

Attitudes towards Corporate Social Responsibility - China - January 2019

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This report looks at the following areas:

- Brands act as facilitators to help consumers support CSR
- Inform consumers in a straightforward way
- CSR can be a key differentiator for start-ups to market themselves

As CSR has increasingly become a routine part of operating a business, consumers have grown accustomed to seeing companies promote social and environmental benefits, and the success of a company is no longer measured purely based on profits. With expectations and standards shifting, it's up to brands to provide products and services that are more guilt-free for conscious consumers. In order to gain support and loyalty, brands have to make it more convenient for consumers to be socially responsible with CSR activities that make them stand out from their competitors.



"Chinese consumers have high CSR awareness. They increasingly seek companies that are socially responsible and show interest in a wider range of responsible areas. It is time to integrate CSR into corporate culture and set quantifiable goals to accomplish, as besides, CSR can be utilized as a channel to interact and communicate with consumers."

- Scarlett Zhao, Associate Analyst

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