Corporate sustainability and consumer eco-emotion is one of the emerging topics in Pakistan. It is important according to Pakistan circumstances to measure the interest of consumer towards corporate sustainability. That is why this research has been done to find out the relationship and impact of consumer eco-emotion and corporate sustainability. This research contributes towards the individual consumer response, guilt attitude, buying behavior and perception of individual for exploitation of companies which is very common factor on Pakistan. The research is conducted with the help of primary and secondary data source of data. Secondary data include articles, journals, newspaper, websites and books. Primary data include questionnaire which I distributed throughout different location in Lahore. It is a consumer-based research so I circulated questionnaire among different consumers with the sample size of 300 respondent. In the current research study, I have applied demographic analysis test (to determine the frequency distribution). In statistical analysis first of all I checked reliability of test tool by Cronbach’s Alpha test then check the normality of data by applying normality test. Then I applied correlation, linear regression, one way ANOVA and cross tabulation to identify and determine the strength of relationship of consumer eco-emotion with corporate sustainability. The entire process of hypothesis testing and analysis has been done by using SPSS 20. It is showed from the findings of study that a weak correlation exist between consumer eco-emotion and corporate sustainability. Consumer eco-emotion shows its weak relation for corporate sustainability, corporate social responsibility and corporate environmental responsibility. Companies should have to increase their trust in the eyes of the consumer for social activities. The guilt is not present in Pakistani consumer so this is the main factor and alarming situation for companies and consumer. Demographics of consumers also measure in this research which show the relationship with sustainable organization.

T.Q.M, Hospital, Lahore, Pakistan

Keywords: T.Q.M, Hospital, Pakistan

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Background

Corporate sustainability is the ongoing development of research over the past few years. Marketing prospective of corporate sustainability flourish the trends towards the research which include environmentalism, citizenship and sustainability of the country as well as corporate. Previous studies mostly focused on inadequate aspects of CSR activities, broadly we consider communal involvement and corporate giving as a corporate
sustainability, without examining what is the perception of consumer about this notion. In addition, Anglo Saxon countries which include U.S and United Kingdom invented this concept of CSR and researchers belong to these countries have done a lot of work on these empirical findings. (Ki-Hoon Leea, 2010) Corporate social responsibility clearly defines the responsibility of organization besides from making profit. Organization involve in the immediate completion of firm economic social and environmental or philanthropic responsibility, CSR firm has three characteristics:

- Making profit
- Follow the law
- Be ethical
- Nobel corporate citizen

Green manufacturing companies made a long-term project for eco-efficient manufacturing and by marketing of product and service sustainability. Green product considers as those products or services that have minimal or no poor effect on human survival in term of health, environment and social surroundings. When we compete with other product in this category, we have to fulfill the requirement of environmental and social responsibility. Green product which we normally used in our daily life is energy saver or compact fluorescent lights by which we can save 75% of energy, organic foods which are produced without any pesticides or besides the natural environment. Toyota Prius is very common vehicle in Pakistan which is very fuel economic and have no bad effect on environment. We can say that green business are those business that no negative impact on environment, society, economy and community. These are the requirement of company to follow the triple bottom line concept. Triple bottom line helps the company to reach its financial benefits. It is an initial initiative program instead of after effect. (Rahman, 2014).

In today’s business competition environment, profit concern and socially liable companies both started to implement notion of green marketing and talk about the environment problems as a source of modest advantage in emerging and endorsing green products to meet the desire of environmentally sensible consumer. Customer purchase interest and activities towards green products influence by the convincing and explanatory green ads required targeted business consequences. Environment friendly, biodegradable are the common words used in market but still we are not too much efficient to persuade the consumer. That’s why most of the firms has started to classify and cognize the aspects of environmental behavior, likes and dislikes about CSR, green purchase intention in their communication tactics through delivering convincing advertisement. Environmental emotion of consumer have been examined through the knowledge of environmental hazardous awareness and PCE perceived consumer effectiveness in arousing the behavioral change to participate in initial environmental action. Health and happiness of individual threatened by the environmental problem and the degree to which a person believe that his or her struggles toward pollution reduction have been driven by the emotional change to take part in the behavior of both purchase and non-purchase actions to make environment as a quality standard. (Tan, Booi-Chen, 2011)

Previous research focus on consumer reaction toward CSR different consumer has different type of response including their behavior, attitude and perception for product and companies, research shows that consumer shows positive attitude towards social and environmental activates. Customer have to believe that company is working on CSR
is socially responsible. When consumer shows his willingness to buy a product which is socially responsible is also show a positive relationship with customer. It is very hard for researcher to quantify positive relationship with CSR activity of consumer it will be hard to make any decision or to measure the after effect of CSR on consumer perception without any fix standard. Research conclusion emphasis on companies to use CSR strategies. (Heo, 2010) 

Attitude and behavior of consumer in the framework of green purchase action explained by the previous observed studies but the actions are still deficient in Pakistan. Pakistan is developing country and huge amount of challenges are circling around it. Safe environment and organizations development are one of the main issue which we are facing now. It is not only the responsibility of Government and corporate to think about the reserves of the earth but it is also a top most responsibility of consumer to bring a change in their consumption behavior to take apart in sustainable and environment friendly activities. (Jamilah Ahmad, Imran Ali, Georgiana Florentina Grigore, 2011) 

The degree of consumer awareness toward eco-friendly product is very advance issue around the world because of the deprivation of the nature. We have to learn from American because they have started courses in their educational institutes to make their generation aware with ecological concern. As a result those consumer who shows interest in this course they will surely accept the pro-environmental behavior to participate in healthy and active economies. 

Environmental problems arising rapidly in Pakistan the resources which are available and the way which we are consuming they is very dangerous. 

“Biodiversity is term used to define the variation of natural life and natural process on planet earth ecological system, human survival and cultural variety all of them are link together.” 

It is the need of time in Pakistan that we started to focus on CSR. Just like other developed countries companies should starts campaign to change consumer behavior regard their purchase? And emphasis them to increase their green purchase intention. Use of advance technology is not the solution to the problem we have to use other strategies to take over this problem. One solution is that companies and government take initiative to add environmental subjects in syllabus it will obviously create positive attitude in young generation to think like that. We cannot control this huge problem in a year or two, it will required a struggle of decades. The country like Pakistan there is huge empty space among the consumer on the subject of environmentalism which need to cover by effective campaign. (Ghafoor, 2012) 

Theory of planned behavior:- 

Theory of planed behavior is an extensively used model for environmental concern. This model suggest that the most significant indicator of behavior is “intention” or “aim” refers to the will power of an individual to perform or not perform a particular action e.g. Willingness of an individual not to use the plastic shopping bag, attracted toward the company which is doing good for the society. Factors which influenced behavioral concern are attitude, individual norms and perceived behavior control. Three of these variable effects the behavior in particular manners, Attitude based on the sensible evaluation of concern behavior. Individual norms effect by the social forces, perceived behavior control refers to extend to which the feeling of an individual to perform a behavior. According to this theory the positive action of behavior depends upon the particular norms and feeling that control to do an action which take to the behavioral intention and the outcomes is finally behavior performed. Same in the case of, behavioral
intention not clearly developed due to less control over the behavior and it leads to the negative attitude.

**Value Belief and Norm:**
This theory depend upon the three aspects of human nature. Link the relationship of an individual acceptance and single person value orientation with human environment it is very popular way to measure the individual human interest toward the ecological activities. VBN structure consist of three types:

- **Egoistic:**
  An individual who only worried about their own welfare and start the pro environmental action just for their own concern. (Bögeholz, 2009)

- **Altruistic:**
  An individual who starts the environmental action not only for himself but also for the welfare of the others.

- **Biospheric:**
  An individual who is not only worried about himself but also for other comfort and he also worried for plant and animal.

These three types influence the nature and belief of an individual about human environment friendly attitude. (Rasool, 2013)

Theory of planned behavior and VBN has been broadly applied in those literature which explain the environmental action of an individual.

**Maslow’s Hierarchy:**
The theory which is proposed by Abraham Maslow massively accepted all over the world this theory belong to psychology it declared that basic human need are very important and this is the core purpose of human consuming behavior of environmental resources.

The pyramid divided in different category of basic need, psychological and self-fulfillment. The research in the people’s failure to reply positively towards environmental issues.

The basic reason to research about consumer eco emotion because emotion are other than consumer basic needs and comes after fulfilling basic necessity. Maslow introduce the hierarchy of need which easily explain this concept human being ranked their needs according to their prominence influenced by behavior and surrounding. Maslow theory is completely link together with consumer eco emotion because it is a long way journey of needs from basic to self-actualization.

When people fulfill all their needs at the end they start thinking for society and environment at the stage of self-actualization. Food, shelter, security, sleep and self-esteem have to fulfill to reach at self-actualization because thinking about society and environment.

The negative effect of organization on different aspects of human life has completely changed the consumer perception. Consumption of developing countries and developed countries both are opposite with each other. According to recent perspective companies have negative impression in the eyes of the customer on the basis of their lack of environment and societal awareness. Due to this companies are now struggling to enhance their efforts expand their corporate responsibility. In last few decades CSR is one the most important emerging topic (Beise-Zee, 2011)

The main purpose of this research is to find the consumer emotional buying behavior towards socially and environmentally responsible companies. Emotion of the consumer includes the attitude and behavior, consumer guilt of not being socially responsible. In Pakistan what is the level of awareness among the consumer and what is the effect of
these consumer behavior on companies. Thinking of individual consumer effects on his buying behavior is he believe that individual do something for society and for environment?

Attitude and behavior of Pakistani consumer effects corporate social responsibility?
If consumer are not socially active does the factor of green guilt is applicable?
Does consumer assume that CSR is just for companies own benefit society and environment is not important for organization?
Corporate sustainability are related with consumer purchase intention?

Research Question:-

- Perceived consumer effectiveness and corporate sustainability have relationship with each other?
- Consumer attitude and behavior and corporate sustainability have relationship with each other?
- Consumer green guilt and corporate sustainability have relationship with each other?
- Purchase intention and corporate sustainability have relationship with each other?
- Company exploitation and perception does have relationship with each other?
- Consumer gender and corporate sustainability does have relationship with each other?
- Consumer educational background and corporate social responsibility have relationship with each other?
- Consumer income and corporate social responsibility have relationship with each other?

LITERATURE REVIEW

Many organization have adopted social causes after the postulation that consumer will attracts towards the firm who has environment friendly objectives. But there is still a doubt that consumer may or may not accept these social initiatives as an honest action and may not delight with firm. It is thoughtful remarks that companies should be punished by the consumer who are not environment friendly or not following the law. Therefore consumer are the important factor for evaluating the company’s social initiatives (Karen L. Becker-Olsena)

Knowledge is the amount of data which stored in one’s memory that influence the consumer to act according to the stored information. Conceptually there are two component of knowledge biased or subjective knowledge and objective or unbiased knowledge.

Objective knowledge is known as actual knowledge that stored in the mind of the consumer it means that the individual truly knows about the category of the product. If we talk about subjective knowledge or biased knowledge it term as the awareness and valuation of an individual what he know and how much he know about the category of the product.

Environmental knowledge is states as the capability of an individual to recognize and estimate the effect of eco-friendly system of the society. How many aspect of ecosystem form which he or she is aware of. (Tan, Booi-Chen, 2011)
Several previous studies ensure that there is a positive relation between the knowledge of the consumer toward eco-friendly products and the corporate social responsibility. In this scenario, we categorize the consumer into two groups: some consumers have already the knowledge of green products, while others are not aware of it. (Jamilah Ahmad, 2011)

In the discouraging or encouraging of environment sustainability, consumers play a very important role. The research indicates that consumers are attracted toward sustainable goods, but all of them have a habit of choosing products based on several standards including behavior, price of the product, and their mentality. There are several questions that arise in the mind.

Do the firms completely aware the association between consumer and CSR? Did they learn something from consumer activities? Availability and demand of environmental friendly products depend on what factors? Actual development of sustainability depend on the consumer demand of the service and product if consumer do not want to purchase these products, then firm efforts will be useless.

Organization sustainability:
Past few years researchers investigate with the companies and natural environment that why ecological matters responded by firms. There are few matters which are examined by researcher that few firms are environment friendly while other apparently have same conditions and surroundings but these companies do not even obey or think about the global environment rules. Corporate sustainability motives are dire for two reason. First, some organization contribute in eco environment to just meet the legal requirement. These firms only engage in those activates which are mandatory. Second, some organization are those which themselves take effective part in environment sustainability and they also conduct research and spread awareness for eco-friendly consumption ways via advertisement by doing this they also achieve the competitive edge and also build the moral views in consumer perception. (KENDALL ROTH, 2000)

Every corporation must have follow these four rules to be a respectable corporate citizens: economic, legal, ethical, and philanthropic. Based on these constituents, a firm which is prove its self as a socially responsible, should struggle to be a profitable firm, follow the rules and regulation of law, be moral and ethical, and be a worthy corporate citizen. If we talk about the CSR we have a variety of extensive belief and opinion “a good social action which is required by the law outside the interest of the firm”, “less emphasis on increasing the shareholder amount of wealth”. These abstract differences describes the various degrees of corporate responsibility that the role of the firm is beyond as an economic organization. Because CSR contain a complete set of ethical, logical, moral and normative issue which relates to the business to perform a role in society. It is duty of every organization to work for the betterment of the organization and also for the improvement of the society as a whole. As far as consumer concerned there is a huge diversity among the segmentation of target customer specifically for green purchase and eco emotion behavior. CSR activities require more assessment and investigation from companies because the outcomes of CSR activities are not very effective and also very slow. Companies adopting various kind of environment friendly activities without planned target market. The consumer interest toward CSR activities has been increasing with the passage of time so companies trying to devote more attention and resources to collaborate company standard. (Ethan Christophera).

**Philanthropic responsibilities:**
Corporate philanthropy is a business exercise to helping humanity by using its resources like money, fixed assets and time. Companies get the sustainability by improving its
reputation as a socially responsible in the eyes of its stakeholder. Current problem in the society like education, health, poverty and child care. If companies invest its time and money on these issues the it's obviously gain its value in the mind of their stakeholder. (Kazim, 2010)

**Perceived consumer effectiveness:**
When a single person put an effort to overcome the problem of environmental issues is called perceives consumer effectiveness. Theory of planned behavior and perceived consumer are link together. The wanted outcomes will come from the belief of an individual it is a sort of pro environmental behavior.

PCE perceived consumer effectiveness and PSE perceived self-efficiency is also link together. PSE is related to the risk perceived behavior which shows about the views of individual about their skills and capabilities to affect their lives. (Rodriguez-Priego)
The idea of perceived consumer effectiveness (PCE) was first defined by Kinnear, Taylor and Ahmed (1974) PCE was one of the best interpreter between the 10 best interpreter of environmental issues. (Tan, The Roles of Knowledge, Threat, and PCE, 2011)

**Environmental attitude and behavior:**
Environmental attitude of a person can be defined as extent to which person think about him/herself to be an essential characteristics of environment. (Tahir, 2012). Attitude is the most expressive factor. When people are experienced something particular like event or object it builds the attitude in the mind of the peoples. Attitude may be good or bad. Same in the case of consumer when consumer judge the positive outcomes to be environment friendly it will create eco-friendly attitude in consumer. (Jebadurai, 2013)

According to literature the attitude is based on importance and inconvenience it describe the environmental concern of person which is inbuilt or learn through some experiences. The importance of environmental attitude is that consumer assume friendly for himself and also for society. The inconvenience is the perception of an individual person to reject something to do because it is inconvenient for him. people are fully aware that it is necessary to dispose of plastic packaging is good for environment but it is inconvenient for them Recycling, dispose of waste, eco-friendly packaging are different ways that most of the consumer use to save the environment this what we called the behavior of individual.

Consumer behavior varies according to their action. That the person who preferred to buy a product with biodegradable packaging may not be much friendly in term to dispose of the plastic bottles. (Michel Larocche, 2008).

**Green Purchase Intention:**
Green purchase intention is defines as the aim of customer buy a product which is good for environment or it will cause less harm to society. We can say that this intention is completely internal wish or inclination of consumer to buy eco-friendly products. If do not consider our purchase behavior it will cause a great disaster for society. Green purchase behavior is the important indicator of purchase intention. Some people are much conscious about green purchase and always try to buy less harmful product but some customer are not aware of this term or not completely informed by the external sources.

To get the attention of customer regard this topic companies should have bring some change in their business model. Companies should have to increase the visibility of its social appearance in the society. It will increase the trust of consumer toward the organization which make them more enthusiastic to buy green products. Consumer will be willing to pay much price if they achieve the level of trust from the organization. (Waseem Akbar, 2014)
Green purchase intention can be developed with the help of strong green marketing that builds a level of confidence in the consumer's mind. It is likely that consumer purchase a particular product which brings about its environmental need. Customer knowledge is positively related to green purchase intention. (Aslam, 2012) The influence of corporate sustainability on consumer purchase intention is indeed a time-consuming process. The particular mindset of consumer is very common that consumer will not admire the corporation's sustainability but they will punish those companies who are not working on it. Purchasing a product and giving a price is a signal that consumer approve or disapprove the firm action. Consumer might pay less price for unethical product as compared to those similar products manufactured by companies who are adopting environmental responsibility. (Creyer, 2006)

**Consumer guilt:**
The sensitive reaction of an individual while making a decision makes many researchers refer that the guilt of an individual's effects its decision making increase optimistic feeling and decrease the harmful feeling or experiences. Ethical decision making is also a part of consumer decision making, if something is unethical what are the chances that consumer feel guilty about that? While evaluating the ethical decision making we have considered both consumer practice which gain from positive and negative experience. Guilt is one of the responses which build-up during negative emotional response. It helps the consumer to think about the right choice and overcome its unethical aim and purchase intention.

Guilt is the adverse feeling of an individual when someone gets an experience of involving in pain of morality. It is an inner voice from subconscious to do right things and avoid from embarrassment and discomfort. (Iu, 2010)

**Exploitation perception:**
Exploitation means that not fairly use the current opportunities or use the current opportunities not for other but for the benefit of yourself. It is one of the negative perception of consumer which spread very vastly among the different segment of consumer. This kind of perception build-up by companies themselves, when the concept of CSR was new companies adopted it for their own profitability and to increase its net worth income by showing that they are doing something exceptional besides their competitors. It had also created a value addition in the product but that time there were very few manufacturers who truly followed the CSR but most of other was just creating a hype of going to be green for their own profit. Cynicism about “Green” Marketing Statements. It was a poll conducted in America to ask about the green advertisement most of the respondent said that we don’t trust such kind of claim they are not actually eco-friendly. So now a days such kind of response has been generated in the mind of the consumer. (Ellen, 2002)

The term pro environmental is not acceptable by consumer and they don’t feel comfort by watching green advertisement which claim to be eco-friendly. Due to so much misleading now it is very difficult for consumer to build up their trust for a product which claim to be green in ads. The word green is sometime consider embroidered or deceptive. The consumer who feels exploit and mislead the claim make them unsure toward corporate social responsibility. (Chang, 2011)

**Triple Bottom line (TBL):**
John Elkington is the father of the term triple bottom line (TBL) it reveals that organization has three motives earn profit, save environment and do something socially these are some responsibilities of organization except that earning profit. Before this theory, sole
purpose of organization was to earn profit but it was a need of the time that companies should also think about people and planet except from profit.
Since the TBL had been introduced organization and business massively accepted this theory and start contributing in CSR. Corporate citizenship, it is the essence of this concept that now a days it is very important responsibility of organization to socially and environmentally active according to different research the huge amount of respondent agree on that companies should be accountable for that if they are not focusing socially. Corporates spending massive amount of investment if they will spend little amount of money to build a better and ethical society then it does not effects its cost. It will be very hard for organization to sustain without CSR and TBL it is a pressure from external sources and business council legalize this that each should have to publish its CSR report for each year.

The social dimension of TBL:-
No doubt that CSR and TBL are very active concept of business world but still there is lack of confidence and awareness among consumer and companies themselves are not still clear about that how they can create social aspect of TBL. And except that if they start social activities how they will measure the outcomes and on what bases they perceived to be social. (Miller, 2007)
Most of the consumer are not aware with the social dimension of CSR it involve the public services such as provide education system, build infrastructure like orphanage house and hospitals, spread the cultural information in the society. Companies makes separate account for these expenses. Socially responsible companies enhance value of societies in which they have run themselves by growing the human capitals as well as social capital for the publics. They have to control these responsibilities in such a way so that they can convince there stakeholder and make them agree to this motivation. (Hockerts, 2002)

Environmental responsibility:-
Environmental sustainability is based on the understanding that on this limited earth natural resources are reducing. To overcome this situation companies are taking some steps like spread the awareness of using biodegradable packaging and use less plastics, and it will create a positive effect in consumer attitude.
Environmentally sustainable organization use only natural capitals in its manufacturing process and which do not cause discharge and adopt by environment above the volume of natural system engage. Finally they do not involve in movement that damages eco-system services. (Thomas Dylick1 and Kai Hockerts, 2002)
Eco-efficiency is described as the manufacturing same amount of product and while using this product it will cause less environmental harm. Companies added the values in its product defined as advantage subtracting internal and external cost. (György Málovics a, 2006)

THEORETICAL FRAMEWORK & HYPOTHESIS
After describing the main problem, objectives and literature review. Now we will focus on theoretical framework. Theoretical framework shows the relationship among the different variables of current study on the basis of which we develop our hypothesis whether our study accepted or rejected.
Conceptual framework focus on clear concept of the study or just shows relation of current variable but theoretical framework describes the relationship. Furthermore we checked the acceptance or rejection of hypothesis through statistical analysis.
Theoretical frame show the dependent and independent variable link together along with their dimensions. Consumer eco emotion is independent variable with five dimensions (consumer guilt, perceived consumer effectiveness, exploitation perception, purchase intention and environmental attitude and behavior) and corporate sustainability is dependent variable with two dimension (social responsibility, environmental responsibility).
Perceived consumer effectiveness:-
“The effort of a single person can make a change or bring resolution to environment problem, more probability of an individual to buy green product”
The idea of PCE was first described by “Kinnear et al” in his article. This research paper was dedicated to define the environmental anxiousness through various variables and PCE. And PCE defined by Kinnear.
“Measure of a degree to which a defendant accept that a single person can be effective to finish the environmental pollution” (Cecilia Larsson and Natalia Luczynski)

Attitude and behavior of consumer:-
In this concern to measure the environmental attitude and behavior it is the most important and reliable predictor of environmental purchase. According to studies there is a positive relationship between attitude and behavior with corporate social responsibility. Positive relationship in research of recycling among environmental attitude and environmental responsibility. This attitude could also be incline by PCE. Consumer always not always show positive attitude towards CSR due lots of factor like lack of visibility. Companies should have to spread awareness among the consumer about their activities. (My H. Bui)

Consumer purchase intention:-
Consumer and environment both have influence on each other but the vital part has to be done by consumer. Consumer purchase intention depend on its purchase behavior. The aim of consumer to select a product by knowing its green benefit is known as green purchase intention. Green purchase intention is influence by mostly two things inner pressure and outer pressure. When consumer a select a green product it is his way of supporting corporate sustainability. Companies are working on it to change consumer purchase intention and shift them to green products. (Narges Delafrooz, 2014)
“Consumer agree to purchase eco-friendly product to show his interest toward environment, society and want to sustain his existing lifestyle is known as green purchase intention” (Jauhari, 2007)

Green Guilt:-
“Action that are perform by transgression opposite to social standards produce guilt and negative impact for another person”.
It is negative state of emotion which compel someone to think like that “I am a bad person” or I realize that I did something bad (Heather Honea, 2005)
When companies do their best to spread green product or charity programs for the betterment of the society now the consumer responsibility has been started what kind of response consumer will give to environment friendly product. If consumer do not response to good cause. Does the guilt factor involve in this negative response. (Catalin Stancu, 2011)

Company exploitation:-
The standards and acceptable requirements are very important while claiming a product environment friendly. If product does not comes up to the expectation of consumer it will create a long term source of bad word of mouth. A socially responsible company do his best to take care of customer, employee and other stakeholder. If company uses this label of eco-friendly just for his own profit or just for his own betterment then it will be a disastrous. (Singh, 2011)

Corporate social responsibility:-
CSR is one of the most important and discussable topic of world economic reforms. Different words are used CSR like corporate competitiveness, corporate citizenship and corporate sustainability all of these word are link together. (Smith, 2003)
“CSR is the authorization for company to operate socially and legalize business activity, specifically in the global bustle where business are suspect characterless to involved in grey capitalism"
“CSR is business and management practice that bring value to industries and their shareholder and also take good care of society” (Ambreen Waheed, 2010).
Corporate environmental responsibility:-
“Corporate environmental Responsibility is defined as attaining profitable achievement in ways that saving natural environment through its product”
Motivational factors involve in environmental responsibility. It depends on the consumer behavior and response of company to that behavior. Environmental responsibility of organization is describe as its interest toward nature which include plant, trees, reduce pollution and produce better ways of disposal. Policy makers and organization struggling to create more acceptable and powerful ways to control waste and pollution but it will worthless when consumer don’t respond to these innovations. (Wanninayake, 2008)

**Hypotheses of Research:-**
H₀₁: There is no relationship between perceived consumer effectiveness and corporate sustainability
H₁₁: There is a relationship between perceived consumer effectiveness and corporate sustainability
H₀₂: There is no relationship between consumer environment attitude behavior and corporate sustainability
H₁₂: There is a relationship between consumer environment attitude behavior and corporate sustainability.
H₀₃: There is no relationship between green guilt and corporate sustainability.
H₁₃: There is a relationship between green guilt and corporate sustainability.
H₀₄: There is no relationship between purchase intention and corporate sustainability.
H₁₄: There is a relationship between green guilt and corporate sustainability.
H₀₅: There is no relationship between company exploitation perception and corporate sustainability.
H₁₅: There is a relationship between company exploitation perception and corporate sustainability.

**RESEARCH METHODOLOGY**

Purpose of the study is decided by the research questions that we prepare. In our research “consumer Eco-emotion” and “corporate sustainability” is link together research purpose is “descriptive” in nature. Descriptive study describes the features of the variables of concern in a current study and explain the features of group of consumer and their demographics. The basic purpose of descriptive study is to describe the complete research in a meaningful way that explain the different dimension of selected variables.

There are two type of methods which we use in research “deductive” and “inductive” for collecting experimental data. Both methods are opposite to each other. In inductive method we use common examples and then simplify into particular law. In this research we are using a “deductive” methods in which we initially make one or multiple hypothesis
centered on current theory and then check them in the basis of instances to find the conclusion.

There are two types of investigation causal and correlation. Causal investigation is based on cause and effect relationship the main purpose is to find causes that directly affect the situation. But in correlation study the main purpose is to find significant factor that are link with the problem. Our research problem require correlation investigation. We want to find the aspects of consumer eco emotion that are associated with corporate sustainability. Because it shows the relationship among two variables independent variable (consumer eco-emotion) and dependent variable (sustainable organization) and also we are using an explanatory research design because we are defining the relationship of consumer eco-emotion with sustainable organization by viewing the current studies and providing a preliminary work for future study.

As our research is correlation in nature so it shows the minimal interference of the researcher. Questionnaire filling from consumer involve the nominal interference because didn’t affect their normal routine either they in organization or at home. The research inference is nominal as compared to causal research investigation.

There are two type of study setting by which we can collect the data “contrived” or “non-contrived” setting. Contrived setting belongs to artificial created environment and non-contrived refers to natural setting in-between both of these setting there is semi-natural setting. In this setting we do not observed environment directly but we use questionnaire to collect data and to show time efficiency. In our research the impact of consumer eco emotion on corporate sustainability all consumer belong to Lahore and tool used is questionnaire which mean didn’t directly observed consumer behavior but it include natural setting with nominal research inference we can say that study setting is “semi-natural”

Unit of analysis has five types individuals, dyads, group, organization and cultures. Unit of analysis defines as the degree of combination and grouping of data during its late analysis. Different studies has different level of analysis. Our research is based on consumer eco emotion so the unit of analysis is “individual”.

Time horizon is based on cross “sectional studies” and “longitudinal studies”. Study which is directed in one time is known as cross-sectional studies. Whereas the study is directed in different time period is known as longitudinal study. In our research data collection is “cross sectional” because we collected a data at one time that may take couple of days or week or a few month.

Data collection is divided into three main sources Primary, secondary and tertiary. In our research we used three of them. Primary data collected from questionnaire by the help questionnaire we can gather exact timely efficient information from consumer secondary and tertiary data is collected from online journals and articles previous research conclusion and the effectiveness of recommendation.

Data collection method:-
Most important part of research is data collection. The tool we used to collect data is a questionnaire because it is time-saving, cost-saving, and easy to generate results. Distribute questionnaires to different respondents from different educational backgrounds and income statuses.

Data is divided into two forms: qualitative or quantitative. Data collected from questionnaires and generated in SPSS is quantitative, while data gathered through online research articles, journals, and websites is qualitative.

Questions have two types: open-ended or closed-ended. In open-ended questions, respondents have complete freedom to give answers according to their will or explanatory questions. But in closed-ended questions, we provide specific options to respondents, and they must select one of them. In our research, we use “closed-ended questions” because it is easy for respondents as well as for researchers.

Selecting an adequate number of right elements from the entire population is called sampling. It is very hard for researchers to collect the data of the entire population, so we just pick a specific number of samples from the population. Sampling methods have two types: (1) probability sampling and (2) non-probability sampling.

- Element in the population has known equal chance to be selected in probability sampling. When element in the population has no probability to be chosen, it is called non-probability sampling.
- Convenience sampling is the type of non-probability sampling we are using in this research.

We have to define our target population first; it represents all elements that are related to the research problem. We should choose our target population according to research objectives and the scope of the study. Target populations outside the objective are not useful. In our research, the target population are consumers of Lahore.

This research is based on consumer responses to corporate sustainability, so the person who earns and consumes is our target population. I distributed 325 questionnaires in different organizations and in my neighborhood, and 300 of them were successfully returned.

Scaling is very important to measure variables and their dimensions. It tells the degree of importance according to the respondent's point of view. Nominal and Likert scales are used in this research. Nominal is for demographics, and Likert for main variables.

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<td>Disagree</td>
<td>Neutral</td>
<td>Agree</td>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

**DATA ANALYSIS**

To measure the relation of related items, we use Cronbach's alpha. It is used to check the internal consistency or scale dependability. Theoretically, Cronbach's alpha is a coefficient of reliability, not a statistical test. Criteria for Cronbach's alpha value should
be between 0 and 1. Value equal and above 0.7 is considered acceptable in most scenarios.

Table 1.
Reliability Analysis:

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.786</td>
<td>32</td>
</tr>
</tbody>
</table>

Table 1 shows the reliability of the scale, it shows that all cases are usable and from a total sample of 300 respondents, all responses are included. Value of Cronbach’s Alpha is 0.786, which is larger than the least standard reliable value of 0.70. This shows the high internal reliability among all elements of the scale. And indicates the reliability to continue further.

Reliability analysis of Dependent variable:

Table 1 Reliability of Dependent Variable (Corporate sustainability)

<table>
<thead>
<tr>
<th>Case Processing Summary</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Valid</td>
<td>300</td>
<td>100.0</td>
</tr>
<tr>
<td>Excluded</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.0</td>
</tr>
</tbody>
</table>

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.709</td>
<td>6</td>
</tr>
</tbody>
</table>

Table 2 illustrates the reliability of corporate social responsibility dependent variable by using all respondent data from a total sample of 300 valid respondents. Value of Cronbach’s Alpha is 0.709, which clearly shows the internal consistency among all elements of the scale. Now we can continue further.

Reliability analysis Independent variable:

Table 2 Independent variable (consumer Eco_Emotion)

<table>
<thead>
<tr>
<th>Case Processing Summary</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Valid</td>
<td>300</td>
<td>100.0</td>
</tr>
<tr>
<td>Excluded</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.767</td>
<td>22</td>
</tr>
</tbody>
</table>

Table 3 illustrate that reliability of consumer Eco-Emotion Independent variable by using all respondent data from total sample of 300 valid respondents value of Cronbach’s Alpha is 0.767 value clearly shows the internal consistency among the related element in the scale now we can continue further.

Descriptive statistics (Normality test):
Descriptive statistics is mostly used for finding data frequency or to calculate the mean median mode which normally central tendency.

Corporate Sustainability (Dependent Variable):
Descriptive Statistics of Corporate Sustainability (Dependent Variable)

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>corporate sustainability</td>
<td>300</td>
<td>1.50</td>
<td>5.00</td>
<td>3.8089</td>
<td>.60359</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>300</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4 shows that the descriptive statistics of corporate sustainability (dependent variable). Out of 300 sample minimum value is 1.50 and Maximum value is 5.00. Table also measure the value of standard deviations which is 0.603, which shows the deviation in mean is 0.603 and original value of mean is 3.808.

Consumer eco-emotion (Independent Variable):

Table 5 descriptive analysis of Consumer Eco-Emotion (independent variable)

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>consumer eco-emotion</td>
<td>300</td>
<td>2.14</td>
<td>4.55</td>
<td>3.3376</td>
<td>.49518</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>300</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Pearson Correlation Analysis:-
Correlation is used test to determine the relationship between two variable. By using this we can find the strength and association occurs in between two variables which are normally distributed.
Pearson correlation shows the line best fit among the data of variables and correlation coefficients (r) shows the deviation of data point from best fit line.
(Decision criteria for correlation:-
The range of the value of correlation is 1 to -1.
-1 indicates negative relationship between variables.
+1 indicates positive relationship between variables.
0 indicates that there is no relationship in variables at all.
Significance level is <0.05
Confidence interval 95%
Correlation of dependent and independent variable:-
Consumer Eco-emotion and corporate sustainability.

Table 6 Correlation
Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Eco-emotion</td>
<td>3.3376</td>
<td>.49518</td>
<td>300</td>
</tr>
<tr>
<td>Corporate Sustainability</td>
<td>3.8089</td>
<td>.60359</td>
<td>300</td>
</tr>
</tbody>
</table>

Table 6 shows standard deviation, mean and number of observation. Consumer eco-emotion deviation .49518 and mean is 3.3376
Corporate sustainability standard deviation is .60359 and its mean is 3.8089.

Table 7 correlation between consumer eco-emotion and corporate sustainability

<table>
<thead>
<tr>
<th></th>
<th>Consumer eco-emotion</th>
<th>corporate sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>consumer</td>
<td>1</td>
<td>.287**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>300</td>
<td>300</td>
</tr>
<tr>
<td>Corporate Sustainability</td>
<td>.287**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>300</td>
<td>300</td>
</tr>
</tbody>
</table>
Table 7 shows that the value of “Pearson correlation” is 0.287 and level of significance is .000 which is less than 0.01. According to result correlation is significant and there is a weak relationship exist between the independent and dependent variable indicated by correlation value 0.287. Relationship exist but it is weak. We fail to reject H₀. there is a relationship between consumer Eco-emotion and corporate sustainability.

Regression Analysis:
Regression analysis is used determine the relationship between two variables. Further we can say that effect of different independent variable on single output of dependent variable. Relationship between variable help us to reject H₀. R² important in regression table which shows the change in dependent variable due to independent variable. Regression equation can also be formulate value of intercept and slope

(5.7.1) Level of significance
P< 0.05
(5.7.2) Coefficient regression Equation
(Y = a + b X)
Y belongs to predictable variable (dependent variable)
B belongs to slope
X belongs to independent variable
A belongs to intercept constant
(5.7.3) Rejection Criteria:
Reject H₀ if P < 0.05

Consumer eco-emotion and corporate sustainability:-
H₀: There is no relationship between consumer eco-emotion and corporate sustainability.
H₁: There is a relationship between consumer eco-emotion and corporate sustainability.

Table 8 regression analysis consumer eco-emotion and corporate sustainability

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.287ᵃ</td>
<td>.083</td>
<td>.080</td>
<td>.57909</td>
</tr>
</tbody>
</table>

Table 8 provides precise detail in which value of R is 0.287 represent relationship between variables. Value of R² is 0.083 convert into percentage 8.3% of changing in corporate sustainability which is dependent variable is due to consumer Eco-emotion which is independent variable.

Table 9 Anova consumer eco-emotion and corporate sustainability

ANOVAᵃ

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>9.000</td>
<td>1</td>
<td>9.000</td>
<td>26.838</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>99.932</td>
<td>298</td>
<td>.335</td>
<td></td>
</tr>
</tbody>
</table>
Table 9 in this table the level of significance .000, which is less than 0.05. The result of this table shows that Dependent Variable “Corporate Sustainability” is a predictor of “Consumer Eco-emotion”. H₀ is rejected and H₁ is accepted which declares the weak positive relationship between “Corporate Sustainability” and “Consumer Eco-emotion”. Statistically model is acceptable.

Table 10 coefficient of data

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>2.640</td>
<td>.228</td>
<td>11.568</td>
</tr>
<tr>
<td></td>
<td>Consumer eco-emotion</td>
<td>.350</td>
<td>.068</td>
<td>.287</td>
</tr>
</tbody>
</table>

Table 10 is very useful to complete the regression equation first of all we see the P value (sig value) both constant and dependent shows 000 value which mean they are predictable.

This means that single unit increase in consumer eco-emotion will cause 0.350 unit of corporate sustainability indicating the positive relationship.

Regression equation will be:

Predicted variable (dependent variable) =Slope*independent variable + intercept

Y = 0.350*x + 2.640

Figure 14 “Regression Standardized Residual” showing “Corporate Sustainability” and “Consumer Eco-emotion” are normally distributed.

Perceived consumer effectiveness and corporate sustainability

H₀: There is no relationship between PCE and corporate sustainability.

H₁: There is a relationship between PCE and corporate sustainability

Table 11 PCE and Corporate sustainability

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.152ᵃ</td>
<td>.023</td>
<td>.020</td>
<td>.59760</td>
</tr>
</tbody>
</table>

Table 11 provides precise detail in which value of R is 0.152 represent weak relationship between variables. Value of R² is 0.023 convert into percentage 2.3% of changing in corporate sustainability which is dependent variable is due to perceived consumer effectiveness which is independent variable’s dimension.

Table 12 regression analysis

ANOVAᵃ
Table 12 in this table the level of significance .008, which is less than 0.05. The result of this table shows that Dependent Variable “Corporate Sustainability” is a related to “perceived consumer effectiveness”. H₀ is rejected and H₁ is accepted which declares the positive relationship between “Corporate Sustainability” and “perceived consumer effectiveness”. Statistically model is acceptable and significant.

Table 13 coefficient of Pce and Corporate sustainability

<table>
<thead>
<tr>
<th>Coefficients⁵</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: corporate sustainability

Table 13 is very useful to complete the regression equation first of all we see the P value (sig value) both constant and dependent shows 000 value which mean they are predictable.

This means that single unit increase in PCE will cause 0.109 unit of corporate sustainability indicating the positive relationship.

Constant Alpha = 3.441
Slope = 0.109
Regression equation will be:
Predicted variable (dependent variable) =Slope*independent variable + intercept
Y = b.x + a
Y = 0.109*x + 3.441

Environmental attitude behavior and corporate sustainability

H₀: There is no relationship between Environmental attitude behavior and corporate sustainability.
H₁: There is a relationship between Environmental attitude behavior and corporate sustainability

Table 14. Corporate social responsibility and environment attitude and behavior
Table 14 provides precise detail in which value of $R$ is 0.367 represent moderate relationship between variables. Value of $R^2$ is 0.135 convert into percentage 13.5% of changing in corporate sustainability which is dependent variable is due to environment attitude and behavior which is dimension. Independent variable.

Table 15 Regression anova

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>14.709</td>
<td>1</td>
<td>14.709</td>
<td>46.522</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>94.222</td>
<td>298</td>
<td>.316</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>108.932</td>
<td>299</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 15 in this table the level of significance .000, which is less than 0.05. The result of this table shows that Dependent Variable “Corporate Sustainability” is a related to “environment attitude and behavior”. $H_0$ is rejected and $H_1$ is accepted which declares the positive relationship between “Corporate Sustainability” and “environment attitude and behavior”. Statistically model is acceptable and significant.

Table 16 coefficients of environment attitude and behavior

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.747</td>
<td>.159</td>
</tr>
<tr>
<td>eno_att</td>
<td>.296</td>
<td>.043</td>
</tr>
</tbody>
</table>

Table 16 is very useful to complete the regression equation first of all we see the P value (sig value) both constant and dependent shows 000 value which mean they are acceptable and significant to each other.
This means that single unit increase in environment attitude and behavior will cause 0.296 unit of corporate sustainability indicating the positive relationship.
Constant Alpha = 2.747
Slope = 0.296
Regression equation will be:
Predicted variable (dependent variable) = Slope*independent variable + intercept
Y = b.x + a
Y = 0.296*x + 2.747

Consumer guilt and corporate sustainability:

H₀: There is no relationship between Consumer guilt and corporate sustainability.
H₁: There is a relationship between Consumer guilt and corporate sustainability.

Figure 17: Corporate social responsibility and consumer guilt

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.013ᵃ</td>
<td>.000</td>
<td>-.003</td>
<td>.60455</td>
</tr>
</tbody>
</table>

Table 17 provides precise detail in which value of R is 0.013 represent weak relationship between variables. Value of $R^2$ is .000 which means changing in corporate sustainability which is dependent variable has no significant effect on consumer guilt which is dimension of independent variable.

Table 18: Regression Anova consumer guilt

ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>.018</td>
<td>1</td>
<td>.018</td>
<td>.048</td>
<td>.827ᵇ</td>
</tr>
<tr>
<td>Residual</td>
<td>108.914</td>
<td>298</td>
<td>.365</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>108.932</td>
<td>299</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 18 in this table the level of significance .827 the level of significance, which is greater than 0.05. The result of this table shows that Dependent Variable “Corporate Sustainability” is not related to “Consumer guilt”. We fail to reject H₀ which declares the no relationship between “Corporate Sustainability” and “consumer guilt”. Statistically model is insignificant.

Table 19: Coefficient consumer guilt

Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>1</td>
<td>(Constant) 3.778</td>
<td>.143</td>
<td></td>
</tr>
<tr>
<td></td>
<td>cons_guilt .008</td>
<td>.037</td>
<td>.013</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>.827</td>
</tr>
</tbody>
</table>
Table 19 is very useful to complete the regression equation first of all we see the P value (sig value) both constant and dependent shows different value which mean they are insignificant to each other. This means that single unit increase in consumer guilt will cause 0.008 unit of corporate sustainability indicating the weak relationship.

Constant Alpha = 3.778  
Slope = 0.008  
Regression equation will be:  
Predicted variable (dependent variable) =Slope*independent variable + intercept  
Y = b.x + a  
Y = 0.008*x + 3.778  
Purchase intention and corporate sustainability:

H0: There is no relationship between purchase intention and corporate sustainability.  
H1: There is a relationship between purchase intention and corporate sustainability

Table 20 provides precise detail in which value of R is 0.182 represent moderate relationship between variables. Value of R² is 0.033 convert into percentage 3.3% of changing in corporate sustainability which is dependent variable is due to purchase intention which is a dimension. Independent variable.

Table 21 shows the level of significance .002, which is less than 0.05. The result of this table shows that Dependent Variable “Corporate Sustainability” is a related to “purchase intention”. H0 is rejected and H1 is accepted which declares the positive relationship between “Corporate Sustainability” and “Purchase intention”. Statistically model is acceptable and significant.
Table 22 coefficient of purchase intention

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unstandardized</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>3.334</td>
<td>.152</td>
<td>21.880</td>
</tr>
<tr>
<td></td>
<td>purchase_int</td>
<td>.150</td>
<td>.047</td>
<td>.182</td>
</tr>
</tbody>
</table>

Table 22 is very useful to complete the regression equation. First of all, we see the P value (sig value) both constant and dependent shows 0.000, 0.002 which is less than 0.05 value which mean they are acceptable and significant to each other.

This means that single unit increase in purchase intention will cause 0.150 unit of corporate sustainability also increase, indicating the positive relationship.

Constant Alpha = 3.334
Slope = 0.150
Regression equation will be:

Predicted variable (dependent variable) = Slope*independent variable + intercept

\[ Y = b \times x + a \]

\[ Y = 0.150 \times x + 3.334 \]

Company exploitation and corporate sustainability:

- H0: There is no relationship between company exploitation and corporate sustainability.
- H1: There is a relationship between company exploitation and corporate sustainability

Table 23 Company exploitation

<table>
<thead>
<tr>
<th>Model Summary a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

Table 23 provides precise detail in which value of R is 0.120 represent moderate relationship between variables. Value of R² is 0.015 convert into percentage 1.5% of changing in corporate sustainability which is dependent variable is due to company exploitation which is a dimension. Independent variable.

Table 24 regression anova

<table>
<thead>
<tr>
<th>ANOVA a</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
Table 24 shows the level of significance .037, which is less than 0.05. The result of this table shows that Dependent Variable “Corporate Sustainability” is a related to “company exploitation”. H0 is rejected and H1 is accepted which declares the positive relationship between “Corporate Sustainability” and “company exploitation”. Statistically model is acceptable and significant.

Table 25 coefficients of purchase intention

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Constant) comp_exploitation</td>
<td>3.621</td>
<td>.063</td>
<td>.096</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.063</td>
<td>.030</td>
<td>.120</td>
</tr>
</tbody>
</table>

Table 25 is very useful to complete the regression equation first of all we see the P value (sig value) both constant and dependent shows 000, 037 which is less than 0.05 value which mean they are acceptable and significant to each other. This means that single unit increase in company exploitation will cause increase in 0.063 unit of corporate sustainability, indicating the positive relationship.

Constant Alpha = 3.621
Slope = 0.063
Regression equation will be:
Predicted variable (dependent variable) =Slope*independent variable + intercept
Y = b.x + a
Y = 0.063*x + 3.621

One way Anova:

One way Anova is used to examine the relationship between dependent variable (interval) and factor by (ordinal/Nominal) difference in means between more than two unrelated groups
Rejection Standards:-

Rejection criteria Ho if P < 0.05
One - Way ANOVA of educational background of respondent:-

Hypothesis:
H0: There is no significant relationship between respondent education and corporate sustainability.
H1: There is significant relationship between respondent education and corporate sustainability.
H0: $\mu_1 = \mu_2$
H1: $\mu_1 \neq \mu_2$

Table 26 one way Anova education

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>2.195</td>
<td>3</td>
<td>.732</td>
<td>2.029</td>
<td>.110</td>
</tr>
<tr>
<td>Within Groups</td>
<td>106.737</td>
<td>296</td>
<td>.361</td>
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</tr>
<tr>
<td>Total</td>
<td>108.932</td>
<td>299</td>
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</table>

ANOVA

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error</th>
<th>95% Confidence Interval for Mean</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
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<tbody>
<tr>
<td></td>
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<td></td>
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<td>Lower Bound</td>
<td>Upper Bound</td>
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<td>Intermediate</td>
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<td>3.5880</td>
<td>.80424</td>
<td>.13404</td>
<td>3.3158</td>
<td>3.8601</td>
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<td>Bachelor</td>
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<td>.04684</td>
<td>3.7504</td>
<td>3.9357</td>
<td>2.33</td>
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<tr>
<td>Master</td>
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<td>3.8500</td>
<td>1.59344</td>
<td>.05658</td>
<td>3.7379</td>
<td>3.9621</td>
<td>2.33</td>
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<td>MPhil or above</td>
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<td>1.54981</td>
<td>.13355</td>
<td>3.4526</td>
<td>4.0180</td>
<td>2.83</td>
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</table>
Table 26 shows descriptive statistics of respondent’s educational background and their mean and standard deviation.

Table 25 one way anova educational background

Table 25 shows the one-way ANOVA analysis of respondent educational background and corporate sustainability. Significant value is 0.110 which is greater than standardized value 0.05. According to sig value we fail to reject H_0 that there is no significant relationship between education and corporate sustainability.

Hypothesis:
H_0: There is no significant relationship between respondent income and corporate sustainability.
H_1: There is significant relationship between respondent income and corporate sustainability.
H_0: \( \mu_1 = \mu_2 \)
H_1: \( \mu_1 \neq \mu_2 \)

Table 3 descriptive statistics shows descriptive statistics of respondent income and their mean and standard deviation.

CONCLUSION

In this study I have investigated the relationship and the impact of consumer eco emotion and corporate sustainability. I have conducted this through different consumer in Lahore. Study is also lead to other countries result shows positive effect. For this research sample size of respondent is 300 respondent. The tool which is used for this study is Questionnaire which covers the five dimension of consumer eco emotion and two dimensions of corporate sustainability. By using questionnaire method I attain 85% response rate. SPSS (statistical package for social sciences) version 20 is used to enter the response rate of consumer and after analyze it through statistical methods. SPSS is very helping software for calculating reliability and validity of data which gives the assurance that questionnaire is acceptable.
Descriptive portion of SPSS gives the frequency, percentage, mean and standard deviations of variable of the research topic. Pearson correlation, linear regression, ANOVA is used for hypothesis testing.

The study shows that Pearson correlation value 0.287. Which shows weak relationship positive beta calculate from regression which is 0.350 which shows the association among the variables significant level is 0.000. Which is less than 0.01. Which shows our key hypothesis has weak relationship between dependent and independent variable.

Regression value of PCE, consumer attitude and behavior, green guilt, purchase intention and exploitation perception. 0.109, 0.296, 0.008, 0.105, 0.063 shows that for 1 unit or 1 percent increase in corporates sustainability with increase of consume eco emotion dimension.

Demographic of study shows that 184 male and 116 female. Age and education factor also applied. One way Anova shows the relationship of demographics with dependent variable corporate sustainability. Significant value of education is Significant value is 0.110 for income is 0.485 shows positive relationship with dependent variable.

**Recommendation:**
According to research corporate sustainability and consumer eco-emotion has weak positive effect on each other so companies can show their positive action towards the consumer eco-emotion.

According to Pakistan circumstance weak relationship is completely fit with the attitude of consumer toward CSR.

One dimension of green guilt which has no effect it means that in Pakistani consumer guilt factor is not include.

Purchase intention and company exploitation also has weak relation completely match the developing countries situation.

The perception about company exploitation is somehow positive. So companies should try to adopt such tactics to change the perception of consumer.

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