

The Impact of Corporate Social Responsibility on Brand Equity

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Abstract. This article investigates the relationship between corporate social responsibility (CSR) and brand equity. By analyzing data from various industries, it reveals how CSR initiatives can enhance brand reputation and consumer loyalty. The study presents a model illustrating the pathways through which CSR contributes to brand value, offering practical insights for companies aiming to boost their market position through ethical practices. This research emphasizes the strategic importance of CSR in today's competitive business environment.

Keywords: Corporate Social Responsibility, Brand Equity, Consumer Loyalty, Business Strategy, Ethical Practices

Introduction

Corporate Social Responsibility (CSR) is increasingly recognized as a vital component of business strategy, influencing consumer perceptions and brand value. This paper explores the impact of CSR on brand equity, providing evidence from multiple industry sectors. Through detailed analysis, the study demonstrates how CSR initiatives can significantly enhance brand reputation and foster consumer loyalty. The proposed model highlights the mechanisms by which CSR activities translate into increased brand value, offering strategic insights for businesses. The findings underscore the importance of integrating CSR into corporate strategy for sustainable competitive advantage.

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