

A Study on the Sustainable Business Practices and Their Influence on Consumer Perception

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Abstract: *This research paper explores the impact of sustainable business practices on consumer perception. As environmental and social responsibility become increasingly important to consumers, businesses are adopting sustainable practices to meet these expectations. This study examines how such practices influence consumer attitudes and behaviors, focusing on factors like brand loyalty, trust, and purchasing decisions. Through a comprehensive review of literature and empirical analysis, the paper aims to provide insights into the relationship between sustainability and consumer perception, offering practical recommendations for businesses to enhance their sustainability efforts.*

Keywords: business practices