STUDY THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY AS A TOOL OF BRAND PROMOTION ON BRAND PERFORMANCE

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ABSTRACT

In the last two decades, Corporate Social Responsibility has witnessed tremendous growth. Various researchers have identified the positive impact of CSR on brand performance. The present study is being undertaken to study the impact of CSR on brand performance with the help of primary and secondary data. Primary study is conducted on 101 respondents in Ludhiana. The present study reflected positive impact of corporate social responsibility and social messages on the brand promotion.

KEY WORDS: Brand performance, corporate social responsibility, sustainability

Introduction