

## CORPORATE SOCIAL RESPONSIBILITY IN THE ORGANIC FOOD INDUSTRY: PATHWAYS TO SUSTAINABILITY AND CONSUMER TRUST"

**Mohammad Z Alam<sup>1\*</sup>, Abdullah Silawi<sup>2</sup>, Ramzia Albakri<sup>3</sup>, Heba Jamal<sup>4</sup>,  
Kholod Aggad<sup>5</sup>, Zainab Fatima<sup>6</sup>**

<sup>1\*</sup>Department of Marketing, University of Business and Technology (UBT), Jeddah, Saudi Arabia.

<sup>2</sup>Department of Accounting, University of Business and Technology (UBT), Jeddah, Saudi Arabia

<sup>3</sup>Department of Marketing, University of Business and Technology (UBT), Jeddah, Saudi Arabia.

<sup>4</sup>Department of Advertising Management, College of Advertising, University of Business and Technology (UBT), Jeddah, Saudi Arabia.

<sup>5</sup>Department of Marketing, University of Business and Technology (UBT), Jeddah, Saudi Arabia

<sup>6</sup>Women's College, Patna University, Patna, Bihar, India

Corresponding author: Mohammad Zulfeequar Alam (Email: zulfeqarm@ubt.edu.sa)

**Abstract:** Corporate Social Responsibility (CSR) initiatives on consumer preferences in the organic food sector cannot be overlooked. Consumers nowadays are more aware of their purchasing behavior compared to the past; hence, this research aims to investigate whether consumers prefer brands of companies that participate in CSR activities over those that do not. To achieve the research's aims, qualitative approaches were employed to capture rich perspectives. A systematic review was conducted using peer-reviewed articles and academic studies available in leading databases. The research findings indicate that health-oriented consumers tend to prefer brands that engage in genuine CSR activities. Additionally, it suggests that CSR enhances customer brand loyalty, improves product quality, and promotes healthy lifestyles. These initiatives highlight the importance of CSR in influencing customer decisions and trust, as well as in enhancing public health, market competitiveness, and overall social well-being.

**Keywords:** Corporate Social Responsibility, CSR, Sustainability, Consumer Behavior, Consumer Trust, Organic Food Industry

### 1 Introduction

The increasing consumer attention to health and environmental issues has dramatically altered the structure and dynamics of the organic food sector, compelling companies to incorporate Corporate Social Responsibility (CSR) initiatives as a core component of their business strategies. Consumer understanding of health and environmental issues has significantly transformed. Organic food sector procedures need businesses to implement CSR initiatives because it became essential operational elements for the growth of businesses. The market demand for organic food products continues to grow, as consumers increasingly base their purchasing decisions on their commitment to health and sustainability (Kallioupi & Tsourvakas, 2024). Despite this trend, there remains a critical gap in understanding how CSR initiatives influence consumer preferences in the organic food market, particularly in a landscape where ethical consumption is becoming synonymous with brand loyalty and market success.

#### 1.1 Importance of Corporate Social Responsibility (CSR) in the sector

Organic food sector growth has created rising interest in CSR because businesses need to match their operational methods to changing consumer demands for sustainable and ethical practices. People select products that support CSR initiatives because they want to purchase items which align with their values regarding health protection, environmental conservation and social equality (Kallioupi & Tsourvakas, 2024). A research study examines the detailed relationship between CSR initiatives and consumer actions in organic food markets to determine their impact on trust and brand commitment. The research aims to determine which CSR practices

consumers find most appealing while assessing their actual worth to customers, and understanding how they interplay with purchasing decisions. From the existing literature, it is observed that the perception of CSR's prominence in the organic food market, thereby enhancing theoretical frameworks related to responsible consumption and sustainable business practices. As noted, the businesses operating in the organic food sector can leverage these insights to refine their CSR strategies, effectively addressing consumer concerns and enhancing brand prestige.

The study shows that customers who understand ethical sourcing and sustainability will choose brands which support these practices because they want to see their values reflected in their purchases. Visitors tend to choose restaurants that match their values which results in higher customer traffic and brand loyalty. As stated in the study of "According to a National Restaurant Association" the majority of visitors and guest are willing to spend more, with the restaurant caring and using sustainable food/ green food in the restaurant and it supports the financial incentive for sustainable practices (Busch, 2018). Therefore, organic food companies must adopt effective corporate social responsibility initiatives to maintain their competitiveness, increase their market share, and enhance customer confidence. The importance of corporate social responsibility in the organic food sector is not limited to helping shape consumer preferences but also includes guiding corporate strategies to encourage sustainable consumption and promote long-term success. An Integration of CSR into their core regulations, enterprises can place themselves as leaders in sustainability, thereby bridging the gap between consumer values and business operations.

### 1.2 Research objectives and key questions

The study examined how effective CSR strategies can enhance consumer attitudes and subsequently influence their purchasing behaviours toward organic food sectors. The main aim of this investigation is to analyse the correlation between CSR initiatives and consumer preferences and elucidate the underlying motivations driving these preferences among diverse consumers to target. Additional objectives of this research include assessing the relationship between CSR engagement and consumer trust. The most important CSR components that resonate with health-conscious consumers are exploring how these factors collectively contribute to an increased likelihood of purchasing organic products. This has significant academic value; it will provide practical insights for marketers and business leaders who want to align their strategies with consumer expectations and sustainable practices (Alam et al., 2024).

### 1.3 Scope of the paper

Recent studies show that restaurants that work to decrease food waste prove their dedication to CSR, which leads to better business reputation and higher customer and employee loyalty because people now expect sustainable and ethical practices from businesses. Restaurants that work to decrease food waste prove their dedication to CSR. The company will boost its reputation while maintaining customer and staff loyalty through this initiative (Omidvar & Palazzo, 2024). The research indicates how CSR demonstrates brand values to customers while attracting their interest to buy (Liu & Lin, 2020). The studies are advancing theoretical models of consumer behaviour and fostering a widespread shift toward sustainable consumption practices in the food industry.

**Figure 1.1 Structure of the paper**



Source: Author

## 2 Literature overview

Corporate social responsibility (CSR) and consumer behavior have become major area to understand the organic food market (Iqbal et al., 2025). With growing environmental attention and social consciousness, these days, companies are implementing CSR initiatives to improve their brand image and build customer loyalty. The practice matches the values of customers who want brands to demonstrate social trustworthiness. Studies show that consumers develop better brand preferences when they see companies practicing CSR because they choose sustainable brands that maintain transparency (Lee et al., 2019).

### 2.1 CSR Initiatives and Environmental Sustainability in the Organic Food (OF) Sector

Organic food markets serve as an exceptional environment to study CSR because customers in this sector base their purchasing decisions on ethical considerations. Research shows organic consumers select brands that focus on delivering quality products while prioritizing health benefits, environmental sustainability, and social fairness. However, researchers suggest that there is a need for additional investigation into how demographic factors like age, income, and education influence perceptions of CSR. The core element of CSR in this industry revolves around sustainability. Organic farming practices minimize environmental harm by avoiding synthetic substances, while supporting biodiversity and promoting healthy soil conditions (Reganold & Wachter, 2016). Companies that demonstrate authentic CSR commitments will experience improved brand reputation and customer contentment. The demographic data indicate that women choose organic products because they want to ensure food safety, while younger adults between 21 and 30 years old select sustainable food options for their health needs. Young adults between 21 and 30 years old show increasing interest in sustainable food choices as part of their eating habits. The organic nutrition industry provides an excellent environment to analyze how CSR initiatives affect customer conduct and brand reputation. Companies operating in this expanding market need to grasp how CSR programs interact with consumer demographics and market preferences to achieve success.

Organic brands that implement sustainable practices gain customer loyalty because people seek to minimize environmental impact during food production (Nosi et al., 2020; Camilleri et al., 2023). The following areas represent the main contributions of sustainable practices in

organic brands: Sustainable Production: Soil preservation occurs through crop rotation practices combined with natural pest management methods, which decrease farmers' dependence on synthetic agricultural products (Nosi et al., 2020). Organic farming reduce energy usage and environmental emissions through carbon sequestration techniques. The organic certification prevents genetically modified organisms from entering the market to defend biodiversity (Schertz et al., 2023).

## 2.2 Consumer Trust and Transparency: The Role of CSR in the Organic Food Sector

Organic food brands gain consumer trust through CSR industries, which play a crucial role in the market. Companies that practice socially responsible actions meet their ethical duties, which leads to higher consumer trust and influences purchasing choices (Kallioupi & Tsourvakas, 2024). CSR initiatives and practices enable brands to raise their prices because consumers choose to back businesses that show social accountability (Igarová et al., 2023). The integration of fair trade practices with price disclosure and support for local farmers builds stronger brand trust with consumers (Hengboriboon et al., 2022).

Consumer trust grows when companies dedicate themselves to protecting their workers and treating animals with respect. The development of consumer trust depends on companies providing complete information about their products through clear labels and credentials and open communication. The research shows that customer willingness to spend additional amounts on products that have organic food certification. It is suggested that the company should include clear labels that display important product information to help consumers buy with confidence a branded product (Vayabari et al., 2023). The implementation of transparent CSR initiatives leads to higher customer loyalty rates. The implementation of these practices leads to increased trust among consumers who demonstrate a stronger interest in purchasing products made through ethical production methods (Igarová et al., 2023). The implementation of CSR strategies supports community development and employee well-being and environmental sustainability, leading to better brand reputation and market segmentation (Stanco & Lerro, 2020). The organic sector requires CSR as a fundamental business tool for competitive advantage.

## 2.3 CSR and Regulatory Compliance: Adhering to Standards in the Organic Food Industry

Organic production, particularly in the United States, requires USDA standards, detailed record keeping and traceability, anti-pesticide provisions, hereditary anti-pesticide provisions, and specific agricultural practices and membership to ensure product quality and consumer loyalty (Martin, 2022). Certification for organic producers involves rigorous inspections, though the EU allows low-risk farms to be inspected every 24 months. CSR is very closely linked to compliance with legal requirements in organic food. While navigating complex regulations, actors must meet consumer expectations. Legal compliance strengthens commitment to ethical practices and protects against risks. It is to be noted that there are certain challenges faced by organic producers, including high certification costs, complex regulations, resource constraints, and supply chain transparency. Best practices for compliance include implementing strong systems, maintaining detailed records, and training staff regarding standards and practices. By adopting these practices, organic food businesses can enhance their CSR initiatives and increase consumer trust (Jaegler & Goessling, 2020).

## 2.4 Technological Innovations in CSR: Advancing Sustainability in the Organic Food Sector

The adoption of advanced techniques in the CSR sector has significantly increased and influenced quality and stakeholder engagement (Wolfert & Isakhanyan, 2022). It is clear that

technological innovation is now playing a significant role in the advancement of CSR in the organic food sector (Pretty et al., 2020). Irrigation techniques further exemplify progress, such as real-time monitoring and automated controls, that conserve water without compromising plant health and environmental damage. Inventions in logistics and allocation powered by predictive analytics and smart routing address the perennial challenge of food waste and inefficiencies in the organic food supply industry (Kamilaris et al., 2019). Furthermore, the use of blockchain technology not only guarantees traceability and authenticity of by-products with transparent and immutable records, but also brings about a significant change. but also bolsters stakeholder belief. Blockchain's capability to prove ethical sourcing and fair trade helps provide fair compensation for organic farmers, thereby sustaining the social dimension of CSR and ensuring the ethical and sustainability claims. In regard to CSR, contemporary data analytics platforms place a strong emphasis on the critical assessment of social and environmental repercussions. Stakeholder interaction is made easier by online tools, which also help CSR programs match customer expectations and build loyalty (Rimmel, 2020). At the same time, interactive systems increase transparency by making CSR progress easily comprehensible to a larger audience, while automated solutions promote accountability and compliance. Technology influences how sustainability and responsibility are seen and used, especially in the organic food sector. It is both a catalyst and a facilitator of change. The strategic application of these technologies is essential as digital transformation progresses in order to foster strong stakeholder connections, increase transparency in the production and distribution of organic food, and further long-term sustainability goals.

## 2.5 Ethical Business Practices and CSR in the Organic Food Industry

Organic food techniques have confirmed ethical standards as essential elements for their production systems and supply chain operations since the last thirty years. Businesses must implement robust CSR initiatives because customers seek transparent sourcing information, which creates a competitive advantage (Boccia & Covino, 2022). Research from the early 2000s showed that consumers started choosing businesses that operated with ethical standards (Kallioupi & Tsourvakas, 2024). The organic food industry encourages sustainable and ethical purchasing choices (Igarová et al., 2023). Organic product consumers select brands that support both social and environmental causes (Khalid, 2021).

The organic food industry uses CSR to establish fair trade practices, which ensure farmers receive ethical working conditions and proper payment. Boccia and Covino (2022) found that consumer food choices are influenced by the relationship between CSR and healthier food options.

The way companies practice ethical sourcing directly affects their brand visibility because consumers now connect CSR strategies to their organic product purchasing decisions (Kallioupi & Tsourvakas, 2024). Consumer trust grows when companies demonstrate authentic CSR initiatives, but these efforts become less effective when stakeholders lack understanding of their meaning (Igarová et al., 2023). The expanding market for sustainable solutions threatens brands that do not match these standards because they will lose their customer base. CSR functions have an ethical obligation while serving as a marketing tool for businesses operating in competitive environments.

## 2.6 Impact of CSR on Consumer Preferences in the Organic Food Market

Organic food consumers select their purchases based on CSR initiatives that businesses use to steer their buying behavior. Research shows that consumers select brands for purchase based on their sustainability efforts through CSR initiatives, according to El Melki & Ben Salah



Saidi (2023) and Zaborek & Nowakowska (2024). The way consumers choose organic products depends heavily on ethical sourcing and fair trade practices and eco-labels because they value healthiness and environmental sustainability (Boccia & Covino, 2022). Consumer trust in brands forms through their assessment of CSR initiatives. Companies need to demonstrate authentic CSR dedication because greenwashing practices, which pretend to be environmentally friendly, threaten their ability to win customer trust for organic products (Khalid, 2021; Shen et al., 2023).

The research conducted by Igarová et al. (2023) shows that consumer emotional responses to CSR initiatives directly influence their purchasing choices. CSR notes succeed when their values match different consumer segments because social identity theory shows people choose brands that share their beliefs. Research shows that CSR has a wide impact on consumer choices but scientists need to study which specific agencies affect purchasing decisions for small and medium organic businesses. Research needs to fill existing knowledge gaps by studying how different demographic factors, including age, income level, and educational background, influence CSR perception (Zhao et al., 2024). The organic food market will experience growing dependence on CSR because people are becoming more aware of environmental issues (Zhao et al., 2024).

### **3 Research Methodology**

#### **3.1 Research Design and Approach**

This research study examines the relationships between buyer behavior and CSR initiatives in the organic food industry using a qualitative research approach based on a comprehensive literature analysis. A qualitative research approach grounded in a comprehensive review of literature has been employed. Moreover, this method synthesizes existing scholarship, identifies emerging patterns, and provides deeper insights into the relationship between CSR practices and consumer behavior, especially well-suited for reviewing previous studies, spotting new themes, and assessing how CSR affects customer attitudes and purchase patterns. And this approach has been utilised for a thorough analysis of socio-environmental factors influencing ethical consumption patterns by utilizing secondary data from peer-reviewed sources (Kallioupi & Tsourvakas, 2024).

#### **3.2 Data Collection**

The data for this study were systematically gathered through a structured literature review, drawing on established resources such as Scopus, Web of Science, and Google Scholar-indexed journals. The gathered one has been a carefully selected set of search terms, including "organic food," "CSR," "consumer behavior," "ethical consumption," and "sustainable marketing," which was employed to ensure the review captured a comprehensive range of relevant studies. Clear inclusion criteria were applied, limiting the scope to peer-reviewed articles published in reputable journals, consistent with the standards outlined by Alam and Abunar (2023). Especially emphasis was given on research that examines CSR practices within the organic food sector, especially studies exploring consumer perceptions, decision-making processes, and purchasing behaviors related to organic products. In addition, particular emphasis was placed on studies examining the ways in which CSR initiatives shape consumer preferences. This rigorous selection process ensures that the literature reviewed is not only current but also highly relevant and directly aligned with the core objectives of the study.

#### **3.3 Data Analysis**

Analysis of the study done by researchers with a thorough review of selected literature, in which findings are carefully examined and systematically organized to highlight overarching themes and significant practices, drawing on the work used by Boccia and Covino (2022). The analytical approach in this study is based on thematic content analysis, which provides a structured way to trace recurring patterns, practices, and relationships between CSR activities in the organic food sector and consumer behaviour. In addition to that, the approach of a two-stage process enables the exploration of how CSR practices shape consumer behaviour, ultimately providing a broad understanding of the factors influencing organic purchasing in the marketplace, as suggested by Igarová et al. (2023).

### 3.4 Validity and Reliability

To manage and maintain the proper standards of validity and reliability, the study incorporates a series of rigorous safeguards. Using several academic databases helps to minimize possible selection bias and the selection process, thereby ensuring transparency and reproducibility. In addition, the study contains peer debriefing sessions, wherein interpretations and findings are reviewed in association with fellow experts, thus supporting the objectivity of the study.

### 3.5 Ethical Considerations

This research is based on secondary sources; hence, to maintain ethical integrity, careful and accurate citation of all sources is required, thereby recognizing and respecting the intellectual contributions of the original authors. The findings of previous studies are reported faithfully and without modification, ensuring that the original work is represented with complete accuracy and integrity. At every stage of analysis and interpretation, impartiality is carefully observed to avoid bias or misrepresentation. Overall, the study has been conducted in full alignment with the ethical standards governing the use of secondary data in social science research.

### 3.6 Contribution to Literature and Practice

The objective of this study is to develop a comprehensive understanding of the influence of CSR initiatives within the organic food sector on consumer preferences. The contribution of this research is twofold. At the academic level, it extends existing scholarly debate on the nexus between CSR and consumer behaviour. It's offering an important perspective on how ethical considerations shape market dynamics. At the practical level, the study provides businesses with evidence-based insights to better align their CSR practices with the changing expectations of socially conscious buyers. This study will enable companies to develop marketing strategies that are not only competitive but also sustainable and ethically based. Through a rigorous and systematic examination of the role of corporate social responsibility in consumer decision making, the research highlights the growing importance of ethical consumption as a defining feature of the organic food market.

## 4 Discussion and Analysis

The organic food sector is experiencing a significant shift in consumer attitudes toward ethical issues and CSR. This study presents insights from recent academic studies examining the relationship between CSR, sustainability, and consumer faith and its implications for businesses, organizations, policymakers, and consumers. It's becoming a decisive factor in purchasing decisions. Consumers are no longer guided solely by the organic certification, but are increasingly attentive to the broader social and environmental impact of their purchasing decisions. The evidence suggests a distinct trend: contemporary consumers are increasingly

evaluating a company's CSR practices as a critical component in their decision making, a tendency particularly pronounced within the organic food industry.

#### 4.1 Key Findings

It has been seen that extensive research has increasingly emphasized the major role of CSR in shaping consumer preferences within the organic food sector. Evidence indicates that a significant proportion of consumers deliberately seek out brands that demonstrate authenticity and are consistent with CSR engagement. Moreover, this behavior and habits reflect the cultural shift toward conscious consumer, sustainability, fairness, and social equity, which increasingly define patterns of demand (Kallioupi & Tsourvakas, 2024). The consumers actively engage in their purchasing decisions with perceptions of a company's commitment to environmental stewardship, social welfare, and ethical business practices. Importantly, many are not passive recipients of CSR information, but instead actively investigate a brand's social and environmental information available prior to a purchase decision.

Current research further demonstrates that organic products supported by credible CSR efforts are often interpreted as healthier, safer, and more closely aligned with consumers' own values concerning environmental responsibility and social accountability. CSR initiatives go beyond symbolism by reinforcing consumer trust. Ethical sourcing, responsible supply chains, and environmental care remain key drivers of consumer choice. With health-conscious buyers especially linking corporate responsibility to greater product appeal and quality. Research shows that transparent communication of CSR initiatives enhances consumer awareness, satisfaction, and brand loyalty (Boccia & Covino, 2022). CSR should therefore be seen as a strategic component of corporate positioning rather than a symbolic add-on (Kumar et al., 2023). While consumer recognition of CSR is widespread, their deeper understanding often remains limited, underscoring the need for businesses to move beyond superficial promotion toward accessible and transparent promotions (Igarová et al.2023).

Overall, CSR not only drives consumer satisfaction but also serves as a key and powerful source of competitive advantage in the organic food market. Companies that genuinely integrate ethical and sustainable practices are more likely to have consumer trust, enhance perceptions of product integrity, and secure long-term loyalty (Chen & Jai, 2018). For both researchers and practitioners, these findings reaffirm that CSR is an essential foundation for the sustainable growth of the organic food sector.

#### 4.2 Relationship Between CSR, Sustainability, and Consumer Trust

CSR, sustainability, and consumer trust are deeply interconnected in the organic food sector. Research indicates that CSR significantly influences consumer preferences, brand perceptions, and purchasing decisions, with many consumers prioritizing environmental and ethical values (Sarmiento et al., 2024). Consumers tend to associate genuine CSR with authenticity, integrity, and long-term responsibility (Kallioupi & Tsourvakas, 2024).

**Environmental sustainability:** Environmental sustainability has become a core priority for organic food consumers, significantly influencing their purchasing decisions (Sarmiento et al., 2024). Gen Z, in particular, supports companies that reduce their ecological footprint through sustainable production, energy efficiency, water conservation, and biodiversity protection practices seen as solid proof of accountability and ethics. Such initiatives enhance



product authenticity and long-term brand credibility (Arfini & Bellassen, 2019), positioning sustainability as a defining principle of trust within the organic food sector.

**Social Responsibility and Ethical Considerations:** Ethical considerations are also important to consumers. They value fair trade practices, support for local communities, employee welfare, and animal welfare. Consumers increasingly value ethical production, marketing, and supply chain transparency (Ghali, & Toukabri, 2019). CSR strategy needs to address both the environmental and social dimensions of sustainability. **Health and Food Safety:** Health and food safety are fundamental to the consumer's daily life. Consumers are drawn to CSR initiatives emphasizing natural ingredients and transparent labeling. Moreover, Transparent communication and adherence to rigorous health standards are essential for organic food brands (Rizzo et al., 2024).

**Trust and Transparency:** Trust and transparency are critical for very effective tools of CSR. Consumers value clear communication of CSR practices, third-party certifications, and ingredient traceability. Constructing consumer trust through transparent practices in production sourcing and brand reputation. The CSR initiatives in organic food industries are crucial in building customer trust. Notably, a strong association was established between perceived brand trust and purchasing behavior (Hengboriboon et al., 2022).

**Perceived Quality and Value:** CSR activities influence consumers' perception of product quality and value. Effective CSR strategies improve brand impression and justify premium pricing. Organic food companies enrich their CSR efforts by building stronger connections with consumers and gaining the potential of a competitive advantage in the market. Consumers often associate strong CSR with higher quality and are willing to pay more for socially responsible products (Alam, 2022). This association highlights the significance of CSR in shaping purchasing decisions. Consumers are willing to pay a higher price for products known as ethically produced (Hengboriboon et al., 2022).

#### 4.3 Implications for Businesses, Policymakers, and Consumers

These days organic products are demanded by consumers and favoring the brands that demonstrate genuine ethical commitments, making the alignment of CSR initiatives with consumer expectations. And has vital for achieving a competitive advantage. To remain relevant, businesses must embed CSR into core strategies by adopting sustainable agribusiness practices, investing in renewable energy, improving water efficiency, conserving biodiversity, and ensuring transparent communication through certifications and traceable sourcing (Khalid, 2021).

Policymakers play a vital role by enforcing certification frameworks that integrate CSR, incentivizing sustainable practices, ensuring supply-chain transparency, and raising public awareness on responsible consumption. Consumers, in turn, act as change agents by supporting ethical brands, demanding accountability, making informed choices, and advocating for sustainability policies. Together, these efforts align business strategies, regulations, and consumer activism to strengthen market positioning, build trust, enhance profitability, and promote long-term social and environmental progress, reinforcing CSR as both a competitive driver and a catalyst for ethical change in the organic food sector.

## 5 Conclusions

### 5.1. Key Insights

The study offers essential insights into the close relation between corporate social responsibility (CSR) initiatives and consumer choices in the organic food sector. The findings show that ethical practices strongly influence purchasing behaviour, with consumers increasingly favouring brands that demonstrate proper CSR engagement. CSR not only strengthens brand loyalty but also deepens consumer connections with organic products, leading to higher purchase intentions. The close connection between CSR, sustainability, and consumer trust illustrates that modern consumers are no longer content with organic certification alone. Instead, they examine labels to assess how companies engage with environmental stewardship, ethical supply chains, fair trade practices, and transparent communication. Studies consistently show that CSR initiatives that combine sustainability, social responsibility, and health assurance strengthen brand loyalty, justify premium pricing, and establish long-term credibility. Clarity, above all, remains the critical ingredient, ensuring that corporate commitments are perceived as sincere rather than symbolic. These conclusions reinforce the ethics of conscious consumption and highlight CSR as a key market differentiator for health-conscious consumers with environmental awareness (Kallioupi & Tsourvakas, 2024).

The results further suggest that organic food brands should embed CSR into their core strategies, as consumers who prioritize sustainability and responsibility are more inclined to engage with ethically driven businesses. Moreover, embedding CSR at the heart of corporate strategy enhances competitive advantage, improves consumer loyalty, and increases the demand for organic products. For policymakers, the challenge is to design and execute frameworks that reward sustainable practices and maintain responsibility across supply chains. For consumers, the growing trend toward conscious consumption signals their dynamic role as agents of change, exerting pressure on firms and institutions/organisations to sustain environmental and social responsibility. Ultimately, CSR must be viewed as both a strategic imperative and a moral and ethical obligation. Effective practice cultivates trust, deepens consumer loyalty, and contributes to the broader goals of sustainability, equity, and social justice. Organizations that fail to use CSR initiatives and do not recognize the importance of this fact will lose market leadership. On the other hand, the organizations that adopt CSR activities will succeed and lead the market.

## 5.2. Practical Recommendations for Organic Food Businesses

To strengthen consumer connections, maintain trust, build loyalty, and gain a competitive edge, organic food companies should adopt several strategic measures. First, they must prioritize environmental sustainability by going beyond basic certification to include renewable energy use, carbon reduction, and biodiversity conservation. Additionally, they should move towards composting programs that serve as part of sustainability initiatives. Second, enhancing social responsibility through fair trade, community support, and strong employee and animal welfare standards communicated transparently can reinforce consumer trust (Ghali & Toukari, 2019). Third, companies should highlight health and safety by clearly presenting product benefits to the consumer and securing third-party certifications and credentials.

Trust can be further strengthened through transparency, using traceability systems and detailed sourcing information to ensure authenticity and avoid greenwashing. Clear communication via packaging, social media, and websites, supported by stakeholders' collaboration and regular CSR reviews, to ensure sustained impact. Ultimately, investing in consumer education programs can increase awareness about the benefits of organic products

and responsible practices, enabling consumers to make informed and ethical purchasing decisions.

### 5.3. Future Research Directions

Future research should investigate how demographic factors, such as age, income, and education, influence consumer perceptions of CSR across different markets. More attention is required to understand how growing environmental and health awareness influences these views. Further studies across cultural and geographical contexts could clarify global interpretations of CSR. Examining the role of digital tools, such as mobile apps, fostering sustainable consumption will also be essential to adopt. Such insights can guide brands in refining their strategies, deepening their ethical commitments, and encouraging sustainable consumer choices that foster long-term loyalty and trust among consumers.

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