

Abstract

This research examines the influence of Corporate Social Responsibility (CSR) on brand equity, utilizing a mixed-methods approach to provide a comprehensive understanding of this relationship. As consumer expectations evolve, businesses are increasingly integrating CSR initiatives to enhance their brand image, foster consumer trust, and differentiate themselves in competitive markets. This study investigates how CSR activities, such as environmental sustainability, ethical labor practices, and community involvement, affect key dimensions of brand equity, including brand awareness, loyalty, perceived quality, and brand associations. By combining qualitative and quantitative research methods, the study first conducts in-depth interviews with industry experts and consumers to explore their perceptions of CSR and its impact on brand perceptions. Additionally, a large-scale survey is administered to quantify the relationship between CSR engagement and brand equity metrics. The results reveal that CSR initiatives significantly enhance brand equity, particularly through improved customer trust and emotional connections. Furthermore, the study identifies specific CSR activities that resonate most with consumers and contribute to stronger brand associations. This research provides valuable insights for businesses seeking to leverage CSR as a strategic tool to enhance brand value and long-term customer loyalty. The findings also offer practical recommendations for companies on effectively communicating their CSR efforts to maximize their impact on brand equity.