

INFLUENCE OF BRAND AUTHENTICITY ON CORPORATE SOCIAL RESPONSIBILITY AND CONSUMER LOYALTY

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ABSTRACT

Purpose

The study aims to analyze whether Brand Authenticity as a moderator has an effect on the relationship between Corporate Social Responsibility initiatives and Consumer Loyalty.

Design/methodology/approach

Carrols CSR components were used as the independent variables and consumer loyalty as the dependent variable. Brand Authenticity is used as a moderating variable to find its influence on the relationship between CSR Components and Consumer Loyalty using Hayes Process in SPSS.

Findings

The multiple regression tests found that CSR components significantly predict Consumer loyalty. The research also suggests that the interaction variable- Brand Authenticity has a significant effect on the relationship between Legal CSR, Philanthropic CSR, Economic CSR and Consumer loyalty, while Brand Authenticity has insignificant effect on Ethical CSR and Consumer loyalty.

Practical Implications

The research indicates to the management professionals that the authenticity of the brand is an important contributor for consumers to become loyal to the brands associated with CSR. The research insights can enable organizations to frame optimal CSR objectives conferring to the consumers' expectations.

Originality/Value

This study contributes to the CSR literature by proposing new managerial strategies for companies associated with Corporate Social Responsibility. This research provides detailed information on the consumers' expectations towards Corporate Social Responsibility and the effect of Brand authenticity that influences the consumer loyalty of the brand.

Key Words: Corporate Social Responsibility, Brand Authenticity, Consumer Loyalty, Consumers