

Impact of Corporate Social Responsibility to the Consumers' Loyalty in Jollibee at Santa Cruz, Laguna

ALCANTARA, EMELY I.¹, BASBAS, CLARENCE B.², DE GUZMAN, ROCHELLE R.³, DEL ROSARIO, CRIS RUSSELL D.⁴, DIAZ, JAMIE P.⁵, LANUEVO, ANGEL JOY C.⁶, LAVA, LEILA MAE B.⁷, MATIENZO, KRIZZA MAE P.⁸, OXINA, ANTONETTE C.⁹, PAMFILO, JAN IRISH B.¹⁰, DR. NORAYDA M. DIMACULANGAN¹¹, KATRINA CLARE M. LABIOS¹²

^{1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12} Department of Accountancy, Laguna University, Santa Cruz, Laguna, Philippines

Abstract- *The study explored how awareness of corporate social responsibility (CSR) at Jollibee in Santa Cruz, Laguna influences consumer loyalty. Given the absence of empirical research on the correlation of corporate social responsibility (CSR) and consumer loyalty at Jollibee in Santa Cruz, Laguna, the study exclusively focused on particular corporate social responsibilities—philanthropic, legal, ethical, and economic. The researchers assessed consumer loyalty through constrained variables: brand attitude, purchase intention, consumer trust, and service quality. Additionally, the demographic profile consisting of sex, age, and educational attainment are used as moderating variables for CSR and Loyalty. Data collection involved an adapted questionnaire, employing face-to-face and online surveys through Google Forms. Furthermore, a statistician analyzed the collected data, with 365 consumers selected using simple random sampling. The findings revealed that 52% of the population belonged to the 21-25 age range, with a higher representation of females (63.28%) compared to males (36.71%) wherein the majority (50.9%) held a college undergraduate education. It is noted that economic responsibility stood out as the CSR aspect with the highest level of awareness. The crucial role of brand attitude in shaping consumer loyalty was underscored. Notably, statistics indicated no significant differences in consumers' awareness of CSR when grouped by demographic profile. With regards to consumer loyalty to Jollibee, a significant difference was observed in brand attitude and purchase intention when grouped by age. However, no such influences were observed on sex and educational attainment. The study revealed a significant relationship between respondents' CSR awareness and their loyalty to Jollibee.*

Indexed Terms- *Corporate Social Responsibility, Consumer Awareness, Consumer Loyalty, Economic Responsibility, Legal Responsibility, Ethical Responsibility, Philanthropic Responsibility, Brand Attitude, Purchase Intention, Consumer Trust, Service Quality, and Demographic Profile*

I. INTRODUCTION

Corporate Social Responsibility (CSR) has become an increasingly important aspect of business operations in recent years. The World Bank describes CSR as "the commitment of business to contribute to sustainable economic development working with employees, consumers, the local community and society to improve the quality of life in a way that is both good for business and development". The significance of CSR lies in its potential to create a positive impact on both the business and the community. A study by Servera Francés and Piqueras-Tomás (2019) empirically signifies that investment in CSR policies increases consumer value, satisfaction, and loyalty to the business.

As consumers and investors place more emphasis on moral and sustainable business practices, Thacker (2022) emphasizes that CSR policies are becoming more crucial for businesses since understanding the four CSR levels (i.e Economic, Legal, Ethical, and Philanthropic Responsibility) denotes that the practice benefits not only the business's employees and the community but also the nation in which it works. This is why supporting these initiatives often works in the interest of the nation as a whole. A few nations have passed CSR legislation encouraging positive corporate behavior including India, the United States of America, the United Kingdom, Europe, and Denmark. Moreover, many companies adopted CSR practices as

part of their business strategies to enhance their reputation, attract consumers, and retain loyal ones. Meanwhile, in the Philippines, a total of 209 lawmakers voted in favor of House Bill 6137, or the proposed Corporate Social Responsibility Act, with no one voting against it or abstaining in 2020. The bill seeks to encourage all domestic and foreign business organizations established and operating under Philippine laws to practice corporate social responsibility in their operations in the country.

Additionally, the concept of CSR has undergone progression in recent decades. The Philippine Business for Social Progress (PBSP), one of the active CSR organizations, argued that consumers are now leaning towards companies that consider CSR initiatives and programs in their operations. It was reported that consumers' propensity to buy products and services from companies with CSR activities tends to be higher compared to those companies with no evidence of CSR engagements. Private organizations, along with the government and nonprofit organizations, are thus challenged to contribute to society. Particularly, Jollibee Foods Corporation (JFC), as the main subject of this research, places a strong emphasis on Corporate Social Responsibility (CSR), considering it a mandatory practice in today's business landscape. Their strategic investments in economic, legal, ethical, and philanthropic CSR activities have significantly enhanced their brand image among stakeholders. By also prioritizing initiatives related to environmental sustainability, social welfare, and the broader benefit of stakeholders, the company has garnered positive media coverage. This has solidified their competitive positioning in the marketplace. Their CSR efforts have resulted in satisfied customers who appreciate a company that contributes to the community. Employees take pride in being associated with a socially responsible organization. Additionally, these initiatives have facilitated trust-building with investors and shareholders. Importantly, JFC has managed to meet stakeholder expectations without compromising its economic objectives. These strategic CSR investments have not only enhanced the company's reputation but have also contributed to long-term growth and profitability. Recognizing the importance of operating in a globally interconnected world, the company emphasizes collaboration with all stakeholders,

aligning their actions to meet mutual needs for the collective benefit (Harvey, 2022).

The rationale behind choosing this topic is the lack of empirical research on the relationship between CSR and consumer loyalty in Jollibee at Santa Cruz, Laguna. While previous studies have shown a positive correlation between CSR and consumer behavior, the extent to which this relationship exists in the Philippine context remains unclear. In line with Zayyad et al. (2020) study recommendation, future research may test their suggested approach with different behaviors, settings, and countries, providing variable knowledge about CSR as well as patronage intentions in an entirely distinct setting and organizational culture. Therefore, the objectives of this study are to examine the level of awareness of CSR among consumers in Santa Cruz, Laguna, investigate the impact of CSR on consumer loyalty, and identify the factors that influence this relationship.

Overall, this research project sought to fill this gap by examining the extent of consumer awareness of CSR on consumers' loyalty in Jollibee at Santa Cruz, Laguna. By focusing on a developing country context, this study will provide a more nuanced understanding of the relationship between CSR and consumer loyalty.

II. THEORETICAL BACKGROUND

This study aimed to explore the awareness of consumers about CSR and how it affects their decision to be loyal to a product, service, or the business itself. The study used *Stakeholder Theory* to understand the importance of the stakeholders, specifically the consumers. In his book "Strategic Management: A Stakeholder Approach", Edward Freeman explained that Stakeholder Theory is where corporations should protect the interests of all stakeholders who can affect or be affected through various business activities necessary to achieve their mandatory organizational objectives and voluntary social welfare. Furthermore, he defines a stakeholder as an individual or a member of any group that would possibly have a major effect on the business operations. (1984, as cited in Brin & Nehme, 2019; Mahmud et al., 2021).

Furthermore, to analyze the different types of responsibilities businesses and consumers should be aware of, Archie Carroll's *Pyramid of CSR* was utilized. This is a specific theory on how a corporation interacts with its surrounding community and the world introduced in 1979, (as cited in Brin & Nehme, 2019). Carroll proposed four (4) responsibilities or obligations that businesses should fulfill that would create a foundation for them toward society, namely — economic, legal, ethical, and philanthropic responsibilities (Lacap et al. 2021; Brin & Nehme, 2019).

Moreover, Richard Oliver's *Expectancy-Confirmation Theory* (ECT) was used to assess the loyalty of consumers to their expectations based on their awareness of CSR. This theory states that "consumers would confirm their pre-purchase expectation with post-purchase perceived performance to determine their level of satisfaction and then influence their repurchase intention" (1980, as cited in Tsai et al. 2020). Tsai et al. (2020) stated that this theory has been widely adopted in assessing consumers' satisfaction and their repurchasing behavior. In this regard, the theories given are essential for the study as they will show the importance of the stakeholders of Jollibee, their awareness of different corporate social responsibilities, and how it can affect their loyalty to Jollibee in Santa Cruz, Laguna.

III. RESEARCH QUESTION/ RESEARCH HYPOTHESIS/ PROBLEM STATEMENT

The study aimed to determine the significant impact of corporate social responsibility awareness on consumer loyalty of consumers in Jollibee at Santa Cruz, Laguna. Specifically, the researchers sought to find the answers to the following: (1) the demographic profile of the respondents in terms of age, sex, and educational attainment; (2) the extent of the consumer's awareness regarding the corporate social responsibility of Jollibee in terms of economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility; (3) the level of consumers' loyalty to Jollibee in terms of brand attitude, purchase intention, consumer trust; and service quality; (4) the significant difference in the extent of respondents' awareness of Corporate Social Responsibility and consumer's loyalty to Jollibee

when they are grouped according to their profile; and (5) the significant relationship between Corporate Social Responsibility and consumer's loyalty to Jollibee.

IV. DATA AND METHODS

This research employed a descriptive-correlational approach to examine and evaluate the demographic characteristics of consumers, their existing knowledge of Jollibee's CSR in Santa Cruz, Laguna, and their perceived loyalty. The research took place in Santa Cruz, a premier municipality and the capital of Laguna province in Region IV, Philippines. The Simple Random Sampling method was utilized to select target respondents from consumers aged between 16 and 65 years who had made purchases at the Jollibee Santa Cruz Branch. Considering approximately 1,000 daily transactions and a total of 7,000 weekly customers at the Jollibee Santa Cruz Branch, the research sample size of 365 was determined using Slovin's formula. The research primarily used survey questionnaires adapted from prior studies for data collection.

V. RESULTS AND DISCUSSION

Demographic Profile of the Respondents

- Age

Table 1 provides a detailed summary of the age distribution among the respondents, offering insights into the demographic composition of the surveyed population comprising 365 individuals.

Table 1. Profile of Respondents in terms of Age

AGE	FREQUENCY (f) (N=365)	PERCENT AGE (%)	RANKI NG
16-20	76	20.8	2nd
21-25	190	52	1st
26-30	18	4.9	4th
31-35	18	4.9	4th
36-40	21	5.6	3rd
41-45	13	3.6	6th
46-50	14	3.8	5th
51-55	7	1.9	7th
56-60	6	1.6	8th
61-65	2	0.5	9th

Table 1 shows the profile of the respondents as to their age. It shows that among the 365 respondents who responded, the majority of them were in the age range of 21-25 years old which 52% of the population is. There were also 20.8% who were 16-20 years old, 4.9% were 26-30 years old, 4.9% were 31-35 years old. 5.6% were 36-40 years old, 3.6% were 41-45 years old, 3.8% were 46-50 years old, 1.9% were 51-55 years old, 1.6% were 56-60 years old, and there were only 0.5% of the population who were in the age range of 61-65 years old.

Zhang's (2022) geographic analysis highlights age as a primary influencer of CSR perceptions. Moreover, Jiddi (2021) study suggested that the younger the customer, the higher their level of concern for CSR activities. Multiple researchers have observed that younger consumers exhibit greater responsiveness to CSR initiatives compared to their older counterparts.

• Sex

Table 2 elucidates the gender distribution among the surveyed respondents, providing insights on the demographic composition in terms of sex within a total sample size of 365 individuals.

Table 2. Profile of the Respondents in terms of Sex

SEX	(f) (N=365)	(%)	RANKI NG
Female	231	63.28	1 st
Male	134	36.71	2 nd

Table 2 shows the profile of the participants as to their sex. Data shows that the females outnumbered the number of males. There were 63.28% female out of 365 individuals in the study. However, there were 36.71% of males who participated.

According to Mirza et al. (2023), it was evident that males and females exhibited distinct thought patterns on various issues, including philosophical considerations related to relationships and the understanding of different topics. However, in the study of Mehta (2020), the analysis of the result revealed that women tend to exhibit higher levels of hedonism, novelty orientation, and price value consciousness in their decision-making styles compared to men.

• Educational Attainment

Table 3 presents a comprehensive breakdown of the educational attainment profile of the surveyed respondents, showcasing the distribution across various levels, from Elementary to Vocational Degrees. The data, based on a sample size of 365 individuals, highlights the educational diversity within the population.

Table 3. Profile of the Respondents in terms of Educational Attainment

EDUCATIONAL ATTAINMENT	(f) (N=365)	(%)	RANKIN G
Elementary Undergraduate	2	0.5	8 th
Elementary Graduate	2	0.5	8 th
Junior High School Undergraduate	12	3.3	5 th
Junior High School Graduate	36	9.9	4 th
Senior High School Undergraduate	2	0.5	8 th
Senior High School Graduate	37	10.1	3 rd
College Undergraduate	186	50.9	1 st
Bachelor's Degree	71	19.5	2 nd
Post-graduate Degree	8	2.2	7 th
Vocational	9	2.5	6 th

Table 3 shows the profile of the participants as to their educational attainment. Among the 365 participants recorded in the study, the majority of them were college undergraduates with 50.9% of the population. There were 0.5% who were elementary undergraduates, 0.5% who were elementary graduates, 3.3% who were Junior High School undergraduates, 9.9% were Junior High School graduates, 0.5% were Senior High School undergraduates, 10.1% were Senior High School graduate, 19.5% has Bachelor's Degree, 2.2% has Post-graduate Degree, and 2.5% has a vocational affiliation.

It will be noted that, several experts claim that customers with greater educational backgrounds are more likely to regard CSR projects favorably. Academicians endorse the idea that more educated consumers are more likely to have environmentally conscious attitudes similarly. As a result, it is

hypothesized that people with more education are more interested in CSR strategies (Jiddi, 2021).

The Extent of Consumers' Corporate Social Responsibility Awareness

- Economic Responsibility

Table 4 focuses on assessing the level of consumer awareness regarding Jollibee's corporate social responsibility, particularly, economic responsibilities. The table gave a clear overview of the level of knowledge among Jollibee consumers regarding their social and economic responsibilities and how this affects their support towards the business.

Table 4. The Extent of the Consumer's Awareness Regarding the Corporate Social Responsibility of Jollibee According to Economic Responsibility

ECONOMIC RESPONSIBILITY	MEAN	SD	INTERPRETATION
The Jollibee is concerned with providing its consumers with high-quality goods and/or services.	4.28	0.00	Fully Aware
It helps the municipality's economic development.	4.53	0.09	Fully Aware
Uses local products and materials.	3.73	0.09	Aware
Consumers are given accurate and complete information about the business's goods and/or services.	3.72	0.09	Aware
It has a strong competitive position.	3.58	0.09	Aware
OVERALL	3.97	0.09	Aware

Legend:

4.21	Fully	2.61 – Neutral	1.00 – Fully
–	Aware	3.40	1.80 Unaware
5.00			
3.41	Aware	1.81 – Unaware	
–		2.60	
4.20			

Among the five indicators, the indicator that got the highest mean of 4.53 (SD=0.94), was interpreted as Fully Aware. It means that the participants were informed and aware that it aids in the community's economic growth. While the lowest among all the indicators got the lowest mean of 3.58 (SD=0.91), which was interpreted as Aware. This means that the respondents were mindful that it holds a dominant position in the marketplace.

Generally, the extent of the consumer's awareness regarding the Corporate Social Responsibility of Jollibee according to Economic Responsibility got an average mean of 3.97 (SD=0.94) which was interpreted as Aware. This means the consumers were aware of how Jollibee helps the society by increasing the economic development, helps in promoting local goods, and they are aware of how Jollibee values its consumers. Pacific Oaks College (2021) believes that when a company practices economic responsibility, it puts the quality of its goods first and it prioritizes doing good over merely generating more money when making financial decisions. This is further supported by the study of Renouard and Ezvan (2018) which shows how a company's ability to manage its finances and employing economic responsibility increased customer satisfaction and enhanced trust in the business.

- Legal Responsibility

Table 5 provides an overview of how consumers perceive Jollibee's legal obligations in relation to its CSR initiatives. It highlights the impact of consumer awareness on their perception of the company's responsibilities towards the community, workers, customers, and adherence to legal standards.

Table 5. The Extent of the Consumer's Awareness Regarding the Corporate Social Responsibility of Jollibee According to Legal Responsibility

LEGAL RESPONSIBILITY	MEAN	SD	INTERPRETATION
The Jollibee performs in a manner consistent with the government's expectations.	3.30	0.00	Neutral

All legal requirements imposed by the state or community are fulfilled.	4.11	.8	Aware
The safety of the product is in line with national laws and regulations.	3.30	.9	Neutral
Even the most basic legal standards for its products and services are met.	4.13	.9	Aware
Ensures that its employees act within the standards the law defines.	3.22	.9	Neutral
<i>OVERALL</i>	3.61	.9	<i>Aware</i>

Among the five indicators about legal responsibility, the indicator that got the highest mean of 4.13 (SD=0.92), was interpreted as Aware. It shows that participants are attentive that the goods and services, even the most fundamental legal requirements are satisfied. However, the lowest mean from the indicators got a mean of 3.22 (SD= 0.92), which were interpreted as Neutral. This indicated that the participants have a neutral awareness that the Jollibee employees act and obey the standards set and expected by the law.

The extent of the consumer’s awareness regarding the Corporate Social Responsibility of Jollibee according to Legal Responsibility garnered an average mean of 3.61 (SD=0.92), which was interpreted as Aware. According to the study of Akpom et al. (2020), it was observed that corporate social responsibility encompasses more than just meeting the needs of the local community or providing basic services. It also involves activities aimed at fostering public growth and development and ensuring the legal and social protection of consumers by offering products and services that don't endanger their health or social consciousness.

• Ethical Responsibility

Table 6 provides valuable insights into the level of awareness among consumers and their assessment of Jollibee's ethical performance. This table showcases the extent to which Jollibee consumers are informed about the company's ethical obligations and evaluates their perception of how effectively Jollibee fulfills these responsibilities.

Table 6. The Extent of the Consumer's Awareness Regarding the Corporate Social Responsibility of Jollibee According to Ethical Responsibility

ETHICAL RESPONSIBILITY	M	EA	S	INTERPRETATION
The Jollibee operates in a manner consistent with expectations of societal and ethical norms.	3.28	.9	0.5	Neutral
Treats its employees, consumers, and communities with respect.	3.58	.6	0.4	Aware
Managers and employees are delivering complete and accurate information to all consumers.	3.45	.7	0.8	Aware
One of the issues that they are concerned with environmental conservation.	3.72	.4	0.5	Aware
Has no discrimination in all its recruitment policies towards age, sex, race, religion etc.	3.56	.6	0.9	Aware
<i>OVERALL</i>	3.52	.7	0.3	<i>Aware</i>

Among the five indicators, one of the indicators got the highest mean of 3.72 (SD=0.45), which was interpreted as Aware. This means that they are aware of respect for their customers, workers, and communities. On the other hand, the indicator that got the lowest mean of 3.28 (SD=0.95), was interpreted as Neutral. This indicated that respondents have a neutral awareness of the Jollibee works by accepted society and moral values.

The extent of the consumer’s awareness regarding the Corporate Social Responsibility of Jollibee according to Ethical Responsibility got an average mean of 3.52 (SD=0.73), which was interpreted as Aware. Ethical responsibility encompasses honest and fair behavior in the workplace, reflecting how well a business adheres to moral principles and proper conduct as perceived by society. According to the study of Ahmad et al. (2022), consumer loyalty is one of the most important variables that contribute to and aid in the development of a business's competitive advantage over its competitors since CSR benefits businesses by strengthening their reputation and boosting consumer loyalty. A study to ascertain how CSR ethical responsibility affected consumer loyalty has been conducted by Marita M. and Marita N., (2019). The result showed that ethical responsibility has a beneficial impact on customer loyalty.

- Philanthropic Responsibility

Table 7 illustrates the consumer awareness levels regarding Jollibee's Corporate Social Responsibility (CSR) in terms of philanthropic responsibility. The data provides insights into how well consumers are informed about Jollibee's philanthropic initiatives and their perception of the company's social responsibility efforts.

Table 7. The Extent of the Consumer's Awareness Regarding the Corporate Social Responsibility of Jollibee According to Philanthropic Responsibility

PHILANTHROPIC RESPONSIBILITY	MEAN	SD	INTERPRETATION
The Jollibee operates in a manner consistent with the charitable expectations of society.	3.55	0.56	Aware
Committed to supporting and enhancing the quality of life in the local community.	3.14	0.89	Neutral
Positively contributes to the educational and recreational activities of the community.	3.13	0.93	Neutral
Uses a portion of its resources for charitable donations and social projects to improve the standard of living of the least fortunate communities.	2.53	1.14	Unaware

It contributes to our society in ways that go beyond just making profits.	2.39	1.11	Unaware
OVERALL	2.95	1.04	Neutral

Among the five indicators, one specific metric obtained the highest mean of 3.55 (SD=0.56), which was verbally interpreted as Aware. This means that the Jollibee functions by society's standards of charity. The metric with the lowest mean of 2.39 (SD=1.11), was interpreted as Unaware. This indicated that participants are not aware of the benefits to society aside from its generated income.

Generally, the extent of the consumer’s awareness regarding the Corporate Social Responsibility of Jollibee according to philanthropic responsibility got an average mean of 2.95 (SD=1.04), which was interpreted as Neutral. In their 2020 study, Wang and Pala provided valuable insights into employees' expectations within the banking sector regarding ethical and legal Corporate Social Responsibility (CSR). The research highlighted the influence of industry norms, emphasizing adherence to rules and regulations, on heightened expectations. The study identified voluntary CSR disclosure as a double-edged sword, acknowledging its role in strengthening the positive correlation between ethical and legal CSR and employee identification. However, overexposing less appealing CSR information might have fueled employee skepticism. Ultimately, the research findings underscored the perception that employees in the banking industry regarded ethical and legal CSR as more crucial than philanthropic CSR, reflecting a nuanced and balanced perspective.

The Level of Consumer Loyalty regarding Corporate Social Responsibility

- Brand Attitude

Table 8 illustrates the extent of consumer loyalty related to corporate social responsibility CSR, particularly in terms of brand attitude. The data interprets the connection between consumers' loyalty and their perception of a brand's commitment to social responsibility, offering valuable insights into the impact of CSR on brand attitudes.

Table 8. The Level of The Consumer’s Loyalty Regarding Corporate Social Responsibility of Jollibee in terms of Brand Attitude

BRAND ATTITUDE	M EA N	S D	INTERPRE TATION
I prefer Jollibee because of its attractive marketing strategy.	3.57	0.94	Agree
I favor Jollibee because they voluntarily assist projects that enhance the community.	3.21	0.92	Neutral
I commend Jollibee for providing goods and services which meet the legal requirements.	3.52	0.73	Agree
I support Jollibee for proactively engaging in public welfare activities.	3.95	1.04	Agree
I support Jollibee because they do not discriminate against applicants based on their age, sex, color, religion, or any other factor.	3.81	0.91	Agree
OVERALL	3.61	0.91	Agree

Legend:

4.21 – 5.00	Strongly Agree	2.61 – 3.40	Neutral	1.00 – 1.80	Strongly Disagree
3.41 – 4.20	Agree	1.81 – 2.60	Disagree		

Among the five indicators, one specific metric got the highest mean of 3.95 (SD=1.04), which was interpreted as Agree. This means that Jollibee's aggressive involvement in community welfare initiatives has my support. The metric with the lowest mean of 3.21, was interpreted as Neutral. It means that the participants are neutral in liking Jollibee because of their willingness to support community-enhancing initiatives.

The level of the consumer’s loyalty regarding corporate social responsibility in terms of *brand*

attitude got an average mean of 3.61 (SD=0.91), which was interpreted as *Agree*. Smith (2020) asserts that those who are open to new experiences typically possess curiosity, inventiveness, innovative thinking, and a wide range of interests. A major conclusion from the study was that emotional loyalty, which is a direct outcome of customer happiness, is strongly and favorably influenced by the openness personality characteristic. As a result, brand attitude is a crucial notion for both consumers and businesses. Brand attitude, along with brand experience significantly and positively influences brand satisfaction, trust, and loyalty (Lacap & Tungcab, 2020).

• Purchase Intention

Table 9 presents an overview of consumer’s loyalty concerning corporate social responsibility and purchase intention. This table highlights mean values and interpretations, outlining distinct factors influencing loyalty toward Jollibee, emphasizing preferences regarding economic, legal, ethical, and philanthropic campaigns.

Table 9. The Level of The Consumer’s Loyalty Regarding Corporate Social Responsibility of Jollibee in terms of Purchase Intention

PURCHASE INTENTION	ME AN	S D	INTERPRE TATION
I buy products from Jollibee because it creates job opportunities and supports the livelihoods of people in need.	3.52	1.42	Agree
I spend my money at Jollibee which participates in charitable efforts during disasters and pandemics.	3.80	0.90	Agree
I buy Jollibee’s products considering they deliver high consistent quality.	3.00	0.88	Neutral
I will purchase from Jollibee which prioritizes environmental preservation by being knowledgeable and compliant with national and local regulations.	3.32	1.06	Neutral

I will continue to purchase from Jollibee that have economic, legal, ethical, and philanthropic campaigns.	4.24	0.43	Strongly Agree
OVERALL	3.57	1.42	Agree

Among the five indicators, one specific metric obtained the highest mean score of 4.24 (SD=0.43), which was interpreted as Strongly Agree. It means that they would continue to make purchases from Jollibee as long as they have campaigned for economic, legal, ethical, and charitable causes. With the lowest mean noted at 3.00 (SD=0.88), the corresponding indicator was interpreted as Neutral. This indicated that consumers would still purchase Jollibee items because of the consistently high quality they provide.

The level of the consumer’s loyalty regarding corporate social responsibility in terms of purchase intention got an average mean of 3.57 (SD=1.42), which was interpreted as *Agree*. According to Yu et al. (2021), related studies carried out domestically and internationally have shown that a reasonably high level of corporate social responsibility can boost customers' buying intentions. It is further said that in circumstances where product quality and safety concerns are prominent, customers' ultimate purchase intentions would be more sensitively influenced by product quality. Dial (2021) determined that the CSR initiatives of a company were considered by the majority of the respondents in their purchase decisions. Moreover, Duan et al. (2023) confirmed that purchase intention positively affects consumer loyalty.

• Consumer Trust

Table 10 provides an overview of consumer loyalty concerning corporate social responsibility and consumer trust. The table breaks down mean values and interpretations revealing perceptions tied to Jollibee's efforts in building consumer trust through socially responsible practices.

Table 10. The Level of the Consumer’s Loyalty Regarding Corporate Social Responsibility of Jollibee in terms of Consumer Trust

CONSUMER TRUST	MEAN	SD	INTERPRETATION
I have confidence that Jollibee’s socially responsible practices can make a significant positive impact on society.	3.96	1.07	Agree
I trust Jollibee because it prioritizes product safety and complies with national laws and regulations.	3.60	1.01	Agree
I value Jollibee which promotes equality and inclusivity among their consumers and employees.	3.04	1.23	Neutral
I support Jollibee considering that they proactively engage in public welfare activities.	3.42	1.03	Agree
I engage with businesses that have established economic, legal, ethical, and philanthropic initiatives.	3.28	1.18	Neutral
OVERALL	3.46	1.10	Agree

Legend:

4.21 – 5.00	Strongly Agree	2.61 – 3.40	Neutral	1.00 – 1.80	Strongly Disagree
3.41 – 4.20	Agree	1.81 – 2.60	Disagree		

Among the five indicators, one specific metric achieved the highest mean score of 3.96 (SD=1.07), which was interpreted as Agree. It means that Jollibee's socially conscious business methods have the potential to significantly improve society. With the lowest mean recorded at 3.04 (SD=1.23), the respective indicator was interpreted as Neutral. It means that they somehow like Jollibee for encouraging inclusion and equality among both its customers and staff.

The level of the consumer’s loyalty regarding CSR in terms of consumer trust got an average mean of 3.46 (SD=1.10), which was interpreted as Agree. Gogoi (2021) asserted that a key element driving brand value

is trust. Customers are buying brands they believe to be dependable and secure throughout this crisis. According to Hongsuchon et al. (2022), state that trust is a factor that gives consumers a feeling of security, and commitment is the strength of consumers to express their satisfaction in e-marketplace transactions

- Service Quality

Table 11 provides insights into consumer loyalty regarding corporate social responsibility in the realm of service quality. It acts as a detailed reference for understanding how consumer sentiments relate to different aspects of corporate social responsibility observed during service interactions.

Table 11. The Level of The Consumer’s Loyalty Regarding Corporate Social Responsibility of Jollibee in terms of Service Quality

SERVICE QUALITY	M EA N	S D	INTERPRE TATION
I appreciate how Jollibee’s employees interact with me with manners and treat me with respect.	4.10	0.97	Agree
I promote Jollibee, whose staff provides excellent customer service.	3.94	1.06	Agree
I support Jollibee because it prioritizes providing its customers with quality services.	3.58	0.84	Agree
I feel valued and appreciated as a consumer whenever I visit Jollibee.	2.84	1.02	Neutral
I believe Jollibee’s commitment to providing top-notch service encourages consumer loyalty.	3.42	1.06	Agree
OVERALL	3.57	1.06	Agree

Legend:

4.21	Strongly	2.61	Neutral	1.00 – Strongly
–	Agree	–		1.80 Disagree
5.00		3.40		

3.41	Agree	1.81	Disagree
–		–	
4.20		2.60	

Among the five indicators, one specific metric attained the highest mean score of 4.10 (SD=0.97), signifying an interpretation as Agree. This observation underscores that participants highly appreciate the courteous and respectful manner in which Jollibee’s staff interacts with them.

With the lowest mean recorded at 2.84 (SD=1.02), the corresponding indicator is interpreted as Neutral. This suggests that, during visits to Jollibee, individuals occasionally perceive themselves as customers who experience a sense of respect and affection.

The level of the consumer’s loyalty regarding corporate social responsibility in terms of service quality got an average mean of 3.57 (SD=1.06), which was interpreted as Agree. According to the study of Gbodo (2020) about role of service quality and customer satisfaction in mediating the link between CSR and customer loyalty of all commercial banks, the findings revealed that banks participated in CSR initiatives were better equipped to please customers and deliver higher-quality services, which resulted in more steadfast brand loyalty.

Significant Difference in the Extent of Respondents’ Awareness of Corporate Social Responsibility and Consumers’ Loyalty to Jollibee When Grouped According to their Profile.

- Corporate Social Responsibility and Age

Table 12 provides an analysis of consumer awareness of corporate social responsibility, focusing on the differences observed among different age groups. This table offers valuable insights into how age influences perceptions of corporate social responsibility and highlights the varying levels of awareness among different age demographics.

Table 12. Test of Significant Difference in the Extent of the Consumer's Awareness Regarding Corporate Social Responsibility When Grouped According to Age

FACTORS (RESPONSIBILITY)	SS EFF ECT	DF EFF ECT	MS EFF ECT	F	P-VA LU E	DECISION
Economic	0.03	3	0.03	1.7	0.68	NSD
Legal	0.91	3	0.30	2.9	0.11	NSD
Ethical	1.09	3	0.36	2.2	0.09	NSD
Philanthropic	0.79	3	0.26	1.3	0.30	NSD

Legend:

- Value Decision
- $p \leq 0.05$ Significant Difference (SD)
- $p > 0.05$ No Significant Difference (NSD)

Table 12 shows the significant difference in the extent of the consumer's awareness regarding corporate social responsibility as to their age. Based on the hypothesis, at 0.05 level of significance, there is no significant difference in the extent of the consumer's awareness regarding corporate social responsibility when they are grouped according to their profile. Statistics show that economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility have no significant difference in the age classification of the participants, with p-values of 0.6811, 0.1138, 0.0892, and 0.2971, respectively, which are higher than the marginal error of 0.05 level of significance, which leads to the failure to reject the null hypothesis.

Age is the number that indicates the consumers' level of maturity in responding to the questions. According to Jiddi (2021), there is a noteworthy correlation between the age of customers and their interest in Corporate Social Responsibility (CSR) activities. The research indicated that younger customers tend to exhibit more concern for CSR activities, with various

studies noting a higher level of responsiveness among younger consumers compared to older ones.

• Corporate Social Responsibility and Sex

Table 13 explored significant differences in consumer awareness regarding CSR based on sex. By analyzing significant differences in awareness levels, the table provided insights into how sex influences consumer perceptions of CSR, revealing possible nuances that may impact consumer loyalty.

Table 13. Test of Significant Difference in the Extent of the Consumer's Awareness Regarding Corporate Social Responsibility When Grouped According to Sex

FACTOR S (RESPONSIBILITY)	SS EFF EC T	DF EFF EC T	MS EFF ECT	F	P-VA LU E	DECISION
Economic	0.81	3	0.27	1.6	0.20	NSD
Legal	1.05	3	0.35	2.6	0.07	NSD
Ethical	0.69	3	0.23	1.3	0.27	NSD
Philanthropic	0.49	3	0.16	0.7	0.52	NSD

Legend:

- Value Decision
- $p \leq 0.05$ Significant Difference (SD)
- $p > 0.05$ No Significant Difference (NSD)

Table 13 shows the significant difference in the extent of the consumer's awareness regarding corporate social responsibility as to their sex. Based on the hypothesis, at 0.05 level of significance, there is no significant difference in the extent of the consumer's awareness regarding corporate social responsibility when they are grouped according to their profile. Statistics show that economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility have no significant difference in the sex classification of the participants, with p-values of

0.1992, 0.0738, 0.2710, and 0.5226, respectively, which are higher than the marginal error of 0.05 level of significance, which leads to the failure to reject the null hypothesis.

According to Abid et al. (2018), females demonstrate a higher inclination toward prioritizing corporate social responsibility (CSR) initiatives than males. In their study, Mirza et al. (2023) revealed distinct thought patterns between genders on various issues, including philosophical considerations related to relationships and the understanding of different topics. The research notably indicated that females tend to be less active, while males exhibit a higher level of proactivity in engaging in CSR activities.

- Corporate Social Responsibility and Educational Attainment

Table 14 examined significant differences in consumer awareness regarding CSR based on educational attainment. The table provided data into how levels of education may influence perceptions of CSR and subsequent brand loyalty.

Table 14. Test of Significant Difference in the Extent of the Consumer's Awareness Regarding Corporate Social Responsibility When Grouped According to Educational Attainment

FACTORS	SS EFF ECT	DF EFF ECT	MS EFF ECT	F	P-VA LU E	DECISION
Economic	0.17	3	0.39	2.07	0.13	NSD
Legal	0.17	3	0.06	0.34	0.79	NSD
Ethical	0.81	3	0.27	1.66	0.20	NSD
Philanthropic	0.18	3	0.06	0.26	0.85	NSD

Legend:

- Value Decision
- $p \leq 0.05$ Significant Difference (SD)
- $p > 0.05$ No Significant Difference (NSD)

Table 14 shows the significant difference in the extent of the consumer's awareness regarding corporate social responsibility as to their educational attainment.

Based on the hypothesis, at 0.05 level of significance, there is no significant difference in the extent of the consumer's awareness regarding corporate social responsibility when they are grouped according to their profile. Statistics show that economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility have no significant difference in the educational attainment classification of the participants, with p-values of 0.1287, 0.7947, 0.1992, and 0.8532, respectively, which are higher than the marginal error of 0.05 level of significance, which leads to the failure to reject the null hypothesis.

According to Sari (2020), consumers must be aware of CSR when consuming consumer goods since it is vital to them. Consumers are more likely to be aware of a business's policies and conduct if they believe that either its workers or businesses have a positive impact on society and the environment. Consequently, it is posited that individuals with higher levels of education exhibit a keener interest in CSR practices (Jiddi, 2021).

- Consumer Loyalty and Age

Table 15 effectively highlights a clear and significant difference in the degree of consumer loyalty to Jollibee across different age brackets.

Table 15. Test of Significant Difference on the Level of Consumer's Loyalty to Jollibee When Grouped According to Age

FACTORS	SS EF FE CT	DF EFFE CT	MS EFF ECT	F	P-VA LU E	DECISION
Brand Attitude Purchase Intention	1.40	3	0.47	0.88	0.00	SD
Consumer Trust	1.17	3	0.39	0.77	0.10	NSD

				1			
	0.8	3	0.27	·	0.2		NSD
Service Quality	1		6	6	0		

Legend:

Value Decision

p ≤ 0.05 Significant Difference (SD)

p > 0.05 No Significant Difference (NSD)

Table 15 shows the significant difference in the level of consumer loyalty to Jollibee as to their age. Based on the hypothesis, at a 0.05 level of significance, there is no significant difference in the level of consumer loyalty to Jollibee when they are grouped according to their profile. Statistics show that brand attitude and purchase intention have a significant difference in the age range of the participants, with p-values of 0.0205 and 0.0356, respectively, which are lower than the marginal error of 0.05 level of significance, which leads to the decision to reject the hypothesis. However, the consumer trust and service quality garnered a p-value of 0.1287 and 0.1992, respectively, which is higher than the marginal error of 0.05 level of significance, which leads to the failure to reject the null hypothesis.

In the study of Ahmad et al. (2021), CSR may serve as an effective tool to enhance consumer loyalty. Thus, according to Jiddi (2021) the correlation between Corporate Social Responsibility (CSR) activities and the age of customers warrants special attention. The study suggests that the younger the customer, the higher their level of concern for CSR activities.

• Consumer Loyalty and Sex

Table 16 exhibits a considerable divergence in consumer loyalty to Jollibee based on gender differences. The data displayed a noteworthy variation in the loyalty levels of male and female consumers towards Jollibee

Table 16. Test of Significant Difference on the Level of Consumer’s Loyalty to Jollibee When Grouped According to Sex

	SS	DF	MS	P-		
FACTORS	EFF	EFF	EFF	F	VA	DECI
	ECT	ECT	ECT		LU	SION
					E	

	0.01	1	0.01	0.	0.8	NSD
Brand Attitude				0	1	
				6		
Purchase Intention	0.03	1	0.03	0.	0.6	NSD
				1	8	
				7		
Consumer Trust	0.08	1	0.08	0.	0.5	NSD
				3	4	
				9		
Service Quality	0.17	3	0.06	0.	0.7	NSD
				3	9	
				4		

Table 16 shows the significant difference in the level of consumer loyalty to Jollibee as to their sex. Based on the hypothesis, at a 0.05 level of significance, there is no significant difference in the level of consumer loyalty to Jollibee when they are grouped according to their profile. Statistics show that brand attitude, purchase intention, consumer trust, and service quality have no significant difference in the sex classification of the participants, with p-values of 0.8138, 0.6811, 0.5393, and 0.7947, respectively, which are higher than the marginal error of 0.05 level of significance, which leads to the failure to reject the null hypothesis. In the research conducted by Kaligis et al. (2023), it was observed that the relationship between commitment, communication, and customer loyalty was not influenced by sex. Consequently, it can be inferred that this connection was not contingent on sex, as the study concluded that there was no substantial disparity between male and female customers concerning the aforementioned influence.

• Consumer Loyalty and Educational Attainment

Table 17 provides insights into significant differences in consumer loyalty based on varying educational backgrounds among respondents. This information sets the groundwork for exploring the relationship between educational attainment and consumer loyalty

Table 17. Test of Significant Difference on the Level of Consumer’s Loyalty to Jollibee When Grouped According to Educational Attainment

	SS	DF	MS	P-		
FACTORS	EFF	EFF	EFFE	F	VA	DECI
RS	ECT	ECT	CT		LU	SION
					E	

Brand Attitude	0.41	3	0.14	0.7	0.5	NSD
Purchase Intention	1.41	3	0.47	1.6	0.1	NSD
Consumer Trust	0.70	3	0.23	0.7	0.5	NSD
Service Quality	0.67	3	0.22	1.4	0.2	NSD

Legend:

- Value Decision
- $p \leq 0.05$ Significant Difference (SD)
- $p > 0.05$ No Significant Difference (NSD)

Table 17 shows the significant difference in the level of consumer loyalty to Jollibee as to their educational attainment. Based on the hypothesis, at a 0.05 level of significance, there is no significant difference in the level of consumer loyalty to Jollibee when they are grouped according to their profile. Statistics show that brand attitude, purchase intention, consumer trust, and service quality have no significant difference in the educational attainment classification of the participants, with p-values of 0.5312, 0.1828, 0.5500, and 0.2342, respectively, which are higher than the marginal error of 0.05 level of significance, which leads to the failure to reject the null hypothesis.

As demonstrated by Al-Abdallah (2018), the research in question focused on the educational attainment of the respondents, with the majority holding bachelor's degrees (comprising 66.8% of the sample). An examination of the potential moderating influence of educational level unveiled that, despite its significance as a demographic variable, it did not exert a substantial moderating effect on the relationship between Corporate Social Responsibility (CSR) and Customer Loyalty (CL). This suggested that the level of awareness regarding CSR remains relatively consistent across various educational level categories.

- Significant Relationship of Corporate Social Responsibility and Consumer Loyalty to Jollibee
Table 18 shows a clear and significant connection emerges between CSR and the level of consumer loyalty directed towards Jollibee. The findings

underscore the substantial impact of CSR initiatives on shaping consumer loyalty to the brand.

Table 18. Test of Significant Relationship Between Corporate Social Responsibility and Consumer's Loyalty to Jollibee

INDICATOR	R	P-VALUE	DECISION
Corporate Social Responsibility and Consumer Loyalty to Jollibee	0.49	0.0001	Reject H ₂

Legend:

- Value Decision
- $p \leq 0.05$ Reject Hypothesis
- $p > 0.05$ Fail to Hypothesis

The hypothesis states that there is no significant relationship between Corporate Social Responsibility and consumer's loyalty to Jollibee. Based on the statistical computations, there is a significant relationship between Corporate Social Responsibility and consumer's loyalty to Jollibee ($r=0.49$ and $p\text{-value}=0.0001$), which leads to the rejection of the hypothesis. This means that the loyalty of the consumers to Jollibee has something to do with their awareness of corporate social responsibility.

Consumer loyalty serves as a prominent indicator of satisfaction with a business, as suggested by Dimitriadis & Zilakaki (2019). According to their findings, consumer loyalty is predictable through factors such as attitudes, intentions towards service, and repeated purchase behavior. In the study of Nwankpa (2019), he claimed that consumers are committed to the firm that participates in CSR initiatives that benefit the community and the well-being of the people in the area in which such business works.

CONCLUSION

Based on the findings, the following conclusions were concluded:

1. The majority of respondents were in ages 21-25, female and were college undergraduates.

2. Economic responsibility has the highest level of consumer awareness of Corporate Social Responsibility among the respondents.
3. Brand attitude has the highest level of consumer loyalty towards Jollibee among the respondents.
4. Statistics failed to reject the null hypothesis in the extent of consumer awareness regarding corporate social responsibility when grouped according to their profile.
5. The test of hypothesis regarding the significant difference in the loyalty of consumers in terms of brand attitude and purchase intention when grouped according to age is rejected.
6. The findings failed to reject the null hypothesis regarding the significant difference of the consumer loyalty when grouped into sex and educational attainment.
7. There is a significant relationship between the respondents' awareness of corporate social responsibility and consumer's loyalty to Jollibee.

REFERENCES

- [1] Ahmad, O., Husna, A., Ariff, M., Abu Bakar, F., & Alsmairat, Y. (2022). Impact of ethical and philanthropy responsibility on customer's loyalty: A study on Jordanian food products companies. 6. 6161-6174.
- [2] Ahmad, N., Scholz, M., Ullah, Z., Arshad, M. Z., Sabir, R. I., & Khan, W. A. (2021). The nexus of CSR and co-creation: A roadmap towards consumer loyalty. *Sustainability*, 13(2), 523.
- [3] Akpom, C. C., Onyam, I. D., & Benson, O. V. (2020, April). Attitude of librarians' t Arians towards provision of corporate vision of corporate social ate social responsibility initiatives in state university libraries in south Nigeria. *DigitalCommons@University of Nebraska-Lincoln*. <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=7714&context=libphilprac>
- [4] Al-Abdallah, G. M., & Ahmed, R. S. (2018). The impact of corporate social responsibility on customer loyalty in the Qatari telecommunication sector. *Journal of Business and Retail Management Research*, Volume 13(Issue 01). <https://jbrmr.com/details&cid=428>
- [5] Brin, P., & Nehme, M. (2019). CORPORATE SOCIAL RESPONSIBILITY: ANALYSIS OF THEORIES AND MODELS. *Eureka: Social and Humanities*, 5, 22–30. <https://doi.org/10.21303/2504-5571.2019.001007>
- [6] Dial, B. (2021, May). The effects of Corporate Social Responsibility on consumer behavior and buyer attitudes. *ScholarWorks@UARK*. <https://scholarworks.uark.edu/cgi/viewcontent.cgi?article=1051&context=mktguht>
- [7] Dimitriadis, E., & Zilakaki, E. (2019). The Effect of Corporate Social Responsibility on Customer Loyalty in Mobile Telephone Companies. *International Journal of Economics and Business Administration*, VII(Issue 4), 433–450. <https://doi.org/10.35808/ijeba/356>
- [8] Duan, X., Chen, C., & Shokouhifar, M. (2023). Impacts of social media advertising on purchase intention and customer loyalty in E-Commerce systems. *ACM Transactions on Asian and Low-Resource Language Information Processing*. <https://doi.org/10.1145/3613448>
- [9] Gbodo, L. (2020). Corporate Social Responsibility and Customer Loyalty: The Mediating Role of Service Quality and Customer Satisfaction [Thesis]. University of Cape Coast.
- [10] Gogoi, B. J. (2021). Customer trust influencing customer perceived value and brand loyalty. *Academy of Marketing Studies Journal*, 25(5), 1-10. <https://www.abacademies.org/articles/Customer-trust-influencing-customer-perceived-value-and-brand-loyalty-1528-2678-25-5-480.pdf>
- [11] Harvey, M. (2022, July 19). *Corporate Social Responsibility Of Jollibee Foods Corp B Global Focus*. EssayPandas. <https://www.essaypandas.com/case/14905-Jollibee-Foods-Corp-B-Global-Focus-Corporate-Social-Responsibility>
- [12] Hongsuchon, Tanapon, Khaled Mofawiz Alfawaz, Taqwa Hariguna, & Othman Atti Alsulami. (2022). The effect of customer trust and commitment on customer sustainable purchasing in e-marketplace, the antecedents of customer learning value and customer purchasing value. *Frontiers in Environmental*

- Science, 10.
<https://doi.org/10.3389/fenvs.2022.964892>
- [13] Jiddi, F. E. (2021). Corporate social responsibility: a roadmap toward customer loyalty – Proposing a research framework. *SHS Web of Conferences*, 119, 03001. <https://doi.org/10.1051/shsconf/202111903001>
- [14] Kaligis, J. N., Muhari, M. D. A., Sopiana, Y., Indriana, Agustina, W., & Sabtohadji, J. (2023). Effect of Gender on Customer Loyalty. *Journal of Law and Sustainable Development*, 11(3), e610. <https://doi.org/10.55908/sdgs.v11i3.610>
- [15] Lacap, J. P. G., & Tungcab, A. P. (2020). The Influence of Brand Experience on Brand Loyalty Among Mobile Phone Users in Pampanga, Philippines: A Mediation Analysis. *Asia-Pacific Social Science Review*, 20(3), 17–31.
- [16] Mahmud, A., Ding, D., & Hasan, M. M. (2021). Corporate Social Responsibility: Business Responses to Coronavirus (COVID-19) Pandemic. *SAGE Open*, 11(1), 215824402098871. <https://doi.org/10.1177/2158244020988710>
- [17] Marita, N. O., & Marita, N. N. (2019). Effect of Corporate Social Ethical Responsibility on Customer Loyalty: A Survey of Telecommunication Firms in Uasin Gishu County, Kenya. *American Based Research Journal*, Vol. 8 Issue 05, May 2019, Available at SSRN: <https://ssrn.com/abstract=3584430>
- [18] Mehta, R. (2020). sex-based differences in consumer decision-making styles: implications for marketers. *DECISION*, 47(3), 319–329. <https://doi.org/10.1007/s40622-020-00252-8>
- [19] Mirza, F., Hasan, A., Younas, S., & Ghazi, B. R. (2023). CSR and Consumer Loyalty: Moderating Role of Consumer Characteristics: A comparative study of the banking Industry. *Review of Applied Management and Social Sciences*, 6(1), 1–16. <https://doi.org/10.47067/ramss.v6i1.293>
- [20] Nyarku, K. M., & Ayekple, S. (2019). Influence of corporate social responsibility on non-financial performance. *Social Responsibility Journal*, 15(7), 910-923. <https://www.emerald.com/insight/content/doi/10.1108/SRJ-04-2017-0059/full/html>
- [21] Renouard, C., & Ezvan, C. (2018). Corporate social responsibility towards human development: A capabilities framework. *Business Ethics: A European Review*, 27(2), 144–155. <https://doi.org/10.1111/beer.12181>.
- [22] Sari, E. (2020) Consumers' Awareness Factors On CSR Of Consumer Goods Manufacturers In Surabaya, Indonesia. *International Journal Of Economics, Business And Management Research*, 04 (01). Pp. 1-11. ISSN 2456-7760. https://ijebmr.com/uploads/pdf/archivepdf/2020/IJEBMR_499.pdf
- [23] Servera-Francés, D., & Piqueras-Tomás, L. (2019). The effects of corporate social responsibility on consumer loyalty through consumer perceived value. *Ekonomiska Istrazivanja-economic Research*, 32(1), 66–84. <https://doi.org/10.1080/1331677x.2018.1547202>
- [24] Smith, T.A. (2020), "The role of customer personality in satisfaction, attitude-to-brand and loyalty in mobile services", *Spanish Journal of Marketing - ESIC*, Vol. 24 No. 2, pp. 155-175. <https://doi.org/10.1108/SJME-06-2019-0036>
- [25] Thacker, H. (2021, March 25). CSR Policies Around The World - The CSR Journal. *The CSR Journal*. <https://thecsrjournal.in/csr-policies-around-the-world/>
- [26] Tsai, H., Lee, Y., & Ruangkanjanases, A. (2020). Understanding the Effects of Antecedents on Continuance Intention to Gather Food Safety Information on Websites. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.579322>
- [27] Wang, Y., & Pala, B. (2020). Communicating philanthropic CSR versus ethical and legal CSR to employees: empirical evidence in Turkey. *Corporate Communications: An International Journal*, 26(1), 155–175. <https://doi.org/10.1108/ccij-01-2020-0014>
- [28] Yu, M., Wang, J., & Xin, J. (2021). Research on the Impact of Corporate Social Responsibility on Consumers' Purchase Intention. *OALib*. <https://doi.org/10.4236/oalib.1107672>
- [29] Zayyad, H. M. A., Obeidat, Z. M., Alshurideh, M., Abuhashesh, M., Maqableh, M., & Masa'deh, R. (2021). Corporate social responsibility and patronage intentions: The

mediating effect of brand credibility. *Journal of Marketing Communications*, 27(5), 510–533.
<https://doi.org/10.1080/13527266.2020.1728565>

- [30] Zhang, N. How does CSR of food company affect customer loyalty in the context of COVID-19: a moderated mediation model. *Int J Corporate Soc Responsibility* 7, 1 (2022).
<https://doi.org/10.1186/s40991-021-00068-4>