

The Impact of Corporate Social Responsibility on Brand Loyalty

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Abstract. Corporate social responsibility (CSR) initiatives are increasingly influencing consumer behavior and brand loyalty. This article examines the impact of CSR on brand loyalty through a detailed analysis of consumer perceptions and company practices. The research provides strategic insights for managers looking to strengthen brand loyalty through effective CSR initiatives.

Keywords: Corporate Social Responsibility, Brand Loyalty, Consumer Behavior, CSR Initiatives, Marketing Strategy

Introduction

In today's competitive marketplace, corporate social responsibility (CSR) has become a key differentiator for brands. This paper investigates the impact of CSR initiatives on brand loyalty by analyzing consumer perceptions and company practices. By examining the relationship between CSR and brand loyalty, the study provides strategic insights for managers seeking to enhance brand loyalty through effective CSR efforts. The findings highlight the importance of aligning CSR initiatives with consumer values and expectations.

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