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**Examining the effect of Corporate Social Responsibility Associations on Consumer Brand
Attitude; A case of Pakistan**



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Abstract

This research discusses the Impact of corporate social responsibility associations on consumer's brand attitude along with brand awareness, and customer satisfaction. The major emphasis of conducting this research was to know how corporate social responsibility associations are developing its influence on consumer brand attitude, its awareness and satisfaction. This research includes three dependent variables and one independent variable. CSR Associations are the main stream of creating value and building consumer trust in the industrial sector of Pakistan. Perhaps, the consumers nowadays scrutinize the market and have very intense sightedness with respect to ethical, environmental and legal impacts on our society.

The aim of this study is to identify the effect of CSR Associations on brand attitude of the consumers, given that the concept is receiving increasing attention from marketing academia and practitioners. The scope of the study consists of consumers of Pakistan who is intentionally associated with those brands, firms or organizations which are actually involved in CSR activities. The data was collected through the regime of a questionnaire survey. The sample of the respective research was 250 and the total number of responses was 281. The data was inspected through SPSS 22 version software through which we analyze chronbach's Alpha, reliability test, regression analysis, and correlation of variables.

The results of the study showed that CSR Associations had very important role in consumer brand attitude and major factor for the awareness and satisfaction of the customers. The firms which are practicing the CSR initiatives have positive influence on the consumer behavior and their attitude. Recommendations are given at the end of research be constituted of the findings. There are some restrictions effected including lack of time duration and other resources. The study could be ameliorating if we include more variables for inspecting the effect of CSR Associations.

Keywords: Corporate Social Responsibility Associations, Consumer Brand Attitude, Brand Awareness, Consumer Satisfaction

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