






“The influence of corporate social responsibility on repurchase intention: The mediating effect of satisfaction”

AUTHORS	Sang Vo Minh  Uyen Phan Nguyen Thao  Khanh Truong Tan  Phung Pham Van 
ARTICLE INFO	Sang Vo Minh, Uyen Phan Nguyen Thao, Khanh Truong Tan and Phung Pham Van (2023). The influence of corporate social responsibility on repurchase intention: The mediating effect of satisfaction. <i>Innovative Marketing</i> , 19(4), 207-219. doi: 10.21511/im.19(4).2023.17
DOI	http://dx.doi.org/10.21511/im.19(4).2023.17
RELEASED ON	Monday, 04 December 2023
RECEIVED ON	Friday, 29 September 2023
ACCEPTED ON	Friday, 24 November 2023
LICENSE	 This work is licensed under a Creative Commons Attribution 4.0 International License
JOURNAL	"Innovative Marketing "
ISSN PRINT	1814-2427
ISSN ONLINE	1816-6326
PUBLISHER	LLC “Consulting Publishing Company “Business Perspectives”
FOUNDER	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

61



NUMBER OF FIGURES

2



NUMBER OF TABLES

4

© The author(s) 2023. This publication is an open access article.



BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"
Hryhorii Skovoroda lane, 10,
Sumy, 40022, Ukraine
www.businessperspectives.org

Received on: 29th of September, 2023
Accepted on: 24th of November, 2023
Published on: 4th of December, 2023

© Sang Vo Minh, Uyen Phan Nguyen
Thao, Khanh Truong Tan, Phung Pham
Van, 2023

Sang Vo Minh, Dr., Department
of Business Administration, FPT
University, Vietnam. (Corresponding
author)

Uyen Phan Nguyen Thao,
Bachelor, Department of Business
Administration, FPT University,
Vietnam.

Khanh Truong Tan, Bachelor,
Department of Business
Administration, FPT University,
Vietnam.

Phung Pham Van, Bachelor,
Department of Business
Administration, FPT University,
Vietnam.



This is an Open Access article,
distributed under the terms of the
[Creative Commons Attribution 4.0
International license](https://creativecommons.org/licenses/by/4.0/), which permits
unrestricted re-use, distribution, and
reproduction in any medium, provided
the original work is properly cited.

Conflict of interest statement:
Author(s) reported no conflict of interest

Sang Vo Minh (Vietnam), Uyen Phan Nguyen Thao (Vietnam),
Khanh Truong Tan (Vietnam), Phung Pham Van (Vietnam)

THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ON REPURCHASE INTENTION: THE MEDIATING EFFECT OF SATISFACTION

Abstract

The study evaluates the impact of corporate social responsibility (CSR) on customer satisfaction and repurchase intention in the fast food service business in Vietnam. This study used quantitative research methods with a sample of 414 customers aged 18 and older who have used fast food service in Vietnam. Primary data were collected based on customers' willingness to provide information through questionnaire links on social networking platforms such as Facebook and Zalo. Structural equation modeling and mediating effect analysis were used to test the correlation between components in the research model. Research results have identified three components of CSR, including community responsibility, environmental responsibility, and ethical responsibility in business, that directly and positively influence customer satisfaction. The results validate the mediating influence of satisfaction on the correlation between CSR components (community, environmental, and ethical responsibility) and repurchase intention, which very few previous studies have performed. These findings theoretically contribute to the literature, verifying three CSR components from the customer's point of view in the fast food service business, including community, environmental, and ethical responsibility. Expanding the theory on factors affecting customer satisfaction and promoting cause-related marketing, prosocial behavior, and competitive advantage theory is necessary. As for managerial contributions, fast food business brands are suggested to invest and increase their CSR activities.

Keywords

corporate social responsibility, community
responsibility, environment responsibility, ethical
responsibility, satisfaction, repurchase intention

JEL Classification

M30, M31

INTRODUCTION

In the late 1990s, the Vietnamese fast-food industry bloomed. KFC outlets started popping up in 1997, Lotteria in 1998, and Jollibee in 2005. After that, in 2007, Pizza Hut began to appear in Vietnam. Other significant players like Domino's Pizza and Subway emerged in 2010. Vietnamese consumers during this period were particularly affected by the introduction of Burger King and McDonald's. Vietnamese food companies have also generated a lot of hype, including Viet sandwiches, Mac, or Otoké Chicken. Due to the intense competition in fast food services, business owners must devise numerous strategies to satisfy clients' purchase intentions. Improving CSR is one of the strategies employed by many companies to build brand value and encourage customer repurchase intention. The attractiveness of the fast food service market will continue to grow due to the increasing demand of customers, the high frequency of repurchases, and fierce competition. This market is increasingly attracting the participation of many multinational fast food corporations.

For many years, companies in the fast food industry have implemented many marketing programs to attract customers, maintain old customers, and enhance customer loyalty, such as advertising communications, customer loyalty programs, and promotions. In recent years, brands have tended to expand and develop marketing communication programs aimed at social benefits, contributing to increasing corporate social responsibility toward the community to win good feelings from the community, thereby promoting the improvement of brand image and competitiveness in the market. For corporate leaders, social responsibility has become an essential priority (Porter & Kramer, 2006). Corporate social responsibility initiatives enhance the value of brands. Consumers have been impacted by corporate social responsibility, which influences their decision to repurchase (Hartmann et al., 2013). There is a need to confirm the influence of customers' perceived CSR on customer satisfaction and repurchase intention.

1. LITERATURE REVIEW AND HYPOTHESES

Social responsibility assures corporate economic objectives and social goals, whereby CSR includes legal, economic, ethical, and discretionary responsibility (Carroll, 1979). Many researchers have supported Carroll's (1979) theory of CSR as it continues to be revised and developed to date (Wartick & Cochran, 1985; Ullmann, 1985; Miles, 1987; Wood, 1994). Wartick and Cochran (1985) modified Carroll's model to consist of dimensions of principles, processes, and policies. Wood (1994) used social responsibility, social responsiveness processes, and social responsibility outcomes to measure CSR. According to Hopkins (2003), CSR is showing concern and treating stakeholders both inside and outside the company in an ethical and socially responsible manner to promote society's development while maintaining and developing the business. Hopkins (2005) has concretized and systematized the components of CSR into three levels of CSR, including:

- (1) Principles of social responsibility (legitimacy, public responsibility, and managerial discrete);
- (2) Processes of social responsibility (environmental scanning, stakeholder management, and issue managing); and
- (3) Outcomes (internal stakeholders, external stakeholders, and external institutional effects).

According to Graafland et al. (2004), CSR is ecological responsibility (environmental consideration behavior), social responsibility (corporate

ethics), and economic responsibility (marketing communication). Hohnen and Potts (2007) argue that CSR of an enterprise is an assurance of an organization for the common interests of society, contributing to promoting the sustainable development of the environment and society and compliance with international standards.

Corporate social responsibility activities can positively affect consumer satisfaction (Lee, 2019; Rather et al., 2019; Kim et al., 2020; Chikazhe et al., 2021). CSR initiatives are strongly and positively related to customer satisfaction (Islam et al., 2021). CSR can create a competitive advantage by building customer satisfaction and enhancing social activities. Companies with many CSR activities would receive much sympathy from customers, improving their satisfaction with the company (Zhang, 2022). According to Hartmann et al. (2013), CSR initiatives impacted customer intentions, and their repurchase intentions were altered. Charitable activities will support the company's marketing activities (Kotler & Lee, 2005). Orienting business activities toward CSR helps the company to improve its competitive advantage (Porter & Kramer, 2006). Cheng et al. (2018) discovered that CSR practices can significantly enhance loyalty and purchasing behavior. Similarly, Gheribi (2017) revealed that CSR programs positively impact consumer behavior toward fast-food companies. Studies have discovered significant connections between CSR and repurchase behavior (Poolthong & Mandhachitara, 2009; Lee, 2019; Rather et al., 2019; Phillips et al., 2019; Chikazhe et al., 2021; Wang, 2020).

Customer satisfaction may be the mediating factor affecting the customers' intention to repurchase. For example, Su et al. (2015) identified the

mediating role of customer satisfaction in the relationship between social responsibility and the repurchase intention of tourists. Lee (2019) identified the mediating effect of satisfaction on the relationship between CSR and customer loyalty in the life insurance business. Rather et al. (2019) confirmed the mediating role of customer satisfaction in the relationship between brand identification and customer loyalty. Wang (2020) determined the mediating role of satisfaction in the relationship between CSR and customer behavior in the bicycle industry. Zayyad et al. (2021) identified the mediating effect of brand credibility on the relationship between CSR and patronage intentions in the banking sector.

Based on the theories of CSR and related studies reviewed, this study proposes that three components of CSR, including community, environmental, and ethical responsibility (Carroll, 1979, 1991; Hopkins, 2005; Hohnen & Potts, 2007; Chikazhe et al., 2021) have an impact on customer satisfaction and repurchase intention.

Corporate social responsibility (CSR) is increasingly becoming an essential aspect of the fast-food industry because CSR programs positively impact the community, consumers, and the reputation of fast-food companies. Dalay and Yap (2021) examined consumers' awareness of fast food corporations' CSR programs and their buying behavior toward strategic CSR initiatives. Morgan et al. (2016) emphasized that CSR programs aimed at social issues like healthy eating habits, labor standards, and environmental sustainability can positively influence the community's perception of fast food companies. Furthermore, Nguyen et al. (2019) found that CSR programs addressing social issues such as ethical labor standards, environmental sustainability, and social responsibility can positively impact the community's perception of food processing companies in Vietnam. In a study by Martínez-Sala et al. (2021) on the communication of healthy eating through social networks as part of CSR in the restaurant and fast food industry, CSR programs promoting healthy eating habits can positively influence the community's perception of fast food companies. A good sense of corporate community responsibility will have an increased influence on customer satisfaction with the brand.

According to Singh et al. (2014), corporate social responsibility is essential to business strategy. CSR programs are believed to positively impact the environment, society, and local communities while creating loyal customers willing to pay a premium for products or brands, demonstrating a strong commitment to CSR. Wong (2016) found that implementing green approaches in fast-food restaurants can enhance customer satisfaction and loyalty. These studies emphasize the significance of CSR in the fast-food industry and its environmental impact. Consumer attitudes reflect their awareness of environmental protection and preference for purchasing goods from socially responsible companies to improve their quality of life. Consumers also recognize their social responsibility to protect the environment and natural resources by choosing products that promote waste sorting, recycling, and energy conservation (Hengboriboon et al., 2022; Sahioun et al., 2023). Environmental issues are receiving more and more attention from society because they directly affect the quality of life and sustainable development. Therefore, companies with many programs aimed at protecting the environment receive high appreciation from the community and customers, thereby improving customer sentiment toward the brand, creating a positive impact on satisfaction and increasing repurchase intention for the brand.

According to Iglesias et al. (2019), solid corporate brands must put ethics at the center of their identity and communicate an ethical commitment in customer interactions (Balmer, 2001; Rindell et al., 2011). Service businesses often involve more customer interactions and contacts, where ethical description is required, than commodity businesses (Markovic & Obradovic, 2015). The increase in the popularity of ethical consumerism over the past two decades may be related to the rise of CSR (Grace & Cohen, 2009). Consumers are becoming increasingly aware of the social impact of their consumption decisions and thus begin to make purchasing decisions based on their ethical concerns (Eisingerich et al., 2011). Consumers consider ethical values based on perceived CSR before purchasing a brand (Brunk, 2010). Companies that fulfill their CSR have more significant customer satisfaction and are rewarded with increased consumer purchase intention (Carvalho et al., 2010). Consumers are willing to actively support compa-

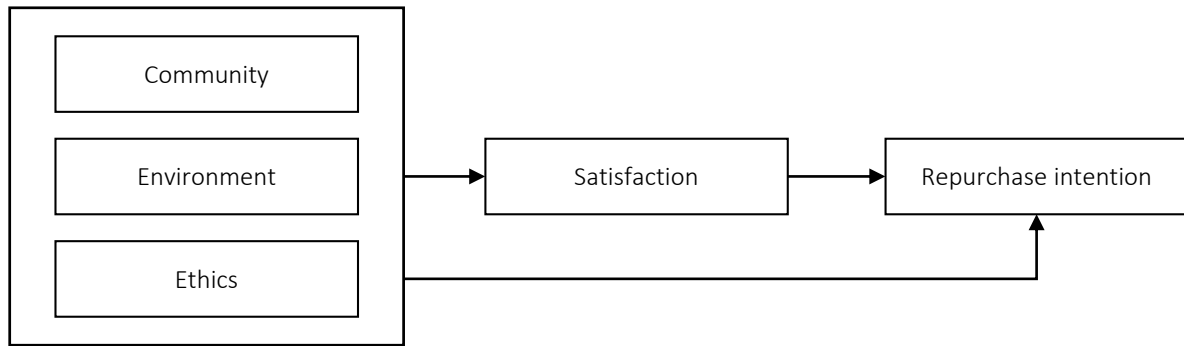


Figure 1. Research model

nies committed to environmentally friendly practices and ethics. Limbu et al. (2011) have shown that the perceived ethics of the fast food brand significantly affect the trust and attitude of consumers toward the brand, positively impacting the purchase and repurchase intention. A company’s ethical responsibility in business is a crucial issue; it aims to contribute to ensuring the benefits promised to customers and issues related to society’s shared interests. Customers highly appreciate companies that ensure good ethical responsibilities in business; as a result, their satisfaction and brand loyalty increase.

The study aims to evaluate the impact of corporate social responsibility (CSR) on customer satisfaction and repurchase intention in the fast food service business in Vietnam.

Figure 1 shows the proposed research model. To explain the correlation between the components in the research model, the proposed hypotheses are as follows:

- H1: Community responsibility has a direct positive impact on customer satisfaction.*
- H2: Environmental responsibility has a direct positive impact on customer satisfaction.*
- H3: Ethical responsibility has a direct positive impact on customer satisfaction.*
- H4: Community responsibility has a direct positive impact on repurchase intention.*
- H5: Environmental responsibility has a direct positive impact on repurchase intention.*

- H6: Ethical responsibility has a direct positive impact on repurchase intention.*
- H7: Satisfaction has a mediating impact on the correlation between community responsibility and repurchase intention.*
- H8: Satisfaction has a mediating impact on the correlation between environmental responsibility and repurchase intention.*
- H9: Satisfaction has a mediating impact on the correlation between ethical responsibility and repurchase intention.*

2. METHODOLOGY

The set of scales for components of CSR includes:

- community responsibility, with 4 items: organizing entertainment programs (Com1), awarding scholarships and sponsors (Com2), ensuring fire prevention (Com3), and ensuring the prevention of the Covid-19 epidemic (Com4);
- environment responsibility, with 6 items: using paper food bags to protect the environment (Env1), protecting the environment with campaigns to reuse plastic bags (Env2), treating waste before discharging into the environment (Env3), participating in environmental protection programs (Env4), using lighting equipment with energy-saving functions (Env5), and using frying equipment (large-capacity electric stoves) with energy-saving functions (Env6); and

- ethical responsibility, with 4 items: putting customers' health and safety first (Eth1), ensuring transparency in the origin of food (Eth2), having environmental protection policies (Eth3), and providing product quality that is true to what brand advertisements (Eth4).

These scales are built based on Carroll (1991), Turker (2009), Carroll and Shabana (2010), and Alvarado-Herrera et al. (2017). The observed variables measuring the components of customer satisfaction (satisfaction with product quality (Sat1), the price (Sat2), employees (Sat3), space and culinary environment (Sat4)) are built on a satisfaction theory of Fuentes-Blasco et al. (2017). Items of repurchase intention (will continue to use the brand (RI1), loyal customer of the brand (RI2), and prefer to choose the brand (RI3)) are built based on Fullerton (2005) and Kim et al. (2008).

Each observed variable has an interval scale from 1 (strongly disagree) to 5 (strongly agree). The sample size is 414 respondents who are Vietnamese citizens. The sample was selected through a social networking platform; the Google Forms questionnaire link was sent to Vietnamese citizens who have had experience with the fast food brand. Respondents were more open and could answer questions honestly because they had time to consider their answers. The data were analyzed using the Analysis of Moment Structures (AMOS) and the Statistical Package for the Social Sciences (SPSS) software. Descriptive statistics characterize the study sample, and Cronbach's Alpha is also used to assess the validity of the scale employed in the theoretical model. A structural equation modeling evaluates the influence of CSR on customer satisfaction and repurchase intention and analyzes the mediating effect of customer satisfaction on the correlation between CSR and repurchase intention.

Table 1. Demographic statistics

Respondent age	Female		Male		Total	
	Count	%	Count	%	Count	%
18-22 years old	160	38.65	106	25.60	266	64.25
22-30 years old	36	8.70	40	9.66	76	18.36
30-40 years old	51	12.32	21	5.07	72	17.39
Total	247	59.66	167	40.34	414	100.00

3. RESULTS AND DISCUSSION

The study chose 414 valid samples; 247 were female respondents (59.66%), and 167 were male respondents (40.34%). Sample statistics by age 18-22 is 64.25%. This is one of the customer segments with high demand for fast food services in Vietnam. Next is the sample group of 22-30 years old, 18.36%, and the sample group of 30-40 years old, 17.39% (Table 1).

Cronbach's alpha test is used to check the reliability of each set of scales for the components in the model, including environment (Env1 → Env6), community (Com1 → Com4), ethics (Eth1 → Eth4), satisfaction (Sat1 → Sat4), and repurchase intention (RI1 → RI3). The analysis results summarized in Table 2 show that Cronbach's Alpha coefficient of all components is 0.85-0.92 (> 0.70). The coefficient of correlated item-total correlation of all observed variables in each scale component is greater than 0.5. As a result of the model, the scale of all components is reliable, adapting the analysis requirements.

Research results (Table 3) have identified a direct impact of CSR (community, environmental, and ethical responsibility) on customer satisfaction. Specifically, community responsibility directly impacts customer satisfaction ($\lambda = 0.40^{***}$), according to which H1 is supported. Similarly, environmental responsibility and customer satisfaction ($\lambda = 0.20^{***}$) and ethical responsibility and customer satisfaction ($\lambda = 0.59^{***}$) are positively associated; thus, H2 and H3 are supported. Society is increasingly concerned about the environment, so customers' appreciation of the business's environmental responsibility will have an increased impact on customer satisfaction. Interesting results from this study have shown that society is increasingly concerned with business ethics because it not only ensures customers' interests but also contributes to the sustainable development of enter-

Table 2. Cronbach’s alpha for components in the research model

Components	Items	Cronbach’s alpha	Corrected Item-Total Correlation
Environmental responsibility (Env)	Env1	0.91	0.68
	Env2		0.78
	Env3		0.78
	Env4		0.79
	Env5		0.75
	Env6		0.72
Community responsibility (Com)	Com1	0.89	0.75
	Com2		0.70
	Com3		0.78
	Com4		0.78
Ethical responsibility (Eth)	Eth1	0.92	0.84
	Eth2		0.84
	Eth3		0.80
	Eth4		0.78
Satisfaction (Sat)	Sat1	0.90	0.76
	Sat2		0.79
	Sat3		0.78
	Sat4		0.79
Repurchase intention (RI)	RI1	0.85	0.73
	RI2		0.69
	RI3		0.74

prises and society. The research results confirmed that three CSR components (community, environmental, and ethical responsibility) directly impact customer satisfaction with fast food services in Vietnam. The findings are similar to Lee (2019), Rather et al. (2019), Kim et al. (2020), Chikazhe et al. (2021), Islam et al. (2021), and Zhang (2022).

Table 3. Results of hypotheses testing

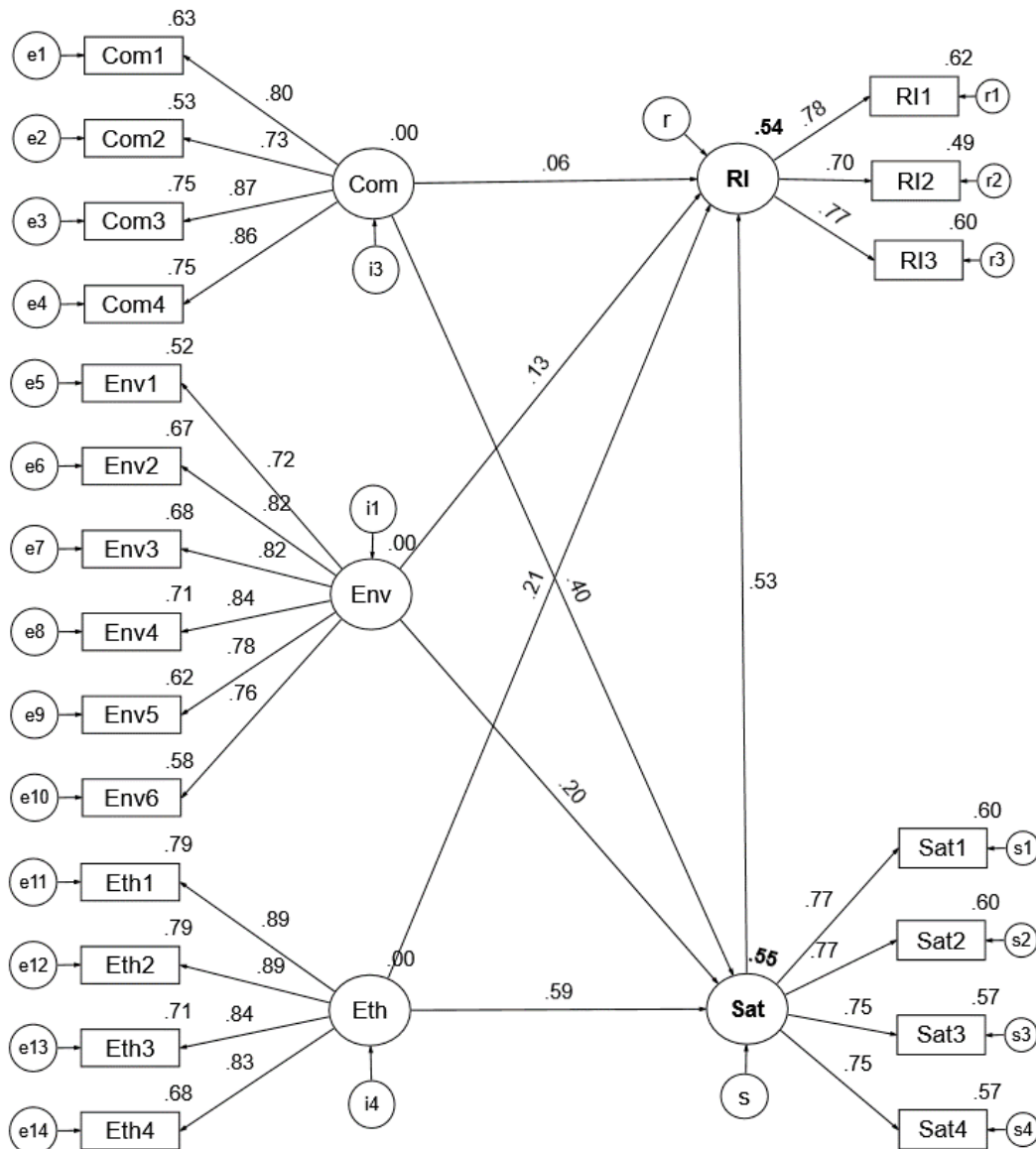
Hypothesis	Direct relationships	λ	P	Results
H1	Com → Sat	0.40	***	Accepted
H2	Env → Sat	0.20	***	Accepted
H3	Eth → Sat	0.59	***	Accepted
H4	Com → RI	0.06	0.275	Rejected
H5	Env → RI	0.13	0.008	Accepted
H6	Eth → RI	0.21	0.002	Accepted

Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$. Com = community responsibility; Sat = satisfaction; RI = repurchase intentions; Env = environmental responsibility; Eth = ethical responsibility.

The three components of CSR (community, environment, and ethical responsibility) account for 55% of the variation in brand satisfaction (Figure 2). Ethical responsibility is the component that has the greatest impact on customer satisfaction; if the customer’s evaluation of ethical responsibility increases by 1.0 units, it will have an increased promotion impact on satisfaction by 0.59 units. Next, if the

customer’s perception of community responsibility increases by one unit, it will impact satisfaction by 0.40 units. Finally, the customer’s perception of the business’s environmental responsibility will increase customer satisfaction by 0.20 units (Figure 2).

Table 3 shows that the relationship between community responsibility and repurchase intention is not statistically significant with 95% confidence ($\lambda = 0.06, P = 0.275 > 0.05$); accordingly, H4 is not supported, showing that there is not enough evidence to confirm the direct positive impact of community responsibility on repeated consumption intention. The results of this study are somewhat different from Morgan et al. (2016), Nguyen et al. (2019), and Dalay and Yap (2021). Research results show that corporate community responsibility does not influence brand repurchase intention in the Vietnamese fast-food industry. The remaining two components of CRS directly positively impact repurchase intention: environmental responsibility ($\lambda = 0.13^{**}$) and ethical responsibility ($\lambda = 0.21^{**}$); H5 and H6 are accepted. If customers highly appreciate a business for the environment and ethical responsibility, it will impact repeated consumption intention. These results reinforce Carvalho et al. (2010), Eisingerich et al. (2011), Limbu et al. (2011), Wong (2016), Hengboriboon et al. (2022), and Sahioun et al. (2023).



Note: Com = community responsibility; Sat = satisfaction; RI = repurchase intentions; Env = environmental responsibility; Eth = ethical responsibility.

Figure 2. The influence of corporate social responsibility on repurchase intention

The analysis of the direct and indirect effects (through the mediating variable of satisfaction) of CSR on repurchase intention is summarized in Table 4. The direct relationship between community responsibility and repurchase intention ($\lambda = 0.06$, $P = 0.275 > 0.05$) is not statistically significant with 95% confidence, but has an indirect impact on repurchase intention through satisfaction ($\lambda = 0.22^{**}$). Accordingly, the study notes the full mediation of customer satisfaction on the correlation between community responsibility and repurchase intention. Accordingly, H7 is accepted; satisfaction mediates the correlation

between community responsibility and repurchase intention.

Similarly, in Table 4 and Figure 2, the direct positive impact of environmental responsibility on repurchase intention ($\lambda = 0.11^*$) and the indirect positive impact of environmental responsibility on repurchase intention through customer satisfaction, environmental responsibility-customer satisfaction-repurchase intention are also recorded ($\lambda = 0.13^{**}$). Accordingly, H8 is accepted, recording a partial mediating effect of customer satisfaction on the correlation between environmental respon-

sibility and repurchase intention. Valuable results from the research have contributed to demonstrating that the attention of society and customers to environmental responsibility is increasing; customers will continue to buy the goods or services of brands with good environmental responsibility. Furthermore, ethical responsibility has a direct positive impact on repurchase intention ($\lambda = 0.21^{**}$) and an indirect positive impact on repurchase intention through customer satisfaction ($\lambda = 0.32^{**}$); accordingly, H9 is accepted, showing a partial mediating effect of customer satisfaction on the correlation between ethical responsibility and repurchase intention. Ethical issues in business are critical, not only bringing values to the business, such as promoting increased satisfaction and repurchase intention, but also contributing to building and developing business ethics, developing business philosophy toward customer responsibility and social benefits, thereby promoting sustainable development.

Interesting results from the study confirmed the direct impact of CSR components on repurchase intention (Hartmann et al., 2013; Cheng et al., 2018; Gheribi, 2017; Poolthong & Mandhachitara, 2009; Phillips et al., 2019; Chikazhe et al., 2021) and a positive indirect influence on repurchase intention through customer satisfaction (Su et al., 2015; Lee, 2019; Rather et al., 2019; Wang, 2020).

Summarizing the results in Tables 3-4, the components of CSR and customer satisfaction explain 54% of the variation in customers' repurchase intention. The total impact of the components on repurchase intention is 0.99; the components of CSR directly and indirectly (with the mediating variable of satisfaction) affect the intention to repurchase. The research results confirm the meaning and importance of CSR to customer satisfaction and repurchase intention, thereby helping brands

doing business in fast food service to make appropriate investments for their customers and focus on corporate social responsibility.

The results have systematically validated three components of CSR in the fast food service in Vietnam, including community, environmental, and ethical responsibility that many previous studies have done, typically Carroll (1979), Ullmann (1985), Wartick and Cochran (1985), Miles (1987), Wood (1994), and Hopkins (2003, 2005). Many studies use these three components to measure CSR because of its popularity and authenticity from the information communicated by the brand and through the company's culture, philosophy, and behavior with customers and community, through which customers have a lot of information and evidence to feel and evaluate these ingredients authentically.

Research results have confirmed the direct impact of CSR on customer satisfaction in the field of fast food service in the Vietnamese market. No direct studies have been done in recent years. This valuable research result has contributed to expanding the theory of factors affecting customer satisfaction, which is the impact of CSR on customer satisfaction. Many previous studies have mentioned and applied research on the impact of service quality on satisfaction (Grönroos, 1984; Cronin & Taylor, 1992; Spreng & Mackoy, 1996). This study contributes to demonstrating the change in customers' perception and evaluation of the brand, which is from an interest in economic values (quality services, prices, and benefits of the brand's services) gradually developed into a concern of spiritual values, which is the social responsibility of the brand.

The findings confirm the positive contribution of CSR to the intention to repurchase in the fast

Table 4. Mediating relationships

Hypothesis	Mediating relationships	Indirect		Direct		Mediation effect	Total effects
		λ	P	λ	P		
H7	Com → Sat → RI	0.22	0.001	0.06	0.275	Full	0.22
H8	Env → Sat → RI	0.11	0.026	0.13	0.008	Partial	0.24
H9	Eth → Sat → RI	0.32	0.001	0.21	0.002	Partial	0.53
	Model effects	0.65		0.34			0.99

Note: Com = community responsibility; Sat = satisfaction; RI = repurchase intentions; Env = environmental responsibility; Eth = ethical responsibility.

food service in Vietnam, thereby contributing to the theoretical reinforcement of the correlation between CSR and the intention to repurchase (Cadbury, 2006; Kolkailah et al., 2012), competitive advantage (Porter & Kramer, 2006), or a positive supportive effect on a company's marketing programs (Kotler & Lee, 2005). In addition, valuable findings from this study have contributed to the promotion of prosocial behavior theory (Bar-Tal, 1976), cause-related marketing theory (Varadarajan & Menon, 1988; Mullen, 1997), contributing to demonstrate the value and usefulness of cause-related marketing activities to businesses (Deigh et al., 2016; Aggarwal & Singh, 2019; Moharam et al., 2020; Bhatti et al., 2023; Sahioun et al., 2023).

The significant finding from this study is that it has confirmed the mediating role of customer satisfaction on the relationship between CSR and repurchase intention, which has not been found by any previous studies directly applied to the fast food service sector in Vietnam. Recent studies have confirmed the mediating effect of customer satisfaction on repurchase intention for the tourism service sector (Su et al., 2015), life insurance sector (Lee, 2019), banking sector (Zayyad et al., 2021), bicycle industry (Wang, 2020). The findings of this study further confirm the role, meaning, and importance of CSR in enhancing customer satisfaction, increasing repurchase intention, and promoting the brand's competitive advantage (Porter & Kramer, 2006).

Based on the discussed research results, fast food businesses can use the CSR model from the customer's point of view, including three components

– community, environmental, and ethical responsibility – to measure customers' perceptions and evaluations of CSR, thereby providing a scientific basis for evaluating the results of programs and activities aimed at community, social and environmental development. Specifically, the sets of scales corresponding to the components of CSR, including community responsibility, environmental responsibility, and ethical responsibility, were built according to the validated theoretical model. To maintain and improve satisfaction, in addition to ensuring and enhancing factors related to service quality, price, and customer experience, fast food brands can expand investment in programs and activities toward the community and the environment. Complying and ensuring the implementation of business ethics principles will significantly impact customer satisfaction. This study proposes orientations for brand communication activities that can be enhanced in the direction of socially responsible marketing to build and enhance the brand's CSR perception to be more positive, thereby increasing customer satisfaction with the brand. In order to promote repurchase intention in the fast food service sector, companies need to increase investment in implementing CSR-oriented activities. They may form vision, mission, business philosophy, business activities in the direction of social responsibility and strengthen the implementation of programs, marketing activities, and communication in the direction of cause-related marketing. This will improve customers' perception and evaluation for brands, thereby directly affecting satisfaction and both directly and indirectly the intention to repurchase, contributing to promoting customer loyalty and increasing the stable and sustainable development.

CONCLUSION

The study aimed to analyze the impact of three components of CSR on customer satisfaction with the fast food service business in Vietnam, including community, environmental, and ethical responsibility. The results demonstrated a statistically significant relationship between corporate social responsibility and satisfaction, satisfaction and repurchase intention, corporate social responsibility and repurchase intention, and corporate social responsibility-satisfaction-repurchase intention. The study has demonstrated the mediating effect of customer satisfaction on the correlation between CSR and repurchase intention, thereby showing the meaning, importance, and value of the orientation of business activities. In the direction of CSR, marketing and corporate communication will increase customer satisfaction and repurchase intention. The research results have contributed to theoretical and systematic analyses and identified three components of measuring CSR from the customer's point of view, including community,

environmental, and ethical responsibility. Research results also aim to support and promote the application of the theories of cause-related marketing, corporate social responsibility, and prosocial behavior. In addition, the study also proposes some managerial implications for business brands in the fast food service sector, which is the need to invest in and promote programs and activities toward social responsibility; these will have the effect of promoting increased customer satisfaction and repurchase intention.

Besides the valuable results achieved, the study has limitations. The sample size is small; the balance of sample structure by age is absent: the proportion of samples who are 18-22 years old accounts for the overwhelming percentage (64.25%). Further studies may improve this imbalance. Second, this study approaches CSR from the customer's point of view, which is the perception and evaluation of customers in three components: community, environmental, and ethical responsibility. Meanwhile, this study does not consider other components, such as organizational, management, or legal responsibility. Further studies may add other components to increase the representativeness and authenticity of research results related to CSR. Finally, the field of fast food service was selected for this empirical study, thus limiting the analysis and correlation between different business sectors; further studies can be carried out in an integrated multidisciplinary direction to expand the research direction on CSR.

AUTHOR CONTRIBUTIONS

Conceptualization: Sang Vo Minh, Uyen Phan Nguyen Thao, Phung Pham Van, Khanh Tan Truong.

Data curation: Uyen Phan Nguyen Thao.

Formal analysis: Sang Vo Minh.

Investigation: Sang Vo Minh, Uyen Phan Nguyen Thao, Phung Pham Van, Khanh Tan Truong.

Methodology: Sang Vo Minh, Uyen Phan Nguyen Thao, Phung Pham Van, Khanh Tan Truong.

Project administration: Sang Vo Minh, Uyen Phan Nguyen Thao.

Resources: Uyen Phan Nguyen Thao, Phung Pham Van, Khanh Tan Truong.

Software: Uyen Phan Nguyen Thao.

Supervision: Sang Vo Minh.

Validation: Sang Vo Minh.

Visualization: Uyen Phan Nguyen Thao.

Writing – original draft: Uyen Phan Nguyen Thao, Phung Pham Van, Khanh Tan Truong.

Writing – review & editing: Sang Vo Minh.

REFERENCES

1. Aggarwal, V., & Singh, V. K. (2019). Cause-related marketing and start-ups: Moderating role of cause involvement. *Journal of Global Responsibility*, 10(1), 16-30. <https://doi.org/10.1108/JGR-08-2018-0034>
2. Alvarado-Herrera, A., Bigne, E., Aldas-Manzano, J., & Curras-Perez, R. (2017). A scale for measuring consumer perceptions of corporate social responsibility following the sustainable development paradigm. *Journal of Business Ethics*, 140(2), 243-262. <https://doi.org/10.1007/s10551-015-2654-9>
3. Balmer, J. M. T. (2001). Corporate identity, corporate branding and corporate marketing – Seeing through the fog. *European Journal of Marketing*, 35(3/4), 248-291. <https://doi.org/10.1108/03090560110694763>
4. Bar-Tal, D. (1976). *Prosocial behavior: Theory and research*. Hemisphere Publishing Corp.
5. Bhatti, H. Y., Galan-Ladero, M. M., & Galera-Casquet, C. (2023). Cause-related marketing: A systematic review of the literature. *International Review on Public and Nonprofit Marketing*, 20, 25-64. <https://doi.org/10.1007/s12208-021-00326-y>
6. Brunk, K. H. (2010). Exploring origins of ethical company/brand perceptions – A consumer perspective of corporate ethics. *Journal of Business Research*, 63(3), 255-262. <https://doi.org/10.1016/j.jbusres.2009.03.011>
7. Cadbury, A. (2006). Corporate social responsibility. *Twenty-First Century Society*, 1(1), 5-21. <https://doi.org/10.1080/17450140600679883>
8. Carroll, A. B. (1979). A three-dimensional conceptual model

- of corporate performance. *The Academy of Management Review*, 4(4), 497-505. <https://doi.org/10.2307/257850>
9. Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34(4), 39-48. [https://doi.org/10.1016/0007-6813\(91\)90005-g](https://doi.org/10.1016/0007-6813(91)90005-g)
 10. Carroll, A. B., & Shabana, K. M. (2010). The business case for corporate social responsibility: A review of concepts, research and practice. *International Journal of Management Reviews*, 12(1), 85-105. <https://doi.org/10.1111/j.1468-2370.2009.00275.x>
 11. Carvalho, S., Sen, S., de Oliveira Mota, M., & Lima, R. (2010). Consumer reactions to CSR: A Brazilian perspective. *Journal of Business Ethics*, 91, 291-310. <https://doi.org/10.1007/s10551-010-0620-0>
 12. Cheng, T., Tong, C., & Wong, A. (2018). The impact of corporate social responsibility and food health and safety, on the corporate image of Hong Kong's fast-food restaurants. *Asian Research Journal of Arts & Social Sciences*, 7(2), 1-18. <https://doi.org/10.9734/ARJASS/2018/44116>
 13. Chikazhe, L., Makanyeza, C., Chigunhah, B. R., & Akbari, M. (rev. ed.). (2021). Understanding mediators and moderators of the effect of customer satisfaction on loyalty. *Cogent Business & Management*, 8(1), 1922127. <https://doi.org/10.1080/23311975.2021.1922127>
 14. Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55-68. <https://doi.org/10.2307/1252296>
 15. Dalay, J. B., & Yap, F. D. (2021). Consumers' awareness on Jollibee Foods Corporation's corporate social responsibility programs and their buying behavior towards a strategic corporate social responsibility. *International Journal of Engineering Technologies & Management Research*, 8(4), 25-39. Retrieved from https://www.granthaalayahpublication.org/ijetmr-ojms/ijetmr/article/view/IJETMR21_A03_2547
 16. Deigh, L., Farquhar, J., Palazzo, M., & Siano, A. (2016). Corporate social responsibility: Engaging the community. *Qualitative Market Research*, 19(2), 225-240. <https://doi.org/10.1108/QMR-02-2016-0010>
 17. Eisingerich, A. B., Rubera, G., Seifert, M., & Bhardwaj, G. (2011). Doing good and doing better despite negative information? The role of corporate social responsibility in consumer resistance to negative information. *Journal of Service Research*, 14(1), 60-75. <https://doi.org/10.1177/1094670510389164>
 18. Fuentes-Blasco, M., Moliner-Velázquez, B., & Gil-Saura, I. (2017). Analyzing heterogeneity on the value, satisfaction, word-of-mouth relationship in retailing. *Management Decision*, 55(7), 1558-1577. <https://doi.org/10.1108/MD-03-2016-0138>
 19. Fullerton, G. (2005). The impact of brand commitment on loyalty to retail service brands. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 22(2), 97-110. <https://doi.org/10.1111/j.1936-4490.2005.tb00712.x>
 20. Gheribi, E. (2017). The activities of foodservice companies in the area of corporate social responsibility – On the example of international fast food chain. *Journal of Positive Management*, 8(1), 64-77. <https://doi.org/10.12775/JPM.2017.005>
 21. Graafland, J. J., Eijffinger, S. C. W., & SmidJohan, H. (2004). Benchmarking of corporate social responsibility: Methodological problems and robustness. *Journal of Business Ethics*, 53(1/2), 137-152. <https://doi.org/10.1023/B:BUSI.0000039404.67854.e1>
 22. Grace, D., & Cohen, S. (2009). *Business ethics: Australian problems and cases*. New York: Oxford University Press.
 23. Grönroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36-44. <https://doi.org/10.1108/EUM000000004784>
 24. Hartmann, M., Heinen, S., Melis, S., & Simons, J. (2013). Consumers' awareness of CSR in the German pork industry. *British Food Journal*, 115(1), 124-141. <https://doi.org/10.1108/00070701311289911>
 25. Hengboriboon, L., Naruetharadol, P., Ketkeaw, C., & Gebombut, N. (2022). The impact of product image, CSR and green marketing in organic food purchase intention: Mediating roles of corporate reputation. *Cogent Business & Management*, 9(1), 2140744. <https://doi.org/10.1080/23311975.2022.2140744>
 26. Hohnen, P., & Potts, J. (2007). *Corporate social responsibility: An implementation guide for business*. International Institute for Sustainable Development. Retrieved June 7, 2023, from https://central.bac-lac.gc.ca/.item?id=csr_guide&op=pdf&app=Library
 27. Hopkins, M. (2003). *The planetary bargain. Corporate social responsibility matters* (1st ed.). London: Routledge. <https://doi.org/10.4324/9781849773201>
 28. Hopkins, M. (2005). Measurement of corporate social responsibility. *International Journal of Management and Decision Making*, 6(3/4), 213-231. <https://doi.org/10.1504/IJMDM.2005.006549>
 29. Iglesias, O., Markovic, S., Singh, J. J., & Sierra, V. (2019). Do customer perceptions of corporate services brand ethicality improve brand equity? Considering the roles of brand heritage, brand image, and recognition benefits. *Journal of Business Ethics*, 154, 441-459. <https://doi.org/10.1007/s10551-017-3455-0>
 30. Islam, T., Islam, R., Pitafi, A. H., Xiaobei, L., Rehmani, M., Irfan, M., & Mubarak, M. S. (2021). The impact of corporate social responsibility on customer loyalty: The mediating role of corporate reputation, customer satisfaction, and trust. *Sustainable Production and Consumption*, 25, 123-135. <https://doi.org/10.1016/j.spc.2020.07.019>

31. Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544-564. <https://doi.org/10.1016/j.dss.2007.07.001>
32. Kim, M., Yin, X., & Lee, G. (2020). The effect of CSR on corporate image, customer citizenship behaviors, and customers' long-term relationship orientation. *International Journal of Hospitality Management*, 88, 102520. <https://doi.org/10.1016/j.ijhm.2020.102520>
33. Kolkailah, S. K., Aish, E. A., & El-Bassiouny, N. (2012). The impact of corporate social responsibility initiatives on consumers' behavioural intentions in the Egyptian market. *International Journal of Consumer Studies*, 36(4), 369-384. <https://doi.org/10.1111/j.1470-6431.2011.01070.x>
34. Kotler, P., & Lee, N. (2005). *Corporate social responsibility: Doing the most good for company and your cause*. Wiley.
35. Lee, C.-Y. (2019). Does corporate social responsibility influence customer loyalty in the Taiwan insurance sector? The role of corporate image and customer satisfaction. *Journal of Promotion Management*, 25(1), 43-64. <https://doi.org/10.1080/10496491.2018.1427651>
36. Limbu, Y.B., Wolf, M., & Lunsford, D.L. (2011). Consumers' perceptions of online ethics and its effects on satisfaction and loyalty. *Journal of Research in Interactive Marketing*, 5(1), 71-89. <https://doi.org/10.1108/17505931111121534>
37. Marinkovic, V., & Obradovic, V. (2015). Customers' emotional reactions in the banking industry. *International Journal of Bank Marketing*, 33(3), 243-260. <https://doi.org/10.1108/IJBM-09-2013-0107>
38. Martínez-Sala, A., Quiles-Soler, M., & Monserrat-Gauchi, J. (2021). Corporate social responsibility in the restaurant and fast food industry: A study of communication on healthy eating through social networks. *Interface – Comunicação, Saúde, Educação*, 25, e200428. <https://doi.org/10.1590/interface.200428>
39. Miles, R. H. (1987). *Managing the corporate social environment: A grounded theory*. Englewood Cliffs: Prentice Hall.
40. Moharam, O. M., Elsamadicy, A. M., & Negm, E. M. (2020). Cause-related marketing: A conceptual and theoretical review. *Journal of Business and Management*, 22(10), 17-26. Retrieved from <https://www.iosrjournals.org/iosr-jbm/papers/Vol22-issue10/Series-5/C2210051726.pdf>
41. Morgan, C., Widmar, N., Yeager, E., Downey, W., & Croney, C. (2016). Perceptions of social responsibility of prominent fast food restaurants. *Modern Economy*, 7(6), 704-714. <https://doi.org/10.4236/me.2016.76074>
42. Mullen, J. (1997). Performance-based corporate philanthropy: How "giving smart" can further corporate goals. *Public Relations Quarterly*, 42(2), 42-48. Retrieved from <https://www.proquest.com/openview/dd377ff233a2113ebc446b4d37ba3ab0/1?pq-origsite=gscholar&cbl=49209>
43. Nguyen, P.-M., Vo, N. D., Nguyen, N. P., & Choo, Y.S. (2019). Corporate social responsibilities of food processing companies in Vietnam from consumer perspective. *Sustainability*, 12(1), 71. <http://dx.doi.org/10.3390/su12010071>
44. Phillips, S., Thai, V. V., & Halim, Z. I. (2019). Airline value chain capabilities and CSR performance: The connection between CSR leadership and CSR culture with CSR performance, customer satisfaction and financial performance. *The Asian Journal of Shipping and Logistics*, 35(1), 30-40. <https://doi.org/10.1016/j.ajsl.2019.03.005>
45. Poolthong, Y., & Mandhachitara, R. (2009). Customer expectations of CSR, perceived service quality and brand effect in Thai retail banking. *International Journal of Bank Marketing*, 27(6), 408-427. <https://doi.org/10.1108/02652320910988302>
46. Porter, M. E., & Kramer, M.R. (2006). Strategy & society: The link between competitive advantage and corporate social responsibility. *Harvard Business Review*, 84, 78-85. Retrieved from <https://hazrevista.org/wp-content/uploads/strategy-society.pdf>
47. Rather, R. A., Tehseen, S., Itoo, M. H., & Parrey, S. H. (2019). Customer brand identification, affective commitment, customer satisfaction, and brand trust as antecedents of customer behavioral intention of loyalty: An empirical study in the hospitality sector. *Journal of Global Scholars of Marketing Science*, 29(2), 196-217. <https://doi.org/10.1080/21639159.2019.1577694>
48. Rindell, A., Korkman, O., & Gummerus, J. (2011). The role of brand images in consumer practices: Uncovering embedded brand strength. *Journal of Product & Brand Management*, 20(6), 440-446. <https://doi.org/10.1108/10610421111166586>
49. Sahioun, A., Bataineh, A. Q., Abu-ALSondos, I. A., & Haddad, H. (2023). The impact of green marketing on consumers' attitudes: A moderating role of green product awareness. *Innovative Marketing*, 19(3), 237-253. [https://doi.org/10.21511/im.19\(3\).2023.20](https://doi.org/10.21511/im.19(3).2023.20)
50. Singh, A., & Verma, P. (2014). From Philanthropy to Mandatory CSR: A Journey Towards Mandatory Corporate Social Responsibility in India. *International Journal of Business and Management Invention*, 3(8), 146-163. Retrieved from <https://ssrn.com/abstract=2532824>
51. Spreng, R. A., & Mackoy, R. D. (1996). An empirical examination of a model of perceived service quality and satisfaction. *Journal of Retailing*, 72(2), 201-214. [https://doi.org/10.1016/S0022-4359\(96\)90014-7](https://doi.org/10.1016/S0022-4359(96)90014-7)
52. Su, L., Swanson, S. R., & Chen, X. (2015). Social responsibility and reputation influences on the intentions of Chinese Huitang

- Village tourists: Mediating effects of satisfaction with lodging providers. *International Journal of Contemporary Hospitality Management*, 27(8), 1750-1771. <https://doi.org/10.1108/IJCHM-06-2014-0305>
53. Turker, D. (2009). Measuring corporate social responsibility: A scale development study. *Journal of Business Ethics*, 85(4), 411-427. <https://doi.org/10.1007/s10551-008-9780-6>
 54. Ullmann, A. A. (1985). Data in search of a theory: A critical examination of the relationships among social performance, social disclosure, and economic performance of U.S. firms. *The Academy of Management Review*, 10(3), 540-557. <https://doi.org/10.5465/AMR.1985.4278989>
 55. Varadarajan, P. R., & Menon, A. (1988). Cause-related marketing: A coalignment of marketing strategy and corporate philanthropy. *Journal of Marketing*, 52(3), 58-74. <https://doi.org/10.1177/002224298805200306>
 56. Wang, C.-C. (2020). Corporate social responsibility on customer behaviour: The mediating role of corporate image and customer satisfaction. *Total Quality Management & Business Excellence*, 31(7-8), 742-760. <https://doi.org/10.1080/14783363.2018.1444985>
 57. Wartick, S. L., & Cochran, P. L. (1985). The evolution of the corporate social performance model. *The Academy of Management Review*, 10(4), 758-769. <https://doi.org/10.2307/258044>
 58. Wong, A. (2016). Green approaches in Hong Kong's fast-food restaurants and its effects on corporate image. *Journal of Research in Marketing*, 5(2), 368-381. Retrieved from <https://www.semanticscholar.org/paper/Green-approaches-in-Hong-Kong%E2%80%99s-fast-food-and-its-Wong/80f3182cac5b7036e-8357a656ec4ca9ca78e658d>
 59. Wood, D. (1994). *Business and society*. New York: Harper Collins.
 60. Zayyad, H. M. A., Obeidat, Z. M., Alshurideh, M. T., Abuhashesh, M., Maqableh, M., & Masa'adeh, 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>
 61. Zhang, N. (2022). How does CSR of food company affect customer loyalty in the context of COVID-19: A moderated mediation model. *International Journal of Corporate Social Responsibility*, 7(1). <https://doi.org/10.1186/s40991-021-00068-4>