

Call For Participants



Corporate social responsibility
and consumer behaviour

5 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

Brunel University

This project will investigate if corporate social responsibility has a positive effect on purchase intentions, satisfaction and customer loyalty. The research will determine whether people take CSR into consideration when purchasing a product, and if they will feel more satisfied knowing they have purchased from an ethical company, and if customers are more loyal to a company that is ethical than unethical.

Find out more online

Poster printed on 05/05/2024 Study expires on 24/02/2018

More info

by scanning the QR code
or visiting the URL

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