CONSUMERS ATTITUDE TOWARDS CSR - AN EMPIRICAL STUDY

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ABSTRACT

Corporate social responsibility is a form of corporate self-regulation integrated into a business model. Business would embrace responsibility for the impact of their activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. The main purpose of the article is to examine the attitude of the consumers towards CSR activities of the organizations. Using survey method the respondents’ opinion on CSR practices were collected from 438 college teachers working with Bharathiar University affiliated colleges. The relevant findings indicate that there is evidence of a positive attitude for CSR among the respondents.

Keywords: Corporate Social Responsibility, Consumers Attitude