

An Awareness Study on Corporate Social Responsibility (CSR) among Bank Customers

Dr. M. Bhuvaneshwari¹ and Moorthy G²

Professor, Department of Management Sciences¹

Student II MBA, Department of Management Sciences²

Hindusthan College of Engineering and Technology, Coimbatore, India

Abstract: *This study aimed to examine the level of awareness of corporate social responsibility (CSR) among bank customers and analyze their perceptions and preferences regarding CSR initiatives undertaken by banks. The research involved surveying a diverse sample of bank customers to gather data on their knowledge, attitudes, and behaviors related to CSR. The findings provide valuable insights into the effectiveness of CSR communication strategies and the impact of CSR on customer loyalty and engagement.*

Keywords: Corporate Social Responsibility, CSR awareness, bank customers

BIBLIOGRAPHY

- [1]. Abdullah Al-Hadrami¹, S. E. (2019). Corporate Social Responsibility of Islamic and Conventional Banks: Evidence in Bahrain. *Etikonomi* , 1-16.
- [2]. Åberg², V. L. (2022, May). How corporate social responsibility initiatives affect the choice. *Corporate social responsibility and environmental management* , 1-12.
- [3]. Deepika Dhingra¹, a. R. (2014, November 09). CSR Practices in Indian Banking Sector. *Global Journal of Finance and Management* , 1-10.
- [4]. Dr. Benson Kunjukunju. (2022, August). Corporate Social Responsibility and Economic. *INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH IN TECHNOLOGY* , 1-6.
- [5]. Gupta, P. D. (2020, February). A Study on the Customer Perception Towards Corporate Social Responsibility in Banking Sector. *International Journal of Research in Engineering, Science and Management* , 1-4.
- [6]. K.S.Sairamakrishna, D. S. (2021, November 11). A STUDY ON CORPORATE SOCIAL RESPONSIBILITY IN INDIAN BANKING SECTOR - WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT. *INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS - IJCRT (IJCRT.ORG)* , 1-13.
- [7]. Ms. Himandri Kewlani, D. K. (2019, February). A COMPARATIVE STUDY ON CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN SELECTED PUBLIC AND PRIVATE SECTOR BANKS IN INDIA. *GAP*
- [8]. *iNTERDISCIPLINARITIES* An International Peer-Reviewed -Open Access Journal of Interdisciplinary Studies , 1-10.
- [9]. Rajesh Rathore^{*1}, B. D. (2023, March). A RESEARCH PAPER ON STUDY OF CORPORATE SOCIAL.
- [10]. *International Research Journal of Modernization in Engineering Technology and Science* , 1-4.
- [11]. Sharma, V. K. (2013, January). Study of the awareness about “Corporate Governance” and “Corporate Social Responsibility” of banks among bank’s customers and employees. *International Journal of Advancements in Research & Technology* , 1-11.
- [12]. Tran, Y. T. (2014, November). CSR IN BANKING SECTOR. *International Journal of Economics, Commerce and Management* , 1-12.