

CONSUMER BEHAVIOUR TOWARDS CORPORATE SOCIAL RESPONSIBILITY IN COSMETIC INDUSTRY

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ABSTRACT

Corporate social responsibility is used as a tool for building goodwill, brand image and promotions by increasing number of companies .It is also used for brand differentiation and positioning. On one hand, CSR is used to support a cause and on the other to fulfill obligations towards different stakeholders. This study is undertaken to understand the concept of cause related marketing and to explore the awareness towards CSR initiatives in terms of Brand Awareness, Brand Favorability and purchase intent in the cosmetics companies. An attempt is made to find out the level of importance given by consumers to these social initiatives undertaken by corporate. Survey methodology is used for primary data collection with a sample size of 200 respondents.

KEY WORDS: Corporate Social Responsibility, Cause related Marketing, Cosmetics, stakeholders.

KEY REFERENCES

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