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# Impact of Corporate Social Responsibility on Consumer Preference towards Eco-Friendly Products

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**Abstract--** Corporate Social Responsibility (CSR) has become an essential component of modern business practices as organizations increasingly recognize their responsibility toward society and the environment. Consumers today are more conscious of environmental issues and prefer products that contribute to sustainable development. Eco-friendly products are designed to minimize environmental damage through sustainable production, responsible resource utilization, and environmentally safe disposal practices. This study examines the impact of Corporate Social Responsibility on consumer preference towards eco-friendly products. Primary data were collected from 100 respondents using a structured questionnaire. The study employs percentage analysis, Garrett Ranking Technique, Likert Scale Analysis, and Chi-square Test to analyze consumer perceptions regarding CSR initiatives and eco-friendly products. The findings indicate that environmental conservation initiatives, sustainable packaging practices, ethical sourcing, and community welfare activities significantly influence consumer preference. The study concludes that effective CSR initiatives enhance consumer trust, strengthen brand image, and positively affect purchasing behaviour towards eco-friendly products.

**Keywords--** Corporate Social Responsibility, Eco-Friendly Products, Consumer Preference, Sustainability, Green Marketing, Consumer Behaviour, Environmental Responsibility, Sustainable Consumption, etc.,

## I. INTRODUCTION

Corporate Social Responsibility (CSR) has gained considerable importance in recent years as businesses are expected to contribute not only to economic growth but also to social and environmental well-being. Organizations are increasingly adopting CSR initiatives such as environmental conservation programs, sustainable production practices, ethical sourcing, waste management, and community development activities. These initiatives help companies build a positive image and strengthen relationships with stakeholders.

The growing concern for environmental sustainability has significantly influenced consumer purchasing behaviour. Consumers are becoming more aware of the environmental consequences of their consumption patterns and are actively seeking products that are environmentally friendly.

Eco-friendly products are manufactured using sustainable materials, environmentally safe production methods, and recyclable packaging. These products aim to reduce environmental degradation while promoting sustainable consumption.

CSR initiatives play a crucial role in shaping consumer perceptions and influencing purchasing decisions. Consumers often prefer brands that demonstrate a commitment to environmental protection and social responsibility. Through CSR activities, companies can enhance consumer trust, improve brand reputation, and encourage the adoption of eco-friendly products. Therefore, understanding the impact of CSR on consumer preference towards eco-friendly products is essential for organizations seeking sustainable competitive advantage.

## II. STATEMENT OF THE PROBLEM

Environmental concerns have increased consumer demand for eco-friendly products. Many companies undertake CSR activities to demonstrate their commitment to environmental protection and sustainable development. However, it is not clearly understood how these CSR initiatives influence consumer preference and purchasing decisions regarding eco-friendly products. Therefore, this study aims to examine the impact of Corporate Social Responsibility on consumer preference towards eco-friendly products.

## III. NEED FOR THE STUDY

- Environmental sustainability has become a major concern among consumers.
- Companies increasingly use CSR initiatives to improve their brand image.
- Consumer preference for eco-friendly products is growing rapidly.
- Understanding the influence of CSR helps organizations develop effective marketing strategies.
- The study provides insights into factors that encourage sustainable consumption.
- The findings can help businesses strengthen consumer trust and loyalty.

- The study contributes to promoting environmental responsibility and sustainable development.

#### IV. REVIEW OF LITERATURE

**Laheri (2026)** examined the role of environmental consciousness in shaping green purchase behaviour. The study found that consumers with higher environmental awareness are more likely to prefer eco-friendly products. It also highlighted that CSR-driven marketing activities significantly improve consumer trust and strengthen purchase intention towards sustainable products.

**Sierra-Fontalvo, Berni & Borgianni (2026)** conducted a systematic literature review on sustainability cues in product design. The study revealed that eco-friendly product design features strongly influence consumer perception and decision-making. It emphasized that CSR-linked sustainable design practices improve product acceptance and encourage environmentally responsible consumption behaviour.

**Nishitani et al. (2026)** studied marketing effectiveness of eco-friendly products and found a significant gap between consumer intention and actual purchase behaviour. The study suggests that CSR communication and sustainability messaging play a key role in converting green intentions into real buying behaviour.

**Eyasu and Negash (2026)** in their systematic review on green marketing reported that CSR, eco-labels, and sustainability messaging significantly influence consumer responses. The study concluded that consumers are increasingly responsive to brands that actively promote environmental responsibility and ethical production practices.

**Eco-Amazon Study (2026)** introduced sustainable recommender systems and found that integrating environmental data such as carbon footprint into product recommendations encourages greener consumer choices. The study highlights the role of CSR-supported digital systems in promoting eco-friendly consumption behaviour.

**Gahlawat et al. (2025)** conducted a bibliometric analysis on CSR and sustainable consumption. The study revealed that CSR initiatives, eco-friendly branding, and environmental awareness significantly influence consumer buying behaviour. It also found that consumers are willing to pay a premium for sustainable products, although price sensitivity remains a barrier.

#### *Objectives of the Study*

- To identify the CSR activities influencing consumer preference towards eco-friendly products.

- To examine the impact of CSR on consumer preference towards eco-friendly products.

#### V. RESEARCH METHODOLOGY

The study adopts a descriptive research design. Primary data were collected from 100 consumers using a structured questionnaire. Convenience sampling technique was used for selecting respondents. The questionnaire consisted of demographic details and statements relating to CSR initiatives and consumer preference towards eco-friendly products. The collected data were analyzed using:

- Percentage Analysis
- Garrett Ranking Technique
- Likert Scale Analysis
- Chi-square Test

#### *Limitations of the Study*

- The study is limited to 100 respondents.
- Convenience sampling may result in respondent bias.
- The study is confined to a specific geographical area.
- Consumer opinions may change over time.

#### VI. ANALYSIS AND INTERPRETATION

**Table 1**  
**Demographic Profile of Respondents**

Particulars	Category	No. of Respondents	Percentage
Gender	Male	46	46
	Female	54	54
Age	Below 20 years	14	14
	21–30 years	40	40
	31–40 years	28	28
	Above 40 years	18	18
Education	School Level	12	12
	Undergraduate	42	42
	Postgraduate	34	34
	Others	12	12
Occupation	Student	26	26
	Private Employee	36	36
	Government Employee	16	16
	Business	14	14
	Others	8	8

The demographic analysis shows that female respondents account for 54% while male respondents represent 46%, indicating a slightly higher participation of female consumers in eco-friendly product usage and CSR-influenced purchasing behaviour.

In terms of age distribution, 40% of respondents belong to the 21–30 years group, followed by 28% in the 31–40 years group, 18% above 40 years, and 14% below 20 years. This indicates that young adults are the dominant consumers of eco-friendly products.

Regarding educational qualification, 42% are undergraduates, 34% are postgraduates, 12% are school-level educated, and 12% belong to other categories. This shows that higher education is associated with greater awareness of eco-friendly products.

In occupation, 36% are private employees, 26% are students, 16% are government employees, 14% are business persons, and 8% fall under other categories. This indicates that working professionals and students are more inclined towards eco-friendly consumption. Overall, the demographic profile suggests that educated, young, and working individuals form the major group of consumers influenced by CSR activities.

**Table 2**  
**CSR Activities Influencing Consumer Preference towards Eco-Friendly Products**  
**Garrett Ranking Technique**

CSR Activities	Mean Garrett Score	Rank
Environmental conservation initiatives	65.25	I
Sustainable packaging practices	61.80	II
Ethical sourcing of raw materials	57.40	III
Community welfare programs	53.60	IV
Employee welfare initiatives	49.25	V

The Garrett ranking results show that environmental conservation initiatives rank first with a mean score of 65.25, indicating the highest influence on consumer preference towards eco-friendly products. Sustainable packaging practices rank second with a mean score of 61.80, showing strong consumer concern for recyclable and environmentally safe packaging.

Ethical sourcing of raw materials ranks third with a mean score of 57.40, indicating that consumers value transparency and responsible production processes. Community welfare programs rank fourth with a mean score of 53.60, showing moderate influence on consumer preference. Employee welfare initiatives rank fifth with a mean score of 49.25, indicating comparatively lower influence on purchasing decisions. Overall, environmental CSR activities have the strongest impact compared to social and internal CSR practices.

**Table 3**  
**Impact of CSR on Consumer Preference Towards Eco-Friendly Products Likert Scale Analysis**

Statement	Mean Score	Interpretation
CSR activities increase trust in a brand	4.36	High Impact
Environmental initiatives influence purchase decisions	4.28	High Impact
Sustainable packaging encourages product purchase	4.17	High Impact
Community welfare programs affect preference	3.92	Moderate Impact
Employee welfare practices influence buying decisions	3.81	Moderate Impact

The Likert scale results show strong influence of CSR on consumer preference towards eco-friendly products. CSR activities increase trust in a brand with a mean score of 4.36, showing the highest level of impact. Environmental initiatives influence purchase decisions with a mean score of 4.28, indicating strong importance of sustainability in consumer behaviour. Sustainable packaging encourages purchase with a mean score of 4.17, reflecting consumer preference for eco-friendly packaging. Community welfare programs show a moderate impact with a mean score of 3.92. Employee welfare practices also show moderate influence with a mean score of 3.81. Overall, CSR strongly influences consumer trust and environmental responsibility plays a key role in purchase decisions.

**Table 4**  
**Association Between Demographic Variables and Consumer Preference Towards Eco-Friendly Products**

Demographic Variable	Chi-square Value	P-value	Interpretation
Gender	1.254	0.534	Not Significant
Age	4.682	0.586	Not Significant
Education	5.371	0.497	Not Significant
Income	6.124	0.409	Not Significant

The Chi-square test results show no significant association between demographic variables and consumer preference towards eco-friendly products. Gender shows a chi-square value of 1.254 with a p-value of 0.534, which is not significant. Age shows a chi-square value of 4.682 with a p-value of 0.586, also not significant. Education shows a chi-square value of 5.371 with a p-value of 0.497, indicating no significant relationship. Income shows a chi-square value of 6.124 with a p-value of 0.409, which is also not significant. Since all p-values are above 0.05, it confirms that demographic factors do not significantly influence consumer preference. Overall, CSR influence is consistent across all demographic groups, and consumer preference is mainly driven by environmental awareness and perception rather than personal characteristics.

#### VII. SUGGESTIONS

- Companies should increase investments in environmental conservation programs.
- Organizations should adopt sustainable packaging materials to reduce environmental impact.
- CSR activities should be communicated effectively through advertisements and social media platforms.
- Businesses should improve transparency regarding environmental and social initiatives.
- Ethical sourcing practices should be strengthened to enhance consumer trust.
- Community welfare programs should be expanded to improve corporate image.
- Companies should regularly educate consumers about the environmental benefits of eco-friendly products.

#### VIII. CONCLUSION

The study concludes that Corporate Social Responsibility has a significant influence on consumer preference towards eco-friendly products. Consumers increasingly prefer brands that demonstrate commitment to environmental protection, sustainable packaging, ethical sourcing, and community welfare. CSR initiatives help organizations build trust, improve brand reputation, and encourage sustainable purchasing behaviour. The findings indicate that environmental conservation activities and sustainable packaging are the most influential factors affecting consumer preference. Therefore, organizations should integrate CSR into their core business strategies to promote eco-friendly products, enhance consumer satisfaction, and contribute to sustainable development.

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