

The Impact of Corporate Social Responsibility (CSR) on Customer Loyalty among Generation Z Consumers in The Mobile Telecommunication Service Provider Industry in Sri Lanka: Mediating Effect of Corporate Image

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This study investigates the relationship between corporate social responsibility (CSR) and customer loyalty among Generation "Z" consumers in the mobile telecommunications service provider industry in Sri Lanka. Researchers have developed the research model, followed by a systematic literature review. The research used a quantitative strategy to comprehensively understand the subject and a structured questionnaire to obtain primary data from the sample. Finally, the researchers were able to collect 301 responses. The main findings highlight a significant positive correlation between CSR and customer loyalty (CL), and corporate image (CI) identified as a mediating factor in this relationship. Thus, the contribution of this study includes offering practical implications for mobile telecommunications service providers to strategically improve CSR initiatives and corporate image to develop customer loyalty among the dynamic generation "Z" demographic. Additionally, the study sheds light on the need for businesses to align CSR practices with the values and expectations of Generation "Z" consumers for maximum impact. Further research is recommended to explore the long-term effects of CSR initiatives on customer loyalty and corporate image in the rapidly evolving telecommunications industry.

Keywords: *Corporate Image, Corporate Social Responsibility, Customer Loyalty, Generation Z Consumer, Mobile Telecommunication Service Provider Industry*