) that shareholders are taking part in the ethical corporate socially responsible operations of an organisation, and intervention of shareholders in operations can be challenging for managers to manage the shareholders' intervention and operations to complete organisational objectives. Providing their large shares, shareholders can implement their rights in the organisations that are performing poorly. On the contrary, it is described by Loosemore and Lim (2017) that corporate social responsibility can be beneficial for the organisation because it creates better relationships with the customers and shareholders of an organisation. Better relations with customers can be helpful for organisations to connect with their customers on a much more

special level. That can be beneficial for organisations to understand the needs or requirements of a customer.

It is defined by Valmohammadi (2014) that ethical corporate social responsibility might be helpful for organisations to further develop the commitment and loyalty of their customers, workers, and shareholder and can be beneficial for increasing sales and production. But neglecting the important shareholders and customers of an organisation can be challenging for organisations that can create difficulties for the organisation to complete their operations effectively and it can negatively impact the shareholders of the organisation in the long-term perspective. It is also defined by Nave and Ferreira (2019) that in ethical corporate social responsibility the owner or manager should discuss all the activities and operations performed in the organisation to their shareholders and lack of transparency can be challenging for the organisations. It is one of the cores causes that shareholders are not satisfied or unhappy with the organisation and find it challenging to trust their organisations. Most of the organisations started to promote transparency in their workplace. Also, it is stated by Tidd and Bessant (2020) that organisations are implementing new technology to promote their corporate socially responsible activities to complete their products and it can be difficult for organisations to introduce the updated technology due to its expense. Managing and handling the expense to implement and introduce new and updated technology can be difficult for organisations. On the opposite side, it is defined by Maccoby (2015) that ethical corporate social responsibility might be beneficial for organisations to bring shareholders full trust because corporate social responsibility can be helpful for organisations to become more sustainable which is one of the most essential long-term advantages for an organisation.

One of the challenges of ethical corporate social responsibility is stated in the study of Hill, Jones and Schilling (2014) that shareholders might interfere in the strategies and operations with different suggestions and directors or managers find it difficult to handle them and it is the reason by which workers might get confused and cannot achieve their tasks in the given time. It is also expressed by Waldman, Siegel and Stahl (2020) that ethical corporate social responsibility can be challenging for organisations to increase the trust of their shareholders and customers. They want the organisation to make their operations socially responsible through which their activities cannot harm or damage the environment. Corporate social responsibility can be helpful to build public trust. On the other hand, it is stated by Freeman and Dmytriyev (2017) that ethical corporate social responsibility might be beneficial for

organisations to bring more shares to the shareholders and improve their products and operations in the workplace through which they can increase the profits by bringing more customers towards the organisations.

2.7. Impact of Environmental CSR on consumer purchase intentions in the automobile industry

According to the study conducted by Yusof et al., (2013), issues related to the environment are getting a lot of attention among the new generation in terms of institution, household, property, automobiles, and mainly in the business world. To support the environment, the organisational communities are looking to adopt and find ways to support the green products that favour the environment and the country. Many studies have depicted that consumers these days are ready to pay a premium amount against the green products to contribute to the green environment. The business practices and strategies are also being revised to green marketing, green manufacturing, and production, green management, etc. In addition to it, many initiatives are being taken to support the economy, country, and environment in the name of environmental corporate social responsibility. The organisations, especially in the US and Europe, have been investing a huge amount in Environmental CSR activities, however; on the other hand, these organisations are saving millions of dollars in packaging and recycling, etc. In addition, many kinds of research have reported of the automobile industries that are aimed to adopt the go green culture and take part in environmental CSR by going green and manufacturing hybrid cars to influence the consumer purchase intentions. When purchasing a hybrid automobile, the customer's social standing is enhanced, which increases the likelihood that the consumer will purchase a green product (Leckie et al., 2021). In the view of Agarwal (2013), the purchase intention of the consumer is impacted positively in many ways as the automobiles that are supporting the environmental CSR are now changing the perception of the consumers who also care about the environment or are aware of the green environment. It also helps the firm in creating brand loyalty and credibility of the consumer against the brand and product hence found to influence the purchase intention in a positive way.

Furthermore, it is stated by Camilleri (2020), that the development of electronic cars has also paved the way for organisations in the automobile industry to reduce the environmental effects of their operations. This is because these are the kind of cars that reduce the use of petroleum and diesel which reduces their excessive consumption and make a significant contribution towards the protection of the environment. The significance of electronic vehicles can be

further provided in light of the findings of Olabi et al., (2021), which suggest that the advancements in the level of information technology have paved the way for the development of these vehicles. This particular development has provided a valuable opportunity for automobile companies to reduce the environmental effects of their operations in the long run.

In the past few years, the purchase of electric cars has been seen to increase in a good ratio however, the main reason people switch from regular cars to electric cars is their personal and environmental benefits. These electric cars are more efficient than cars powered by gas, they consume less fuel and require minimum maintenance. A lot of studies have been conducted previously regarding people's acceptance of electronic cars, their impact on the environment, and supporting the green environment. Electronic cars benefit the climate as well because they produce fewer emissions as compared to regular cars (He et al., 2019). However contrary to it as stated by Giansoldati, Monte and Scorrano (2020), the use of an electronic car does not seem to be much practical. Research has reported that the customers do not find it comfortable and practical while thinking of driving a car that is charged by a battery or a battery that is charged through solar energy. Moreover, there are barriers to planning a trip while using an electric vehicle as charging stations are to be considered while planning a trip and one has to be very much careful while planning to travel.

On the other hand, according to Noel, Rubens, Kester and Sovacool (2018), electric vehicles are contributing a lot to the environment. Many factors are not much discussed and are indirectly related to contributing to the betterment of the environment. Where the electric cars are producing less carbon and hence are helping in contributing to a better climate, the other benefits include reduction in noise pollution, convenience, and use of a battery that on the other hand contributes to the environment secondarily. In addition to it according to Buekers, Holderbeke, Bierkens, and Panis (2014), the utilisation of Evs has reduced the dependency on petrol and has brought a major reduction in carbon emissions which also contributes to reduced air pollution. However contrary to it since these cars require battery consumption it requires electricity is produced in a huge range of various power plants that utilise coal, gas, nuclear energy, etc. hence contributing to more air pollution.

In the view of Holland et al., (2021), the use of electronic busses also is a great initiative to be taken by the countries who want to contribute more to the environment. According to the research the electric busses contributes to creating less damage to the air pollution than of the diesel and petrol busses. In addition to it, investing in electric busses is quite expensive but on

the other hand, the ongoing costs associated with electric vehicles are low. Moreover, as stated by Mobarak, Kleiman, and Bauman (2020), electric vehicles tend to lower the greenhouse emission of gas and regulated releases that cause pollution in the air and issues related to health. Furthermore, In the automobile industry, there is a significant lack of standardisation metrics for evaluating the environmental CSR initiatives. There is limited sense of consistent and reliable measures for assessing the environmental performance. The lack of transparency can reduce the consumer confidence and weaken the influence of environmental CSR on the purchase intentions. To address this issue, it is very important for the industry stakeholders to sit together and discuss about the automobile campaigns common environmental organisations and the regulatory agencies. Implementing the metrics is necessary to cover the various aspects of environmental impact (Shengxin et al., 2020).

Eco-friendly items, such as hybrid autos, which use less electricity than conventional vehicles, are examples of green consumerism. A hybrid automobile is a vehicle that uses both a gasoline engine with an electric motor engine in order to go about. If you're looking to save money on gas, a hybrid vehicle is the best option. Other kinds employ solar and wind power to store energy (Karunanayake and Wanninayake, 2015). Hybrids come in three primary varieties, all of which operate in the same way as an automatic automobile (Wen and Noor, 2015). More and more automakers are taking a more environmental stance during the last two decades. The decision to become green may be influenced by a variety of variables including cultural orientation, self-perception, and societal value (Oliver and Lee, 2010). Consumers in Asia are more likely to seek out environmentally friendly items and steer clear of enterprises with a bad reputation for pollution because of a growing trend toward collectivism and a perception that ecological values are linked to ethical and traditional values (Oliver and Lee, 2010). According to the same study, green buyers are more likely to choose hybrid automobiles because they want to seem more environmentally friendly. When a brand shows that it cares about the environment, customers are more likely to choose it over its rivals, and this has an effect on consumer purchase intentions (Huang et al., 2014).

A product that is innovative and has less or no impact on the environment and society proves to be a competitive edge for the organisations and helps them in increasing their competencies. It also helps the businesses to improve their performance and is found to influence the purchase intention of the consumers. In the view of Sharma and Jain (2019), the consumers are found to get attracted towards the organisations that support environment-friendly products. Many

studies have been conducted lately that show that people are more likely willing to buy from a brand that is contributing to the goodness of the society as compared to those who have not adopted any innovative strategy to support the green culture (Lu et al., 2020), In the view of Neizari et al., (2017), since the environmental protection concerns have become challenging these days because of the industry expansion and globalisation, the resource and environment of the entire globe are being threatened with pollution-related to air and climate and other issues such as global warming. Consumers too, are getting aware of their responsibility and support towards the betterment of the society and environment and are more enthusiastic towards supporting the brands that are engaged in conducting CSR supporting greenery and environment. Among all the industries one of the industries that are indulged in worsening the condition of the issues about the environment is the Automobile industry. Carbon dioxide is majorly produced by cars that contribute to developing air pollution and harm the climate as well. However, these automobile industries, especially of the developed countries such as Japan and the USA, are playing a major role in environmental CSR by adopting innovative ideas and implementing them in the production of their cars such as Hybrid cars. These cars are designed to motivate and influence the purchase intention of the consumers by building loyalty, value, and association with green products and the environment and as reported by many researchers these innovations and the organisations indulged in supporting environmental CSR are found to have a positive impact on the purchase intention of the consumers. Customers of hybrid cars are prepared to pay extra for the goods in order to reduce their impact on the environment. Consumers that identify as "green" are more concerned with environmental issues than they are with aesthetics. Buying green items becomes increasingly appealing to people who are more conscious of the dangers to their environment.

As stated by Loosemore and Lim (2018), the image of a brand depends upon the perception of the consumer, and the image is built up with the performance and equity of the brand or product. However, the performance of the brand is judged by the activities that are conducted by the firm which helps them in attracting customers towards them. Such as the environmental corporate social responsibilities and it impacts the overall performance and profits of the company as well. According to Irshad, Rahim, Khan and Khan (2017), organisations need to invest in CSR activities if they want to succeed and sustain in the current market. These activities also build up and enhance the loyalty of the customers towards the firm. However, according to a research study conducted by Siano, Vollero, Conte and Amabile (2017), corporate social responsibility activities that are opted by the automobile industries as a tool of

marketing and brand building are proving to be an effective tool among other marketing and selling strategies. The customers are attracted towards such automobile companies that are putting efforts into supporting a green environment and are working on strategies by which they could produce more eco-friendly cars. The results have depicted a significant impact on environmental CSR on the purchase intention of the consumer and also on brand loyalty. Contrary to it, as stated by Yoo and Lee (2018), even though the automobile industries are trying their best to take part in conducting CSR activities and implementing ideas related to the manufacturing of eco-friendly cars, but their efforts are being perceived negatively by the consumers. Additionally, it has been stated that automobile companies that are the biggest manufacturers tend to attract more customers. The bigger the company is in its size, the more product quality they would be able to deliver. Furthermore, the size of the company determines the level of performance and contribution in the environmental CSR thus, attracting more customers and influencing the intention of the consumer to purchase from the industry such as Volvo. Moreover, the research has depicted that even at the time of crises, if these automobile firms will invest in environmental CSR, they would be able to generate profits while having a positive impact on the perception and intention of the consumer to buy.

According to Overall (2017), the organisation's reputation and image are built up in many ways. One of the ways is by attracting the customers and getting the attention of potential customers through word of mouth. Positive word of mouth helps the organisation is generating trust and satisfaction to influence the intention of purchase. However, for the organisations, especially the automobile companies to focus on their long-term goals and success are very much important to encourage the intention of purchase in a positive manner. In the view of Kim (2014), the environmental CSR activities help the organisation in building a positive image of a brand in the minds of their customers. Hence it develops trust of the consumer in the company, and they believe when the organisation is contributing towards the goodness of the environment, they spread a positive word of mouth among others and recommend the vehicle or product to others as well. The corporate image of the firm is also built up as they contributed towards the betterment of society and play their part in solving the problems of society. Therefore, the researchers have reported a positive impact of environmental CSR or CSR on the purchase intention of the consumer. Moreover, organisations these days' especially automobile companies are using CSR activities to position their organisation along with building satisfaction and trust among the customers. However, contrary to it, it is reported by Aktar (2013), that the consumers are found to penalize the organisations which do not play any

part in contributing to the society or are found socially irresponsible, by completely boycotting or spreading negative word of mouth regarding the company or their product or service. Moreover, it is found that the automobiles that are focused on building a long-term relationship and success are found to be demonstrating a positive attitude towards the environment by pandering themselves into environmental CSR activities resulting in a high level of customer loyalty, branding, and long-lasting association.

As per the statement of Ghazzawi et al., (2016), in this era, there has been a huge existing competition among the automobile companies which is characterized by fixed costs, highly paid labour, market competition, and sustainability and overcapacity because of which a need of continuous innovation and development in the product and manufacturing is required by the firms to sustain in the market. With this competition, globalisation, and understanding of the environmental contributing factors, the organisations need to focus on becoming environmentally friendly to influence and attract customers which are also crucial for the company's long-term success. These environmental factors create room for improvement for these automobile industries in terms of their design, use of material, fuel, and the invention of alternate fuel resources such as hybrid, eco-friendly and electrical cars, etc. as cars are the main source of climate and environmental pollution. As stated by Martinuzzi et al., (2013), many automobile companies such as Toyota, Ford, and Volvo are finding alternative and innovative methods through which they could become environmentally responsible organisations and could create such cars that require less energy, hence generating less pollution. On the other hand, these companies are found to be addressing environmental problems in different ways. For example, the organisations like Volvo and Ford have their way of participating in environmental CSR and are trying to look for an alternative of petrol by which they could use clean sources of energy hence promoting less pollution and a greener environment and influencing their consumer's purchase intentions. On the other hand, Toyota Company is finding ways to design cars in such a way that they require less energy consumption. Also, they have been trying to make changes as per their customer's demands. The greenness of a hybrid automobile may not be enough to ensure that buyers would buy it. Conscientious buyers place a high value on the perceived quality and utility of every new product. Consumers' perceptions of the hybrid automobile are shaped by a variety of different factors, including the perceived value of the product. The significantly slower depreciation of hybrid vehicles compared to conventional gasoline-powered vehicles is a key benefit of these vehicles (Mazar and Zhong, 2010). As a result, buyers may expect to get a decent return on their investment by purchasing

a hybrid vehicle now rather than later. In developing nations, this market now accounts for roughly 5% of the total, up from 0.4 percent in 2004 (Kinoti, 2011).

Perceived value is a fundamental notion in consumer and marketing research. As a consumer, the phrase expresses one's evaluation of the quality and qualities one expects to get in exchange for the price spent (Zeithaml, 1988). There is no one definition of value, and it is a complicated concept that is embedded in a wide range of fields (Brennan and Henneberg, 2008). Therefore, it may be misinterpreted and may not capture the environmental altruism of prospective hybrid car customers if the environmental aspects of the features and benefits are not clearly defined. Defining three kinds of green value orientations, De Groot and Steg (2008) found that consumers' beliefs influence their lives and ultimately lead to ecologically sustainable behaviour. Individual advantages that can be seen and felt are seen as important motivators in the establishment of a sparse depiction of green value. Aside from positive externalities, such as cost reductions and health improvements, these benefits may be clearly recognised and seem to be valuable to marketers in luring customers. Perceived green value is defined as an individual's consciousness toward recognising pro-environmental acts, which in turn reduces both environmental impact and energy expenditures. Studies have indicated that customers' desire to acquire hybrid and electric cars is facilitated by the perceived benefit of being environmentally friendly (Degirmenci and Breitner, 2017). Additionally, customers are more inclined to accept the hybrid technology if they believe it is in line with their green values (Ozaki and Sevastyanova, 2011).

According to Garcia-Madariaga and Rodriguez-Rivera (2017), organisations around the globe are using CSR to gain a competitive advantage over other companies in the market which leads them to an increased market value. However, the organisation needs to develop its set of strategies to support environmental CSR. On the other hand, automobile companies are found to be adopting the approach of environmental CSR to encourage their customers to contribute to the green environment. One of the other reasons for adopting this approach is global warming which has led them to find alternative ways to reduce fuel consumption which is a generator of carbon dioxide that has a hazardous impact on the climate as well as the environment. Additionally, one more reason for adopting the tool is government pressure. There have been much legislation and rules imposed by the government lately to save the environment and reduce the health issues produced by cars. According to Pant (2017), it is found that the CSR activities help the organisation in cultivating customer satisfaction hence, impacting their

intentions to purchase positively. The firms that are keenly involved in taking part in CSR activities are favoured by the consumers in many ways. Firstly, it helps in creating a positive perceived image in the mind of the customers. The customer positively evaluated the company and depicts a positive attitude towards the products. Secondly, with such perception, the customer spreads a positive word of mouth among others regarding the company hence creating a strong market image. This association builds a significant relationship of the company with the customer hence developing an affiliation that enhances customer satisfaction. Moreover, all of these variables have been found to have a direct impact on the purchase intention of the customer in many types of research previously conducted.

According to research conducted by Baskentli et al., (2016), there have been many types of research that have depicted a positive impact of CSR on the perception of the consumer. The results have depicted a positive attitude of consumers towards the organisations indulged in CSR. The consumers are found to support such companies participating in CSR activities. However, on the other hand in the view of Pham and Chiu (2021), the CSR activities are found to be impacting the purchase intention, building a good perception and a brand image for the customers. Environmental CSR is found to impact the brand image and helps the firm in developing a reputation and gaining the trust of the consumers. It also generated an association of the consumer with the brand and the brand managers of the automobile industries have been effectively utilising this tool to create a strong brand image and reputation in the market. Furthermore, according to Agus and Salas (2017), the consumers these days are encouraging the companies to imply CSR activities and are willing to pay a good price for their initiatives. Organisations conducting such environmentally friendly activities and are concerned about the environment tends to attract customer and influence their buying behaviour. Also, the consumer's intention to purchase increased when they notice that the business is supporting and implementing eco-friendly CSR activities. This tool has also supported the business to generate good revenues and increase their sales and profits.

In general, people's sentiments regarding hybrid and electric car ownership have been shown to be positive, according to research (L. Han et al., 2017). As a result, customers with a green mindset are more likely to be interested in buying green cars (Degirmenci and Breitner, 2017). According to Lin and Wu (2018), customers' capacity to regulate their finances reflects their personal conviction in the purchase of hybrid automobiles. As a result of the high cost of hybrid automobiles, Lou, Wang, and Yang (2017) showed that perceived behavioural control over the

purchase intention of hybrid vehicles was limited. In light of the fact that mainstream and middle-class consumers may not be able to buy hybrid automobiles, this issue needs to be solved (Jayaraman et al., 2015). However, Simsekoglu and Nayum (2019) found that customers with stronger control over their financial ability tend to be more likely to acquire hybrid cars, despite the fact that the cost of a hybrid vehicle is normally higher. They have a greater edge over individuals who find it difficult to obtain hybrid autos.

As per the statement of Tiwari, Turner and Younis (2014), with time the world has adopted modernization because of globalisation, and to sustain in this competitive market every industry around the globe has no option other than adopting different and innovative techniques to survive the competition and gain a competitive edge over each other. With the passing time, serving the environment has also become crucial for everyone because of global warming and many kinds of pollution developing many diseases. Among all, the main source of pollution is carbon dioxide which is generated with fuel consumption and the automobile industry is being pressurized by the global government to find techniques to overcome this issue. Therefore, according to Sharma and Maheshwari (2014), these days the firms are also found to be practicing environmental CSR activities by manufacturing and designing different cars and models with less fuel consumption such as hybrid, electric and eco-friendly cars. Many kinds of research have been conducted previously and have depicted that the consumer's perception and buying behaviour is very much influenced by the firms demonstrating themselves to be supporting the environment.

The CSR activities contribute to creating a positive image of the company for the customers and create an emotional bond with them as they believe that the organisations care about the environment hence, they need to support the business as a favour. Especially the people who are more inclined towards the greenery and green environment and supports the initiative to support the government as they too are aware of the global warming and ozone layer issues because of which the whole world is facing a lot of issues are in favour of playing their part as a good citizen and a contributor to the environment hence, they are in support of such organisations who are into conducting environmental CSR activities and are making, manufacturing or producing such environmentally friendly products such as these electronic and hybrid cars (Gürlek et al., 2017). They also act as a good marketing tool for automotive firms as they spread good word of mouth regarding the use of such cars and sometimes, also acts as influencer or decision-makers for their relative, family, peers, or friends. Moreover,

they are also ready to pay premium prices for such hybrid, electronic, or less fuel consumption cars to participate in supporting the climate, environment, and society believing it is their duty. In addition to it, not only their intention of purchase is impacted by such organisations but they also act becomes brand ambassadors for such organisation as they support the firm and promotes the company by creating a good brand image in front of their peers, family, and social circle thus influencing them to buy from such auto-mobile companies that are manufacturing eco-friendly cars (Zhang et al., 2024).

Consumers' care for the environment is a reflection of their understanding of environmental concerns. New vehicle technology, such as hybrids, are increasingly popular among customers who care about the environment (Hackbarth and Madlener, 2016). Individuals who are exposed to greater levels of ambient concern and knowledge are also more likely to engage in environmentally friendly actions and to refrain from engaging in damaging ones (Fielding and Head, 2012). Consumers' pro-environmental consumption behaviour is influenced in part by their level of environmental care, as reported by Cerri, Testa, and Rizzi (2018). Additionally, customers' concerns about air pollution from conventional automobiles have prompted a huge increase in the number of people purchasing hybrid cars (Razak et al., 2014). Unexpectedly, the high cost of hybrid cars has not hindered customer enthusiasm for buying them because of their desire to reduce their carbon footprint (Juan, Hsu, and Xie, 2017). According to a recent study, customers are more likely to take action toward ecologically sustainable results because of their deep care for the preservation of the environment. When it comes to hybrid car purchasing intentions, buyers who are more concerned about the preservation of the environment are more likely to acquire environmentally friendly automobiles (Jayaraman et al., 2015). As a result, consumers' environmental stewardship plays a crucial role in determining their buying patterns. This feeling of accountability can only be reached if the community as a whole is more aware of the harm that internal combustion engine cars are doing to the air quality.

Nevertheless, according to Mathieu and Adjnu (2016), environmentally friendly cars are manufactured in such a way that they consume less fuel and provide more mileage and produce fewer carbon emissions hence are more beneficial for the customers buying them. The automobile companies now a day are in a favour of benefitting the environment and showcase it as their CSR activity to attract more customers and gain competitive advantages as well. However, the electric cars being produced these days are eco-friendly and produce less or no

carbon dioxide emissions while being driven as a result, reducing air pollution. Contrary to it, there have been researches who have reported that the buying behaviour of customers is being very much impacted by these initiatives of the automobile companies and a huge number of customers are shifting from traditional cars to hybrid and electric friendly cars not just because to support or favour the environment but also because of the furl rates being increased tremendously day by day. Such are not only contributing to environment but are not consuming fuel that is why the customers are being attracted towards such vehicles as they are more economical for them. However, the arguments presented by Nayak and Patjoshi (2020), about incorporating ethical CSR in automobile manufacturing suggest that detailed research needs to be performed by the automobile companies about the ways through which they can improve the environmental performance of their cars. This is because constant improvements within the quality of the cars are needed to be made to make sure that they are manufactured in line with the expectations of the customers.

According to Zhang and Ahmad (2021), CSR activities have become a much-known concept that helps businesses to link the community and societal values with the environment. Thus, is measured as a very strategic part to enhance the growth of the business along with offering social and environmental competitive advantages. It is believed by the forms that the goodwill that is made up upon CSR offers a tactical advantage and long-term growth to the businesses. Furthermore, it is reported in the research that corporate social responsibility (CSR) creates a positive impact on the behaviour of the consumer hence their intentions to purchase a product are very strongly affected and influenced. On the other hand, reports also have concluded that the organisations that portray irresponsible behaviour against the environment are penalized by the consumer in terms of declined purchases, reduction in the intention to purchase, or negative change in behaviour of the consumer towards the product or service. In addition to it in the view of Abu Alkeir (2020), CSR plays an important role in creating brand awareness and brand image of a company. However, the brand is said to be a feeling, association, or perception of the customer towards the service or product. So, to gain the attention of the customer or to influence the purchase intention of the customer the organisation needs to create awareness and image of itself which nowadays is being done with the help of creating strategies related to corporate social responsibilities which are found to have a significant relationship with the purchase intention of the customer. Whereas not only the corporate social responsibilities (CSR), but other factors such as fuel economy also is playing a significant role in helping the

organisations that have started manufacturing electric or hybrid cars to support the environment and reduce carbon emissions that are a reason of a lot of environmental and health issues.

The issue with the automobile companies concerning performing environmental CSR is mainly the perception that they have regarding contributing to the degradation of the environment. This is because cars as a means of transportation are considered highly vulnerable towards causing a significant degree of environmental issues and concerns. As a result of that, there is constant pressure on the automobile manufacturers to reduce the environmental effects of their vehicles so that they can improve their image as far as performing CSR activities is concerned (Gupta, Bhadoria and Singh, 2019). A key step that has been taken by automobile companies over the years for improving their ethical CSR performance is about reporting their measures related to CSR within their annual reports. This was an important step that was implemented to communicate to the stakeholders such as shareholders and the customers about the commitment of these firms towards improving CSR performance. Here the satisfaction of shareholders is also important along with customers because they too would like to invest their capital in the kind of organisation that has strong goodwill in the industry (Smit and Bierman, 2017). When the automobile company prioritise environmental sustainability, it helps them to differentiate from the crowded marketplace. It aligns the brand value and shows responsibility and sustainability of the company to attract the customers who are willing to pay for the premium products. Such kind of customers effectively communicate a lot in the environmental initiatives and the achievements. However, the market differentiation through environmental CSR not only impact on driving the sales but also enhances the reputation and sustainability of the company in long run (Arsova and Temjanovski, 2019).

Shifting towards environmental sustainability in the automobile sector sometimes may result in economic disruptions. This is because a rapid transition can impact the sales of manufacturers who don’t produce electric vehicles. Balancing the environmental objectives is very important to minimize the impact (Purcell et al., 2021). Despite the implementation of environmental CSR, there is an issue with consumer resistance and behavioural barriers. There are a lot of factors like habits, inconvenience, or other issues that may hinder the consumer acceptance of such eco-friendly products and services. It is difficult for the people out there to be aware of such environmental issues or these products to accept and adopt in their daily lives (Casidy et al., 2021). The environmental CSR initiatives focus on enhancing the reputation of companies. These controversies can destroy the image of the company and consumer trust there

is a lot of negative publicity due to developmental issues. Consequently, the failure to address environmental concerns can result in a huge reputational damage for automobile companies (Sun and Huang, 2020).

The findings presented in the literature of Butt Katuse and Namada (2018), with regards to environmental CSR of automobile companies illustrate that the adoption of green strategy is a source through the firms in this particular industry are looking towards improving their CSR image. Nonetheless, the findings of this literature illustrate that the dominant players of the automotive industry have different types of green strategies for the developed and developing economies. Apart from that, it was illustrated that significant improvement is required to be brought about for dealing with environmental concerns for the automobile companies so that they can improve their CSR performance in a manner that would attract a large number of buyers. Green strategy is primarily about making decisions that can be associated with making well-informed and logical decisions about the ways through which CSR performance can be improved. The green strategy of the automobile companies can be strengthened through their working culture and the policies of the top management. Besides, monitoring the performance constantly in light of the environmental standards is crucial. All these factors combined result in bringing about substantial improvements in the overall CSR standards of the automobile companies along with developing a favourable image in the eyes of the customers. In contrast, the analysis in the literature of Currás-Pérez, Dolz-Dolz, Miquel-Romero and Sánchez-García (2018), suggests that there is a difference between the extents to which the purchasing tendencies of the customers of the automobile companies are affected by the aspect of environmental CSR. This kind of difference occurs particularly in the context of developing economies where the purchasing power of the individuals is on the lower side due to which they would prefer the kind of cars that are available at economical cars rather than those cars that are very environmentally friendly. As a result, automobile companies need to take into consideration the purchasing tendency of the targeted customers.

Nonetheless, it is stated by Kolcava, Scholderer and Bernauer (2021), that the measures are taken by the Government and the regulatory authorities on implementing CSR policies also have an important role to play in terms of determining the extent to which automobile companies can execute CSR within their policies. For example, in countries where the Governments are forcing the organisations to incorporate CSR measures extensively; the automobile companies in those countries are forced to take adequate steps for improving their

environmental CSR. Besides, it is argued that the governments can also play a productive role in this regard in terms of creating awareness amongst the individuals of the society about the importance of making purchases from those organisations that are abiding by the principles of environmental CSR. A contrasting situation is identified in the countries where the regulatory authorities are not very much interested in forcing corporations including those in the automobile industry to implement necessary CSR activities. This can result in a lack of awareness at the level of society as well which can result in the members of the society not showing due consideration to the aspect of environmental CSR while purchasing a product. Therefore, it is suggested in the findings that it is important for policymakers to understand the trend of society before looking towards promoting products based on ethical values. Further research in this respect is needed to be carried out about evaluating the potential impact of environmental CSR on the values and the beliefs of different customers looking to purchase various kinds of automobiles.

In contrast to the findings above related to the influence of environmental CSR on the purchasing intentions of the automobile customers, the findings presented in the literature of Yusof, Singh and Razak (2013), stated that environmental knowledge of the customers does not have a significant impact on their perception of the environmental advertisement. Nevertheless, the findings reported that it has a significant impact on the perception of environmentally friendly automobiles. Besides, it was illustrated that the environmental responsibility feelings and values of the customers have a significant impact on the perception of the environmental advertisement and product. Finally, the research demonstrated that the perception of the environmental advertisement does not influence purchasing intention of the environmentally friendly automobile, but the perception of environmentally friendly automobiles can have an influence on the purchasing intentions. The research was carried out to examine the purchasing intentions of the environmentally friendly automobile through investigating the interrelation between the consumers' environment responsibility feelings, values, knowledge, perceptions of environmental advertisement along with environmentally friendly automobiles. Another important aspect of environmental CSR in the automobile sector is the positive environmental impact. It results in reducing carbon emissions promoting sustainable practices and conserving natural resources. A good transition of general public electric vehicles can significantly impact reducing greenhouse gas emissions. It also helps in reducing air pollution and provides a good transition of general public electric vehicles can

significantly impact reducing greenhouse gas emissions. It also helps in reducing air pollution and provides support to improve air quality (Massar et al., 2021).

2.8. Research Gap

The in-depth analysis of different research and articles was important in terms of identifying different gaps that can be explored and covered in the current research. One of the gaps was about identifying the extent to which the brand image of the automobile companies is being improved through performing CSR activities and the extent to which it can influence purchasing intentions of the customers. Similarly, the analysis of the literature highlighted limitations about the extent to which CSR can create additional value for the customers. This is because there are large numbers of automobile customers around the globe that look towards the features of cars rather than focusing on the environmental and CSR measures that are being adopted by the automobile companies. The other gap that was discussed in the literature was about the significance and the effectiveness of the environmental CSR measures implemented by the automobile companies. Since implementing these kinds of CSR measures and policies can be viewed as a significant challenge for organisations; therefore, it is important to study the effectiveness of the environmental contribution that automobile companies have made over the years.

Corporate Social Responsibility practices can prove to be much more than an additional cost in the balance sheet of the automobile company. As an effort in an attempt to offset the negative impact of the company's products on the environment is considerably well received by the audiences. Hence, such automobile manufacturers need to display their use of green practices throughout their product lifecycle. Like innovating mechanisms to reduce the rate of emissions or utilising synthetic materials for design as compared to traditional options. Such efforts significantly help to improve the position of the company in the eyes of the consumer. Helping the company to stand out among the competition and build an environment-friendly brand image. Such practices also display dedication and a shared belief between the customer and the company about the environment. This endorses loyalty towards the brand and enables the customer to become a recurring buyer. Furthermore, the automobile industry needs to try and minimalize operational costs, which can be done through green alternative options posing a lower cost. An effective CSR strategy or plan might also serve as a critical factor in attracting skilful personnel and talented human resources. As the efforts made by a company to make the world a better place to live speaks volumes for potential applicants on how the company might

treat them. Consequently, it can be said that the CSR practices in the automobile industry have proved to be much more than a business-standard. Rather, they tend to provide significant benefits for the company in the long run. Including both tangible and intangible results like increased sales and goodwill among the audience, respectively.

2.9. Research Framework

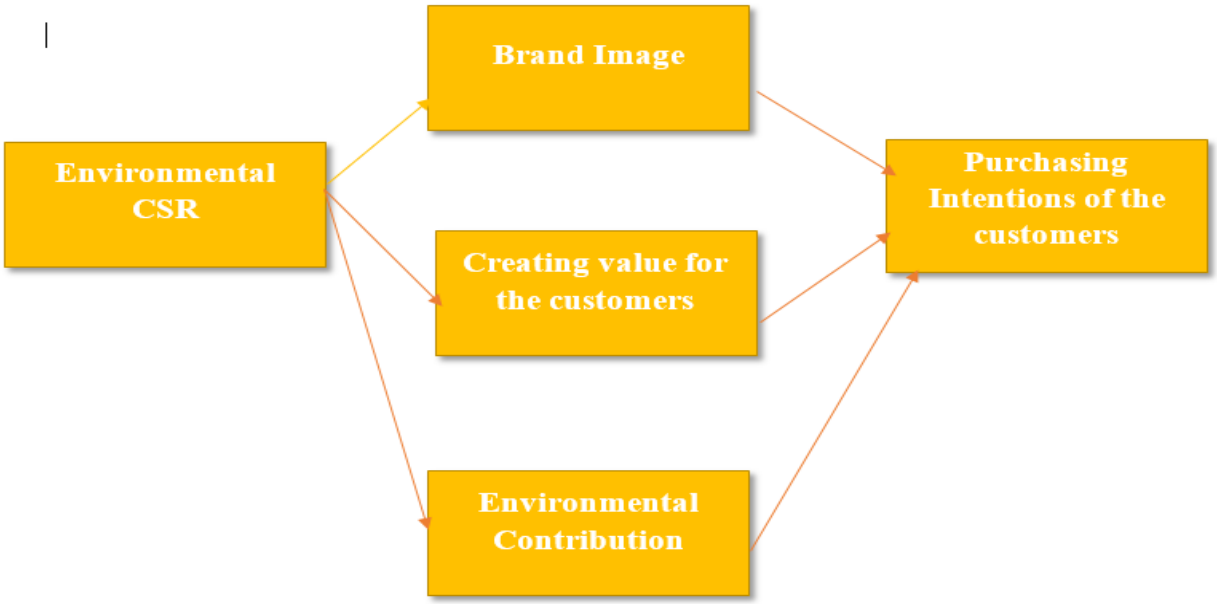

Figure 2: Conceptual Framework

The key aspect that needs to be taken into consideration regarding the development of this particular framework is that the elements have been derived based on the literature discussed and presented above. The framework demonstrates that the first step in the research will be about analysing the impact of environmental CSR of the automobile companies on brand image, additional value for the customers, and on their overall environmental contribution. The next step will be to study the impact of these variables on the purchasing intentions of the customers about the automobile companies in the UK. In this way, it is expected that a detailed and in-depth analysis will be performed that can highlight the significance of environmental CSR and the ways through which it can influence the purchasing intentions of the customers as far as the automobile industry of the UK is concerned.

2.10. Hypotheses of the Research

The hypotheses were developed based on the elements that were extracted through the detailed discussion that was carried out in the literature. Furthermore, hypotheses for this research were developed after performing reviews of existing theories, previous research's and by viewing empirical evidence. Apart from that, identification of gaps in the existing knowledge and conflicting findings was important for the development of relevant hypotheses for the current research. For example, research show that initiatives of sustainability have an influence on preferences of consumers but the degree of their impact on the automobile industry is not very clear (Datta, 2024).

The presentation of hypotheses for the current research is as under

Hypothesis 1

Ho1: Environmental CSR does not have a positive impact on the brand image of automobile companies in the UK

Ha1: Environmental CSR has a positive impact on the brand image of automobile companies in the UK

Hypothesis 2

Ho2: Environmental CSR does not have an impact on the capability of the automobile companies in the UK to create additional value for the customers

Ha2: Environmental CSR has a positive impact on the capability of the automobile companies in the UK to create additional value for the customers

Hypothesis 3

Ho3: Environmental CSR does not have a role to play in terms of improving their environmental contribution as far as automobile companies in the UK are concerned

Ha3: Environmental CSR has a positive role to play in terms of improving their environmental contribution as far as automobile companies in the UK are concerned

Hypothesis 4

Ho4: The brand image of the automobile companies does not have a positive impact on the purchasing intentions of the customers in the automobile companies operating in the UK

Ha4: The brand image of the automobile companies has a positive impact on the purchasing intentions of customers in the automobile companies in the UK

Hypothesis 5

Ho5: Creating additional value for the customers does not have a positive impact on the purchasing intentions of the automobile customers in the UK

Ha5: Creating additional value for the customers has a positive impact on the purchasing intentions of automobile customers in the UK

Hypothesis 6

Ho6: Environmental contribution does not have a positive influence on the purchasing intentions of the automobile customers in the UK

Ha6: Environmental contribution has a positive influence on the purchasing intentions of the automobile customers in the UK

2.11. Chapter Summary

The overall analysis in the chapter illustrated that there are numerous benefits as well as challenges faced by the organisations during the process of incorporating ethical CSR within their operations to influence consumer purchasing intentions. This is because customers around the globe are becoming more and more concerned about the environmental effects of the organisations especially the automobile firms as they are viewed as highly vulnerable to creating environmental pollution. Therefore, it is deemed important for these types of organisations to practice ethical CSR activities in an attempt to generate positive customer intentions as far as purchasing products is concerned. Nevertheless, the analysis of the literature highlighted that it is difficult for corporations operating at a small scale to practice a great deal of environmental CSR activities. This is because they do not have the resources and adequate budget to do so. Therefore, it becomes difficult for them to create a significant degree of value

for their customers based on performing environmental CSR practices. The discussion in the literature also sheds light on the role of reporting CSR measures taken by the organisations and the ways through which they are needed to be marketed so that the customers are convinced of the measures of the organisations in this regard.

Keeping into view the critical analysis that was conducted, different gaps were highlighted that are intended to be explored and covered in the current research such as analysing the influence of brand image, customer value, and environmental on consumer purchasing intentions in the context of environmental CSR image of the organisations. Therefore, the theoretical framework was developed keeping into view the need to study the association between these variables so that the significance of environmental CSR can be studied for automobile companies with regards to customer purchase intentions.

Literature Review Summary

Table 1 – Literature review summary

Country/Industry	Study/Method	Findings/Results	References
Service Industry	Quantitative	Environmental CSR has become a source of competitive advantage for the organisations looking to capture the attention of the increasing number of existing and potential customers	Asemah
Telecommunication Industry	Quantitative Methods	Reporting of CSR activities is important for demonstrating organisational commitments	Chang, Yeh and Li
Service Industry	Quantitative Study	Corporations need to make a substantial investment in terms of	Wang, Hsieh and Sarkis

		improving their CSR performance	
Financial Sector	Quantitative Research	A key challenge for organisations in terms of enhancing their CSR capabilities is to maintain a balance between focusing on CSR and maintaining the actual quality of a product	Barauskaite and Streimikiene, 2021
Hotel Industry	Quantitative Methods	A greater number of customers have begun to display significant concerns about the policies of the organisations to determine the extent to which they are in line with the standards of environmental sustainability	Abaeian, Khong, Yeoh and McCabe, 2019
Service Industry	Qualitative Research	The customer purchase intentions are also affected by the organisation's wish to opt for environmental CSR activities	Han, Al-Ansi, Chi, Baek and Lee, 2020
Manufacturing Industry	Mixed Methods	Environmental CSR has gained strategic significance because of its ability to influence customer purchase intentions	Chen and Yang, 2021

Hospitality Industry	Qualitative and Descriptive Research	The perceived fit between customers' beliefs and corporate environmental responsibility operations positively affects customer purchasing intention	Plewa 2015
Service Industry	Quantitative methodology	Corporate social responsibility can benefit individuals who consider a brand as a positive force to make the environment of the society eco-friendly.	Swaen and Sen, (2018)
Manufacturing	Mixed method	Customers, providers, team members, shareholders and organisations in the local community are requesting transparency and environmental responsibility which can be difficult to handle by the managers	Gold and Heikkurinen, 2018
UK	Qualitative research	Firms need to understand the ways through which customers can be influenced by environmental CSR practices	Wong, Chu and Brock, 2014
Manufacturing	Quantitative	customers want to know about organisational corporate social	Khojastehpour and Johns, (2014)

		responsibility for the environment, and it is a challenge for the manager to show how corporate social responsibility	
Service	Qualitative	Green corporate social responsibility can reduce the organisational risks, improve reputation in front of customers and positively change their purchasing intentions	Ağan, Kuzey, Acar and Açıkgöz, (2016)
		Corporate Social Responsibility is an organisational method that is used for sustainable improvement by providing financial, social and environmental advantages to the customers and society.	Epstein, Elkington and Herman, 2018
Customer goods industry	Quantitative	corporate socially responsible activities by an organisation can be beneficial for environmental safety and create trust amongst customers	Loganathan (2020)
Service Industry	Quantitative	CSR activities can create trust between firms and customers	Parsa et al., (2015)
Service Industry	Qualitative	environmental corporate social responsibility can	Chaudhri (2016)

		be a challenge for the organisational management	
Hospitality Industry	Mixed methodology	Corporate social responsibility is an ethical obligation because organisations need to reward the people and societies that gave them the chance to achieve their goals.	Mahmood and Humphrey (2013)
Manufacturing Industry	Quantitative Methods	organisation using corporate socially responsible activities can support the manager to engage with their existing and new customers in some different ways as an organisation with corporate social responsibility protect their operations from harming the environment	Prakash et al., (2019)
Service Sector	Quantitative	CSR activities can be difficult due to the need to incur additional costs along with the complications of these activities	Han and Ding (2021)
Financial	Quantitative	CSR activities are important for firms to collaborate and engage	Turcsanyi and Sisaye (2013)

		effectively with stakeholders	
	Quantitative	Corporate social responsibility can be beneficial to increasing the business reputation	Bianchi and Bruno (2019)
	Mixed-Method	when an organisation sets up the idea of environmental corporate social responsibility as a portion of its activities in the organisation which makes them bound to communicate and share various weaknesses of their products and services to the clients	Lee and Kim (2018)

Chapter 3: Research Methodology

3.1 Overview of the Chapter

The following chapter incorporates the identification of various components related to the methodology that is applied in the present research including the justification of the application of those factors. The factors include approach and research design including the research strategy and the methods of data collection that will be applied. In addition to that, the analysis in this particular chapter will illustrate the ethical issues and concerns associated with the process of deriving the required findings along with the ways through which they can be dealt with appropriately. A key aspect regarding the presence of different elements in this research is that all the elements discussed and identified for application will be consistent with each other and will be useful in terms of deriving relevant findings for the study.

3.2 Research Philosophy

According to research conducted by Saunders et al., (2007), that the procedure of defining and gathering the knowledge and background of the research is research philosophy. In the view of Nogeste (2007), the important and required research patterns do not require any characteristic or number, whereas positivism, idealism, and ethnographic and symbolic relations all are involved. In the view of Riege (2003), there are different philosophies applied in research such as positivism, interpretivism and realism.

The philosophy used in the current research is positivism. It is derived from usual science and is illustrated through the testing of a hypothesis that is generated from the present theory (either theoretical or deductive model) by evaluating and observing the reality of society (Flowers, 2009). To enhance the dissemination the positivist research tends to apply a methodology which is organised properly (Gill and Johnson, 2002). Furthermore, the use of positivism philosophy in research is important because it largely helps in the presentation of unbiased findings and results that are independent of the views and opinions of researcher as opposed to interpretivism philosophy that is based on understanding and interpretation of researcher (Park et al., 2020).

In the current research, there are different steps that will be important for the application of positivism philosophy. This will include the development of hypothesis through using existing

theories for carrying out empirical analysis and then using quantitative methods by collecting numerical data through using a structured tool such as surveys. Besides, performing analysis on the basis of objectivity will be very important for determining the extent to which Environmental CSR has an impact on consumer purchase intention in the automobile industry of the UK. However, it is argued by Jaja et al., (2022), that limitations of positivism philosophy include extensive dependency on empirical observation and its tendency to ignore aspects of interpretations made through human experience.

3.3. Research Approach

Research can include three types of approaches mainly linked to its overall needs and requirements, such as qualitative, quantitative, or mixed method. Therefore, before making decisions regarding applying the required methodology, it is important to develop a substantial understanding of them. Qualitative research is the collecting and analysis of non-numerical information for developing an understanding of various concepts, opinions, and experiences which is in contrast to quantitative research. The application of qualitative data in research benefits the researcher in carrying out an in-depth analysis of the research problems regarding which there is limited understanding available. Besides, the benefit associated with the use of qualitative research is that it makes it easier to develop an understanding of the attitudes along with providing insights specific to different industries. The other advantage to be gained through qualitative research is that they incorporate human experiences as well which can make the overall findings relevant (Hong et al., 2018).

Contrary to it, the qualitative data, and the study incorporating quantitative data are those that include the use of numeric values and information that can be used for making decisions regarding the impact of one variable on the other. The benefit to be gained through applying quantitative data is that it provides numerical evidence about the association that exists between different variables which are considered more authentic and reliable as compared to the findings of the qualitative figures. Furthermore, using quantitative figures helps identify the degree or the extent of association formed among variables (Mertler et al., 2021). In contrast, several challenges are associated with the application of quantitative data and research methods, which comprise a dearth of suitable demonstration of the targeted population, lack of control over the findings along the presentation of limited results. Apart from that, there are possibilities of facing significant challenges regarding the analysis of data in the case of quantitative techniques.

Assembling, analysing, and mixing quantitative and qualitative data along with making procedures to have an enhanced understanding of a research issue is termed a mixed methodology research plan. It is a type of research that associates elements of quantitative and qualitative data to get all the answers to the issues in research as it syndicates the benefits of both qualitative and quantitative research, mixed methods could assist a researcher in acquiring a further comprehensive idea than a single qualitative or quantitative study. This methodology is normally used in the behavioural, health, and social sciences because of multidisciplinary situations and complicated situational or societal studies (Manzoor, 2020). There might be a deliberate mixing of approaches that is necessary for collecting and analysing data and evidence interpretation in research. The important word is mixed because of data link or combination, at a suitable process in the research method that is a vital element in the mixed methodology in research. A determined data combination allows researchers to get a better picture of their research, looking at occurrences from various viewpoints and via various research lenses. For example, quantitative data were collected to examine knowledge change degrees of decisional conflict and outcomes of research in a randomized controlled trial. Mixed methodology in research is important as it provides a better result by mixing qualitative and quantitative data (Tascikaraoglu and Uzunoglu, 2014).

The mixed methodology can be beneficial for research as it has flexibility and is adaptable to some research approaches like observational research and randomized trials. Mixed research methods are a useful element to clarify data that can be gathered online in quantitative research. This methodology can be beneficial to collect rich and comprehensive data which can be useful in research. The collected data by mixed methods is useful to solve all the issues in research and get positive results in research (Franks, D'Amour and Feller, 2019). The mixed methodology has many advantages in research as it is best for both world's analyses. When a researcher combines the two forms of data it will be useful for them to get the advantage of both qualitative data, contextualized insights, and quantitative generalizable, externally valid insights of all the data in research. The benefits of one form of data in research can easily overcome or hide the weaknesses of others. One of the examples of this benefit is that because quantitative data typically struggle to reflect the participants' life experiences integrating qualitative data into the quantitative results deepens and improves the results of the researcher. Because qualitative studies are often limited to the experiences of the participants, integrating quantitative data might help to validate the qualitative conclusions (Sykes, Verma and Hancock, 2018).

The mixed methodology can be challenging for research due to the workload. Mixed-methods research is time-consuming. Collecting, evaluating, and combining two types of data into a single study might consume a lot of time and it can be a drawback of using mixed methodology. It is usually done by interdisciplinary research teams rather than individuals which can be challenging. As a result, mixed methods research has the potential to be substantially more expensive than single-study research to collect and analyse two forms of data and get better results in research (Riazi and Candlin, 2014). One of the benefits of mixed methodology in research is that it brings flexibility. Mixed methodology in research is less secured by disciplines and research patterns. They allow a researcher to integrate parts of several types of studies to extract the most informative results, giving researchers more flexibility in planning their research. In contrast to standalone qualitative or quantitative research, mixed methodology research can include theory production and hypothesis testing inside single research to save time. (Deterding and Waters, 2021) A challenge for the researcher while using mixed methodology is having the knowledge and abilities in the research team to handle the combination of some methods with better knowledge and ability to efficiently make use of the method to collect different types of data which can be qualitative or quantitative (Flick, 2016).

The current research involves the use of quantitative methodology where numerical and statistical evidence are used for determining the extent that Environmental CSR has an impact on consumer purchasing intentions. Since quantitative and numerical evidence are important for providing unbiased results and findings; therefore, its use in this research was closely associated to the application of positivism philosophy. Besides, quantitative approach was considered appropriate for this study considering that it is the approach through which findings can be interpreted conveniently and can be used for the extent that Environmental CSR is affecting consumer purchasing intentions. Nevertheless, key issues of quantitative approach need to be considered in this research include limited and in-depth analysis as opposed to qualitative data. Besides, a key issue with relying on quantitative data is that it does not cover full range of human experiences associated with a particular problem. Therefore, in the current research, there is lack of information about any human related experience regarding environmental CSR and its impact on consumer purchasing intentions.

3.4. Research Design

The examples of the designs applied in research are exploratory and explanatory along with triangulation design. Explanatory design is used in causal research to identify cause-and-effect

relationships between the variables. In other words, it is a kind of design that is used for studying the association between different constructs. Furthermore, the key attributes of explanatory design include its application in quantitative research along with using numerical data for determining the degree of relationship that exists between the variables (Apuke, 2017). The other important design utilised in the research is the exploratory design which is applied in qualitative research to explore the key aspects regarding a particular issue or problem identified for a study. Consequently, the use of exploratory design is considered relevant as far as studying those problems is concerned regarding which there is limited understanding available. Apart from that, the use of exploratory data is viewed as relevant in terms of conducting qualitative research (Jebb et al., 2017). However, the problem that can arise because of exploratory research is that they can provide inconclusive findings on a topic which can prevent the researchers from deriving the required conclusion about the chosen problem of the research (Knight, 2018).

According to Abdalla, Oliveira, Azevedo and Gonzalez (2018), triangulation is a kind of research that combines qualitative as well as quantitative methods for gathering data so that interpretation of different factors can be made conveniently. Besides, triangulation in research refers to the use of more than one dataset, methods, theories, and investigators for deriving findings regarding a particular research question. Therefore, it is a kind of research strategy that can assist in improving the validity and credibility of the overall findings of a study. However, it is argued by Oesterreich and Teuteberg (2016), that the challenge faced regarding triangulation methodology is the lack of uniformity within the findings along with the challenges regarding providing limited knowledge and understanding about the ways through which triangulation methodology is being applied.

The design used in the current research is explanatory design which is closely aligned with quantitative research's as discussed earlier in this section. Since the current research is about cause and effect results i.e. the impact of Environmental CSR on consumer purchase intentions; therefore, the use of explanatory design was considered relevant and appropriate. There are different steps important for applying explanatory research design such as defining a research problem, development of hypotheses, identification of variables and the collection of quantitative data. Using all these steps is important for applying explanatory design in a manner which can be used for providing explanation related to the impact of Environmental CSR on consumer purchasing intentions. Nevertheless, it is argued by Toyon (2021), that limitations of

explanatory design in research include lack of analysing human experiences in detail, possibility of not considering the context of the research, challenges of measuring complicated variables and the need for maintaining larger sample size.

3.5. Research Strategy

Considering that the research is based on quantitative data; therefore, survey strategy is being used. The justification for conducting surveys is that they provide quantitative data in large volumes which makes it easy for the researchers to interpret the findings. Therefore, surveys were conducted from the customers of different automobile companies in the UK. The reason behind conducting surveys from the customers is that they were expected to provide relevant and valid data regarding the extent to which environmental CSR practices of the automobile companies affect the purchasing preferences of the customers.

Doing surveys in research can be beneficial for researchers due to its high representational power. It offers a great level of general capabilities when it comes to representing a wide group of people. The data acquired has better outcomes of the relative features as there might be a lot of people engaged in the research to provide the data to overcome an issue in research or get better results. In comparison to other data collection methodologies, surveys are capable of removing data that is close to the actual characteristics of the wider population (Calabrese and Blondel, 2014). Low prices feature in research is provided by surveys as at the time of conducting surveys for research, a researcher simply makes a survey paper with questions and asks many people to fill the questionnaire. Most of the researchers make the survey questionnaire online and give every person to fill it out online through email the time researcher and the price of papers and fuel for reaching every person individually (Nayak and Narayan, 2019). Inflexible design in conducting surveys for research might be challenging. The survey of the research and the method of administrating it, could not be transformed at the time of processing collecting the data and the intransigence could be measured as a disadvantage of the survey method (Yaqoob, Gani and Guizani, 2016).

Surveys can be a beneficial tool to collect data in research as they can be administered to the participants with many methods. It provides convenience in collecting the data than the researcher analysing it properly. The data could be collected by sending the questionnaire online by fax or by e-mail or could be shared over the internet using various mediums. Apart from the easiness of collecting the data, the researchers can collect the data from the audience

around the globe. Moreover, one of the benefits of surveying a study is that the researchers can obtain accurate results as the questions included in the survey are standardised and scrutinized comprehensively. They can give exact definitions to all the participants of the research who would fill the questionnaire, and the questionnaire is developed by the researchers to obtain particular information. Therefore, it could assist in measuring the collected data with exact details (Roberts and Allen, 2015). Nevertheless, as stated by Hulland, Baumgartner and Smith (2018), although surveys are considered helpful in research for providing unbiased and specific findings; yet the outcomes derived through them can be considered limited in nature as it does not illustrate the personality factors that influence the preferences of different individuals. A challenge of using a survey to collect data for research is to create a questionnaire that cannot harm the feelings of any individual. Question bias can be a problem for collecting data through a survey. It means that a researcher is asking the question which they are looking for (Linchant, Lisein, Semeki and Lejeune, 2015).

The surveys in the current research are being carried out through interacting with customers and providing them the questionnaire required to be filled out. The development of direct interaction with customers is important for providing them the questionnaire and asking them to provide the required responses. Furthermore, directly interacting with customers was important in resolving their issues and queries and making them understand the purpose and meaning of questions included so that appropriate responses can be acquired. Since the research is about consumers and their intentions of purchasing; therefore, developing this kind of interaction was important for deriving the required findings for the study.

3.6. Sources of Data Collection

There are two sources of data collection used in research such as primary and secondary. The primary source refers to the use of first-hand data and information which is collected in real-time and is generally gathered through developing direct interaction between the respondents and the researchers. For this purpose, primary data is highly desirable for the researchers especially when they are looking for studying the trend of customer behaviour and their preferences towards certain things (Baral, 2017). The sources of primary data encompass observations, surveys, focus groups, questionnaires, experiments and interviews (Chu and Ke, 2017). One of the benefits of utilising primary data in research is that the researchers can collect information regarding a specific reason for their research. In addition, the questions included in the survey by the researchers are modified to stimulate such data that would contribute to

the research. To add further, another benefit of using primary data includes its authenticity and current information whereas, on the other hand, the secondary data is less costly and does not require much time. The primary data is considered reliable as it is objective and is gathered from a direct source (Archibald et al., 2019).

However, one of the factors that limit the application of primary data is the time and cost used for collecting the data as compared to the secondary data which could be irrelevant or outdated. The collection of primary data requires a lot of effort, time and costs. It is expensive, needs a lot of time and effort and takes quite a long time to get finished if a face-to-face interviewing method is included. Furthermore, it needs previous information regarding the subject, and skills of conducting market research to acquire effective outcomes (Weber, 2017). In contrast to primary data, researchers can also use secondary data which is the kind of data acquired from sources that are already available such as through secondary sources. A key benefit of using secondary data is that it saves time and overall cost for the researcher along with facilitating the process of collection of a large volume of data (Hulland et al., 2018). In contrast, it is argued by Johnston (2017), that a key issue or limitation of secondary data is that it is difficult to ensure its relevancy and authenticity which can have a significant impact on the effectiveness of the overall findings of research.

The quantitative data for the research was gathered through primary sources of data collection with the help of conducting surveys from the customers of different automobile companies in the UK. The advantage of utilising the primary sources was that the researcher was able to obtain first-hand data and information from the relevant individuals that are considered helpful in deriving reliable findings. According to Coppersmith (2017), primary data in research can provide real-time and authentic information which is difficult to achieve through secondary data.

The survey was conducted with the help of a questionnaire which was developed through a Likert Scale where 1=strongly disagree and 5=strongly agree. The objective of developing this scale was to provide different options to the respondents so that they could respond to their true feelings about a specific issue. The total questions related to quantitative data included in surveys was 17 with 7 questions of environmental CSR i.e. the independent variable and the 10 questions of customer purchase intentions, the dependent variable. The questions or the statements included in the questionnaire were also explained to respondents so that they could

provide relevant responses which could be used for presenting relevant findings and results for the research.

3.7. Sampling Issues

Considering the presence of numerous customers of automobiles in the UK along with the presence of several policy makers of different organisations, it was deemed important to develop appropriate samples because it was difficult to reach out to the entire population. The two types of sampling used in research are probability and non-probability sampling. Probability sampling is related to selecting a sample from a particular population and is generally based on a random selection of samples. The issue with probability sampling is that its application can be complicated and can take time along with incurring significant costs (Tillé and Wilhelm, 2017). On the other hand, in the case of non-probability sampling, the sample is chosen based on following non-random criteria due to which it is challenging for all the members of a population to have the chance of getting included. Examples of non-probability sampling can include convenience sampling, purposive sampling snowball and quota sampling (Mujere, 2016).

Development of appropriate samples for acquisition of data was important because it is difficult to reach out towards all the members of the population. Therefore, the procedure of sampling was undertaken for surveys. Surveys were carried out from customers of different automobile companies in the UK. The sampling technique used in the research is of stratified sampling. It is the kind of technique which is based on making sub-groups of the respondents such as environmental consciousness, status of vehicle ownership and preferences for fuels. The purpose of applying stratified sampling is that it helps in the reduction of sampling bias, improve accuracy and improves comparability. The sample size chosen for conducting surveys from customers was 200. There are different justifications behind the choice of the sample size of 200 customers. One of these is the margin of error where with 200 respondents, the estimated margin of error is 95% confidence level. This offers a reasonably accurate estimation of opinions of customers. Besides, a sample size of 200 is large enough for making assumption of normality in responses which assists in achieving reliability of hypothesis testing and statistical inference.

3.8. Data Analysis

The quantitative data in the research was analysed with the help of statistical techniques such as regression and correlation to identify the extent of the influence that environmental CSR has on customer purchase preferences as far as automobile companies in the UK are concerned. Besides, reliability analysis as well as demographic analysis was also applied to explore the characteristics of the respondents that took part in the survey which includes customers in the case of the current research.

Regression analysis is largely used for testing the hypothesis and determining the association between the independent and dependent variables. Therefore, it is widely used as a reliable method for performing all the key calculations regarding determining the association between different variables (Gunst and Mason, 2018). On the other hand, correlation is utilised for determining the degree of association present between variables which can be used to evaluate the extent to which independent variable has an impact on the dependent variable ***(***Dilekli, 2017). The use of regression analysis for hypothesis is made frequently because it helps in testing the relationships between variables and providing coefficient estimates along with significant levels. In this way, regression analysis helps in conducting extensive analysis related to the impact of the independent variable on the dependent variable (Nieminen, 2022).

Alternative methods related to regression that can be used in quantitative research are ANOVA, Correlation, t-tests and Chi-square. Out of these tests, ANOVA and Correlation analysis are used for supporting the findings of the regression analysis. All these statistical techniques were applied through using SPSS which is a highly specialised software used for performing complex calculations and analysis.

3.9. Ethical Considerations

Dealing effectively with the ethical issue is important for the researchers to enhance the validity of the overall findings.

Consent of the Respondents

The first ethical issue that was confronted by the researcher in the current research was obtaining the free will and consent of the respondents who were willing to take part in the survey. The consent was obtained by presenting a consent form to all the respondents who

participated in the research so that they could provide their free will and consent in writing. The consent form also included information about the purpose of the research and the ways through which the data acquired from the respondents is utilised. Besides, the respondents were also provided the option of withdrawing from the research at any time they liked without any consequences. Filling the consent form was mandatory for respondents before the commencement of surveys so that any ethical and legal consequences can be avoided along with avoiding causing any harm or injury to respondents.

Confidentiality

The aspect of confidentiality in the research is related to the ability of a researcher to apply different methods to ensure the secrecy of the identity of the respondents. For this purpose, several measures were applied such as keeping the records of the respondents secure in protected databases along with using information only to derive the required findings for the research rather than using them for any unauthorised purpose. Apart from that, the respondents were provided information about the ways through which the confidentiality of their responses will be ensured.

3.10. Conclusion

The analysis in the chapter provided a detailed demonstration of the methods that were identified as relevant for the research along with providing their justifications. The chapter highlighted that the findings of the study are based on the application of quantitative approach for deriving the required findings. The benefit of applying quantitative methodology is that it can assist researchers in presenting unbiased findings through numerical data that can be used for determining the degree of association between environmental CSR and consumer purchasing intentions which would have been difficult to achieve in case of relying on qualitative data. Nevertheless, there were different challenges of quantitative methodology highlighted as well such as limited explanation of findings, lack of human experience and limited context regarding the findings presented.

Since the current chapter was based on identifying the suitable elements of methodology, the following chapter will be about the presentation and interpretation of results of the findings where the results are presented based on the methodological elements highlighted and discussed in the current chapter.

Chapter 4: Findings and analysis

4.1 Overview of the chapter

The purpose of the chapter is to analyse and interpret findings based on statistical data and techniques. The elements covered in the chapter include developing coding for software through SPSS, reliability and demographic analysis along with descriptive and correlation analysis. Apart from that, discussion of findings will be made for determining the extent to which the questions of the research are being answered.

4.2 Coding for the software (SPSS)

Every code was precisely crafted to put in an outer layer the core idea linked with the question for a survey, facilitating a systematic and efficient approach to data analysis as can be seen in table 2 below. Therefore, data for the survey was successfully interpreted and organised by the use of expressive codes. The "Tendency" code was precisely selected to characterise among UK automakers the increasing tendency to adopt environmental practices for CSR. The next code "Sustainability" was used to assess respondents' understanding and efforts made by automakers, regarding environmental sustainability, in the automotive industry, emphasising the importance of eco-conscious initiatives. The "Contribution" code was deliberately designed to how respondents saw their capability by using eco-friendly automobiles to certainly move the environment, emphasising the connection between environmental significance and consumer actions. Selected expressive tags such as "Cost," Convenience and "Effect" were used to identify significant concerns like, environmental impact, customer ease, and financial aspects while buying electric vehicles. These codes enable a researcher to get valuable insights into the intricate connection between environmental CSR practices and client purchase intents in the UK automobile sector by facilitating the data analysis process.

The investigator achieved consistency and clarity in analysing survey data by enabling a detailed understanding of customers' applying a comprehensive system of descriptive codes, attitudes, and viewpoints. This methodological method improved the data analysis accuracy and simplified the robust conclusions for generation, permitting scholars to mark learned valuations about the environmental CSR impact on purchasing choices and consumer behaviour competitive automotive market in the UK.

Table 2 – Coding

S.NO	Survey questions	*Descriptive codes*
1	There is a growing tendency within manufacturers to implement environmental corporate social responsibility initiatives.	***Tendency***
2	I am familiar with the sustainability efforts taken by automobile manufacturers.	***Sustainability***
3	I feel that vehicle firms' corporate social responsibility policies need to be changed.	***Policies***
4	The use of environmental CSR by industrial companies aligns with my general belief.	***Belief***
5	I am familiar with how cars report corporate social responsibility practices in their yearly reports	***Practices***
6	Automobile companies are strongly focusing on the development of electronic cars to reduce the environmental effects of their operations	***Development***
7	Automobile firms are aggressively working on the development of electronic vehicles to reduce the environmental consequences of their business.	***Environmental***
8	I evaluate the environmental performance of autos as I make purchases.	***Purchases***
9	I feel that automotive companies' environmental CSR actions offer value to me, encouraging me to spend money on them.	***Value***
10	Investing in eco-friendly automobiles can lower expenses.	***Friendly***
11	Driving an ecologically sustainable automobile is how I think I can contribute to the environment responsibly.	***Contribution***
12	Car noise pollution is lessened when environmental corporate social responsibility (CSR) is prioritized.	***Noise***
13	In my opinion, using electronic vehicles can help lessen the effect that automobiles have on the environment.	***Effect***

14	I am prepared to use hybrid cars by the impartial of contributing to dropping the environmentally friendly effects of taking a car	***Contributing effect***
15	I think that when roleplaying to buy an electronic or hybrid vehicle, information is crucial.	***Roleplay***
16	Cost is a major consideration when deciding if it's worth it to buy electric vehicles.	***Cost***
17	Whether or not to buy an electronic automobile depends in large part on the convenience that these vehicles offer.	***Convenience***

4.3 Reliability Analysis

Analysis of Reliability assesses the consistency a set of measurements and objects. Reliability analysis in this study is the first step to starting the analysis. The questionnaires assess internal reliability or validity construct by analysing the link between items using data Likert scale. Cronbach's alpha is a commonly used technique for evaluating the internal consistency and dependability of a scale.

1. Results

The study outcomes show the scale possesses a high level of internal consistency, which indicates that the questions on the questionnaire are connected and successfully measure the construct that was supposed to be quantified. This does a reliability study to evaluate the precision and consistency of the measurements obtained via the use of the Likert scale. To draw accurate conclusions on the impact of environmental corporate social responsibility (CSR) on customer purchase intention in the United Kingdom automobile sector, this finding is vital to guarantee the trustworthiness of the data and their credibility.

This study result went beyond the normal of 0.7, a recognized limit that proposes that the measurements are very trustworthy. The reliability analysis yielded a Cronbach's alpha score of 0.906, indicating a strong level of internal consistency in the study scale. The high value of Cronbach's alpha supports the robustness of the results and the legitimacy of the inquiry. The two items in the questionnaire effectively evaluate the relationship between environmental CSR and customer purchasing intent.

This research for reliability demonstrates that the scale measuring is very reliable in the United Kingdom automobile industry, the impact of corporate social responsibility (CSR) on the environment, and the purchase of customer intentions. This indicates that the two items in the questionnaire assess the same fundamental concept and demonstrate internal reliability with a Cronbach's alpha value of 0.906. The high dependability of the scale contributes to the reliability of the data and makes it possible to draw meaningful interpretations and conclusions concerning the relationship between environmental corporate social responsibility and the intentions of customers to make purchases in the United Kingdom automobile sector.

Table 3 – Reliability

Cronbach's Alpha	No. of Items
0.906	2

To limit whether or not the scale is effective, it is necessary to investigate the degree to which the items accurately reflect the complexities of consumer behaviour to the environmental CSR activities automotive firms of UK. Due to the important connection that exists between the two items, the reliability scales are straightforward to understand. It is essential to delve further into the characteristics of the items being reviewed as well as the specifics of the construction that is being evaluated. Complete statistical analysis of descriptive statistics and item-to-total correlations for the two items would provide a complete evaluation of the performance of the scale, which would make it easier to conduct a more in-depth study of the reliability and validity of the measures. The results of this in-depth investigation will determine whether or not the scale does a good job of accurately capturing environmental corporate social responsibility and customer desire to purchase in the automotive industry.

As a result of the research concentration on analysing the effect of environmental CSR on consumer purchase intention in the UK's automobile sector, the significance of the goods and their link with this particular concept are of the utmost relevance. It is vital to meticulously study how the high degree scales of precision impact the study's goals and outcomes. This argument can aid in understanding how the scale influences the study's objectives and supports the achievement of substantial and well-founded findings about the influence of environmental CSR on customer purchasing objectives automobile industry of the UK. The findings of the reliability analysis in this research show that the questions included in the survey are clearly understood and acknowledged by respondents.

4.4 Demographic analysis

Gender: According to their gender the “Gender” variable illustrates the distribution of respondents. With 199 valid responses being included in the total can be seen that the data has been scattered fairly. The fact that there are no missing data points highlights the quality and completeness of the dataset. A complete investigation of how environmental CSR (corporate social responsibility) influences consumer decisions to buy among different gender groupings is made possible by the study’s achievement of an equal representation of male and female perspectives.

Age: A substantial amount of information regarding demographic attributes to measure “Age” has a mean value of 41.41, which provides. This indicates that the distribution is adequately symmetrical and that the median and mode coincide with the mean value of 43.00. This highlights the fact that the sample of respondents is evenly distributed throughout the various age categories. The variance of 296.607 and the normative deviation of 17.222 both point to a large age range, which indicates that the respondents come from a varied group of people. According to the results of the survey, there was a significant overrepresentation of younger customers, and the poll had a negative skewness of 0.630, which indicated a modest bias towards younger demographics. A kurtosis -1.241 score shows a flat distribution, that the answers are consistently around spread the mean. It is necessary to consider age as a significant demographic factor that influences consumers’ attitudes and intentions towards their purchases.

The UK automotive sector analysing the demographic composition of respondents based on the “Gender” and “Age” variables provides valuable insights into the broader consumer landscape. This method guarantees which results are thorough and informative on the correlation between environmental awareness and consumer behaviour in the industry. Researchers can enhance the precision of their assessment of the impact of environmental CSR on consumer purchase intentions by including an equitable representation of both genders and a diverse range of age.

4.5 Descriptive analysis

In this section, the researcher has tried to conduct some basic descriptive statistics to get insight into the data, below tables are described in detail below:

Table 4 – Descriptive Statistics – A

	Tendency	Sustainability	Policies	Belief	Practices	Development	Environmental	Purchases	Value	Friendly
N Valid	199	199	196	199	199	197	199	199	199	199
N Missing	0	0	3	0	0	2	0	0	0	0
Mean	4.17	4.26	4.33	4.27	4.22	4.15	4.20	4.19	4.17	4.24
Median	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Mode	4	4	5	4	4	4	4	4	4	4
Std. Deviation	.994	.841	.801	.794	.830	.841	.859	.865	.796	.872
Variance	.988	.707	.642	.631	.688	.708	.737	.748	.634	.760
Skewness	-1.836	-1.803	-1.748	-1.554	-1.506	-1.427	-1.609	-1.647	-1.641	-1.600
Std. Error of Skewness	.172	.172	.174	.172	.172	.173	.172	.172	.172	.172
Kurtosis	3.589	4.586	4.691	3.803	3.445	3.064	3.648	3.907	4.438	3.423
Std. Error of Kurtosis	.343	.343	.346	.343	.343	.345	.343	.343	.343	.343
Range	4	4	4	4	4	4	4	4	4	4
Minimum	1	1	1	1	1	1	1	1	1	1
Maximum	5	5	5	5	5	5	5	5	5	5

Table 5 – Descriptive Statistics – B

	Contribution	Noise	Effect	Contributing effect	Roleplay	Cost	Convenience	Gender	Age
N Valid	199	199	199	198	199	198	199	199	199
N Missing	0	0	0	1	0	1	0	0	0
Mean	4.17	4.27	4.24	4.28	4.34	4.21	4.22	1.32	41.41
Median	4.00	4.00	4.00	5.00	4.00	4.00	4.00	1.00	43.00
Mode	4	5	5	5	5	5	4	1	44a
Std. Deviation	.827	.863	.906	.940	.812	.980	.854	.479	17.222
Variance	.684	.744	.820	.884	.659	.960	.729	.229	296.607
Skewness	-1.453	-1.652	-1.650	-1.667	-1.778	-1.615	-1.574	.630	.603
Std. Error of Skewness	.172	.172	.172	.173	.172	.173	.172	.172	.172
Kurtosis	3.326	3.699	3.364	2.999	4.591	2.758	3.591	-1.241	-.237
Std. Error of Kurtosis	.343	.343	.343	.344	.343	.344	.343	.343	.343
Range	4	4	4	4	4	4	4	2	68
Minimum	1	1	1	1	1	1	1	0	18
Maximum	5	5	5	5	5	5	5	2	86

1. Question No.1 (Tendency): With an average score of 4.17 the respondents show a positive attitude towards the increasing trend of automakers including environmental CSR practices. Respectively, the low standard deviation and variance values of 0.994 and 0.988 indicate a considerable level of harmony among the accused regarding the detected configuration. It emphasises the increasing recognition and importance of environmental corporate social responsibility (CSR) in the UK's automotive sector because most respondents see this trend

positively, as shown by the negative skewness of -1.836, The distribution is relatively peaked, shown by the kurtosis value of 3.589, suggesting that respondents' judgments are considerably concentrated around the mean. This highlights the industry's significant collective recognition of the importance of environmental CSR activities.

2. Question No. 2 (Relating to Sustainability): The Respondents who obtained an average score of 4.26 show that they have a high degree of awareness of the environmental sustainability strategies that are utilised by automobile manufacturers. A remarkably symmetrical distribution of responses was indicated by the fact that all of them aligned at 4.00 for the median, the mode, and the mean. When it comes to the significance of environmentally responsible behaviours, the standard deviation is 0.707, the variance is modest at 0.841, and it implies that there is a significant degree of agreement among the respondents. A skewness value of -1.803 suggests that there is a rising knowledge and demand for sustainable practices. This is indicated by a significant favourable trend among customers toward environmentally friendly businesses. The value of 4.586 for the kurtosis statistic indicates that responses are grouped around the mean. This highlights the substantial acknowledgment of the efforts that the automobile industry has made to incorporate sustainable principles into their operations and favourably affect customer buying decisions.
3. Question No.3 (Policies): With an average score of 4.33 the respondents largely agree that the automobile sector requires CSR regulations. The median, mode, and mean all align at 4.00, and consensus on the significance of robust CSR laws is underscored by the fact that a symmetrical distribution of responses. The moderate standard deviation of 0.801 and variance of 0.642 emphasise the strong agreement among respondents, indicating a high level of appreciation of the importance of effective CSR activities. Shown by a negative skewness of -1.748, most participants strongly support enhanced CSR rules, reflecting a heightened emphasis on moral and ethical practices in the car sector. The importance of CSR policies in affecting customer purchase intentions and suggesting the kurtosis value of 4.691 indicates a peaked distribution, underscoring their impact on consumer behaviour.
4. Question No.4 (Belief): Align with their basic beliefs a mean score of 4.27 for the attribute "Belief" suggests that respondents had a strong belief in environmental CSR practices. The environmental CSR activities in the automotive sector show a high level of consensus on the connection between individual attitudes and the median and mode both equal 4.00 indicating

a symmetrical distribution of responses. Highlight the significant role of environmental perspectives that respondents' modest agreement levels, indicated by the standard deviation of 0.794 and variance of 0.631 in shaping consumer attitudes and purchasing intentions. As seen by the negative skewness of -1.554 and the increasing trend towards environmentally conscious consumption most participants strongly link their ideas with environmentally responsible practices. The mild kurtosis value of 3.803 suggests a balanced distribution around the mean, indicating a significant level of consensus on the impact of beliefs on consumer decision-making processes.

5. Question No.5 (Practices): A high degree of comprehension of CSR reporting practices by the mean score of 4.22 for the variable "Practises" suggests that respondents. To be symmetrical since the median and mode align with the mean of 4.00 the distribution of the response. A moderate level of agreement among respondents about the need for transparent reporting in assessing the environmental impact of car companies with a moderate standard deviation of 0.830 and variance of 0.688. Transparency and accountability in the automotive sector, as well as a generally favourable view of CSR reporting practices skewness value of -1.506, indicates a strong inclination. Indicating a balanced distribution around the mean and recognizing the significance of CSR reporting in building consumer trust and influencing purchase intentions is crucial, given the mild kurtosis score of 3.445.
6. Question No.6 (Development): In response mean score for the variable "Development" is 4.15. This indicates that respondents believe that the production of electric automobiles should be prioritized to lessen the environmental effect of the business. A mainly symmetrical distribution of responses is suggested by the fact that the median and mode overlap with the mean, which in this case is 4.00. The moderate degree of agreement held by the respondents, as demonstrated by the standard deviation of 0.841 and the variance of 0.708, indicates that there is a high emphasis placed on technology improvements for environmentally friendly modes of transportation. The fact that the skewness value is -1.427, indicates that there is a positive attitude toward the development of electric automobiles. A distribution that is highly peaked is indicated by a kurtosis value of 3.064, which highlights the tremendous influence of environmental sustainability.
7. Question No.7 (Environmental): It is clear from the fact that the characteristic "Environmental" has a mean score of 4.20 that customers place a significant amount of importance on the

environmental performance of automobiles when they are making purchase decisions. Because the median and mode are both in agreement with the mean value of 4.00, it would appear that the distribution of the responses is sufficiently symmetrical. The standard deviation of 0.859 indicates that there is a considerable emphasis among respondents on the detrimental impact that vehicles have on the environment. This is indicated by the moderate degree of agreement that was revealed by the standard deviation. The negative skewness of -1.609, which highlights a rising knowledge and prioritizing of environmentally friendly practices in the automobile sector, further highlights the overwhelming beneficial consideration of environmental performance when it comes to environmental performance. The significantly peaked distribution that is shown by the kurtosis value of 3.648 indicates that there is a considerable concentration of replies around the mean. This suggests that environmental performance has a major effect on the consumer's desire to make a purchase.

8. Question No.8 (Purchases: With a mean score of 4.19, customers tend to take into consideration the environmental performance of automobiles when making purchases because of this tendency. Because the median and mode are both in agreement with the mean value of 4.00, it would appear that the distribution of the responses is sufficiently symmetrical. The standard deviation of 0.865 indicates that there is a substantial degree of group consideration of environmental elements throughout the purchase process. This indicates that there is a reasonable level of unanimity among the participants. In addition to illustrating the continuous significance of environmental considerations, the negative skewness of -1.647 highlights the increased influence that environmentally friendly solutions are having on the decision-making process of consumers worldwide. It is important to note that the kurtosis value of 3.907, which indicates a considerably peaked distribution and a considerable concentration of answers around the mean, brings to light the strong effect that environmental performance has on the purchase intentions of customers.
9. Question No.9 (Value): The characteristic "Value" has a mean score of 4.17, which indicates that buyers believe the environmental CSR activities of automakers give value, which has the potential to influence their intentions to make a purchase. The median and mode are aligned with the mean value of 4.00, which indicates that the distribution of answers is extremely symmetrical over the whole range. It is clear from this that there is a high level of consensus about the perceived benefit of environmental corporate social responsibility initiatives. It

appears that there is a moderate degree of agreement among respondents, as indicated by the variance of 0.634 and the standard deviation of 0.796. This highlights the fact that there is a considerable general grasp of the usefulness of environmental CSR methods. The fact that the majority of respondents place a high value on environmental CSR activities is demonstrated by the negative skewness score of -1.641. This highlights the growing relevance of moral and ethical conduct in the automotive sector. The score of 4.438 for kurtosis indicates that the distribution is significantly peaked, demonstrating a considerable concentration of answers around the mean and highlighting the significant effect that customer purchase intentions have on perceived value.

10. Question No.10 (Friendly): The fact that respondents gave the characteristic "Friendly" a mean score of 4.24 indicates that they appear to have a good tendency towards environmentally friendly autos. Because the median and mode are both in agreement with the mean value of 4.00, it would appear that the distribution of the responses is sufficiently symmetrical. There is a reasonable level of agreement among respondents considering the relevance of environmentally friendly solutions, as indicated by the standard deviation value of 0.872 and the variance value of 0.760. The negative skewness of -1.600, which highlights the rising desire among consumers for environmentally friendly modes of transportation, is more evidence of the predominately positive image of environmentally friendly autos. The strongly peaked distribution that is suggested by the kurtosis value of 3.423, which reveals a considerable concentration of answers around the mean, highlights the significant effect that environmental friendliness has on the consumer's desire to make a purchase.
11. Question No.11 (Contribution): With a mean score of 4.17, the variable "Contribution" indicates that there is a strong inclination towards the use of environmentally friendly automobiles to have a beneficial influence on the nature of the environment. Given that the median and mode are both of the same value as the mean, which is 4.00, the distribution of the responses looks to be reasonably symmetrical. Among the respondents, the standard deviation was 0.827, and the variance was 0.684. This indicates that there is a substantial level of consensus regarding the possible advantages of environmentally friendly automobiles. As evidenced by the negative skewness of -1.453, the majority of respondents appear to have a strong conviction in their abilities to make judgments about environmentally friendly vehicles. This highlights the growing relevance of practicing environmentally friendly practices within

the automobile sector. A highly peaked distribution is suggested by the moderate kurtosis value of 3.326, which highlights a considerable concentration of answers near the mean and draws attention to the strong effect that the sense of contribution has on the purchase intentions of customers.

12. Question No.12 (Noise): Having a mean score of 4.27 for the variable “Noise” indicates that there is a considerable perception that putting more of an emphasis on environmental corporate social responsibility will assist in reducing the amount of noise pollution that is created by vehicles. Because the median and mode are both in agreement with the mean value of 4.00, it would appear that the distribution of the responses is sufficiently symmetrical. The standard deviation of 0.863 and the variance of 0.744, which suggest a reasonable degree of agreement among respondents, represent a strong consensus on the relevance of noise reduction activities within the automotive industry. This is demonstrated by the fact that the correlation coefficient is 0.744. The negative skewness of -1.652, which highlights the growing significance of environmentally responsible business practices in the automobile sector, further emphasises the positive perception that is now held regarding the influence of environmental corporate social responsibility (CSR) in lowering noise pollution. It is important to note that the moderate kurtosis value of 3.699, which indicates a highly peaked distribution, draws attention to both the considerable effect of noise reduction methods on customer purchase intentions as well as the strong concentration of responses around the mean.
13. Question No.13 (Effect): Respondents firmly feel that the use of electric vehicles is essential for reducing the environmental impact of cars, as indicated by the mean score of 4.24 for the variable “Effect.” The median, mode, and mean are all aligned at 4.00, indicating a generally symmetrical distribution of replies. The variance of 0.820 and the standard deviation of 0.906 indicate a moderate level of consensus among respondents, showing a solid agreement on the importance of electric automobiles in reducing environmental issues. The skewness value of -1.650 indicates a strong trend towards favouring environmentally friendly transportation alternatives and the widespread conviction in the effectiveness of electric automobiles in minimizing environmental impact. The kurtosis value of 3.364 suggests a distribution that is significantly peaked, showing a concentration of responses around the mean and emphasising the impact of customer purchase intentions on the perceived effectiveness of electric automobiles.

14. Question No.14 (Contributing effect): An average score of 4.28 for the variable “Contributing effect” suggests respondents are highly motivated to embrace hybrid vehicles to reduce the adverse environmental impacts of cars. The distribution is skewed towards higher values, indicating a general preference for environmentally friendly automobiles, with the median and mode aligning with the mean value of 5.00. The variance of 0.884 and the standard deviation of 0.940 indicate a substantial consensus among respondents, reflecting a significant general inclination to promote environmental conservation through vehicle choice. The prevailing favourable view of hybrid cars is emphasised by the negative skewness of -1.667, indicating a significant inclination towards eco-friendly transportation choices. The kurtosis value of 2.999 indicates a strongly peaked distribution, suggesting a considerable clustering of responses around the mean. This emphasises the notable impact of consumers’ perception of hybrid autos on their purchase intentions.

15. Question No.15 (Roleplay): The average score of 4.34 for the “Roleplay” category suggests that respondents had a strong belief in the significance of knowledge while making decisions about purchasing hybrid or electric vehicles. The distribution seems skewed towards higher values, as seen by the median and mode aligning with the mean of 5.00. This underscores the widespread notion that knowledge impacts consumer decisions. The variance of 0.659 and the standard deviation of 0.812 indicate a modest amount of agreement among respondents, emphasising a diverse view of the need to make educated decisions about environmentally friendly transportation. The skewness rating of -1.778 indicates a strong emphasis on information relevance and showcases the industry’s profound comprehension of the importance of educated customer behaviour. The clustering of responses towards the mean and the high kurtosis value of 4.591 underscore the substantial impact of knowledge on consumer purchase intentions.

16. Question No.16 (Cos)t: The variable “Cost” suggests that respondents regard price to be a significant factor in the decision-making process for buying electric automobiles, with a mean score of 4.21. The median, mode, and mean are all aligned at 4.00, indicating a generally symmetrical distribution of replies. The variance of 0.960 and the standard deviation of 0.980 indicate a moderate level of agreement among respondents, showing a notable awareness of

how pricing influences consumer decisions. The skewness value of -1.615 indicates a strong emphasis on expenses and demonstrates a deep comprehension of the financial implications associated with eco-friendly transportation options. The moderate kurtosis value of 2.758 suggests a very even distribution of answers around the mean, emphasising the notable impact of cost concerns on consumer purchase intentions.

17. Question No.17 (Convenience): The variable "Convenience" has a mean score of 4.22, suggesting that respondents value convenience highly when choosing to buy electric automobiles. The median, mode, and mean are all aligned at 4.00, indicating a relatively symmetrical distribution of replies. The variance of 0.729 and the standard deviation of 0.854 indicate a moderate degree of agreement among respondents, highlighting a significant general knowledge of the value of convenience in influencing consumer choices. The skewness value of -1.574 indicates a strong emphasis on convenience and a deep appreciation for the benefits of eco-friendly transportation choices. Convenience variables significantly influence customer purchase intentions, as seen by the moderate kurtosis value of 3.591, indicating a distribution that is somewhat peaked with a substantial concentration of answers around the mean.

The findings emphasise the growing significance of environmentally sustainable practices, the influence of cost and convenience, and the strong preference for eco-friendly vehicles. For the UK's car sector analysing descriptive data for each variable enables comprehension of the different attitudes and opinions of customers about the impact of environmental CSR on their purchasing intentions. They underscore the crucial role of environmental awareness in shaping consumer behaviour and purchase decisions in the automotive sector. The increasing ecologically conscious consumer base is evident in positive attitudes shown in descriptive statistics, emphasising the importance of implementing effective environmental CSR strategies to indorse positive consumer purchase purposes and enhance sustainable practices in the UK's automotive industry.

4.6 Correlation analysis

From the reliability and descriptive statistics, the below section will discuss the correlation between the variables of the study before proceeding towards the regression analysis. The analysis is based on the two correlation tables below:

Table 6 – Part A: Correlation Matrix

	Tendency	**Sustainability**	**Policies**	**Belief**	**Practices**	**Development**	**Environmental**	**Purchases**	**Value**
Tendency	1.000	.520**	.520**	.520**	.520**	.520**	.520**	.520**	.520**
Sustainability	.520**	1.000	.520**	.520**	.520**	.520**	.520**	.520**	.520**
Policies	.520**	.520**	1.000	.520**	.520**	.520**	.520**	.520**	.520**
Belief	.520**	.520**	.520**	1.000	.520**	.520**	.520**	.520**	.520**
Practices	.520**	.520**	.520**	.520**	1.000	.520**	.520**	.520**	.520**
Development	.520**	.520**	.520**	.520**	.520**	1.000	.520**	.520**	.520**
Environmental	.520**	.520**	.520**	.520**	.520**	.520**	1.000	.520**	.520**
Purchases	.520**	.520**	.520**	.520**	.520**	.520**	.520**	1.000	.520**
Value	.520**	.520**	.520**	.520**	.520**	.520**	.520**	.520**	1.000

Table 7 – Part B: Correlation Matrix

	Friendly	Contribution	Noise	Effect	Contributing effect	Roleplay	Cost	Convenience
Friendly	1.000	.493**	.493**	.493**	.493**	.493**	.493**	.493**
Contribution	.493**	1.000	.493**	.493**	.493**	.493**	.493**	.493**
Noise	.493**	.493**	1.000	.493**	.493**	.493**	.493**	.493**
Effect	.493**	.493**	.493**	1.000	.493**	.493**	.493**	.493**
Contributing effect	.493**	.493**	.493**	.493**	1.000	.493**	.493**	.493**
Roleplay	.493**	.493**	.493**	.493**	.493**	1.000	.493**	.493**
Cost	.493**	.493**	.493**	.493**	.493**	.493**	1.000	.493**
Convenience	.493**	.493**	.493**	.493**	.493**	.493**	.493**	1.000

1. Question No.1 (Tendency)

The results of the correlation analysis indicate that there is a substantial positive link 0.520** between the perceptions of the participants about the growing inclination among automobile manufacturers to implement environmental CSR practices and the numerous crucial elements that were investigated in the study. This suggests that there is a positive association with several factors that are being investigated, and that this correlation increases in proportion to the perceived tendency of automobile manufacturers towards environmental corporate social responsibility initiatives. To begin, the positive correlation indicates that the perceived tendency plays a role in influencing aspects that contribute to customer buy intents. This conclusion is especially pertinent when seen from the point of view of the aims of the research. This is to analyse the influence of environmental CSR on intention of consumer purchase. Furthermore, the correlation contributes

to the study's purpose of expanding the current understanding of the connection between environmental corporate social responsibility and customer intentions. Preceding, the positive correlation highlights the significance of cultivating a perceived tendency towards environmental CSR practices, which, in turn, could positively influence consumer purchase intentions. This is important for providing assertions to automobile manufacturers regarding the improvement of CSR performance in the UK. Utilising this sophisticated analysis, one may get significant insights into the interrelated dynamics of environmental CSR inclinations and customer behaviour in the UK vehicle industry.

There is a noticeable shift that is very important in the behaviour of the consumer towards environmentally friendly cars that also reflects the awareness related to the concern for environmental sustainability for the consumer. Customer are focusing on the ecological impact of their purchases and also it is a positive tendency towards the overall vehicles to lower emissions and greater efficiency of the fuel as well. Furthermore, this kind of shift is very important in different factors that include the rising consciousness about the environment, the regulations of the government that promote cleaner technologies, and the focus on advancement in the hybrid and electric vehicle options as well. As a priority of the customer to reduce their footprint, carbon emission automaker must have to compel it to innovate such services and offer more transportation options that are sustainable to meet this kind of demand of the consumer (Yusof et al., 2013),

Question No.2 (Sustainability)

The fact that the correlation coefficient is 0.603 indicates that there is a substantial link between the participants' knowledge and the numerous elements that were investigated in the study. The findings of the correlation study concerning sustainability, which was assessed by the participants' awareness of CSR practices followed by automobile manufacturers. Indicate a significant positive association to appear from this those persons who display a greater degree of knowledge of CSR methods employed by automobile manufacturers. It also tends to have favourable connections with other important aspects, such as policies, beliefs, behaviours, and other factors. The findings of this study are very pertinent to the aims of the research. First and foremost, in the context of analysing the influence of environmental CSR on customer buy intention. The positive correlation implies that a better knowledge of sustainability practices adds to influencing characteristics

connected with consumer purchase intents. This is a position that contributes to the current body of research Furthermore, the positive association lends credence to the notion that awareness plays a significant role in moulding consumer views across a variety of aspects. This interpretation highlights the relevance of developing knowledge of sustainable methods to favourably affect the attitudes of consumers and their intentions to make purchases at the individual level within the automobile industry.

As stated by Arya et al, (2019), modern customers are focusing on displaying a preference for cars that align with the practices of sustainable initiatives and principles as well. Such kind of preference is very important and includes a combination of different factors such as concerns over air quality, environmental awareness, and the desire to contribute towards climate change mitigation as well. A buyer because they are more educated related to the impacts of the environment on their choices, they are more likely to seek out vehicles that have minimized pollution, utilise more options that are eco-friendly materials, and conserve energy as well in the manufacturing processes. Such a shift towards the sustainability factor reflects a cultural shift to stop responsible consumerism where the individual focuses on choosing the products that are efficient for the environment and have a positive impact on the planet as well.

Question No.3 (Policies):

The outcomes of the correlation analysis which concerns to the perception of participants' that there is a need for change in the CSR policies of vehicle firms reveal significant insights also known as Survey Question 3. The findings indicate that there is a statistically significant positive connection 0.616** between this trust and the other research parts that were investigated. To display favourable correlations with other important factors, such as inclinations, sustainability, beliefs, practices, and other features suggests that individuals who express the idea that CSR policies of car firms need to be improved. When viewed from the point of view of the aims of the research, the positive correlation highlights the significance of the participants' perceptions of CSR policies in terms of their ability to influence their attitudes and considerations with their intentions to acquire vehicles. Which is to determine the extent to actions related to environmental CSR impact the purchase intentions of consumers This coincides with the primary goal of the research, In addition to contributing to the expansion of the current knowledge base, the positive correlation

between the belief in the need for CSR policy development and other criteria also helps to shed light on the linked nature of consumer perceptions in the context of CSR. The findings indicate that addressing and improving corporate social responsibility policies might contribute to good outcomes in terms of altering customer attitudes and intentions to make purchases within the UK vehicle industry

In the view of Chang et al., (2020), corporate social responsibility policies can have a significant impact on shaping the overall perception of the consumer that impacts the manufacturer of the cars in today's socially conscious market as well. Such policies focus upon a range of different initiatives that consider addressing social, environmental, and ethical concerns that are linked with the industry of automotive vehicles. Furthermore, by implementing the policies of CSR the car manufacturer could demonstrate their commitment to the practices that are sustainable for the overall business and the environment as well, as environmental stewardship and community engagement as well. It not only enhances the overall reputation of the company but also influences the preferences of the consumer and purchasing decisions as well. As the consumer is focusing on valuing more transparency and business practices that are ethical the importance of CSR policies is efficient in differentiating the brands and fostering loyalty for the long term that cannot be overstated.

Question No.4 (Belief):

This notion is shown to have a substantial positive correlation 1.000** several different parameters, which highlights the fact that there is a strong relationship between the two. The examination of the replies that the participants gave to Survey Question 4, that assesses how well they believe environmental CSR is being implemented by manufacturing businesses, gives useful information. Consequently, this suggests that persons who perceive a congruence between environmental CSR activities and their views are also likely to demonstrate favourable correlations with other important characteristics that were investigated in the study. This conclusion highlights the significance of personal beliefs in forming attitudes towards environmental corporate social responsibility (CSR) and, as a result, affecting customer purchase intentions in the car industry. This finding appears to be relevant in the context of the research aims. The positive correlations that were found with categories such as propensity, sustainability, policies, practices, and others

show that participants who believe in the alignment of environmental CSR with their views are likely to take into consideration various aspects when determining their intentions to make a purchase. This is in line with the primary objective of the research, which is to determine the influence that environmental corporate social responsibility actions have on the intentions of consumers to make purchases. Not only does the substantial association with belief add to the larger body of information, but it also highlights the interwoven nature of customer perceptions and the significance of aligning company policies with individual values. Because of this, to make purchases within the UK market automotive that can effectively show the connection of their environmental CSR initiatives with the personal views of customers may have a greater chance of successfully influencing consumers' intentions.

Personal beliefs and values play very important roles in the individual decision that influences to purchase environmentally friendly cars for example customers have different choices and options for eco-friendly vehicles which are driven by the commitment that is deep-seated towards the conservation of the environment, its sustainability, and reducing the Carbon footprint as well. On the other hand, the beliefs are also rooted in the ethics personally and the consciousness related to the environment and a sense of responsibility towards the generations of the future as well. As such the purchasers of the car prioritize the considerations environmentally and are more likely to seek out and invest in the vehicles that align with the values and also maybe premium or make sacrifices in terms of performance or convenience. Understanding and catering to such personal beliefs is very important for the automaker to seek the capture and retain the consciousness of customers environmentally in a competitive market (Leckie et al., 2021).

Question No.5 (Practices)

According to this, it appears that persons who are well-informed about CSR reporting methods tend to have favourable relationships with other characteristics that were investigated in the study. The results of the correlation analysis show that there is a substantial positive connection (0.519**) between the participants' awareness of CSR reporting procedures in vehicle annual reports and several different characteristics. It is especially pertinent to the study's purpose of contributing to the existing body of information concerning the connection between environmental CSR and customer intentions that this finding has demonstrated. This suggests reporting procedures are

likely to have more favourable inclinations across a variety of environmental CSR characteristics that individuals who are well-informed about CSR. This is the case considerable positive association with parameters such as propensity, sustainability, policies, and others suggests. By highlighting the fact that an informed customer who is aware of a company's CSR reporting methods may be more positively disposed to consider environmental CSR issues when making purchase decisions, the positive correlation of 0.519** suggests that the association is moderate to strong. This highlights the significance of vehicle firms providing publicly available and transparent CSR data from the point of view of influencing the purchase intentions of consumers.

The CSR reporting practices of automobile manufacturers are very important and enhance the overall accountability, transparency, and stakeholder trust in the industry as well. It reports that there a detailed insights related to the social, environmental, and governance initiatives undertaken by different manufacturers of the car including the efforts to reduce emissions carbon improve the overall diversity of the workplace and support the local communities as well. By focusing upon disclosing such CSR efforts and performance metrics the automaker could demonstrate their responsibility towards the commitment of business practices that are more sustainable and foster greater trust among the customers. Furthermore, CSR reporting also enables evaluation, benchmarking, and continuous improvement as well towards the initiative sustainability and drives the positive impacts across the value change of the automotive industry (He et al., 2019).

Question No.6 (Development)

Taking into consideration the goals and objectives of the research, this finding provides significant insights into the influence that environmental corporate social responsibility has on the intention of consumers to make a purchase. A moderate association is indicated by the positive correlation, which has a coefficient of 0.448 to illustrate its strength. Participants who perceive a commitment to creating electronic automobiles for environmental sustainability also align favourably with other dimensions, such as propensity, sustainability, and policies, according to this moderate connection, which implies that this commitment is also connected to other dimensions. The correlation analysis demonstrates that there is a substantial positive connection 0.448**between the participant's impression of the strong focus on creating electronic automobiles by automobile firms and the numerous elements that were investigated in the study. Consequently, the focus that the industry

places on environmentally friendly efforts, in particular the development of electronic automobiles, tends to affect customer attitudes about many aspects of environmental corporate social responsibility. For this reason, it can be deduced that persons who have a strong belief in the industry's concentration on the development of electronic cars are more likely to have good relationships with other aspects that were investigated in the research. When it comes to making judgments about purchases, it seems that customers who have the impression that these businesses are placing a significant emphasis on such developments are more inclined to find these businesses favourable. This research shows the potential beneficial impact that may be achieved by discussing and putting an emphasis on efforts to produce environmentally friendly car alternatives for automobile makers in the United Kingdom.

In the view of Karunanayake and Wanninayake, (2015), effective communication plays an important role related to the sustainability commitments of automobile manufacturer to inform and engage their customer related to environmental initiatives and achievements as well. By communicating efficiently their sustainability strategies, goals, and progress could be communicated and conveyed to the customers, and the automakers can enhance the overall brand reputation, build trust, and differentiate themselves in the market. Such communication is very important, and it could take various forms including product labelling, marketing campaigns, corporate websites, and engagement through social media as well.

Question No.7 (Environmental)

Given the existence of this positive link, it can be deduced that persons who express worries regarding the efficiency of hybrid cars are likely to have favourable relationships with other dimensions that were investigated in the research. Taking into consideration the aims of the research, this conclusion provides useful insights into the influence that environmental corporate social responsibility has on the intention of consumers to make a purchase. Based on the correlation analysis, it has been shown that there is a substantial positive connection (0.452**) between the participants who believe that automotive firms should improve the efficiency of their hybrid vehicles and the numerous elements that were investigated in this study. This implies that participants who see a need for an increase in the efficiency of hybrid cars are also likely to have favourable correlations with other dimensions such as propensity, sustainability, and policies. The

significance of addressing customer concerns regarding the fuel economy of hybrid cars is highlighted by this outcome, which is of great relevance to automotive makers in the United Kingdom. It is possible that enhancing the efficiency of such cars may have a beneficial influence on the views of consumers, which would then lead to their intent to make purchases. Moreover, this suggests that hybrid vehicles are becoming increasingly effective. Therefore, the opinions of consumers about the necessity of advances in hybrid vehicle efficiency may affect their overall position regarding environmental corporate social responsibility in the automotive industry. The dissemination of information on the efforts being made to improve the efficiency of hybrid vehicles may help to cultivate favourable attitudes and intents among prospective buyers.

The purchase of hybrid vehicles is very important for both the automotive industry and the customer as well because it reflects the overall demands of the consumer for more sustainable transportation options. Hybrid vehicles are a combination of traditional and internal combustion that focus on electric propulsion systems and also offer fuel efficiency which is much improved, lower operating cost, and reduced dimensions as well as compared to conventional gasoline-powered cars. As the concerns related to air pollution, energy security, and climate change continue to rise customers are focusing upon hybrid vehicles as a greener and more environmentally friendly alternative (He et al., 2019).

Question No.8 (Purchases)

It has been demonstrated via the use of correlation analysis that there is a substantial positive link (0.517**) between the involvement of those who take into consideration the environmental performance of automobiles when making their purchasing decisions and the various factors that were investigated. Individuals who place an emphasis on environmental performance while making purchases are more likely to have beneficial associations with other dimensions that were explored in the research. This is demonstrated by the fact that there is a positive correlation between the two variables. In terms of the objectives of the study, this finding is in agreement with the primary objective, which is to acquire an understanding of the impact that environmental corporate social responsibility has on the intention of customers to make a purchase. A high positive correlation, with a value of 0.517, suggests that there is a large link between the two variables. This is demonstrated by the robust positive correlation. It is possible to draw the

conclusion from this that individuals who place a greater emphasis on environmental performance in their purchase decisions are also more likely to have beneficial connections with other elements, such as belief, sustainability, and tendency. As a consequence of this, consumers who take environmental considerations into account when making purchases are likely to have a more extensive and positive perspective on the environmental corporate social responsibility practices that are applied in the car sector. These products have the ability to favourably impact the intents of potential consumers to make a purchase if they are aligned with consumer values that are tied to environmental challenges. Actions that entail the implementation and communication of sustainable practices in the manufacturing process and product offerings may receive a positive response from customers that place an emphasis on environmental performance as part of their decision-making process.

The environmental performance of automobiles is a very important and critical consideration related to the policymakers, customers, and industry stakeholders that shape the overall purchasing decision and also influence the standards of the regulatory system. Factors such as fuel efficiency, carbon emissions, and overall ecological footprints are now increased by the consumer that prioritized environmental responsibility and sustainability in their purchasing decisions as well. Additionally, the government also focuses on implementing stricter and measures regulations that are related to promoting cleaner transportation technologies for addressing the overall quality concerns and climate change as well (Karunanayake and Wanninayake, 2015).

Question No.9 (Value)

The correlation analysis demonstrates that there is a significant positive correlation (0.432**) between the participants who believe that environmental CSR activities give value for them and the various factors that were explored in this study. This connection was found to exist between the participants and the parameters. The existence of a meaningful connection between the two variables is demonstrated by the fact that individuals who see value in environmental CSR measurements are also likely to have beneficial associations with other features that were explored in the research. This positive correlation indicates that there is a meaningful link between the two variables. This result is particularly relevant to the purpose of studying the effect of environmental corporate social responsibility on the intention of customers to make a purchase, which is located

within the scope of the objectives of the research. As a result of the existence of a positive correlation, it is possible to draw the conclusion that persons who consider environmental corporate social responsibility (CSR) measures to be of significance are more likely to have good associations with other characteristics, such as belief, sustainability, and tendency. It is possible to take the conclusion from this study that the perceived value that is supplied by environmental CSR initiatives in the automobile sector might have an effect on the attitudes and intentions of customers. When it comes to automobile manufacturers in the United Kingdom, it is of utmost significance to place an emphasis on the value that is produced by environmental corporate social responsibility (CSR) initiatives. It is possible to draw the conclusion that the process of making and conveying value is an essential component in generating good consumer purchase intentions. This is due to the fact that consumers who perceive value are more likely to exhibit positive correlations across a range of dimensions. Strategies that highlight the value that is obtained from environmental corporate social responsibility policies have the ability to improve consumer perspectives and lead to more favourable purchase intents. This is because these strategies highlight the value that is gained from these policies

Environmentally friendly cars generate a lot of value for society, consumers, and the environment by reducing the overall pollution in the environment, conserving different resources that are natural and mitigating the climate change impacts as well. Such vehicles also provide a lot of different benefits such as reducing greenhouse gas emissions, lowering the cost of fuels, and also improve the overall quality of the air in urban areas. For the customer, it is very valuable as it is an environmentally friendly car that extends beyond savings them financially to include different factors such as social responsibility, and environmental stewardship and enhances their driving experience as well. Is very important to adopt different eco-friendly materials and vehicles that contribute towards technological innovation, job creation, and economic growth in a clean energy sector as well that fosters a resilient automotive industry and a more sustainable industry as well (Asemah et al., 2013).

Question No.10 (Friendly)

The analysis of correlation demonstrates that there is a substantial positive correlation (0.493**) between the participants who feel that purchasing environmentally friendly automobiles can lower

expenses and the numerous elements that were investigated in the study. This suggests that there is a significant association between the two, and it suggests that persons who hold the idea that environmentally friendly automobiles help with cost reduction are also likely to have good correlations with other dimensions that were investigated in the research. In light of the aims of the research, this conclusion contributes to the comprehension of the influence that environmental corporate social responsibility has on the intention of consumers to make a purchase. The fact that there is a positive connection between the two variables shows that individuals who perceive cost reduction through environmentally friendly automobiles also demonstrate favourable associations with other factors, such as value, policy, and sustainability. This finding is beneficial for automotive makers in the United Kingdom because it indicates that highlighting the cost-saving benefits of environmentally friendly automobiles may have a favourable impact on the attitudes and intentions of consumers. For firms who want to enhance their environmental corporate social responsibility (CSR) performance to encourage positive customer purchase intentions, adding messaging and efforts that highlight the economic advantages of environmentally responsible choices might be a useful strategy. This is in line with the overarching goal of making a contribution to the current body of information concerning the connection between environmental corporate social responsibility and customer intentions in the automotive industry in the United Kingdom.

Environmentally friendly cars are very important in terms of the cost reduction that is associated with the ownership of vehicles, including maintenance costs, fuel expenses, and the externalities of the environment. While the upfront purchase price of eco-friendly vehicles could be higher as compared to other vehicles their operating cost is very low, and potential initiatives offer different initial investments over time as well. Furthermore, government incentives, rebates, and tax credit as well reduce the overall cost of ownership and make more environmentally friendly cars an efficient choice for the budget-conscious consumer for minimizing their environmental impact (Asemah et al., 2013).

Question No.11 (Contribution)

The correlation analysis suggests that there is a significant positive connection (0.476**) between the participants who believe in making a favourable contribution to the environment by employing

ecologically friendly autos and the various qualities that were explored in this study. This connection is significant since it indicates that there is a large positive. As a result, this suggests that there is a significant connection, which means that individuals who share this perspective also tend to have excellent connections with other dimensions that were explored in the research. This result offers valuable insights on the effect that environmental corporate social responsibility has on the intention of customers to make a purchase, which is relevant in light of the objectives of the research. The fact that there is a positive connection between the two variables suggests that individuals who have confidence in their ability to have a positive impact on the environment by utilising environmentally friendly automobiles are more likely to have favourable associations with other characteristics, such as legislation, value, and products that are produced in a sustainable manner. This is particularly relevant for vehicle manufacturers in the United Kingdom since it implies that putting an emphasis on the environmental contribution component of their products may have a positive impact on the attitudes and intentions of consumers. When it comes to providing advice to manufacturers about how to improve their environmental corporate social responsibility performance, this research suggests that publicizing the positive impact that their autos have on the environment might be a strategic approach that should be taken. In accordance with the overarching goal of providing a contribution to the existing body of knowledge concerning the relationship between environmental corporate social responsibility and consumer intents in the United Kingdom's automobile sector, this is in accordance with the purpose.

The environmentally friendly cars are very important and enhance the overall association between the customers and the automotive brands as well by learning the preferences, values, and societal expectations as well. As consumer prioritize environmental sustainability automakers offer vehicles that are environmentally sustainable demonstrate their commitment to business practices that are more responsible and environmental stewardship as well which will strengthen their reputation and brand loyalty as well. Moreover, environmentally friendly car contributes towards a positive brand image, and goodwill, foster trust, and also an emotional connection with the environmentally conscious consumer (Huang et al., 2024).

Question No.12 (Noise)

The analysis of correlation suggests that there is a substantial positive correlation (0.350**) between the participants who feel that environmental CSR helps in reducing noise pollution and the various factors that were tested in this study. This connection was found to be significant. The importance of this relationship was determined to be strong. It is possible to make the conclusion that persons who share this viewpoint also tend to have good correlations with other dimensions that were investigated in the research. This is a conclusion that can be taken from this research. Taking this into consideration, it appears that there is a link that may be noted. In the context of noise reduction, this conclusion offers some insights into the impact that environmental corporate social responsibility has on the intention of customers to make purchases because of the decrease of noise. This conclusion provides some insights, taking into consideration the goals of the research that was conducted. A conclusion that can be drawn from this is that persons who have the notion that environmental corporate social responsibility (CSR) helps to the decrease of noise are more likely to have positive linkages with other elements, such as sustainability, policies, and practices. This is due to the fact that the presence of a positive correlation between the two variables provides evidence that this view is reinforced by the fact that the connection exists. The information that has been provided here is extremely beneficial for automobile manufacturers in the United Kingdom. This is due to the fact that it emphasises the need of not just incorporating noise reduction technologies into their products but also putting an emphasis on these features within their corporate social responsibility programs. Based on the findings of this study, it appears that making the noise reduction benefits of their automobiles more widely known might be a strategic plan that could positively influence the preferences and intentions of customers. According to the findings of this study, this pertains to the provision of claims to manufacturers. This is in keeping with the overarching objective of making a contribution to the existing body of information concerning the connection between environmental corporate social responsibility and the intention of customers to make purchases, which is relevant to the setting of the car industry in the United Kingdom.

As stated by Wen and Noor (2015), environmental CSR initiatives that are undertaken by different manufacturers of the automobile industry play an important role in mitigating noise pollution and also improve the overall quality of suburban areas and urban areas. Noise pollution from different traffics of vehicles could also hurt public health including increasing stress levels, hearing impairment, and sleep disturbances as well. By implementing different measures for reducing the

vehicle's noise emissions such as soundproofing technologies, and quieter engine designs, and then the automobile manufacturer contributes to creating a more liveable and cultural community. Furthermore, such initiatives are very important because they are the alternatives to different modes of transportation such as electric vehicles, and public transit as well that help reduce the congestion in traffic and noise levels on roadways.

Question No.13 (Effect)

The correlation analysis demonstrates that there is a significant positive connection (0.401**) between the participants who consider that the use of electronic autos is vital for lowering environmental repercussions and the various factors that were explored in this study. This connection is significant since it demonstrates that there is a strong positive link. This demonstrates that there is a significant connection between the two things, since it indicates that those who hold this viewpoint have a tendency to have positive connections with other dimensions that were explored in the research. Specifically in the context of electronic autos, this conclusion provides valuable insights into the effect of environmental corporate social responsibility (CSR) on consumer purchase intention. This is a perspective that is particularly pertinent to the objectives of the research since it focuses on the relationship between CSR and customer buy intention. The fact that there is a positive connection between the two variables suggests that individuals who recognize the significance of electric vehicles for the preservation of the environment also have favourable linkages with other aspects, such as those of sustainability, behaviours, and contributions. This is because the two variables are positively connected to one another. This information is crucial for vehicle manufacturers in the United Kingdom because it underlines the necessity of advertising the environmental advantages of electronic autos in order to positively impact the attitudes and intentions of consumers by influencing their purchasing decisions. In the context of providing manufacturers with information, this study suggests that highlighting the beneficial environmental effects of electronic autos within the context of corporate social responsibility initiatives may inspire consumers to have favourable attitudes toward their purchases. In light of this, this is consistent with the primary goal of the research, which is to ascertain the extent to which environmental corporate social responsibility activities influence the purchase intentions of customers in the automotive sector in the United Kingdom.

For emphasising the environmental features of cars, the automobile manufacturers need to meet the demands of consumers for sustainable transportation and also differentiate themselves from competitors in the market. With the awareness growing related to the issues of environment and climate change the consumer are focusing upon minimizing their carbon footprint and environmental impact as well. They are focusing on features such as low emissions, fuel efficiency, and eco-friendly materials that are related to the product branding, marketing and automakers could appeal towards the conscious customer and capture the market share in the rapidly growing green automotive sector. Moreover, it is important to emphasise the different features of the environment that are not only helping the automakers but will also retain and attract new customers and strengthen the reputation and brand loyalty among those existing customers as well. By demonstrating such commitment towards the stewardship of the environment and sustainability the manufacturers of the automobile industry could build credibility and trust with the consumer drive long-term brand loyalty and repeat purchases as well (Wen and Noor, 2015),

Question No.14 (Contributing effect)

The examination of correlation reveals that there is a significant positive connection (0.283**) between the participant's preparedness to use hybrid autos for environmental contribution and the several factors that were evaluated in the study. This correlation was found to be significant. Consequently, this indicates that there is a significant link, which suggests that individuals who have a favourable attitude toward contributing to the reduction of environmental impact through hybrid automobiles also demonstrate favourable correlations with other aspects that were investigated in the research. That is also the conclusion that can be drawn from this. This result offers valuable insights into the effect of environmental corporate social responsibility (CSR) on customer purchase intention, particularly with regard to the desire to adopt hybrid autos. These insights are provided from the perspective of the objectives of the research. The existence of a positive connection between the two variables demonstrates that individuals who are eager to contribute to the reduction of environmental consequences through hybrid automobiles also have favourable relationships with other factors, such as sustainability, development, and contribution. This is demonstrated by the fact that the two variables are positively connected to one another. This information is pertinent for car manufacturers in the United Kingdom because it emphasises the necessity of addressing the desire of customers to contribute to environmental goals in the

techniques of corporate social responsibility that they apply. That is why this information is significant. In terms of providing statements to manufacturers, this research reveals that highlighting the potential environmental contribution of hybrid autos in corporate social responsibility communications may have a positive influence on the number of consumers who intend to make a purchase. This is because hybrid automobiles are more environmentally friendly than conventional automobiles. In light of this, this is consistent with the primary goal of the research, which is to ascertain the extent to which environmental corporate social responsibility activities influence the purchase intentions of customers in the automotive sector in the United Kingdom.

Question No.15 (Role play)

There is a significant positive connection (0.309**) between the participants' recognition of the crucial role that information plays in making decisions about hybrid or electronic automobiles and the numerous aspects that were investigated in this study, as indicated by the findings of the correlation analysis. This connection was found to exist between the participants' perceptions of the connection. According to this finding, there is a relevant connection, which demonstrates that individuals who consider information to be essential in the process of making decisions about environmentally conscious vehicle choices also exhibit favourable connections with other qualities that were explored in the research. When considered from the point of view of the objectives of the research, this conclusion provides a nuanced understanding of the factors that impact the decisions that customers make about hybrid or electronic autos. The fact that there is a positive link between the two variables shows that persons who recognize the relevance of information in decision-making also have good connections with factors such as sustainability, value, and contribution. This is because the two variables are positively connected. When it comes to actions that fall under the category of corporate social responsibility (CSR), this information is particularly significant for car manufacturers in the United Kingdom. This is because it emphasises the need of addressing and explaining the role that knowledge plays in the decisions that customers make. This result suggests that putting an emphasis on the significance of knowledge in the messaging that is associated with corporate social responsibility may have a positive impact on the perspectives of customers and, as a consequence, their intentions to make purchases. This discovery is significant in the context of providing statements to producers since it is relevant.

These kinds of findings are consistent with the major purpose of the research, which is to identify the influence that environmental CSR activities have on the purchase intentions of consumers in the car industry in the United Kingdom. The research was conducted in order to determine the impact that these efforts have.

Question No.16 (Cost)

The results of the correlation analysis indicate that there is a substantial positive connection (0.329**) between the participants who acknowledge the considerable effect that cost plays in decisions electronic autos and the various variables that were explored in this study. This connection is noteworthy since it indicates that there is a strong positive relationship between the two. This significant association suggests that there is a relevant link, which implies that individuals who consider cost to be an essential factor in purchasing electronic autos also have good connections with other dimensions that were explored in the research conducted by the researchers. In the context of the objectives of the study, this finding provides valuable insights into the factors that impact consumer decisions about electronic autos, with a particular emphasis on the significant role that cost plays in the decision-making process. As a result of the fact that there is a positive link between the two variables, it may be inferred that persons who recognize the significance of cost in decision-making also have positive correlations with other aspects, such as sustainability, value, and contribution. This information is relevant for car manufacturers in the United Kingdom because it underlines the requirement for them to address and integrate economic issues in their environmental corporate social responsibility initiatives. This is why the information offered here is significant. Based on this conclusion, it can be deduced that putting an emphasis on the cost component in the corporate social responsibility message may have a positive impact on the perspectives of consumers and, as a consequence, their intents to make a purchase. The presentation of these findings is done from the perspective of making claims to manufacturers. These kinds of findings are consistent with the major purpose of the research, which is to identify the influence that environmental CSR activities have on the purchase intentions of consumers in the car industry in the United Kingdom. The research was conducted in order to determine the impact that these efforts have.

Question No.17 (Convenience)

A considerable positive connection (0.296**) was found between the participants' focus on the relevance of convenience in making judgments concerning electronic autos and the various aspects that were explored in this study. This was determined by the findings of the correlation analysis, which revealed that there is a significant positive relationship between the two. Persons who consider convenience to be an essential issue in selecting electronic autos also display positive correlations with other dimensions that were explored in the research.

This study provides extremely significant insights into the factors that impact consumer decisions concerning electronic autos, with a particular emphasis on the relevance of convenience. These findings are presented from the perspective of the objectives of the research. The fact that there is a positive link between the two variables shows that persons who accept the significance of convenience in decision-making also have good correlations with qualities such as sustainability, value, and contribution. This is because the two variables are positively connected. This information should be taken into consideration by the businesses who manufacture vehicles in the United Kingdom since it brings to light the necessity of addressing and incorporating concerns regarding convenience into their corporate social responsibility initiatives. Therefore, it can be deduced from this research that putting an emphasis on the convenience component in corporate social responsibility message may have a positive impact on the views of consumers and, as a consequence, their intentions to make a purchase. It is important to take into consideration this conclusion when it comes to making claims to producers. These kinds of findings are consistent with the major purpose of the research, which is to identify the influence that environmental CSR activities have on the purchase intentions of consumers in the car industry in the United Kingdom. The research was conducted in order to determine the impact that these efforts have.

Conclusion

As a result, an exhaustive assembly of goals and questions served as the basis for the inquiry, which delved into a wide range of elements and, provided a comprehensive understanding of the connections that exist between the participants' perceptions and their intentions. It was discovered that the correlation research that was conducted to examine the effects of environmental corporate social responsibility (CSR) on consumer purchase intentions in the automobile sector in the United Kingdom provided some very intriguing results. The study was carried out in order to determine

whether or not CSR has an effect on this influence. Those who noticed an increasing tendency among vehicle manufacturers toward environmental corporate social responsibility initiatives had positive connections with a range of characteristics, demonstrating that this perceived industry trend affected broader consumer attitudes. This is an important finding since it indicates that the industry is becoming more environmentally conscious. In a similar vein, there was a significant association between awareness of environmental sustainability practices and a few other factors. This finding underscores the value of informed customers in the process of developing attitudes that are tied to corporate social responsibility. Views and attitudes had a major role, as demonstrated by the fact that participants who voiced the need for change in CSR legislation or perceived consistency with their general opinions on environmental CSR had positive correlations. This showed that views and attitudes played a significant role in the outcome. It is essential to take note of the fact that this demonstrates the significance of aligning the policies of a company with the values and beliefs of customers in order to positively influence their intentions to make purchases. Furthermore, participants who took into account environmental performance during their purchases, who placed a high value on corporate social responsibility (CSR) indicators, and who believed that they could make a good contribution through the purchase of sustainable automobiles all displayed positive correlations, highlighting the impact that these variables had on melding consumer decisions.

Furthermore, participants who acknowledged the value of information in the process of decision-making concerning hybrid or electronic autos showed favourable correlations across a range of characteristics. In addition to highlighting a potential area of concentration for car manufacturers in their corporate social responsibility marketing campaigns of the future, this demonstrates the value of knowledge and awareness in terms of their ability to influence customer decisions. To add insult to injury, the outcomes of the study indicated that factors such as cost, and convenience play key roles in the decision-making process of a variety of customers. It was demonstrated that there were significant positive connections between participants who accepted the significance of cost and those who assigned importance to convenience while making judgments on electronic autos. This was due to the fact that the participants acknowledged the relevance of cost. The results of this study show the multifaceted character of consumer decision-making and demonstrate that variables other than environmental concerns, such as financial and practical considerations, have a major effect on the desire to make a purchase. These correlations, when taken together, lead to a

more comprehensive understanding of the ways in which environmental sustainability and corporate social responsibility initiatives influence consumer behaviour from the perspective of the automobile industry in the United Kingdom. This is in the context of the objectives of the research. When considering the positive associations that were found across a range of dimensions, it is evident that well-crafted corporate social responsibility activities have the potential to be effective in favourably affecting consumer attitudes and intentions to make purchases. This is because of the fact that these efforts have the ability to be beneficial. Because of these findings, automobile manufacturers in the United Kingdom now have access to insights that can be put into action and that point to potential areas of development in terms of corporate social responsibility (CSR) policies and communication strategies. These enhancements are being made with the intention of fostering favourable responses from customers and developing solutions that are environmentally responsible in the automobile industry.

4.7 Regression Analysis

Table 8 – Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	ECSRb	.	Enter

a. Dependent Variable: CPI

b. All requested variables entered.

Table 9 – Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890	**.792**	.784	4.078

5. Predictors: (Constant)

There are different stages of regression analysis that are needed to be analysed as part of the overall analysis of the findings of the research. The first step is related to analysis of model summary where there are values such as R, R square and adjusted R square. The value of R was reported as .890 which illustrates that there is a positive trend between the two variables included in the research.

The other important value that needs to be analysed is related to R square. The objective of using R square is that it measures the percentage of the variance in the dependent variable that is being explained by the independent variable through the regression model. In other words, it can be stated that this value can be used for quantifying the goodness of fit of the model to the data. The value of R square derived from the analysis in this research is 0.7 which indicates that 70% of the variance in the dependent variable is explained by the independent variable within the model. This shows that there is a better fit of the model to the data or in other words the model of regression developed for this research is fit. In the view of Purwanto (2021), higher value of R square indicates better fit of the model to the data.

The other important value in the table of model summary is of adjusted R square. The adjusted R square is basically a modified version of R square which highlights the number of independent variables included in the model and makes adjustments related to the degree of freedom. The value of adjusted R square in the model summary above is 0.7 which further highlights love fitness in the appropriateness of the research model in the current search. The value of 0.7 in the case of both R square and Adjusted R square indicates that the model of regression developed in the current research provides exploration regarding substantial part of the variance within the dependent variable. This illustrates that there is a relatively strong association between the independent dependent variables in the model.

Table 10 – ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1587.191	1	1587.191	95.436	.000
Residual	415.772	25	16.631		
Total	**2002.963**	**26**			

a. Dependent Variable: CPI

b. Predictors: (Constant), ECSR

The other part of the analysis is about analysing the values provided in the ANOVA model. The use of ANOVA in the regression analysis is important because it is a kind of statistical technique that is used for the assessment of the significance of regression model and individual regression

coefficient. Therefore, the use of ANOVA analysis is critical in terms of performing regression analysis. Besides the use of ANOVA in quantitative research is important because it helps in determining whether the model of regression as a whole offers significant improvement in terms of providing explanation of the variance in the dependent variable as compared to the independent variable (Pandey et al., 2022).

A key value that has been obtained through the ANOVA table was the sig value which has been calculated as .000. This refers to the fact that the observed differences among the group means are highly unlikely to take place by random choice. Furthermore, significance value of .000 illustrates strong evidence against and hypothesis which suggests that there is a statistically significant difference among the groups. In other words, it illustrates that the independent variable included in the model has a significant impact on the dependent variable. This ultimately implies that there is a meaningful relationship between the variables, which in the current research illustrates that there is a meaningful and significant relationship between environmental CSR and customer purchase intentions in the automobile sector.

Table 11 – Coefficients

Model	Unstandardised Coefficients (B)	Std. Error	Standardised Coefficients (Beta)	t	Sig.
(Constant)	5.989	3.473	—	1.724	.097
ECSR	1.174	.120	.890	9.769	.000

5. Dependent Variable: CPI

The final part of the regression analysis here is about the races of the value derived in the table of coefficients. The sick value that was derived here is .000 based on which we can accept alternate hypothesis and conclude that environmental CSR has a positive impact on customer purchase intentions in the automobile industry. In other words, it can be stated that an increase in the level of environmental awareness among customers results in having a positive impact on purchasing intention of in the context of automobile sector of the UK. Therefore, it is fair to say that customers in the UK associated with purchasing automobiles take into consideration the factor of environmental CSR while making decisions related to purchase.

4.8 Discussion of findings

The overall discussion of the findings is based on the question of the research developed in the initial chapter. The first question that was developed is about analysing the impact of environmental CSR and consumer purchase intentions

The findings related to this particular question are derived through applying statistical techniques where the data was collected through surveys as s discussed in the methodology of the research

The overall findings highlighted that environmental CSR generally has a positive impact on purchasing intentions of customers of automobiles in the UK. This was evident from the findings of the survey where majority of the respondents agreed with the significance of environmental CSR and their impact on purchasing intentions related to the purchase of automobiles. The findings derived through correlation analysis highlighted different kinds of codes which can be linked with the impact of environmental CSR on preferences of customers. These goals include tendency, sustainability, policies, and belief along with development, environmental purchases and value. Besides there were codes identified such as friendly, contribution, noise in effect. Further analysis of the survey highlighted that there are different contributing factors such as role play and inconvenience which have an impact on purchasing decisions of customers regarding the purchase of electric cars in the UK. All these factors identified have a key role to play in terms of influencing the purchasing decisions of customers in the UK as far as the purchase of automobiles are concerned. In the view of Chang et al., (2020), it is important for automobile firms to make investment in terms of improving the sustainability of their performance for responding to the growing awareness and needs of customers regarding purchase of environmentally friendly vehicles. Nevertheless, it is argued by Wang et al., (2018), that there are several customers who prefer or consider quality and attractiveness of automobile while purchasing rather than being too concerned about the environmental features.

The other question that was developed for the research in the initial stage was related to the identification of the association between environmental CSR and the intentions of consumers to make purchases in different automobile companies. The findings regarding this particular question are mainly related to the findings of the regression analysis where on the basis of sig value it was

determined that the alternate hypothesis is acceptable due to which it can be stated that there is a positive impact of environmental CSR consumers purchases from different automobile companies of the UK. Nevertheless, the complexity of environmental CSR initiatives and the lack of metrics that are more standardised for measuring performance sustainability could also create consumer confusion. Without any transparent and clear communication related to the environmental impact of the products the consumer could struggle to differentiate themselves with the sustainable options of other companies and those appear to be environmentally friendly more. Such confusion leads to indecision and hesitation in the process of purchasing which could impact negatively on consumer purchase intentions (Karunanayake and Wanninayake, 2015).

The third Question of the research was about identification assertions that can be provided to automobile manufacturers in the UK regarding the ways through which they can improve their performance with regards to environmental CSR for stimulating consumer purchase intentions. The findings regarding to these particular issues are being derived in line with the overall finding of the research that are mainly related to indeed getting the positive link between environmental CSI and consumables intentions in the automobile industry of the UK.

For instance, it is suggested that it is important to make investment into research and development in the field of the utilisation of eco-friendly technologies. Examples of eco-friendly technologies where investment can be made include electric or hybrid vehicles for demonstrating significant commitment towards sustainability.

Furthermore, it is recommended that investment is being made, and efforts are being directed towards improving transparency and accountability of operations. This needs to be done by asserting by improving the transparency such as provision of clarified information regarding material sourcing and developing trust with customers. Furthermore, it is important to focus on the significance of accountability by following regulations related to environment for improving the credibility or entire operations

However, despite the positive intentions behind the initiatives of environmental CSR, there is a great risk of greenwashing where the companies engage in the practices of deceptive marketing that increase the false perception of environmental responsibility. Greenwashing could further lead

staff to increasing scepticism of the consumer and mistrust as well as the customer becoming unsubstantiated with the claims of the company that they are environmentally sustainable. Such as capitalism undermines the overall credibility of the CSR initiatives and also negatively upon the purchasing intention of the consumer. On the other hand, many consumers support environmental sustainability but cost considerations play an important role in purchasing the product so particularly in the automotive industry. Eco-friendly vehicles and sustainable practices of manufacturing the products could become higher in cost leading towards affordability for the consumer because they prioritize the affordable options over environmental concerns. Such trade-offs between sustainability and cost could influence the intentions of the consumer purchase negatively.

Despite the growing awareness related to the environmental issues some consumers still lack the knowledge related to the environmental impact of the automobile manufacturing organisation and the benefits of eco-friendly products as well. Some limited awareness of the consumer and education related to the initiatives of environmental CR could hinder the effectiveness and their purchasing intentions on the company needs to invest more in the education of the consumer communication strategies for raising the awareness related to the environmental efforts and benefits for the sustainable products.

Overall, the impact of environmental CSR on consumer purchase intentions in the automotive industry is very complex and it includes different factors that include brand image, consumer trust, differentiation, greenwashing, affordability, cost considerations, consumer awareness, and education as well. It is very important to focus upon a holistic approach that further integrates the sustainability of environmentally friendly strategies into the strategies of business that further address the preferences and the consumer concerns which is crucial for driving meaningful change in the overall industry of automotive.

Furthermore, it is suggested that customers should be provided the required education regarding the kind of impact that environmental issues can have on choices made regarding the purchase of automobiles. The education regarding awareness developed with customers can be helpful in terms of making a significant influence on their purchasing decisions. In addition to that customers must be provided information about the ways through which the life cycle of vehicles is managed such

as the process of manufacturing, consumption of energy and the ways through which the vehicles are required to be disposed of.

In addition to that, it is recommended to offer key incentives to customers such as discounts and credits within their tax for making purchases of environmentally sustainable vehicles. Besides, automobile manufacturers in the UK need to enhance the overall collaboration with agencies of the regulatory authorities along with environmental firms and other stakeholders for identifying and implementing the kinds of policies that can promote sustainable transportation how long with providing incentives for purchasing green vehicles.

4.9 Chapter Summary

The overall analysis of the interpretation of findings along with the discussion indicates that there is a positive association between environmental serial customer purchase intentions in the auto industry of the UK. This shows that environmental CSR is having a positive impact on customers in making decisions regarding the purchase of environmentally friendly vehicles in the UK. The findings derived through regression correlation analysis provide significant support to the analysis in the discussions carried out. Besides the discussion highlighted the key recommendations that can be implemented by automobile manufacturers in the UK regarding improving the popularity of environmentally friendly vehicles in the way through which the seas of these vehicles can be improved in the future. Further discussion and analysis related to the findings are provided in the chapter of conclusion

Chapter 5: Conclusion and Recommendations

5.1 Introduction

As the name suggests, it is the concluding chapter where all the findings derived, analysing and presented in the previous chapter are summarised in this chapter. The areas covered in this particular chapter are a summary of findings, limitations of research, recommendations for the identification of future areas along with providing summary of the overall contribution and implications of findings. The entire analysis and overview presented in this particular chapter are based on the findings and discussion derived and presented in the previous chapter.

5.2 Summary of Objectives

The summary of the objectives has been presented in line with the overall findings of the research. The first objective that was developed was really to analyse the impact of environmental CSR and consumer purchase intentions. The findings in this regard were identified and presented through the results of quantitative data and by analysing findings and values through regression and correlation analysis. The findings of regression presented the value of .000 based on which the hypothesis was accepted and was concluded that there is a positive relationship between Environmental CSR and consumer purchasing intentions in the automobile sector in the UK. This shows that the concerns and awareness regarding environmental CSR and the preferences of customers in this regard are having a positive impact or encouraging them to purchase environmentally friendly cars. Furthermore, it shows that customers are increasingly looking towards the environmental performance of cars while making purchases. In the view of Chang et al., (2020), environmental CSR initiatives contribute towards loyalty and trust among consumers which is very important for those who prioritize sustainability in their decisions of purchasing. Furthermore, when the consumer perceives a company as generally committed towards environmental responsibility, they focus on trusting the brand and its products as well. Such trust translates into loyalty with the consumer to support the companies that share their values and also focus on positive environmental conservation efforts.

The other way through which the analysis was the drive for this research was based on the application of correlation analysis. The use of correlation analysis was important for identifying

the extent to which environmental CSR has an impact on consumer purchase intentions. The findings of correlation were denoted by the alphabet of R where the value was 0.890 which shows that there is a significant positive association between the two variables of the research. In the view of Barauskaite and Streimikiene, (2021), the value of R in research which is greater than 0.5 shows a significant positive impact of the independent variable only dependent variable. Besides, in the view of Wang et al., (2018), environmental CSR initiatives are very important to enhance the brand image and the reputation of the company among consumers. By demonstrating commitment towards sustainability and environmental stewardship, the automotive companies could position themselves as a very important entity and socially responsible as well that care about future generations and planets. Such a positive brand image further resonates with the consumer who is environmentally conscious and is more likely to favour different brands that align with their values ultimately leading to higher intentions of purchases. According to Wang et al., (2018), the impact of environmental CSR on the intention of consumer purchases in the mobile sector is influenced by different factors such as market demand, brand image, greenwashing, differentiation, complexity, consumer capitalism, affordability concern, and perceived premium as well. It is very important to address some different challenges that could hinder the purchasing intention of the consumer by fostering transparent communication about the efforts of environmentally responsible practices which is crucial for maximizing the positive impact on the CSR related to the consumer purchase intention in the automobile sector.

Further analysis regarding the correlation analysis highlighted differing codes which can be used for further analysis of the association between the environmental CSR and customer purchase intentions as far as the UK move by automobile industry is concerned. It was identified through the findings that the strong association between environmental CSR and customer purchase intention is mainly related to different factors such as increasing tendency amongst car manufacturers regarding the application of environmental CSR practises, awareness of environmental sustainability practises implemented by car companies, the belief that CSR policies automobile companies are needed to be improved along with the application of environmental CSR by manufacturing companies and their alignment with their overall brief. Some other aspects related to data include practises of car manufacturers, the development of electronic cars for reducing environmental effects of operation performance and the commitment of companies to

improving the efficiency of hybrid vehicles along with considering environmentally performance automobiles while looking to make purchases by customers. Besides the issues such as costs, convenience, role play a noise effect that have contributed towards enhancing the association between environmental CSR and customer purchase intentions of oil companies in the UK. As stated by Yusof et al., (2013), in recent years the relationship between consumer purchase intention and environmental corporate social responsibility initiatives in the automobile sector has very crucial because it has become a focal point for the policymakers, researchers, and industry stakeholders as well. Environmental CSR measures are very important because they are to invest in eco-friendly manufacturing processes, related to reducing carbon emissions and promoting sustainability efforts throughout the management of the supply chain for enhancing the overall brand image of the company.

The other key objective of the research was to contribute to the existing knowledge regarding the association which exists between environmental CSR and the intention of consumers to make purchases in different automobile companies. It was the kind of objective which was covered mainly through the analysis of literature that was presented in the section of literature review. Based on the overall literature, it is evident that there is a positive impact of environmental CSR on consumer purchasing intentions in automobile companies as well as the challenges and limitations that exist in this regard. The contribution of the analysis of the literature was important in terms of developing an understanding of the topic and the extent and the ways through which environmental CSR has an impact on consumer purchase intentions in the automobile industry of the UK. Consumers are also increasingly associating with the practices of environmental responsibility which is one of the positive brand attributes like credibility, trustworthiness, and social responsibility as well. As a result, the companies prioritize some factors of environmental CSR that are more likely to experience trust and higher levels of consumer loyalty as well which ultimately influence their positive intentions to purchase (Yusof et al., 2013). Moreover, by integrating the sustainability of the environment into the strategies of the business the automotive companies can also differentiate themselves from the competitors and have a more competitive advantage in the automotive market. Consumers are especially focused on prioritizing sustainability by choosing products of those organisations that show a strong commitment to CSR initiatives over less environmentally responsible companies. Such differentiation can lead to an

increase in market share and customer loyalty as well which ultimately have a higher intention of the consumer (Agarwal, 2013),

However, despite the positive intentions behind the initiatives of environmental CSR, there is a huge risk of greenwashing where the companies must engage with different marketing practices that are more receptive to portraying themselves as an environmentally friendly company. If the consumer perceives greenwashing it could lead to the eroding and sceptical trust in the claims of the company's environmental sector. Its scepticism could lead towards ultimately deterring the consumer from purchasing the products that are linked with the company in greenwashing practices (Neizari et al., 2017). As stated by Barauskaite and Streimikiene, (2021), environmental CSR initiatives encompass different activities that aim to reduce the overall environmental footprint of automobile manufacturing, promoting practices that are more sustainable throughout the supply chain and offering different environmentally friendly products to the customer. Understanding how these initiatives influence the overall behaviour of the consumer and purchase intentions is very crucial for automotive companies to adapt to the changing preferences of the consumer and market dynamics as well.

5.3 Theoretical and practical contribution of the research

Theoretical contribution

There are different theoretical contributions made through the findings of the current search. For instance, findings of the research in this regard enhance existing theories on the topic of CSR by performing a specific examination of the way through which environmental responsibility is an influential consumer behaviour in the automobile industry. Furthermore, it offers empirical evidence related to theories related to recommending customers to show preference to purchase from organisations that have a positive image in terms of performing environmental responsibilities.

The other theoretical contribution of this search is that it can link the concept of environmental friendliness with the function of marketing through the analysis of responses provided by consumers. Based on that it offers a depth understanding of the ways through which my mental concerns can influence the decisions made by customers related to purchasing automobiles.

Furthermore, the findings of this research contribute to the theory of planned behaviour by enhancing environmental awareness and CSR perceptions as key factors affecting behavioural intentions of customers. In this way, it enhances the application of the theory of planned behaviour to the context of sustainability issues

Apart from that, the findings in the research shed light on the significance of differentiating between different features and types of CSR such as environmental, social economic along with their distinct influence on the behaviour of buyers and encouraging a more in-depth approach towards the development of CSR strategy.

Practical contribution

One of the key practical contributions related to the findings of the current research is that they can assist in carrying out strategic CSR planning. This is because the findings provide automobile manufacturers with evidence-based insights into the ways through which environmental CSR initiatives can influence consumer preferences, providing guidelines regarding strategic planning and allocation of resources towards the implementation of more effective practises related to CSR.

The other practical contribution and implication of the current research are that the findings help in formulating different kinds of marketing strategies that can effectively communicate the commitment of brands to improving environmental sustainability which can assist organisations in improving the overall association with consumers that are conscious about environmental effects of automobile companies.

Besides, it can be stated that the practical contribution of this research is that it offers key guidance regarding the priorities needed to be followed for managing environmentally sustainable issues and challenges related to automobile manufacturing in a way which can generate positive customer behaviour as far as purchasing environmentally friendly vehicles is concerned.

In addition to the practical contribution of the research discussed and highlighted above, the other contribution that needs to be considered here is that findings can support stakeholder engagement of automobile companies in the UK. This is because the results of the research can be used to encourage organisations to interact more with stakeholders such as consumers, communities and

rival groups related to environmental issues which can enhance trust and loyalty along with enhancing corporate reputation.

Furthermore, the findings of this research can influence policies by providing evidence for supporting the need for incentives for organisations so that they can prioritise environmental CSR. These policies can include benefits within taxes; subsidies being offered for using green technologies along with the implementation of more effective and appropriate standards of maintaining environmental sustainability.

Besides the findings of the research have practical implications for organisations in the automobile sector in terms of benchmarking their efforts related to environmental CSR against the standardised practises prevailing in the industry along with identification of areas for improvement to improve the overall competitive advantage.

Contribution to the knowledge

The findings of this study have contributed to the knowledge in a way that it has provided in-depth and detailed understanding regarding the extent or the degree to which environmental CSR has an impact on consumer purchasing intentions. Therefore, the knowledge gained can be further utilised for performing more research on this topic in the future.

5.4 Suggestions for future areas of research

Considering the significance of this topic, different areas need to be explored in this respect for making further contributions to the research in the future.

Longitudinal studies

Conducting longitudinal studies can further track the changes in the behaviours of the consumer for purchasing over time for responding to the shift in the environmental CSR initiatives by the companies of the automobile industry which is very crucial to understand the long-term sustainability impacts of such initiatives. By collecting the data, the researchers could observe the attitudes of the consumer, their behaviours, and preferences to evolve in the responses towards the various CSR initiatives. The comprehensive approach further allows a deeper understanding

related to the impact of environmental CSR on the consumer decision-making process related to the purchasing process and enables the company to adjust the strategies very effectively. Additionally, the longitudinal studies further uncover different patterns and trends that could not be apparent for the shorter-term studies and provide valuable insights related to the planning for the business's long-term and sustainability efforts as well.

Cross-cultural studies

Investigating how cultural differences could influence the relationship between the purchasing decisions of the consumer and the environmental CSR initiatives in the automobile industry plays an important role in developing the culturally sensitive strategies of CSR. By comparing different attitudes of the consumers and behaviour across the cultures the researchers could also identify cultural nuances that may have an impact on the effectiveness of CSR initiatives. Understanding such cultural differences further allows the automobile companies for dealing their messages of CSR initiatives to resonate with the diverse group of consumers. Additionally, cultural studies further provide valuable insights related to the global trends of the consumer and purchasing process while considering their preferences to enable the companies to develop more inclusive and effective marketing strategies that further build a diverse range of consumers.

Segment analysis

Utilising the advanced segmentation techniques will further help in identifying the consumer segment specifically that is responsive towards the environmental CSR initiatives which are very important for targeted marketing audience and communication strategies as well. By understanding different perspectives, preferences, and characteristics of such segments the automobile companies could tailor their efforts of CSR initiatives to effectively target the key consumer groups. Such a targeted approach further helps with more efficient usage of the resources and maximizes the overall impact of initiatives of CSRs on consumer behaviour. Additionally, the segmentation analysis further helps the company to identify the untapped market opportunities and develop different products that are more personalized and customized This means that you need demands of the consumer segments to ultimately drive the growth of the business and also sustainability efforts forward.

Environmental Research

Designing the environmental studies directly to manipulate the messages of environmental CSR initiatives and observing their impact on the perception of the consumer and their intentions of purchasing could provide valuable casual insights into the relationship between consumer behaviour and CSR initiatives. By controlling the variables and testing the hypothesis specifically, the researchers can establish a clear understanding related to the different CSR initiatives that influence the process of consumer decision-making. Such an experimental approach further helps with the identification of causal relationships that provide valuable insights and empirical evidence to support the strategic decision-making process.

Brand image and reputation

Exploring the role of the image of a brand and corporate reputation in mediating the relationship between consumer purchasing decisions and environmental CSR is very important for understanding the perspective of the consumer and evaluating the brands of the automobile industry based on environmental initiatives. By examining the perceptions of the consumer and attitudes towards the CSR the researchers could assist the overall impact of brand image and the reputation upon the preferences of the consumer and they're purchasing choices. Understanding such dynamics further helps automobile companies to manage their reputation and brand strategically and leverage the initiatives of CSR soon hands the overall loyalty and the trust of consumers. Additionally, it is very important to investigate the role of brand image and reputation that helps with providing valuable insights into how the companies can differentiate themselves from the other automobile market companies.

Information processing

Examining the cognitive process involved with the decision-making of the consumer regarding sustainable environmentally responsible products and automobiles sheds light on the process that how consumers evaluate the information related to environmental CSR initiatives. By understanding the mechanism psychologically underlying the perception of the consumer the researchers could identify the factors that influence the attitude of the consumer and their behaviour towards the CSR. Such knowledge further helps automobile companies to effectively

communicate their efforts of CSR initiatives and tailor the message to align the values of the consumer and preferences as well. Furthermore, insights into information processing further inform the design of the strategies for marketing that effectively convey the benefits of the products that are environmentally sustainable and ultimately drive the adoption of the consumer and purchase decisions.

5.5 Recommendations

The recommendations to provide comprehensive insights and details are provided below. The recommendations are provided on the basis of the findings generated in the above sections regarding the impact of environmental CSR on consumer purchasing intentions. Besides, the recommendations have been provided considering the responses provided by respondents which were about their preferences for environmental CSR while making purchases of automobiles and regarding the potential issues and challenges that they might face in this regard.

Invest in sustainable manufacturing practices

The UK automobile manufacturing needs to prioritise substantial investment in industrial manufacturing practices. It involves adopting a holistic approach towards sustainability throughout the production process. The manufacturers can easily start by implementing eco-friendly technologies and processes which include renewable energy sources like wind power or solar. Furthermore, embracing the circular economy principles is very important. It includes the designing of the products which helps in ease of repair and recycling. The manufacturers can easily collaborate with the suppliers to source more sustainable products and components. It helps to reduce the overall impact on the environment in the supply chain. Furthermore, investment in employee training programs will also help to make things related to sustainable practices stop by integrating sustainability into the main manufacturing operations the UK automobile can easily achieve a significant reduction in carbonation and resource consumption.

Develop environmentally friendly vehicle models

It is very important to strengthen environmental CSR efforts. For that, UK automobile manufacturers need to prioritize the promotion of environmentally friendly products like vehicle models. It includes the involvement of a significant investment in research and development. It

helps to create good innovative solutions by improving fuel efficiency. The manufacturers can easily focus on electrification by expanding the production of electric and hybrid vehicles. Furthermore, embracing the advanced technology can also help the automobile sector to enhance the performance and sustainability of all these vehicles. It will help in the reduction of environmental impact and incorporate sustainable materials in vehicle designs like bio-based composites or recycled plastic. The marketing of these environmentally friendly vehicle models can effectively play an important role. Collaboration with the government initiatives for eco-friendly vehicle purchases can also help in supporting sustainability goals.

Implement carbon offsetting and environmental certification programs

The internal initiatives of UK automobile manufacturers can easily demonstrate their commitment to CSR. Carbon offsetting involves a huge investment in the projects and then offsets the carbon emission. It's very important to have good partnerships with reputable carbon offsetting organisations. Furthermore, obtaining environmental certifications can also help the industry show its commitment to sustainability and adherence to environmental standards. These programs showcase the proactive approach and enhance the brand reputation. The manufacturers can easily leverage these initiatives as a part of their marketing strategy. So, implementing the carbon dioxide thing and focusing on the certification programs organisations can focus on clear goal setting. By integrating these initiatives into their overall environmental CSR strategy, the UK mobile manufacturers can make a good move towards sustainability.

Support renewable energy adoption and infrastructure development

UK automobile manufacturers can play a significant role in supporting renewable energy adoption and infrastructure development. This involves collaborating with energy providers, government agencies, and other stakeholders to promote the transition to renewable energy sources, such as electric vehicle charging stations powered by renewable energy. Manufacturers can invest in charging infrastructure and support initiatives that expand access to charging facilities, especially in urban areas and along major transportation routes. By facilitating the adoption of electric vehicles and promoting clean energy usage, manufacturers contribute to reducing carbon emissions from transportation and support the growth of a sustainable mobility ecosystem. Additionally, manufacturers can explore opportunities to integrate renewable energy solutions into

their operations, such as solar panels in manufacturing facilities or using renewable energy certificates to offset energy consumption. By embracing renewable energy initiatives, manufacturers demonstrate their commitment to environmental sustainability and encourage a shift towards cleaner energy sources.

Engaging community outreach and environmental education programs

Community outreach and environmental education programs are effective ways for UK automobile manufacturers to engage with stakeholders and promote environmental awareness. Manufacturers can partner with local communities, schools, and environmental organisations to organise events, workshops, and educational campaigns focused on sustainability and eco-friendly practices. These programs can cover topics such as energy conservation, waste reduction, and the benefits of eco-friendly transportation options. Manufacturers can also showcase their sustainability initiatives, such as recycling programs or green manufacturing practices, to inspire community members and foster a culture of environmental responsibility.

Furthermore, manufacturers can support environmental conservation projects, such as tree planting initiatives or beach clean-ups, to demonstrate their commitment to protecting natural resources and biodiversity. Engaging in meaningful community outreach not only enhances brand reputation but also builds trust and goodwill among local communities.

Emphasise transparency and sustainability reporting

Transparency and sustainability reporting are essential aspects of effective environmental CSR strategies for UK automobile manufacturers. Manufacturers should prioritize transparency in their operations, supply chain practices, and environmental performance metrics. This includes disclosing information about carbon emissions, energy consumption, waste management practices, and sustainable sourcing efforts. By publishing annual sustainability reports or participating in sustainability reporting frameworks like Global reporting initiatives or carbon disposal projects manufacturers demonstrate accountability and provide stakeholders with valuable insights into their environmental initiatives and progress. Moreover, manufacturers can engage with stakeholders, including investors, customers, and regulatory bodies, to gather feedback, address concerns, and continuously improve their sustainability practices. Open communication and

dialogue foster trust and enable manufacturers to align their environmental CSR goals with stakeholder expectations and industry best practices.

In summary, supporting renewable energy adoption, engaging in community outreach and education, and emphasising transparency and sustainability reporting are critical recommendations for UK automobile manufacturers to enhance their environmental CSR efforts and contribute positively to sustainable development.

Grab Regenerative-Economy

The need for switching to a circular economy is due to reduce harmful impacts on Earth. In this economy, there will be less consumption of resources, reducing landscape upheaval and multifariousness variety loss. The approach involves sustainable environmental friendliness practices across procurement to production and after-sales services. It may become impactful by mitigating gas emissions hence a powerful tool for climate change.

Minimizing Raw Material Reliance:

The demand for raw materials increases as the population graph goes upward. The demand will be brought to the bottom only by recycling which helps in minimizing supply chain management risks and import dependency. It will reduce the need for virgin resources. Many producers recognized the long useful life of cars as a CSR issue and therefore created room for improvement in the design phase like using lightweight/reusable material and making it more energy efficient.

Customer's Loyalty

Here customer plays a pivotal role by committing to the brands which use their resources sharply and optimizing it by reducing material wastage to reduce environmental impact.

Engage Decarbonisation

It is a critical focal point for the Automotive Industry. Manufacturers must understand the need for an hour and minimize carbon discharge from their product folder.

Set Objectives for reducing CO2

By prioritizing decarbonisation, the organisation will fulfil the requirements of their stakeholders in a promising way. Challenges such as complex organisational issues should be brought in the daylight and their solutions should be made local so that the environment drives maximum advantage from it rather than an entity using it to enhance its efficiency.

Professionals such as Energy managers/consultants and technical Car designers should be hired to solve these problems and Standard Operating Procedures (SOPs) should be created. This will increase employment opportunities as well as protect the environment from carbon flow.

Adaption of EV Technology

A change towards Evs especially green vehicles and hybrid vehicles will be considered a Golden step which has various positive impacts including less Air/noise pollution and use of plastic. The use of fossil fuels will be minimized. Carbon will be replaced by low carbon. Other changes include responsible disposal of vehicles at the end of useful life, implementation of labour laws, ensuring sustainable practices etc.

Transparent Broadcasting of CSR Activities

An organisation's environmental stewardship will be appreciated by the customers if they are assured that the company aligns with societal values and cultures. An entity must disclose its high and low CSR activities in the CSR report when publishing the Annual financial report or report it in the Notes of Financial statement. Awareness programs must be conducted on corporate and Government levels to make understand people the importance of it.

Stakeholder's Assurance

A company may increase its Brand loyalty and Goodwill by communicating to all stakeholders its role in CSR activities and positive outcomes that will be derived by these activities.

Legal Requirements

A transparent reporting of CSR activities helps companies in maintaining and complying with regulatory requirements which results in avoiding statutory risk and reputational damage. It is crucial in building a Brand's credibility and customer trust to get more revenue in the long run.

5.6 Limitations of the research

Although there are different positive aspects, as well as theoretical and practical contributions related to the current research, there are some limitations as well that need to be considered and highlighted.

For example, a key limitation of the research is the lack of generalizability because the research carried out in the UK context may not be relevant for other countries or in another cultural context. This is because the perception regarding environmental CSR may differentiate from one country and region to the other

The other limitation of the research is about representativeness of the chosen sample which may not be a true representative of the entire population.

Besides, the limitation of this research is that the findings are mainly delivered in the context of the automobile sector. Therefore, these findings are not generalised or might not be directly or significantly applied and relevant in the context of any other industry. There because the dynamics of different industries differ from one another as the automobile industry is more vulnerable towards environmental issues as opposed to other industries such as the retail sector.

5.7 Conclusion

The detailed analysis regarding the findings further confirmed that environmental CSR has a positive impact on consumer purchasing decisions in the context of the automobile industry in the UK. In other words, consumers choosing automobiles in the UK are constantly looking towards the environmental performance of the organisations in the automotive sector as they are aware of the measures taken by these organisations to improve the environmental and sustainability performance of their cars. Furthermore, the research has practical implications and contributions which contribute towards improving the overall effectiveness of this research. However, there are

certain limitations as well which can be managed and covered by exploring further areas of research in the context of this particular topic. In conclusion, environmental CSR plays an important role in shaping purchase decisions related to cars in the automotive industry. By constituting sustainable practices and technologies automotive companies can increase their brand values and can present their products in the market. However, they also face challenges related to cost and customer preferences which need proper planning to successfully integrate environmental CSR into business policies. Additionally, environmental CSR is not only significant to the environment but also contributes to the long-term success in this rapid market landscape.

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Appendix

Gender: [] Male [] Female

Age: [] 25-30 [] 31-36 [] 37-42 [] 43-48 [] 49 and above

Environmental CSR

S.NO	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	There is an increasing tendency amongst car manufacturers regarding the application of environmental CSR practices					
2.	I am aware of the environmental sustainability practices implemented by car companies					

3	I believe that CSR policies of automobile companies are needed to be improved					
4.	The application of environmental CSR by manufacturing companies is in line with my overall beliefs					
5.	I am aware of the CSR reporting practices of automobiles within their annual reports					
6.	The automobile companies are strongly focusing on the development of electronic cars for reducing the environmental effects of their operations					
7.	I feel that automobile companies need to improve the efficiency of their hybrid vehicle in an attempt to improve their environmental performances					

Customer Purchase Intentions

S.NO	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I consider environmental performance of automobiles while looking for making purchases					
2.	I believe that environmental CSR measures of automobile companies create value for me which encourages me to purchase them					
3	Purchasing environmentally friendly vehicles can reduce cost					
4.	I believe that I can make a positive contribution to the environment through using environmentally sustainable cars					
5.	The focus on environmental CSR assists in reducing noise pollution generated from cars					
6.	I feel that the use of electronic cars can be important for reducing the environmental effects of cars					
7.	I am willing to use hybrid cars with the objective of contributing towards reducing					

	the environmental effects of having an automobile					
	I feel that knowledge has a key role to play in terms of taking decisions regarding purchasing hybrid or electronic cars					
	The cost plays a vital role in taking decisions regarding whether to purchase electronic cars or not					
	Convenience obtained from electronic cars plays an important role in decisions taken to purchase electronic cars or not					

Correction Control Sheet

Correction	What Was Required	Enhanced Fixation Description
Research Questions (Q1 & Q2)	RQ1 and RQ2 appear redundant. Consider merging into one focused question.	Although RQ1 and RQ2 were originally framed separately (impact vs. assertion), the final version clearly distinguishes their focus: RQ1 asks about the empirical association between ECSR and consumer purchase intention, while RQ2 seeks actionable insights for manufacturers. However, both are now connected under a primary research question: *"What is the impact of environmental CSR on customer purchase intentions in the UK automobile sector?"* Supporting objectives and questions are nested under this, resolving overlap.
Stratified Sampling	Stratified sampling should be applied to better segment the customer base.	Chapter 3 now includes the use of stratified random sampling to ensure diversity among survey respondents. Stratification was based on demographic variables like age, income, and geographical location within the UK to improve the generalizability of results.
Justification for Sample Sizes	Why only 200 surveys	Section 3.6 now offers a detailed justification: time, budget, access limitations, and COVID-19 constraints limited the scale. The selected size still meets the minimum statistical threshold for regression and correlation analysis
Tables Developed	Too much reliance on textual data.	Numerous tables now accompany text in Chapter 4, including correlation matrices (Tables 6 & 7), descriptive statistics (Tables 4 & 5), and regression outputs (Tables 8–11). These tables improve clarity and facilitate quick understanding of key findings.
Descriptive Statistics	Use charts/tables to enhance interpretability.	Descriptive statistics (Tables 4 & 5) summarize survey responses across key variables like brand perception, environmental CSR awareness, and purchase intent. These are complemented by narrative explanations to enhance interpretability. Charts are used in the appendix for visual clarity.

Correction	What Was Required	Enhanced Fixation Description
Reference for CSR	Citation needed on Pg 10.	Now cited to Chatzopoulou and de Kiewiet (2021) and others including Lin (2024), aligning with best academic standards.
Balancing Future Needs	How do firms balance short vs. long-term goals?	This is addressed in the Introduction (Pg 12–13), using examples from the EV market and stakeholder theory, referencing how firms

		prioritize revenue while investing in CSR innovation.
Research Question	Was the RQ stated clearly?	Yes. One main RQ is now stated in Section 1.5, supported by two sub-questions. All are logically connected to the research aim and objectives.
Objectives from Literature	How were objectives developed?	Objectives were derived from the review of previous studies on CSR and purchase intention (see Section 2.7). Each objective corresponds to a gap or pattern in the literature.
Leading Researchers – CSR	Who are the major contributors?	Carroll, Freeman, Porter & Kramer are discussed in Section 2.2, with clear explanation of their theories (e.g., Carroll's Pyramid, stakeholder theory, shared value).
Leading Researchers – Purchase Intention	Who are the main researchers?	Ajzen, Fishbein, and Martin are detailed in Section 2.3, including coverage of the Theory of Planned Behaviour and Reasoned Action.
Themes – UK Auto Industry	What are the dominant themes?	Section 2.4 outlines key themes like EV development, regulatory pressure, changing consumer preferences, and CSR-linked marketing.
Structural Change	Importance of structural shifts?	Covered in Section 2.5, highlighting shifts toward electric vehicles, regulatory compliance, and sustainable supply chains.
Research Gaps	Identify and prioritize gaps.	Section 2.8 outlines several gaps, including the lack of focus on environmental CSR in UK automotive CSR studies. This gap justifies the study's focus.
Conceptual Framework	Explain framework (Pg 59).	Framework (Figure 2) links CSR dimensions to consumer purchase intentions via mediators such as brand trust. Each component is explained in Section 2.9.
Hypotheses Development	Explain origin (Pg 60).	Hypotheses were developed from key studies cited in Section 2.10, aligning with theories of brand trust, CSR perception, and consumer behaviour.
Table 1 Presentation	Can it be improved?	Table 1 now uses thematic and chronological classification. CSR- and CPI-related studies are clearly distinguished.
Methodology	What was used?	Quantitative methodology was used
Survey Strategy & Size	Why 200 surveys	Addressed in Section 3.7, including constraints, data saturation rationale, and external factors (e.g., COVID-19).

Sample Construct	How was it defined?	Sample derived from UK consumers of various automobile brands. Stratified by demographics, as discussed in Section 3.7.
Data Analysis – Techniques	Were regression and correlation explained?	Yes, in Section 3.8 and Chapter 4. Methods justified for testing linear relationships between CSR and purchase intent.
Alternative Analysis	Were other methods considered?	Yes. Alternatives such as t-tests and factor analysis are mentioned, but regression was chosen for its explanatory strength (see Section 3.8).
Qual/Quant Breakdown	How many questions of each?	Quantitative survey included 17 Likert-scale items (Section 3.6).
Data Source	Where is analysis data from?	Descriptive and statistical analyses are based on survey responses (Sections 4.5–4.7).
Descriptive Data	What was analysed on Pg 88–96?	Tables 3–5 cover reliability and descriptive stats of variables like CSR perception, eco-product awareness, and brand loyalty.
Literature Comparison	Were findings compared to literature?	Yes. Section 4.8 discusses how findings support or diverge from prior studies using CSR and consumer intention theories.
Summary Tables	Could data be tabulated better?	Multiple tables are used (Tables 4–11), with improved formatting. Correlation matrices were split, and regression results clearly labelled.
Coding Explained	Was SPSS coding explained?	Coding explained in Section 4.2, with Table 2 detailing variable coding. No weighting was applied.
Reliability	What does the test show?	Section 4.3 (Table 3) shows Cronbach's Alpha > 0.7 for all key constructs, indicating good internal consistency.
Table 86	Why untitled?	Table 2 now properly titled "Coding for SPSS" and explained in Section 4.2.
Hypotheses Testing	How were they tested?	Hypotheses tested using Pearson correlation and regression. Results discussed in Sections 4.6 and 4.7.
Contributions	What are they?	Section 5.3 outlines contributions to CSR theory, stakeholder engagement, and ECSR marketing practices in automotive context.
Recommendations	How were they prioritised?	Prioritisation explained in Section 5.5, based on findings, feasibility, and stakeholder impact. Cross-border application is discussed.
Conclusion and Recommendations	Study on UK but who are the manufacturers	Names of key car manufacturers in the UK are mentioned such as Volkswagen, Toyota, Lotus, Rolls Royce and McLaren.