



Assessment of the Impact of Social Responsibility upon Customer Loyalty in Fast Food Restaurants in Cairo

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ABSTRACT

There is a scarcity of research on Corporate Social Responsibility CSR influence on customer responses in the Egyptian market, especially the area of tourism and hospitality sector. Customer responses indicate to customer outcomes towards the firm as customer satisfaction, trust, commitment, loyalty, and purchasing decision. Customer loyalty divided into attitudinal loyalty which refers to intention of purchase and recommend company products, and behavioral loyalty refers to repeat purchases and preference of company or a service over time.

This research aims to assess the impact of perceived CSR on customer loyalty in fast food restaurants which adopt CSR initiatives. To accomplish the research aim, secondary data was gathered from CSR relevant literature, while primary data was collected through empirical study conducted by questionnaire survey strategy on random sample of fast food customers in Cairo. To analyze the collected data chi-square (χ^2) test was used in order to investigate the impact of every dimension of CSR (economic, legal, ethical, social, and environmental) on both attitudinal and behavioral intentions. While Pearson correlation coefficient (R) was used to assess the direction and strength of the relations among study variables.

The results revealed that fast food customers in Cairo are relatively aware of CSR concept, and their perceiving of undertaken CSR by chains is positively affecting their composite loyalty with varying degrees according to CSR dimensions.