

# Do Customers in the Luxury Fashion Sector Care About CSR? A Qualitative Investigation Using Tanishq as a Case Study

**Ishita Sethi**

MIT Arts, Commerce & Science College, Alandi, Pune, India

**Abstract:** *This paper explores whether luxury fashion consumers are influenced by Corporate Social Responsibility (CSR) initiatives. While luxury brands emphasize exclusivity and prestige, the increasing awareness of ethical business practices has led to a shift in consumer preferences. Using Tanishq, an Indian luxury jewelry brand, as a case study, this research employs qualitative methods to examine the role of CSR in consumer decision-making. The findings reveal a growing consciousness of CSR among younger consumers, while older generations prioritize traditional luxury values like craftsmanship and heritage. Tanishq's sustainability and ethical sourcing efforts illustrate how CSR can add value without compromising luxury appeal.*

**Keywords:** Corporate Social Responsibility