

Impact of CSR on Brand Loyalty and Consumer Behaviors

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Abstract: *The paper seeks to analyze the effect of CSR practices on consumers' behavior and brand loyalty particularly in their view of corporate efforts and their determination to remain loyal to a certain brand. Based on data collected from Primary and Secondary research with the help of cloud data, reference journals, Questionnaire. the work establishes a positive link between CSR activity and consumer behavior. Based on the research is clear that consumers are more likely to be loyal to brands they consider to be socially responsible. Further, the research establishes that CSR initiatives support the enhancement of other customers' behaviors among the customer base, including brand loyalty and purchasing frequency and willingness. However, the author and co-author of the study mention some of the limitations as well, namely the fact that the impacts of CSR differ from industry to industry, or from consumer group to consumer group. The study affirms that CSR has a fundamental part in the brand plan especially as it relates to marketing and organizational administration. From the study, it emerges that CSR is an important strategy that organizations must adopt to strengthen the consumer trust and their loyalty in today's socially sensitive economy.*

Keywords: Corporate Social Responsibility (CSR), Brand Loyalty, Consumer Behavior, Brand Perception, Consumer Trust, Long-term Brand Loyalty, Ethical Branding