



## Impact of Corporate Social Responsibility on Consumer Behavior

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consumer behaviour. The paper finds out how does corporate social responsibility affect a consumer's Purchase Decision or decision making process. consumer recognises the role of ethics and corporate social responsibility of businesses. Thus, this context the responsibilities of the companies have increased and so they are working more

an important marketing tool which gives a competitive edge to the companies in the Indian market. It was found that are a few research researches on corporate social and its impact on consumers Purchase Decision. The consumer is influenced by a product aware about the corporate social consumers are taking interest in the CSR activities of a business. Therefore, it is clear that innovative steps taken by the company can create positive relationship between CSR activities and consumer decision making.

### INTRODUCTION

Today, consumer recognises the role of ethics and corporate social responsibility of businesses. Thus, this context the responsibilities of the companies have increased and so they are working more towards the society and the environment welfare to fetch more customers and become more customers loyal. This works as a competitive advantage for the businesses and companies.. A great deal of research has been

responsibility and its impact on consumers Purchase Decision. The consumer is influenced by a product on various parameters like quality, quantity etc. but they are not aware about the corporate social responsibility activities a company does. But now this is gradually taking a shift as consumers are taking interest in the CSR activities of a business.. The paper finds out how does corporate social responsibility a consumer's Purchase Decision or decision making process. It is indicated that ethical responsibility and philanthropic responsibility are associated with consumer buying behavior. Making

the strongly build image of the firm. Consumers feel mistrusted with deceptive advertising and can create

evaluate the firm's potential credibility, which further has an effect on its profits. To sum up, the impact of these endorsements on the final returns looks affirmative to the level that it offsets the hiring cost of the spokesperson. A study on celebrity endorsement in marketing reported that it produced 9.4 percent

It is perplexing that, can crime prevention, covid prevention, charitable contributions or even the concept of family planning be advertised and sold to consumers in a similar way as some firms sell soaps or detergents? Several studies suggest that CSR activities undertaken by the companies are viewed as services or ideas attempting to target a peculiar consumer segment. Often these companies attract consumers with their product offerings in addition to attempting to satisfy some need or want. Explicitly a clear understanding of consumer decision making process can help achieve affirmative outcomes for these establishments.