
ROLE OF PSR IN THE BUYING BEHAVIOUR OF CONSUMERS

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Article Received: 06 March 2026, Article Revised: 26 March 2026, Published on: 16 April 2026

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DOI: <https://doi-doi.org/101555/ijarp.7526>

ABSTRACT.

One of the most important factors influencing contemporary consumer behavior is perceived social responsibility (PSR). Customers are now motivated by a company's social behavior in addition to price and quality due to growing knowledge of environmental, ethical, and social issues. The notion of PSR, its theoretical underpinnings, its determinants, and its influence on consumer purchasing behavior are all examined in this review study. The paper demonstrates how PSR affects customer perceptions, purchase intentions, loyalty, and actual purchasing decisions by synthesizing data from previous research.

1. INTRODUCTION

Consumer expectations have changed over the past few decades due to globalization, ethical consciousness, and environmental concerns.

Nowadays, customers expect businesses to behave socially.

Consumer impression of a company's social responsibility is known as PSR. • It encompasses social welfare, philanthropy, environmental preservation, and moral behavior.

Research demonstrates that socially conscious business practices have a favorable impact on consumers' buying decisions.

2. Concept of PSR (Perceived / Personal Social Responsibility)**2.1 Definition**

- PSR describes how customers view and assess a company's social responsibility efforts.
- It also covers personal accountability for consuming choices. Based on research
- PSR is "a way people act to maximize positive social impact and minimize negative social impact."

2.2 Dimensions of PSR

According to CSR research (Carroll's Model), PSR consists of:

1. Economic Responsibility: Value delivery and profitability
2. Legal Responsibility: Adherence to the law
3. Ethical Responsibility: Just and equitable actions
4. Social Contribution through Philanthropic Responsibility

3. Theoretical Framework

3.1 Theory of Planned Behavior (TPB)

- Attitude → Intention → Behavior
- PSR influences **attitude and intention toward ethical products**

3.2 Stimulus-Organism-Response (SOR) Model

- CSR/PSR acts as stimulus
- Consumer perception = organism
- Purchase decision = response

3.3 Stakeholder Theory

- Firms must satisfy all stakeholders
- Consumers reward responsible firms

4. PSR and Consumer Buying Behaviour

4.1 Impact on Purchase Intention

Studies reveal: • Higher buying intention due to a positive PSR

- Customers favor brands that share their beliefs.

CSR programs dramatically raise customer involvement and purchase intent.

4.2 Effect on Perception and Attitude

- PSR improves trust and brand image
- High-fit CSR initiatives enhance the attitudes and opinions of consumers

4.3 Effect on Loyalty

- Customers form an emotional bond
- Promotes brand advocacy and recurring purchases

4.4 Effect on Eco-Friendly Purchasing Practices

- PSR has a big impact on buying environmentally friendly products.
- Sustainable products are preferred by customers.

Research demonstrates that social responsibility and green

4.5 Effects on Impulsive Purchases

- CSR may cause emotional reactions.
- Causes rash purchasing choices

Impulsive socially conscious purchasing behavior has been highlighted by recent studies.

5. Elements That Affect PSR in Purchase Behavior

5.1 Customer Awareness

- Awareness of CSR initiatives boosts effect

5.2 Influence from Social Media

- Platforms make CSR communication more effective
- Effective at mediating customer involvement

5.3 Personal Values

- Ethical orientation
- Environmental concern

5.4 Demographic Factors

- Age, education, income
- Younger consumers more socially conscious

5.5 Cultural Influence

- Culture shapes ethical perceptions and consumption patterns.

6. Mediating and Moderating Variables

6.1 Mediators

- Trust
- Brand image
- Customer satisfaction

6.2 Moderators

- Price sensitivity
- Product type
- Consumer skepticism

7. PSR and the Intention-Behavior Disparity

Despite the fact that customers voice concerns about social responsibility:

- Actual purchasing patterns frequently differ

- Inadequate knowledge and accessibility lead to gaps

Studies reveal that low awareness causes a discrepancy between buying behavior and intention.

8. Fact-Based Proof

Analysis 1

(India) 250 respondents make up the sample.

- Outcome: There is a positive correlation between purchasing behavior and CSR.

Research 2

(Iron) 450 customers make up the sample.

- Outcome: PSR and green buying are strongly correlated.

Study 3 (Worldwide)

- CSR increases social media engagement
- Increases the intention to buy

9. Managerial Implications

For Businesses:

- Integrate CSR into core strategy
- Communicate transparently
- Align CSR with brand values

For Marketers:

- Use storytelling and emotional appeal
- Highlight social impact

10. Limitations of PSR Influence

- Price still dominates decisions
- Consumer skepticism toward fake CSR
- Limited awareness in developing regions

11. Future Research Directions

- Role of AI in CSR communication
- Cross-cultural comparisons
- Long-term impact of PSR on loyalty

13. Deep Psychological Mechanisms Behind PSR

PSR influences buying behavior through multiple psychological processes:

13.1 Moral Identity Theory

Consumers often see themselves as “ethical individuals.” When they buy socially responsible products:

- They reinforce their **self-identity**
- They experience **moral satisfaction**
- Example: Buying eco-friendly products gives a sense of “doing good”

13.2 Cognitive Dissonance Theory When customers:

- Have faith in sustainability
- However, purchase dangerous goods

They feel uneasy in their minds (dissonance). PSR lessens this conflict by:

- Promoting moral purchasing choices Aligning behavior with convictions

13.3 Emotional Appeal and Guilt Reduction

- CSR campaigns often evoke **emotions like empathy and guilt**
- Consumers purchase to reduce guilt (e.g., buying fair-trade products)

14. Role of PSR in Digital and Online Buying

The digital era has significantly amplified PSR influence.

14.1 Influence of Social Media

- Platforms like Instagram, YouTube spread CSR awareness
- Influencers promote ethical brands

Effects:

- Faster information dissemination
- Increased consumer pressure on companies

14.2 Online Reviews and Ratings

Consumers evaluate:

- Company ethics
- Sustainability practices

14.3 Transparency and Accountability Digital platforms force companies to:

- Be transparent
- Avoid unethical practices

Consumers can:

- Boycott irresponsible brands
- Support ethical companies

15. Industry-Wise Impact of PSR

15.1 Fashion Industry

- Rise of **sustainable fashion**
- Consumers prefer eco-friendly clothing

Problems:

- Fast fashion vs ethical consumption

15.2 Food Industry

- Demand for:
 - Organic food
 - Fair-trade products

Consumers care about:

- Animal welfare
- Environmental impact

15.3 Technology Industry

- Ethical sourcing of materials
- Labor practices in manufacturing

15.4 Automobile Industry

- Electric vehicles
- Low-emission cars

16. PSR and Brand Equity

PSR significantly contributes to **brand equity**, which includes:

16.1 Brand Awareness

CSR campaigns increase visibility

16.2 Brand Associations

Consumers associate brands with:

- Sustainability
- Trustworthiness

16.3 Perceived Quality

Responsible companies are seen as:

- Higher quality

- More reliable

16.4 Brand Loyalty

- Ethical alignment builds long-term relationships

17. Negative Side of PSR (Critical Analysis)

Not all PSR impacts are positive.

17.1 Greenwashing

- Companies falsely claim to be socially responsible
- Leads to:
 - Consumer distrust
 - Reputation damage

17.2 Consumer Skepticism

- Customers question the veracity of CSR
- In particular, when:
 - CSR is inconsistent

Marketing appears overly dramatic.

17.3 Price Sensitivity

- Ethical products are often expensive
- Many consumers:
 - Support PSR in theory
 - But choose cheaper options

18. PSR in Developing vs Developed Countries

18.1 Developed Countries

- High awareness
- Strong ethical consumption trends

18.2 Developing Countries (like India)

- Price sensitivity dominates
- Awareness is increasing but uneven

18.3 Comparative Insight

Factor	Developed Countries	Developing Countries
Awareness	High	Moderate
Price Sensitivity	Low	High
Ethical Buying	Strong	Growing

19. Role of Government and Policy in PSR

Governments play a crucial role in shaping PSR:

19.1 Regulations

- Environmental laws
- Labor laws

19.2 CSR Mandates

- For instance, India requires big businesses to invest in CSR.

19.3 Public Awareness Campaigns

- Encourage conscientious consumption

20. Case Studies

Case Study 1: Ethical Branding Success

Encourage conscientious consumption

Case Study 2: CSR Failure

A business found engaging in unethical behavior:

- Faced a boycott
- A decline in brand value

21. Conceptual Model of PSR Influence

Model Flow:

PSR → Consumer Perception → Emotional Reaction → Intention to Buy → Purchase Behavior

22. Research Gaps

Despite a lot of study, there are still gaps:

- Insufficient long-term research
- Restricted examination of rural consumers
- The requirement for behavioral (real purchase) data

23. Practical Examples of PSR Influence

Consumers may:

Pick packaging that is biodegradable.

- Steer clear of companies that use subpar labor practices.
- Encourage businesses to contribute to social causes.

24. Measurement of PSR

PSR is measured using:

24.1 Survey Scales

- Likert scale (1–5 or 1–7)

24.2 Key Indicators

- Trust
- Awareness
- Ethical perception

25. Expanded Conclusion

PSR is now a strategic requirement rather than a choice.

Important insights: • Significant impact on intentions and attitudes

- Moderate impact on actual purchase (because of obstacles)
- Essential to the long-term success of a brand

Success in the future depends on: • Sincerity

- Openness
- Education for consumers

26. CONCLUSION

PSR has a big and expanding impact on consumer purchasing decisions. It affects:

- Views • Intentions to buy
- Loyalty to a brand
- Consumption of ethics

However, PSR's efficacy is dependent upon: • Sincerity • Awareness of consumers

- Conformity to values

Companies that really implement social responsibility strategies benefit from increased customer trust and a competitive edge.

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