

## **A Study on Impact of CSR Activities on Factors that Contribute in Influencing Company's Brand Equity**

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### **ABSTRACT**

*This paper describes the factors that contribute to the impact of corporate social responsibility (CSR) activities on a company's Brand Equity. CSR activities have now become one of the major approaches for companies to build corporate reputation, brand image, brand awareness which results in the development of brand performance. In recent times, major companies have started the use of green marketing as a tool in their branding strategies. The study shows various factors that together in a synchronized way result in influencing brand equity and how companies can use these approaches to build influence in the market.*

**KEYWORDS:** Corporate social responsibility, Brand equity, Corporate reputation, Consumer perception, Green marketing, Brand awareness.

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