



A Study on Impact of CSR Activity of Titan on Consumer Behaviour with Special Reference to HOSUR

Shalini N¹, Rajeshwari G²

II M.COM, St. Francis de Sales College.

Dr. S. Rosaline Jayanthi³

³Assistant Professor, St Francis De Sales College.

ARTICLE DETAILS

Research Paper

Keywords :

Brand Image, Brand loyalty, Consumer perception, consumer Trust, Corporate social responsibility, Purchase Intention, Social Impact

ABSTRACT

This study explores the relationship between Corporate Social Responsibility (CSR) activities undertaken by TITAN Company and its impact on consumer perception and behaviour. CSR has emerged as a critical element in shaping corporate strategy, with companies increasingly investing in social and environmental initiatives to enhance their brand image and reputation. TITAN, a renowned multinational corporation, has actively engaged in various CSR endeavours, ranging from environmental sustainability to community development. Through a comprehensive literature review, this research delves into the theoretical frameworks surrounding CSR, consumer perception, and behaviour. It examines how consumers perceive and evaluate CSR initiatives, and the subsequent effects on their purchasing decisions and brand loyalty. Additionally, the study investigates the mechanisms through which CSR activities influence consumer behaviour, such as through enhanced trust, perceived quality, and emotional engagement. Methodologically, this research employs a mixed-method approach, combining qualitative and quantitative techniques. Surveys and interviews are conducted to gather primary data from consumers regarding their awareness, attitudes, and

behaviours related to TITAN's CSR initiatives. Statistical analysis techniques are utilized to identify significant relationships between CSR perceptions and consumer behaviour outcomes. The findings of this study are expected to contribute to both academic knowledge and managerial practice. By understanding the impact of CSR activities on consumer perception and behaviour, TITAN Company can refine its CSR strategies to better align with consumer expectations and preferences. Moreover, this research provides insights for other companies seeking to leverage CSR as a tool for building positive relationships with consumers and enhancing their competitive advantage in the marketplace.

1. INTRODUCTION

In recent years, Corporate Social Responsibility (CSR) has emerged as a pivotal aspect of business strategy, with companies recognizing the importance of contributing positively to society while also achieving their financial objectives. This study delves into the profound impact of CSR initiatives by Titan, a leading conglomerate, on consumer behaviour within the Hosur region.

Our investigation aims to shed light on the intricate relationship between Titan's CSR endeavours and consumer behaviour in Hosur, providing valuable insights for both academia and industry practitioners. Understanding how CSR activities influence consumer perceptions and preferences can equip companies with strategic insights to enhance their brand image, foster consumer loyalty, and drive sustainable business growth.

We chose this topic due to the growing significance of CSR in shaping consumer attitudes and purchasing decisions. As consumers increasingly seek ethically responsible and socially conscious brands, it becomes imperative for companies like Titan to comprehensively understand the dynamics at play and tailor their CSR strategies accordingly. By focusing on Hosur, a region where Titan has a significant presence, we aim to provide localized insights that are pertinent to both Titan and other businesses operating in similar contexts.

2. OBJECTIVES

The Following are the Objectives of the study;

1. To identify consumer perception on CSR activities.
2. To understand the impact of CSR on creating brand loyalty and company reputation.
3. To identify factors influencing consumer behaviour on the basis of CSR activity.

3.STATEMENT OF THE PROBLEM

CSR activity is mandatory for all companies. It is important to analyse the impact of CSR on society and consumer behaviour. By addressing social and environmental issues, companies can create long-term value, mitigate risks, and play a significant role in driving positive change in the world.

In order to find the impact of CSR on consumer behaviour the following questions are to be answered.

- 1.what is the consumer perception about CSR activity?
- 2.How does CSR impact on brand loyalty?
- 3.What are the factors that influence consumer behaviour based on CSR initiatives?

4.REVIEW OF LITERATURE

Sita Mishra (2012) “Exploring the impact of corporate social responsibility on consumer behaviour in India”, This author reveals that consumers believe that companies involve in CSR activities to give themselves a good publicity and also the study shows the major three factors affecting the purchase behaviour of consumer are philanthropic, social reputation and economical.

Gautam Agarwal (2013) “The Impact of Corporate Social Responsibility on Consumer Behaviour”. The author reveals that marketing of selective CSR product attributes can lead the firm to greater business competency, improve its business performance, and ensure it retains its competitive advantages

Paula Rodrigues Ana Pinto Borges (2015), "Corporate social responsibility and its impact in consumer decision-making". This paper talks about the chance or influence in the purchase decisions due to the social responsibility done by the companies before and after being aware of the CSR activities

Palihawadana (2016) “Effects of ethical ideologies and perceptions of CSR on consumer behaviour”, the author finds that companies' social behaviours influence the evaluations of the company’s product and company’s CSR activities impact higher purchase compared to companies that do not.

Anupama. R (2019)”CSR of FMCG and its impact on consumer behaviour - A gender based preferential analysis”, the author says that the analysis revealed a positive impact, and there is no significant difference with the gender respondents with respect to the impact of CSR on consumer buying behaviour.

Henri Kuokkanen and Willam Sun (2019) “companies meet ethical consumers: strategic CSR management to impact” in this paper the author conveys that with respect to CSR orientation, neither environmental sustainability nor ethical orientation has a significant impact on choice and thus consumers cannot be influenced by such characteristics

Vera Gerasimova (2021) “Corporate social responsibility and its effects on brand trust in the fast-moving consumer goods industry in Nigeria”. This research paper SPSS analysis was made by the author to conclude that there is a significant positive effect on brand trust on the CSR reputation. And he also suggests that organizations must innovate and cultivate CSR strategies that would benefit the growing consumption pattern in the FMCG industry

Yew Qi Min & Afida Mastura Muhammad Arif (2022) “The Influence of Corporate Social Responsibility on Consumer Purchasing Behaviour”. The author says that ethical responsibility had the greatest influence on the respondent’s purchasing behaviour and all the economic, legal, ethical and philanthropic responsibilities of CSR would serve as guidelines for both the businesses and consumers.

5.RESEARCH METHODOLOGY

In investigating the correlation between Titan's CSR endeavours and consumer behaviour in Hosur, the research paper consists of a sample size of 160 participants. This carefully selected sample represents the diverse demographics and socio-economic backgrounds prevalent in the Hosur area.

By scrutinizing this sizable sample, the study endeavours to uncover nuanced insights into how Titan's CSR initiatives shape consumer perceptions, influence brand loyalty, and drive purchasing decisions within the local market. The robust sample size ensures statistical reliability and enhances the study's validity, offering valuable implications for both academia and industry practitioners interested in sustainable business practices and ethical consumer behaviour.

The research paper investigates consumer perceptions of Titan's CSR activities, the impact of CSR on brand loyalty, and factors influencing consumer behaviour based on CSR was collected from January to March 2024. This period serves as the focal point for examining evolving consumer attitudes and behaviours towards corporate social responsibility initiatives within the specified timeframe.

For data collection, a Google Form was utilized as an efficient and versatile tool. The form was meticulously designed to capture relevant information pertaining to consumer perceptions of Titan's CSR activities, the impact of CSR on brand loyalty, and factors influencing consumer behaviour based on CSR initiatives. Questions were carefully crafted to gather insights on various aspects, including

attitudes, preferences, and behaviours. The Google Form was distributed through various channels to reach a diverse respondent pool, ensuring comprehensive data collection. Responses were automatically compiled and organized within the Google Form interface, facilitating easy access and analysis. Overall, the use of Google Form streamlined the data collection process, enabling us to gather valuable insights efficiently and effectively.

Various data collection tools were employed to gather comprehensive insights for the research paper.

1. Yes or no questions were utilized to capture straightforward responses, providing clarity on specific issues.
2. Ranking analysis was employed to prioritize preferences or opinions, enabling respondents to indicate their preferences in order of importance.
3. Additionally, a five-point likert's scale of strongly agree, agree, neutral, disagree, strongly disagree were incorporated to gauge the level of consensus or divergence among respondents regarding certain statements or propositions. where strongly agree is given five points and strongly disagree is given one point.

These diverse data collection tools ensured that a range of perspectives and nuances were captured, enhancing the depth and breadth of the research findings.

6. ANALYSIS

An analysis has been made based on the assessment which has been undertaken to identify and address the issue which will provide reliable and valid data.

6.1 consumer perception on Titan's CSR activities.

It outlines key findings on awareness, attitudes, and opinions, offering insights into how CSR activities influence consumer perception. This visual aid serves as a valuable reference for understanding the dynamics between CSR engagement and consumer perceptions

TABLE 1
CONSUMER PERCEPTION ON TITAN'S CSR ACTIVITIES

S.NO	PERCEPTION	NO OF RESPONSE	PERCENTAGE
------	------------	----------------	------------

1	Positive Perception	102	63.75 %
2	Negative Perception	58	36.25 %
	TOTAL RESPONSE	160	100 %

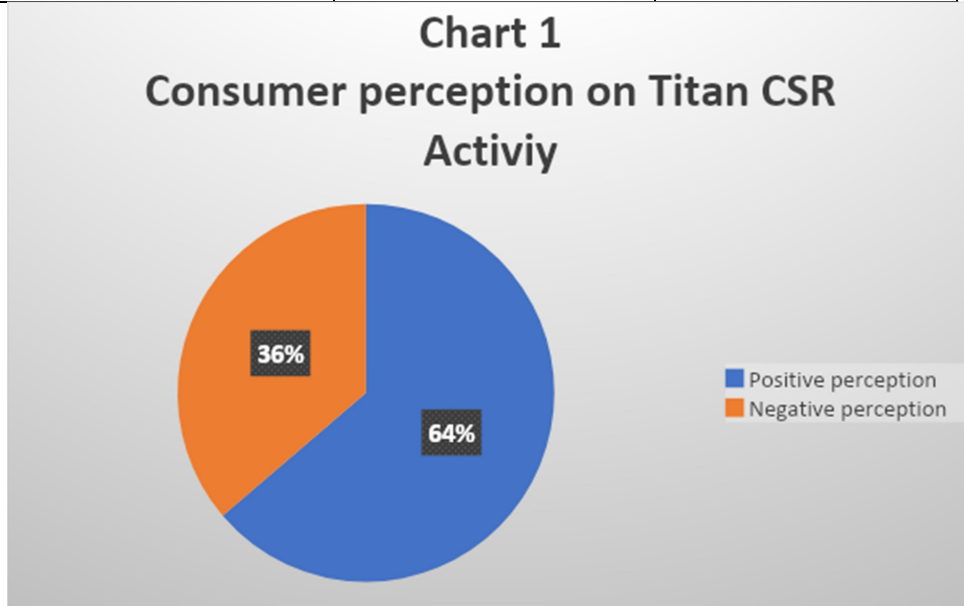


Table 1 and chart 1 shows the breakdown of consumer perceptions regarding Titan's CSR activities, with 102 (64%) individuals expressing a positive perception and 58 (36%) individuals indicating a negative perception. The total number of respondents included in the analysis amounts to 160. This data suggests that a majority of respondents hold a positive view of Titan's CSR initiatives, as indicated by the higher number of individuals with positive perceptions compared to those with negative perceptions. Such insights are valuable for understanding the overall sentiment towards Titan's CSR efforts and can inform future strategies and initiatives aimed at enhancing consumer perceptions.

6.2 Impact of CSR on brand loyalty

The impact of Corporate Social Responsibility (CSR) initiatives by Titan on brand loyalty refers to how Titan's socially responsible actions influence the loyalty of its customers towards its brand. This could include activities such as supporting community development projects, environmental conservation efforts, or ethical sourcing practices. This examines how these CSR initiatives affect customers' perceptions of Titan as a socially responsible company and whether it strengthens their commitment to

the brand, leading to repeat purchases, positive word-of-mouth recommendations, and overall brand loyal

TABLE 2

S.no	STATEMENTS	NUMBER OF RESPONDENTS IN PERCENTAGE				
		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	CSR activities of titan directly impact in creating brand loyalty	36%	39%	18%	4%	3%
2	The company makes purchase recommendation based on CSR activities	31%	37%	23%	6%	3%
3	CSR brings trustworthiness of the product's quality	24%	36%	23%	13%	4%
4	A Good CSR gives a good perception over the brand	27%	33%	20%	11%	9%
5	CSR cultivate brand sticking tendency on consumers	26%	36%	21%	7%	10%

IMPACT OF CSR ON BRAND LOYALTY

TABLE 3

IMPACT OF CSR IN BRAND LOYALTY IN PERCENTAGE

S.NO	IMPACT	NO	OF	PERCENTAGE
------	--------	----	----	------------

		RESPONDENTS	
1	Positive Impact	127	79.33 %
2	Negative Impact	33	20.67 %
	TOTAL	160	100 %

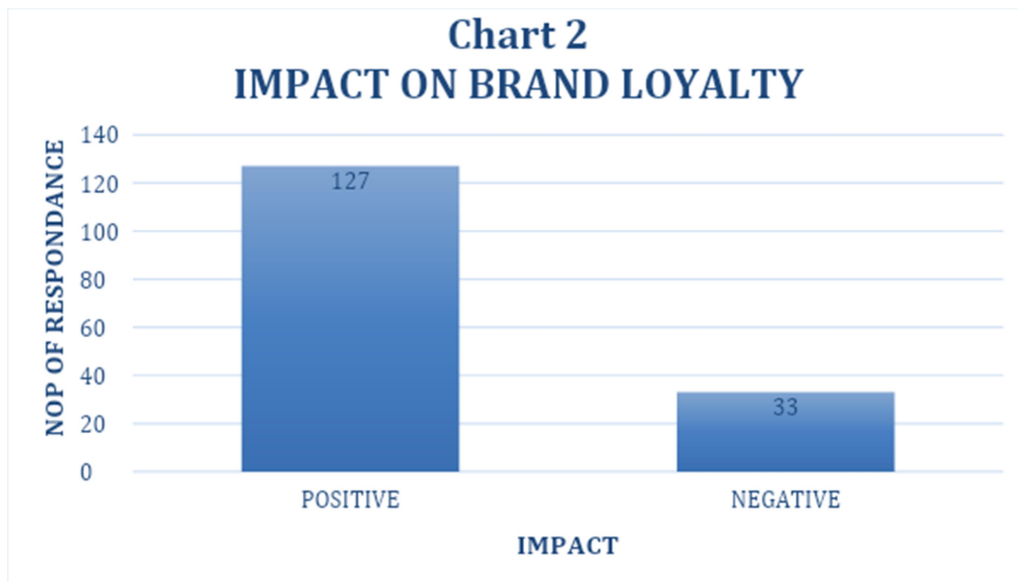


Table 2 & Table 3 and chart 2 Shows the overwhelmingly positive response from 127 out of 160 respondents showcases the significant impact of CSR on brand loyalty. Consumers are increasingly drawn to brands that demonstrate social responsibility, fostering trust and loyalty. Despite the 33 negative responses, the majority's endorsement highlights how CSR initiatives resonate with consumers, driving loyalty, repeat purchases, and positive word-of-mouth. This reinforces the importance of integrating CSR into Brand strategies for sustainable success.

6.2.1 SOCIO ECONOMIC CHARACTERISTICS AND ITS IMPACT OF CSR ACTIVITIES

Socioeconomic characteristics profoundly influence Titan's customer relationship strategy (CRS), particularly concerning gender, educational status, and employment status. Gender disparities may shape

product design and marketing approaches, tailoring CRS to address diverse needs and preferences. Educational status influences purchasing behaviour and brand perception, guiding CRS towards educational campaigns or premium offerings. Employment status dictates affordability and consumption patterns, prompting CRS strategies ranging from value-based promotions to corporate partnerships, ensuring relevance across varied socio-economic segments.

In order to test the relationship between socio-economic characteristics and its impact on CSR activity the following hypothesis is tested by using χ^2

Ho: There is no significant impact of socio-economic characteristics on Brand loyalty based on CSR activity.

Ha: There is a significant impact of socio-economic characteristics on brand loyalty based on CSR activity.

a) Impact of Gender on Brand Loyalty based on CSR activity.

Gender plays a significant role in influencing brand loyalty concerning corporate social responsibility (CSR) activities. Research suggests that male tend to be more socially conscious consumers, placing greater importance on a company's CSR initiatives when making purchasing decisions. They are more likely to support brands that demonstrate a commitment to social and environmental causes. On the other hand, Female may prioritize other factors such as product quality or price. Therefore, companies that effectively communicate their CSR efforts and align with the values and preferences of both genders can cultivate stronger brand loyalty. By recognizing the diverse perspectives and priorities of their consumer base, brands can establish meaningful connections and foster loyalty among both male and female consumers through impactful CSR initiatives.

It is statistically analysed with the help of chi-square test at 5% level of significance the results are given as follows;

Table 4: Gender and Impact of CSR on Brand Loyalty (χ^2)

S.no	Gender	No of respondents		Total
		Positive	Negative	
1	Male	75	22	97

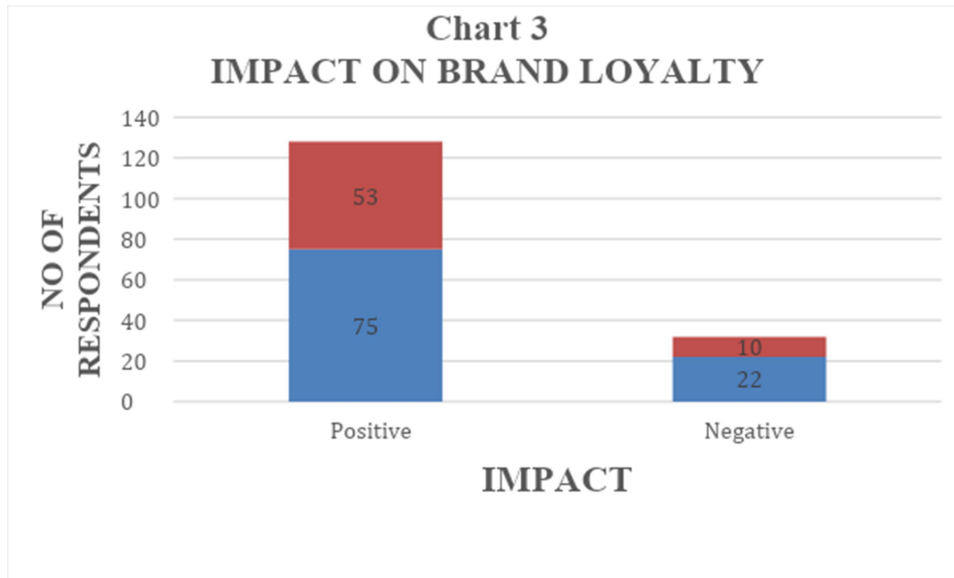


2	Female	53	10	63
Total		128	32	160

$\chi^2=1.10620$

Table Value= 3.841

Degree of freedom = 1



The calculated value of χ^2 is less than the Table value. Hence it is Concluded that the framed null Hypothesis is accepted there no significant impact of socio-economic characteristics and its impact on CSR activity.

b) Impact of Educational status on brand loyalty based on CSR activity.

An individual's educational status significantly influences their perception of corporate social responsibility (CSR) activities and impacts brand loyalty. Higher education correlates with a heightened awareness of social and environmental issues, leading educated consumers to prioritize brands that demonstrate genuine CSR efforts. Companies that effectively engage in CSR and communicate these initiatives to educated consumers can build trust and foster long-term loyalty, enhancing their brand reputation.

TABLE 5: EDUCATIONAL STATUS & IMPACT OF CSR ON BRAND LOYALTY

χ^2 (CHI SQUARE TEST)

S.no	Educational Status	No of respondents		Total
		Positive	Negative	

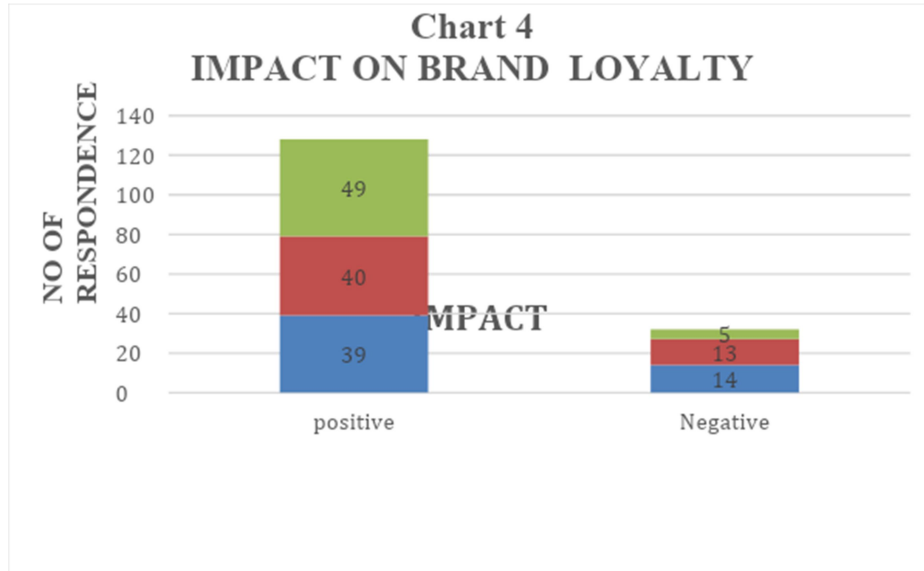


1	Illiterate level	39	14	53
2	School level	40	13	53
3	College level	49	5	54
Total		128	32	160

$\chi^2=5.935$

Table Value= 5.991

Degree of freedom =2



The calculated value of χ^2 is less than the Table value. Hence it is Concluded that the framed null Hypothesis is accepted there is no significant impact of socio-economic characteristics and its impact on CSR activity.

C) Impact of Employment status on brand loyalty on CSR activity

Employment status shapes how individuals engage with corporate social responsibility (CSR) activities and affects brand loyalty. Those with stable employment often prioritize brands that align with their values, including CSR commitments, while others may prioritize different factors. Companies that effectively integrate and communicate CSR efforts can enhance brand loyalty across diverse employment statuses by demonstrating a commitment to societal well-being.

TABLE 6: Employment status and Impact of CSR on Brand Loyalty:

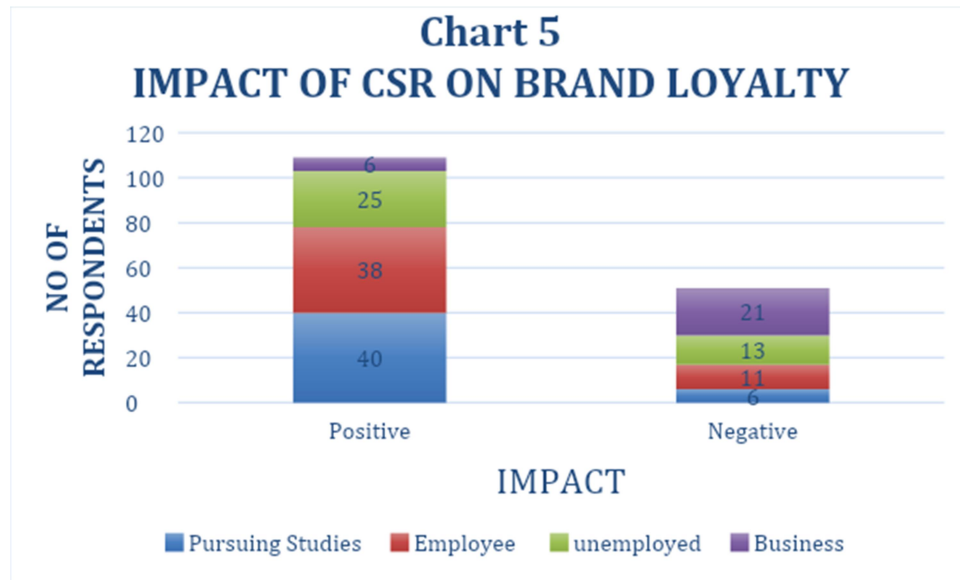
χ^2 (CHI SQUARE TEST)

S.no	Employment status	No of Respondents		Total
		Positive	Negative	
1	Pursuing Studies	43	6	49
2	Employee	38	6	44
3	unemployed	29	10	39
4	Business	18	10	28
Total		128	32	160

$\chi^2=8.0525$

Table Value= 7.815

Degree of freedom = 3



The calculated value of χ^2 is more than the Table value. Hence it is Concluded that the framed null Hypothesis is rejected. There is a significant impact of socio-economic characteristics and its impact on CSR activity.

6.3 Factors influencing consumer behaviour on the basis of CSR

1. Word of mouth influence

Word of mouth significantly influences consumer behaviour towards CSR. it builds trust, provides social proof, and fosters emotional connections. Positive word of mouth highlights a company's commitment, differentiates it from competitors, and encourages long-term loyalty. it amplifies the reach of CSR efforts, attracting consumers who prioritize ethical businesses. In essence, word of mouth serves as a powerful driver of consumer support for CSR initiatives.

2. Employee engagement

Employee engagement impacts consumer behaviour toward CSR. engaged employees embody company values, positively influencing brand perception. Their enthusiasm fosters trust, as consumers prefer businesses with socially responsible practices. engaged employees may advocate for CSR initiatives, amplifying their impact through word of mouth. Ultimately, strong employee engagement aligns internal and external perceptions, enhancing consumer support for CSR activities.

3. Community impact

Community impact shapes consumer behaviour towards CSR when companies engage in meaningful community initiatives, consumers perceive them as socially responsible and trustworthy. A positive community impact fosters emotional connections, as consumers prefer businesses that give back. such actions differentiate companies, attracting socially conscious consumers who prioritize supporting ethical brands. Ultimately, community impact serves as a key driver of consumer support for CSR activities.

4. Emotional connection

Emotional connection influences consumer behaviour towards CSR.. when companies engage in socially responsible activities that resonate with consumers' values and beliefs, it creates a sense of empathy and loyalty. consumers prefer brands that evoke positive emotions through their CSR efforts, leading to increased trust and support. This emotional bond fosters long-term relationships, driving consumer behaviour towards companies committed to making a positive impact.

5. Transparency and accountability

Transparency and accountability shape consumer behaviour towards CSR. When companies openly communicate their CSR practices and outcomes, consumers perceive them as trustworthy and genuine. transparent reporting builds credibility, enabling consumers to make informed decisions and hold companies accountable for their social and environmental impact. such transparency fosters trust and loyalty, driving consumer support for companies committed to responsible business practices.

6. Ethical consideration

Ethical considerations strongly influence consumer behaviour towards CSR consumers prefer to support companies aligned with their ethical values and principles. When businesses demonstrate a commitment to ethical practices through CSR initiatives, it builds trust and loyalty. ethical concerns drive consumers to choose products and services from companies that prioritize social and environmental responsibility, thereby influencing their purchasing decisions and brand loyalty.

7.Competitive advantage

Competitive advantage impacts consumer behaviour towards CSR. companies with strong CSR initiatives differentiate themselves in the market, attracting consumers who value ethical practices. CSR enhances brand reputation and trust, influencing purchasing decisions. consumers perceive socially responsible companies as more trustworthy and preferable, giving them a competitive edge. Thus, CSR activities not only fulfil ethical obligations but also serve as a strategic tool for attracting and retaining customers.

8.Long term sustainability

Long-term sustainability influences consumer behaviour towards CSR. consumers increasingly prioritize sustainable practices, favouring companies committed to minimizing environmental impact and ensuring social responsibility. businesses that demonstrate a long-term commitment to sustainability earn consumer trust and loyalty. consumers perceive such companies as forward-thinking and responsible, driving them to support CSR initiatives and choose products or services aligned with sustainable principles for a more sustainable future.

9.Brand perception

Brand perception impacts consumer behaviour towards CSR. companies with positive brand images benefit from consumers' trust and loyalty. When associated with socially responsible activities, these brands attract socially conscious consumers. CSR efforts enhance brand perception, portraying companies as ethical and caring. consumers prefer to support such brands, driving them to choose products or services from companies aligned with their values, thus influencing their purchasing behaviour.

10.Trust building

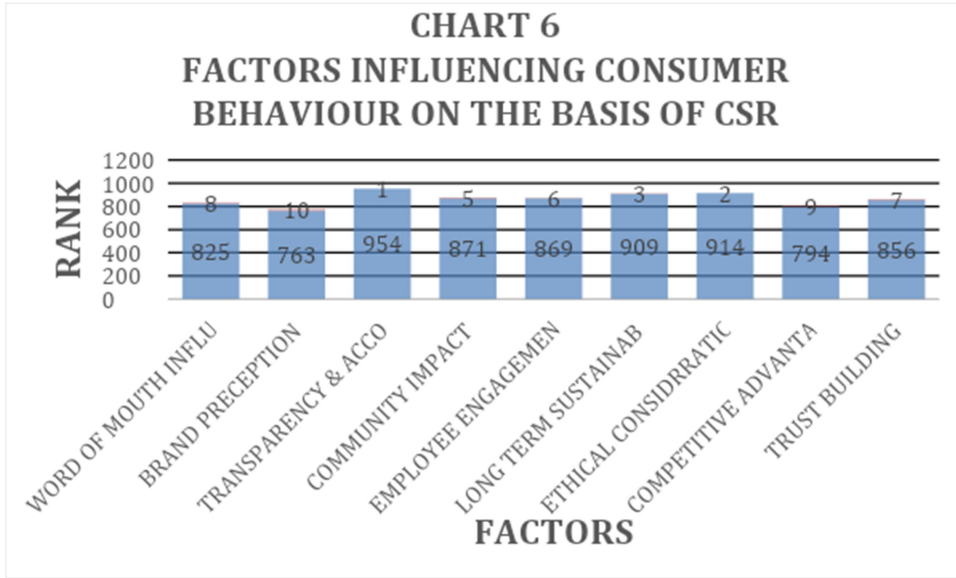
Trust building influences consumer behaviour towards CSR. companies that prioritize CSR initiatives demonstrate their commitment to social and environmental responsibility, fostering trust among consumers. Trustworthy brands are perceived as more reliable and authentic, attracting consumers who

S.NO	FACTORS	RANK 1		RANK 2		RANK 3		RANK 4		RANK 5		RANK 6		RANK 7		RANK 8		RANK 9		RANK 10		TOTAL	RANK
		NO OF RESPON	SCORE	NO OF RESPON	SCORE	NO OF RESPON	SCORE	NO OF RESPON	SCORE	NO OF RESPON	SCORE	NO OF RESPON	SCORE	NO OF RESPON	SCORE	NO OF RESPON	SCORE	NO OF RESPON	SCORE	NO OF RESPON	SCORE		
1	EMOTIONAL CONNECTION	23	230	15	135	22	176	10	70	8	48	19	95	15	60	10	30	11	22	18	18	884	4
2	WORD OF MOUTH INFLUENCE	11	110	20	180	12	96	18	126	15	90	14	70	16	64	11	33	16	32	27	27	825	8
3	BRAND PRECEPTION	10	100	17	153	12	96	16	112	19	114	18	90	29	116	13	39	19	38	5	5	763	10
4	TRANSPARENCY & ACCOUNTABILITY	18	180	15	135	27	216	17	119	19	114	15	75	11	44	13	39	11	220	10	10	954	1
5	COMMUNITY IMPACT	22	220	11	99	12	96	16	112	24	114	10	50	14	56	15	45	16	32	17	17	871	5
6	EMPLOYEE ENGAGEMENT	13	130	18	162	14	98	22	154	14	84	12	60	15	60	27	81	13	32	14	14	869	6
7	LONG TERM SUSTAINABILITY	15	150	13	117	17	136	22	154	28	168	10	50	10	40	15	45	16	32	17	17	909	3
8	ETHICAL CONSIDRRATION	19	190	24	216	14	114	14	98	12	72	12	60	18	72	15	45	17	34	15	15	914	2
9	COMPETTIVE ADVANTAGE	15	150	14	126	13	104	13	91	12	72	15	75	16	64	13	39	28	56	17	17	794	9
10	TRUST BUILDING	16	160	18	144	18	144	11	77	16	96	27	135	11	44	19	57	10	20	15	15	856	7

prefer to support ethical businesses.

TABLE 7

FACTORS INFLUENCING CONSUMER BEHAVIOUR ON THE BASIS OF CSR



S.NO	FACTORS	TOTAL SCORE	RANK
1	TRANSPARENCY, ACCOUNTABILITY	954	1
2	ETHICAL CONSIDERATION	914	2
3	LONG TERM SUSTAINABILITY	909	3
4	EMOTIONAL CONNECTION	884	4
5	COMMUNITY IMPACT	871	5
6	EMPLOYEE ENGAGEMENT	869	6
7	TRUST BUILDING	856	7
8	WORD OF MOUTH INFLUENCE	825	8
9	COMPETITIVE ADVANTAGE	794	9
10	BRAND PERCEPTION	763	10

Table 7 and chart 6 was analysed by using the weighted average technique the rank was assigned as follows.

Table 7 and chart 6 shows the scores provided for various factors related to corporate social responsibility (CSR) activities of Titan, here is a conclusion analysis Titan seems to excel in transparency and accountability in its CSR activities. This indicates a strong commitment to keeping stakeholders informed and being responsible for its actions. The company appears to prioritize ethical considerations in its CSR initiatives, reflecting a commitment. Titan demonstrates a focus on long-term sustainability in its CSR efforts, indicating a strategic approach to addressing environmental and social issues for lasting impact while still strong. Titan may have some room for improvement in fostering emotional connections through its CSR activities, which are crucial for building strong relationships with stakeholders.

The company seems to have a positive impact on communities through its CSR initiatives, although it may not be as prominent as other factors in its strategy. Employee engagement appears to be a focus area for Titan's CSR activities, indicating efforts to involve employees in giving back to communities and supporting social causes. Titan is working on building trust through its CSR efforts, although it may need to further strengthen this aspect to enhance stakeholder confidence. While still significant, Titan's word-of-mouth influence from its CSR activities might not be as strong as other factors, indicating potential areas for improvement in generating positive buzz and reputation. The company's CSR initiatives contribute to its competitive advantage, albeit to a lesser extent compared to other factors, indicating potential opportunities for leveraging CSR for greater market positioning. Brand perception from CSR activities appears to be an area where Titan could focus on improvement, suggesting potential strategies to enhance how its CSR efforts are perceived by stakeholders and the public. Overall, Titan seems to have a robust CSR strategy, with strengths in transparency, ethics, and long-term sustainability.

However, there are opportunities to further enhance emotional connections, trust-building, word-of-mouth influence, competitive advantage, and brand perception through its CSR activities. Addressing these areas could contribute to a more comprehensive and impactful CSR approach for titan. overall, titan seems to have a robust CSR strategy, with strengths in transparency, ethics, and long-term sustainability. However, there are opportunities to further enhance emotional connections, trust-building, word-of-mouth influence, competitive advantage, and brand perception through its CSR activities. addressing these areas could contribute to a more comprehensive and impactful CSR approach for titan.

7.SUGGESTION AND RECOMMENDATIONS

On the basis of the findings of the study, it is suggested to implement the following suggestion and recommendations.

Titan's CSR strategy reflects commendable strengths in transparency, ethics, and long-term sustainability, laying a solid foundation for impactful social responsibility. To further enhance its CSR approach, focusing on emotional connections, trust-building, word-of-mouth influence, competitive advantage, and brand perception could yield substantial benefits.

To foster emotional connections, Titan can explore initiatives that resonate deeply with stakeholders, such as personal stories or experiential campaigns that evoke empathy and involvement. Strengthening trust-building efforts could involve increased engagement with communities, transparent communication, and active participation in resolving social issues.

Enhancing word-of-mouth influence requires creating memorable experiences and encouraging stakeholders to become brand advocates through impactful CSR actions. Leveraging CSR for competitive advantage involves identifying unique opportunities to differentiate Titan in the market and aligning CSR efforts with core business strategies.

Improving brand perception entails effectively communicating the company's CSR initiatives, showcasing their positive impact, and aligning them with the brand's values and identity.

Overall, by prioritizing these areas and integrating them seamlessly into its CSR strategy, Titan can further solidify its position as a socially responsible corporate leader while maximizing its positive impact on society and stakeholders.

8.CONCLUSION

In conclusion, this study reveals a compelling and favourable impact of TITAN's Corporate Social Responsibility (CSR) initiatives on consumer behaviour, with a special focus on Hosur. Through a comprehensive examination of consumer perception and its implications on brand loyalty and company reputation, it becomes evident that TITAN's CSR efforts have yielded significant positive outcomes.

Firstly, the research demonstrates that TITAN's CSR initiatives have successfully enhanced consumer perception in Hosur. Consumers perceive TITAN as a socially responsible brand that actively

contributes to the welfare of the community. This positive perception is rooted in the authenticity and impactfulness of TITAN's CSR activities, which align closely with the needs and values of the local populace. As a result, consumers are more inclined to Favor TITAN over competitors, viewing the brand as trustworthy and socially conscious.

Secondly, the study illustrates the profound impact of TITAN's CSR initiatives on brand loyalty and company reputation. By engaging in meaningful CSR projects that address pertinent social and environmental issues in Hosur, TITAN has fostered strong emotional connections with consumers. These connections translate into heightened brand loyalty, as consumers are more likely to patronize TITAN due to its demonstrated commitment to social responsibility. Moreover, TITAN's CSR endeavours have bolstered its reputation as a socially conscious and ethical company, enhancing its competitive edge in the market.

Overall, the findings of this research underscore the strategic significance of CSR in shaping consumer behaviour and perceptions, particularly in the context of Hosur. TITAN's proactive approach to CSR not only cultivates positive consumer attitudes but also strengthens brand loyalty and enhances company reputation. Moving forward, it is imperative for TITAN to sustain and expand its CSR initiatives, leveraging them as a catalyst for long-term growth, positive societal impact, and enduring consumer goodwill.

REFERENCE

- Creyer, E, Ross, W.T. (1996). 'The impact of corporate behaviour on perceived product value'. **Marketing Letters**. 7, 2, 173-185 [Google Scholar](#)
- Maignan, I. (2001). 'Consumers' perceptions of corporate social responsibilities: a cross-cultural comparison'. **Journal of Business Ethics**. 30, 57-72 [Google Scholar](#)
- Hoeffler s, Keller, K.L. (2002). 'Building brand equity through corporate societal marketing'. **Journal of Public Policy and Marketing**. 21, 1, 78-89 [Google Scholar](#)
- Bhattacharya,C B , Sen, S. (2004). 'Doing better at doing good: when, why and how consumers respond to corporate social initiatives. **California Management Review**. 47, 1, 9-24 [Google Scholar](#)
- 5 Becker-Olsen, K.L., Cudmore, B.A., Hill, R.P. (2006). 'The impact of perceived corporate social responsibility on consumer behaviour'. **Journal of Business Research**. 59, 1, 46-53 [Google Scholar](#)