

Impact of CSR on Brand Reputation

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Abstract: *This study examines the relationship between corporate social responsibility (CSR) and a company's image, specifically how a business's CSR efforts influence consumers' perceptions, trust levels, and loyalty. In today's competitive landscape, CSR has become a factor in shaping a brand's image and equity. The research investigates the relationship between brand value and CSR, highlighting the benefits of robust branding and the risks associated with weak brand protection. It concludes that CSR and brand image are closely related.*

A company's brand reputation is greatly impacted by its Corporate Social Responsibility (CSR), which not only satisfies social obligations but also fosters trust among stakeholders, employees, and customers. CSR projects, such as ethical corporate conduct and environmental preservation, provide a company with a favorable reputation and set it apart from its rivals. A company's credibility and customer loyalty rise when it demonstrates a sincere commitment to corporate social responsibility (CSR).

A brand's reputation is extremely sensitive to its activities in the digital age, and successful CSR initiatives can result in goodwill and media attention. Thus, corporate social responsibility (CSR) is not only a moral duty but also a tactical instrument for building brand value and ensuring long-term success.

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