

The Role of Corporate Social Responsibility in Consumer Trust

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Abstract. This article examines the influence of corporate social responsibility (CSR) initiatives on consumer trust in businesses. By analyzing various CSR activities, such as sustainability efforts, ethical labor practices, and community engagement, the research highlights how these practices foster trust and loyalty among consumers. The findings reveal that companies with strong CSR commitments tend to enjoy higher consumer trust, leading to increased brand loyalty and customer retention. The article also discusses the implications for businesses seeking to enhance their reputational capital through CSR.

Keywords: CSR, Consumer Trust, Sustainability, Ethical Practices, Brand Loyalty

Introduction

Corporate Social Responsibility (CSR) has emerged as a critical component of modern business strategy, influencing consumer perceptions and trust. This study investigates the relationship between CSR initiatives and consumer trust, highlighting how sustainable practices, ethical labor, and community engagement contribute to building strong customer relationships. By utilizing a combination of qualitative interviews and quantitative surveys, the research provides evidence of the positive correlation between CSR and consumer trust. The article offers insights into how businesses can leverage CSR to enhance their reputational capital and foster long-term loyalty.

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