International Journal for Multidisciplinary Research (IJFMR)
E-ISSN: 2582-2160 ● Website: www.ijfmr.com ● Email: editor@ijfmr.com

Corporate Social Responsibility As A Driver Of Consumer Choice: Evidence From FMCG Brands

Ankita Gulia[1], Dr. Dinesh[2]

[1]Research Scholar, Baba Mastnath University, Rohtak
[2]Assistant Professor, Baba Mastnath University, Rohtak

ABSTRACT

This study investigates the role of Corporate Social Responsibility (CSR) in shaping consumer choice within the Fast-Moving Consumer Goods (FMCG) sector. Using a structured survey of 500 respondents, the research identifies key CSR measures such as ethical sourcing, environmental sustainability, community engagement, transparency in operations, and long-term commitment that significantly influence consumer attitudes and brand selection. Factor analysis was employed to uncover latent dimensions of CSR perception, while regression analysis tested their impact on purchase decisions. Findings reveal that consumers are more inclined to choose FMCG brands that demonstrate authenticity in CSR initiatives, provide clear communication about their social contributions, and align their practices with community and environmental priorities. The study highlights CSR as a strategic lever that not only enhances brand image but also directly drives consumer loyalty and purchase intent.

Keywords: Corporate Social Responsibility, Consumer Choice, FMCG Industry, Factor Analysis etc.

1. INTRODUCTION

Corporate Social Responsibility (CSR) has become a central pillar in modern business strategy, particularly within the Fast-Moving Consumer Goods (FMCG) sector. As consumers grow increasingly conscious of ethical practices, sustainability, and social impact, CSR initiatives are no longer viewed as optional add-ons but as essential components of brand identity. FMCG companies, given their direct and frequent interaction with consumers, are under heightened scrutiny to demonstrate responsibility in areas such as environmental stewardship, ethical sourcing, community development, and transparent operations. These initiatives not only enhance corporate reputation but also influence consumer perceptions and purchase decisions [1].

Consumer choice in the FMCG sector is highly competitive, with brands often offering similar products at comparable prices. In such a landscape, CSR measures serve as differentiators that shape consumer attitudes and loyalty. Research indicates that consumers are more likely to favor brands that align with their personal values, contribute to socially relevant causes, and communicate their efforts transparently. For example, initiatives addressing sustainability, fair trade, or local community support resonate strongly with consumers who seek to make socially responsible purchasing decisions. Thus, CSR becomes a strategic lever for influencing brand preference beyond traditional marketing tactics.

The importance of CSR in consumer decision-making is further amplified by the rise of digital media and heightened awareness of global issues. Consumers today expect brands to go beyond profit-making and actively contribute to solving pressing social and environmental challenges. This expectation has transformed CSR from a peripheral activity into a decisive factor in shaping consumer trust and loyalty. FMCG brands that fail to demonstrate genuine commitment risk being perceived as opportunistic or insincere, which can negatively affect consumer attitudes and purchase intent [2].

The present study seeks to identify the CSR measures that significantly influence consumer choice of FMCG brands. By applying empirical analysis to a large sample, the research aims to uncover the dimensions of CSR that matter most to consumers and explain how these measures translate into brand preference. The findings will contribute to both academic understanding and managerial practice, offering insights into how FMCG companies can design CSR strategies that resonate with consumers, strengthen brand equity, and achieve sustainable competitive advantage.

2. REVIEW OF LITERATURE

Simran (2025) examined how corporate social responsibility (CSR) initiatives influenced brand equity by employing a mixed-methods approach that combined surveys of 500 consumers with case studies of companies like Patagonia, TOMS, and Unilever. The study analyzed CSR dimensions such as environmental sustainability, ethical labor practices, and community engagement, and found that CSR significantly enhanced brand awareness, trust, and emotional connection. The findings revealed that CSR positively affected brand loyalty and perceived quality, with stakeholder theory and signaling theory providing the conceptual foundation. The study concluded that aligning CSR with core brand values strengthened brand equity and offered firms a competitive advantage in socially conscious markets [3].

Doyle et al. (2024) compared the role of Corporate Social Responsibility (CSR) in enhancing brand image within the Indonesian and Kazakhstani markets, particularly in sectors with high consumer visibility. The researchers employed a mixed-methods approach, conducting surveys with consumers alongside interviews with CSR managers to gather comprehensive insights. The study identified that specific CSR activities resonated differently across the two markets, influenced by distinct cultural values and consumer expectations. Results indicated that culturally tailored CSR initiatives significantly improved brand perception in both contexts. Based on these findings, the authors suggested that companies should customize their CSR strategies to align with local cultural norms and recommended that future research explore how these tailored approaches perform across other international markets [4].

Singh et al. (2024) investigated the effects of Corporate Social Responsibility (CSR) and Service Quality (SQ) on Customer Loyalty (CL) within the Indian telecommunications sector, with a particular focus on the mediating roles of Customer Satisfaction (CS) and Trust (Tr). The study employed a structured questionnaire to gather data from 377 respondents, which was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), along with Multi-Group Analysis (MGA) to assess moderating effects based on gender, age, education, and income. Findings revealed that while CSR did not directly influence customer loyalty, it had an indirect impact when mediated by CS and Tr. In contrast, service quality showed both a direct and mediated influence on loyalty through CS. MGA results indicated that male respondents exhibited stronger commitment toward loyalty when customer satisfaction and trust were high. The study suggested that future research could further explore these

relationships across different service industries and demographic segments to enhance the strategic use of CSR and service quality in fostering customer loyalty [5].

Adhikari et al. (2024) examined the impact of Corporate Social Responsibility (CSR) on brand loyalty among fast-moving consumer goods (FMCG) consumers in the Kathmandu Valley, addressing a notable gap in the literature. The study employed a cross-sectional survey design and collected data through structured questionnaires administered to FMCG consumers. Grounded in Carroll's CSR Pyramid and the Triple Bottom Line Theory, the analysis utilized mediation techniques to assess the roles of brand trust and perceived quality in the CSR–brand loyalty relationship. The findings revealed a significant positive correlation between CSR initiatives and brand loyalty, with brand trust emerging as a key mediating variable. However, perceived quality did not demonstrate any direct or indirect effect on brand loyalty. These insights underscored the importance of CSR in cultivating consumer loyalty within Nepal's FMCG sector and suggested that future research could further investigate the role of other psychological or cultural variables in this relationship [6].

Chauhan (2024) examined the strategic role of Corporate Social Responsibility (CSR) in strengthening brand equity, using Tata Group as a case study to illustrate real-world applications. The study positioned CSR as an ethical obligation for corporations to address social and environmental challenges arising from their operations. Through a combination of primary and secondary data collection methods, the research investigated how CSR initiatives particularly in education, healthcare, rural development, and environmental sustainability contributed to brand differentiation, customer loyalty, employee engagement, and overall market positioning. The findings demonstrated that Tata Group successfully leveraged CSR to build a brand image rooted in trust, integrity, and social commitment. Empirical analysis validated CSR as a powerful tool for brand enhancement, highlighting its potential to drive sustainable growth. The study concluded by encouraging companies to view CSR as a long-term strategic priority and recommended further research to explore its broader impact across industries and geographies [7].

Srivastava (2024) explored the influence of Corporate Social Responsibility (CSR) initiatives on brand reputation and consumer behavior, with particular emphasis on sustainable marketing practices. The study investigated how CSR efforts such as community engagement, ethical labor practices, and environmental responsibility shaped public perception, trust, and customer loyalty. Using a mixed-method approach based on case studies and consumer surveys, the research found that companies actively involved in CSR experienced significant gains in reputation and long-term consumer commitment. The findings highlighted that modern consumers increasingly favored brands aligned with their personal values, particularly regarding sustainability. The study concluded that embedding CSR at the core of business strategy could help firms enhance brand image, foster customer loyalty, and gain a competitive edge. Future research was encouraged to examine the long-term impact of sector-specific CSR strategies and explore how authenticity in CSR communication affects consumer trust across diverse markets [8].

Subedi et al. (2024) explored the mediating role of brand value in the relationship between corporate social responsibility (CSR) and sustainable financial performance within Nepalese commercial banks. To achieve this, they employed a structured questionnaire distributed through convenience sampling to 252 respondents, comprising managerial and officer-level employees. The data were analyzed using Process Macro 4 with a 95% confidence interval and 5,000 bootstrapping samples. The study revealed that brand value fully mediated the relationship between CSR and sustainable financial performance,

indicating that CSR initiatives significantly contributed to enhancing brand value, which in turn influenced financial sustainability. These findings underscored the strategic importance of CSR in strengthening brand perception and financial outcomes, suggesting that future research could further investigate these dynamics across different banking sectors or geographic contexts to reinforce the generalizability of the results [9].

Vasaikar (2024) explored the relationship between corporate social responsibility (CSR) and brand equity among fast-moving consumer goods (FMCG) companies in Western India, drawing upon stakeholder theory as a conceptual framework. The study analyzed data from 25 FMCG firms over a six-year period (2015–2020), focusing on metrics such as revenue, market share, CSR spending, and brand equity scores. The analysis underscored that CSR initiatives played a significant role in fostering stronger stakeholder relationships—including with investors, employees, and the public which, in turn, positively influenced company performance and brand value. The findings highlighted the commercial benefits that stem from strategic CSR engagement, offering valuable insights into how CSR activities impact brand equity. The study concluded by recommending that businesses optimize their CSR investments not only to enhance brand perception but also to support long-term organizational sustainability and encouraged future research to further investigate these dynamics across other sectors [10].

A. Research Gap

Although Corporate Social Responsibility (CSR) has been widely studied in relation to consumer behavior, several gaps remain in understanding its influence on FMCG brand choice. Much of the existing literature has focused on CSR in large corporations or service industries, with limited attention to the FMCG sector where consumer interactions are frequent and brand switching is common. Studies often examine CSR in broad terms, without disaggregating specific measures such as ethical sourcing, environmental sustainability, community engagement, and transparency, which may have varying levels of impact on consumer decision-making. Furthermore, most research has been conducted in Western contexts, leaving a gap in emerging markets like India where cultural values, socio-economic conditions, and consumer expectations may shape CSR perceptions differently. Another limitation is the reliance on cross-sectional designs, which fail to capture how sustained CSR initiatives influence long-term loyalty and trust. Finally, the moderating role of digital communication, consumer demographics, and cause–brand congruence in shaping attitudes toward CSR in FMCG remains underexplored. Addressing these gaps would provide a more nuanced and context-specific understanding of how CSR drives consumer choice in highly competitive FMCG markets.

3. CORPORATE SOCIAL RESPONSIBILITY AS A DRIVER OF CONSUMER CHOICE

Corporate Social Responsibility (CSR) has evolved from being a peripheral philanthropic activity to a central strategic tool that directly influences consumer choice. In highly competitive markets such as Fast-Moving Consumer Goods (FMCG), where product differentiation is minimal, CSR initiatives provide brands with a unique identity and emotional appeal. Consumers increasingly evaluate brands not only on product quality and price but also on their ethical practices, sustainability efforts, and contributions to society. This shift reflects a growing demand for responsible consumption, where CSR becomes a decisive factor in shaping purchase decisions [11].

Key CSR Measures Influencing Consumer Choice

Several CSR dimensions have been identified as critical drivers of consumer preference:

- **Authenticity and Brand–Cause Fit:** Consumers favor brands whose CSR initiatives align naturally with their core business (e.g., a food brand supporting nutrition programs). Authenticity reduces skepticism and enhances trust.
- **Transparency and Accountability:** Clear communication about CSR activities, especially disclosure of contributions and measurable outcomes, strengthens consumer confidence. Ambiguity or vague claims often lead to distrust.
- **Environmental Sustainability:** Eco-friendly packaging, waste reduction, and carbon footprint minimization resonate strongly with environmentally conscious consumers, influencing brand loyalty.
- **Community Engagement:** Local relevance of CSR initiatives, such as supporting education or healthcare in nearby communities, creates a sense of shared value and strengthens consumer–brand relationships.
- **Ethical Practices:** Fair trade sourcing, labor rights, and ethical supply chain management enhance credibility and appeal to socially aware consumers [12].

Psychological and Emotional Drivers

CSR influences consumer choice not only through rational evaluation but also via emotional and psychological mechanisms. Emotional storytelling, testimonials, and visible impact reports foster empathy and create a bond between consumers and brands. When consumers feel that their purchase contributes to greater good, they experience a sense of moral satisfaction, which reinforces brand preference. This phenomenon, often referred to as the "warm glow effect," explains why consumers may choose socially responsible brands even at a premium price [13].

CSR as a Differentiator in FMCG Markets

In the FMCG sector, where products are often commoditized, CSR acts as a differentiator that enhances brand equity. Consumers are more likely to switch to or remain loyal to brands that demonstrate consistent and credible CSR practices. Long-term CSR commitments, rather than one-off campaigns, build trust and foster enduring consumer loyalty. Moreover, digital platforms amplify CSR communication, allowing consumers to engage directly with initiatives and hold brands accountable, further reinforcing CSR's role in shaping choice [14].

Challenges and Risks

Despite its potential, CSR as a consumer choice driver faces challenges. Skepticism arises when initiatives are perceived as opportunistic or "greenwashing." Consumers are quick to penalize brands that exaggerate or misrepresent their CSR efforts. Therefore, credibility, consistency, and transparency are essential to ensure that CSR positively influences consumer choice rather than backfiring [15].

CSR has become a powerful determinant of consumer choice, particularly in sectors like FMCG where competition is intense and differentiation is limited. By integrating authentic, transparent, and socially relevant CSR initiatives into their core strategies, brands can strengthen consumer trust, foster loyalty, and achieve sustainable competitive advantage. Ultimately, CSR is not just about corporate responsibility, it is about aligning business success with societal well-being, thereby creating value for both consumers and communities.

4. RESEARCH METHODOLOGY

Research methodology is the backbone of any systematic investigation, providing a structured and logical plan for exploring questions and testing hypotheses. Corporate Social Responsibility (CSR) has

evolved from being a mere philanthropic gesture to a strategic tool that shapes the public perception and market positioning of companies. In the fast-moving consumer goods (FMCG) industry where brand loyalty and consumer trust are paramount CSR plays a pivotal role in cultivating a favorable brand image. The scope of this study encompasses a comprehensive examination of how Corporate Social Responsibility (CSR) initiatives impact brand equity within the fast-moving consumer goods (FMCG) sector.

A. Research Objective

The primary objective of this study is to identify the Corporate Social Responsibility (CSR) measures that significantly influence consumers' choice of Fast-Moving Consumer Goods (FMCG) brands. Specifically, the research aims to examine how initiatives such as ethical sourcing, environmental sustainability, community engagement, transparency in operations, and long-term social commitments affect consumer perceptions and purchase decisions. By focusing on these dimensions, the study seeks to provide actionable insights into how CSR can be leveraged as a strategic tool for brand differentiation and consumer loyalty in the FMCG sector.

B. Research Design: Descriptive

The study adopts a descriptive research design, which is appropriate for analyzing consumer attitudes and behaviors in a structured manner. Descriptive design allows the researcher to systematically collect data on consumer perceptions of CSR and describe the relationships between CSR measures and brand choice without manipulating variables. This design is particularly suitable for identifying patterns, frequencies, and associations, thereby providing a clear picture of how CSR initiatives influence consumer decision-making in the FMCG industry [15].

C. Sample Design

The study is conducted in Haryana, a state with diverse urban and semi-urban consumer segments, making it a relevant setting for FMCG research. The target population includes consumers aged 18 years and above who regularly purchase FMCG products and are aware of CSR initiatives undertaken by brands. A purposive sampling technique is employed, ensuring that respondents selected have prior exposure to CSR campaigns or awareness of socially responsible practices in FMCG brands. This approach ensures that the sample is relevant to the research objectives and provides meaningful insights into consumer attitudes toward CSR.

D. Sample Size

The sample size for the study is set at 500 respondents, which is adequate for descriptive analysis and provides sufficient statistical power to identify significant patterns. A sample of this size ensures representativeness across different demographic groups within Haryana, including variations in age, gender, income, and geographic location. The purposive selection of respondents ensures that the data collected is rich in relevance, while the size allows for subgroup comparisons and enhances the reliability of findings. This robust sample base strengthens the validity of conclusions regarding CSR measures that influence consumer choice of FMCG brands.

5. DATA ANALYSIS

Corporate Social Responsibility (CSR) has emerged as a strategic tool for businesses across industries, particularly in the fast-moving consumer goods (FMCG) sector. With increasing consumer awareness and heightened expectations from stakeholders, companies are no longer evaluated solely on the basis of product quality and pricing. Instead, their commitment to social, environmental, and ethical

responsibilities plays a crucial role in shaping consumer perceptions. In the FMCG industry, where competition is intense and brand differentiation is vital, CSR initiatives serve as a powerful mechanism to build trust, loyalty, and long-term relationships with consumers.

Table 1: Descriptive Statistics

Statements	N	Mean	Std. Deviation
I prefer FMCG brands that use eco-friendly packaging.	500	3.61	1.162
I am more likely to buy from brands that actively reduce plastic waste.	500	3.74	.923
Brands that promote water conservation influence my purchase decisions.	500	4.00	.925
I trust FMCG companies that publicly report their environmental impact.	500	3.76	1.009
I choose brands that support public health campaigns in my community.	500	3.83	1.038
CSR efforts in sanitation and hygiene make a brand more appealing to me.	500	3.80	1.097
I associate health-related CSR with higher product quality.	500	3.69	1.011
Brands involved in COVID-19 relief or vaccination drives earned my loyalty.	500	3.77	1.057
I value brands that invest in education for underprivileged children.	500	3.79	1.127
FMCG companies that support vocational training programs seem more responsible.	500	3.78	1.179
CSR in education enhances my perception of a brand's long-term commitment.	500	3.79	1.017
I prefer brands that support rural employment and local sourcing.	500	3.85	1.025
CSR activities in rural Haryana make me more inclined to buy from those brands.	500	3.81	1.098
I feel proud to support brands that uplift local communities.	500	3.64	1.197
Brands that promote women's employment and entrepreneurship attract me.	500	3.54	1.080
I trust FMCG companies that advocate for gender equality in their CSR programs.	500	3.58	1.100
I am more likely to choose brands that clearly communicate their CSR goals.	500	3.75	1.063
Ethical sourcing and fair labor practices influence my brand preference.	500	3.71	1.108

I believe CSR reflects a company's overall integrity and values.	500	3.84	1.104
CSR activities make me more loyal to an FMCG brand, even if alternatives are cheaper.	500	3.75	1.168

Source: SPSS Tool

The descriptive statistics reveal that consumers generally hold favorable attitudes toward CSR initiatives in the FMCG sector, with mean scores ranging between 3.54 and 4.00 on a five-point scale. The highest mean value (4.00) corresponds to the statement *"Brands that promote water conservation influence my purchase decisions"*, indicating that environmental sustainability resonates most strongly with consumers. Other highly rated items include support for rural employment (3.85), belief that CSR reflects company integrity (3.84), and preference for brands engaged in public health campaigns (3.83). These findings suggest that consumers perceive CSR not merely as a peripheral activity but as a central determinant of brand trust, loyalty, and purchase decisions. The relatively high means across diverse CSR domains—environmental, health, education, and ethics—highlight the multidimensional impact of CSR on consumer behavior.

Results using Factor Analysis

The results from the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity confirm that the dataset used in this study is statistically suitable for factor analysis. The KMO value of 0.823 indicates a high level of shared variance among the variables, suggesting that the sample is adequate and the data structure is appropriate for uncovering underlying latent factors. Additionally, Bartlett's Test yields a highly significant result (Chi-Square = 14,181.203, df = 190, Sig. = .000), which confirms that the correlation matrix is not an identity matrix. This means the variables are sufficiently interrelated, validating the use of factor analysis to explore patterns in financial health and dividend-related indicators.

Table 2: KMO and Bartlett's Test Analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.823
Bartlett's Test of Sphericity	Approx. Chi-Square	14,181.203
	df	190
	Sig.	.000

Table 3: Factor Loading Matrix

Factor	**Statement**	**Factor Loading**	**Mean**	**Average Mean**
Education and Rural Development	CSR in education enhances my perception of a brand's long-term commitment.	0.857	3.79	3.82

	I prefer brands that support rural employment and local sourcing.	0.805	3.85	
	CSR activities in rural Haryana make me more inclined to buy from those brands.	0.563	3.81	
Health and Environmental Transparency	I choose brands that support public health campaigns in my community.	0.853	3.83	3.79
	I trust FMCG companies that publicly report their environmental impact.	0.852	3.76	
Inclusive and Community	Brands that promote women's employment and entrepreneurship attract me.	0.787	3.54	3.59
	I feel proud to support brands that uplift local communities.	0.689	3.64	
Health and Hygiene	I associate health-related CSR with higher product quality.	0.918	3.69	3.75
	Brands involved in COVID-19 relief or vaccination drives earned my loyalty.	0.647	3.77	
	CSR efforts in sanitation and hygiene make a brand more appealing to me.	0.544	3.8	
Education and Skill Development CSR	FMCG companies that support vocational training programs seem more responsible.	0.888	3.78	3.78
	I value brands that invest in education for underprivileged children.	0.837	3.79	
Ethical and Transparent CSR Practices	Ethical sourcing and fair labor practices influence my brand preference.	0.734	3.71	3.68
	I am more likely to choose brands that clearly communicate their CSR goals.	0.716	3.75	
	I trust FMCG companies that advocate for gender equality in their CSR programs.	0.616	3.58	
Environmental Sustainability-Oriented CSR	I am more likely to buy from brands that actively reduce plastic waste.	0.867	3.74	3.78
	I prefer FMCG brands that use eco-friendly packaging.	0.636	3.61	
	Brands that promote water conservation influence my purchase decisions.	0.631	4	
CSR-Driven Loyalty and Ethical Perception	CSR activities make me more loyal to an FMCG brand, even if alternatives are cheaper.	0.863	3.75	3.79
	I believe CSR reflects a company's overall integrity and values.	0.827	3.84	
Extraction Method: Principal Component Analysis.				

Source: SPSS Tool

Factor 1: Education and Rural Development (ERD: Average Mean = 3.82)

This factor highlights the importance of CSR initiatives in education and rural upliftment. Statements such as *"CSR in education enhances my perception of a brand's long-term commitment"* (loading = 0.857, mean = 3.79) and *"I prefer brands that support rural employment and local sourcing"* (loading = 0.805, mean = 3.85) show strong associations, indicating that consumers view educational and rural development programs as signals of sustainable brand commitment. The inclusion of *"CSR activities in rural Haryana make me more inclined to buy from those brands"* (loading = 0.563, mean = 3.81) further emphasizes the regional relevance of CSR. Overall, this factor demonstrates that education and rural empowerment initiatives significantly enhance consumer trust and brand preference.

Factor 2: Health and Environmental Transparency (HET: Average Mean = 3.79)

This factor combines public health engagement with environmental accountability. Strong loadings are observed for *"I choose brands that support public health campaigns in my community"* (0.853, mean = 3.83) and *"I trust FMCG companies that publicly report their environmental impact"* (0.852, mean = 3.76). The relatively high means suggest that consumers value transparency and community health initiatives, perceiving them as credible indicators of corporate responsibility. This factor underscores that FMCG companies can strengthen brand equity by aligning CSR with both health and environmental disclosure.

Factor 3: Inclusive and Community (IAC: Average Mean = 3.59)

This factor reflects CSR initiatives focused on inclusivity and community pride. *"Brands that promote women's employment and entrepreneurship attract me"* (loading = 0.787, mean = 3.54) and *"I feel proud to support brands that uplift local communities"* (loading = 0.689, mean = 3.64) highlight consumer appreciation for socially inclusive practices. Although the mean scores are slightly lower compared to other factors, they indicate that inclusivity resonates with specific demographic groups, particularly those sensitive to gender equality and community development.

Factor 4: Health and Hygiene (HAH: Average Mean = 3.75)

This factor emphasizes CSR initiatives in health and hygiene. The strongest loading is for *"I associate health-related CSR with higher product quality"* (0.918, mean = 3.69), showing that consumers link CSR in health directly to product credibility. Other items such as *"Brands involved in COVID-19 relief or vaccination drives earned my loyalty"* (0.647, mean = 3.77) and *"CSR efforts in sanitation and hygiene make a brand more appealing to me"* (0.544, mean = 3.80) reinforce the importance of health-related CSR in shaping loyalty and trust. This factor demonstrates that health initiatives are perceived as both socially valuable and commercially relevant.

Factor 5: Education and Skill Development CSR (ESD: Average Mean = 3.78)

This factor captures CSR efforts in capacity building. *"FMCG companies that support vocational training programs seem more responsible"* (loading = 0.888, mean = 3.78) and *"I value brands that invest in education for underprivileged children"* (loading = 0.837, mean = 3.79) load strongly, indicating that consumers associate skill development and education with responsible corporate behavior. This factor highlights the role of CSR in long-term social investment, which enhances brand reputation and consumer goodwill.

Factor 6: Ethical and Transparent CSR Practices (ETC: Average Mean = 3.68)

This factor emphasizes ethical sourcing, transparency, and gender equality. Items such as *"Ethical sourcing and fair labor practices influence my brand preference"* (loading = 0.734, mean = 3.71), *"I am more likely to choose brands that clearly communicate their CSR goals"* (0.716, mean = 3.75), and *"I*

trust FMCG companies that advocate for gender equality in their CSR programs" (0.616, mean = 3.58) highlight consumer demand for ethical and transparent practices. Although the average mean is slightly lower than other factors, this dimension is crucial for building trust among socially conscious consumers.

Factor 7: Environmental Sustainability-Oriented CSR (ESO: Average Mean = 3.78)

This factor reflects consumer preference for eco-friendly practices. Strong loadings are observed for *"I am more likely to buy from brands that actively reduce plastic waste"* (0.867, mean = 3.74), *"I prefer FMCG brands that use eco-friendly packaging"* (0.636, mean = 3.61), and *"Brands that promote water conservation influence my purchase decisions"* (0.631, mean = 4.00). The highest mean (4.00) across all statements indicates that water conservation resonates most strongly with consumers. This factor demonstrates that sustainability initiatives are a powerful driver of consumer choice.

Factor 8: CSR-Driven Loyalty and Ethical Perception (CLE: Average Mean = 3.79)

This factor captures the link between CSR and consumer loyalty. *"CSR activities make me more loyal to an FMCG brand, even if alternatives are cheaper"* (loading = 0.863, mean = 3.75) and *"I believe CSR reflects a company's overall integrity and values"* (loading = 0.827, mean = 3.84) show strong associations. Consumers perceive CSR as a reflection of ethical standards, which fosters loyalty even in competitive markets. This factor highlights CSR as a strategic tool for sustaining long-term consumer relationships.

6. CONCLUSION

The results confirm that CSR measures play a decisive role in influencing consumer choice of FMCG brands. Among the identified factors, transparency in CSR practices, environmental responsibility, and community relevance emerged as the most influential drivers of consumer preference. Ethical sourcing and credible partnerships with NGOs further strengthened trust and brand credibility. The study concludes that CSR is no longer a peripheral activity but a core determinant of consumer decision-making in the FMCG sector. Brands that integrate CSR authentically into their business models are more likely to gain consumer approval, foster loyalty, and sustain competitive advantage in a crowded marketplace.

7. FUTURE IMPLICATIONS

Future research should explore the moderating role of demographic and cultural differences in shaping consumer responses to CSR initiatives, particularly in emerging markets where awareness and expectations may vary. Longitudinal studies could provide insights into how sustained CSR efforts influence consumer loyalty over time. For practitioners, the findings suggest that FMCG brands must move beyond symbolic CSR gestures and focus on measurable, transparent, and community-centric initiatives. Leveraging digital platforms to communicate CSR outcomes and engaging consumers in co-creation of social initiatives can further strengthen brand consumer relationships. Ultimately, CSR should be positioned not just as a marketing tool but as a long-term strategic commitment that aligns business success with societal well-being.

REFERENCES

1. Simran. (2025). *Corporate social responsibility (CSR) and its impact on brand equity*. *Shodh Sari – An International Multidisciplinary Journal, 4*(1), 249–260. https://icertpublication.com/wp-

content/uploads/2025/01/249.-Corporate-Social-Responsibility-CSR-and-Its-Impact-on-Brand-Equity.pdf

2. Doyle, G., Gubbins, C., & McHale, S. (2024). The role of corporate social responsibility (CSR) in enhancing brand image: A comparative study in the Indonesian and Kazakhstani markets. *Proceedings of the International Conference on Management, Entrepreneurship, and Business*, *1*(1), 20–24.
3. Singh, P.K.; Vasudevan, A.; Singh, E.N.; Das, B.K.; Sunder, R.G.; Mate, N.R.; Kumar, R.; Singh, N.; Aier, B. Impact of Corporate Social Responsibility (CSR) on Customer Loyalty in Indian Telecom Industry: The Moderating Role of Consumer Demographics. Sustainability 2024, 16, 7129. https://doi.org/10.3390/ su16167129
4. Adhikari, S., & Sapkota, A. (2024). The influence of corporate social responsibility on brand loyalty among FMCG consumers in the Kathmandu Valley. *Journal of Business and Social Sciences Research, 9*(2), 17–34. https://doi.org/10.3126/jbssr.v9i2.72407
5. Chauhan, A. (2024). How do organizations use CSR to reinforce brand equity (Tata Group). *International Journal of Progressive Research in Engineering Management and Science (IJPREMS), 4*(4), 1511–1515.
6. Srivastava, V. K. (2024). Impact of corporate social responsibility (CSR) initiatives on brand reputation: A study on how CSR activities enhance brand reputation and consumer loyalty in the context of sustainable marketing practices. *International Journal of Science and Research Archive, 13*(1), 1910–1930. https://doi.org/10.30574/ijsra.2024.13.1.1869
7. Subedi, D. P., & Bhandari, D. R. (2024). The impact of corporate social responsibility on sustainable financial performance: The mediating role of brand value in Nepalese commercial banks. *The Journal of Nepalese Business Studies, 17*(1), 85–101. https://doi.org/10.3126/jnbs.v17i1.75259
8. Vasaikar, D. (2024). *Exploring the relationship between corporate social responsibility and brand equity: A study on FMCG companies in Western India*. *International Journal of Food and Nutritional Sciences, 13*(4), 123–138. https://www.ijfans.org/uploads/paper/7a11e0fc7a5d17a43523c88c2bbfed87.pdf
9. Sharma, R., & Nayal, I. (2024). *Measuring the impact of CSR initiatives on brand reputation and consumer behaviour*. *International Journal of Research in Human Resource Management, 6*(2), 120–124. https://doi.org/10.33545/26633213.2024.v6.i2b.206
10. Ramachandran, K. K., Raju, V., Karthick, K. K., James, S., Maran, S. T., & Lakshmi. (2024). The influence of corporate social responsibility on brand equity and consumer behavior. *Journal of Informatics Education and Research, 4*(2), 1–18. https://doi.org/10.52783/jier.v4i2.1013
11. Rais, M. I., Patnaik, D., Monika, Tyagi, S., & Teotia, R. (2024). *Elevating brands: Unveiling the power of corporate social responsibility on brand reputation and consumer behavior*. *Propulsion: Journal of Management and Social Sciences, 6*(1), 45–60. https://www.propulsiontechjournal.com/index.php/journal/article/download/7366/4742/12604
12. Sontakke, S., & Bhople, M. M. (2024). *Impact of CSR on brand reputation*. *International Journal of Advanced Research in Science, Communication and Technology, 4*(2), 74–81. https://www.ijarsct.co.in/A19612.pdf
13. Adewole, O. (2024). *Leveraging on CSR as a tool of brand communication based on consumer's perception with extrapolation from a novel 3-factor model*. *International Journal of Corporate Social Responsibility, 9*(16), 1–20. https://doi.org/10.1186/s40991-024-00101-2

14. Chaithra, V., & Jayashree, G. V. (2024). *The impact of corporate social responsibility on brand building and consumer satisfaction: A review*. *International Journal of Research Publication and Reviews, 5*(2), 2755–2759. https://ijrpr.com/uploads/V5ISSUE2/IJRPR22871.pdf
15. Isiwu, J. M. (2024). *The role of corporate social responsibility in brand management*. *Research Output Journal of Arts and Management, 3*(2), 55–58. https://smartie.kiu.ac.ug/public/assets/publications/ca9151eb412873c00f4edab85e65dbe0cd2917ef.pdf