

How corporate social responsibility can effect on the consumers' attitude and behavior?: a conceptual study

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ABSTRACT

Corporate Social Responsibility (CSR) is a marketing tool that significantly affects the consumers' attitude and behavior. The study investigates the positive and negative effects of CSR, consumers' attitude and behavior. Furthermore, examine trust as a mediator between CSR and consumers' attitude and CSR and consumers' behavior also the part of this study. This paper provides companies to understanding regarding the consumers' attitude and behavior about CSR. This study conclude that CSR may be associated with an overall higher performance in positively influence the consumers' attitude and behavior. The CSR is being considered as a showcasing methodology, which adds to the information of administrators and gives more extensive advantages to their organizations by improving an image and building a corporate brand value. The directions in understanding the effect of CSR in fortifying the association with consumers.

Contribution/ Originality

This paper provides companies to understanding regarding the consumers' attitude and behavior about CSR. The study concludes that CSR may be associated with an overall higher performance in positively influence the consumers' attitude and behavior.

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1. INTRODUCTION

The rapid upgrade of Corporate Social Responsibility (CSR) homes in numerous organizations, an issue about the path in worker mentality and practices has get to be discriminating. These days, partnerships give their assets to CSR assuming that "doing great dependably prompts improving" (Sen and Bhattacharya, 2001). The CSR is found game changer for the organizations (Hart, 1995; Shrivastava, 1995) in light of the fact that it improves firms' notoriety which brings about positive practices of diverse partner (Brown and Dacin, 1997). The organizations, consequently, spending huge amount of funds on different CSR related activities, for example, magnanimity, natural assurance, reason related showcasing, and group inclusion (Lichtenstein *et al.*, 2004). A couple of analysts (i.e. Farooq *et al.*, 2013) have led numerous studies which have analyzed the relationship between the CSR and buyer behavior (Brown and Dacin, 1997; Du *et al.*, 2007), however it is still expected to distinguish positive and negative behavior and state of mind. That is the reason current study is looking at the CSR positive or negative impact under the limit status of mediating trust. Previous studies set up a positive connection between consumers' attitude and behavior of firms' CSR. These studies basically analyzed the direct positive or negative impact of CSR on the purchasers' mentality and conduct. To address this issue, this study looks at the impacts of CSR decidedly or contrarily on shopper demeanor and conduct. This study depends on social trade hypothesis to clarify the impact of CSR on purchaser conduct and disposition. Most of the past researchers examined the immediate connection between saw CSR and customer practices and/or utilized social character system to clarify this connection (Luo and Bhattacharya, 2006; Sen *et al.*, 2006). It is investigated that contrasted with social personality, social trade better clarifies the relationship in the middle of CSR and buyers. It is suitable to look at the impact of CSR on buyers' behavior and demeanor. Some previous studies exhibit that CSR activities may cultivate authoritative responsibility (Farooq *et al.*, 2013; Glavas and Godwin, 2013; Kim *et al.*, 2010). In any case, the greater theoretical part of these studies leaves the definite way of this inquiry is hazy. Accordingly, a far-reaching study is required to investigate the inquiry: when CSR specifically impact the purchasers' disposition and behavior? The past studies disregard the impact of CSR on consumers state of mind and practices. From the administrative and additionally from the firm execution points of view, it is constantly helpful to comprehend the determinant of purchaser behavioral results at work environment. The exploration on the attitude behavior connection recommends that disposition don't generally get to be practiced because of individual, social, and social components (Bentler and Speckart, 1979; Zanna *et al.*, 1980). The principle target of this exploration is to provide relationship between corporate social responsibility to consumers behavior and to give impact of CSR on buyer demeanor and consumer behavior which helps firms to keep up their techniques as indicated by this investigation. The CSR has get to be standard (Franklin, 2008), While CSR gives backing to noble motivations, organizations rehearse it as much to build perceive ability as to make social effect, and put vigorously in great activities as well as in imparting them (Luo and Bhattacharya, 2006). In this regard, altruistic commitments, or after that propelled battle advertise them. The practice is to guide the contentions of the "CSR" breed to open skepticism or notion or late recounted proof recommends that customers associate firms with immature wash and cause abuse. Corporate embarrassments, moral omissions, expansive skepticism, and uneasiness to current existence. All guide consumers through doubtful to the firm's explanations behind captivating in CSR. The CSR is essential to build the educated community; simultaneously, CSR is turning into a squeezing thing on corporate plans to proposes a prevalent four-section meaning of CSR, propose that enterprises have four responsibilities to the great corporate subjects: financial, legitimate, moral, and altruistic. Taking into account these parts, a socially dependable compact should try to build the assistance, comply with the law, be moral, or to a decent corporate responsibility. Ideas of CSR sort from a wide perspective of "activities that seem to more a few social great, far from advantage of the firm and that which is needed by regulation" to one that barely concentrates on boosting shareholder riches Mentality speaks to buyer trust on CSR or CSR related firms' brand. Because of CSR consumers believe the brand this is attitude of consumes towards the firm. When consumers trust a brand, they extend positive behavior towards it or a firm consumer steadfast with brand and consumer emphatically build estimation of repurchase.

2. LITERATURE REVIEW

CSR the focal issues for the associations of the 21st century that depicts the part of business in a general public (Vilanova *et al.*, 2008). CSR writing is as yet missing usually acknowledged meaning of Corporate Social Responsibility (Carroll, 1991; Garriga and Melé, 2004; Kakabadse *et al.*, 2007; McWilliams and Siegel, 2001). As indicated by the surely understood and generally referred to meaning of CSR, "social responsibility of business incorporates the monetary, legal, principled or unlimited trust the public association to the certain purpose of moment". In dreadfulness of the developing outcome of CSR, the writing still does not have its regularly acknowledged definition (Carroll, 1991; Garriga and Melé 2004). A few researchers (Matten and Crane, 2005; McIntosh *et al.*, 2002) don't support Carroll's translation of CSR. They suggest that CSR ought to be past monetary and a lawful responsibility in light of the fact that each business must practice it. For example, Matten and Moon recommend that "CSR is separated from business satisfaction of center benefit making obligation and from the social responsibility of government". Likewise, McWilliams and Siegel (2001) additionally characterize CSR in a manner that does exclude monetary and legitimate responsibility. They characterize it to as "behavior which appear the additional a few societal grand, in front of wellbeing to compact or that required through rule". Jones too characterize CSR in the same manner as "the thought that partnerships have a commitment to constituent gatherings in the public eye other than stockholders and past that endorsed by law or union contract". While showing difficulties connected with the development of CSR, Henderson (2001) depicts that "there is no strong and all around created accord which gives a premise to activity". The absence of a "sweeping meaning of CSR" (WBCSD, 2000) and "ensuing differences and cover in wording, definitions, and theoretical models hamper scholarly level-headed discussion and progressing examination" (Göbbels, 2002). CSR is an expansive idea which has no consentaneous definition.

While a few creators depict CSR as the willful engagement. The word as an organization's commitment generally characterized the endeavors of CSR to fulfill business accomplishment to way that respect moral qualities and regard individuals, group, and the ordinary environment (Bhattacharya and Sen, 2004). Amid to most recent time purchasers progressively anticipate that organizations will make a more extensive commitment to society (Dolnicar and Pomeroy, 2007). Hence, professional social promotional activities, for example, CSR exercises can be a business sector separating system (McWilliams and Siegel, 2001) which may bring out a mixture of game changers (Lichtenstein *et al.*, 2004; Maignan and Ferrell, 2001). They contended that the public is a play area wherever production exercises the working hence the societal hobbies are of concern to organizations and firms.

CSR as a field of business study appeared in the 1950s in the United States. At this point, each Fortune 500 organization and various little and medium-sized ventures (SMEs) have an announcement of CSR in different sorts of reports. In 160 out of the 250 biggest multinational enterprises distributed a CSR report in 2005. Data around an association's CSR can effectively establish the distinctive channel, for example, article or information in magazines and daily papers, item bundling, Internet and corporate yearly reports. The compressed the standards, models and techniques utilized to the seventy studies on corporate social execution from 1983 to 1993. Studies contended that meanings of CSR, corporate social responsiveness and corporate social execution (CSR) were still misty. McWilliams and Siegel (2001) characterized CSR as "activities that seem to further some social great, past the hobbies of the firm and that which is needed by law".

European expenses discharged the original meaning of CSR as: "CSR and purchaser conduct customers are think concerning firm CSR however respond toward firms' CSR distinctively during the obtaining manners. Buyers' decisions are suggestions to the entire society. Communally dependable enterprises extra appealing the consumers. Purchasers think regarding firm. CSR or firm effect on atmosphere. The compensate or rebuff firm appropriately to picking the show abhorrence for firms' items. Carroll (1979) characterizes the CSR as "the social responsibility that a company include to economic, legal, ethical or elective requirements to culture. A few researchers (Matten and Crane, 2005; McIntosh *et al.*, 2002) don't embrace understanding of CSR, contending that CSR ought to be

past monetary and legitimate responsibility because each business must practice it. It has been drawn variably from alternate points of view, for example, social execution (Carroll, 1979), partner administration (Donaldson and Preston, 1995; Freeman, 1984), corporate administration (Freeman and Evan, 1990), business morals (Solomon, 1993), social contract (Farooq *et al.* 2002), and corporate citizenship (Matten and Crane, 2005). While showing the difficulties connected with the idea of CSR, Henderson (2001) recommends that "there is no strong and very much created agreement which gives a premise to activity. "CSR is a helpful device for organizations to take part in ecological or societal activities, besides, a powerful advertising instrument which acquires more prominence inside of organizations. Notwithstanding, CSR correspondence is a troublesome undertaking in light of the fact that it bears a mixture of dangers and opportunities. As indicated by the broadly referred to meanings of CSR, "the social responsibility of business incorporates the financial, lawful, moral and optional desires that society has from associations at a given purpose of time" (Carroll, 1979).

A few researchers suggest that it goes past monetary and legitimate responsibility (Matten and Moon, 2008; McWilliams and Siegel, 2001). Though others recognize CSR from financial, specialized, and lawful responsibility (Aguilera *et al.*, 2007; Sims, 2003). The case in point, McWilliams and Siegel (2001) distinguish CSR's actions so as to appear the extra a few societal large, history hobby compact or it wanted via bylaw". It is suggested that "exercises, choices, or strategies, that associations participate into impact positive social change and ecological manageability." The main target of this exploration is to describe relationship between corporate social obligation and the consumers behavior and to give impact of CSR on purchaser disposition and buyer behavior that helps firms to keep up their methods as per this examination.

The World Business Council for Sustainable Development (WBCSD) characterize CSR as "It is the procedure with corporate social responsibility by business to bear on ethically and add to fiscal headway while upgrading the individual fulfillment of the workforce and their families and of the area gathering and society free to move around at will". Similar examinations gave some verification of the particular impression of what this should mean from different assorted social requests over the world. Definitions are particular as CSR is about picture working for achievable occupations. It respects social differentiations and finds the business openings in building the capacities of specialists, the gathering and the organization from Ghana, through to CSR is about business offering back to society from the Philippines. Previous research asserts this thought (Barone *et al.*, 2000, Brown and Dacin, 1997; Creyer and Ross, 1997; Ellen *et al.*, 2000 and Sen and Bhattacharya, 2001). Tribal fundamental concern (TBL) is a thought that considers the impact of undertakings' activities on people, the planet and advantages. The human portions are generally called human capital, and the planet fragment suggests basic capital. The TBL has been seen as a structure for measuring business executions. The execution is being measured on efficiency and in addition on the capability of the relationship in managing its human and trademark capital. The earth (planet) has been seen as one of the accomplices of associations. Naturally concerned buyers may not reinforce things and organizations from those associations that harm the earth. Business dictionary portrays CSR "an association's attention to the others' desires towards the gathering and condition (both regular and social) in which it works. Associations express this urban sense through their waste and sully decreasing strategies, yet contributing educational and social ventures and by securing adequate benefits for the used resources". The Levels of CSR on customer direct to be disconnected into four levels by means of Carroll. Fiscal, legal, moral and beneficent CSR. Historically, the social duty of associations is a money related obligation. In business establishments, financial obligation is the basic unit in an organization. To satisfy fiscal duty towards society, undertakings should give stock and organizations that society needs at sensible expenses. Additionally, associations have a budgetary obligation towards themselves, that is, making advantages to have the ability to continue giving stock and organizations that a general public needs and needs at sensible expenses. They furthermore need to pay their agents, construct regard for their investors and manage the leisure activities of the distinctive accomplices. Financial duty is viewed as the basic commitment of associations. Essential for true blue duty to be performed in a way that is unflinching with the wants of governments and laws consenting to the distinctive chose, state and neighborhood directions. A compelling organization should be seen as one that fulfills its

legitimate responsibilities. Albeit financial and legal commitments identify with moral benchmarks concerning sensibility and value, moral duty covers those activities and practices expected or denied by society that become past the obstructions of genuine commitments. Moral duty epitomizes those rules and wants that mirror sensitivity towards what customers, specialists, accomplices and the gathering see as sensible, just, or with regards to the profound respect or security of accomplices' moral rights. Liberal Responsibility Philanthropic duty suggests corporate exercises that are a result of social orders' wants of good corporate locals. Corporate liberality is at risk to enhance the image of organizations especially those that have high open detectable quality. Corporate charitable should moreover construct specialist unwavering quality and improve buyer ties. Generous activities join business duties to the extent fiscal resources or authority time, for instance, responsibilities regarding articulations of the human experience, preparing, or gatherings. The investigation of Aaker (1996) and of Esch *et al.* (2006) shows that the fulfillment of CSR has a valuable result on the evaluation of corporate activities by purchasers, which in this manner has a useful result on the present purchasing conduct and future purchasing desire of customers. This also hails clients who are more aware of CSR are more inclined to purchase the consequences of a specific association, which is the rule inspiration driving why associations need to realize CSR related activities (Boonpattarakan, 2012; Abidin *et al.*, 2016; Azam *et al.*, 2016; Haseeb *et al.*, 2014a; Haseeb *et al.*, 2014b).

The CSR Initiatives and four aspects of consumer behaviors are: consumer loyalty consumer dedication is characterize "the intensely detained job for re-purchase or patronize a special piece/advantage consistently afterward scheduled. This demonstrates dependability customers incline toward an organization to towards different organizations, and they will continue re-obtaining from this organization later on. In these circumstances buyer's steadfastness can be a rehashed acquiring conduct. Purchaser's rehashed buying conduct could be a top focus for every organization. Hence to pull in buyer to do rehashed obtaining conduct turn into a standout amongst the most critical difficulties for each organization. In the event that a purchaser obtaining an organization's item implies that the buyer has persuaded of and relate to the organization's CSR execution. A Customer' attitude is characterized as "a man's great or unfavorable emotions towards an item". A Shopper's demeanor can be impacted by an organization's moral conduct, and a buyer's state of mind can impact the purchaser evaluation of the organization and its item. An organization's moral conduct can be seen as an imperative variable which impacts a purchaser's purchasing choice. At the point when an item's characteristic is brilliant, customers have all the earmarks of being all the more ready to decisions a morally acting organization than picked an unscrupulously carrying on organization .Product Evaluation Product assessment has been characterized as "purchasers' judgment and decisions among choices in view of the advertisement that gave prompts and on different wellsprings of data about item attributes" Positive CSR affiliations make shoppers take a positive assessment to the organization, and the positive CSR affiliations additionally have produced a positive results on buyers reaction to the organization's item and administration; interestingly, a negative affiliations reason negative impact on buyers' assessment to the organization and its item. This suggests that the positive CSR can upgrade the organization's item assessment. However, negative CSR will hurt the organization's item assessment. In the event that an organization gives purchasers positive CSR data to customers, as a reaction the buyers will respond emphatically to the organization specified activities have a critical impact on shoppers' item assessment, if a customer exceptionally underpins an organization's CSR exercises, he or she more often than not accept that this organization which effectively focus on CSR practices will have the capacity to deliver average items. Verbal (WOM) Word-of-mouth has been characterized as "casual interchanges between private gatherings concerning assessments of products and administrations" Furthermore, WOM has two viewpoints which are negative and positive. Both two points of view mirror a reaction to an organization's execution from purchaser's perspective. Corporate brand trust is imperative as it builds buying goals and diminishes the potential harm from negative customer assessments. An organization's CSR engagement is viewed as a powerful advertising methodology to build up a trustful relationship between an organization and its customers. Purchaser trust is viewed as an essential part in business, at the same time, there is disarray with respect to the definition and the idea of trust among numerous creators which interchange point vision to explanation and plan to faith. Trust the same characterize is an arrangement conviction, a longing, to

aggregate presumption coordinated through the brand. Trust is coming about because of the intentions, attributes, and goals of the buy and sell accomplice or estimation, presumptions, or forecast to buyers and sure results to firms. As indicated by trust have they have some principle points to view, (ability to partner to assure or accomplish consumer loyalty). Consumer behavior through examination and recognition, a couple of models have been developed that help further clear up why clients choose, including the revelation, singular variables and complex models. The disclosure model is in perspective of external support response, something significance triggers the buyer to settle on acquiring decisions that are influenced by various variables, including showcasing messages, analyzing, thing openness, headways, and cost.

Consumer Attitude: The concept of consumer attitude Originally, the term state of mind got from the Latin words for stance or physical position. The general thought was that a body's physical state of mind future sort to movement and action where the gentleman has connected with. In the declarations of a demeanor is "a mental and neural state o arrangement, dealt without experience, applying a command or component impact upon the particular's response to all articles and circumstances with which it is joined". Every together word, purchaser perspective of the thing chooses the buyers' status to recognize and get the thing, or something else. A disposition, according to [Hawkins et al. \(2001\)](#), is a persevering relationship of motivational, enthusiastic, perceptual, and scholarly methods regarding some piece of our environment. This infers the demeanor that are delivered from common supports, for instance, the things accessible to purchasers and how this passed on. To showed by informed slant the respond to dependably positive and inauspicious approach with respect to article. Portray perspective being person proceeding with positive and adverse appraisals, passionate feelings, or movement inclination toward several pieces and writing or idea. People are condition to demeanor toward skirting on everything: religion, authoritative issues, sustenance, music, pieces of clothing, and others. Disposition place them into a standpoint of leaning toward or disdaining an article, moving toward or a long way from it. Air leads people to act in a really solid way towards near things. The study delineate mien as a man's proceeding with perfect or unfavorable evaluations, emotions or action inclinations toward some article or data. To the casing during long term during person experiences or get-together links mindset end up being exceedingly impenetrable modify. Qualities impact the goals people look for after or before the behavior is used to look for after those destinations. Various advancing correspondence campaigns see the essentialness of characteristics as publicizing subjects and backing for the obtainment. A conviction, as showed by is a reasonable envision that a man holds about something. In showcasing a setting, a conviction is a thought about a thing or organization on one or more choice criteria. Markets are enthused about the feelings that people shape about specific things and organizations because these feelings make up things and brand pictures that impact obtaining conduct. If a few feelings aren't correct or envision purchase, to promoter are want sendoff campaign the right them. Along these lines, portray feelings the purchasers' slanted perspective to how well a thing or brand perform to the particular qualities. Feelings have perspective to personality skill, advancing, or examinations through different people. Feelings to thing components is a basic to light on the way, near personality traits, they create the great or adverse character to buyer through certain stock and organizations. People's feelings around a thing or brand impact their acquiring decisions. Promoters are excited about the feelings people have in their heads about their things or brands. Depict a demeanor as a persisting, general evaluation of people (checking oneself) article, business, or issues. An air is continuing in light of the fact that it tends to proceed with additional time; it is general in light of the way that it applies to more than a passing event, for instance, seeing a business, however one may additional minutes develop a negative attitude toward all advancements. The Clients have condition of mentality toward a broad mixture of main things, from thing specific practices (e.g., using BiC ballpoint pen as opposed to Ambassador Pen) to more wide usage related practices (e.g., how oftentimes one should cut one's finger nails). Subsequently, [Petty et al. \(1997\)](#) construe that a mien is the way we think, feel, and act toward some piece of our surroundings, for instance, a retail store, a TV undertaking, a thing. As showed by [Chisnall \(1975\)](#) perspective may be picked up or balanced by impacts rising up out of four crucial sources: information presentation, group interest, environment, and a need satisfaction. Perspective is an announcement of internal feelings that reflect when a man is absolutely or unfavorably slanted to a couple "help" or "article" (e.g., a diner, a brand, an organization,

a retail establishment). The state of mind is seen as an aftereffect of mental techniques. This proposes that perspective is not clearly perceptible, yet rather must be understood from what people say or what they do. In shopper inspect the data assembled on attitude is the sorted point of view. As demonstrated via the viewpoint of [Hair et al. \(2000\)](#), data is identified with the mental qualities of individual that are not particularly unmistakable or available through an outside source. There is the same technique for affirming related responses. They exist only within the brains of respondents. Thus, perspective is overviewed by making request on or making deducing from behavior. From all these demeanor definitions, it become clear that disposition has three vital characteristics: the mentality "object", A state of mind as a scholarly inclination, and that state of mind have consistency.

3. THEORETICAL FRAMEWORK AND RESEARCH MODEL

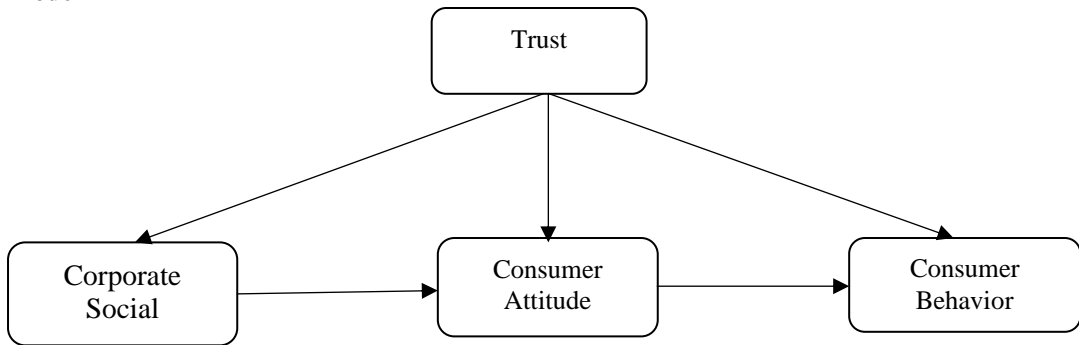
3.1. Theoretical model

There is variety of existing researches on CSR, corporate morals, and social responsibility that recommend a connection between social activities or enhanced monetary execution and additionally contemplates that show the connection between social activities and positive emotional, intellectual, and behavioral reactions by customers. The corporate social responsibility effects consumers attitude and behavior via trust. ([Murray and Vogel, 1997](#)). In particular, the past exploration has taken gander at the relationship between social activities and value ([Creyer and Ross, 1997](#)), apparent quality ([Folkes and Kamins, 1999](#)), corporate disposition ([Brown and Dacin, 1997](#)), and buy expectations ([Murray and Vogel, 1997](#)). As previous studies uncovered that there are heaps of reasons for CSR exercises of a customer that can influence his conduct and demeanor. Consumers are acknowledged attributions of qualities-driven intentions on the grounds that they consider the firm to be acting with earnest and kindhearted aims. They accept firms' plan CSR activities because they care about the perspective CSR exercises as getting from an organization's ethical behavior. This study looks at the positive or negative impact of CSR on a consumer behavior and attitude through meditating effect of trust. Various consumers consider CSR information for getting ([Bhattacharya and Sen, 2004](#)). Consequently, CSR can be a plausible progression strategy that prompts more broad association of focal points like speedy buy conduct ([Bronn and Vrioni, 2001](#); [Lichtenstein et al., 2004](#)). Most of the studies exhibited that CSR can assemble obtaining conduct through three essential impacts. The value of CSR can add to the brand, 2) the ability to strengthen the association with accomplices whose support is fundamental to brand quality, and 3) the ability to make the message more persuading and, in this way, to lessening distrust ([Bronn and Vrioni, 2001](#)). On the other hand, furthermore unmistakable results were found concerning the impact of an association's CSR attempts on purchase conduct ([Castaldo et al., 2009](#)). In the examination of [Mohr et al. \(2001\)](#) for instance customers ensure that they are willing to pay higher expenses for the consequences of associations which possessed with CSR. Instead of this, [Boulstridge and Carrigan \(2000\)](#) accept that there is an attitude behavior hole between the enthusiasm to purchase an association's thing and the purchasers' consumer behavior itself. [Mohr et al. \(2001\)](#) state that customers initially need to wind up aware of an organization's level of social commitment before this part can influence their gaining.

Hypothesis

1. There is a positive relationship between consumer behavior and attitude towards CSR.
- 2: There is a positively or negatively relationship between consumer attitude and behavior towards CSR.
- 3: There is a relationship between consumer attitude and behavior of the firms towards CSR.
- 4: There is a negative relationship between CSR on consumer attitude and behavior

Model



4. DISCUSSION

The CSR is great marketing tool. The research investigates the impact of CSR on business performance to understand the consumers’ attitude and behavior in different conditions and situations. The CSR may be associated with an overall higher performance in positively influence the consumers’ attitude and behavior. It perceived that corporate social responsibility is positively impact on consumers behavior and attitude because when any company works on CSR that impress consumers because consumers feel that the company should care for consumers and that’s why they work for consumers benefits. The CSR is being considered as a showcasing methodology, which adds to the information of administrators and gives more extensive advantages to their organizations (Lichtenstein *et al.*, 2004) by improving an image and building a corporate brand value. The directions in understanding the effect of CSR in fortifying the association with consumers. In this manner, seeking after such kind of study, at nearby, national or worldwide levels, could give a guide to the organizations to continue further to fortify their picture, upper hand and validity from the different partners' point of view. The researchers on corporate social duty in the associations will without a doubt add to a superior comprehension of the CSR predecessors and its result and end up being exceptionally useful for the associations which needs to manage upper hand and exceed expectations in the market. In the wake of growing research on corporate social responsibility CSR provide good strategic marketing tool through this research it provides the clear picture when consumers positively or negatively influence consumers behavior and attitude.

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