



RESEARCH ARTICLE

IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CUSTOMER SATISFACTION: A CASE IN MACALELON, QUEZON

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ARTICLE DETAILS

Article History:

Received 09 October 2024
Revised 11 November 2024
Accepted 05 December 2024
Available online 15 January 2025

ABSTRACT

This study sought to determine the the impact of corporate social responsibility on customer satisfaction in Macalelon, Quezon as assessed by customers. In addition, the researcher aimed to determine the level of customer's perception on CSR factors in terms of philanthropic, ethical, legal, economic, and environmental responsibilities, as well as the significant differences in the Impact of CSR on Customer Satisfaction when grouped according to demographic profiles. The study employed a quantitative research method. It was participated by 377 respondents who were randomly selected using specific criteria. The data underwent statistical analysis such as frequency percentage, weighted arithmetic mean, t-test, and one-way analysis of variance (ANOVA). Findings showed that the respondents were generally satisfied with the CSR in terms of philanthropic, ethical, legal, economic, and environmental responsibilities. The results also indicated a uniform perception among respondents regarding the impact of Corporate Social Responsibility (CSR) on customer satisfaction, regardless of demographic factors such as age, sex, income, civil status, and employment status. In line with the findings, the recommendations were made strengthening philanthropic initiatives such as charitable activities that benefit students, improving commitment to environmentally friendly practices, maintaining high moral integrity, adhering to high standards of lawful conduct, and contributing positively to economic growth.

KEYWORDS

Corporate Social Responsibility, impact, customer satisfaction, convenience store

1. INTRODUCTION

In today's highly competitive business environment, companies are increasingly recognizing the relevance of Corporate Social Responsibility (CSR) as a strategic tool for enhancing customer satisfaction and loyalty (Pérez and del Bosque, 2017). The importance of CSR stems from its many advantages: it improves a company's reputation, increases customer trust, and encourages staff loyalty. Businesses can achieve a competitive advantage through operational savings and innovation, as well as risk mitigation and regulatory compliance, by addressing social, environmental, and economic implications (Bhattacharya, et al., 2021). Additionally, CSR initiatives contribute to social well-being and community development while promoting long-term sustainability. In today's ethical and fast-paced global economy, CSR is essential for companies aiming to achieve sustainable growth and success (Carroll and Brown, 2018).

Notwithstanding the increasing focus on Corporate Social Responsibility (CSR) in the retail industry, there is still a notable deficiency of study regarding the obstacles convenience stores encounter in meeting their CSR obligations (Baden & Harwood, 2020). The literature now in publication goes into detail about CSR policies in larger retail chains and multinational companies, but it frequently ignores the particular operational limitations and market dynamics that convenience stores face. The allocation of resources towards corporate social responsibility activities is complicated by the tight profit margins and strong reliance on low-margin sales that these stores experience. Moreover, limited research exists on how convenience stores navigate sustainable supply chain management, particularly when sourcing ethically and environmentally responsible products at competitive prices (Kumar et al., 2023). The

difficulties of maintaining ethical standards and transparency across a diverse supplier base, especially in an industry with limited bargaining power and high employee turnover, remain underexplored (Jones, 2022).

Furthermore, there is a noticeable lack of documentation on how convenience stores can strike a balance between implementing CSR initiatives and meeting customer demands for affordability and convenience. Convenience store customers often prioritize low prices and quick service, which can conflict with the costs and administrative demands of CSR efforts (Chen, et al., 2020). Furthermore, more research is required to determine how regulatory and compliance issues affect CSR initiatives in the convenience store sector. The complexity of local, national, and international rules varies, adding layers of complexity that are not fully explored in the research that is currently available. There is also a dearth of research in the areas of employee involvement and training in CSR practices, which are essential for successful implementation. The industry's high staff turnover rate makes ongoing CSR practice and training more challenging (Kumar et al., 2023). Addressing these research gaps is essential for developing tailored solutions that enable convenience stores to integrate strong CSR programs and fully reap their benefits (Jones and Comfort, 2018).

Convenience store CSR research is becoming more and more important considering the public's and regulators' growing demands for morally and environmentally responsible corporate practices in all industries. Convenience stores, are omnipresent and offer vital services, making them an important part of everyday consumer life. Despite their popularity, there is a clear lack of scholarly and applied research that particularly addresses the special CSR potential and difficulties within this sector of the retail industry (Jones and Comfort, 2018). Convenience stores, in contrast to larger retail chains, have unique operational challenges that might make

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DOI:
10.26480/csmj.02.2024.101.107

it more difficult to carry out CSR efforts. These challenges include a lack of space, rapid employee turnover, and pressure to maintain cheap prices (Kim and Park, 2019).

In addition, customers expect corporate responsibility from all merchants, including convenience stores, as they grow more aware of social and environmental issues (Kim, et al., 2021). It is critical to comprehend how these stores might strike a balance between the requirement for profitability and the demand for ethical business operations. To potentially turn CSR into a competitive advantage, this study will also investigate how convenience stores may effectively communicate their CSR initiatives to consumers. Furthermore, convenience stores must adjust as regulatory agencies impose greater and higher standards for sustainability and moral behaviour (Baumann-Pauly and Nolan, 2017). Examining these facets will not only close a huge study gap but also offer convenience stores useful information to improve their CSR tactics, supporting larger social and environmental objectives (Jones and Comfort, 2018). The results of this study are essential for creating customized, workable CSR frameworks that cater to the unique requirements and difficulties faced by the convenience store sector.

Thus, the main goals of the research on the "Impact of Corporate Social Responsibility on Customer Satisfaction" are to gain a thorough understanding of the ways in which CSR activities affect consumers' attitudes and actions toward convenience stores. First and foremost, the study seeks to determine whether particular CSR initiatives—such as Philanthropic responsibility, Ethical responsibility, Legal responsibility, Economic responsibility and Environmental contributions—have the greatest impact on customer satisfaction. The goal of the research is to identify these critical areas and offer convenience retailers practical advice on how to best optimize their corporate social responsibility initiatives. Second, the study intends to investigate the difference on the Level of customer's perception on CSR factors when grouped according to demographic profile. Lastly, this study will provide a nuanced understanding of the role of CSR in shaping customer satisfaction, helping convenience stores leverage CSR to enhance their market positioning and foster long-term customer relationships. Additionally, the research aims to assess the Impact of CSR on Customer Satisfaction and its significant difference when grouped according to demographic profiles.

2. LITERATURE REVIEW

Corporate Social Responsibility (CSR) has evolved significantly in recent years, becoming a central aspect of modern business strategy. As companies integrate CSR into their operations, they move beyond profit-driven motives and embrace broader societal responsibilities. Some researchers state that Corporate Social Responsibility (CSR) is becoming a central aspect of modern business operations (Ardiansyah and Alnoor, 2024). By tackling social and environmental issues through CSR efforts, businesses can both help society and advance their own goals. When companies make CSR a core part of their strategy, they not only stand out in a crowded market but also attract and keep top talent and support sustainability in the communities they serve. A researcher expands on this by explaining that CSR has evolved from charitable acts into a more comprehensive approach, incorporating environmental sustainability, business ethics, human capital management, and stakeholder engagement (Mishra, 2023). This reflects a shift in how companies fulfil societal expectations, which are now much broader than in the past. Businesses that integrate CSR into their strategies stand out in competitive markets and promote sustainability in the communities they serve.

The importance of CSR has been further amplified by the increasing expectations from consumers. Some researchers state that Corporate Social Responsibility (CSR) is playing a bigger role in how satisfied customers are in today's competitive market (Emmanuel and Priscilla, 2022). As shoppers become more aware of the social and environmental impacts of their choices, businesses that genuinely commit to CSR are more likely to win their trust, enhance their brand image, and build strong, lasting relationships. This growing awareness among consumers shows just how important CSR is for keeping customers loyal and satisfied. Wang supports this, noting that companies offering eco-friendly products, sponsoring charitable causes, and treating employees fairly not only enhance customer experiences but also build emotional connections with consumers (Wang, 2018). This bond between CSR efforts and customer satisfaction illustrates how CSR has become a powerful tool for customer retention and brand loyalty.

However, while CSR initiatives can drive customer satisfaction, the relationship is not always straightforward. Some researchers suggest that Corporate Social Responsibility (CSR) can have a vital impact on improving consumer satisfaction, loyalty, and perceived value, with the potential to influence company financial returns and market value

(Farrukhjon and Don-Yoon, 2023). The authors discuss that the relationship between CSR and consumer satisfaction is complicated and influenced by multiple factors such as corporate image, brand equity, and trust in the brand. Gaining a better understanding of the processes involved can be useful for managers and scholars to create CSR strategies that lead to greater levels of consumer satisfaction and sustainability over time.

Transparency and sincerity are key factors in determining the success of CSR initiatives in building customer satisfaction. A study emphasizes that CSR's impact on customer satisfaction depends on how genuinely companies engage with CSR (Zhang, 2022). Customers are increasingly skeptical of "greenwashing" or superficial CSR efforts that lack substance. For CSR to positively influence customer satisfaction, companies must be credible, honest, and transparent in their actions. A group researchers further argue that aligning CSR with the values of customers and society is crucial for establishing corporate credibility and building long-term customer loyalty (Pereira et al., 2023). When businesses effectively communicate the positive impacts of their CSR initiatives, they are more likely to foster customer trust and satisfaction.

A study explain that Corporate Social Responsibility (CSR) is centered on a company's commitment to doing good in various ways (Sarokin, 2020). It's not just about making money, it's also about being responsible in economic, social, and environmental areas while keeping stakeholders in mind. CSR includes handling finances well and giving investors a fair return, following laws and regulations, making ethical choices, and giving back to the community through charitable acts and donations. Some researcher adds that Corporate Social Responsibility (CSR) is no longer regarded as an optional addition to a company's operations but has become a crucial element of long-term success and sustainability (Collier, 2024). With growing demands from consumers, investors, and other stakeholders for businesses to act ethically and consider their social and environmental impacts, CSR has taken center stage. Companies that integrate CSR into their core business strategy are more likely to build trust, strengthen their reputation, and distinguish themselves from competitors in the marketplace.

The financial benefits of CSR should not be overlooked either. Kargeti argues that integrating Corporate Social Responsibility (CSR) into a company's operations brings a range of benefits, including better financial performance, increased customer loyalty, and cost savings through sustainable practices (Kargeti, 2018). Because of these advantages, CSR has become a key component of many companies' business strategies. More and more organizations are putting dedicated teams and resources into creating and executing effective CSR initiatives, understanding that it's essential for both achieving business success and making a positive social impact.

Furthermore, the role of CSR in influencing customer satisfaction extends to how businesses communicate their CSR efforts. A group researcher notes that the relationship between CSR and customer satisfaction is often moderated by factors like corporate reputation and customer trust (Song et al., 2019). A robust corporate reputation built on ethical practices and social responsibility reassures customers that the company is credible and values its stakeholders. This reputation, in turn, enhances customer satisfaction and loyalty. A group researcher also emphasize that CSR initiatives that align with customer expectations and are effectively portrayed to the public are more likely to result in positive customer outcomes (Pereira et al., 2023).

Through CSR initiatives, businesses may be able to improve their reputation and corporate image (Kodua et al., 2022; Harjoto and Salas 2017; Özcan and Elçi 2020). There are grounds to think that CSR can enhance brand equity in addition to brand image (Cowan and Guzman 2020; Kim and Manoli 2020; Zhao et al. 2021; Nguyen et al. 2022). Some researchers assert that CSR initiatives may also lead to increased customer satisfaction (Prayag et al., 2019; He and Li, 2011). As a result, when CSR initiatives are successful, consumer satisfaction is positively impacted, as satisfied customers are more likely to view companies as responsible (Agyei et al., 2021; Mohammed and Rashid, 2018; Zhang and Ahmad, 2022). A group researchers highlight that CSR is a crucial step before boosting brand image and customer satisfaction.

Researchers have examined corporate social responsibility in detail and connected it to business performance. Measuring the relationship between corporate social responsibility and customer loyalty in the context of developing nations is a major research gap that has not yet been filled. The current study, which incorporates customer trust, customer satisfaction, and customer reputation as mediators and corporate abilities

as a moderator, develops the underlying mechanism through which corporate social responsibility influences customer loyalty by drawing on the resource-based view and stakeholder theory. Telecom users provided the data. The results show that corporate reputation, customer happiness, and customer trust are strongly and favorably correlated with corporate social responsibility initiatives. (Islam et al., 2020).

The first to situate CSR within the framework of pragmatic concerns was Carroll, asserting that society expects corporate social responsibility (CSR) in the areas of economics, law, and ethics, and Businesses ought to meet these standards and accomplish the objective of optimizing corporate advantages. The biggest addition Carroll made to the field of CSR research was the integration of social effects, social issues, and CSR's three dimensions. A group researchers expanded the concept of CSR to include psychological theory, contending that CSR is the method by which the accountable party behaves in communication with the participants (Abbott et al., 2019).

The concept of corporate social responsibility is expansive because of the topic's ongoing development and enrichment, other definitions have become apparent. Broadly speaking, corporate social responsibility (CSR) has been defined as how businesses handle their primary, private, secondary, and public stakeholders (Neal, 2018). It nonetheless remains a concept that can be interpreted in a variety of ways. A group researcher describes customer pleasure as an immediate emotional response that represents real performance (Eldin et al., 2021). According to a study, contentment is the "total assessment following a purchase." On the other hand, author described satisfaction as an emotion that arises from evaluating expectations against actual performance (Kotler, 2020). Thus, raising customer satisfaction would benefit companies in a number of ways, including cost savings, profit margins, and reputation building (Eldin et al., 2021; Wu and Wang, 2014). In addition to lowering expenses for bringing in new business and handling complaints, poor quality, and flaws, it can increase demand (Eldin et al., 2021; Simon et al., 2009).

3. METHODS

A descriptive method of research was utilized in this study. The researcher used a questionnaire to gather the necessary data and information for the study. The research was conducted to know the impact of Corporate Social Responsibility (CSR) of convenience store (CS) to the Customer Satisfaction among the residents of Macalelon, Quezon. The respondents of the study are the customers of the convenience store. The study utilized purposive sampling method to identify the respondents of the study. These are the characteristics of the population: (a) Regular Customers who shop at least once a week; (b) members of convenience store loyalty programs or who have a convenience store app account; (c) and a resident within the town proper only for more than 3 years and above. A set of unstructured questionnaires were used by the researcher as a main tool for gathering of data. The questionnaire used a 4-point Likert scale, (where 1= Strongly Disagree (SD), 2= Disagree (D), 3= Agree (A), and 4= Strongly Agree (SA). The boundary of the numbers used to interpret the weighted mean.

4. THEORETICAL FRAMEWORK

A researcher classified corporate social responsibility into four groups. Carroll first proposed the economic, legal, ethical, and discretionary responsibility (CSR) four categories in 1979 (Carroll, 1979; 1991). However, he later reorganized the description of these categories into the shape of a CSR pyramid. It emerged as the most well-known framework for characterizing CSR. Understanding the significance of each duty is essential. Today, corporate social responsibility, or CSR, is a component of business operations. For the CSR efforts to be truly on goal and on purpose, every aspect of the program—including the concept, motivation, strategy, costs, and implementation—must be thoroughly considered. Muharbiyanto outlines a number of theories, including the theories of economics, legitimacy, and stakeholder theory, that can be used to explain why businesses want to engage in CSR activities and why they are motivated to disclose such actions (Muharbiyanto, 2010).

According to economic theory, a business will engage in CSR if doing so will benefit the business. In order to generate the most long-term economic value, businesses need to develop social and environmental values. Thus, in the long run, the business will generate good economic value in addition to social value. Economic responsibility refers to a company's obligation to make money from its operations. It identifies continuous profitability, a competitive edge, and earnings per share maximization as measures of a successful business (Ghozali, 2021; Carroll,

1991). According to a study, the main component of economic CSR is related to social and economic development (Han et al., 2020).

The foundation of legitimacy theory is the idea that institutions and society implicitly have a social compact (Ardianto and Machfudz, 2011). The corporation aims to achieve a balance between its operations and the community's expectations of it through engaging in CSR activities. Consequently, the community will see this as a positive corporate image and will acknowledge and support the company's existence. Businesses need to conduct themselves in corridors that are socially and environmentally acceptable for their operations to be successful. This theory's proponents contend that businesses can establish their legitimacy by freely revealing details about their social and environmental initiatives in their annual reports.

The Stakeholder idea is another noteworthy idea that was applied in this research. Parties or organizations with a direct or indirect interest in the business's operations are typically referred to as stakeholders. The notion of Stakeholders have changed significantly. Employees, labor unions, and the general public are now included in the idea of stakeholders, which was formerly limited to investors, customers, the board of directors, management, and the government. Stakeholder theory dictates that organizational management must perform actions that its stakeholders deem significant and provide a report on these actions.

5. THE DATA ANALYSIS

The table 1 shows the statistics of the 377 respondents in terms of Age, Sex, Civil Status, Monthly gross income, and Employment status.

Table 1: Demographic Profile			
	Attribute	Frequency	Percent
AGE	25 years old and below	39	10%
	26 - 35 years old	156	41%
	36 - 45 years old	119	32%
	46 - 55 years old	40	11%
	56 years old and above	23	6%
	Total	377	100%
SEX	Male	168	45%
	Female	209	55%
	Total	377	100%
CIVIL STATUS	Single	81	21%
	Married	296	79%
	Total	377	100%
MONTHLY GROSS INCOME	less than 10,000.00	123	33%
	above 10,000.00	254	67%
	Total	377	100%
EMPLOYMENT STATUS	Government Employee	117	31%
	Private Employee	121	32%
	Self-employed	53	14%
	Unemployed	15	4%
	Student	71	19%
	Total	377	100%

Table 2 presents the response of the respondents regarding the Level of Customer's Perception on Corporate Social Responsibility in terms of Philanthropic responsibility. Based on the table, the average weighted mean is 2.64 with verbal interpretation of Agree which can be an indication of a positive perception of the company's philanthropic

initiatives, but it may not be overwhelmingly strong. It implies that while the company is seen as responsible in this area, there is potential for further enhancement to move towards a stronger or more unanimous agreement among respondents. As seen in the table, statements 2 and 4 yielded a verbal interpretation of Agree indicating that the respondents agree that the company is supporting charitable activities to improve the lives of the community. On the other hand, statements 1-3 yielded a lower result with verbal interpretation of Disagree indicating that the respondents disagree that the company was not supportive in terms of arts and culture and school activities.

Table 2: Level of Customer's Perception on Corporate Social Responsibility in terms of Philanthropic responsibility		
Philanthropic responsibility	W M	A R
1. This firm supports culture and art activities of local community.	2.5 0	D
2. Managers and employees participate in charitable activities of their local communities.	3.0 6	A
3. This firm supports private and public educational institutions.	2.4 9	D
4. This firm assists to enhance quality of life in the local community.	2.5 1	A
Composite Mean	2.6 4	A

Table 3 presents the response of the respondents regarding Level of customer's perception on Corporate Social Responsibility in terms of Ethical responsibility. Based on the table, the average weighted mean is 3.30 with verbal interpretation of Strongly Agree which indicates that respondents highly affirm the company's adherence to ethical standards and the company is perceived as exemplary in its ethical responsibilities. Stakeholders believe that the company consistently acts with high moral integrity and sets a strong ethical example within its industry. As seen in the table, statements 1-4 yielded a verbal interpretation of Strongly Agree indicating that the respondents believed that the company is committed to ethical practices, such as honesty in communication, fair treatment of employees, ethical sourcing, and integrity in business dealings. Supporting charitable activities to improve the lives of the community.

Table 3: Level of customer's perception on Corporate Social Responsibility in terms of Ethical responsibility		
Ethical responsibility	WM	AR
1. This firm operates in a manner consistent with expectations of societal and ethical norms.	3.36	SA
2. This firm recognizes and respects new ethical/moral norms	3.26	SA
3. This firm prevents unethical behaviors in order to achieve organizational goals.	3.30	SA
4. This firm make efforts to be good citizenship.	3.29	SA
Composite Mean	3.30	SA

Table 4 presents the response of the respondents regarding the Level of customer's perception on Corporate Social Responsibility in terms of Legal responsibility. Based on the table, the average weighted mean is 3.33 with verbal interpretation of Strongly Agree which indicates that respondents very strongly affirm the company's compliance with legal standards and the company is perceived as highly diligent and reliable in fulfilling its legal responsibilities. Stakeholders view the company as a model of legal compliance, consistently meeting or exceeding regulatory requirements and maintaining high standards of lawful conduct (Kumar et al., 2009). As seen in the table, statement 4 yielded a verbal interpretation of Agree indicating that the respondents agree that the company have met minimum requirements related to goods and services. On the other hand, statements 1-3 yielded a higher result with verbal interpretation of Strongly Agree indicating that the respondents believe that the company strictly follows all applicable laws and regulations, demonstrating strong legal compliance and commitment to lawful operations.

Table 4: Level of customer's perception on Corporate Social Responsibility in terms of Legal responsibility		
Legal responsibility	WM	AR
1. This firm operates business in a manner consistent with expectations of government and law.	3.38	SA
2. This firm obeys various federal, state, and local regulations	3.36	SA
3. This firm fulfills its legal obligation	3.38	SA
4. This firm meets minimal legal requirements related to goods and service.	3.20	A
Composite Mean	3.33	SA

Table 5 presents the response of the respondents regarding the Level of customer's perception on Corporate Social Responsibility in terms of Economic responsibility. Based on the table, the average weighted mean is 3.29 with verbal interpretation of Strongly Agree which indicates that respondents have a high level of confidence in the company's economic performance and financial stability and the company is perceived as highly effective in fulfilling its economic responsibilities. Stakeholders believe that the company is financially robust, efficiently managed, and capable of sustaining its operations while providing economic benefits to its stakeholders and the wider community. As seen in the table, statement 5 yielded a verbal interpretation of Agree indicating that the respondents agree that the company was transparent in all business undertaking. On the other hand, statements 1-4 yielded a higher result with verbal interpretation of Strongly Agree indicating that the respondents have a strong belief that the company is successfully managing its financial resources, generating profits, and contributing positively to economic growth.

Table 5: Level of customer's perception on Corporate Social Responsibility in terms of Economic responsibility		
Economic responsibility	WM	AR
1. This firm focuses on maximizing earnings	3.28	SA
2. This firm is committed to profitability	3.32	SA
3. This firm has a strong competitive position.	3.38	SA
4. This firm seeks a profitable business.	3.38	SA
3. This firm has good transparency	3.07	A
Composite Mean	3.29	SA

Table 6 presents the response of the respondents regarding the Level of customer's perception on Corporate Social Responsibility in terms of Environmental contribution. Based on the table, the average weighted mean is 2.81 with verbal interpretation of Agree which indicates that that respondents believe the company is making a notable effort to address its environmental responsibilities. While the company is perceived to be actively engaging in environmentally friendly practices and initiatives, this indicates there may be room for further improvement to reach a higher level of commitment and impact. As seen in the table, statement 2 yielded a verbal interpretation of Disagree indicating that the respondents believe that the company did not support energy conservation. On the other hand, statements 3 and 4 yielded a result with verbal interpretation of Agree indicating that the respondents believe that the company supports environmental preservation including the use of eco-friendly products. In addition, statement 1 yielded a higher result with verbal interpretation of Strongly Agree indicating that the respondents believe that the company practice recycling.

Table 6: Level of customer's perception on Corporate Social Responsibility in terms of Environmental contribution		
Environmental contribution	WM	AR
1. This firm practices recycling pollutants and wastes	3.38	SA
2. This firm invests in energy conservation.	2.2	D
3. This firm manufactures eco-friendly products.	3.07	A

Table 6 (Conts): Level of customer’s perception on Corporate Social Responsibility in terms of Environmental contribution

4. Companies initiate activities that support environmental preservations	2.56	A
Composite Mean	2.81	A

Table 7 illustrates the response of the respondents regarding the Impact of Corporate Social Responsibility on Customer Satisfaction. Based on the table, the average weighted mean is 3.35 with verbal interpretation of Strongly Agree which implies that the company’s CSR initiatives are not only well-received but also play a crucial role in increasing customer satisfaction. Customers likely view the company more favorably because of its commitment to social and environmental responsibilities, leading to greater loyalty and positive perceptions. The company’s CSR efforts are seen as integral to its success in satisfying and retaining customers. As seen in the table, statement 5 yielded a verbal interpretation of Agree indicating that the respondents agree that the company’s CSR may influence respondents to feel satisfied with the offered goods and services. On the other hand, statements 1-4 yielded a higher result with verbal interpretation of Strongly Agree indicating that customers are highly appreciative of the company’s CSR efforts and that these efforts enhance their overall satisfaction with the company.

Table 7: Impact of Corporate Social Responsibility on Customer Satisfaction

STATEMENT	WM	AR
1. Companies that demonstrate a commitment to CSR are more likely to meet my expectations as a customer.	3.40	SA
2. I ‘am more satisfied with companies that actively engage in CSR initiatives compared to those that do not.	3.47	SA
3. CSR initiatives play a significant role in shaping my purchasing decisions.	3.26	SA
4. I ‘am more likely to recommend companies to others if they are socially and environmentally responsible.	3.38	SA
5. The company’s CSR initiatives positively influence my overall satisfaction with the brand.	3.25	A
Composite Mean	3.35	SA

Table 8: The significant difference on the Impact of Corporate Social Responsibility Factors on Customer Satisfaction when they are grouped according to their Age.

	Sum of Squares	Df	Men Square	F	Sig.
Between Groups	2.1996	4	0.550	3.70689	0.00566
Within Groups	55.183	372	0.1483		
Total	57.3830	376			

Table above shows that there was no significant difference on the level of agreement of respondents on Corporate Social Responsibility Factors when they are grouped according to age at $p < .05$ level for the two groups $F = 3.70689, p = 0.00566$.

Table 9: The significant difference on the Impact of Corporate Social Responsibility Factors on Customer Satisfaction when they are grouped according to their Sex.

Variables Compared	df	t-computed value	t-critical value	Decision	Impression
Male vs Female	375	0.0081	2.6609	Do not reject	Not Significant

Table above shows the computed value of 0.0081, and a 2.6609 critical value. It means that there is no significant difference on the level of agreement of respondents on Corporate Social Responsibility Factors when they are grouped according to their sex. This only means that the level of agreement of respondents on Corporate Social Responsibility Factors does not depend on sex of the respondents.

Table 10: The significant difference on the Impact of Corporate Social Responsibility Factors on Customer Satisfaction when they are grouped according to their Civil Status.

Variables Compared	df	t-computed value	t-critical value	Decision	Impression
Single vs Married	375	0.0071	4.1798	Do not reject	Not Significant

Table above shows the computed value of 0.0071, and a 4.1798 critical value. It means that there is no significant difference on the level of agreement of respondents on Corporate Social Responsibility Factors when they are grouped according to their civil status. This only means that the level of agreement of respondents on Corporate Social Responsibility Factors does not depend on civil status of the respondents.

Table 11: The significant difference on the Impact of Corporate Social Responsibility Factors on Customer Satisfaction when they are grouped according to their Civil Status.

Variables Compared	df	t-computed value	t-critical value	Decision	Impression
Single vs Married Vs Above P10,000	375	0.4721	0.6371	Do not reject	Not Significant

Table above shows the computed value of 0.4721, and a 0.6371 critical value. It means that there is no significant difference on the level of agreement of respondents on Corporate Social Responsibility Factors when they are grouped according to their monthly gross income. This only means that the level of agreement of respondents on Corporate Social Responsibility Factors does not depend on monthly gross income of the respondents.

Table 12: The significant difference on the Impact of Corporate Social Responsibility Factors on Customer Satisfaction when they are grouped according to their Employment Status.

	Sum of Squares	Df	Men Square	F	Sig.
Between Groups	5.8560	4	1.464	6.78855	0.000028
Within Groups	80.225	372	0.2157		
Total	86.0811	376			

Table above shows that there was no significant difference on the level of agreement of respondents on Corporate Social Responsibility Factors when they are grouped according to employment status at $p < .05$ level for the two groups $F = 6.78855, p = 0.000028$.

5. CONCLUSION

According to the study’s findings, the majority of the respondents were married, female, and had an income of more than P10,000. Most of them were employed as private employees and believed that the convenience store was fulfilling its corporate social responsibility in terms of philanthropic, ethical, legal, economic, and environmental responsibilities. The study also highlights the significant influence of Corporate Social Responsibility (CSR) activities on customer satisfaction. The data gathered strongly indicate that CSR initiatives play a crucial role in shaping customer perceptions and enhancing their overall satisfaction with a company’s products and services. Furthermore, the study reveals that CSR initiatives contribute to a perception of higher product quality and value. Respondents associated companies engaged in CSR with superior standards and ethical practices, which positively influenced their satisfaction levels.

In line with this, the findings with lower result should be addressed which includes; strengthening philanthropic initiatives such as supporting local cultural activities, public and private educational institutions and other charitable activities where the community may benefit from this, improving higher level of commitment to environmentally friendly practices like conserving energy, promoting the use of eco-friendly products and initiating activities that promote environmental preservation and, maintaining high moral integrity, high standards of lawful conduct, and contributing positively to economic growth (Jamaludin et al., 2023). In addition, there is a need for improvement of customer awareness on the CSR practices and building goodwill and strong relationships through an open communication with the customers and community at large.

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