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## A study on sustainable initiatives of company ITC Ltd and its impact on consumer decision making process

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### Abstract

This study takes a thoughtful look at the sustainable initiatives implemented by ITC Limited between 2020 and 2023, and how these efforts are shaping consumer buying behaviour. It highlights ITC's work in key areas such as reducing carbon emissions, conserving water, managing waste efficiently, and supporting social causes — all aligned with its strong commitment to environmental, social, and governance (ESG) values. Through a combination of surveys and data analysis, the research uncovers how much consumers are aware of ITC's green efforts and whether that awareness actually influences their purchasing decisions. The findings suggest a clear trend: when consumers know about ITC's sustainability actions, they are more inclined to support the brand with their purchases. Moreover, regular and transparent communication from ITC about its progress builds greater trust and preference among customers, setting it apart from competitors. To continue building on this trust, the study recommends that ITC increase the visibility of its sustainability achievements, broaden its eco-friendly initiatives, and actively engage consumers in conversations about sustainable living. Overall, ITC's holistic approach to sustainability is striking a chord with today's conscious consumers — strengthening its brand image while reinforcing its commitment to a more sustainable future.

**Keywords:** Corporate Social Responsibility (CSR), carbon emissions reduction, sustainability, Triple Bottom Line (TBL), waste management

### Introduction

Investigating the sustainability activities of organizations is vital to assessing their impact on future generations and differentiating genuine efforts from superficial ones. Today, sustainability is no longer just a moral obligation but an essential business necessity. Companies are expected to protect the environment, promote social well-being, and ensure long-term profitability by incorporating environmental, social, and governance (ESG) factors into their strategies. Key elements of environmental sustainability include reducing carbon emissions, transitioning to renewable energy, and adopting circular economy principles such as resource reuse and recycling. These measures highlight an organization's efficiency in environmental management.

Equally important is social sustainability, which evaluates how organizations treat their workforce and communities. Fair wages, safe working conditions, and respect for diversity contribute to inclusive and equitable work environments. Companies demonstrating social responsibility enhance community well-being through initiatives in education, health, and skill development. Monetary sustainability ensures long-term profitability without depleting resources or exploiting stakeholders. It involves achieving financial growth while balancing resource conservation and stakeholder value creation. Companies like Patagonia, Unilever, and IKEA serve as benchmarks, successfully integrating environmental, social, and financial sustainability to build robust, enduring programs.

Sustainability initiatives, when holistically integrated, create long-lasting value for businesses, communities, and the environment. By critically examining these practices, companies can refine their strategies to meet both ethical and practical demands, fostering a sustainable future.

### Objectives

1. To Study the sustainability initiatives adopted by ITC Limited.
2. To Evaluate the impact of ITC's sustainability initiatives on consumer decision making

process.

## Review of Literature

Madan, P., and Sharma, H. (2019) <sup>[10]</sup> The review "Sustainability in real life: A Contextual analysis of Corporate Social Obligation Drives of ITC" researches ITC's CSR Sustainability endeavours. ITC advances company development and environmental and social

Sustainability, as indicated by the creators. The report features afforestation, watershed management, and ladies' monetary strengthening projects that help the company's feasible turn of events. The discoveries show that ITC's CSR tasks benefit the local area and climate, supporting its image picture and longhaul execution. Sustainability in ITC's business methodology addresses its motivation of offering shared benefit for society and the undertaking.

Madan, P., and Sharma, H. (2019) <sup>[10]</sup>	The review "Sustainability in real life: A Contextual analysis of Corporate Social Obligation Drives of ITC" researches ITC's CSR Sustainability endeavours. ITC advances company development and environmental and social Sustainability, as indicated by the creators. The report features afforestation, watershed management, and ladies' monetary strengthening projects that help the company's feasible turn of events. The discoveries show that ITC's CSR tasks benefit the local area and climate, supporting its image picture and longhaul execution. Sustainability in ITC's business methodology addresses its motivation of offering shared benefit for society and the undertaking.
Krishnamurthy, Jalnawalla (2011) <sup>[8]</sup>	In "ITC and Sustainability," ITC Limited's triple primary concern way to deal with financial, social, and environmental objectives is analysed. The review features ITC's carbon and water positive endeavours and its leader drive, E-choupal, which gives computerized framework to rustic advancement to north of 4 million ranchers. In spite of the fact that ITC has gained ground, the creators note determined analysis of its Sustainability claims, especially in regards to its tobacco industry and adaptability. The review features ITC's test of adjusting its broadened business activities with its obligation to Sustainability and worldwide corporate obligation.
Nayan Mitra (2017) <sup>[12]</sup>	The review "Implanted Sustainability in the Agri-Business Division of ITC Limited: Exceptional Accentuation on Soil and Dampness Preservation Program" talks about ITC Limited's Sustainability endeavours in farming. It advances the company's Dirt and Dampness Preservation (SMC) program to further develop soil wellbeing and water proficiency. The review looks at what water assembling and soil preservation mean for horticultural efficiency and environmental Sustainability. The discoveries show ITC's commitment to supportable agribusiness and its advantages to the climate and cultivating networks.
B. Bowonder, Vinay Gupta, Amit Singh (2003) <sup>[4]</sup>	The paper "Partner Commitment in Feasible Endeavor: Developing a Reasonable System, and a Contextual investigation of ITC" makes sense of partner commitment in supportable strategic policies. It makes a reasonable model to evaluate how organizations can really consolidate partners in Sustainability. ITC Limited utilizes this worldview to include partners from supply chains to neighbourhood networks, as found for its situation study. The report talks about ITC's partner commitment drives, their benefits to Sustainability objectives, and the examples gained from applying the structure.
S. Bhatnagar, Ankita Dewan, Magui Moreno Torres, Parameeta Kanungo (2003) <sup>[3]</sup>	The review "E-Choupal: ITC's Country Systems administration Venture" talks about ITC Limited's innovation based provincial market proficiency and rancher occupation project. The task furnishes provincial ranchers with continuous market data, agronomic counselling, and acquisition administrations utilizing advanced stands. The report looks at execution, rancher advantages, and deterrents. It shows how e-Choupal supports inventory network proficiency, rancher information, and market joins. Computerized innovation has changed rustic individuals' admittance to commercial centres, as per the report.
H. D. Kulkarni (2020) <sup>[9]</sup>	Agroforestry is essential for ITC Limited's Sustainability plan, as depicted in "Modern Agroforestry: An ITC Drive". ITC utilizes modern agroforestry to support land efficiency and environmental wellbeing, as indicated by the review. Soil preservation, biodiversity, and rancher profit are analyzed. These methodologies' adaptability issues and arrangements are additionally shrouded in the review. ITC's practical farming advancement model shows how agroforestry can accomplish monetary and biological objectives.
Banerjee, Chakraborty (2020) <sup>[2]</sup>	The review "Job of Eco-Proficiency in Assessing Environmental Execution and in Achieving Feasible Advancement Objectives." analyzes how eco-productivity measurements assess environmental execution and backing maintainable turn of events. The review inspects how ITC Limited utilizes eco-proficiency standards to diminish environmental effect and advance asset utilization. It portrays ITC's eco-productivity estimation and improvement techniques, results, and SDG arrangement. Eco-effectiveness is essential to corporate Sustainability and environmental and social objectives, as per the review.
By Anjana Singh, M. Rishi, Rati Shukla (2011) <sup>[14]</sup>	The review "Green Management and Environmental Sustainability: An Instance of ITC Green Center" inspects ITC Limited's Green Place as a green management worldview. This study examines how the middle purposes feasible systems to work on environmental execution. The paper depicts Green Center waste decrease, energy proficiency, and asset preservation endeavours. These strategies' impacts on environmental Sustainability and company execution are likewise surveyed. The review shows ITC's green management and commitment in expanding industry and hierarchical environmental Sustainability.
Vishal Gupta, S. Bhakar, T. Bansal, R. K. Jain (2013) <sup>[6]</sup>	The review "Green Store network Management Drives by IT Organizations in India" analyzes how Indian IT organizations are utilizing GSCM. It investigates how these organizations further develop store network environmental Sustainability. The review underlines carbon decrease, asset improvement, and eco-accommodating strategies. It additionally features IT organizations' GSCM reception deterrents and

R. Mehta, J. Patoliya, R. Doshi (2022) <sup>[11]</sup>	<p>advantages, like expanded environmental execution and administrative consistence. The report underscores the developing pertinence of maintainable IT inventory network management.</p> <p>The review "Maintainable Development of Country Horticultural Market: The Contextual analysis on e-Choupal" researches ITC's e-Choupal work to advance provincial farming business sector development. It shows how e-Choupal enables ranchers with advanced market data, agronomic direction, and direct acquirement. The report shows how the work helps agrarian efficiency, market straightforwardness, and rustic turn of events. E-Choupal 7 assists provincial rural networks with flourishing by interfacing ranchers to worldwide business sectors.</p>
Ying-ju Chen, Shanthikumar J. George, Shen Zuo-Jun Max (2012) <sup>[5]</sup> compose	<p>The review "Preparing, Creation, and Divert Division in ITC's E-Choupal Organization" breaks down ITC's working strategies. It looks at how ITC streamlines its farming inventory network through preparing, creation, and channel partition. These attributes are examined exhaustively to show how they further develop network productivity and effectiveness. The article portrays ITC's extensive rancher preparing drives to work on farming practices and result. Quality and proficiency are talked about while coordinating creation processes in the E-Choupal organization. The paper additionally examines ITC's channel partition technique, which smoothest out dissemination organizations to help market access and proficiency.</p>
Alexander Horniman, S. Venkataraman, Jenny Mead (2010) <sup>[7]</sup>	<p>The review "The E-Choupal Drive" investigates ITC's E-Choupal project and its impacts on provincial agrarian networks. It subtleties how this remarkable program utilizes innovation and neighbourhood association to upgrade rural practices and lives. The review investigates the principal components of E-Choupal, which furnishes ranchers with pivotal data, instruments, and market possibilities through computerized stages. The execution strategies empower ranchers to speak with partners including providers and customers. The report likewise talks about how the E-Choupal exertion handles market access, data unevenness, and agrarian efficiency in provincial turn of events. The report shows how innovation might reform country advancement by analyzing the program's accomplishments and regions for development.</p>
T. S. Rath, Mousumi Padhi (2023) <sup>[13]</sup>	<p>The article "Job of HR in Driving CSR: A top to bottom Investigation of Goodbye Steel and ITC" looks at how HR drives Corporate Social Obligation (CSR) endeavours in two significant Indian enterprises. It thinks about how HR rehearses help these organizations lay out and carry out CSR strategies. The study looks at how every association coordinate CSR into its way of life and tasks utilizing HR jobs and procedures. It depicts how Goodbye Steel and ITC HR offices advance representative commitment, local area inclusion, and CSR programs. The concentrate on analyzes Goodbye Steel and ITC's ways to deal with show how 8 HR might drive CSR objectives. HR-drove CSR endeavours influence notoriety, assurance, and local area improvement.</p>
P. Vanishree Sah (2017) <sup>[15]</sup>	<p>The "Contextual investigation on ITC Inventory network Sustainability" inspects ITC's inventory network Sustainability technique. ITC utilizes economical production network management to work on environmental and social execution, as per the report. ITC's inventory network Sustainability endeavours are portrayed in the review. It evaluates the company's environmental approaches, asset proficiency, and production network morals. The examination features ITC's maintainable obtaining, squander management, and energy decrease efforts. The contextual analysis shows how ITC's production network applies Sustainability ideas and advantages from them. It uncovers ITC's Sustainability difficulties and arrangements. ITC plans to enhance and adjust to advertise changes while maintaining moral guidelines and partner investment. ITC is focused on long haul investor return and local area benefit as it extends across areas. ITC Limited is strategically set up to proceed with its impact in India's corporate industry.</p> <p>These papers reveal that ITC has been committed towards sustainability in their all actions and initiatives. It is important for any company across the world to have the sustainability programs which tailored according to their works. Having the core responsibility of looking after the society where the organization is working in is the primary need for the company to enhance their business among the localities.</p>

### Sampling method

This study's examining technique: "Purposive sampling Technique" Survey method: The questionnaire survey method will be utilized, with each chose respondent getting the questionnaire. Statistical tool used: The study has been analysed using Microsoft Excel and SPSS. the following tests were conducted:

1. Correlation Test
2. Regression Test
3. Significance Test
4. Chi-Square Test (Cross Tabulation)

### Data analysis

The survey of 105 respondents was dominated by the 18-24 age group (96 respondents), reflecting a significant bias toward younger individuals, with limited participation from older groups. Female respondents made up 67.61% (71), men 31.42% (33), and 0.95% (1) chose "Prefer not to say." Most respondents had advanced (34.29%) or postgraduate (31.43%) education, with students forming the largest occupation group (60.95%). A majority (94.29%) reported

purchasing ITC products, indicating strong brand loyalty and engagement.

### Objective 01: To Study the sustainability initiatives adopted by ITC Limited

**2020:** ITC advanced social investments, partnering with 26 state governments and introducing scalable development models. Its R&D innovations yielded 450 patents and over 200 commercialized products. ITC committed ₹25,000 crore to infrastructure by 2030. Sustainability milestones included 41% renewable energy usage and 876,000 acres afforested, empowering 4 million farmers through its e-Choupal network.

**2021:** ITC's "Responsible Competitiveness" strategy targeted a 50% reduction in GHG emissions and 40% lower water use by 2030. Its COVID-19 efforts supported 25 states with essentials and generated 55 lakh workdays in rural areas. ITC recycled 1.5 crore citizens' waste under the WOW program and empowered marginalized communities

through its Mission Sunehra Kal initiative.

**2022:** ITC replenished 2.12 billion liters of water, diverted over 90% of waste from landfills, and reduced carbon emissions by 6.2%. Sustainable practices enhanced farmers' incomes by 25% in five years. Community investments impacted 1 million rural beneficiaries, while plastic use in packaging dropped 30%.

**2023:** ITC maintained high sustainability ratings, achieving plastic neutrality and aiding 740,000 farmers in climate-smart agriculture. It restored 290,000 acres of degraded land and advanced water stewardship with Asia's first AWS Platinum-certified facility. Its WOW program reached 22 million citizens, and renewables met 43% of its energy needs.

ITC's integrated approach highlights innovation, partnerships, and community-driven solutions to balance environmental stewardship, social upliftment, and economic growth

**Objective 02:** To Evaluate the impact of ITC's sustainability initiatives on consumer decision making process.

### Hypothesis 01

**H0:** Consumers who are more aware of ITC's sustainability initiatives are not likely to consider sustainability as a key factor in their purchasing decisions.

**H1:** Consumers who are more aware of ITC's sustainability initiatives are likely to consider sustainability as a key factor in their purchasing decisions.

**Table 1:** Mindfulness and Correlation or Effect of ITC's Sustainability Drives on Buying Choices

Correlations			
		To what extent do ITC's sustainability initiatives influence your purchasing decisions?	How aware are you of ITC's sustainability initiatives?
Pearson Correlation	To what extent do ITC's sustainability initiatives influence your purchasing decisions?	1.000	.578
	How aware are you of ITC's sustainability initiatives?	.578	1.000
Sig. (1-tailed)	To what extent do ITC's sustainability initiatives influence your purchasing decisions?		.000
	How aware are you of ITC's sustainability initiatives?	.000	
N	To what extent do ITC's sustainability initiatives influence your purchasing decisions?	105	105
	How aware are you of ITC's sustainability initiatives?	105	105

**Table 2:** Model summary of Awareness Effect on Buying Decisions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578 <sup>a</sup>	.334	.328	.689
a. Predictors: (Constant), How aware are you of ITC's sustainability initiatives?				

### Correlation Matrix

The Pearson correlation coefficient of 0.578 indicates a moderate positive relationship between awareness of ITC's sustainability initiatives (independent variable) and the extent to which consumers consider sustainability in their purchasing decisions (dependent variable). This suggests that consumers with higher awareness are more likely to prioritize sustainability in their purchases. The significant p-value (0.000) confirms the statistical validity of this relationship, supporting the alternative hypothesis (H<sub>1</sub>) and rejecting the null hypothesis (H<sub>0</sub>). The sample size (N = 105) ensures the reliability of these findings.

### Model Summary

A linear regression model highlights the relationship between ITC's sustainability awareness and buying decisions. The R-value of 0.578 confirms a moderate positive correlation, aligning with the Pearson coefficient. The R<sup>2</sup> value (0.334) indicates that 33.4% of purchasing decisions are explained by awareness, with 66.6% influenced by other factors. Adjusted R<sup>2</sup> (0.328) accounts for predictor bias, showing the model explains 32.8% of the variation. The standard error (0.689) reflects moderate prediction accuracy, suggesting additional variables could enhance the model.

### ANOVA Table

The ANOVA analysis underscores the influence of ITC's sustainability awareness on buying decisions. The regression sum of squares (24.601%) indicates that awareness explains a portion of the variability in purchasing decisions, while the residual sum of squares (48.961) highlights the impact of other factors. The total sum of squares (73.562) reflects both explained and unexplained variances.

A high F-statistic (51.755) and a significance value (p = 0.000) confirm the model's predictive strength and statistical significance, supporting the alternative hypothesis (H<sub>1</sub>). With R<sup>2</sup> at 0.334, awareness explains 33.4% of the variability in purchasing behavior, emphasizing its role while recognizing the need for additional predictors. The results affirm that consumer awareness of ITC's sustainability initiatives significantly influences their purchasing decisions.

**Table 3:** Buyers Decision Awareness ANOVA Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.601	1	24.601	51.755	.000 <sup>b</sup>
	Residual	48.961	103	.475		
	Total	73.562	104			

a. Dependent Variable: To what extent do ITC's sustainability initiatives influence your purchasing decisions?

b. Predictors: (Constant), How aware are you of ITC's sustainability initiatives?

### Hypothesis 02

**H0:** ITC's sustainability initiatives not significantly influence consumers' likelihood of choosing ITC products over competitors.

**H1:** ITC's sustainability initiatives significantly influence consumers' likelihood of choosing ITC products over competitors.



### Correlation Matrix

The correlation matrix reveals a moderate positive relationship (Pearson coefficient = 0.438) between ITC's sustainability initiatives and consumers' likelihood of choosing ITC products over competitors. The statistically significant p-value (0.000) supports the alternative hypothesis ( $H_1$ ), indicating ITC's sustainability efforts influence consumer decisions.

Regression analysis shows an R-value of 0.438, confirming the moderate association. The  $R^2$  value (0.192) indicates that 19.2% of the variance in purchasing decisions is explained by sustainability-based product preference, with 80.8% attributed to other factors. Adjusted  $R^2$  (0.184) aligns closely, reflecting minimal bias. The standard error (0.760) suggests moderate prediction accuracy, highlighting the need for additional predictors. These findings demonstrate ITC's sustainability efforts significantly impact consumer preferences while acknowledging the influence of other factors

Correlations			
		To what extent do ITC's sustainability initiatives influence your purchasing decisions?	How likely are you to choose ITC products over competitors due to their sustainability efforts?
Pearson Correlation	To what extent do ITC's sustainability initiatives influence your purchasing decisions?	1.000	.438
	How likely are you to choose ITC products over competitors due to their sustainability efforts?	.438	1.000
Sig. (1-tailed)	To what extent do ITC's sustainability initiatives influence your purchasing decisions?		.000
	How likely are you to choose ITC products over competitors due to their sustainability efforts?	.000	
N	To what extent do ITC's sustainability initiatives influence your purchasing decisions?	105	105
	How likely are you to choose ITC products over competitors due to their sustainability efforts?	105	105

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.438 <sup>a</sup>	.192	.184	.760
a. Predictors: (Constant), How likely are you to choose ITC products over competitors due to their sustainability efforts?				

### Model Summary: Impact of Sustainability Efforts on Consumer Purchasing Decisions

#### ANOVA Table

The ANOVA evaluates the significance of the regression model, confirming that ITC's sustainability initiatives impact consumer decisions. The regression sum of squares (14.098) highlights the explained variance, while the residual sum of squares (59.463) reflects unexplained variability, indicating other influencing factors. The total sum of squares (73.562) represents overall variability.

The F-statistic (24.421) and significance value ( $p = 0.000$ ) validate the model's predictive accuracy. The moderate correlation (0.438) and  $R^2$  value (0.192) indicate that ITC's sustainability efforts explain 19.2% of purchasing decisions, while 80.8% remains influenced by other variables. These findings support the alternative hypothesis ( $H_1$ ), affirming that ITC's sustainability initiatives significantly influence

consumer preferences over competitors.

**ANOVA Table 4:** Sustainability endeavours influence consumer buys

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.098	1	14.098	24.421	.000 <sup>b</sup>
	Residual	59.463	103	.577		
	Total	73.562	104			
a. Dependent Variable: To what extent do ITC's sustainability initiatives influence your purchasing decisions?						
b. Predictors: (Constant), How likely are you to choose ITC products over competitors due to their sustainability efforts?						

### Hypothesis 03

$H_0$ : Consumers who frequently encounter information about ITC's sustainability efforts are not likely to be influenced by these initiatives in their purchasing decisions.

$H_1$ : Consumers who frequently encounter information about ITC's sustainability efforts are likely to be influenced by these initiatives in their purchasing decisions.

### Correlation Matrix

The correlation matrix reveals a moderate positive relationship (Pearson coefficient = 0.550) between consumer exposure to ITC's sustainability initiatives and their influence on purchasing decisions. A significant p-value (0.000) supports the alternative hypothesis ( $H_1$ ), indicating that increased visibility of ITC's environmental efforts significantly impacts consumer behavior. The analysis, based on a sample size of 105, ensures reliable and robust findings.

### Model Summary

The regression model shows a moderate positive relationship ( $R = 0.550$ ) between exposure to ITC's sustainability initiatives and purchasing decisions. The  $R^2$  value of 0.303 indicates that 30.3% of the variance in purchase decisions is explained by the frequency of exposure, with the remaining 69.7% influenced by other factors. Adjusted  $R^2$  (0.296) confirms the model's explanatory power, while the standard error (0.706) suggests moderate prediction accuracy.

Correlations			
		To what extent do ITC's sustainability initiatives influence your purchasing decisions?	How often do you come across information about ITC's sustainability efforts?
Pearson Correlation	To what extent do ITC's sustainability initiatives influence your purchasing decisions?	1.000	.550
	How often do you come across information about ITC's sustainability efforts?	.550	1.000
Sig. (1-tailed)	To what extent do ITC's sustainability initiatives influence your purchasing decisions?		.000
	How often do you come across information about ITC's sustainability efforts?	.000	
N	To what extent do ITC's sustainability initiatives influence your purchasing decisions?	105	105
	How often do you come across information about ITC's sustainability efforts?	105	105

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.550 <sup>a</sup>	.303	.296	.706
a. Predictors: (Constant), How often do you come across information about ITC's sustainability efforts?				

### Model Summary: Impact of Information Exposure on Consumer Purchasing Decisions

#### ANOVA table

The ANOVA table shows that the regression model is statistically significant ( $p = 0.000$ ), indicating that the frequency of exposure to ITC's sustainability initiatives influences consumer purchasing decisions. The regression sum of squares (22.272) reflects the impact of sustainability awareness, while the residual sum of squares (51.289) highlights the unexplained variance. The total sum of squares (73.562) represents overall variability.

The F-statistic (44.728) confirms the model's strength, and the Pearson correlation (0.550) indicates a moderate to high positive relationship between exposure to sustainability efforts and consumer behavior. The  $R^2$  value (0.303) suggests that 30.3% of purchasing decision variance is explained by exposure, with the remaining variability attributed to other factors. These findings support the alternative hypothesis ( $H_1$ ), showing that frequent exposure to ITC's sustainability initiatives significantly influences consumer purchasing decisions.

**ANOVA Table 5:** Dat Impact of Information Exposure on Consumer Purchasing Decisions

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.272	1	22.272	44.728	.000 <sup>b</sup>
	Residual	51.289	103	.498		
	Total	73.562	104			
a. Dependent Variable: To what extent do ITC's sustainability initiatives influence your purchasing decisions?						
b. Predictors: (Constant), How often do you come across information about ITC's sustainability efforts?						

### Discussions

This study analysed the impact of ITC Limited's environmental initiatives on consumer purchasing decisions from 2020 to 2023. The study revealed a strong and meaningful link between how aware consumers are of ITC's sustainability efforts and their preference for sustainable products. A Pearson correlation of 0.578 shows that the more informed people are about ITC's green initiatives, the more likely they are to make eco-friendly purchasing choices.

With over 94% of respondents having purchased ITC products, the brand clearly enjoys a solid position in the market. What's even more telling is that those who were better informed about ITC's sustainability practices were more inclined to choose ITC over other brands, as reflected by a correlation of 0.438. Moreover, frequent exposure to information about sustainability had a significant impact on consumer behavior (correlation of 0.550), underscoring the importance of clear, consistent, and visible communication. The research also found that when ITC actively showcased its sustainability achievements, customers responded positively—often resulting in repeat purchases. Loyal customers were more likely to continue supporting the

brand when its eco-conscious initiatives were made visible. This connection between sustainability messaging and buying behavior was further supported by a Chi-Square test. To take these insights forward, ITC can enhance its impact by stepping up communication around its environmental efforts. Focused marketing campaigns—both digital and traditional—can better connect with environmentally conscious consumers. At the same time, expanding green programs, providing incentives for sustainable purchases, and collaborating with NGOs and educational institutions can further strengthen customer loyalty and position ITC as a sustainability leader.

Ultimately, this strategy not only reinforces ITC's deep-rooted commitment to sustainability but also supports community livelihoods and strengthens its market presence in a meaningful way.

### Conclusion

This study highlights how ITC Limited's sustainability efforts are truly influencing consumer choices. As more people learn about the company's commitment to environmental and social causes, they're beginning to factor sustainability into their buying decisions—making ITC a preferred choice among today's eco-conscious consumers.

The findings also underline the importance of consistent and transparent communication. When consumers regularly come across ITC's sustainability stories—through ads, packaging, or social media—it leaves a positive mark on their behavior. To strengthen this impact, ITC should focus on building a more visible and engaging communication strategy that connects with people across various platforms, encouraging deeper brand trust and loyalty.

ITC's approach to sustainability strongly reflects what modern consumers care about: protecting the environment, supporting communities, and doing business responsibly. Still, there's room to grow. By expanding its programs and offering more ways for consumers to get involved—like rewards or community campaigns—ITC can deepen engagement and amplify its positive impact.

In essence, ITC's broad commitment to environmental, social, and economic sustainability is already shaping consumer mindsets. By continuing to evolve these practices and staying in tune with consumer values, the company is not only paving the way for long-term success but also contributing meaningfully to global sustainability efforts. This shared purpose is what will drive stronger consumer connections, brand loyalty, and sustainable growth.

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