

The Role of CSR in Building and Enhancing Brand Reputation

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Abstract: *The paper focuses on the impact of CSR on consumer perception and brand image. Results reveal that CSR is indeed very positively influencing customer loyalty and image of the brand. Brands which consider adopting a green approach and corporate social responsibility are not only valued but appreciated increasingly by consumers. It can further be used as a developer in the general reputation of the company and can be helpful in recovering from a brand crisis. This study emphasizes the integration of corporate social responsibility into a business plan as the only strategy to achieve long-term success and strong relationships with stakeholders.*

Keywords: Corporate Social Responsibility (CSR), Consumer perception, Brand image, Customer loyalty, Stakeholder relationships, Company reputation