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**“A Study on Consumer Perceptions of Corporate Social Responsibility
Credibility and Its Impact on Brand Loyalty”**

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ABSTRACT

The purpose of this research is to analyze consumer perceptions of Corporate Social Responsibility (CSR) credibility and its impact on brand loyalty. In today's competitive and dynamic business environment, organizations are increasingly focusing on CSR initiatives to build trust and long-term relationships with customers. The study involves measuring different aspects of CSR credibility such as transparency, trust, ethical practices, and social responsibility. A quantitative research design was used, and primary data was collected through a structured questionnaire from **113 respondents**. The data was analyzed using percentage analysis and Chi-square test. The findings reveal that CSR credibility has a significant influence on brand loyalty. The study concludes that companies adopting genuine and transparent CSR practices can enhance customer trust and strengthen brand loyalty.

1. INTRODUCTION

In today's highly competitive business environment, companies are expected not only to focus on profit-making activities but also to contribute positively to society and the environment. Corporate Social Responsibility (CSR) has become a key factor influencing consumer perception and brand loyalty.

CSR refers to the initiatives undertaken by organizations to fulfill their responsibilities toward society, customers, employees, and the environment. These activities include environmental sustainability, ethical business practices, and social welfare initiatives.

Consumers today are more aware and conscious about corporate behavior. They tend to prefer brands that demonstrate genuine concern toward social and environmental issues. When CSR activities are perceived as credible and transparent, they build trust and strengthen brand loyalty. However, if CSR initiatives are perceived as promotional strategies, it may negatively affect consumer perception.

The purpose of this study is to analyze consumer perceptions of CSR credibility and its impact on brand loyalty.

2. REVIEW OF LITERATURE:

1. Koh et al. (2022): Koh, Hyeonseok, Raihan Burnasheva, and Taewon Suh studied the impact of ESG practices on consumer responses. The study found that consumers develop positive perceptions toward brands that actively engage in environmental and social responsibility initiatives. Brand credibility played an important role in influencing consumer

trust and purchase intentions. The research concluded that authentic ESG practices positively affect brand image, perceived quality, and customer loyalty.

2. Fatma and Khan (2023)

Fatma and Khan examined the relationship between CSR activities and brand loyalty in the banking sector. The study revealed that socially responsible practices improve brand credibility and strengthen customer identification with the brand. Consumers were more likely to remain loyal to organizations they perceived as ethical and trustworthy.

3. Min and Leong (2024)

Min and Leong analyzed how CSR perception influences brand loyalty in the retail industry. The findings showed that positive CSR perception improves brand trust and brand image, which ultimately increases customer loyalty. Consumers developed stronger emotional attachment toward socially responsible brands.

4. Wang et al. (2022)

Wang, Kim, and Kim studied consumer perceptions regarding CSR communication on social media platforms. The study found that authenticity and transparency in CSR communication positively influence consumer trust and brand perception. Consumers preferred brands that communicated CSR initiatives sincerely rather than for promotional purposes.

3. RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY

- 1.To study the credibility of Corporate Social Responsibility (CSR) initiatives.
- 2.To identify consumers' perceptions of Corporate Social Responsibility (CSR) initiatives.
- 3.To assess the level of consumer brand loyalty in the context of Corporate Social Responsibility (CSR).
- 4.To analyze the influence of CSR credibility and consumer perceptions on brand loyalty.

HYPOTHESIS:

H₀: There is no significant relationship between CSR credibility and brand loyalty

H₁: There is a significant relationship between CSR credibility and brand loyalty

NEED OF THE STUDY:

In today's competitive market, CSR has become an important factor influencing consumer decisions and brand loyalty. Understanding consumer perception helps organizations design effective CSR strategies.

PURPOSE OF THE STUDY:

The main purpose of this study is to analyze and understand consumer perceptions of Corporate Social Responsibility (CSR) credibility and its impact on brand loyalty. The study aims to evaluate how consumers perceive the authenticity, transparency, and effectiveness of CSR initiatives undertaken by organizations.

The study also focuses on understanding whether credible CSR practices influence consumer trust, satisfaction, and long-term loyalty toward brands. The findings of this study will help organizations design better CSR strategies that enhance brand image and strengthen customer relationships.

LIMITATIONS OF THE STUDY:

- 1.The sample size may not represent the entire population
- 2.The study is limited to a specific geographical area

3.Responses may be affected by personal bias

RESEARCH DESIGN:

The study is descriptive in nature. It focuses on analyzing consumer perceptions of CSR credibility and its influence on brand loyalty.

Primary data was collected through a structured questionnaire. The study examines consumer opinions regarding CSR activities, their credibility, and their impact on brand loyalty.

DATA COLLECTION METHOD:

1. **Customer Satisfaction Theory:** Focuses on understanding how consumer expectations regarding Corporate Social Responsibility (CSR) activities are met or exceeded by organizations.
2. **Expectation-Confirmation Theory:** Suggests that consumer satisfaction and trust are influenced by whether CSR initiatives meet or fail to meet their expectations regarding authenticity and transparency.
3. **Service Quality Model:** Evaluates the quality of CSR activities based on factors such as reliability, transparency, responsiveness, ethical practices, and commitment toward social welfare.

Population and sample:

Population consists of consumers who are aware of Corporate Social Responsibility (CSR) activities. The sample size selected for the study is 113 respondents.

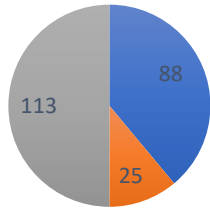
Data Analysis Techniques: Chi-square test

4.RESULT/FINDINGS

Are you aware of Corporate Social Responsibility (CSR) activities undertaken by companies?

Response	Respondents	Percentage
Yes	88	77.9%
No	25	22.1%
Total	113	100%

Awareness of Corporate Social Responsibility (CSR) Activities



■ Yes ■ No ■ Total

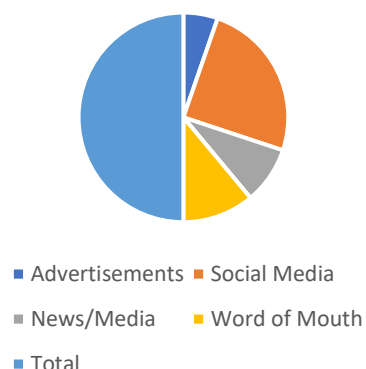
Interpretation

The above table shows that a majority of respondents (77.9%) are aware of the Corporate Social Responsibility (CSR) activities undertaken by companies, while 22.1% of the respondents are not aware of such initiatives. This indicates a high level of awareness regarding CSR activities among the respondents. The findings suggest that most consumers are familiar with companies' social and environmental efforts, which may influence their perceptions, trust, and loyalty toward brands. The relatively high awareness level also supports the relevance of studying the impact of CSR activities on consumer brand loyalty.

6.How do you usually learn about CSR activities?

Source	Respondents	Percentage
Advertisements	12	10.6%
Social Media	56	49.6%
News/Media	20	17.7%
Word of Mouth	25	22.1%
Total	113	100%

Sources of Information on CSR Activities



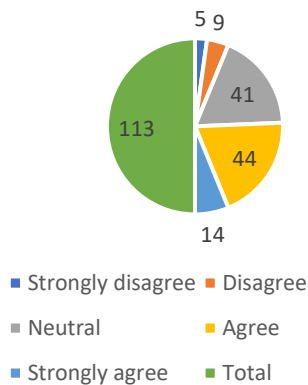
Interpretation

The above table shows that Social Media is the most common source through which respondents learn about CSR activities, accounting for 49.6% of the responses. This is followed by Word of Mouth with 22.1%, while News/Media contributes 17.7%. Advertisements account for the smallest share, with 10.6% of respondents indicating it as their primary source of information. These findings suggest that digital platforms, particularly social media, play a crucial role in spreading awareness about CSR initiatives. The results highlight the importance of online communication channels in influencing consumer awareness and perceptions of companies' social responsibility efforts.

7. CSR initiatives improve a company's image in my opinion.

Response Category	Respondents	Percentage
Strongly disagree	5	4.4%
Disagree	9	8.0%
Neutral	41	36.3%
Agree	44	38.9%
Strongly agree	14	12.4%
Total	113	100%

Perceptions of CSR Initiatives Improving Company Image



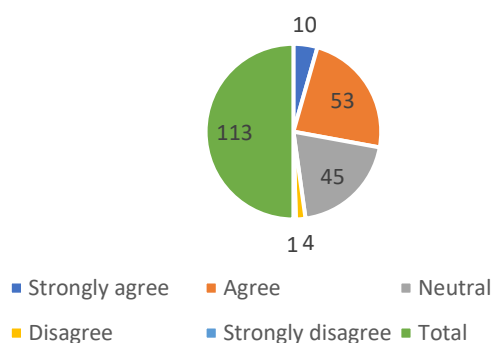
Interpretation

The findings reveal a strong positive perception of CSR initiatives among respondents. More than half of the participants (51.3%) agreed or strongly agreed that CSR activities enhance a company's image, while only 12.4% expressed a negative opinion. Additionally, 36.3% remained neutral, indicating potential scope for increasing awareness about the benefits of CSR. Overall, the results highlight that CSR initiatives play a significant role in strengthening corporate reputation and fostering a favorable public image.

8. I believe companies engage in CSR for genuine social impact.

Response Category	Respondents	Percentage
Strongly agree	10	8.8%
Agree	53	46.9%
Neutral	45	39.8%
Disagree	4	3.5%
Strongly disagree	1	0.9%
Total	113	100%

Perceptions of Companies Engaging in CSR for Genuine Social Impact



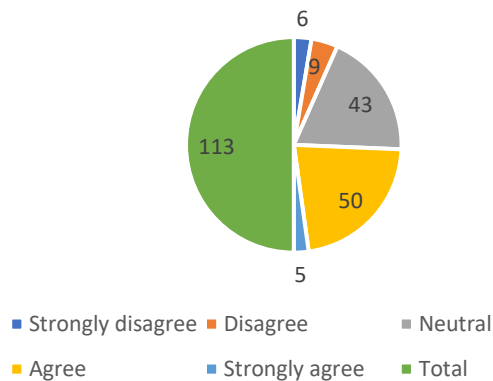
Interpretation

The findings indicate that respondents generally believe companies engage in CSR for genuine social impact. More than half of the participants (55.7%) agreed or strongly agreed with the statement, reflecting a positive perception of corporate motives behind CSR activities. A considerable proportion (39.8%) remained neutral, suggesting some uncertainty about the sincerity of companies' intentions. Only 4.4% of respondents expressed disagreement. Overall, the results suggest that CSR initiatives are largely viewed as authentic efforts to create social value rather than solely serving business interests.

9. CSR activities influence my perception of a brand positively.

Response Category	Respondents	Percentage
Strongly disagree	6	5.3%
Disagree	9	8.0%
Neutral	43	38.1%
Agree	50	44.2%
Strongly agree	5	4.4%
Total	113	100%

Influence of CSR Activities on Positive Brand Perception



Interpretation

The findings indicate that CSR activities have a positive influence on consumers' perception of a brand. Nearly half of the respondents (48.6%) agreed or strongly agreed that CSR initiatives shape their view of a brand positively, while only 13.3% expressed a negative opinion. Additionally, 38.1% remained neutral, suggesting that although CSR is an important factor for many consumers, its impact may vary across individuals. Overall, the results highlight that effective CSR efforts can enhance brand image and contribute to more favorable consumer perceptions.

STATISTICATION TOOL FOR ANALYSIS

HYPOTHESIS:

Impact	Respondents	Percentage
To a great extent	25	2210.00%
To a moderate extent	42	3720.00%
To some extent	35	3100.00%
To a small extent	8	710.00%
Not at all	3	270.00%
Total	113	10000.00%

Chi square calculation

Impact	OBSERVED VALUE (O)	EXPECTED VALUE (E)	$X^2 = (O-E)^2/E$
To a great extent	25	22.6	0.254867
To a moderate extent	42	22.6	16.656637
To some extent	35	22.6	6.803540

Impact	OBSERVED VALUE (O)	EXPECTED VALUE (E)	$X^2 = (O-E)^2/E$
To a small extent	8	22.6	9.443363
Not at all	3	22.6	16.983185
Total			50.141592

Result Comparison

χ^2 table value	χ^2 calculated value
9.488	50.1416

Decision

H_0 Rejected

H_1 Accepted

As table value is less than calculated value, we reject H_0 (null) and accept H_1 (alternative).

Note

- X^2 = Chi-square
- O = Observed value
- E = Expected value
- Formula: $(O - E)^2 / E$
- Degree of freedom = 4
- Significance level = 0.05

Since the calculated Chi-Square value (50.14) is much greater than the table value (9.488), the null hypothesis is rejected.

6.CONCLUSION:

The study shows that CSR credibility has a significant impact on consumer trust and brand loyalty. Most respondents have a positive perception towards companies that follow genuine and transparent CSR practices. CSR activities help in building brand image and strengthening customer relationships. Therefore, companies should focus on authentic CSR initiatives to improve customer loyalty.

7.REFERENCES/BIBLOGRAPHY:

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