

The Effect of Corporate Social Responsibility on Customer Loyalty: A Study on Sri Lanka Telecom PLC

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Abstract

Corporate Social Responsibility is used by many organizations as a marketing tool and Customer loyalty is one of the most essential consumer behaviours that companies seek to influence. Organizations are not well aware of the involvement of companies in Corporate Social Responsibility activities and how consumers feel about such activities. Therefore, the purpose of this study is to investigate whether the effect on Corporate social responsibility on customer loyalty, A study on Sri Lanka Telecom PLC.

This study examines the effects of CSR activities on the four antecedents of customer loyalty. Such as, Customer Satisfaction, Customer trust, Service Quality, Brand Image and development hypothesis based on this. This study aims to identify how the CSR activities influence the different aspects of customer loyalty in special reference to the Sri Lanka Telecom PLC.

All the Sri Lanka Telecom customers in the Gampaha district will be concerned as the population of this research and sample will select using a simple random sampling method. This study uses primary data of structured questionnaires for the data collection process and statistical data analysis will be performed in SPSS software. From the findings of this study, SLT can identify how the customer loyalty of their CSR activities and this research is most relevant to both customers and the business organizations to obtain information about CSR and customer loyalty.

Key words: *Corporate Social Responsibility, Customer Loyalty, Customer satisfaction, Customer trust, Service quality, Brand Image*