

# **CORPORATE SOCIAL RESPONSIBILITY AND BRAND LOYALTY IN NEPALESE COMMERCIAL BANKS**

A Dissertation submitted to the office of the Dean, Faculty of Management in partial  
fulfillment of requirement for the Master's Degree

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## **CERTIFICATION OF AUTHORSHIP**

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “CORPORATE SOCIAL RESPONSIBILITY AND BRAND LOYALTY IN NEPALESE COMMERCIAL BANKS” The work of this dissertation has not been submitted previously for the purpose of conferral of any degree nor has it been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declared that all information sources and literature used are cited in the reference section of the dissertation.

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## REPORT OF RESEARCH COMMITTEE

Ms. Sunita Gautam defended research proposal entitled “CORPORATE SOCIAL RESPONSIBILITY AND BRAND LOYALTY IN NEPALESE COMMERCIAL BANKS”, successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestions and guidance of supervisor Mr. Keshav Chand and Dr. Dipak Mahat and submit the thesis for evaluation and viva voce examination.

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In the spirit of transparency and accountability, I wish to acknowledge that any remaining errors found within this work are solely my responsibility. Despite my best efforts to ensure accuracy and precision, I recognize the possibility of oversights or mistakes. Thus, I humbly accept any shortcomings and extend my apologies for any inconvenience they may causes.

Sunita Gautam

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## **ABBREVIATIONS**

ANOVA	:	Analysis of Variance
CBL	;	Customer Brand Loyalty
ER	:	Economical Responsibility
EvR	:	Environmental Responsibility
EtR	:	Ethical Responsibility
LR	:	Legal Responsibility
SPSS	:	Statistical Package for the Social Sciences
SR	:	Social Responsibility
CSR	:	Corporate Social Responsibility

## **ABSTRACT**

The research aims to evaluate corporate social responsibility (CSR) and brand loyalty in Nepalese commercial banks. It analyzes the relationships between economic, legal, ethical, environmental, and social responsibilities and their effects on brand loyalty in these banks. The study utilizes both descriptive and causal research designs. The population consists of commercial bank customers in Nepal, with a sample of 411 respondents selected through convenience sampling. Primary data were collected from these customers using a questionnaire. Reliability and statistical analysis, including descriptive, correlation, and regression analysis, were conducted. The findings indicate that banks perform well in economic, environmental, legal, ethical, and customer loyalty dimensions, with particular strengths in environmental and economic responsibilities. However, social responsibility shows comparatively lower satisfaction and greater variability. Economic, legal, ethical, and social responsibilities have a significant relationship with customer brand loyalty, while environmental responsibility does not show a statistically significant connection. Overall, the impact of all CSR dimensions on brand loyalty is significant.

**Keywords:** CSR, brand loyalty and Nepalese commercial bank

# CHAPTER-I

## INTRODUCTION

### 1.1 Background of the Study

Corporate Social Responsibility (CSR) is increasingly perceived as a vital strategic tool that bridges corporate ambitions with societal welfare, promoting both ethical practices and long-term competitiveness. Kanauje and Ghimire (2024), CSR enables businesses to distinguish themselves by aligning operational goals with humanitarian values. Particularly in developing countries, CSR contributes significantly to socio-economic advancement by addressing key challenges like poverty alleviation, education, gender equity, and sustainable development (Medina-Muñoz & Medina-Muñoz, 2020). Although CSR is multifaceted and continues to be debated, it remains a critical area of academic inquiry, frequently linked with stakeholder relations, ethical governance, and corporate branding (Ogunfowora, Stackhouse, & Oh, 2018; Khan & Fatma, 2023).

With the rising emphasis on environmental and societal accountability, corporations are increasingly embedding sustainability into their operational models (Aramburu & Pescador, 2019). Functioning predominantly as profit-oriented entities, corporations are integral to economic systems, acting as engines for investment, job creation, and wealth generation. Their structural advantages such as perpetual succession and limited liability facilitate effective capital allocation and risk management. Shabbir et al. (2018) observe, these entities are often scrutinized for ethical lapses in areas such as governance, environmental responsibility, and social justice. Addressing these concerns requires sound governance mechanisms and ethical accountability to ensure corporate objectives align with public interests (Khanal & Arora, 2023). Societies, characterized by complex social, cultural, political, and economic interconnections, provide the setting within which both individuals and institutions operate. While these structures support collaboration and collective advancement, they are also vulnerable to systemic problems like inequality and fragmentation. Qasim and Mohammad (2017), societal structures must adapt continuously to technological innovation and demographic changes to preserve equity and cohesion. Corporate actors, therefore, have a responsibility to engage constructively with these dynamics and contribute to inclusive

development (Phan et al., 2021). Responsibility, whether on an individual or institutional level, involves ethical conduct, accountability, and an understanding of how one's decisions impact others. In a business context, this encompasses proactive consideration of environmental and social implications. Rasoolimanesh et al. (2021) assert, such responsibility fosters credibility, builds stakeholder confidence, and supports ethical business frameworks elements essential for both societal benefit and corporate resilience.

CSR has evolved into a comprehensive business ideology that prioritizes ethical standards, community upliftment, environmental conservation, and open stakeholder dialogue. Well-executed CSR enhances corporate image, mitigates risks, and secures long-term sustainability (Ahmed et al., 2023). However, the authenticity of CSR initiatives is critical; superficial or insincere efforts often criticized as “greenwashing” can undermine stakeholder trust. As Ruslan and Kune (2025) caution, CSR must be genuinely integrated into corporate strategy to produce meaningful societal impact. When embraced sincerely, CSR becomes a catalyst for innovation, shared value, and overall social advancement (Phan et al., 2021; Rasoolimanesh et al., 2024).

There is a close interdependence between CSR and branding, as a company's ethical and social conduct directly influences consumer perceptions and loyalty. In the Nepalese banking context, brand loyalty is shaped by reliability, accessibility, and service quality (Poudyal & Yukongdi, 2020). CSR efforts serve to enhance these perceptions, strengthening customer engagement and organizational reputation. Subedi et al. (2023) reveals that CSR positively affects loyalty and reputation, particularly among socially aware younger consumers. Banks that prioritize transparency, support educational and healthcare initiatives, and promote sustainability are more likely to foster deep-rooted customer loyalty (Khanal, 2019; Khan & Fatma, 2023).

CSR plays a particularly strategic role in the banking sector, where the societal impact of institutions extends beyond finance into realms such as environmental stewardship and social justice. Ethical lending practices, financial inclusivity, and support for community development are core dimensions of socially responsible banking (Ashraf et al., 2017; Shafiq et al., 2023). With increased public scrutiny, banks are being urged to reduce environmental harm and ensure CSR aligns with core strategic objectives. Fatma and Khan (2023) emphasize,

integrating CSR meaningfully into banking operations can build trust, strengthen brand identity, and contribute to equitable development outcomes.

To conclude, CSR has become a central pillar of modern business strategy, especially in industries like banking where institutional trust is vital. It influences a wide range of corporate functions from branding and customer loyalty to governance and social impact. As Nepalese commercial banks continue their transformation, embedding authentic CSR into their operations will be essential for sustaining competitive advantage and achieving legitimacy in a rapidly evolving socio-economic environment (Kanauje & Ghimire, 2024; Khanal & Arora, 2023).

## **1.2 Problem Statement**

Corporate Social Responsibility (CSR) has emerged as a mandatory and strategic component in the operations of Nepalese corporate organizations, particularly in the banking sector. Regulatory authorities such as the Nepal Rastra Bank and the Ministry of Finance have institutionalized CSR by requiring corporations to allocate a portion of their annual profits to socially beneficial projects. These projects typically focus on improving access to education, healthcare services, environmental sustainability, sports, music, and other community development initiatives (Zhao et al., 2021). The intention behind this regulatory push is to ensure that corporate entities contribute to societal well-being and sustainable development, especially in a developing country like Nepal.

Commercial banks in Nepal are among the most financially significant corporate institutions. Their business model is based on mobilizing public deposits and reinvesting those funds in various sectors of the economy with the objective of generating profit. Given their profit-generating nature and public-facing operations, these banks are expected to lead by example in fulfilling their CSR obligations (Lacap, Cham, & Lim, 2021). Consequently, a portion of their profits is directed toward CSR initiatives not only as a matter of compliance but also as a strategic tool to strengthen stakeholder relations. While CSR activities are intended to enhance the societal image of banks, their effectiveness in influencing customer behavior particularly in building brand loyalty has not been adequately examined in the Nepalese context. Brand loyalty in the banking sector is vital for long-term business sustainability. When banks actively participate in socially responsible activities, they are more likely to generate positive customer

perceptions, which may lead to greater trust, emotional attachment, and long-term customer commitment. Conversely, banks that neglect CSR or engage in superficial practices may be perceived as unethical or profit-centric, resulting in reduced customer retention and negative public image (Asad & Abid, 2018; Khan & Fatma, 2023; Subedi, Pokhrel, & Basnet, 2023).

Thus, the core problem addressed by this study is the lack of empirical evidence and understanding regarding the relationship between Corporate Social Responsibility and brand loyalty in Nepalese commercial banks. This study aims to fill this gap by examining the current status of CSR implementation in the banking sector, evaluating how CSR influences customer perception and loyalty, and exploring whether CSR initiatives serve as a strategic tool for enhancing brand loyalty in the competitive Nepalese banking environment.

Therefore, the core research problem of this study is to examine the current practices, impacts, and relationship between Corporate Social Responsibility and brand loyalty in the context of Nepalese commercial banks.

- i. What is the corporate social responsibility and brand loyalty of the Nepalese commercial bank?
- ii. Is there any relationship between economic responsibility, legal responsibility, ethical responsibility, environmental responsibility, and social responsibility to the brand loyalty of the Nepalese commercial bank?
- iii. What is the impact of economic responsibility, legal responsibility, ethical responsibility environmental responsibility, and social responsibility to the brand loyalty of the Nepalese commercial bank?

### **1.3 Objectives of the Study**

The objective of the research is to solve the problem of the research. The problem are mention in the statement of the problem and on the basis of the statement of problem the objectives are set here. The objectives are following:

- i. To assess the corporate social responsibility and brand loyalty of the Nepalese commercial bank.
- ii. To analyze the relationship between economic responsibility, legal responsibility, ethical responsibility, environmental responsibility, and social responsibility to the brand loyalty of the Nepalese commercial bank.

- iii. To examine the impact of economic responsibility, legal responsibility, ethical responsibility environmental responsibility, and social responsibility on brand loyalty of the Nepalese commercial bank.

#### **1.4 Hypothesis of the Study**

The hypothesis of the study is presented in the following.

H1: There is the significant effect of economic responsibility to the brand loyalty of the Nepalese commercial bank.

H2: There is the significant effect of legal responsibility to the brand loyalty of the Nepalese commercial bank.

H3: There is the significant effect of ethical responsibility to the brand loyalty of the Nepalese commercial bank.

H4: There is the significant effect of social responsibility to the brand loyalty of the Nepalese commercial bank.

H5: There is the significant effect of environmental responsibility to the brand loyalty of the Nepalese commercial bank.

#### **1.5 Rationale of the Study**

Society expects certain responsibilities to be fulfilled by corporate companies. These responsibilities include legal, ethical, economic, and social obligations. While corporate companies benefit from society through access to labor, capital, land, and other production resources they are also expected to give back. In Nepal, numerous banks operate under different categories, with 20 commercial banks currently active. These banks collect money from society in the form of deposits and return it through loans and advances.

The brand loyalty associated with banking products is influenced by the bank's reputation and the quality of its financial offerings, such as savings and loan schemes. Customers' loyalty to these products is often shaped by how well the bank practices corporate social responsibility (CSR). In Nepal, CSR has now become mandatory for corporate companies, including banks. As a result, customer perceptions and trust levels are shifting based on how responsibly these companies behave.

The motivation behind this study is to understand the relationship between corporate social responsibility and brand loyalty in the context of Nepalese banks. It assumes that customers are more likely to engage with banks that actively fulfill their CSR duties. Conversely, banks that neglect these responsibilities may lose potential clients. Therefore, this study aims to investigate the impact, relationship, and current status of CSR in influencing brand loyalty within Nepal's banking sector.

### **1.6 Limitations of the Study**

The following are the limitations of the research.

- i. The study was limited by a relatively small sample size, which may affect the extent to which the findings can be generalized to the wider population.
- ii. The research concentrated on selected dimensions of corporate social responsibility (CSR) in commercial banks, specifically examining its relationship with customer brand loyalty. The CSR dimensions included in the study were limited to economic, legal, ethical, environmental, and social responsibilities. Other aspects of CSR were not considered. Additionally, brand loyalty was examined as a whole without breaking it down into subcomponents for a more detailed analysis.
- iii. The study relied solely on primary data collected through a questionnaire survey. The accuracy of the data depended on the honesty and reliability of the respondents' answers.
- iv. The findings are context-specific to Nepal, particularly focusing on commercial banks operating within the country. Therefore, the results may not be applicable to other sectors or geographical regions.

## **CHAPTER-II**

### **LITERATURE REVIEW**

Chapter Two offers an in-depth examination of the research objectives, methodologies, and key findings from the reviewed studies. It is organized into three main sections. The first section presents a conceptual review, clarifying the definitions and meanings of the key terms used in the study. The second section is the empirical review, which analyzes relevant research articles within both national and international contexts. The final section highlights the identified "review gaps," focusing on uncovering limitations in prior studies and outlining areas that warrant further investigation in future research.

#### **2.1 Theoretical Review**

##### **2.1.1 Concept of Corporate**

Corporate Social Responsibility (CSR) is a management approach that blends business goals with humanitarian values, often enabling firms to achieve a distinct competitive advantage (Ali & Kaur, 2021). In the context of developing countries, CSR plays a vital role in promoting national development by contributing to poverty reduction, supporting education, and fostering equality and sustainable progress. Although the concept of CSR is multifaceted and continues to spark debate, it remains a prominent topic in academic research. Studies have explored its influence on stakeholder engagement and corporate success, with some emphasizing its strategic use for branding purposes (Medina-Muñoz & Medina-Munoz, 2020; Ogunfowora, Stackhouse, & Oh, 2018). As a result, many organizations are adopting environmentally responsible policies and business practices (Aramburu & Pescador, 2019).

The corporate structure itself provides several key benefits, such as limited liability for shareholders and continuity of existence, which facilitate capital accumulation and risk management. Additionally, corporations exert considerable influence over societal issues, from employment standards to environmental responsibility, as they interact with a wide range of stakeholders including employees, consumers, investors, and local communities (Lacap, Cham, & Lim, 2021). Nonetheless, ongoing discussions persist around corporate ethics and accountability, particularly in areas like corporate governance, sustainability, and social equity.

Despite these concerns, corporations continue to be central to economic progress and innovation, highlighting the importance of strong governance systems and ethical frameworks to ensure that corporate actions support the broader goals and values of society (Irshad et al., 2017).

### **2.1.2 Concept of Societies**

Societies represent complex systems of human relationships and organization, where individuals unite around common values, norms, and interests to form communities. These structures lay the groundwork for mutual cooperation, collaboration, and shared development. Societies are shaped by a wide range of cultural, economic, and political factors that influence how people live, work, and relate to one another. Ranging from small, tight-knit groups to expansive global networks, societies continuously evolve in response to historical developments, technological progress, and demographic changes. They establish a framework for maintaining social order, governance, and cultural identity, promoting both cohesion and diversity (Qasim & Mohammad, 2017).

### **2.1.3 Concept of Responsibility**

Responsibility refers to the obligation to carry out one's duties and commitments with honesty, accountability, and integrity. It requires an awareness of how one's actions and decisions affect both oneself and others, along with a willingness to accept and own those outcomes. Responsibility spans across different areas of life personal, professional, and social and plays a vital role in building trust, dependability, and ethical behavior. To be responsible means understanding the impact of one's decisions, adhering to moral and ethical standards, and being prepared to face the results of one's actions, whether favorable or not (Shafiq et al., 2023).

### **2.1.4 Concept of Corporate Social Responsibility (CSR)**

Corporate Social Responsibility (CSR) is a strategic business practice that incorporates ethical, social, and environmental considerations into a company's core operations and stakeholder relationships. Rather than focusing solely on profit generation, companies that adopt CSR strive to contribute positively to society while balancing the interests of shareholders, employees, customers, and the broader community. CSR efforts can take many forms, such as promoting environmental sustainability, engaging in social welfare activities, ensuring fair labor practices, and supporting community development. By addressing societal and

environmental challenges, businesses can strengthen their public image, reduce potential risks, and support long-term sustainability. CSR activities may include reducing environmental impacts, promoting education, or advocating for human rights. However, the success of CSR depends on authentic commitment, transparency, and active stakeholder involvement. Critics caution that some CSR efforts may be superficial used as public relations tools or greenwashing strategies to distract from harmful or unethical corporate behavior (Ahmed et al., 2023).

### **2.1.5 Economic Responsibility**

The fundamental duty of any business lies in its economic responsibility, which involves maximizing profit and wealth while contributing to overall economic growth. Since their inception, business organizations have served as essential economic units within communities. Their primary function has been to produce and provide goods and services that meet consumer needs, aiming to earn a reasonable profit in return. All other business responsibilities are built upon this economic foundation, as they lose significance if a firm fail to fulfill its economic role (Carroll & Shabana, 2010).

### **2.1.6 Legal Responsibility**

In pursuit of profit maximization, businesses are permitted by society to operate within the legal and regulatory frameworks established by federal and local governments. These laws enable companies to fulfill their economic objectives while remaining compliant with legal standards (Carroll & Shabana, 2010).

### **2.1.7 Ethical Responsibility**

Alongside economic and legal responsibilities, businesses are also expected to uphold the ethical standards and values of the society in which they operate. Ethical responsibilities encompass the principles, norms, and expectations that reflect what is considered fair, just, and respectful of the moral rights of stakeholders, including customers, employees, shareholders, and the broader community. These responsibilities guide managerial decisions regarding what constitutes acceptable or unacceptable business conduct. Often, ethical principles precede legal frameworks, serving as the foundation upon which laws and regulations are built. In this way, ethics play a crucial role in shaping both corporate behavior and the legal environment (Fadun, 2014).

### **2.1.8 Environmental Responsibility**

Environmental responsibility involves the duty to make choices and take actions that minimize harm to the environment and promote sustainable living. This includes the careful management of natural resources, reducing pollution, proper waste disposal, and protecting ecosystems and wildlife. Responsibility for these actions is shared among individuals, organizations, and governments, who must collaborate to conserve energy, decrease greenhouse gas emissions, and encourage the adoption of clean energy sources (Wang et al., 2021). By adopting sustainable practices, raising public awareness, and enforcing environmental regulations, we can safeguard the planet's health for current and future generations. Embracing environmental responsibility is not only a moral imperative but also vital for preserving ecological balance and well-being.

### **2.1.9 Social Responsibility**

Social responsibility refers to the actions and policies that businesses undertake toward humanity and charitable causes, responding to the expectations that they act as responsible corporate citizens. It represents the voluntary contributions made by businesses for societal development, including support for education and community initiatives. While ethical responsibilities are based on moral and ethical obligations, social responsibilities go beyond and reflect a business's voluntary commitment to society. This includes a willingness to engage in charitable activities and support projects that improve the quality of life within the community (Carroll & Shabana, 2010).

### **2.1.10 Concept of Customer**

A customer is a person or organization that buys goods or services from a business in return for payment or other valuable compensation. Customers are vital to the economy as they generate demand for products and services, which in turn affects production levels, pricing strategies, and market dynamics. For businesses to succeed and stay competitive, it is important to build strong relationships with customers by providing high-quality products, clear communication, and exceptional service (Shafiq et al., 2023).

### **2.1.11 Concept of Brand**

A brand represents much more than just a logo or a product; it reflects the overall perception and reputation of a company or product in consumers' minds. It encompasses all the

experiences, feelings, and associations that people connect with a particular company, product, or service. Branding involves developing a distinct identity and image, often through visual elements like logos, colors, and packaging, alongside messaging, core values, and customer engagement. Strong branding highlights what makes a company or product unique, setting it apart from competitors and fostering customer loyalty. Successful brands typically possess strong brand equity, which is the extra value a brand name adds beyond the basic functionality of the product. This equity is cultivated over time through consistent communication, high-quality offerings, positive customer interactions, and effective marketing efforts (Fatma & Khan, 2023).

### **2.1.12 Customer Brand Loyalty**

In today's rapidly evolving business environment, brand loyalty and corporate branding are crucial for achieving higher returns and long-term sustainability. Research has demonstrated that Corporate Social Responsibility (CSR) positively influences both brand loyalty and corporate branding (Nguyen, Barrett, & Miller, 2011). Branding, broadly defined, combines both functional and emotional values, addressing the psychological needs and perceptions of consumers. According to Taylor et al. (2020), corporate branding plays a vital role in gaining consumer insights and capturing greater market share. Numerous studies have highlighted the importance of branding in the corporate world.

Customer loyalty refers to a consumer's willingness to continue doing business with a company over time (Smith & Chaffey, 2008). It involves repeat purchasing behavior and a strong preference for a particular brand (Naqvi, 2013). Brand loyalty, a core value for enterprises, is primarily shaped by consumers' attitudes and behaviors. Factors such as consumers' motivation toward CSR, their perceptions of corporate brands (Mody et al., 2017), and overall customer satisfaction (Yang et al., 2017) significantly influence loyalty (Yang & Yin, 2019).

Companies can leverage social media to effectively communicate their brand image to consumers (Cheung et al., 2019), enhancing consumer perceptions through consistent branding messages. The alignment of brand personality and authenticity in brand extensions also plays a role in shaping consumer attitudes (Sattayawaksakul et al., 2019). With technological

advancements, consumers increasingly select products that meet their brand expectations, making a strong brand image essential for successful marketing (Ogba & Tan, 2009).

## **2.2 Empirical Review**

### **2.2.1 Review of Article in International Context**

Ruslan and Kune (2025) conducted a qualitative literature review on the role of Corporate Social Responsibility (CSR) in enhancing a company's image. Their analysis of journals, books, and reports found that effective CSR practices strengthen consumer trust and loyalty. Key factors influencing CSR success include the program's authenticity, transparency, stakeholder engagement, communication quality, and alignment with the company's industry.

Rasoolimanesh et al. (2024) examined CSR's impact on brand reputation, trust, and loyalty within higher education, using data from Malaysian university students. Their use of Partial Least Squares Structural Equation Modeling (PLS-SEM) confirmed that CSR positively affects brand loyalty directly and indirectly through brand reputation and trust. This study contributes theoretically by comparing the mediating roles of brand reputation and trust based on the Hierarchy of Effects Model.

Wijaya and Roostika (2024) explored CSR's effect on consumer loyalty in the cosmetics industry, considering brand experience and trust as mediators. Through a quantitative study with 205 respondents and analysis via PLS-SEM and SPSS, they found that CSR positively influences brand experience, brand trust, and brand loyalty, with brand experience also impacting trust and loyalty.

Echezona (2024) assessed CSR initiatives and brand loyalty in emerging markets. The study highlighted the complex relationship between CSR and loyalty, noting that socially responsible companies tend to receive more favorable consumer perceptions and foster stronger emotional brand connections.

Shafiq et al. (2023) studied the influence of CSR on brand loyalty in Punjab, Pakistan's retail banking sector, collecting survey data from 335 customers. Using Structural Equation Modeling, the study confirmed a significant positive effect of CSR on brand loyalty, with corporate branding mediating this relationship.

Fatma and Khan (2023) investigated perceived CSR's impact on consumer brand loyalty in India's banking industry, including brand credibility and identification as mediators. Using survey data analyzed with SEM via AMOS, they expanded CSR literature by demonstrating how perceived CSR influences loyalty through brand credibility and identification.

Rasoolimanesh et al. (2023) examined perceived CSR effects in Malaysian higher education institutions, surveying international students from public and private universities. Their PLS-SEM analysis found strong positive effects of CSR on brand reputation and trust, which in turn positively influenced brand equity and loyalty, including indirect effects through reputation and trust.

Khan and Fatma (2023) investigated how consumer perceptions of corporate social responsibility (CSR) influence brand image, brand trust, and positive word of mouth within the Indian banking sector. Using a non-random sampling method, they collected 328 valid responses. The study applied confirmatory factor analysis (CFA) and structural equation modeling (SEM) to test the model. Findings revealed that consumer perception of CSR has a significant and direct positive effect on brand trust. Brand trust was found to partially mediate the relationship between CSR and both brand image and word of mouth. This study contributes to the literature by highlighting consumer trust as a key mediator linking CSR with brand image and consumer advocacy.

Ahmed et al. (2023) examined the relationships between CSR, brand experience, corporate reputation, brand personality, brand loyalty, and consumer trust among smartphone users. Employing a mall intercept control group method and SEM-based multivariate analysis, the study confirmed that brand personality, corporate reputation, and brand experience all positively impact consumer trust. Additionally, CSR was found to significantly enhance brand personality, brand loyalty, and consumer trust. The research also demonstrated that brand personality mediates the relationships between corporate reputation and brand loyalty, corporate reputation and consumer trust, as well as between CSR and brand loyalty and consumer trust.

Tan et al. (2022) compared the direct and indirect effects of CSR on brand equity and brand loyalty in public versus private universities in Malaysia. Data from 600 students at Taylor's University (private) and University of Malaya (public) were analyzed using partial least

squares structural equation modeling (PLS-SEM). Results showed CSR positively and significantly influenced brand reputation, brand equity, and brand loyalty across both types of institutions. However, significant differences existed between public and private universities in the magnitude of CSR's effects on brand loyalty and brand reputation's influence on loyalty.

Rasoolimanesh et al. (2021) explored CSR's impact on brand reputation, brand trust, and brand loyalty in higher education, gathering data from 300 students at a private Malaysian university. Applying PLS-SEM, their findings supported all hypotheses, confirming direct positive effects of CSR on brand reputation and loyalty, along with indirect effects on loyalty mediated through brand reputation and trust. This study uniquely contributes by assessing and contrasting the mediating roles of brand reputation and trust within the Hierarchy of Effects Model.

Lacap et al. (2021) studied the telecommunications industry in Pampanga province, examining whether brand satisfaction and perceived quality mediate the relationship between CSR and brand loyalty. Using cluster sampling and self-administered questionnaires, they applied a causal-predictive design analyzed through Partial Least Squares Path Modeling (PLS-PM) with Warp PLS 7.0. Results indicated that CSR positively affects brand satisfaction, perceived quality, and brand loyalty directly. Moreover, brand satisfaction and perceived quality significantly mediated the CSR-brand loyalty relationship.

Zhao et al. (2021) explored the connections between corporate social responsibility (CSR), corporate reputation (CR), and brand equity (BE), drawing on the resource-based theory of the firm to develop a theoretical framework. This framework suggests that CSR enhances CR and BE both directly and indirectly through consumer trust. Data were collected via a questionnaire containing 17 items measured on a 5-point Likert scale from banking customers around Lahore, Pakistan. Structural equation modeling (SEM) using Smart PLS 3.2 was employed to test the proposed model. The results showed that CSR significantly influences CR and BE, with trust serving as a significant positive mediator in these relationships. The findings offer valuable insights for senior management, marketers, administrators, and policymakers.

Phan et al. (2021) studied how university social responsibility (USR) impacts brand image and student satisfaction. While social responsibility's effect on consumer behavior is well-researched, its influence in education is less explored. The study analyzed USR through three components: (1) quality of teaching programs, facilities, and academic staff; (2) support for

learning activities; and (3) human resource policies. Using survey data from 298 students at the University of Food Industry Ho Chi Minh City, the study applied Cronbach's Alpha, exploratory factor analysis (EFA), and linear regression to assess how each USR factor affects the university's business and student satisfaction. Results demonstrated that USR positively influences both brand image and student satisfaction.

Wang et al. (2021) examined how customers' perceptions of CSR affect their purchase intentions, mediated by brand equity, brand credibility, and brand reputation. The study used an online survey of cosmetics customers and found that positive CSR perceptions increase future purchase intentions. The mediating roles of brand equity, credibility, and reputation were confirmed. Since prior studies had not thoroughly examined these mediators collectively, the findings provide important guidance for researchers studying CSR's influence on consumer behavior.

Pratihari and Uzma (2018) examined the impact of corporate social responsibility (CSR) on corporate branding (CB) and brand loyalty (BL) within the Indian banking industry. They also analyzed both the direct and indirect effects of CSR on brand loyalty when integrated with corporate branding. Data were collected from 430 savings bank customers in India through a structured questionnaire using a seven-point Likert scale and stratified random sampling. The study developed a new scale to measure corporate branding as a single construct and used structural equation modeling (SEM) for hypothesis testing, including direct and indirect path analyses. Results showed that the economic, legal, ethical, and social components of CSR significantly influence corporate branding, which in turn enhances customer loyalty. The study found that corporate branding mediates the relationship between CSR and brand loyalty. However, some paths specifically legal responsibility to corporate branding and social responsibility to brand loyalty had negative coefficients. Overall, the findings support that embedding CSR into corporate branding effectively strengthens customer loyalty.

Shabbir et al. (2018) explored the overlooked connection between corporate governance and corporate image in influencing customer loyalty, focusing on Islamic banks in Pakistan. Using convergent validity to verify the model and regression analysis to examine relationships, they found that CSR significantly affects customer loyalty, with brand image playing a key

mediating role. Their findings highlight the importance of brand image in enhancing the impact of CSR on customer loyalty.

Asad and Abid (2018) studied the link between customer loyalty and CSR practices in Pakistan's restaurant industry, considering gender as a moderating factor. They collected data from 384 frequent restaurant visitors. Their analysis revealed that gender has a small but statistically significant effect on customer loyalty toward a restaurant brand, explaining a 1% increase in loyalty variance. This study offers valuable insights for food chain managers seeking to increase loyalty by emphasizing corporate citizenship.

Irshad et al. (2017) investigated how CSR influences customer satisfaction and loyalty in Pakistan's economy, with corporate image as a moderating factor. Using a qualitative method and a questionnaire distributed to 370 individuals 219 valid responses were analyzed they tested six hypotheses through SPSS. Results indicated a positive effect of CSR on customer satisfaction and loyalty, with a strong moderating influence of corporate image strengthening the CSR-customer satisfaction and loyalty relationship.

Ashraf et al. (2017) examined key drivers of customer loyalty and the role of CSR in the Pakistani banking sector, focusing on the mediating effects of customer trust, identification, satisfaction, and commitment. Data were collected via convenience sampling from bank customers in Gujranwala. Findings revealed that CSR has a direct and significant effect on customer loyalty, with the relationship strengthened by the mediating roles of trust, identification with the company, satisfaction, and commitment. These four factors were identified as essential drivers of customer loyalty.

Qasim and Mohammad (2017) examined the indirect impact of different dimensions of corporate social responsibility (CSR) on brand loyalty, focusing on how this relationship is mediated by brand image and moderated by corporate reputation. This conceptual study highlights that legal and ethical responsibilities, as key CSR components, enhance brand loyalty through their influence on brand image. Additionally, the fulfillment of legal and ethical responsibilities plays distinct roles in strengthening brand loyalty.

Alam and Rubel (2014) explored how service quality, consumer satisfaction, and CSR activities affect consumer purchase intentions and loyalty. Using both primary data collected from university students via structured questionnaires and secondary data from newspapers

and corporate websites, they applied factor analysis for data evaluation. Their findings revealed no significant link between CSR awareness and purchase intention. However, a strong relationship was observed between service quality and customer satisfaction. Interestingly, no significant connections were found between customer satisfaction and purchase intention or between purchase intention and consumer retention in Bangladesh's telecommunications sector.

Table 1

*Summary of Article Review*

Author	Title	Objectives	Methodology	Findings
Ruslan and Kune (2025)	The role of corporate social responsibility (csr) in improving the company's image in the eyes of consumers	To analyze the role of CSR in improving the company's image through a literature review of various previous studies.	The study employs a qualitative research approach through a literature review method, analyzing scholarly journals, books, and research reports relevant to corporate social responsibility (CSR) and corporate image.	The findings indicate that successful implementation of corporate social responsibility (CSR) initiatives can enhance consumer trust and loyalty toward the company. Key elements contributing to CSR's effectiveness in improving corporate image include the program's authenticity, transparency, and active stakeholder engagement.
Rasoolima nesh et al. (2024)	Corporate social responsibility and brand loyalty in private higher education: mediation assessment of brand reputation and trust. Journal of Marketing for Higher Education	To explore how corporate social responsibility (CSR) influences brand reputation, brand trust, and brand loyalty within the higher education sector.	Partial least squares structural equation modeling (PLS-SEM) was utilized to evaluate the measurement framework and examine the formulated hypotheses.	The study's findings validate all proposed hypotheses, confirming that CSR has a direct positive impact on both brand reputation and brand loyalty. Additionally, CSR indirectly influences brand loyalty through its effects on brand reputation and brand trust.
Shafiq et al. (2023)	Corporate Social Responsibility	To examine the influence of	This study employed a structured survey	The findings of the study indicate that corporate social

	and Loyalty in Punjab's Banking Sector: Exploring the Mediating Role of Corporate Branding.	Brand in Responsibility (CSR) on brand loyalty, considering the mediating role of corporate branding among customers in the retail banking sector of Punjab, Pakistan.	Social Responsibility (CSR) on brand loyalty, considering the mediating role of corporate branding among customers in the retail banking sector of Punjab, Pakistan.	method using a 5-point Likert scale to gather data from 335 individual customers in the retail banking sector of Dera Ghazi Khan City, Punjab, Pakistan. The collected data was then analyzed using Structural Equation Modeling (SEM) with the help of Smart PLS (Smart Partial Least Squares) software.	responsibility (CSR) has a significant and positive influence on brand loyalty, with further analysis revealing a positive mediating effect in the relationship between CSR and brand loyalty.
Fatma and Khan (2023)	CSR influence on brand loyalty in banking: The role of brand credibility and brand identification.	The study aims to explore how perceived corporate social responsibility (CSR) affects consumer brand loyalty within the banking sector. Additionally, it investigates the indirect influence of CSR on brand loyalty through the mediating roles of brand credibility and brand identification.	The study aims to explore how perceived corporate social responsibility (CSR) affects consumer brand loyalty within the banking sector. Additionally, it investigates the indirect influence of CSR on brand loyalty through the mediating roles of brand credibility and brand identification.	The study examines the causal links between perceived CSR, brand identification, brand credibility, and brand loyalty. Data were gathered through a survey conducted among banking customers in India. Structural equation modeling (SEM) was utilized for data analysis using AMOS version 24.0.	This study broadened the conventional understanding of CSR's impact on consumers and aimed to address a gap in the literature by examining how perceived CSR, brand credibility, and brand identification influence consumer brand loyalty within banking services.
Rasoolima neshe et al. (2023)	Corporate social responsibility and international student's	To explore how perceived corporate social responsibility (CSR) in higher	Corporate social responsibility and international student's	Data for this study were gathered from international students at one public and one private university in	The results showed that perceived CSR has a very strong impact on brand reputation and trust. Furthermore, brand

		mobility in education higher education.	institutions impacts brand reputation, trust, brand equity, and loyalty.	Malaysia. The data were analyzed using partial least squares structural equation modeling.	reputation and trust were found to positively influence brand equity and loyalty. The study also confirmed that perceived CSR indirectly enhances brand equity and loyalty through its effects on brand reputation and trust.
Khan and Fatma (2023)	CSR influence on brand image and consumer word of mouth: Mediating role of brand trust.	To investigate how consumers perceive corporate social responsibility (CSR) initiatives and their impact on brand image, brand trust, and positive word-of-mouth within the Indian banking sector.		A non-random sampling method was employed, resulting in 328 valid responses for the study. The proposed model was analyzed using confirmatory factor analysis (CFA) and structural equation modeling (SEM).	The study's results indicate that consumer perception of CSR has a positive, significant, and direct impact on brand trust. Brand trust partially mediates the relationship between CSR and both brand image and consumer word of mouth. By highlighting the connections among CSR, brand image, and word of mouth through consumer trust as a key mediator, this research contributes to expanding current understanding. Consequently, the study enriches the CSR literature and explores its diverse effects on marketing outcomes.
Ahmed et al. (2023)	Extended Signaling Theory and Role of Corporate Social Responsibility and Brand Personality.	To investigate the relationship between CSR and brand experience, corporate reputation, brand personality, brand loyalty, and		For data analysis, we utilized a multivariate approach based on Structural Equation Modeling (SEM) to test the hypotheses using responses from smartphone users.	The study's findings indicate that brand personality, corporate reputation, and brand experience all have a positive effect on consumer trust. Additionally, the results reveal that corporate social responsibility significantly

		consumer trust, this study employed a mall intercept control group method for data collection.		and positively affects brand personality, brand loyalty, and customer trust.
Tan et al. (2022)	How corporate social responsibility affects brand equity and loyalty? A comparison between private and public universities.	To compare how corporate social responsibility (CSR) directly and indirectly influences brand equity and brand loyalty in both public and private universities.	Data were gathered from students at one public and one private university in Malaysia, totaling 600 completed questionnaires from Taylor's University and the University of Malaya, representing leading private and public institutions respectively. Partial least squares structural equation modeling was used to evaluate the measurement model and test the hypotheses.	The results indicated that CSR had positive and significant direct and indirect effects on reputation, brand equity, and brand loyalty for both private and public universities. Notable differences were observed between public and private institutions regarding the direct and indirect influence of CSR on brand loyalty, as well as the impact of brand reputation on brand loyalty.
Rasoolima nesh et al. (2021)	Corporate social responsibility and brand loyalty in private higher education: mediation assessment of brand reputation and trust.	To examine how corporate social responsibility (CSR) influences brand reputation, brand trust, and brand loyalty within the higher education sector.	This study examined both the direct impact of CSR on brand loyalty and its indirect effects mediated by brand reputation and brand trust. Data were gathered from 300 students at a private university in Malaysia, and partial least squares structural equation modeling was used to evaluate the	The findings confirm that CSR has a positive direct impact on both brand reputation and brand loyalty, along with indirect effects on brand loyalty mediated by brand reputation and brand trust. This study offers a distinctive theoretical contribution by evaluating and contrasting the mediating roles of brand reputation and brand trust in the relationship between CSR and brand

			measurement model and test the hypotheses.	loyalty, utilizing the Hierarchy of Effects Model.
Lacap et al. (2021)	The Influence of Corporate Social Responsibility on Brand Loyalty and The Mediating Effects of Brand Satisfaction and Perceived Quality.	To investigate whether brand satisfaction and perceived quality mediate the relationship between corporate social responsibility and brand loyalty within the telecommunication industry.	Questionnaires were self-administered and distributed to respondents in the province of Pampanga using a cluster sampling method. The study adopted a causal-predictive research design, and Partial Least Squares Path Modeling (PLS-PM) with Warp PLS 7.0 was used to assess both the proposed direct and indirect relationships.	The findings showed that CSR positively and directly influences brand satisfaction, perceived quality, and brand loyalty. Furthermore, brand satisfaction and perceived quality were found to play important mediating roles in the relationship between CSR and brand loyalty.
Zhao et al. (2021)	Exploring the relationship between corporate social responsibility, trust, corporate reputation, and brand equity.	To examine the relationship among corporate social responsibility (CSR), corporate reputation (CR), and brand equity (BE).	Within this framework, CSR is proposed to enhance corporate reputation (CR) and brand equity both directly and indirectly by building consumer trust. Data was collected using a questionnaire survey method.	The findings of this study confirm that CSR has a significant effect on corporate reputation (CR) and brand equity (BE). Additionally, trust is shown to play a positive and significant mediating role in the relationships between CSR, CR, and BE. These results carry important implications for senior management, marketing professionals, administrators, and policymakers.
Phan et al. (2021)	The impact of corporate social responsibility on brand image: A	To investigate the influence of university social responsibility on brand image and student satisfaction.	Using the survey data mentioned above, the author quantifies the variables and conducts	The findings indicate that university social responsibility has a real impact on both the

	case study in Vietnam.	To analyze the impact of corporate social responsibility (CSR) on corporate branding (CB) and brand loyalty (BL) within the Indian banking sector.	analyses including Cronbach's Alpha for reliability, exploratory factor analysis (EFA), and linear regression.	university's brand image and student satisfaction.
Pratihari and Uzma (2018)	CSR and corporate branding effect on brand loyalty: a study on Indian banking industry.	To examine how university social responsibility affects brand image and student satisfaction. To analyze the effects of corporate social responsibility (CSR) on corporate branding (CB) and brand loyalty (BL) in the Indian banking industry.	Stratified random sampling was employed to gather cross-sectional data from 430 savings bank customers in India. A newly developed scale was utilized to measure corporate branding (CB) as a single construct. Structural equation modeling with a multi-model path approach was applied to test the hypotheses.	The study's findings indicate that the components of CSR economic, legal, ethical, and social responsibilities have a significant effect on corporate branding (CB), which in turn enhances customer brand loyalty (BL). This research provides fresh insights into the CSR-BL relationship by identifying CB as a mediating factor. However, the path analysis revealed negative coefficients for the relationships between legal responsibility and CB, as well as social responsibility and BL.
Shabbir et al. (2018)	Corporate social responsibility and customer loyalty in Islamic banks of Pakistan: A mediating role of brand image.	To investigate the overlooked connection between corporate governance and corporate image in shaping customer loyalty.	Convergent validity was assessed to evaluate the robustness of the proposed model, while regression analysis was conducted to examine the relationships between the variables.	The results demonstrate that CSR significantly influences Customer Loyalty, with Brand Image serving as a crucial mediator. The study highlights the key role of brand image in strengthening the impact of corporate social responsibility on customer loyalty.
Asad and Abid (2018)	CSR practices and customer's loyalty in	To examine the relationship between customer	For this study, data were collected from individuals who	The results showed that customer gender has a significant impact on loyalty

	restaurant industry: Moderating role of gender.	loyalty and corporate social responsibility practices within Pakistan's restaurant industry, considering the moderating effect of gender.	frequently visit hotels and restaurants. A sample of 384 respondents was selected for analysis.	to a specific restaurant brand; however, this effect is minor, with the explained variance increasing by only one percent, yet it remains statistically significant according to the regression analysis.
Irshad et al. (2017)	The impact of corporate social responsibility on customer satisfaction and customer loyalty, moderating effect of corporate image.	To investigate how customer satisfaction and loyalty are affected by CSR factors, with corporate image acting as a moderator, within the economy of Pakistan.	The study employed a qualitative research approach and distributed questionnaires to 370 target respondents, receiving 236 back, of which 219 were deemed reliable for analysis. Six hypotheses were formulated, tested using SPSS, and all were supported by the data.	The overall findings indicate that Corporate Social Responsibility has a positive impact on Customer Satisfaction and Loyalty. Additionally, a strong corporate image enhances the relationship between CSR and both Customer Satisfaction and Loyalty.
Ashraf et al. (2017)	Impact of CSR on customer loyalty: putting customer trust, customer identification, customer satisfaction and customer commitment into equation-a study on the banking sector of Pakistan.	The study is designed to examine the main factors influencing customer loyalty and the effect of CSR on customer loyalty, considering the mediating roles of customer trust, customer identification, customer satisfaction, and customer	Data were gathered from customers of various banks in Gujranwala, Pakistan, using convenience sampling, which is a non-probability sampling method.	The findings reveal that CSR directly and significantly influences customer loyalty, with the overall impact of CSR being strengthened when customer trust, customer identification with the company, customer satisfaction, and customer commitment act as mediators in this relationship.

commitment within  
Pakistan's banking  
sector.

Qasim and Mohamma d (2017)	The impact of CSR on brand loyalty: the moderating influence of corporate reputation and the mediating role of brand image.	To examine the indirect impact of different CSR dimensions on brand loyalty.	Correlation and regression analysis	They discovered that legal and ethical responsibilities, as key aspects of CSR, enhance brand loyalty by shaping brand image. Additionally, meeting legal and ethical responsibilities contributes differently to strengthening brand loyalty.
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### 2.2.2 Review of Nepalese Article and Thesis

Kanauje and Ghimire (2024) investigated the crucial role of Corporate Social Responsibility (CSR) in enhancing corporate reputation, focusing on public sector commercial banks (PSCBs) in Nepal. The study surveyed 105 banking professionals from Nepal Bank Limited (NBL), Rastriya Banijya Bank (RBB), and Agriculture Development Bank Limited (ADBL) using a structured questionnaire with a 5-point Likert scale. Employing simple and multiple regression analyses, the study confirmed a positive relationship between CSR activities and corporate reputation. The research highlights CSR's significant contribution, especially in community and investor relations, as a key factor in strengthening the reputation of PSCBs in Nepal.

Subedi et al. (2023) explored the mediating role of corporate reputation (CR) in the relationship between corporate social responsibility (CSR) and customer loyalty (CL) among Generation Z customers of Nepali commercial banks. Using a cross-sectional survey design, data were gathered from 281 commercial bank customers through purposive sampling. Hypotheses were tested using partial least squares structural equation modeling (PLS-SEM). Findings showed that CSR significantly impacts both CR and CL, while CR positively affects CL. Additionally, CR partially mediates the link between CSR and CL.

Khanal and Arora (2023) assessed the influence of CSR on the financial performance of Nepalese commercial banks over a three-year period from 2020 to 2022. The study noted that CSR acts as a progressive business strategy and marketing tool, helping companies gain a

competitive advantage. Results demonstrated a significant positive impact of CSR on return on assets (ROA) and earnings per share (EPS), though no significant effect was found on return on equity (ROE). The authors also pointed out that much CSR research tends to focus on established firms and developed countries, with developing nations like Nepal often overlooked.

Thapa (2021) analyzed the current state of CSR disclosure in Nepal and found that disclosures are generally descriptive. Using correlation and regression analyses, the study identified that information related to economic performance, charitable activities, employee training, and customer satisfaction were most commonly disclosed.

Wagle and Gupta (2021) explored the connection between Corporate Social Responsibility (CSR) initiatives and Employee Job Satisfaction (EJS) at Nepal Telecom (NT). The study examined four independent variables work-life balance (WLB), internal recruitment and promotion (IRP), health and safety (HS), and development and training (DT) and their effects on EJS. Data were gathered from 210 telecom employees using a structured questionnaire with a five-point Likert scale. Multiple regression analysis was conducted using EXCEL and SPSS. The results showed that IRP, HS, and DT positively and significantly influenced employee job satisfaction, while WLB had no significant effect. The study suggests that Nepal Telecom and other Nepali organizations can improve employee satisfaction by focusing on these CSR aspects, which had not been previously tested.

Wagle (2020) analyzed the trend and relationship between CSR practices and financial performance in Nepalese commercial banks. Since CSR has become mandatory in Nepal, data were analyzed using SPSS, with Pearson's correlation applied to examine the link between CSR disclosures and financial outcomes. The study found a significant but negative correlation between CSR activities and return on assets (ROA). However, CSR's relationship with return on equity (ROE) and net income (NI) was insignificant, indicating no clear association.

Poudyal and Yukongdi (2020) studied customer perceptions of CSR and its effect on brand image in Nepal's banking sector. Data from 285 bank customers were analyzed using hierarchical regression. Results indicated that economic, legal, and social responsibility components positively influenced brand image, while ethical responsibility showed no significant effect. The study discusses implications for CSR strategy development.

Khanal (2019) assessed CSR practices in Nepalese commercial banks using both primary and secondary data. Primary data were collected via questionnaires from 60 bank employees, while secondary sources included journals, textbooks, and Nepal Rastra Bank reports. Data analysis employed SPSS and Excel, with a Cronbach's Alpha of 0.92 confirming reliability. Using descriptive and exploratory research designs, the study found CSR strongly influences non-financial performance, explaining 98.7% of the variance in brand image and awareness. Conversely, CSR's impact on financial performance was limited, accounting for only 14.9% of variance.

Devkota (2019) examined how a reactive CSR strategy affects consumer loyalty, focusing on identity, trust, attitude, and perceived satisfaction. The qualitative case study centered on NCELL, a major Nepali telecom company criticized for attempting to avoid capital gains tax. Primary data were collected from five strategically selected NCELL customers via Skype interviews. Findings revealed mixed consumer responses: four out of five lost trust and loyalty following the tax controversy, while one participant reported no significant impact on their loyalty.

Rai (2019) investigated the effect of Corporate Social Responsibility (CSR) on Return on Assets (ROA), Return on Equity (ROE), and Earnings per Share (EPS) of commercial banks in Nepal. This study provides valuable insights for government bodies, financial institutions, and other stakeholders. Data were collected from the annual reports of selected banks covering the period from 2010 to 2018. To examine the relationship between CSR and financial performance indicators (ROA, ROE, and EPS), a simple regression model was applied. The findings revealed that ROA for Nepal Investment Bank and Standard Chartered Bank Nepal showed no significant association with CSR. However, ROE and EPS demonstrated a significant relationship with CSR for Nepal Investment Bank, while for Standard Chartered Bank Nepal, no significant relationship was observed between CSR and these financial metrics.

### **2.3 Research Gap**

Although interest in the link between Corporate Social Responsibility (CSR) and brand-related outcomes continues to grow, several significant gaps in the literature remain. Much of the existing research has been confined to specific industries, particularly the banking sector,

higher education institutions, and consumer goods (Fatma & Khan, 2023; Rasoolimanesh et al., 2024; Wijaya & Roostika, 2024). Additionally, studies are largely concentrated in countries such as Malaysia, India, Pakistan, and Nepal (Khan & Fatma, 2023; Subedi, Pokhrel & Basnet, 2023; Shafiq et al., 2023), which limits the broader applicability of the findings. There is a notable absence of comparative studies that examine CSR's impact across various industries and cultural settings, which could help uncover differences in how CSR initiatives are perceived and their effectiveness.

The terms of methodology, most research employs quantitative approaches, particularly Structural Equation Modeling (SEM), to assess causal links between CSR and brand outcomes (Ahmed et al., 2023; Zhao et al., 2021; Lacap, CHAM & Lim, 2021). While this provides measurable insights, such methods often fail to capture the deeper, more subjective consumer experiences and interpretations of CSR. Few studies have adopted qualitative or mixed-method designs that could offer richer, more detailed perspectives on how CSR resonates with consumers on a personal and emotional level. Moreover, longitudinal studies exploring how CSR influences develop or shift over time are scarce, despite their importance in evaluating the lasting effects of CSR on brand equity and customer loyalty.

Another area that lacks sufficient attention is the internal organizational viewpoint on CSR. Most studies prioritize the consumer's perspective, highlighting outcomes like trust, brand loyalty, and corporate image (Poudyal & Yukongdi, 2020; Khanal, 2019). However, little is known about how businesses internally formulate, manage, and assess their CSR strategies, or how these align with broader branding objectives. Gaining insight into the internal CSR processes could provide a more comprehensive understanding of its role in sustaining organizational success and brand value.

While elements such as authenticity and transparency are widely acknowledged as critical to CSR's success (Ruslan & Kune, 2025), limited empirical research exists on how perceived authenticity influences consumer trust. This is particularly important in light of increasing public skepticism and concerns around superficial or deceptive CSR practices, often labeled as greenwashing (Khan & Fatma, 2023; Zhao et al., 2021).

The role of digital platforms in CSR communication has not been thoroughly investigated, even though social media and online tools are increasingly used to disseminate CSR messages.

Few studies have examined the effectiveness of digital CSR campaigns in building brand reputation and loyalty across diverse audiences. While some research has begun to consider generational and regional differences in CSR perception (Subedi, Pokhrel & Basnet, 2023; Tan et al., 2022), more in-depth analysis is needed to understand how specific demographic groups such as Generation Z, low-income consumers, or rural populations respond to CSR messaging.

## CHAPTER- III

### RESEARCH METHODOLOGY

This methodological framework enables a thorough understanding of both the statistical links between CSR initiatives and brand-related results, as well as deeper insights into consumer perceptions and attitudes. The quantitative aspect focuses on testing hypotheses based on established theories through structured surveys, while the qualitative part explores consumers' experiences and interpretations of CSR using semi-structured interviews. By integrating these approaches, the study aims to deliver empirical evidence alongside contextual insights, offering a more nuanced and comprehensive analysis of how CSR influences brand equity.

#### **3.1 Research Design**

This study is specifically aimed at examining the impact of corporate social responsibility (CSR) on brand loyalty within Nepal's commercial banking sector. As products compete to attract and retain customer trust, CSR reflects a company's obligations toward society. The research evaluates the effectiveness of CSR strategies by focusing on various aspects, including economic, legal, ethical, and social responsibilities. Both descriptive and causal-comparative research designs are employed: the descriptive design addresses the first objective, while the causal-comparative design is used to meet the second and third objectives of the study.

#### **3.2 Population and Sample and Sampling Design**

The study population consists of all the banks operating in Nepal. There are 20 commercial banks in Nepal, which represent the entire population for this research. When the sample size is unknown, it is calculated using the following formula:

$$n_0 = Z^2 pq/e^2$$

Where,

n= Sample size

p = Population percentage having a particular trait

q = 1-p

$z = Z$  value (95% confidence interval: 1.96, for example)

$e =$  Error margin

The suggested value of  $p$  and  $q$  for the unidentified population is 50% for each. At a 95% Level of confidence, the  $z$  value is 1.96, and the sampling error  $e = 5\%$ .

$$n_0 = Z^2 pq/e^2$$

$$n_0 = 1.96^2 * 0.5 * 0.5 / 0.05^2 = 384$$

Since the bank's customer base is variable, the total population size is unknown; therefore, the minimum required sample size is 384. In this study, data were collected from 411 respondents using convenience sampling, with bank customers responding through a Likert scale questionnaire.

### **Sampling Method**

This survey will employ convenience sampling for data collection. This technique is chosen because the survey is exploratory in nature, and selecting samples based on convenience allows for a cost-effective estimation of the findings.

### **3.3 Nature and Source of Data**

Data collection involves gathering information from relevant sources to address the research problem, test hypotheses, and assess the results. This research will primarily rely on primary data collection methods to accomplish these objectives.

### **3.4 Instrument of Data Collection**

The data used in this research are primary and have been gathered using specific data collection tools. The questionnaire serves as the instrument for collecting this data. Therefore, the primary data collection tool for this study is the questionnaire.

### **3.5 Method of Analysis**

For managing the data, the Statistical Package for the Social Sciences (SPSS) software will be utilized. The collected data will be organized logically and systematically within SPSS, and analysis will be conducted according to the study's requirements. Both descriptive and statistical analyses will be employed to examine the data.

### 3.5.1 Reliability Analysis

Reliability analysis evaluates the consistency with which a set of items measures a particular concept or construct. It determines if the items together represent the same underlying idea. A frequently used measure in this analysis is Cronbach's Alpha ( $\alpha$ ), where values above 0.7 generally indicate an acceptable level of internal consistency.

Table 2

#### *Reliability Analysis*

Variables	Value	Remark
Customer brand loyalty	0.754	Acceptable
Economic responsibility	0.964	Excellent
Legal responsibility	0.863	Good
Ethical responsibility	0.899	Good
Environmental responsibility	0.784	Acceptable
Social responsibility	0.838	Good

*Source: Appendix-2*

Table 2 shows the results of the reliability analysis, which indicate a strong level of internal consistency among the variables measured. Cronbach's alpha values range from 0.754 to 0.964, reflecting reliability levels from acceptable to excellent. Customer brand loyalty and environmental responsibility demonstrated acceptable alpha values of 0.754 and 0.784, respectively. Legal responsibility (0.863), ethical responsibility (0.899), and social responsibility (0.838) exhibited good reliability. Economic responsibility had an outstanding alpha value of 0.964. Overall, these findings confirm that the items used to measure each construct are reliable and appropriate for further analysis.

### 3.5.2 Statistical Analysis

#### **Descriptive Statistics**

This section provides descriptive statistics for the variables analyzed in the study, including their maximum and minimum values, means, and standard deviations. It summarizes these statistics for both the dependent and independent variables. In particular, the mean, median, and standard deviation are reported for the independent variables expertise, celebrity match-up, physical attractiveness, and trustworthiness and for the dependent variable, brand strength.

**Mean ( $\bar{X}$ )**

The mean represents the average or most typical value within a set of numbers. In statistics, it serves as a measure of central tendency alongside the median and mode and is also known as the expected value.

**Standard Deviation (S.D)**

Standard deviation quantifies the extent of variation or spread within a set of values. It is calculated by taking the square root of the variance, which measures how much each data point deviates from the mean.

$$\text{Standard Deviation S.D} = \sqrt{\frac{\sum(X - \bar{X})^2}{N}}$$

Where,

X=variables

$\bar{X}$  = mean

N= No. of Period

**Minimum and Maximum**

The statistical minimum, or lower outlier limit (l), represents the smallest value in a data set after excluding any outliers. Similarly, the statistical maximum, or upper outlier limit (h), denotes the largest value in the data set, also excluding outliers.

**Correlation Analysis**

This section conducts correlation analysis to examine the relationships between variables. Correlation analysis is used to assess the strength of the connections between the independent and dependent variables.

$$\text{Correlation Coefficient (r)} = \frac{n \sum XY - \sum X \sum Y}{\sqrt{[n \sum x^2 - (\sum X)^2] [n \sum Y^2 - (\sum Y)^2]}}$$

Where,

n = number of observations of X and Y

$\sum XY$  = Sum of the product of the observations in series X and Y

$\sum X$  = Sum of the observation in series X

$\sum Y$  = Sum of the observation in series Y

$\sum X^2$  = Sum of the square of the observation in series X

$\sum Y^2$  = Sum of the square of the observations in series Y

### **Regression Analysis**

Regression analysis will be employed to identify the pattern of the relationship between variables once correlation analysis has established a connection. The main goal of multiple regression analysis is to predict how changes in independent variables affect the dependent variable. It helps to evaluate how well the multiple regression model can predict outcomes. Additionally, the coefficient of determination indicates the proportion of variation in the dependent variable that the regression equation can explain.

Model

$$CBL = \beta_0 + \beta_1 \times ER + \beta_2 \times LR + \beta_3 \times EtR + \beta_4 \times SR + \beta_5 \times EvR + e$$

Where,

CBL= Customer Brand Loyalty

ER= Economical Responsibility

LR= Legal Responsibility

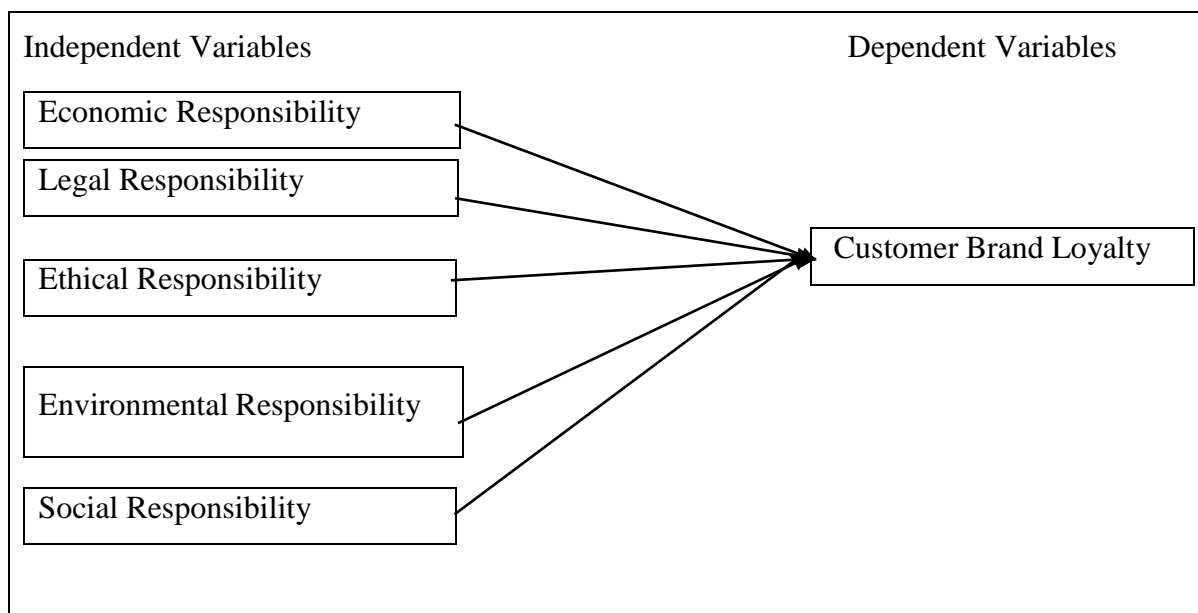
EtR= Ethical Responsibility

SR= Social Responsibility

EvR= Environmental Responsibility

### **3.6 Research Framework and Definition of Variables**

The study is conducted in alignment with the approach of (Baniya, 2013). The conceptual framework shown below (a diagram illustrating the connections between independent and dependent variables) serves as the foundation for the entire research. It clarifies the relationships among the variables, outlines the theory behind these connections, and describes the nature and direction of the relationships.



Source: *Shafiq et al., (2023); Wang et al., (2021).*

*Figure 1: Research Framework*

### **Definition of Variables**

#### **Economic Responsibility**

The fundamental duty of any business is its economic responsibility, which involves maximizing wealth and profit while contributing to economic growth. Since their inception, business organizations have served as the primary economic units within communities. Their main function is to produce goods and services that meet consumer needs and generate acceptable profits. Other responsibilities of a business come after fulfilling its economic responsibility, as these would be meaningless without it (Phan et al., 2021).

#### **Legal Responsibility**

To achieve profit maximization, society permits businesses to operate within the laws and regulations established by federal and local governments. These laws enable businesses to pursue their economic objectives while staying within legal boundaries (Wang et al., 2021).

#### **Ethical Responsibility**

Beyond economic and legal duties, businesses are expected to adhere to the ethical norms and values of society and the community. Ethical responsibilities include standards and expectations that reflect concerns for what consumers, employees, shareholders, and the community consider fair, just, and respectful of stakeholders' moral rights. These

responsibilities represent managers' strategic values regarding appropriate and inappropriate business conduct. Ethics and values often precede the creation of laws, as laws are typically established based on community norms. Ethics serve as the foundational force behind the development of laws and regulations (Shabbir et al., 2018).

### **Environmental Responsibility**

Environmental responsibility entails the duty to make choices and take actions that minimize harm to the environment and promote sustainable living. This involves careful management of natural resources, reducing pollution, proper waste disposal, and protecting ecosystems and wildlife. Such responsibility is shared among individuals, organizations, and governments, who must collaborate to conserve energy, reduce greenhouse gas emissions, and encourage the adoption of clean energy sources. By implementing sustainable practices, raising public awareness, and enforcing environmental regulations, we can safeguard the planet's health for present and future generations. Embracing environmental responsibility is not only a moral imperative but also a vital measure for ensuring ecological balance and well-being (Shabbir et al., 2018).

### **Social Responsibility**

Social responsibilities refer to actions or policies aimed at supporting humanity and charitable causes, reflecting the expectations of society and communities that businesses act as responsible corporate citizens. These responsibilities represent a voluntary commitment by businesses to contribute to societal development, including support for education and community initiatives. While ethical responsibilities are obligations grounded in moral principles, social responsibilities are voluntary efforts by businesses to benefit society. The social aspect involves a willingness to engage in charitable activities and support projects that improve the quality of life within communities (Pratihari & Uzma, 2018).

### **Customer Brand Loyalty**

Customer loyalty refers to a customer's willingness to keep doing business with a company over time (Smith & Chaffey, 2008). It means customers consistently choose to stay with the company or repeatedly purchase its products or services. In essence, customer brand loyalty reflects consumers' recognition, preference, and ongoing commitment to a specific company.

## CHAPTER-IV

### RESULTS AND CONCLUSION

This chapter reveals the study's findings and offers a detailed discussion of the results in connection with the research questions and objectives stated in previous chapters. Data gathered through various methods such as surveys, interviews, and experiments are analyzed and interpreted to identify important patterns, trends, and relationships. When relevant, the results are compared with existing studies to assess how they align with or differ from prior research.

#### 4.1 Results

##### 4.1.1 Demographic Analysis

This section describes the demographic details of the study participants. Understanding the backgrounds of these individuals is essential, as it provides context for interpreting the main findings and assessing the generalizability of the results to a wider population.

##### Respondent Age

The age distribution of respondents is a key demographic factor that can influence their perspectives and answers in the study. To investigate possible differences based on age, participants were grouped into distinct age categories. Analyzing these groups helps reveal patterns or trends that may vary according to age.

Table 3

*Respondent Age*

		Frequency	Percent
Valid	18-30 age	100	24.3
	30-45 age	205	49.9
	Above 45 age	106	25.8
	Total	411	100.0

*Source: Appendix-2*

Table 3 shows the analysis of respondents' ages, indicating that the largest group in the sample is those aged 30-45, comprising 49.9% of participants or 205 individuals. Participants aged

18–30 account for 24.3% (100 individuals), while those over 45 make up 25.8% of the sample, totaling 106 respondents.

### **Respondent Marital Status**

A respondent's marital status provides important insight into their current relationship situation, typically classified as single, married, or divorced. This information is crucial in demographic research, aiding the analysis of lifestyle trends and enabling more tailored services and communication that consider individual circumstances.

Table 4

#### *Marital Status*

		Frequency	Percent
Valid	Married	176	42.8
	Unmarried	211	51.3
	Divorce	24	5.8
	Total	411	100.0

Source: *Appendix-2*

Table 4 present the marital status of the respondents. The data indicate that the majority, 51.3% (211 individuals), are unmarried. Married participants make up 42.8% (176 individuals), while a smaller segment, 5.8% (24 individuals), are divorced. With a total of 411 respondents, this distribution offers a varied view of relationship statuses within the surveyed population.

### **Respondent Gender**

The gender breakdown of the respondents offers an understanding of the demographic composition of the surveyed population. This classification usually covers male and female categories, and may include other gender identities based on the study's scope.

Table 5

#### *Respondent Gender*

		Frequency	Percent
Valid	Male	190	46.2
	Female	201	48.9
	Other	20	4.9
	Total	411	100.0

Source: *Appendix-2*

Table 5 displays the gender distribution of the respondents, indicating a relatively balanced representation. Among the 411 participants, 48.9% (201 individuals) identified as female, 46.2% (190 individuals) as male, and 4.9% (20 individuals) identified as other. This spread highlights a level of gender diversity within the sample, offering a more inclusive view of the surveyed population.

### **Respondent educations**

The education levels of the respondents offer valuable information about their academic backgrounds and how these might influence their perspectives or decisions. Educational qualifications typically range from basic schooling to higher degrees such as bachelor's, master's, or doctoral levels.

Table 6

#### *Respondent Educations*

		Frequency	Percent
Valid	Below SLC/SEE	24	5.8
	SLC/SEE	133	32.4
	Intermediate	94	22.9
	Bachelor	113	27.5
	Master Degree and above	47	11.4
	Total	411	100.0

Source: *Appendix-2*

Table 6 displays the respondents' educational backgrounds, which vary across several levels. The largest group, 32.4%, has completed SLC/SEE, making secondary education the most common qualification. This is followed by 27.5% holding a bachelor's degree and 22.9% with an intermediate level of education. A smaller segment, 11.4%, has attained a master's degree or higher, while only 5.8% possess education below the SLC/SEE level. These results indicate that most respondents have completed at least secondary education, with a considerable portion having advanced to higher education.

### **Respondent Banking Experience**

The length of time respondents has been associated with the organization provides valuable information about their experience and familiarity with its operations. Their tenure ranges from less than a year to several years, reflecting varying levels of involvement.

Table 7

*Respondent Time of Involvement in the Bank*

		Frequency	Percent
Valid	Below 1 year	30	7.3
	5-10 years	197	47.9
	More than 10 years	184	44.8
	Total	411	100.0

Source: *Appendix -2*

Table 7 displays the length of respondents' association with the bank. The largest group, comprising 47.9%, has been with the bank for 5 to 10 years, representing a solid mid-level experience segment. Close behind, 44.8% of respondents have more than 10 years of tenure, highlighting a considerable number of long-term employees. A small minority, 7.3%, have been involved for less than a year, indicating that the majority of the bank's workforce is experienced. This pattern suggests a stable and seasoned employee population within the bank.

**Nature of the Bank**

Respondent bank refers to the different types of banks based on ownership, including privately owned banks, government-owned banks, and joint venture banks.

Table 8

*Respondent involved bank*

		Frequency	Percent
Valid	Joint Venture Bank	94	22.9
	Private owner own banks	193	47.0
	Government own Banks	124	30.2
	Total	411	100.0

Source: *Appendix-2*

Table 8 shows the distribution of respondents across different types of banks. Almost half of the respondents (47.0%) work in privately owned banks, demonstrating a strong presence from the private banking sector. Government-owned banks represent 30.2% of the respondents, indicating considerable involvement from the public sector. Meanwhile, 22.9% of respondents are affiliated with joint venture banks. This spread suggests that the private banking sector

employs the largest portion of respondents, followed by government and joint venture banks, reflecting a diverse representation of various banking institutions.

#### 4.1.2 Descriptive Analysis

Descriptive analysis offers a summary of the primary characteristics of a dataset, emphasizing important elements such as central tendency, variability, and distribution. Metrics like the mean and standard deviation help reveal patterns and the extent of data dispersion. This form of analysis is essential for gaining a fundamental understanding of the data, providing a basis for more advanced statistical examinations.

##### 4.1.2.1 Descriptive Analysis of Economical Responsibility

This section presents the descriptive analysis of the respondents' perceptions regarding the banks' economic responsibilities. Economic responsibility refers to a bank's obligation to generate long-term financial success, contribute to national and local economic development, and maintain profitability while serving customers' needs.

Table 9

*Economical Responsibility Descriptive Analysis (N=411)*

	Mean	Std. Deviation
The bank focuses on generating long-term financial success.	4.52	.499
The bank provides products/services that meet customer needs at reasonable prices.	4.51	.500
The bank's operations contribute positively to the national economy.	4.54	.498
The bank creates job opportunities and contributes to local economic development.	4.51	.500
The bank strives for profitability while ensuring customer satisfaction.	4.52	.500

*Source: Appendix- 2*

Table 9 present the descriptive analysis of economic responsibility reveals that respondents hold a highly positive perception of their banks' economic contributions. The highest mean score was 4.54 for the statement that the bank's operations contribute positively to the national economy, indicating strong agreement on the bank's role in national development. This was closely followed by a mean of 4.52 for both "The bank focuses on generating long-term financial success" and "The bank strives for profitability while ensuring customer

satisfaction,” showing a balanced emphasis on sustainability and customer orientation. Additionally, the statements “The bank provides products/services that meet customer needs at reasonable prices” and “The bank creates job opportunities and contributes to local economic development” each received a mean of 4.51. The standard deviations for all statements ranged narrowly from 0.498 to 0.500, suggesting a high level of consistency in responses.

#### 4.1.2.2 Descriptive Analysis of Legal Responsibility

Legal responsibility is a critical component of corporate social responsibility, reflecting a bank’s obligation to operate within the boundaries of the law, adhere to regulatory requirements, and maintain ethical standards in all its activities. This includes compliance with banking laws, respect for consumer rights, data privacy, and avoidance of illegal practices. Evaluating how employees perceive their banks’ legal conduct helps to understand the organization’s commitment to lawful and ethical operations.

Table 10

*Legal responsibility Descriptive Analysis (N=411)*

	Mean	Std. Deviation
The bank strictly complies with banking laws and regulations.	4.60	.489
The bank operates transparently and within the legal framework.	4.63	.482
The bank avoids any involvement in unethical or illegal financial practices.	4.15	.641
The bank respects consumer rights and data privacy laws.	4.14	.654
The bank consistently fulfills its legal obligations in all operations.	4.16	.655

*Source: Appendix- 2*

Table 10 present the legal responsibility, based on responses from 411 participants, indicates a generally strong perception of legal compliance within the banks. The highest mean score was 4.63 for the statement “The bank operates transparently and within the legal framework,” followed by 4.60 for “The bank strictly complies with banking laws and regulations,” both showing a high level of agreement and consistency (with low standard deviations of 0.482 and 0.489, respectively). However, slightly lower mean values were observed for “The bank consistently fulfills its legal obligations in all operations” (4.16), “The bank avoids any involvement in unethical or illegal financial practices” (4.15), and “The bank respects consumer rights and data privacy laws” (4.14), with standard deviations around 0.641 to 0.655, indicating more variation in responses.

### 4.1.2.3 Descriptive Analysis of Ethical Responsibility

Ethical responsibility refers to a bank's commitment to conduct its operations with integrity, fairness, and honesty, beyond just legal compliance. It includes treating customers and employees ethically, avoiding misleading practices, and fostering a respectful work culture. Analyzing perceptions of ethical responsibility helps to assess how well banks are upholding moral standards in their daily operations and stakeholder relationships.

Table 11

*Ethical responsibility Descriptive Analysis (N=411)*

	Mean	Std. Deviation
The bank treats all customers fairly and honestly.	4.12	.583
The bank is committed to ethical banking practices.	4.12	.551
The bank avoids deceptive or misleading marketing.	4.129	.576
The bank supports a work culture of fairness and respect.	4.12	.573
The bank demonstrates integrity in all its dealings.	4.67	.519

*Source: Appendix- 2*

Table 11 presents the descriptive analysis based on 411 responses reveals a generally positive perception of ethical conduct in the banks. The highest mean score was 4.67 for the statement "The bank demonstrates integrity in all its dealings," indicating a strong belief among respondents in the ethical foundation of their institutions. The remaining statements "The bank treats all customers fairly and honestly," "The bank is committed to ethical banking practices," "The bank avoids deceptive or misleading marketing," and "The bank supports a work culture of fairness and respect" all had closely aligned mean scores around 4.12 to 4.129, with standard deviations ranging from 0.551 to 0.583. This shows a consistent but slightly lower agreement on these aspects compared to integrity.

### 4.1.2.4 Descriptive Analysis of Environmental Responsibility

Environmental responsibility reflects a bank's commitment to minimizing its ecological footprint and promoting sustainable practices. This includes encouraging environmentally conscious behavior among employees and partners, complying with environmental regulations, investing in green technologies, and being transparent about environmental performance. Assessing these perceptions helps to understand the extent to which banks prioritize sustainability alongside their financial goals

Table 12

*Environmental responsibility Descriptive Analysis (N=411)*

	Mean	Std. Deviation
The bank encourages environmentally responsible behavior among employees and partners.	4.68	.463
The bank consistently complies with environmental laws and regulations.	4.66	.536
The bank invests in environmentally sustainable technologies and practices.	4.676	.488
The bank transparently reports its environmental performance and initiatives.	4.44	.591
The bank prioritizes long-term environmental sustainability over short-term financial gains when appropriate.	4.44	.574

*Source: Appendix- 2*

Table 12 presents the environmental responsibility, based on 411 respondents, indicates a strong positive perception of banks' environmental efforts. The highest mean scores were for statements regarding encouragement of environmentally responsible behavior (4.68), investment in sustainable technologies and practices (4.676), and compliance with environmental laws (4.66), all with relatively low standard deviations between 0.463 and 0.536, reflecting consistent agreement. Slightly lower mean scores of 4.44 were recorded for transparency in reporting environmental performance and for prioritizing long-term sustainability over short-term financial gains, with standard deviations of 0.591 and 0.574 respectively, indicating somewhat more variation in these areas.

#### **4.1.2.5 Descriptive Analysis of Social Responsibility**

Social responsibility encompasses a bank's efforts to contribute positively to society through activities such as supporting welfare programs, donating to charitable organizations, encouraging employee involvement in community service, sponsoring development projects, and promoting financial education. Understanding how respondents perceive these efforts provides insight into the bank's role in social development and community engagement.

Table 13

*Social responsibility Descriptive Analysis (N=411)*

	Mean	Std. Deviation
The bank supports social welfare activities	4.447	.587
The bank donates to charitable causes and NGOs.	4.459	.550
The bank encourages employee participation in community services.	3.89	1.011
The bank sponsors community development projects.	3.90	1.008
The bank promotes financial literacy and education initiatives.	3.902	1.009

*Source: Appendix- 2*

Table 13 presents the descriptive analysis based on 411 respondents shows generally favorable views toward the bank's social responsibility activities. The highest mean scores were for supporting social welfare activities (4.447) and donating to charitable causes and NGOs (4.459), both with moderate standard deviations (0.587 and 0.550 respectively), indicating consistent agreement. However, slightly lower mean scores were observed for encouraging employee participation in community services (3.89), sponsoring community development projects (3.90), and promoting financial literacy and education initiatives (3.90), with higher standard deviations around 1.008 to 1.011. This suggests more variability and less consensus among respondents regarding these specific social activities.

#### **4.1.2.6 Descriptive Analysis of Customer Brand Loyalty**

Customer brand loyalty reflects the degree to which customers consistently choose and support a particular bank, often influenced by satisfaction, trust, and emotional connection to the brand. Evaluating this loyalty helps banks understand their customer retention and advocacy strengths.

Table 14 present the analysis of customer brand loyalty based on 411 respondents shows moderately high perceptions overall. The statement "Our customers show high levels of loyalty to the bank" received a mean score of 3.90 with a higher standard deviation of 1.01, indicating some variation in respondents' views. In contrast, the other statements "Customers often recommend our bank to others," "Many of our customers continue to use our services for years," "Customer satisfaction often leads to repeat banking with us," and "Customers are emotionally connected to our brand" each received higher and identical mean scores of 4.31 with low standard deviations around 0.463 to 0.465. This consistency suggests strong

agreement that customers tend to recommend the bank, remain long-term users, and have emotional ties that encourage repeat business.

Table 14

*Customer Brand Loyalty Descriptive Analysis (N=411)*

	Mean	Std. Deviation
Our customers show high levels of loyalty to the bank.	3.90	1.01
Customers often recommend our bank to others.	4.31	.465
Many of our customers continue to use our services for years.	4.31	.463
Customer satisfaction often leads to repeat banking with us.	4.31	.464
Customers are emotionally connected to our brand.	4.31	.465

*Source: Appendix- 2*

**4.1.2.7 Descriptive Analysis of Overall Variables**

This section presents a summary of the descriptive statistics for all the key variables studied, based on responses from 411 participants. The variables include Customer Brand Loyalty, Economical Responsibility, Legal Responsibility, Ethical Responsibility, Environmental Responsibility, and Social Responsibility. The mean scores across these variables range from 4.10 to 4.59, indicating generally positive perceptions in all areas.

Table 15

*Descriptive Analysis (N=411)*

	Minimum	Maximum	Mean	Std. Deviation
Customer Brand Loyalty	3.60	5.00	4.22	.438
Economical Responsibility	4.00	5.00	4.51	.466
Legal Responsibility	2.20	5.00	4.34	.473
Ethical Responsibility	1.80	5.00	4.25	.448
Environmental Responsibility	3.60	5.00	4.59	.358
Social Responsibility	2.40	5.00	4.10	.685

*Source: Appendix-2*

Table 15 present the environmental responsibility received the highest mean score of 4.59 (SD = 0.358), suggesting that respondents view banks as highly committed to environmental sustainability. Economical Responsibility follows closely with a mean of 4.51 (SD = 0.466), reflecting strong agreement on banks' economic contributions. Legal Responsibility and

Ethical Responsibility have means of 4.34 and 4.25, respectively, indicating favorable perceptions regarding compliance and ethical conduct. Customer Brand Loyalty shows a mean of 4.22 (SD = 0.438), signaling moderately high customer commitment to the banks. Social Responsibility has the lowest mean of 4.10 with a higher standard deviation of 0.685, suggesting more variation in perceptions of the banks' social initiatives. The minimum and maximum values demonstrate a full range of responses, reflecting diverse opinions among respondents.

The current status of these variables suggests that the banks are performing well across economic, environmental, legal, ethical, and customer loyalty dimensions, with particular strength in environmental and economic responsibilities. Social responsibility appears to be the area with relatively lower satisfaction and greater variability, indicating potential for improvement.

#### **4.1.3 Correlation analysis**

Correlation analysis assesses the strength and direction of the association between two or more variables. This relationship is quantified by the correlation coefficient, commonly represented by Pearson's  $r$ , which ranges from -1 to +1. A coefficient close to +1 signifies a strong positive correlation, indicating that both variables tend to increase simultaneously. In contrast, a value near -1 reflects a strong negative correlation, where one variable rises as the other falls. A value around 0 suggests little to no linear relationship between the variables.

Table 16 presents the results of the correlation analysis based on data from 411 respondents. The analysis examines the relationships between the independent and dependent variables: Customer brand loyalty, economic responsibility, legal responsibility, ethical responsibility, environmental responsibility, and social responsibility.

The findings reveal a significant and moderately strong positive correlation between Customer brand loyalty and economic responsibility ( $r = 0.521$ ,  $\text{sig} < 0.01$ ).

A moderate and statistically significant positive correlation is also observed between Customer brand loyalty and legal responsibility ( $r = 0.395$ ,  $\text{sig} < 0.01$ ).

Table 16

*Correlation Analysis*

		CBL	ER	LR	EtR	EvR	SR
CBL	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	411					
ER	Pearson Correlation	.521**	1				
	Sig. (2-tailed)	.000					
	N	411	411				
LR	Pearson Correlation	.395**	.447**	1			
	Sig. (2-tailed)	.000	.000				
	N	411	411	411			
EtR	Pearson Correlation	-.330**	-.060	.003	1		
	Sig. (2-tailed)	.000	.228	.960			
	N	411	411	411	411		
EvR	Pearson Correlation	-.038	-.165**	-.058	.022	1	
	Sig. (2-tailed)	.448	.001	.237	.661		
	N	411	411	411	411	411	
SR	Pearson Correlation	.519**	.020	-.048	-.459**	.242**	1
	Sig. (2-tailed)	.000	.686	.333	.000	.000	
	N	411	411	411	411	411	411

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Appendix-2

Interestingly, a moderate and significant negative correlation is found between customer brand loyalty and ethical responsibility ( $r = -0.330$ ,  $\text{sig} < 0.01$ ). This implies that individuals with greater access to customer brand loyalty.

There is no statistically significant relationship between customer brand loyalty and environmental responsibility ( $r = -0.038$ ,  $\text{sig} = 0.448$ ).

Finally, a strong and significant positive correlation exists between Customer brand loyalty and social responsibility s ( $r = 0.519$ ,  $\text{sig} < 0.01$ ).

#### 4.1.4 Regression Analysis

Regression analysis is a statistical technique used to investigate the relationship between a dependent variable and one or more independent variables. It allows researchers to determine how changes in the independent variables impact the dependent variable. This method can be applied as simple regression, involving only one predictor, or multiple regression, which includes two or more predictors.

Table 17

*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 <sup>a</sup>	.587	.582	.28382

a. Predictors: (Constant), Social responsibility , Economic responsibility, Environmental responsibility, Legal responsibility, Ethical responsibility

*Source: Appendix -2*

Table 17 presents the model summary from the regression analysis. The R-squared value of 0.587 suggests that approximately 58.7% of the variance in the dependent variable is accounted for by the included independent variables. The adjusted R-squared, slightly lower at 0.582, adjusts for the number of predictors in the model and confirms a good overall model fit.

Table 18

*ANOVA of the Regression*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.369	5	9.274	115.121	.000 <sup>b</sup>
	Residual	32.625	405	.081		
	Total	78.994	410			

a. Dependent Variable: Customer brand loyalty

b. Predictors: (Constant), Social responsibility , Economic responsibility, Environmental responsibility, Legal responsibility, Ethical responsibility

*Source: Appendix-2*

Table 18 outlines the ANOVA results from the regression analysis. The Regression Sum of Squares is 46.369, indicating the portion of variance in the dependent variable explained by the model's independent variables. The Residual Sum of Squares is 32.625, representing the unexplained variance, while the Total Sum of Squares is 78.994, capturing the overall variance in the dependent variable.

The degrees of freedom are 5 for the regression and 405 for the residual. The corresponding Mean Square values are 9.274 for the regression and 0.081 for the residual. The F-statistic is 115.121, signifying a strong overall relationship between the independent variables and the dependent variable. The significance level (p-value) is 0.000, well below the standard threshold

of 0.05, confirming that the model is statistically significant. This implies that the independent variables, when considered together, have a meaningful impact on Customer brand loyalty.

Table 19

*Regression Coefficient*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.036	.313		3.314	.001
	Economic responsibility	.361	.034	.384	10.574	.000
	Legal responsibility	.226	.033	.243	6.801	.000
	Ethical responsibility	-.071	.036	-.073	-1.995	.047
	Environmental responsibility	-.100	.041	-.082	-2.411	.016
	Social responsibility	.326	.024	.509	13.544	.000

a. Dependent Variable: Customer brand loyalty

Source: *Appendix-2*

Table 19 displays the regression coefficients based on responses from 411 participants, illustrating the influence of each independent variable on the dependent variable, Customer brand loyalty.

The coefficient for Economic responsibility is 0.361 with a significance value of 0.000, indicating a strong positive and statistically significant relationship. This suggests that as economic responsibility improves, access to Customer brand loyalty also increases.

For Legal responsibility, the coefficient is 0.226, also with a significance value of 0.000. This shows a positive and statistically significant impact, implying that individuals with higher legal responsibilities are more likely to access Customer brand loyalty.

Ethical responsibility has a coefficient of -0.071 with a significance value of 0.047. This negative and statistically significant relationship indicates that higher consumption spending is associated with reduced access to Customer brand loyalty.

The coefficient for Environmental responsibility is -0.100, with a significance value of 0.016. This also shows a negative and statistically significant effect, suggesting that greater capital spending may be linked to decreased Customer brand loyalty availability.

Social responsibility has a coefficient of 0.326 and a significance value of 0.000, demonstrating a strong positive and statistically significant influence. This implies that individuals with stronger social responsibility s are more likely to receive or effectively utilize Customer brand loyalty.

#### 4.1.5 Summary of Hypothesis Test

The hypothesis test seeks to investigate the relationship between several independent variables economic responsibility, legal responsibility, ethical responsibility, environmental responsibility, and social responsibility and the dependent variable, customer brand loyalty. This analysis assesses whether variations in these factors have a significant impact on customer brand loyalty.

Table 20

##### *Hypothesis summary*

Statement	Remarks
H1: There is the significant and positive effect of economic responsibility on Customer brand loyalty.	Not Rejected
H2: There is the significant and positive effect of legal responsibility on Customer brand loyalty.	Not Rejected
H3: There is the significant and positive effect of ethical responsibility on Customer brand loyalty.	Rejected
H4: There is the significant and positive effect of environmental responsibility on Customer brand loyalty.	Rejected
H5: There is the significant and positive effect of social responsibility s on Customer brand loyalty.	Not Rejected

Source: *Appendix -2*

Table 20 presents the summary of hypothesis testing results regarding the effect of various dimensions of corporate social responsibility (CSR) on customer brand loyalty. The findings show that economic responsibility has a significant and positive effect on customer brand loyalty, as Hypothesis 1 (H1) was not rejected. Similarly, Hypothesis 2 (H2) and Hypothesis 5 (H5) were also not rejected, indicating that legal and social responsibilities respectively have significant and positive impacts on customer brand loyalty. However, Hypothesis 3 (H3) and

Hypothesis 4 (H4) were rejected, suggesting that ethical responsibility and environmental responsibility do not have a statistically significant effect on customer brand loyalty in this study. These results highlight that customers may prioritize banks' legal, economic, and social contributions more when forming brand loyalty, while ethical and environmental practices, although important, may not directly influence loyalty perceptions to the same extent.

## **4.2 Discussion**

The first objective of this study was to assess the corporate social responsibility and brand loyalty of the Nepalese commercial bank. It is found that the current status of these variables suggests that the banks are performing well across economic, environmental, legal, ethical, and customer loyalty dimensions, with particular strength in environmental and economic responsibilities. The result is consistent with the result of Wang et al. (2021). Social responsibility appears to be the area with relatively lower satisfaction and greater variability, indicating potential for improvement. The result is consistent with the result of Khan and Fatma (2023).

The second objective was to analyze the relationship between economic responsibility, legal responsibility, ethical responsibility, environmental responsibility, and social responsibility to the brand loyalty of the Nepalese commercial bank. A significant positive correlation was observed between Customer brand loyalty and economic responsibility, corroborating the results of Wijaya and Roostika (2024). moderate, yet significant, positive correlation was found between Customer brand loyalty and legal responsibility, consistent with Echezona (2024). A moderate negative correlation was identified between Customer brand loyalty and ethical responsibility, in line with Rasoolimanesh et al. (2023). No significant correlation was observed between Customer brand loyalty and environmental responsibility, echoing the findings of Ahmed et al. (2023). Lastly, a strong positive and significant correlation emerged between Customer brand loyalty and social responsibility s, supporting the findings of Tan et al. (2022) and aligned with theoretical frameworks such as the life-cycle hypothesis and utility and consumption theories.

The third objective was to examine the impact of economic responsibility, legal responsibility, ethical responsibility environmental responsibility, and social responsibility to the brand loyalty of the Nepalese commercial bank. The analysis revealed that economic responsibility

has a statistically significant positive effect on access to Customer brand loyalty, consistent with Pratihari and Uzma (2018). Legal responsibility also positively influenced Customer brand loyalty access, in agreement with Phan et al. (2021). Ethical responsibility had a statistically significant negative effect on Customer brand loyalty, supporting the findings of Zhao et al. (2021). Similarly, environmental responsibility was negatively associated with Customer brand loyalty, consistent with Lacap et al. (2021). Social responsibility s exerted a strong positive effect on access to Customer brand loyalty, confirming the findings of Ahmed et al. (2023). These relationships are underpinned by theories such as Customer brand loyalty theory, investment theory, and social stratification.

## CHAPTER- V

### SUMMARY AND CONCLUSION

This chapter includes a summary, conclusion, and implications of the study. The summary provides a detailed overview of the research from start to finish, covering all key aspects and findings. The conclusion briefly highlights the main results and outcomes of the research. Additionally, this chapter discusses the implications, outlining how the findings can be applied or used in future research, practice, or policy-making.

#### 5.1 Summary

Corporate Social Responsibility (CSR) plays a vital role in the development of emerging nations by helping reduce poverty, advancing education and learning, and promoting equality and sustainable growth. According to Medina-Muñoz and Medina-Munoz (2020), although CSR is a complex and often debated topic, it remains a frequent focus in academic research, covering areas such as enhanced stakeholder support and guidance. Societies are complex networks of human relationships and organizations, where people unite based on shared values, norms, and interests. Responsibility entails fulfilling one's roles and commitments with integrity and accountability. CSR is a business strategy that incorporates ethical, social, and environmental concerns into a company's operations and stakeholder interactions. Rather than focusing solely on profits, companies practicing CSR strive to contribute positively to society while balancing the needs of shareholders, employees, customers, and communities. Despite these efforts, challenges such as the need for increased transparency, accountability, and better integration of CSR with core business strategies persist. Nevertheless, by embedding CSR into their practices, banks can support sustainable development, foster stakeholder trust, and strengthen their reputations as responsible corporate citizens within the communities they serve. On the basis of the given back ground the research is conducted on “corporate social responsibility and brand loyalty in Nepalese commercial bank”.

The research aims to evaluate corporate social responsibility (CSR) and brand loyalty within Nepalese commercial banks. It seeks to analyze the relationships between economic, legal, ethical, environmental, and social responsibilities and their connection to brand loyalty. Additionally, the study examines the impact of these CSR dimensions on brand loyalty in

Nepalese commercial banks. The objectives arise from key research questions: What is the status of CSR and brand loyalty in Nepalese commercial banks? Is there a relationship between the different CSR responsibilities and brand loyalty? What is the effect of these CSR responsibilities on brand loyalty? This study uses both descriptive and causal research designs. The population consists of customers of commercial banks in Nepal, with a sample size of 411 respondents selected through convenience sampling. Primary data were collected directly from bank customers using a structured questionnaire. Reliability tests and statistical analyses, including descriptive statistics, correlation, and regression analysis, were performed. Findings reveal that banks generally perform well across economic, environmental, legal, ethical, and customer loyalty dimensions, with particular strengths in economic and environmental responsibilities. However, social responsibility shows comparatively lower satisfaction and greater variability. Economic, legal, ethical, and social responsibilities have a significant relationship with customer brand loyalty, while environmental responsibility does not show a statistically significant connection.

## **5.2 Conclusion**

The first objective of research is to assess the corporate social responsibility and brand loyalty of the Nepalese commercial bank. It is found that the current status of these variables suggests that the banks are performing well across economic, environmental, legal, ethical, and customer loyalty dimensions, with particular strength in environmental and economic responsibilities. Social responsibility appears to be the area with relatively lower satisfaction and greater variability. In conclusion the current status of these variables suggests that the banks are performing well across economic, environmental, legal, ethical, and customer loyalty dimensions.

The second objective of research is to analyze the relationship between economic responsibility, legal responsibility, ethical responsibility, environmental responsibility, and social responsibility to the brand loyalty of the Nepalese commercial bank. It is found that the relationship of economic responsibility, legal responsibility, ethical responsibility and social responsibility to the customer brand loyalty of the bank are significant. The environment responsibility has not statistically significant relationship to the customer brand loyalty. In conclusion relationship of economic responsibility, legal responsibility, ethical responsibility and social responsibility to the customer brand loyalty of the bank

The third objective of the research is to examine the impact of economic responsibility, legal responsibility, ethical responsibility environmental responsibility, and social responsibility to the brand loyalty of the Nepalese commercial bank. It is found that the impact of economic responsibility, legal responsibility, ethical responsibility, environmental responsibility and social responsibility to the brand loyalty is significant. In conclusion the impact of all variable is significant to the customer brand loyalty.

### **5.3 Implications**

The implication of the study is point out here under.

- i. Banks need to enhance their social responsibility initiatives, as this area currently shows lower customer satisfaction and greater inconsistency.
- ii. They should maintain strong efforts in economic and environmental responsibilities to preserve a favorable public image.
- iii. Ethical responsibility plays a key role in building brand loyalty, emphasizing the importance of transparent and fair business practices.
- iv. Legal responsibility fosters customer trust and loyalty, so banks should actively highlight their compliance measures.
- v. While environmental responsibility does not directly influence brand loyalty, it still affects it indirectly; better communication could strengthen this impact.
- vi. All aspects of CSR should be incorporated into the brand strategy since they collectively influence customer loyalty.
- vii. Banks ought to develop CSR initiatives that align closely with customer values to enhance brand loyalty.
- viii. This study serves as a valuable resource for future researchers in related fields.

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# APPENDICES

## Appendix 1

### Survey Questionnaire

April- May, 2025

Dear Respondent,

I am conducting this questionnaire survey for an academic research as required by the MBS program. The title of my research is “CORPORATE SOCIAL RESPONSIBILITY AND BRAND LOYALTY IN NEPALESE COMMERCIAL BANKS”. I would to like to state that this research is purely for an academic propose and I am simply interested in yourself and honest answer. I assure you that strict confidentiality will be maintained and the information furnished by you will be used only for academic purpose.

Thank you for your cooperation.

Sunita Gautam

Shanker Dev Campus

Specializations: Marketing

Part I: Personal detail

1. Your Full Name

---

2. Marital status

- Married [   ]
- Unmarried [   ]
- Divorce [   ]

3. Gender

- Male [   ]
- Female [   ]
- Other [   ]

4. Age

- 18-30 [ ]
- 30-45 [ ]
- More than 45 [ ]

#### 5. Educations

- Below SLC/SEE [ ]
- SLC/SEE [ ]
- Intermediate [ ]
- Bachelor [ ]
- Master degree and above [ ]

#### 6. Name of the bank

- Joint venture bank [ ]
- private owner own banks [ ]
- Government own bank [ ]

#### 7. Banking Experience

- Below 5 years [ ]
- Between 5-10 years [ ]
- Above 10 Years [ ]

### Part II: Likert type questions

Below are several statements about you with which you may agree or disagree. Using the response scale below, indicate your agreement or disagreement with each item by choosing the appropriate number. Please give your responses as follows

(1 = strongly Disagree, 2= Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree)

Q.N.	Statements	S	D	N	A	S
		• D				• A
	Customer Brand Loyalty	1	2	3	4	5
1.1	Our customers show high levels of loyalty to the bank.					

1.2	Customers often recommend our bank to others.					
1.3	Many of our customers continue to use our services for years.					
1.4	Customer satisfaction often leads to repeat banking with us.					
1.5	Customers are emotionally connected to our brand.					
Economical Responsibility						
2.1	The bank focuses on generating long-term financial success.					
2.2	The bank provides products/services that meet customer needs at reasonable prices.					
2.3	The bank's operations contribute positively to the national economy.					
2.4	The bank creates job opportunities and contributes to local economic development.					
2.5	The bank strives for profitability while ensuring customer satisfaction.					
Legal Responsibility						
3.1	The bank strictly complies with banking laws and regulations.					
3.2	The bank operates transparently and within the legal framework.					
3.3	The bank avoids any involvement in unethical or illegal financial practices.					
3.4	The bank respects consumer rights and data privacy laws.					
3.5	The bank consistently fulfills its legal obligations in all operations.					
Ethical Responsibility						
4.1	The bank treats all customers fairly and honestly.					

4.2	The bank is committed to ethical banking practices.					
4.3	The bank avoids deceptive or misleading marketing.					
4.4	The bank supports a work culture of fairness and respect.					
4.5	The bank demonstrates integrity in all its dealings.					
Social Responsibility						
5.1	The bank supports social welfare activities					
5.2	The bank donates to charitable causes and NGOs.					
5.3	The bank encourages employee participation in community services.					
5.4	The bank sponsors community development projects.					
5.5	The bank promotes financial literacy and education initiatives.					
Environmental Responsibility						
6.1	The bank encourages environmentally responsible behavior among employees and partners.					
6.2	The bank consistently complies with environmental laws and regulations.					
6.3	The bank invests in environmentally sustainable technologies and practices.					
6.4	The bank transparently reports its environmental performance and initiatives.					
6.5	The bank prioritizes long-term environmental sustainability over short-term financial gains when appropriate.					

Thank you for your participation. Hope you have a great day!!!

Appendix-2:  
calculation from spss using result

**Reliability Statistics**

Cronbach's Alpha	N of Items
.754	5

**Reliability Statistics**

Cronbach's Alpha	N of Items
.964	5

**Reliability Statistics**

Cronbach's Alpha	N of Items
.863	5

**Reliability Statistics**

Cronbach's Alpha	N of Items
.899	5

**Reliability Statistics**

Cronbach's Alpha	N of Items
.784	5

**Reliability Statistics**

Cronbach's Alpha		N of Items	
		.838	5

<b>Age</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 age	100	24.3	24.3	24.3
	30-45 age	205	49.9	49.9	74.2
	above45 age	106	25.8	25.8	100.0
	Total	411	100.0	100.0	

<b>Marital Status</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	176	42.8	42.8	42.8
	Unmarried	211	51.3	51.3	94.2
	Divorce	24	5.8	5.8	100.0
	Total	411	100.0	100.0	

<b>Respondent Gender</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	190	46.2	46.2	46.2

female	201	48.9	48.9	95.1
other	20	4.9	4.9	100.0
Total	411	100.0	100.0	

### Educations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below SLC/SEE	24	5.8	5.8	5.8
	SLC/SEE	133	32.4	32.4	38.2
	Intermediate	94	22.9	22.9	61.1
	bachelor	113	27.5	27.5	88.6
	master Degree and above	47	11.4	11.4	100.0
	Total	411	100.0	100.0	

### Banking Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 1 year	30	7.3	7.3	7.3
	5-10 years	197	47.9	47.9	55.2
	more than 10 years	184	44.8	44.8	100.0
	Total	411	100.0	100.0	

### Nature of the Bank

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Joint Venture Bank	94	22.9	22.9	22.9
private owner own banks	193	47.0	47.0	69.8
Government own Banks	124	30.2	30.2	100.0
Total	411	100.0	100.0	

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The bank focuses on generating long-term financial success.	411	4.00	5.00	4.5255	.49996
The bank provides products/services that meet customer needs at reasonable prices.	411	4.00	5.00	4.5109	.50049
The bank's operations contribute positively to the national economy.	411	4.00	5.00	4.5401	.49899
The bank creates job opportunities and contributes to local economic development.	411	4.00	5.00	4.5158	.50036
The bank strives for profitability while ensuring customer satisfaction.	411	4.00	5.00	4.5231	.50007
Valid N (listwise)	411				

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
The bank strictly complies with banking laws and regulations.	411	4.00	5.00	4.6058	.48927
The bank operates transparently and within the legal framework.	411	4.00	5.00	4.6326	.48268
The bank avoids any involvement in unethical or illegal financial practices.	411	1.00	5.00	4.1582	.64149
The bank respects consumer rights and data privacy laws.	411	1.00	5.00	4.1411	.65484
The bank consistently fulfills its legal obligations in all operations.	411	1.00	5.00	4.1630	.65533
Valid N (listwise)	411				

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
The bank treats all customers fairly and honestly.	411	1.00	5.00	4.1265	.58314
The bank is committed to ethical banking practices.	411	1.00	5.00	4.1241	.55143
The bank avoids deceptive or misleading marketing.	411	1.00	5.00	4.1290	.57629

The bank supports a work culture of fairness and respect.	411	1.00	5.00	4.1241	.57312
The bank demonstrates integrity in all its dealings.	411	1.00	5.00	4.6715	.51951
Valid N (listwise)	411				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The bank encourages environmentally responsible behavior among employees and partners.	411	4.00	5.00	4.6886	.46364
The bank consistently complies with environmental laws and regulations.	411	1.00	5.00	4.6618	.53645
The bank invests in environmentally sustainable technologies and practices.	411	3.00	5.00	4.6764	.48880
The bank transparently reports its environmental performance and initiatives.	411	1.00	5.00	4.4477	.59187
The bank prioritizes long-term environmental sustainability over short-term financial gains when appropriate.	411	3.00	5.00	4.4428	.57468

Valid N (listwise)	411				
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### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The bank supports social welfare activities	411	2.00	5.00	4.4477	.58773
The bank donates to charitable causes and NGOs.	411	3.00	5.00	4.4599	.55014
The bank encourages employee participation in community services.	411	2.00	5.00	3.8929	1.01127
The bank sponsors community development projects.	411	2.00	5.00	3.9002	1.00839
The bank promotes financial literacy and education initiatives.	411	2.00	5.00	3.9027	1.00984
Valid N (listwise)	411				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Our customers show high levels of loyalty to the bank.	411	2.00	5.00	3.9075	1.01271
Customers often recommend our bank to others.	411	4.00	5.00	4.3163	.46560

Many of our customers continue to use our services for years.	411	4.00	5.00	4.3114	.46364
Customer satisfaction often leads to repeat banking with us.	411	4.00	5.00	4.3139	.46463
Customers are emotionally connected to our brand.	411	4.00	5.00	4.3163	.46560
Valid N (listwise)	411				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Customer Brand Loyalty	411	3.60	5.00	4.2224	.43894
Economical Responsibility	411	4.00	5.00	4.5192	.46653
Legal Responsibility	411	2.20	5.00	4.3411	.47384
Ethical Responsibility	411	1.80	5.00	4.2569	.44827
Environmental Responsibility	411	3.60	5.00	4.5937	.35840
Social Responsibility	411	2.40	5.00	4.1032	.68579
Valid N (listwise)	411				

## Correlations

		Customer Brand Loyalty	Economic Responsibility	Legal Responsibility	Ethical Responsibility	Environmental Responsibility	Social Responsibility
Customer Brand Loyalty	Pearson Correlation	1	.521**	.395**	-.330**	-.038	.519**
	Sig. (2- tailed)		.000	.000	.000	.448	.000
	N	411	411	411	411	411	411
Economic Responsibility	Pearson Correlation	.521**	1	.447**	-.060	-.165**	.020
	Sig. (2- tailed)	.000		.000	.228	.001	.686
	N	411	411	411	411	411	411
Legal Responsibility	Pearson Correlation	.395**	.447**	1	.003	-.058	-.048
	Sig. (2- tailed)	.000	.000		.960	.237	.333
	N	411	411	411	411	411	411
Ethical Responsibility	Pearson Correlation	-.330**	-.060	.003	1	.022	-.459**
	Sig. (2- tailed)	.000	.228	.960		.661	.000
	N	411	411	411	411	411	411
Environmental Responsibility	Pearson Correlation	-.038	-.165**	-.058	.022	1	.242**

	Sig. (2-tailed)	.448	.001	.237	.661		.000
	N	411	411	411	411	411	411
Social Responsibility	Pearson Correlation	.519**	.020	-.048	-.459**	.242**	1
	Sig. (2-tailed)	.000	.686	.333	.000	.000	
	N	411	411	411	411	411	411

\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 <sup>a</sup>	.587	.582	.28382

a. Predictors: (Constant), Social Responsibility, Economical Responsibility, Environmental Responsibility, Legal Responsibility, Ethical Responsibility

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.369	5	9.274	115.121	.000 <sup>b</sup>
	Residual	32.625	405	.081		
	Total	78.994	410			

a. Dependent Variable: Customer Brand Loyalty

b. Predictors: (Constant), Social Responsibility, Economical Responsibility, Environmental Responsibility, Legal Responsibility, Ethical Responsibility

		<b>Coefficients<sup>a</sup></b>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.036	.313		3.314	.001
	Economical Responsibility	.361	.034	.384	10.574	.000
	Legal Responsibility	.226	.033	.243	6.801	.000
	Ethical Responsibility	-.071	.036	-.073	-1.995	.047
	Environmental Responsibility	-.100	.041	-.082	-2.411	.016
	Social Responsibility	.326	.024	.509	13.544	.000

a. Dependent Variable: Customer Brand Loyalty

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**Sunita Gautam**

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