

A hand holding a white cloth over a landscape. The hand is on the left, holding a white cloth that covers the bottom half of the image. The background is a landscape with green fields, trees, and mountains under a clear sky.

Global Trends in Corporate Social Responsibility, Demonetization, Globalization & Business Sciences

**Editor in Chief
Dr. Ratnakar D Bala**

**Compiled and Produced by
International Multidisciplinary Research Foundation, India.**

Chapter: 4

**AN EMPIRICAL STUDY ON IMPACT OF CORPORATE
SOCIAL RESPONSIBILITY ON CONSUMER
BEHAVIOR**

Ishpreet Kaur Virdi

Introduction: Maignan & Ferrell, (2004) in their study highlighted that past research has not given any single definition of Corporate Social Responsibility (CSR). He further stated that CSR is the umbrella that covers a variety of theories such as Corporate Citizenship; Stakeholder Theory; Corporate Philanthropy; Corporate Responsibility; Corporate Social Policy. Though there are conceptual differences in these terms but more or less they interpret the similar meaning. Past studies have emphasized the requirement to sustain the corporate governance standards internally as well as externally, specifically in context of CSR (Perrini, Pogutz and Tencati, 2006; Rosam and Peddle, 2004; Grosser and Moon, 2005).

Dimensions of CSR: Corporate social responsibility holds that there are multiple dimensions that should affect a company's actions. Thus, the facets and dimensions of corporate social responsibility include:

Environmental and Social Concerns: CSR can be refer as a series of activities that are undertaken by the business firm for the public welfare beyond the mere compliance of laws and regulations (Ozanne & Menguc, 2000). It further suggests that CSR extends beyond the concept of profit-making and considers its obligation towards the society and the environment (Godfrey & Hatch, 2007). The prime emphasis remains on environment due to the growing environmentalism and increased awareness of society towards environment protection. Competitive advantage, brand awareness and value, value and norms, corporate marketing,