

Impact of CSR on Consumer Buying Behavior

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Abstract: *Corporate social responsibility has a huge impact on consumer buying behavior. It influences the buying behavior of consumers. This study aims to examine the buying behavior of consumers. It focuses on how consumers respond to the company's socially responsible practices and activities. This research investigates the role of CSR in shaping consumer trust and loyalty. It examines environmental responsibility, community engagement, ethical practices, and how these factors affect consumer buying and decision-making processes. It is an important aspect of business strategies, influencing consumer behavior. Moreover, it reveals that transparency in CSR is important to build consumer loyalty and trust. The result suggests that CSR positively helps to gain consumer trust and loyalty, it positively affects consumer buying behavior. The research helps to improve and enhance their CSR activities and strategies. There is a link between consumer awareness of CSR and their willingness to buy products.*

Keywords: Corporate social responsibility (CSR), consumer loyalty, consumer trust, consumer buying behavior, ethical practices