

CSR and its Impact on Brand Image

Ms. Poorva Vikrant Chakradev

Hirwal Education Trust's College of Science (Computer Science and Information Technology) Mahad-Raigad.
poorvachakrade12@gmail.com

Abstract: *Now a days business strategy must include some degree of Corporate Social Responsibility (CSR) with respect to the well-being of society and the consideration of increased corporate image and consumer attitude. This paper provides a discussion of CSR endeavours affecting the image of brands by reviewing secondary data from literature sources, industry reports, and case studies in the international arena. The most salient findings from the review indicate that businesses who readily implement CSR for the betterment of society increase brand loyalty and trust with their customers, maintain a competitive advantage with their brand, and enhance overall credibility with society. Conversely, businesses engaging in some shallow or sporadic acts of 'CSR' risk damaging their credibility and their brand. Our own study and review of the literature indicates the simple alignment of the businesses' CSR with core values of the brand, being open and transparent with stakeholders, and thinking about CSR as part of a sustainable practices in general. Our study provides suggestions for the implementation of CSR for brand-integration and the meaningfulness of how CSR is linked to managing business product and service brands in consumer markets.*

Keywords: Corporate Social Responsibility, brand image, customer trust, sustainability, stakeholder engagement, ethical branding

