

Role of Corporate Social Responsibility in Influencing Consumer Perception while Buying a Product

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Abstract: *In recent times, consumers have become more conscious about ethical, social, and environmental issues, which has led to growing importance of Corporate Social Responsibility (CSR) in business practices. This paper attempts to understand consumer attitudes, awareness, and perception of CSR initiatives and how these factors affect buying decisions. A structured questionnaire was designed to collect data regarding the awareness of CSR activities, the importance consumers attach to different CSR areas such as education, healthcare, environmental sustainability, and women empowerment, as well as the influence of CSR on trust, loyalty, and brand reputation. The collected data was analyzed using statistical tools such T- test and ANOVA test the relationship between CSR and consumer perception. The findings reveal that consumers strongly associate CSR with improved brand reputation, trust, and loyalty, which directly influence their purchase decisions. Education and healthcare emerged as the most valued CSR initiatives, while social media and word-of-mouth were identified as the most effective mediums for CSR awareness. The study implies that marketers and companies need to increase consumer awareness of CSR efforts and highlight their impact to differentiate themselves in the marketplace. The current research aims to identify the level of consumer attitude, acceptance, awareness, and perception of CSR initiatives. It majorly focuses on the impact of various demographic factors on consumer buying behaviour and analyses the factors influencing positive and negative perceptions of CSR. It further examines how CSR attributes contribute to consumer satisfaction and brand preference while buying a product.*

Keywords: Corporate Social Responsibility, Consumer Perception, Brand Loyalty, Buying Behaviour

