

# Study of the Impact of Corporate Social Responsibility on Brand Loyalty

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**Abstract-** This study investigates the relationship between Corporate Social Responsibility (CSR) and brand loyalty, focusing on how CSR initiatives influence consumer trust, perception, and purchasing behaviour. In today's competitive and ethically aware marketplace, consumers are increasingly supporting brands that demonstrate a strong commitment to social and environmental values. CSR, once considered a moral obligation, has evolved into a strategic business tool that shapes brand image and drives customer engagement. The research adopts a quantitative design using primary data collected from 60 respondents through a structured questionnaire based on a 5-point Likert scale. A convenience sampling method was used to gather responses from consumers who are aware of CSR initiatives. The study analyses how various CSR dimensions—such as ethical labour practices, environmental sustainability, transparency, and community involvement—impact consumer loyalty. Data was examined through descriptive statistics, correlation, and regression analysis. Findings reveal that CSR significantly influences brand loyalty. Respondents showed a strong preference for brands that are socially and environmentally responsible. Environmental responsibility was identified as the most influential CSR aspect, followed by philanthropic and ethical practices. CSR activities such as donating a portion of profits to social causes and supporting local community programs were highly favoured. Furthermore, the study found that demographics—particularly education level and occupation—play a key role in how CSR impacts consumer loyalty. Additionally, transparent communication of CSR efforts emerged as a crucial factor in strengthening consumer-brand relationships. Respondents indicated that brands should actively promote their CSR initiatives to build trust and long-term loyalty. Though some participants remained neutral, the overall trend highlights that CSR plays a vital role in shaping positive consumer perceptions and fostering repeat purchases. In conclusion, CSR is a powerful driver of brand loyalty in the modern market. Companies that

integrate responsible practices into their core strategies and communicate them effectively are more likely to earn consumer trust, gain competitive advantage, and build sustainable brand loyalty. This research offers valuable insights for businesses seeking to align their operations with evolving consumer expectations and societal values.

**Keywords:** Corporate Social Responsibility (CSR), Brand Loyalty, Consumer Sustainable Branding, Customer Engagement, CSR Communication, Demographic Influence, Brand Image.

## INTRODUCTION

Businesses are realizing more and more how important it is to match their operations with society values and expectations in a competitive and socially sensitive economy. A company's attempts to make a beneficial impact on society by upholding moral standards, encouraging environmental sustainability, and advancing social well-being are referred to as corporate social responsibility, or CSR. CSR has developed into a strategic instrument that affects consumer attitudes and purchasing behaviour, going beyond merely being a moral duty. Brand loyalty, or how much customers regularly choose and support one brand over another, is one of the main results of successful CSR initiatives. Modern consumers are increasingly likely to support firms that show a sincere commitment to social and environmental problems as they grow more knowledgeable and value-driven.

Stronger brand loyalty, better client retention, and a competitive edge in the marketplace are frequently the results of this emotional and moral bond. This study investigates the connection between corporate social responsibility (CSR) and brand loyalty, looking at how several aspects of CSR, including transparency, ethical labour standards,

environmental responsibility, and community involvement, impact customers' trust and loyalty to a brand over the long run. Businesses hoping to create sustainable brands that appeal to today's ethical consumers must comprehend this impact.

#### OBJECTIVE OF THE STUDY

- To study how demographics, affect Corporate Social Responsibility impact on brand loyalty.
- To analyse the link between Corporate Social Responsibility initiatives and brand loyalty.
- To assess how Corporate Social Responsibility affects consumer trust and perception.
- To identify which Corporate Social Responsibility dimensions most influence brand loyalty.
- To evaluate Corporate Social Responsibility role in customer retention.
- To suggest strategies for using Corporate Social Responsibility to build brand loyalty.

#### SCOPE OF THE STUDY

1. The study focuses on the impact of CSR on consumer brand loyalty.
2. Targets consumers who are aware of CSR initiatives.
3. Considers CSR as the independent variable and brand loyalty as the dependent variable.
4. Findings are applicable within the defined context and not universally generalizable.
5. Excludes internal stakeholders like employees or investors.

#### RESEARCH METHODOLOGY

This study uses a quantitative research approach with a structured questionnaire to collect primary data from consumers. A convenience sampling method is applied, and the data is analysed using descriptive statistics, correlation, and regression analysis to examine the relationship between CSR and brand loyalty.

#### RESEARCH DESIGN

This study adopts a quantitative research design to examine the relationship between Corporate Social Responsibility (CSR) and brand loyalty. A

descriptive and correlational approach is employed to understand how various dimensions of CSR influence consumer loyalty towards brands.

#### METHOD OF DATA COLLECTION

##### PRIMARY DATA

Collected through a structured questionnaire designed using a Likert scale (1 to 5, from strongly disagree to strongly agree).

##### SAMPLE UNIT

The sample unit for the study is the impact of corporate social responsibility on brand loyalty

##### SAMPLE SIZE

A sample size of 60 respondents will be selected to ensure data accuracy and reliability.

##### TOOLS FOR DATA ANALYSIS

The tools used for analysis in presenting analysis.

##### DATA ANALYSIS

The process of looking through, categorizing, and summarizing data in order to find relevant information and aid in decision-making is known as data analysis. While interpretation focuses on elucidating the significance of the findings in a particular context, analysis entails classifying and examining the data to detect patterns, trends, or linkages. When combined, they aid in converting unstructured data into insightful knowledge that directs decisions and actions.

Table:1 Demographic profile of the Respondent

Profile	Variable	Count	Count No.
Age	Under20	7	11.7
	21-30	16	26.7
	31-40	12	20
	41-50	12	20
	Above50	13	21.6

The demographic profile of the respondents based on age shows that the majority fall within the 21–30 age group (26.7%), followed by those above 50 years (21.6%). Respondents aged 31–40 and 41–50 each make up 20% of the sample, while the least represented group is those under 20, constituting only 11.7%. This distribution indicates that the survey primarily engaged adult participants, particularly young to middle-aged individuals.

Table:2 Customer Engagement

I believe people of my age group are more likely to support brand with strong Corporate Social Responsibility practices.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	15	11	19	10	5

	25	18.3	31.7	16.7	8.3
I prefer to stay loyal to brands that are socially and environmentally responsible?	12	11	15	16	6
Corporate Social Responsibility activities increase my trust in a brand?	20	18.3	25	26.7	10
	13	13	9	17	8
	21.7	21.7	15	17	8
I feel more loyal to brands that actively work to protect the environment (e.g., sustainable packaging, reducing emissions).	14	16	13	10	7
	23.3	26.7	21.7	16.7	11.7
I prefer to support brands that treat employees and suppliers ethically and fairly.	12	16	9	14	9
	20	26.7	15	23.3	15
I am more likely to make repeat purchases from brands that engage in Corporate Social Responsibility activities?	16	14	9	15	6
	26.7	23.3	15	25	10
Brand should clearly communicate their Corporate Social Responsibility activities to build stronger customer loyalty.	13	9	16	13	9
	21.7	15	26.7	21.7	15

The data on customer engagement reveals a generally positive attitude towards Corporate Social Responsibility (CSR). A significant proportion of respondents agree or strongly agree that CSR increases brand trust, loyalty, and repeat purchases. Notably, 36.7% prefer to stay loyal to socially and environmentally responsible brands, and 40%

favour brands that treat employees and suppliers ethically. Furthermore, 36.7% believe brands should clearly communicate CSR efforts to build loyalty. Although some respondents remain neutral, the overall trend indicates that CSR practices significantly influence consumer engagement and brand preference.

Table-3 Customer Engagement

How often do Corporate Social Responsibility activities influence your decision to remain loyal to a brand?	Always	Often	Sometime	Rarely	Never
	17	11	12	14	6
	28.3	18.3	20	23.3	10
How often do a company's Corporate Social Responsibility efforts make you continue buying from them over time?	14	10	17	14	5
	23.3	16.7	28.3	23.3	8.3

Table 3 highlights that Corporate Social Responsibility (CSR) activities play a significant role in shaping customer loyalty and repeat purchases. About 46.6% of respondents stated that CSR "always" or "often" influences their decision to stay loyal to a brand, while 28.3% "always" and

16.7% "often" continue buying from brands due to their CSR efforts. Though a notable portion remains neutral or rarely influenced, the data suggests that CSR initiatives positively impact long-term customer engagement for many consumers.

Table-4 Customer Engagement

Profile	Variable	Count	%
What is your perception of a brand that actively engages in Corporate Social Responsibility initiatives?	Very positive	11	18.3
	Somewhat positive	19	31.7
	Neutral	10	16.7
	Agree	13	21.7
	Strongly Agree	7	11.7
Which Corporate Social Responsibility aspect most influences your loyalty to a brand?	Environmental responsibility	20	33.3
	Ethical responsibility	16	26.7
	Philanthropic responsibility	17	28.3
	Economic responsibility	7	11.7
Which Corporate Social Responsibility strategy would most increase your loyalty to a brand?	Donating a portion of profits to social causes	17	28.3
	Supporting local community programs	21	35
	Using eco-friendly materials and processes	11	18.3
	Offering customer participation in CSR	4	6.7

	Transparent reporting of CSR efforts	7	11.7
Which factor most affects how Corporate Social Responsibility influences your brand loyalty?	Age	12	20
	Gender	5	8.3
	Education level	13	21.7
	Income level	16	26.7
	Occupation	14	23.3

Table 4 indicates that consumers generally perceive brands engaging in Corporate Social Responsibility (CSR) positively, with 31.7% viewing them as somewhat positive and 18.3% as very positive. Environmental responsibility (33.3%) is seen as the most influential CSR aspect in fostering brand loyalty, followed by philanthropic (28.3%) and ethical responsibility (26.7%). Strategies like supporting local community programs (35%) and donating a portion of profits to social causes (28.3%) are most likely to enhance loyalty. Among influencing factors, education level (31.7%) and occupation (33.3%) play the most significant roles in determining how CSR impacts brand loyalty.

#### CONCLUSION

The findings of this study highlight the crucial role Corporate Social Responsibility (CSR) plays in shaping consumer behaviour and brand loyalty. The demographic data indicates that the survey primarily engaged adults, particularly those in the 21–30 age group, with a balanced representation across other age categories. The overall response to CSR initiatives is notably positive, with a significant proportion of participants acknowledging the impact of CSR on brand trust, loyalty, and repeat purchases. Consumers exhibit a clear preference for brands that demonstrate ethical practices, environmental responsibility, and transparent communication of CSR activities. The data further reveals that CSR efforts such as community support and philanthropic contributions are particularly effective in strengthening consumer loyalty. Additionally, individual factors like education level and occupation significantly influence how CSR perceptions translate into brand loyalty. In conclusion, CSR is a key driver of customer engagement and long-term brand commitment. Companies that invest in socially and environmentally responsible practices, and communicate these efforts effectively, are more likely to gain consumer trust, encourage repeat purchases, and foster lasting brand loyalty.

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