

The Influence of Corporate Social Responsibility on Consumer Perception

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Abstract: *Corporate Social Responsibility (CSR) has become a crucial factor influencing consumer behavior and brand perception in today's socially conscious marketplace. This research paper investigates the relationship between CSR initiatives and consumer perception, focusing on how ethical and sustainable business practices affect brand loyalty, trust, and purchasing decisions. The study explores various dimensions of CSR, including environmental sustainability, social welfare programs, and ethical governance, to determine which factors hold the most weight in shaping consumer opinions. Through a mixed-method approach, combining surveys and case studies of well-known brands, this research aims to understand how consumers respond to CSR efforts and the extent to which CSR can serve as a competitive advantage for businesses. The findings suggest that consumers are more likely to trust and remain loyal to brands that align with their values and demonstrate a commitment to social and environmental causes. This study concludes that effective CSR strategies not only enhance brand reputation but also foster long-term consumer engagement and profitability.*

Keywords: Corporate Social Responsibility (CSR), consumer perception, brand loyalty, ethical business practices, environmental sustainability, social welfare, competitive advantage, brand reputation, consumer engagement