

Empowering Ethical Consumerism: Unveiling Corporate Social Responsibility

Pranali Patil

Department of Business Administration and International Business
MIT Arts, Commerce, and Science College, Alandi (D), Pune, Maharashtra, India

Abstract: *In today's Globalized and Interconnected World, ethical consumerism and corporate social responsibility (CSR) are pivotal in shaping business practices. Ethical Consumerism refers to consumer's deliberate choices to support companies that align with their values, whether related to environmental sustainability, fair labour practices, or community engagement. On the other hand, CSR encompasses a company's commitment to positively impact society, the environment, and the shareholders beyond profit generation. This research paper explores the interplay between ethical consumer behavior and CSR activities undertaken by companies. It dives into the motivation behind ethical consumption, the impact of CSR practices on consumer perceptions, and the challenges faced by businesses in balancing profit motives with responsible action.*

Keywords: Ethical Consumerism, Value Belief norm, Cognitive Dissonance, Greenwashing, Anti-consumption