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Consumer and Organizational Buyer Behavior  
Professor Bohn  
Week 2: CSR

In the American society, individuals are constantly changing their perspective of distinctive marketing. Americans have power within the market, as well as having leverage. Group influences and consumers have a power of choice to the business, because they have the money to make a purchase of a product, which can change how the business operates. When individuals buy a product or service, they tend to view the buyers decision as an extension of the company's beliefs and values. If a company shares values with the consumers, then customers are more likely to make purchases. Buyers want to know what exactly purchases are being made, with their money.

CSR companies will adapt to the needs of group influencers, because in order to make a profit, these businesses, companies, and organizations will need the people. Corporate social responsibility can boost an employee morale and lead to greater productivity in the workplace. In America, social responsibility companies tend to attract employees who are willing to make a difference in the world, while still working hard to maintain a paycheck. In large companies, there is a strength in numbers, employees can achieve substantial results, and lastly increase in productivity. Social responsibility develops positive brand acknowledgment, increment client dedication, and pull in top-level workers. These components among the keys to accomplishing expanded productivity and long haul monetary achievement.