

## **Analyzing the Impact of Unilever's Corporate Social Responsibility (CSR) Strategies on Consumer Attitudes and Loyalty in International Markets: A Focus on Sustainable Marketing Practices**

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**Abstract :** Due to its well-documented commitment to sustainability across diverse global markets, Unilever, a multinational consumer goods powerhouse, serves as a compelling case study. The study's goal is to critically examine Unilever's CSR initiatives, assessing their alignment with international standards and the impact on consumer perceptions and loyalty. The study investigates how Unilever's CSR practices resonate with consumers in various regions using a mixed-methods approach that includes surveys and interviews. The conceptual framework considers the role of sustainable marketing practices as a bridge builder in the CSR-consumer relationship. The findings are expected to provide valuable insights for businesses seeking to navigate the complex terrain of global markets while remaining ethical and sustainable. As consumers place a higher value on socially responsible brands, this study examines Unilever's CSR impact on consumer behavior. The abstract captures the essence of the study, providing a sneak peek at the methodology, key objectives, and anticipated contributions to our understanding of CSR's role in shaping consumer attitudes and loyalty in the global marketplace.

**Keywords :** Unilever, consumer loyalty, sustainable marketing practices, consumer loyalties

**Conference Title :** ICIMA 2024 : International Conference on International Marketing and Advertising

**Conference Location :** New York, United States

**Conference Dates :** January 29-30, 2024