



The Impact of Perceived Corporate Social Responsibility (PCSR) on Purchase Intention across Multi Generations (Generation X AND Y)

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ABSTRACT

Although the effect of generation on perceived corporate social responsibility, purchase intention and brand trust is not well documented, and theoretical explanations have been inconsistent. Thereby, drawing on the theory of planned behaviour and generation cohort theory, the current study attempts to examine the direct relationship of perceived corporate social responsibility to purchase intention, mediating effect of brand trust, and the moderating effect of generation X and Y. Stratified random sampling was used to select the sample, and the final sample consisted of 392 individual consumers. The data was analyzed using partial least square - structural equation modelling (PLS-SEM). Perceived corporate social responsibility to brand trust and brand trust to purchase intention relationship was significant. Further, brand trust is the partial mediator and generation X and Y are significant moderators. Finally, the study makes a major theoretical contribution and suggests that managers, social and practitioners establish further research opportunities.

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INTRODUCTION

Most consumers today are highly conversant with environmentally and socially responsible initiatives and activities, which is reflected in their purchase intentions (Creyer, 1997). Corporate contributions to social causes come under the umbrella of corporate social responsibility (CSR) programs (David et al., 2005). Corporate philanthropy and social initiatives are now at the heart and soul of the business environment, and they have a significant impact on consumer purchase intention (Levy, 1997).

There has been much empirical evidence on the positive effect of CSR initiatives on purchase intentions (Sen & Bhattacharya, 2001; Mohr & Webb, 2005; Ko et al., 2008; Gupta & Hodges, 2012; Shen et al., 2012), while some empirical results have confirmed that the impact of CSR initiatives on purchase intention is very minimal (Wongpitch et al., 2016). Vaaland et al. (2008) have opined that some consumers are not very interested in a firm's CSR activities because they are more focused on issues that directly benefit themselves. In this case, CSR activities do not relate to company outcomes. Therefore, evidence of perceived CSR activities indicates different levels of relationships with consumer purchase intention. This variance in outcomes has arisen due to consumers' attitudes, including the belief systems of different generations.

Many authors believe that the present generation is more aware of corporate social responsibility (CSR) initiatives than their predecessors, which affects their purchase intentions (Formánková et al., 2019). Millennials (Generation Y) and Generation X believe that firms are investing in CSR activities and the purchase intentions of these generations influence the changing trends in CSR.

As per generation cohort theory (Strauss & Howe, 1992), generational cohorts have different experiences which influence their values, preferences and shopping behaviour (Parment, 2011). Numerous empirical studies have pointed out that consumer' spending patterns, attitudes and beliefs vary throughout an individual's life cycle (Bleichrodt & Quiggin, 1999; Kim et al., 2015; Shepard & Zeckhauser, 1984). Gen X and Gen Y both have their own set of attitudes and beliefs, influencing their purchase intentions (Jorgensen, 2003; Lissitsa & Kol, 2016). Gen Y is given to making decisions faster and without as much negotiation and bargaining as the other generations (Parment,

2011). As a result, Gen Y makes more frequent and more impulsive purchases than Gen X (Lissitsa & Kol, 2016).

The Theory of Planned Behaviour continues to evolve, and scholars are still building up the theory and adding value to its contents (Yazdanpanah & Forouzani, 2015). The Theory of Planned Behaviour (TPB) (Ajzen, 1991) talks about consumer attitudes and their impact on purchase intention. TPB also predicts consumers' behaviour, and its theoretical propositions have been proved empirically (Nigbur et al., 2010). Empirical evidence on purchase intention has been categorized as individual (Armitage & Conner, 2001), Group (Terry & Hogg, 1996), and Interpersonal with Group Intentions (Tajfel & Turner, 1986). These intentions towards the Purchase could vary depending on the generation to which the consumer belongs. Perceived CSR beliefs and attitudes and the theory of generation are therefore the most relevant theories to examine this issue.

The main research questions to be answered in this study are threefold. First, it is necessary to examine the association between perceived CSR and purchase intention. Second, the mediating effect of brand trust on the above relationship needs to be examined and finally, the moderating effect of multi-generations (Generation X and Y) on the relationship between perceived CSR and purchase intention. To answer the research questions, this study suggests using the Theory of Planned Behaviour (Ajzen, 1991) and the Generation Cohort's Theory (Strauss & Howe, 1992). These theories have provided the basis of the current understanding in their respective fields, and subsequent literature and theories in the research areas of concern have been broadly based on these theories.

The current study differs from previous research in the area in three important ways. First, this study is a pioneer attempt to propose six dimensions of CSR and consumer purchase intention across multiple generations. According to most previous studies, CSR is considered to include four dimensions (Carroll & Schwartz, 2003; Lin, 2012; Lin et al., 2014). Second, previous academic studies have not sufficiently understood the moderating impact of multi-generations (X and Y) on the relationship as mentioned above. In other words, many studies have not contributed adequately to how CSR impacts consumers' purchase intention across generation X and Y. Thirdly, academic studies have not sufficiently examined the theoretical impact of the Theory of Planned Behaviour and the Theory of

Generational Cohorts from the academic perspective. The impact of perceived CSR on purchase intention across multi-generations is an important topic in the current consumer market. There is no prior study exploring the impact of perceived CSR on purchase intention across multi-generations (Gen X and Y).

LITERATURE REVIEW

Evolution of Corporate Social Responsibility (CSR)

Academics and business managers have experienced how CSR has been transformed from a somewhat irrelevant and controversial idea to a well-accepted topic on research agendas (McWilliams et al., 2006). CSR has also become one of the most orthodox and widely accepted concepts in the business world during recent years (Carroll & Shabana, 2010). Therefore, the CSR concept has evolved over many decades.

Carroll (1979) defined four categories of CSR, as Economic Responsibility, Legal Responsibility, Ethical Responsibility and Discretionary Responsibility, which is commonly known as the “Pyramid of CSR” in the contemporary world. When considering all of the above factors, Carroll (1979) presents the definition of CSR as follows: *“The Social responsibility of business encompasses the economic, legal and discretionary expectation that society has of organizations at a given point of time”*.

As per Carrol (1979), the economic responsibility of a business is to produce goods and services that society desires and sell them at a profit. The legal obligation is to adhere to the laws and regulations of the society where it operates. The ethical and philanthropic responsibility is to fulfill the obligations of the business towards society, which extend beyond its economic and legal obligations. The philanthropic responsibilities of a business encompass those business actions that are in response to society's expectation that the business is a good corporate citizen.

Arguments Against and In Favour of CSR

Ever since the debate over CSR began, there have been arguments for and against it (Carroll & Shabana, 2010). Friedman's (1970) argument is that a business has only one responsibility to maximize profits for its shareholders. Therefore, according to Friedman (1970), social issues are not the concern of business, and the free market system should resolve these problems. There are

a few other arguments against the concept of CSR. Carroll and Shabana (2010) mention that those opposed to the concept of CSR use these arguments even today to defend their views against CSR.

Arguments favouring CSR typically begin with the belief that it is in a business's long-term self-interest – enlightened self-interest – to be socially responsible. This view holds that if the business is to have a healthy climate in which to function in the future, it must take action now that will ensure its long-term viability (Carroll & Shibana, 2010). CSR holds that pro-acting is better than reacting. This basically means that proacting (anticipating, planning and initiating) is more practical and less costly than simply reacting to social problems once they have surfaced (Carroll & Buchholtz 2009). Finally, it has been argued that businesses should engage in CSR because the public strongly supports it. Today, the public believes that in addition to its pursuit of profits, the business should be responsible to their workers, communities and other stakeholders, even if making things better for them requires companies to sacrifice some profits (Bernstein, 2000). The implementation of CSR requires firms to identify programs or activities that can directly benefit both firms and society (Urip, 2015).

CSR and Purchase Intention

Sen and Bhattacharya (2001) confirmed that the level of CSR directly affects consumers' purchase intentions. CSR behaviours positively influence consumers regarding the evaluation of the enterprise and the purchase intention (Mohr & Webb, 2005), where a lower level of CSR will greatly weaken consumers' purchase intention, resulting in consumers who are willing to buy the products just at a lower price. Therefore, CSR activities mould their reactions positively during purchase moments (Mohr & Webb, 2005). Moreover, CSR will affect consumers' purchase decisions if the consumers usually are prone to socially responsible activities (Prakash & Pathak, 2017). Authors assume that consumers generally have a low level of CSR awareness (Pomering & Dolnicar, 2009) and when they are informed of CSR, it positively affects their attitudes (Boyd et al., 2016) and purchases intentions.

In line with the above discussion, the positive effects of CSR on consumer behaviour and on purchase intention (Carrington et al., 2010; Romani et al., 2016; Lenne & Vandenbosch, 2017), consumer willingness to pay more for CSR products (Gupta & Hodges, 2012; Shen et al., 2012). Lower

levels of CSR significantly weaken consumers' purchase intention, resulting in consumers who are willing to buy the products just at a lower price (Mohr & Webb, 2005) being widely evaluated. However, the number of empirical studies on the effect of CSR motives on consumer purchase intention is still relatively very small (Wongpitch et al., 2016).

CSR, Brand Trust and Purchase Intention

Corporate brand trust is defined as *“the belief which a consumer in a purchase situation characterized by uncertainty, vulnerability, lack of control and the independent-mindedness of the transaction partners relies on, to the effect that a company identified as a corporate brand will deliver a good or service at the quality which the consumer expects”* (Sichtmann, 2007). The existence of corporate brand trust in a consumer's mind means that the Brand will likely deliver positive results to them (Delgado-Ballester & Munuera-Aleman, 2001). Thus, corporate brand trust is an important factor when consumers make purchasing decisions and work to establish a company's reputation or image in consumers' minds (Goldsmith et al., 2000). In other words, consumers would experience the betrayal of their own trust if a company exhibits opportunistic behaviour (Doney & Cannon, 1997).

However, when companies use a proactive communication strategy that positions them as actively engaging in CSR activities, they can create the image of being socially responsible and reduce the negative impact of any corporate hypocrisy (Hanna et al., 2015). Perceived CSR of a company positively influences corporate brand trust by making a favourable impression on consumers. Accordingly, many studies emphasize the benefit of CSR policies and procedures for increasing brand trust among consumers (Hanna et al., 2015). When a brand is trustworthy, consumers perceive less risk and gather less information when making purchasing decisions. Furthermore, many studies have indicated that brand trust is a key factor in maintaining successful Brand–consumer relationships (Hanna et al., 2015). Many companies now consider gaining consumer trust as a way to build relationships (Delgado-Ballester & Munuera-Aleman, 2001). However, brand trust creates a valued brand-consumer relationship that must be continuously maintained to contribute to brand loyalty (Garbarino & Johnson, 1999). Consequently, CSR could enhance brand trust and minimise consumer scepticism regarding corporate hypocrisy (Pivato et al, 2007). Bhattacharya and Sen (2001) have also shown that consumers would trust and even forgive

a company's misbehaviour when they identify themselves with the company.

Theory of Planned Behaviour (TPB)

Purchase intentions are personal action tendencies relating to the Brand. Intentions are distinct from attitudes, whereas attitudes are summary evaluations. Intentions represent "*the person's motivation in the sense of his or her conscious plan to exert effort to carry out behaviour*" (Spears & Singh, 2004). Thus, a concise definition of purchase intentions is an individual's conscious plan to make an effort to purchase a brand. (Spears & Singh 2004). Other scholars such as Howard (1989) defined purchase intention as the probability that a consumer plans to buy a particular brand or product during a certain period. The Theory of Planned Behaviour (TPB) (Ajzen, 1985) proposes that an individual's intention to perform a specific behaviour is an effective predictor of behaviour. Moreover, attitude is a factor of influencing behaviours through behavioural intentions. The Theory of Planned Behaviour, as per Ajzen, (1985), both attitudes toward behaviour and subjective norm are determinant factors of intention to perform a specific behaviour.

The Theory of Planned Behaviour (TPB) is a recognized intention model that successfully explains and predicts behaviour (Grandon, 2005). It is an improved model of the Theory of Reasoned Action (TRA), where perceived behavioural control was added as an element to predict intention and behaviour (Mattingly, 2012). As per this, the intention is a precursor of behaviour, and it can be predicted from three variables: attitude toward the behaviour, subjective norms, and perceived behavioural control. The first factor, attitude towards the behaviour, refers to the beliefs an individual has with respect to the consequences associated with performing a particular behaviour (Casper, 2006). Also, it can have a corresponding negative or positive judgment associated with it (Francis et al., 2004). The second factor, subjective norms, refers to an individual's evaluation of the perceived social pressure to perform or not to perform the behaviour (Ajzen, 1991). It incorporates views about how other individuals would like them to behave and the negative or positive judgments about each belief. It is presumed that these components work in interaction (Francis et al., 2004). The third factor, perceived behavioural control, is a person's perception of the struggle or ease associated with accomplishing the behaviour (Ajzen, 1991). It has two aspects that comprise mainly of whether or not an individual feels confident about performing the behaviour and how much control the person thinks they have

over the said behaviour (Francis et al., 2004). When the above three factors positively impact on behaviour, the individual's purchase intention should be stronger (Ajzen, 1991), whereas a negative impact will weaken the purchase intention. The Theory of Planned Behaviour, thus, is a recognized intention model that can be used to predict intention and behaviour (Reynaldo et al., 2017).

Generation and Purchase Intention

According to Ranaweera and Dharmasiri (2016) and Mendis and Dharmasiri (2019), Gen X and Y consumers are active in the Sri Lankan market and in the workforce. Therefore, two generations (Gen Z and Baby Boomers) have been removed from the scope of the current study and the other two generations (Gen X and Y) were considered in the study. The Generation Y cohort, sometimes called Millennials, is an important cohort and a target audience of retailers and consumer product companies alike because it is sizeable and has significant purchasing power.

However, there is reason to assume that certain attributes that influence purchasing power differ across generational cohorts (Parment, 2011), which suggests that studying purchasing behaviour of generational cohorts could be very beneficial. For example, Generation Y spends more effort on high-involvement product decisions than earlier generations (Parment, 2011). Brand and self-identity are the factors that most shape Gen-Y consumers' attitudes towards fashion apparel. Furthermore, Brand, style, price, and social identity are the most influential factors influencing Gen-Y consumers' purchase intention for fashion apparel. The findings also show that the country of origin and self-identity do not relate to Gen-Y consumers' purchase intentions (Giovannini et. al., 2015).

Generation Cohort's Theory (GCT)

Generation Cohort's Theory was introduced by Strauss and Howe (1992), which states that the people of the same generation may look at the world in common ways and share common values and opinions (Patterson, 2007; Smola & Sutton, 2002). This point of view is shared by Johnson and Johnson (2010), who define a generation as "*a group of individuals born and living contemporaneously, who have common knowledge and experiences that affect their thoughts, attitudes, values, beliefs, and behaviours.*" However, the

definitions of generational boundaries are inconsistent in the literature. For the purpose of this study, the following generally accepted boundaries are used: (1) Traditionalists, born 1925 – 1945 (2) Baby Boomers, born 1946 – 1964 (3) Generation X, born 1965 – 1980 (4) Generation Y, born 1981 – 2000 (5) Generation Z, born after 2000.

Valaei and Nikhashemi (2017) pointed out that generational factor (Generation-Y) influence purchase intention. In line with this, Valaei & Nikhashemi (2017), provided insights into what constitutes Gen-Y's consumer attitudes and perceived purchase intention.

HYPOTHESES AND CONCEPTUAL FRAMEWORK

Perceived CSR Initiatives and Purchase Intention

The TPB is a recognized intention model in explaining and predicting purchase intention in the presence of certain attitudes, beliefs and controls (Grandon, 2005). Perceived CSR generates beliefs within consumers' minds and creates impulses that give rise to the purchase intention. In 2001, Sen & Bhattacharya, (2001) confirmed that the level of CSR directly influences consumers' purchase intention. Moreover, the CSR behaviour of companies positively influences consumers to evaluate the enterprise and generates purchase intention (Mohr & Webb, 2005). Why then has the intention not become actual purchase behaviour? It is argued that consumers' non-engagement in socially responsible purchasing is due to negative net values perceived about socially responsible purchasing (D'Astous & Legendre, 2009). Previous research indicates that CSR factors are far less important to consumers' purchase decisions than product attributes such as price, aesthetics and quality (Abraham-Murali & Littrell, 1995; Eckman et al., 1990). Based on these findings, the following hypothesis is formulated.

H1: Perceived Corporate Social Responsibility Impacts Consumer Purchase Intention

Perceived CSR Initiatives and Brand Trust

Park et al. (2014) demonstrated that ethical and charitable or humanitarian CSR acts to create trust or brand relations with potential and existing customers, and that this also creates positive consumer purchase intention. Brand Trust is a belief and CSR initiatives influence consumer

beliefs and attitudes toward a corporation by enhancing the level of brand trust (Kim, 2015). Further, Kim (2015) explained that Brand trust acts as a mediator of the relationship between CSR Initiatives and consumer purchase intention. Sen and Bhattacharya (2001) proved that the level of performance of CSR initiatives would be limited by the degree of consumers' trust in the Brand and customer support. Luo and Bhattacharya (2006) stated that corporate social responsibility can lead to customer satisfaction, that is, when consumers were more satisfied with the Brand, trust in the Brand was higher, Research showed that when employees were treated kindly, and/or the firm engaged in environmental protection or charitable donations, these corporate socially responsible actions have a positive influence on consumer purchase intention. Laroche and Sadokierski, (1994) formally examined brand trust and concluded that it had an effect on purchase intention. Hence, the following hypothesis is proposed:

H2: Perceived Corporate Social Responsibility has a significant impact on Brand Trust

Brand Trust and Purchase Intention

Brand trust research and literature are limited and comprise only a few studies. Brand trust is a key factor in many marketing relationship studies, but unfortunately, it has not become the subject of many studies, particularly its relationship with customer satisfaction and buying behaviour (Delgado-Ballester & Munuera-Aleman, 2001; Chaudhuri & Holbrook, 2001; Deng et al., 2010). Brand Trust is belief and it influences consumer beliefs and attitudes that lead to a purchase intention (Kim, 2015). Therefore, brand trust can be surmised to play a dominant role in consumers' purchase behaviour. Based on the above arguments, it is hypothesized that:

H3: Brand trust has a significant impact on consumers' purchase intention.

Mediating Effect of Brand Trust on the Relationship between Perceived CSR and Purchase Intention.

Brand trust acts as a mediator in several research studies and empirical works (Kim et al., 2015; Jung & Seock, 2016; Kashyap & Rangnekar, 2016). Perceived CSR impacts on pre-existing brand trust and brand trust fully mediate the association between consumer perceived CSR and corporate reputation (Kim et al., 2015). This reputation is linked to purchase intention

and attitude to purchase intention (Jung & Seock, 2016). Furthermore, negative CSR creates negative brand trust and provides information on negative corporate reputation (Kim et al., 2015). This negative reputation acts as information to consumers' minds and consumers' perceptions and impacts their purchase intentions (Jung & Seock, 2016). These results indicate that brand trust is an important mediating variable to better understand the relationship between perceived CSR and consumer purchase intention. Based on this, the researcher advances the following hypothesis:

H4: Brand trust mediates the relationship between Perceived Corporate Social Responsibility and Consumer Purchase Intention

The Relationship between Brand Trust and Purchase Intention Examined across Multi-generations

Millennials are generally more innovative (more associated, more vocal, more visual) than other generations, and it is interesting to compare them with other generations' buying situation. Also, millennials are very concerned about brand trust. Therefore, companies are very concerned with figuring out how to successfully influence millennials to deliver their brand messages. Generation X and Y members have different mind-sets and it is impact to the influence buyer's mind and when they going to purchase of products (Balakrishnan & Chakraborty, 2017). According to Stafford et al. (2004), positive relationship between consumers' age and their intentions to purchase products. Based on the above arguments, it is hypothesized that:

H5: The impact of Brand Trust on Purchase Intention is moderated by multi-generations (Generation X & Y)

Perceived CSR Initiatives and Purchase Intention across Multi-generations

As a financially powerful generation (Grant & Stephen, 2005), Gen-Y consumers are capable of influencing the spending habits of their parents (Taylor & Cosenza, 2002), and they constitute an attractive segment for marketers to reach out to as the purchasing power and population of this generational cohort is increasing (Naser & Nikhashemi, 2017). Gen-Y consumers exhibit disparities in their behaviour and this urges marketers to comprehend their attitudes in order to be innovative and come up with new ways to attract this lucrative consumer segment (Grant & Stephen, 2005).

Based on the above arguments, it is hypothesized that:

H6: The impact of perceived CSR initiatives on purchase intention is moderated by multi-generations (Generation X & Y)

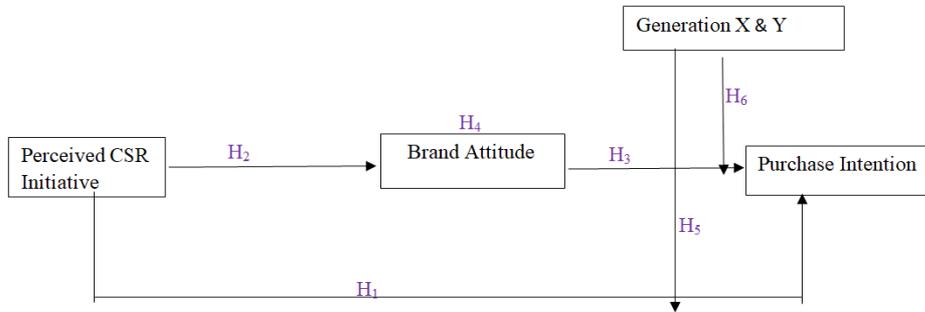


Figure 1: Conceptual Framework

METHODOLOGY

Participants and Procedures

This research followed the deductive method to arrive at a rational conclusion by logical generalization from a known fact. The unit of analysis of this study was the individual and the research was in the form of a cross-sectional study. The current study is grounded on positivism, and is a non-contrived study (Saunders et al., 2009).

With the quantitative approach to the study, data was gathered using a structured questionnaire. A sample of 475 individuals was used to gather data. With 430 respondents and 38 outliers, the final sample was 392 (n=392). The pilot study was carried out for each variable using a measurement scale of 1-7.

Measures

Perceived CSR consists of six basic dimensions of CSR, namely, economic, environmental, social, philanthropic, ethical and legal (Dahlsrud, 2008) and each dimension was measured in a different weighted questionnaire (Bianchi & Sarabia-Sanchez, 2019). The research focused particularly on the social dimension because it is considered the most difficult dimension to measure (Beske-Janssen et al., 2015; Bianchi & Sarabia-Sanchez, 2019). Brand trust construct was assessed based on the scale

suggested by Sichtmann (2007) and Wang and Yu (2013). Purchase intention was measured on a scale with twelve items anchored, adopted from Dotson and Hyatt (2005).

FINDINGS

Data were tested for Common Method Variance (CMV) and multivariate assumptions, including tests for normality, linearity, homoscedasticity, multicollinearity and heteroscedasticity, before forwarding the measurement model for confirmatory factor analysis (Galahitiyawa,2013). In line with Hair et al., (2011), items which had factor loading values less than 0.5 were removed (INT1 & INT2) and the model was re-tested for validity. Thereafter, statistics for validity and reliability were calculated with the standardized factor loadings. The results of the reliability and validity testing are reported in Table 1.

Table 1: Reliability and validity assessment

Variable	No. of items	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Discriminant validity		
					BT	INT	PCSR
BT	5	0.918	0.939	0.754	0.868		
INT	10	0.898	0.917	0.533	0.665	0.730	
PCSR	11	0.926	0.938	0.578	0.786	0.579	0.915

Note: (1)BT-Brand Trust ;(2)INT-Purchase Intention; (3)PCSR-Perceived Corporate Social Responsibility

The statistics depicted in Table 1 reflects that all the latent variables in the model have appropriate levels of convergent validity (>0.7), composite reliability ($CR>0.7$) (Hair et al., 2011), and internal consistency ($\alpha>0.7$). All constructs met these criteria and discriminant validity ($AVE>SMC$) was equal to 0.5 or more (Bock et al., 2005). This was assumed to be a good indication of convergent validity (Hair et al., 2011), and all constructs met this criterion.

Cohen's Indictor (f^2), was calculated by the inclusion and exclusion of each of the variables (one at a time). It illustrates how the measured variance explains each exogenous variable in the models. The values of the explained variances are 0.02, 0.15 and 0.35, respectively, and are considered to be small, medium and large (Hair et al., 2012). As the analysis revealed, facilitating conditions has a small effect ($f^2=0.039$) on PCSR \rightarrow INT, a medium effect ($f^2=0.165$) on BT \rightarrow INT and a large effect ($f^2=1.607$) on PCSR \rightarrow BT. In

addition, Hair et al., (2012) recommended that researchers should assess Stone-Geisser's Q^2 value. This has been used as a supplementary measure to the assessment of goodness-of-fit in Partial Least Squares-Structural Equation Modelling (Richter et al., 2015). A research model with Q^2 value(s) greater than zero is considered to have predictive relevance (Henseler et al., 2009). In the current research, all variables listed under Q^2 had values greater than 0, and therefore, model fit is established through predictive relevance (Q^2).

The Structural Model: Assessment of Direct Relationships

After ensuring that the construct measurement indicators were reliable and valid, the next step was to generate the structural model results.

Table 2: Path coefficients of the structural model

Hypothesis	Relationship	std Beta	Mean (M)	Std Error	t-value ^	P Values	Decision
H1	PCSR -> INT	0.614	0.616	0.038	16.223	0.000**	Supported
H2	PCSR -> BT	0.786	0.785	0.023	34.365	0.000**	Supported
H3	BT -> INT	0.664	0.666	0.034	19.619	0.000**	Supported

Note: Significant level; * $P < 0.1$; ** $P < 0.05$ /PCSR- Perceived Corporate Social Responsibility, BT- Brand Trust, INT- Purchase Intention

As per Table 2, the relationship between Perceived CSR and Consumer Purchased Intention (PCSR -> INT), Perceived CSR and Brand Trust (PCSR -> BT) and Brand Trust and Purchase Intention had (BT -> INT) of p-values of 0.000 and effects are medium, high and medium, respectively. The relevant p-values of all relationship are 0.000 which are less than 0.05, and hence, all direct effects are significant. Therefore, the above mentioned direct effects were found to be statistically significant (Weerasinghe & Jayawardana, 2019).

Assessment of the Moderating Effect of Generation

A categorical variable is tested where group effects are clear, and here, a logical multi group analysis (PLS-MGA) method was used for test the moderating impact (Hair et al., 2012). As per Table 5, the relationships between Perceived CSR and Consumer Purchase Intention (PCSR -> INT), and Brand Trust and Consumer Purchase Intention had (BT -> INT) P-values of 0.000, and since these values are less than 0.05, the moderating effects exerted by generation on the two relevant relationships were significant.

Table 3: Moderating Effect -> Generation

Hypothesis	Relationship	β Value	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	
H5	Generation* PCSR -> INT	0.614	0.038	15.966	0.000**	Supported
H6	Generation* BT -> INT	0.666	0.035	19.121	0.000**	Supported

Note: Significant level; * $p < 0.1$; ** $p < 0.05$

PCSR- Perceived Corporate Social Responsibility, BT- Brand Trust, INT- Purchase Intention

PLS-MGA provides better facilities to go deeper at this stage of the research. A further analysis of this moderating impact of each generation (Gen X and Gen Y) on these relationships yields the following results, as shown in Table 4.

Table 4: Moderating Effect -> Generation X and Y

	β Value	T Statistics (O/STDEV)	p-Values
Generation-X* BT -> INT	0.651	11.248	0.000**
Generation-Y* BT -> INT	0.581	13.925	0.000**
Generation-X* PCSR -> INT	0.574	10.026	0.000**
Generation-Y* PCSR -> INT	0.651	23.678	0.000**

Note: Significant level; * $p < 0.1$; ** $p < 0.05$

PCSR- Perceived Corporate Social Responsibility, BA- Brand Trust, INT- Purchase Intention

The impact of generation-(X/Y) on the BT -> INT relationship and the impact of generation-(X/Y) on the PCSR -> INT relationship are statically significant and indicate the moderating impact. However, the moderating impact of generation-(X/Y) on BT -> INT is low, as per the analysis of PLS MGA-0.019, Welch-Satterthwait Test-0.017, and the Parametric Test 0.02. However, the moderating impact of generation-(X/Y) on PCSR -> INT is significant. All the alternative hypotheses (H1 to H6) formulated in the current study were accepted.

DISCUSSION, IMPLICATIONS AND LIMITATIONS

Outcome of this study reveals that a significant direct relationship was found between perceived CSR and purchase intention. This result confirms previous research studies (Sen & Bhattacharya, 2001; Mohr & Webb, 2005; D'Astous & Legendre, 2009; Leonidou et al., 2012).

The study also revealed that, perceived CSR impacts purchased intention directly (H1). As per Fatma and Rahman (2016), when perceived CSR impacts purchased intention directly, it converts consumers' belief in CSR activities into positive cognition (intention) that is reflected in increased purchase intention. As per the theory of planned behaviour (Ajzen, 1991), belief and attitudes enhance consumer purchase intention.

The findings revealed there is a significant effect of Perceived CSR and Brand Trust (H2). Perceived CSR initiatives have increased the level of corporate brand trust. Furthermore, compared to corporate reputation, corporate hypocrisy has been more strongly affected by corporate brand trust. Therefore, CSR managers should pay attention to corporate brand trust as a more efficient means of reducing negative consumer attitudes toward corporations (Kim et al., 2015).

The study also found significant impact of Brand Trust to Purchase intention (H3). Consequently, some empirical studies have revealed that Brand trust and Purchase intention have a positive and significant relationship (Aaker & Keller, 1990; Kuan & Bock, 2007; Beneke et al., 2013; Carnevale et al., 2017). Not only does brand trust directly impact consumers' whole evaluations and purchase intentions, but it also has an essential element of long-term consumer relationships with companies (Beneke et al., 2013; Pappas, 2016; Carnevale et al., 2017). Beneke et al. (2013) and Pappas (2016) discuss the positive role of brand trust on consumer purchase intention.

Brand trust was found to be a significant partial mediator of the relationship between perceived CSR and purchase intention, and H4 was accepted. Furthermore, explained that when brand trust increases in a consumer mind's, it simultaneously enhances consumer purchase decisions and purchase intention. In other words, brand trust acts as the catalyst between CSR and consumer purchase intention. Furthermore, negative CSR creates negative brand trust and leads to a tarnishing of corporate reputation (Kim et al., 2015). Such a tarnished reputation will influence consumers' perceptions of the company, and this negative perception will impact purchase intentions negatively (Jung & Seock, 2016). Therefore, Brand trust is an important mediating variable that will help to better understand the relationship between perceived CSR and consumer purchase intention.

H5 and H6 were accepted through the results of data analysis. This confirms not only that Generation X and Y significantly moderate the relationships between perceived CSR and purchase intention and brand trust and purchase intention but also overcome the inconsistencies and the lacuna that existed in the empirical research.

Gen-Y is very interested in which brands are ethical, caring, and trusting, and strive to do the right thing. Gen Y looks primarily at the mission of companies and the charitable aspects of that mission. For many in Gen Y, companies have to earn brand trust through their socially responsible actions. Garbarino and Johnson (1999) and Wu and Wang (2014) demonstrate that consumers' attitude towards a brand established by an organization influences their future intentions (including future attendance, subscriptions, and donations) toward the organization. Wu and Wang, (2014) discussed about the Brand trust and purchase intention in detail.

Theoretical Contribution

The current paper examined both direct and indirect (mediating impact of brand attitude) impacts across multi generations by using the TPB underpinned by the Generational Cohort's Theory, and this approach has not been taken before. This study proved that perceived CSR creates attitudes that will lead to purchase intention.

The findings of the current study revealed that the moderating impact of Gen Y is higher than that of Gen X. Therefore, Gen Y consumers' attitudes and beliefs related to perceived CSR are generally stronger than those of Gen X. Consequently, consumer beliefs and attitudes towards purchase intention depend on multi-generations. Previous studies and theories do not shed light on perceived CSR and customer purchase intention in this context.

Managerial Implications

Firstly, the study advocates creative and innovative advertising based on generational criteria as perceived CSR affects purchase intentions of consumers across the two generations (Generation X and Y) positively. Generation Y is highly environmentally oriented (Wu & Wang, 2014) and they are much attuned to social media (Bolton et al., 2013). Based on that, firms will be able to communicate their CSR activities through social media. In particular, Gen-X is more emotional, while Gen-Y is more easy-going with

a happy-go-lucky attitude. Therefore, firms will be able to craft their advertising based on their CSR activities to target particular generations.

Secondly, this paper provides useful information to companies to select the proper communication tool/method to deliver their CSR message. The social media marketing medium has become an important marketing tool to reach emerging generation Y-consumers (Balakrishnan et al., 2014; Nadeem et al., 2015), and Gen-Y is distinguished from other generational cohorts in its intense exposure to the Internet (Acheampong et al., 2017). Gen-X generally prefers receiving and using short, brief messages as texts or emails as opposed to lengthy ones (NDMU, 2019), due to their busy work schedules. Therefore, companies will be able to deliver their CSR activities by using different and targeted communication tools based on the generation they need to reach.

Thirdly, this study provides a practical understanding on how to overcome competitive barriers to CSR and consumer purchase intentions for the betterment of society as well as of the industry mainly through perceived CSR, rapid penetration will lead to the creation of impulse purchase decisions among current consumers. In particular, Gen-Y is more aware of CSR activities and their buying behavior depends on the brands that are associated with CSR. Therefore, brand managers can combine social elements when they are articulating brand slogans and brand mantras for CSR based brand products.

Finally, this study provides a practical understanding of the implementation of CSR activities. Gen X and Y consumers are mainly considered when discussing environment based CSR activities

Limitations and Further Research

There were a few limitations in this study which can be examined by future research. One limitation is that the findings of the research were based on one province consisting three districts. Another limitation of this study is that the qualitative and quantitative approaches of this study could have been integrated to yield the mixed method approach through which the findings could have been further clarified, thus enhancing the parameters of the findings. Future studies can also consider on several provinces as well as on industry wise.

CONCLUSION

The aim of this paper was to ascertain the impact of multi generations (Gen's X and Y) on perceived CSR, brand attitude and purchase intention based on the current theoretical and empirical evidence. The findings of this study corroborated the existing empirical evidence that supports the direct relationship between perceived CSR and Purchase intention and Brand trust and Purchase intention. Furthermore, brand trust was found to mediate the relationship between CSR and Purchase intention and multi generations (Gen's X and Y) were found to moderate it. The moderating impact of Gen Y was higher than that of Gen X. Therefore, this paper posits that the impact of perceived CSR on purchase intention is positive across multi generations (Gen X and Y) and that this relationship is mediated by brand trust.

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