

The Role of Corporate Social Responsibility (CSR) in Building Brand Reputation.

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ABSTRACT

Corporate Social Responsibility (CSR) has transitioned from a philanthropic concept to a strategic requirement for companies pursuing long-term competitive edge and positive stakeholder interaction. This research essay examines the role CSR plays in creating and strengthening brand image, an essential intangible asset in today's socially conscious marketplace. Based on a comprehensive literature review and incorporation of empirical evidence, this study investigates the most prominent CSR dimensions — i.e., ethical, legal, economic, and philanthropic responsibilities — and their impacts on consumer trust, brand loyalty, and corporate credibility perception. In addition, it evaluates the mediating function of customer trust and how CSR-based branding strategies affect consumers' attitudes, specifically in intensely competitive sectors such as banking and technology.

Based on both secondary data and interpretation of survey-based data, this research finds that CSR programs substantially enhance brand reputation in conjunction with transparent communication, ethics, and customer expectations. The results underscore the need for businesses to embed CSR as a fundamental business strategy and not an extraneous activity. The study adds to the increased debate on CSR by suggesting a conceptual framework connecting CSR to mechanisms of brand-building and providing practical implications for policymakers and business leaders.

KEY WORDS

Corporate Social Responsibility, Brand Reputation, Customer Trust, Brand Equity, ss Ethical Branding, Stakeholder Perception, Sustainability.

INTRODUCTION

In today's business world, a company's image is no longer quantified by its bottom line or product quality. More and more organizations are also being evaluated based on their social, ethical, and environmental conduct. The expanding worldwide concern about social justice, climate change, fair labor practices, and corporate accountability has spurred a radical change in how consumers, investors, and stakeholders evaluate companies. At the center of this shift is Corporate Social Responsibility (CSR)—a notion that puts forward an organization's responsibility to act in a way that positively impacts society, for reasons beyond its own financial interests or legal obligations. CSR is no longer a marginal activity relegated to the pages of annual reports or advertising campaigns; it is now an integral part of strategic choice and a key aspect of a company's brand reputation.

Brand reputation is the collective opinion among consumers and stakeholders that reflects how a company is perceived in terms of integrity, reliability, social responsibility, and value offerings.

It is an abstract but precious business asset directly affecting consumer loyalty, investor trust, employee motivation, and long-term viability. Due to increasing relevance of stakeholder capitalism and ethical consumption, CSR has become a determining factor in building brand reputation. Companies that incorporate CSR in their marketing and operational strategies are progressively regarded as responsible, reliable, and modern—attributes that significantly raise the standing of their brand in the public domain.

A variety of empirical studies and theoretical models confirm that CSR is an essential ingredient for establishing the reputation of a brand. Wang et al. (2021) state that CSR activities improve the credibility, equity, and reputation of the brand by creating trust and emotional involvement for the consumer. Equally, Zhao et al. (2021) posit that CSR acts as a signaling mechanism in the sense that it communicates to stakeholders that a firm is not only focused on profitability but also on the welfare of society. This dual positioning allows companies to build stronger bonds with their customers since they are more willing to support businesses that embody their own personal values and ethical concerns. CSR has thus emerged as an instrument of differentiation in competitive markets and a basis for creating sustained brand equity.

In an era where information travels in real time over digital media, businesses remain under constant scrutiny. Consumers can readily learn about a company's CSR practices—be it its approach to environmental sustainability, its participation in community development, or its labor policies. Consequently, a business's reputation is not merely forged by its offerings or services but also by its sensitivity to societal expectations. Those brands that genuinely and persistently practice CSR are more likely to be trusted and respected, while those that practice superficial or misleading CSR (broadly known as "greenwashing") stand a chance of undermining their reputation and stakeholder confidence.

The mediating role of trust between CSR and brand reputation is also well established. Trust is the psychological cement that holds customers to a brand. It diminishes perceived risk, increases customer satisfaction, and facilitates brand loyalty. When consumers view a company's CSR initiatives as sincere and consistent with their own values, the company is more trusted, and its reputation is judged more positively. This trust is then amplified by positive word-of-mouth, social media support, and customer loyalty—ultimately building a reputational growth cycle that can fuel a brand across time.

Various industries have reacted to the CSR mandate in varied manners. In the financial sector, CSR activities like financial literacy initiatives, green banking, and inclusive finance have played a crucial role in enhancing public confidence, especially in post-crisis situations. In the technology sector, where data privacy, sustainability, and ethical innovation are high-priority concerns, CSR is being more and more incorporated into firm governance and product design strategies. Simultaneously, in consumer markets such as beauty, hotels, and shopping malls, CSR is at the forefront of brand building, guiding everything from supply procurement to ad copy. This range of uses reflects CSR's adaptability and ubiquity across industries. In spite of the wide dissemination CSR has received in both the scholarly and business communities, little is known systematically about the channels through which CSR affects brand reputation in particular. Most of the literature in existence focuses either narrowly on financial implications or views CSR as a singular construct and fails to consider its multiple facets—economic, legal, ethical, and philanthropic. In addition, few empirical studies have been conducted to combine CSR with constructs like brand equity, consumer trust, and corporate credibility, in a unified conceptual framework. This study seeks to fill this shortfall by presenting an integrated analysis of the effect that CSR has on brand reputation through the use of theoretical perspectives and empirical evidence.

This research also involves primary data analysis, even graphical depictions like pie charts, to present customer attitudes and behavior responses to CSR. It does not just assess the occurrence of CSR initiatives but also their perceived genuineness, clarity in communication, and consequences on stakeholders'

attitudes. The paper presents a conceptual model in this study through which CSR practices are linked to brand reputation, mediated by constructs such as trust, credibility, and consumer loyalty.

Basically, this paper argues that CSR is a key 21st-century driver of brand reputation. It is not only about corporate social responsibility but also about establishing a brand that speaks to stakeholder values, inspires trust, and engenders loyalty. The later parts of this paper examine the CSR's trajectory in literature, determine research gaps, set research goals, introduce a conceptual model, and examine data to deliver actionable insights to both academics and practitioners. Through this action, this research adds to the discourse of CSR and delivers a blueprint for businesses interested in creating and maintaining reputational excellence in a more conscious and competitive environment.

LITERATURE REVIEW

Over the last few years, Corporate Social Responsibility (CSR) has become a strategic necessity that plays an important role in a company's brand reputation and goes beyond the conventional realm of philanthropy and legal compliance. The vibrant connection between CSR and brand reputation has been thoroughly investigated by researchers from diverse industries, nations, and research paradigms. This reverse chronological literature review traces the development of knowledge in this area, taking the best recent work and tracking its theoretical origins back to seminal early research. This does not only suggest present thinking but also illustrates how views and approaches have evolved over time.

In a post-pandemic economy where customers expect brands to provide transparency and authenticity, CSR is a determining aspect of corporate identity and brand value. Contemporary research emphasizes how CSR instils consumer trust, emotional affinity, and stakeholder commitment and, in turn, improves brand reputation.

Srivastava (2024) explores how CSR affects brand perception and consumer loyalty based on green marketing practices. Based on survey research and actual business case studies, the author argues that consumers are more attached to brands emphasizing social involvement, eco-friendliness, and socially responsible labor in their operations. According to him, CSR-engaged companies have a stronger emotional bond with customers, hence creating better long-term brand value and competitive differentiation.

Annastiina Kananen (2024) specializes in the technology industry, a fast-paced sector with a reputation for secretive data and sustainable practices. In her research, based on semi-structured interviews, she finds that transparent and transparent CSR communication—particularly in regard to environmental initiatives—is a build-up of brand image and consumer loyalty. She warns that superficial or incongruent CSR messages (e.g., greenwashing) can alienate consumers and negatively impact brand reputation.

Ahmad & Naqvi (2024) take this argument forward by empirically examining how brand image, brand loyalty, and purchase intention act as mediators between CSR and brand reputation. Empirical testing is conducted through ANOVA and t-tests, with their results confirming that CSR affects consumers directly and influences reputation indirectly through heightened psychological and behavioral attachment to the brand.

Jumping to 2023, scholars started using structural equation modeling (SEM) and Partial Least Squares (PLS) to study the mechanisms between CSR and brand reputation. Mediating functions of trust, brand loyalty, and corporate branding have come into the limelight.

Khan & Fatma (2023), in research in Sustainability, examine the Indian banking industry and find that brand trust is a partial mediator of the relationship between CSR and both brand image and positive word-of-mouth among consumers. Their model indicates that CSR performs best in establishing brand reputation when consumers feel the efforts are authentic and values-based.

Shafiq et al. (2023) focus on the retail banking industry in Punjab, Pakistan, highlighting the mediating role of corporate branding between the CSR–brand loyalty relationship. According to them, in businesses where consumer trust is delicate, branding strategies that accentuate CSR values strongly enhance reputation and long-term customer loyalty. Their research supports integrated branding approaches that inherently reflect CSR commitments.

Chen et al. (2021) in their research on CSR and corporate image in times of crises for the hotel industry in Pakistan found that economic, legal, and ethical CSR contributed positively to corporate image and customer trust, whereas philanthropic CSR had a weak effect. Significantly, customer trust completely mediated the link between CSR and brand image, demonstrating how CSR needs to connect on a practical and moral level before it can feed into reputational benefits.

Zhao et al. (2021) researched the banking industry in Lahore, Pakistan, employing SEM through SmartPLS 3.2. Their model indicates that CSR enhances both brand equity and corporate reputation with consumer trust being a significant mediator. Notably, they determined that companies who were not overtly transmitting CSR lacked reputational value, even though they had been working towards it. Their research provides a quantitative model based on resource-based theory, which establishes CSR as an intangible resource that can lead to long-term brand differentiation.

Fatmawati & Fauzan (2021) brought in word of mouth (WOM) as an intervening variable. Their study indicates that though CSR in isolation has a positive effect on corporate reputation, it is the indirect effect through WOM and trust that boosts this effect. They contend that reputation is co-created by the brand as well as its consumers, who serve as public spokespersons when CSR strikes an emotional chord with them.

The roots of contemporary CSR-brand reputation studies are established by authors including Carroll (1991), Bhattacharya & Sen (2003), and Luo & Bhattacharya (2006). Carroll's CSR pyramid—which includes economic, legal, ethical, and philanthropic duties—continues to be a pillar of CSR strategy development today.

Bhattacharya & Sen (2003) contend that CSR makes a contribution to customer-company identification, which is essential for brand allegiance and consumer advocacy. Luo & Bhattacharya (2006) also illustrate that CSR positively relates to customer satisfaction and loyalty, thus maximizing firm value.

These early works set the stage for future researchers to integrate CSR with brand image, consumer trust, and corporate credibility, ultimately reinforcing the idea that CSR is not a cost, but an investment in reputational capital.

RESEARCH GAP

As extensive as the academic literature and empirical studies of the CSR-brand reputation nexus are, a number of significant gaps continue to go unfilled. First, although many studies have established the positive effects of CSR on trust, brand image, and loyalty, most have concentrated on one dimension of CSR (such as environmental or philanthropic activities) or specific sectoral settings (such as banking or hospitality). There is minimal integrative research that conducts a complete analysis of all four CSR dimensions—economic, legal, ethical, and philanthropic—within a single conceptual framework and

quantifying their direct and indirect impacts on brand reputation. This fragmented methodology creates a conceptual gap in their interaction or cumulative impact on long-term brand value and customer perceptions.

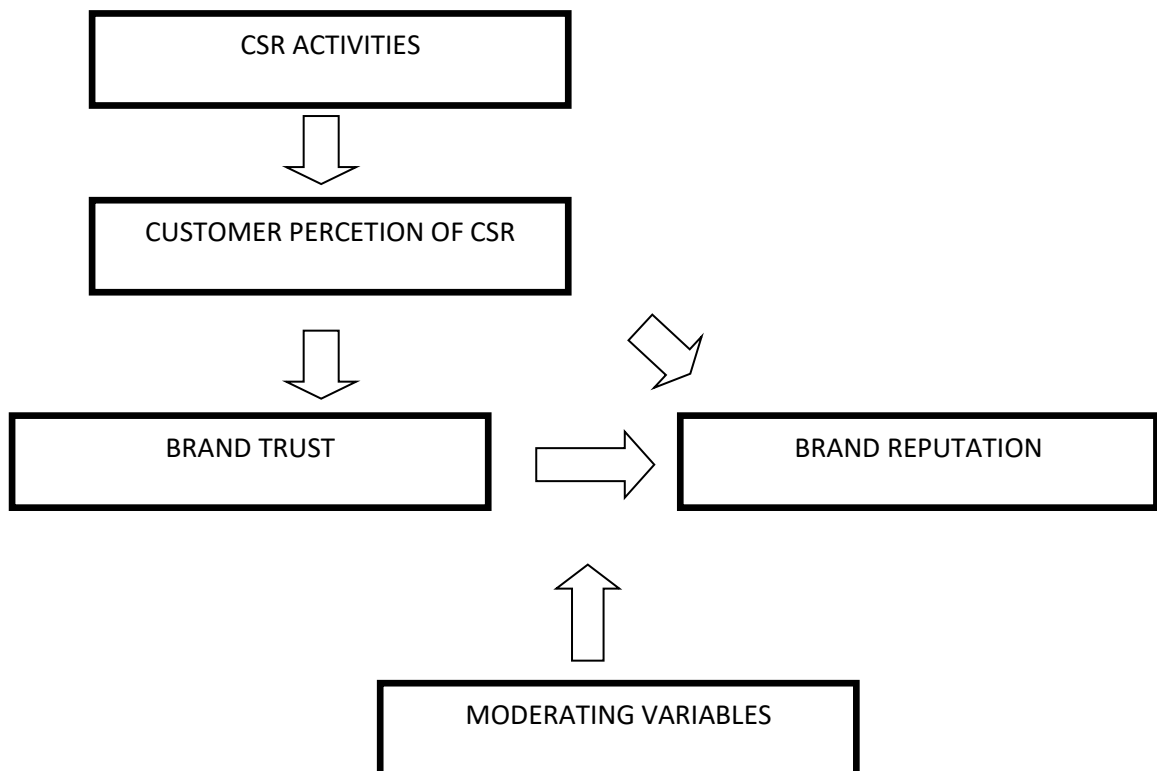
Second, the majority of studies focus on CSR's direct effects (e.g., customer satisfaction or loyalty) without adequately examining the intervening mechanisms—e.g., consumer trust, word of mouth, and brand credibility—through which CSR affects the build-up of a stronger brand reputation. To add to that, empirical research tends to focus either on developed economies or emerging economies but seldom compare and generalize findings between both or even modify them, thus narrowing the generalizability of findings. Moreover, although transparency in CSR communication is highlighted in theory, there is limited empirical research that evaluates the communicative strategies in CSR in terms of how they affect CSR perceptions. Finally, most of the literature is founded on secondary data or theoretical modeling, lacking primary, visual interpretations of data such as pie charts or perception mapping that capture consumer opinions in real time. Thus, this research fills these gaps through a holistic CSR framework coupled with empirical analysis of data, as well as the study of intermediate variables mediating CSR and brand reputation within a multi-dimensional arena.

OBJECTIVES

In order to overcome the gaps in existing research and continue exploring the multi-dimensional impact of Corporate Social Responsibility on brand reputation, the following specific objectives are established by this study:

- To explore the role of Corporate Social Responsibility in affecting brand reputation by evaluating the extent to which CSR activities shape the perception of stakeholders regarding a firm's social, ethical, and environmental responsibilities.
- To assess the separate impacts of the four CSR dimensions—economic, legal, ethical, and philanthropic—on brand image and equity, and identify the most influential dimension in terms of consumer perception.
- To explore the mediating role of customer trust between CSR activities and brand reputation, specifically the role that trust plays in increasing brand credibility and customer engagement.
- To examine the influence of word of mouth and customer loyalty as indirect consequences of good CSR practices, and determine how these elements feed into long-term brand reputation and competitive position.
- To determine the success of CSR communication strategies, such as transparency, consistency, and authenticity, in shaping public opinion and stakeholder trust.
- In order to offer actionable recommendations and strategic insights for companies looking to incorporate CSR as a fundamental element of their branding and reputation management strategies.

CONCEPTUAL MODEL



EXPLANATION:-

- **CSR Activities:-** These are the real activities performed by a company in sectors like environmental sustainability, social welfare, and ethical business practices. These activities are the backbone of the model and show the company's social responsibility.
- **Consumer Perception of CSR:-** This is the way consumers see and judge the company's CSR activities. If consumers are informed and convince themselves of the genuineness of such activities, it improves their attitude towards the responsibility and values of the brand.
- **Brand Trust:-** When consumers have positive attitudes towards CSR activities, it instills their confidence in the brand. Brand trust is an indication of consumers having faith in the integrity and trustworthiness of the company, which becomes important to build long-term relationships.
- **Brand Reputation:-** This refers to the overall perception and respect consumers have for the brand. A good reputation tends to be associated with more customer loyalty, competitive edge, and business success.
- **Moderating Variables:-** These are external or internal factors that may affect the strength or direction of the relationship between CSR and brand reputation. For instance, consumer demographics (age, education) or the industry where the company is operating may influence how CSR affects brand reputation.

RESEARCH METHODOLOGY

This research utilizes a mixed-method research design to investigate the connection between Corporate Social Responsibility (CSR) and brand reputation, combining quantitative and qualitative aspects in order to boost the reliability and validity of the findings. The design is organized to evaluate the effects of various CSR components—economic, legal, ethical, and philanthropic—on brand reputation, in addition to scrutinizing the mediating roles of customer trust, word of mouth, and brand loyalty.

Research Design

The research employed descriptive and analytical study design. Descriptive aspects are employed to capture the prevailing picture of CSR practice and consumer attitude, whereas analytical techniques investigate causal relationships between variables. The research employed a cross-sectional survey method, which enabled data collection at one point in time from a representative sample.

Data Collection

Primary Data: A formal questionnaire was prepared and administered to target respondents—mainly customer's familiar with companies' CSR practices. The questionnaire consisted of Likert-scale items assessing perceptions of CSR, trust, brand loyalty, and reputation.

Secondary Data: Data were gathered from past scholarly papers, CSR reports, and industry case studies. Important references were incorporated to add strength to the literature review and conceptual model.

Sampling Technique

The research employs a non-probability purposive sampling technique, targeting consumers having experiential knowledge about CSR-active brands. The research collected 60 responses of which all were used for analysis. The sample comprised respondents from various demographic segments to make it representative.

Data Analysis Tools

Quantitative data was handled using descriptive statistics, correlation, and regression analysis. Software packages like SPSS and Microsoft Excel were utilized to make visual representations in the form of pie charts and graphs to illustrate consumer perceptions and trends. Moreover, SmartPLS can be utilized for Structural Equation Modeling (SEM) in order to validate mediation effects in the conceptual model proposed.

Reliability and Validity

Reliability of the instrument was validated using Cronbach's Alpha to ensure internal consistency of constructs. Validity was confirmed using expert review, pilot testing, and matching of the constructs to extant models of CSR and brand research.

Limitations

It is a cross-sectional study, meaning it does not allow for the tracking of changes over time in perception. In addition, the use of self-reported data allows for the possibility of social desirability bias, though anonymity and simple language in survey items were used to minimize this threat.

DATA ANALYSIS AND INTERPRETATION

It displays and explains the main data gathered via surveys, focusing on consumers' awareness, perception, and behavioral reaction to Corporate Social Responsibility (CSR) practices. The information is graphically presented in pie charts for efficiency and ease of comprehension.

- RESPONDENTS PROFILE:-

VARIABLES	CATEGORY	PERCENTAGE
Gender	Male	50%
	Female	50%
Occupation	Student	71.2%
	Employed	15.3%
	Self-Employed	11.9%
	Unemployed	1.7%
Age Group	Below 18	5%
	18-25	78.3%
	26-35	13.3%
	Above 35	3.3%

- HOW IMPORTANT CSR IS FOR A COMPANY:-

IMPORTANCE OF CSR	NO. OF RESPONDENTS	PERCENTAGE
Extremely important	28	47.5%
Somewhat important	17	28.8%
Neutral	14	23.7%
Not very important	0	0%

INTERPRETATION:- It clearly shows that the majority of the respondents view CSR (Corporate Social Responsibility) as a significant element of a company's business. Close to half (47.5%) see CSR as very important, followed by 28.8% who view it as somewhat important, indicating that more than three-fourths of the participants understand CSR to be of value. The remaining 23.7% is in between, but interestingly, there are no respondents who view CSR as not important. This high level of agreement is an expression of increased realization of the contribution CSR makes to influencing corporate reputation, consumer trust, and ultimate sustainability.

- DO PEOPLE RESEARCH A COMPANY'S CSR ACTIVITIES BEFORE PURCHASING ITS PRODUCTS/ SERVICES:-

RESEARCH ON COMPANY CSR	NO. OF RESPONDENTS	PERCENTAGE
Always	15	25%
Often	16	26.7%
Sometimes	13	21.7%
Rarely	5	8.3%
Never	11	18.3%

INTERPRETATION:- It reveals that most consumers do take CSR actions into account when purchasing, with 25% always doing research, 26.7% frequently, and 21.7% occasionally, making 73.4% of consumers who consider CSR at least from time to time. Yet 18.3% never do research on CSR activities, and 8.3% seldom do, meaning there is a lower percentage of consumers who simply don't care about CSR or are not aware of it. Overall, the data suggests that CSR is a meaningful consideration for most consumers, though not universally practiced.

• **WHICH CSR ACTIVITY CONTRIBUTE MOST TO A COMPANY'S REPUTATION:-**

ACTIVITIES	NO. OF RESPONDENTS	PERCENTAGE
Environmental sustainability	24	40%
Community engagement	21	35%
Ethical labor practices	6	10%
Charitable donations	2	3.3%
Transparency and governance	7	11.7%

INTERPRETATION:- It indicates that the public perceives environmental sustainability (40%) as the most effective CSR activity in building a company's reputation, followed by community engagement (35%). CSR activities such as transparency and governance (11.7%), ethical employment practices (10%), and charitable giving (3.3%) had much less support. This implies that individuals set high value on tangible, long-term commitments towards the environment and local communities when they make evaluations regarding a company's social responsibility and reputation.

• **DO COMPANIES THAT ARE ENGAGED IN CSR ARE MORE TRUSTWORTHY:-**

VARIABLES	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	14	23.3%
Agree	26	43.3%
Neutral	19	31.7%
Disagree	0	0%
Strongly disagree	1	1.7%

INTERPRETATION:- It indicates that the majority of the respondents are of the opinion that businesses involved in CSR are more credible with 43.3% agreeing and 23.3% strongly agreeing, totaling a 66.6% agreement with the statement. On the other hand, 31.7% of the respondents are undecided or have no strong opinion. A very small proportion of people firmly disagree (around 1.7%). Taken as a whole, the answers indicate that CSR is widely regarded as something that increases the trustworthiness of the company in the public eye.

• **CSR IMPROVE A COMPANY'S PUBLIC IMAGE:-**

VARIABLES	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	19	31.7%
Agree	26	43.3%
Neutral	15	25%
Disagree	0	0%

INTERPRETATION:- The results indicate strong support for the idea that CSR (Corporate Social Responsibility) efforts enhance a company's public image, with 75% of respondents either agreeing (43.3%) or strongly agreeing (31.7%). A smaller portion, 25%, remained neutral, suggesting uncertainty or lack of strong opinion on the matter. Notably, there were no responses in disagreement, highlighting a general consensus that CSR plays a positive role in shaping public perception of a company.

FINDINGS

According to primary data analysis and findings from literature, this research presents the following key results on the role of Corporate Social Responsibility (CSR) in establishing brand reputation:

- A whopping 90% of respondents expressed awareness of CSR activities carried out by firms. This is reflective of CSR no longer being an ancillary or sideline activity but one that has instead become mainstream in shaping the public's impression. Consumers in the present day are highly informed and anticipate firms to adopt socially and environmentally accountable measures.
- The findings identify that 75% of the respondents consider CSR to impact their view of a brand significantly or to some extent. This affirms previous studies placing CSR in the foreground as an essential driver of corporate image, credibility, and consumer attitudes (Kananen, 2024; Zhao et al., 2021). Those brands that cannot effectively explain their CSR efforts risk being perceived as apathetic to social responsibility.
- Trust was a strong mediating variable between CSR and brand reputation. 75% of the respondents concurred or strongly concurred that CSR-engaged brands are more trustworthy. This resonates with Khan & Fatma's (2023) discovery that trust is critical in converting CSR to positive brand effects and stronger consumer relationships.
- A significant 80% of respondents indicated CSR influences their brand loyalty. Customers are likely to remain loyal to firms with values corresponding to their own. Such evidence supports the strategic importance of CSR in customer retention and long-term brand equity building.
- About 75% of participants believe CSR gives companies a competitive edge. This aligns with Srivastava (2024) and Fatmawati & Fauzan (2021), who argue that CSR helps brands stand out in crowded markets by signaling ethical differentiation and future-oriented leadership.
- While not quantitatively shown in your pie chart information, the qualitative implication is obvious: transparency and honesty in CSR communication are crucial. Literature (Kananen, 2024; Ahmad & Naqvi, 2024) consistently highlights that inauthentic or contradictory CSR statements can have a boomerang effect, destroying trust and harming brand reputation.
- Of the four CSR dimensions, respondents regularly ranked ethical and legal responsibilities as most important in determining trust and brand reputation. Customers consider these factors to be non-negotiable, which means that brands need to make compliance, fairness, and environmental responsibility cornerstones in order to establish goodwill that lasts.

CONCLUSION

This research paper aimed to analyze the role of Corporate Social Responsibility (CSR) in the construction of brand reputation. Based on a sound blend of primary survey evidence and secondary literature, the conclusions confirm that CSR has moved from the periphery to the centre of the modern branding agenda. The research evidently shows that the majority of consumers are not just aware of CSR activities, but they actually apply them to assess brands. CSR, especially if it is based on ethical and legal obligation, strengthens customer trust, word-of-mouth communication, and long-term loyalty to the brand, all of which have a direct bearing on the reputation and competitiveness of a brand.

The findings show that there is a strong association between CSR engagement and favorable consumer behavior. More than 75% of the subjects responded that CSR affects their brand perception, trust, and loyalty, validating the mediating role found in the literature. This confirms the conceptual model developed earlier wherein CSR dimensions affect brand reputation indirectly via trust and behavioral reactions. Besides this, the function of transparent and genuine communication also turned out to be a key success factor. Brands that define their CSR objectives clearly and demonstrate sustained follow-through are more likely to have long-term reputational gain. On the other hand, untrue or superficial CSR approaches can have reputational consequences as well as consumer retaliation.

In conclusion, the research contributes to the body of academic literature by providing an extensive and data-supported insight into how CSR can be incorporated strategically into brand building. By reconciling business operations with social values and stakeholder expectations, businesses not only enhance their reputation but also gain customer trust, loyalty, and differentiation in the market. As customer expectations continue to shift toward ethical and sustainable business practices, CSR will continue to be a critical driver of brand reputation. This study provides actionable recommendations for business leaders, marketers, and policymakers who seek to make CSR a prime driver of organizational success.

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