

**IMPACT OF CSR ON BRAND IMAGE: A CUSTOMER'S PERSPECTIVE ON
HINDUSTAN UNILEVER LIMITED**

Sneha Panwar | Puja Das | Manish Kumar | Pranav Kadyan

Students of Masters in Business administration (Data Analytics),
Delhi Skills and Entrepreneurship University, Bhai Parmanand Shakarpur Campus-II
New Delhi, India

Research Project Submitted to Dr. Punita Duhan, Professor, DSEU



TABLE OF CONTENTS

Chapter no.	Title/Particulars
	Acknowledgement
	Declaration
	Abstract
	Introduction
	Objectives of the study
Chapter 1	Research Methodology <ul style="list-style-type: none">• Research Problem• Research design• Sampling techniques• Sources of collection of data• Tools and techniques
Chapter 2	Literature Review <ul style="list-style-type: none">• CSR & its Benefits• CSR initiatives by HUL
Chapter 3	Analysis of Data <ul style="list-style-type: none">• Fig 1: Gender Count• Fig 2: Age Count• Table 1: Frequency of Env. Ini.• Fig 3: Env. Ini. Counts• Table 2: Frequency of Social Ini.• Fig 4: Social Ini. Counts

- Table 3: Frequency of Perceiving a brand
- Fig 5: Perceiving of brand
- Table 4: Frequency of brand reputation
- Fig 6: Brand reputation
- Table 5: Frequency of Price & Affordability
- Fig 7: Price & Affordability
- Table 6: Frequency of Quality & Effectiveness
- Fig 8: Quality & Effectiveness

Chapter 4

Hypothesis Testing

- Null & Alternate Hypothesis
- Fig 9: Regression Summary
- Interpretation

Chapter 5

Key Findings

- Conclusion
- Implications

Chapter 6

References

Acknowledgement

We want to express our sincere gratitude to all those who helped and guided us while completing this research study titled "Impact of CSR on Brand Image: A Customer's Perspective on Hindustan Unilever Limited (HUL)."

To begin with, we want to extend our heartfelt appreciation to Dr. Punita Duhan, a Professor at Delhi Skills and Entrepreneurship University, for her continuous support, expert advice, and constructive feedback during this research. Her advice and insights were instrumental in shaping the quality and direction of our research.

We also truly appreciate Delhi Skills and Entrepreneurship University (DSEU) for allowing us the opportunity and facilities to conduct this project as part of our studies.

We want to express gratitude to all the participants and respondents who devoted their time in completing our questionnaire and giving us their thoughts. Their support and honest contribution proved crucial for our successful research undertaking.

We could not have completed this research without the collaborative efforts of all individuals involved.

Declaration

We hereby declare that the research project entitled "Impact of CSR on Brand Image: A Customer's Perspective on Hindustan Unilever Limited (HUL)" is our own work and has been conducted as part of our academic studies under the supervision of Dr. Punita Duhan, Professor at Delhi Skills and Entrepreneurship University (DSEU).

This project has not been submitted earlier, either in whole or in part, to any other institution or university for the award of any degree or diploma.

All the information, data, and resources utilized in this research have been properly acknowledged, and utmost care has been exercised to refrain from any kind of plagiarism.

We take full responsibility for the contents and results of this research.

Abstract

The study focuses on the effect of Corporate Social Responsibility (CSR) on the brand image of Hindustan Unilever Limited (HUL) from the consumer's perspective. Corporate Social Responsibility (CSR) plays a vital role in influencing brand reputation by moulding how consumers view companies and establishing trust. More, consumers are drawn to brands that mirror their values, and CSR efforts showcase a dedication to ethical and social responsibilities, enhancing brand image. CSR contributes to the development of consumer trust, which is essential for creating a brand image, ultimately resulting in greater customer loyalty.

In this study Primary data were gathered through a close-ended, structured questionnaire sent through Google Forms., involved feedback from 68 students and other community members with different ages and educational experiences. Secondary data were gathered by reviewing the literature available, such as scholarly papers, reports, and official documents on HUL's corporate social responsibility initiatives.

The analytical part of the research identifies that HUL's CSR initiatives have a remarkable impact on customer attitudes in a number of areas including brand perception, social concern, and purchasing behaviour. The 68 respondents under study, mostly between 18–38 years, exhibited higher interest and improved attitude among female respondents, being more issue-sensitive towards ethical and green practices. The survey also highlights that corporate social responsibility initiatives impact factors such as price, accessibility, and product quality, suggesting that ethical branding increases emotional appeal and functional appeal for the consumer. In sum, the findings are consistent with the contention that corporate social responsibility not only enhances brand image but also affects the purchasing decisions.

This concludes that HUL's CSR efforts do contribute significantly and positively to the company's brand image, with customers perceiving the company to be more ethical, trustworthy, and socially responsible. The findings show that environmental and social efforts do contribute significantly to customer attitudes, especially among young and female customers. In addition, CSR efforts do enhance brand loyalty, buying behaviour, and overall customer involvement, which shows that strategic CSR integration is not only sound for social performance but also as a strong tool for brand differentiation and competitiveness.

KEYWORDS	INTRODUCTION
<ul style="list-style-type: none"> • Corporate Social Responsibility (CSR) • Strategic Necessity • Ethical Duties • Environmental Responsibilities • Social Duties • Profitability • Consumer Trust • Brand Trust • Corporate Reputation • Brand Reinforcement • Hindustan Unilever Limited (HUL) • Unilever • Entrepreneurship • Sustainable Packaging • Waste Management • Lifebuoy Campaign • Domex Campaign • Consumer Loyalty • Market Differentiation • Media Perception • Stakeholder Trust • Ethical Branding • Sustainable Business Practices 	<p>The corporate social responsibility (CSR) has changed from voluntary charity to strategic necessity of global business. This includes the company's ethical, environmental, and social duties, which can make a positive contribution to society while maintaining profitability. CSR is increasingly recognized as an important factor that affects consumer, brand trust and corporate reputation. Companies that actively participate in CSR tend to enhance their loyalty and use competitive market advantages and more stable brand images. One of the major companies that use CSR as a brand reinforcement tool is Hindustan Unilever Limited (HUL), a subsidiary of Unilever and one of the largest companies in India. HUL continues to introduce stability and social responsibility to the company's structure thanks to various brand portfolios dealing with personal support, food, and home care. The company carries out some CSR initiatives that are dedicated to rural entrepreneurship, maintaining water, hygiene, sustainable packaging, and waste management that contributes to reputation as a responsible corporate organization.</p> <p>CSR initiatives HUL introduced are a variety of programs to promote social and environmental wells and strengthened corporate image and consumer trust. Some of the most effective initiatives are: Project Shakti Initiative, it is an initiative to expand the rights and abilities of rural areas, allowing women in the village to become small businesses and distribute HUL's products. The program not only financed thousands of women financially, but also expanded the scope of the Hula rural market. HUL began a project to promote sustainable water use and accessibility by collecting rainwater and managing water collection pools by recognizing a program for water preservation and India's water shortage.</p> <p>Hygiene campaigns such as Lifebuoy and Domex have been actively involved in public relations of hygiene practices through campaigns such as "help children achieve 5" and "Swachh Aadat" and "Swachh Bharat". Sustainable packaging and waste management, HUL promised to process all plastic packages in the framework of sustainable development and to repeatedly use or compost by 2025, and to reduce large scale waste and participate in disposal programs. Impact on CSO brand</p>

	<p>image, the CSR forms an image of the company's brand and plays an important role in affecting consumer trust, loyalty and general positioning in the market. Companies that participate in important social and environmental initiatives tend to enjoy: High -end consumer trust and loyalty -consumers are more and more preferred for brands that correspond to ethical and stable values. CSR efforts have strengthened their trust and long -term participation. Stronger differentiation in the market. In FMCG's competitive industry, CSR initiatives can be separated from the competitors, which is the consonant of the identity of the brand with social responsibility. In the Media Hula-Active CSR campaign, positive public perceptions and lighting enhance the brand's reputation by creating positive advertising and marketing on the lips. Increased trust between investors and stakeholders. Ethical business practices are identified as sustainable companies by attracting responsible investors and business partners. Value This study aims to analyse the relationship between CSR's initiatives and brand awareness by using HUL as a subject study. In the development of consumer trust and market differentiation, this study will provide valuable information on how corporate responsibility affects the definition of the brand. The results of this study will be useful for companies that try to integrate CSR into branding strategies and politicians advocating sustainable business practices.</p>
--	---

Objectives of the study

1. To evaluate the effectiveness of environmental and social initiatives done by HUL on its brand image.
2. To determine and analyse the factors affecting the purchase decision of HUL products by the customers.

Research Questions

- 1) To what extent do HUL's Environmental and Social initiatives enhance its brand image?
- 2) To what extent do the advertisements and promotions about HUL's CSR help the consumers to purchase their products against any other brand?

Research Methodology

This research design aims to supply a comprehensive investigation of the impact of CSR on brand image, offering valuable insights for companies looking to upgrade customer engagement and drive deals through innovative strategies.

This research aimed to measure customer awareness of CSR activities practiced by Hindustan Unilever Limited and determine whether CSR influence their purchase decisions for Hindustan Unilever Limited products. A survey questionnaire was used to gather data from HUL customers, as it allows for broad population coverage at a lower cost and in less time. The questionnaire was adapted from previous studies and designed to align with the research objectives.

Research Problem

The primary research problem of this study is to explore the impact of Corporate Social Responsibility on the company's brand image. The study aims to identifying and analysing the factors affecting the purchase decision of HUL products by the customers and to evaluate the effectiveness of different types of CSR initiatives (social, ethical) in enhancing the brand image. The focus is to measure customer perception towards the brand through CSR initiatives.

Research Design

The research design employed in the study is descriptive because it seeks to systematically gather and analyse data to comprehend the linkage between Corporate Social Responsibility (CSR) initiatives and Hindustan Unilever Limited's (HUL) brand image. Descriptive research is applied if the aim is to describe features, behaviour, or attitudes of a population and, in this instance, targets consumer attitudes toward CSR and how it affects brand image and purchase decisions. This research utilized closed-ended questionnaires with structured Likert-type scales (e.g., "No Influence" to "Very High Influence" and "Never" to "Always") to quantify consumer attitudes. The research design facilitates an examination of how customers perceive various categories of CSR initiatives (environmental, social, ethical) and how these perceptions are related to their purchasing habits and brand trust. The descriptive character of this study comes from the fact that its objective is to measure and provide a true picture of customer opinions regarding HUL's CSR activities, as opposed to simply investigating the topic or subjecting causality to tests. Charts, graphs, and summary statistics are employed to represent and describe the findings in a meaningful manner.

Research Process and Measurements

1. Questionnaire Development: Based on required parameters to access as much information as we can.

2.Data Collection: Conducted online through the circulation of the questionnaire developed via google forms.

3.Literature Review: We mapped out the research done on HUL regarding its CSR initiatives.

4.Data Analysis: Used statistical methods for quantitative data.

Source of data collection

1) Primary Research: A questionnaire comprising questions was distributed among students, office going colleagues and the nearby colonies. The questions were designed to capture quantitative data on specific aspects to measure impact of CSR on brand image.

2) Secondary Research: To enrich our main findings, we conducted a review of research papers and articles related to our research purpose.

3) Ethical Consideration: Proper citation and referencing has been done. Participants were informed about the study's purpose. Confidentiality and anonymity of the responses were assured to all participants.

Tools for data collection

To conduct this study, a structured questionnaire was developed keeping the following considerations in mind:

1. Allowing the respondent to understand the questions clearly.
2. Specifying exactly what is required.
3. Structuring the questionnaire keeping in mind the research objectives.

Data analysis

For Quantitative data, charts and bar graphs will be used to analyse the data gathered through the distribution of the questionnaire.

Research instrument

Primary data was collected through survey forms using a questionnaire. The questions were framed while keeping the objectives of study in mind, the form was circulated across students and other society members of different age groups. These students and society members were from various courses and from different residential areas.

SAMPLING

The practice of choosing a subset (sample) from a larger group (population) to examine and draw conclusions about the total population is known as sampling. It saves time, money, and effort by allowing researchers to examine patterns, behaviours, or trends without surveying everyone. Both qualitative and quantitative research require sampling, which can be done in several ways, including cluster sampling, stratified sampling, random sampling, and

systematic sampling. An essential component of statistical analysis and choice-making, a carefully selected sample improves the accuracy and reliability of study findings.

SAMPLE SIZE

Sample size refers to the number of observations or data points selected from a population for a study, directly impacting the accuracy and reliability of research findings. This study examines how Corporate Social Responsibility (CSR) affects brand image, centring on Hindustan Unilever Limited (HUL). **The Sample Size for this research was set in between 50-70 responses. The research involved feedback from 68 students and other community members with different ages and educational experiences.** These participants were selected for their availability and relevance to the goals of the study, reflecting varied neighbourhoods and academic fields. Using a non-probability sampling technique known as **Convenience sampling**, the researchers opted for individuals who were easily accessible. This approach suited the descriptive focus of the research, which sought to understand how consumers perceive CSR initiatives and their impact on brand loyalty and buying choices. A structured questionnaire distributed through Google Forms was the main tool for this research, facilitating effective and extensive data gathering. The responses in the google form were collected in a **Likert Scale** manner.

The **Likert Scale** is a **standardized Psychometric scale** widely used in management research and consumer behaviour studies to **quantify qualitative responses**. It allows respondents to express the **intensity of their agreement, satisfaction, perception, or attitude** toward a statement across a **graded continuum**. In analytics and market research, it is a powerful tool for converting **subjective sentiments into measurable insights**, facilitating statistical techniques like regression, factor analysis, and descriptive summaries.

Literature Review

CSR and its Benefits: -

- 1) Improved Brand Image and Customer Trust:** CSR initiatives help companies to build goodwill and can result in a more positive company image, which in return increases customer loyalty and builds trust. This trust can strengthen brand loyalty because people believe that supporting these businesses means supporting causes they care about. As modern consumers increasingly value ethical practices, companies that operate on socially responsible principles benefit from a positive public image. Thus, CSR is a strategic tool that companies use to improve their corporate image and differentiate themselves. Carroll and Shabana (2010).
- 2) Market Positioning and Competitive Advantage:** Corporate social responsibility (CSR) helps businesses stand out in crowded markets by attracting a large number of customers who value moral and responsible business practices McWilliams and Siegel (2001). CSR enables firms to position themselves as industry leaders in responsible practices, giving them an advantage in areas where customers are eager to support companies that share their moral and ethical values. This market differentiator might be important in attracting loyal customers that prioritize value-based purchasing and can bring huge profits for companies operating in cutthroat markets.
- 3) Reduced environmental impact:** According to Bansal and Roth (2000), CSR initiatives aimed at environmental sustainability aids firms to lower their environmental footprint and helps in aligning with climate goals. Companies that incorporate sustainable practices are better positioned to meet future regulatory needs and consumer demand for green eco-friendly products. Companies that prioritize CSR activities in environmental protection can proactively address concerns such as resource use, waste, and emissions lowering their overall environmental footprint. This not only positions businesses as responsible caretakers of the environment, but also develops credibility among environmentally sensitive consumers.

CSR Initiatives By HUL: -

1) Covid -19 Related Preventive Measures

One of the first corporations, HUL pledged INR 100 crores to support societal initiatives in addition to the government's efforts to combat COVID-19. They aided hospitals in Maharashtra, West Bengal, Tamil Nadu, and several other places during the difficult pandemic phase by contributing hand sanitizers, soaps, floor and bathroom cleaners, and hand wash. Sanitation workers in fifteen Indian cities, including Mumbai, received sanitation and hygiene supplies with Collaboration with the United Nations Development Program. In partnership with public health authorities, the company assisted government hospitals in Uttar Pradesh, Madhya Pradesh, Maharashtra, Tamil Nadu, Karnataka, Dadra & Nagar Haveli, with the upgrading of their medical infrastructures by providing them with medical

equipment and PPE kits.

2) Swachh Aadat Swachh Bharat Program

The 'Swachh Aadat, Swachh Bharat' program aligned with the Government's Swachh Bharat Abhiyan (Clean India Mission) promotes good health and hygiene habits amongst people. In 2019, the program promoted clean health and hygiene behaviours, emphasizing the importance of washing hands five times a day, using a bathroom for excretion, and drinking clean water. They teach and encourage communities to improve their water, sanitation, and hygiene habits. Since 2015, the Programme has reached 21 million people.

3) Project Shakti

Project Shakti aims to financially empower and create employment alternatives for rural women in India. Shakti Entrepreneurs are trained to understand the company's products and distribution management principles. The Company manages a team of Rural Sales Promoters (RSPs) that assist Shakti Entrepreneurs in operating their businesses. Project Shakti supports 1,09,100 entrepreneurs, known as 'Shakti Ammas', in 18 states. This training has improved Shakti Entrepreneurs' selling skills, self-confidence, and self-esteem, negotiation, and communication abilities. Their interventions have promoted an entrepreneurial mindset among Shakti entrepreneurs. Khurana, A. (2018)

4) Fair & Lovely Foundation Projects

The Foundation selects girls from economically backward households who exhibit great academic ability and grants scholarships to the selected candidates. A panel of distinguished individuals representing a range of areas makes the selection in order to uphold integrity and impartiality. The Company's long-term goal is to support extraordinarily intelligent girls by providing them with scholarships from the Foundation. In the fiscal year 2014–2015, scholarships of Rs. 1 crore were awarded to worthy students.

5) Hand Washing Awareness Programme of HUL

Infections such as diarrhoea and pneumonia cause over 60,000 children in India to die before the age of five. Research indicates that washing hands with soap at five essential times a day can greatly minimize the occurrence of these diseases. Children are uniquely positioned to effect change in their homes as well. The Company promotes handwashing awareness at Anganwadi (preschool centre) and schools. The hand washing awareness initiative reduced diarrhoea cases from 36% to 5%. The company collaborated with Madhya Pradesh and Bihar governments to implement pilot projects and school outreach programs.

Analysis of the study

Survey gender distribution implies gender identity. Most participants are men (44.1%) and women (55.9%). High female response shows CSR project support, and most home goods customers are women who emphasise ethics, sustainability, and social responsibility. CSR affects brand opinion across genders; however, the smaller proportion of male participants may indicate that female customers are more involved in ethical and social problem surveys and CSR efforts.

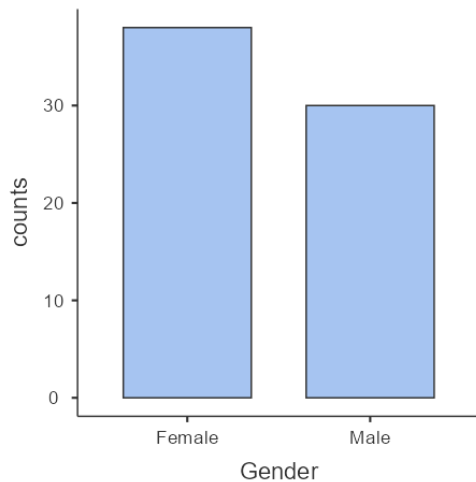


Fig 1: Gender count

45.6% (i.e. 31) of the survey respondents were 18-28, about 30.9% (i.e. 21) were 28-38. Only 23.5% (i.e. 16) were 38+, indicating a smaller senior population. This study's attitudes and beliefs may have reflected early or peak working years since the sample was predominantly younger and middle-aged. How multinational corporations like Unilever's CSR efforts were seen across age groups was explained by the 18-28 and 28-38 age group's purchasing power and household decision-making power. Age affected CSR program success across age groups.

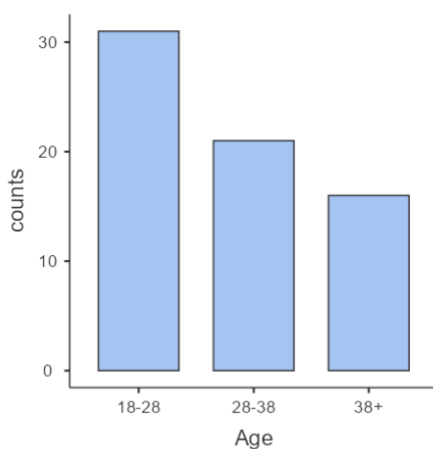


Fig 2: Age Count

The survey had 68 responses to this question, where 1.5% of females and 7.4% of males are very highly influenced by Environmental Initiatives of HUL towards there CSR initiatives. Many said these initiatives boosted the company's image. Customer's perception about the brand was affected by the initiatives. Additionally, 1.5% each of males and females were indifferent, confirming no influence. Whereas, 29.4% (i.e. 20) females and 14.7% (i.e. 10) males were reported as having high influence about the Environmental Initiatives of HUL's CSR.

Table 1: Frequencies of Env Initiatives

Env Initiatives	Gender	Counts	% of Total	Cumulative %
1	Female	1	1.5%	1.5%
	Male	5	7.4%	8.8%
2	Female	20	29.4%	38.2%
	Male	10	14.7%	52.9%
3	Female	9	13.2%	66.2%
	Male	11	16.2%	82.4%
4	Female	7	10.3%	92.6%
	Male	3	4.4%	97.1%
5	Female	1	1.5%	98.5%
	Male	1	1.5%	100.0%

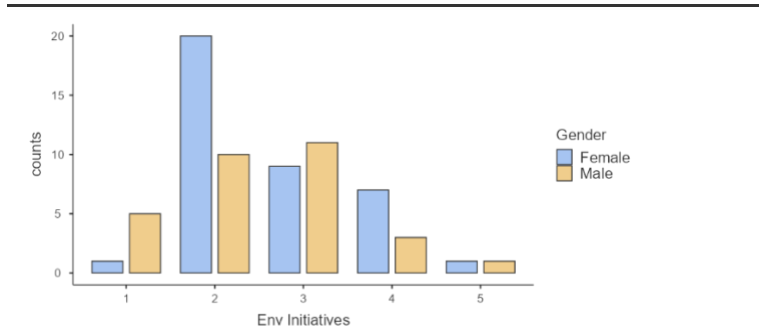


Fig 3: Env Initiatives Counts

The survey had 68 responses to this question, where 2.9% of females and 7.4% of males are very highly influenced by Social Initiatives of HUL towards there CSR initiatives. Many said these initiatives boosted the company's image. Customer's perception about the brand was affected by the initiatives. Additionally, 7.5% of females were indifferent, confirming no influence on them. Whereas, 27.9% (i.e. 19) females and 23.5% (i.e. 16) males were reported as having high influence about the Environmental Initiatives of HUL's CSR.

Table 2: Frequencies of Social Initiatives

Social Initiatives	Gender	Counts	% of Total	Cumulative %
1	Female	2	2.9%	2.9%
	Male	5	7.4%	10.3%
2	Female	19	27.9%	38.2%
	Male	16	23.5%	61.8%
3	Female	9	13.2%	75.0%
	Male	8	11.8%	86.8%
4	Female	3	4.4%	91.2%
	Male	1	1.5%	92.6%
5	Female	5	7.4%	100.0%
	Male	0	0.0%	100.0%

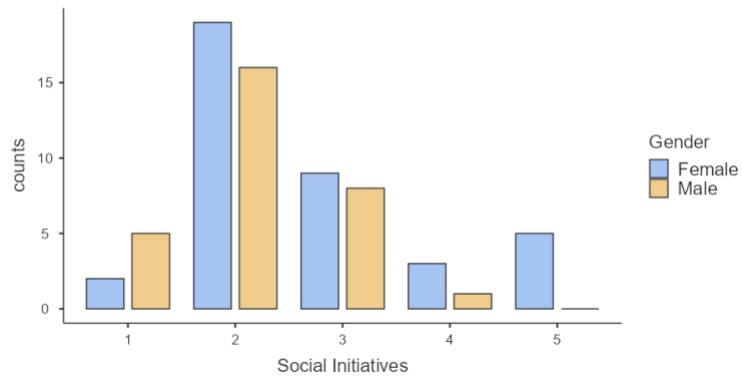


Fig 4: Social Initiative Counts

The survey had 68 responses to this question, where 20.6% of females and 11.8% of males are very highly influenced by the Perception of the Brand. Customer's perception about the brand was affected by the initiatives. Additionally, 4.4% of females and 1.5% of males were indifferent, confirming no influence on them of the brand.

Table 3: Frequencies of Perceiving a brand

Perceiving a brand	Gender	Counts	% of Total	Cumulative %
1	Female	14	20.6%	20.6%
	Male	8	11.8%	32.4%
2	Female	10	14.7%	47.1%
	Male	11	16.2%	63.2%
3	Female	9	13.2%	76.5%
	Male	9	13.2%	89.7%
4	Female	2	2.9%	92.6%
	Male	1	1.5%	94.1%
5	Female	3	4.4%	98.5%
	Male	1	1.5%	100.0%

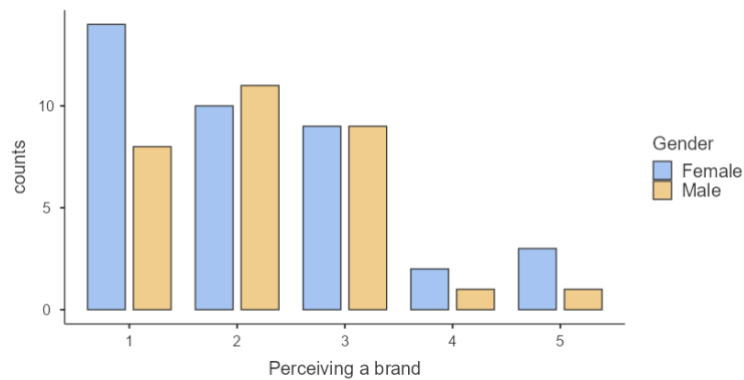


Fig 5: Perceiving of the brand

The survey had 68 responses to this question, where 14.7% of females and 11.8% of males are very highly influenced by the Perception of the Brand. Customer's perception about the brand was affected by the initiatives. Additionally, 1.5% each of females and males were indifferent, confirming no influence on them of the brand.

Table 4: Frequencies of Brand Reputation

Brand Reputation	Gender	Counts	% of Total	Cumulative %
1	Female	10	14.7%	14.7%
	Male	8	11.8%	26.5%
2	Female	18	26.5%	52.9%
	Male	13	19.1%	72.1%
3	Female	6	8.8%	80.9%
	Male	6	8.8%	89.7%
4	Female	3	4.4%	94.1%
	Male	2	2.9%	97.1%
5	Female	1	1.5%	98.5%
	Male	1	1.5%	100.0%

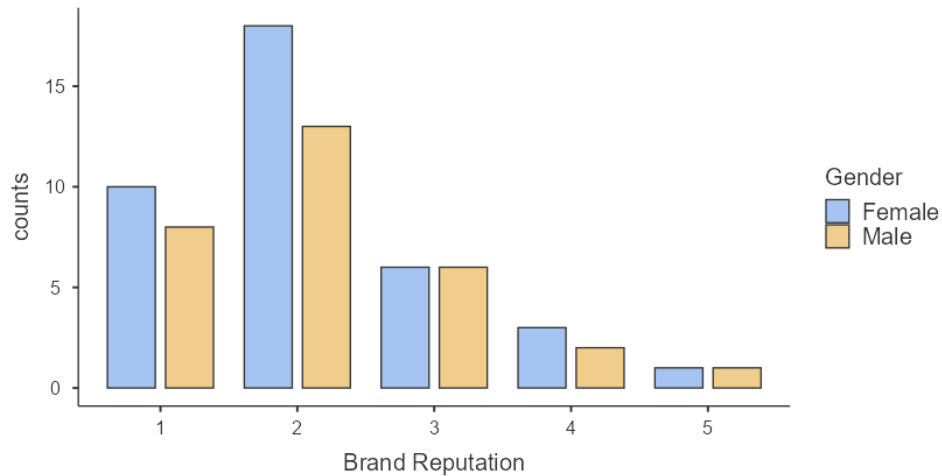


Fig 6: Brand Reputation

The survey had 68 responses to this question, where 7.4% of females and 11.8% of males are very highly influenced by the Perception of the Brand. Customer's perception about the brand was affected by the initiatives. Additionally, 5.9% of females and 1.5% of males were indifferent, confirming no influence on them of the brand.

Table 5: Frequencies of Price & affordability

Price & affordability	Gender	Counts	% of Total	Cumulative %
1	Female	5	7.4%	7.4%
	Male	8	11.8%	19.1%
2	Female	10	14.7%	33.8%
	Male	9	13.2%	47.1%
3	Female	13	19.1%	66.2%
	Male	9	13.2%	79.4%
4	Female	6	8.8%	88.2%
	Male	3	4.4%	92.6%
5	Female	4	5.9%	98.5%

Table 5: Frequencies of Price & affordability

Price & affordability	Gender	Counts	% of Total	Cumulative %
	Male	1	1.5%	100.0%

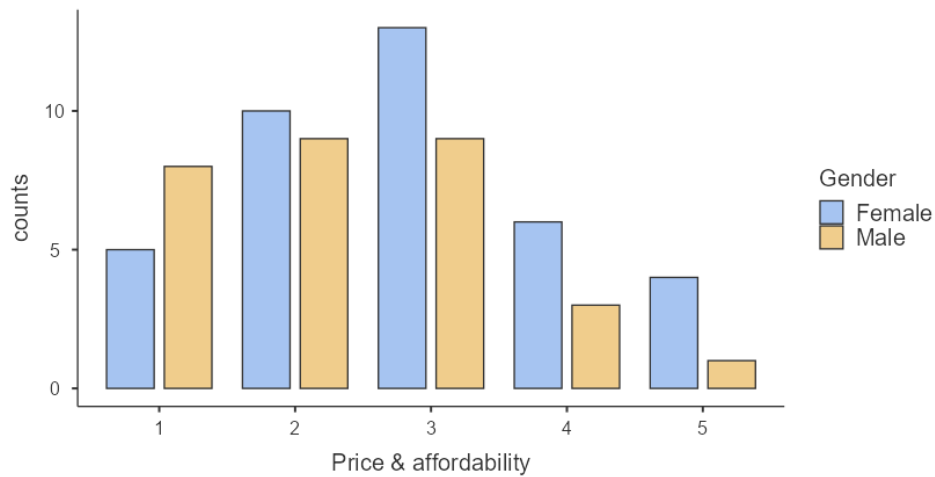


Fig 7: Price & Affordability

The survey had 68 responses to this question, where 14.7% of females and 7.4% of males are very highly influenced by the Perception of the Brand. Customer's perception about the brand was affected by the initiatives. Additionally, 4.4% of females were indifferent, confirming no influence on them of the brand.

Table 6: Frequencies of Quality & effectiveness

Quality & effectiveness	Gender	Counts	% of Total	Cumulative %
1	Female	10	14.7%	14.7%
	Male	5	7.4%	22.1%
2	Female	12	17.6%	39.7%
	Male	17	25.0%	64.7%
3	Female	6	8.8%	73.5%

Table 6: Frequencies of Quality & effectiveness

Quality & effectiveness	Gender	Counts	% of Total	Cumulative %
4	Male	7	10.3%	83.8%
	Female	7	10.3%	94.1%
5	Male	1	1.5%	95.6%
	Female	3	4.4%	100.0%
	Male	0	0.0%	100.0%

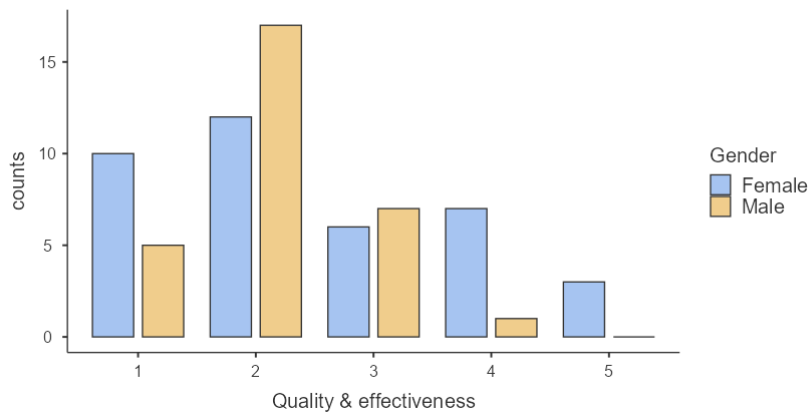


Fig 8: Quality & Effectiveness

HYPOTHESIS TESTING

To test if the awareness of Environmental and Social Initiatives done as CSR have significant impact on the brand image of HUL products.

- H_0 (Null Hypothesis): Awareness of Environmental and Social Initiatives done as CSR have no significant impact on the brand image of HUL products.
- H_1 (Alternate Hypothesis): Awareness of Environmental and Social Initiatives done as CSR does have a significant impact on the brand image of HUL products.

To test the Hypothesis made we will be using Regression considering Brand Image as an Independent Variable, Environmental and Social Initiatives as dependent variables.

y = Brand Image

x_1 = Awareness of Environmental Initiatives (CSR)

x_2 = Awareness of Social Initiatives (CSR)

$$\text{Equation: } y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + u_0$$

where, β_0 = intercept

u_0 = error term

Brand Image = $\beta_0 + \beta_1$ (Awareness of Environmental Initiatives) + β_2 (Awareness of Social Initiatives) + u_0

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.52108001							
R Square	0.271524377							
Adjusted R Square	0.249109742							
Standard Error	0.863490722							
Observations	68							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	2	18.06435707	9.032178533	12.11370973	3.37667E-05			
Residual	65	48.4650547	0.745616226					
Total	67	66.52941176						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.599472341	0.331399397	1.808911984	0.075089629	-0.062377958	1.261322641	-0.062377958	1.261322641
X Variable 1	0.361001585	0.13000366	2.776857098	0.007163604	0.101366348	0.620636822	0.101366348	0.620636822
X Variable 2	0.246743206	0.121716488	2.027196227	0.046747135	0.003658593	0.489827819	0.003658593	0.489827819

Fig 9: Regression Summary

Substituting the above values in our equation:

$$\text{Brand Image} = 0.5995 + (0.3610 \times \text{Environmental Awareness}) + (0.2467 \times \text{Social Awareness})$$

t-value for X variable1: 2.776857098

t-value for Y variable2: 2.027196227

p-value for X variable1: 0.007163604

p-value for X variable2: 0.046747135

Interpretation of the Regression:

- Both CSR components (Environmental + Social) have statistically significant positive coefficients, meaning:
 - As awareness increases, brand image scores go up.
- Since their **p-values < 0.05**, we reject the **null hypothesis (H_0) for individual predictors** too.

Hence, we Reject the null hypothesis

CSR Awareness (both environmental & social) **does significantly influence** brand image of HUL products.

The regression analysis indicates that consumer awareness regarding HUL's CSR initiatives (both environmental and social) has a **statistically significant and positive impact** on the brand image. The model explains 27% of the variation in brand image ($R^2 = 0.27$), and both predictors are significant at the 5% level. This supports the idea that CSR communication contributes positively to brand perception.

KEY FINDINGS

This research indicates that HUL's CSR initiatives substantially impact its brand image and its consumers' brand perceptions and behaviours. Corporate Social Responsibility (CSR) impacts consumer opinion. Brand image, purchasing patterns, and long-term corporate relationships are affected by CSR.

Due to its CSR, 57.3% would recommend Unilever, 32.4% highly as well. Customers refer friends and relatives to the firm, improving its image. Of the respondents, 53% value CSR and in a competitive market where buyers seek environmental initiatives done by the good as an effective factor hence, according to them CSR is crucial for brand image. Unilever leads corporate ethics and sustainability in a similar-quality and cost market due to its CSR activities. However, 17.7% of the respondents were indifferent, showing that although many customers acknowledge the advantages of Corporate Social Responsibility (CSR), they are not influenced by the environmental initiatives done by HUL.

Unilever may demonstrate its CSR initiatives' advantages and uniqueness to this unbiased committee. The survey distorts the consumers' of HUL products and there CSR views. Many remarks are encouraging, yet others are sceptical. Unilever must be more open about its CSR efforts, particularly long-term social and environmental implications, to maintain customer confidence. Unilever must update customers on sustainability and long-term aims.

Out of the responders, 47.1% are highly influenced by the Price & Affordability of HUL products while, 20.6% of the responders are not influenced by the Price & Affordability of the product which shows their loyalty and trust towards the brand. Since, the percentage of the responders being affected by the Price & Affordability is higher HUL must work upon the issue to gain new customers.

We interpreted that out of all the 68 respondents, 64.7% are highly influenced by the Quality & Effectiveness of the HUL products. Whereas, only 16.2% show no influence in accordance to Quality & Effectiveness of HUL products. HUL must continue working on the Quality & Effectiveness of their products to increase the percentage of influenced customers.

CONCLUSION

This research reveals that HUL's CSR actions significantly affect consumers' brand opinions and the image of the brand. According to study, CSR affects consumer views by age and gender. Consumers' social and environmental business expectations must meet HUL's CSR. 57.3% stated HUL's CSR is market-leading in sustainability and social responsibility. Positive feedback shows how CSR surpasses customer expectations in socially conscious society.

Demographics show CSR customer feedback where ethics-conscious 18–28-year-old shopped sustainably. Elders studied CSR's long-term social and environmental impacts. Women gave more to CSR (i.e. 60%) than men, displaying ethics and social concern. The research emphasises upon CSR authenticity. Nowadays, customer's demand sustainable, verifiable, and transparent HUL CSR results due to their high environmental and ethical standards. This research shows CSR impacts upon consumer behaviour. Practical and ethical factors influence consumer decisions, and two-thirds indicated Unilever's CSR affected their purchases. Corporate Social Responsibility (CSR) creates brand trust. Without CSR, companies risk losing confidence and market share. Many consumers believe Unilever's CSR improves long-term sustainability, while some disagree. Consumers like HUL's social and environmental endeavours. Unilever's CSR must improve via honest communication, targeted engagement, and ethical and culturally appropriate results for consumers. By eliminating these gaps and creating consumer trust and loyalty, HUL may thrive in social responsibility

IMPLICATIONS

The findings of the study will help HUL to redefine their CSR strategies in alignment with consumer values and preferences. The study will provide valuable insights to other industries seeking to leverage CSR as a tool for building their brand image. It will provide guidance to companies expanding into new markets to understand the role and significance of CSR in attracting consumers and building brand loyalty. The study also might encourage various industries to adopt and invest in meaningful CSR activities or to improve their CSR activities as it is proven to induce consumer purchase behaviour thus benefiting society at large. The research study also contributes to the growth of environmental and social business practices thus committing to a more socially and environmentally responsible economy.

References

- 1) THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES ON BRAND IMAGE: A STUDY OF CONSUMER'S PERCEPTIONS OF UNILEVER (based on FINLAND):
https://www.theseus.fi/bitstream/handle/10024/873387/Amin_MdRuhul.pdf?sequence=2
- 2) IMPACT OF CSR ON CONSUMER BEHAVIOR AND BRAND LOYALTY IN PALGHAR: A STUDY OF HUL AND P&G'S CSR INITIATIVES IN CONTEXT OF VIKSIT BHARAT:
<https://papers.ssrn.com/sol3/Delivery.cfm?abstractid=5093395>
- 3) HUL's CSR activities listed in detail with evidences:
<https://www.hul.co.in/investors/corporate-governance/policies/corporate-social-responsibility-policy/>
- 4) HUL's Homepage: <https://www.hul.co.in/>
- 5) McWilliams, A. Siegal, D. :
https://www.researchgate.net/publication/234074936_Corporate_Social_Responsibility_A_Theory_of_the_Firm_Perspective
- 6) Khan A (2017) :
https://www.researchgate.net/publication/315930902_The_impact_of_corporate_social_responsibility_on_brand_loyalty
- 7) Ken Black E-book provided in class([LINK](#))
- 8) Business Research Methodology: C.R. Kothari([LINK](#))
- 9) Questionnaire([LINK](#))
- 10) Carroll and Shabana (2010):-
https://www.researchgate.net/publication/228118692_The_Business_Case_for_Corporate_Social_Responsibility_A_Review_of_Concepts_Research_and_Practice