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Editorial Note

Customer Behaviour Towards Corporate Social Responsibility: A Study in the Banking Industry in Mauritius

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ABSTRACT : The concept of Corporate Social Responsibility (CSR) has come a long way. Looking back, we can see the essence of the notion turning over a new leaf and morphing in a way that it has now become more important than ever. Through the adoption of CSR practices, businesses can show their stakeholders, customer and the public that they care for the society, the environment, the future, and the planet.

The relationship between CSR and customer behaviour has been analysed in various business fields but this study focuses on the banking sector of Mauritius. To achieve the research aims and objectives, first and foremost the level of customer awareness on CSR was analysed. Secondly, we analyse whether customer attitude toward banks being socially responsible can impact their purchase intention. Lastly,whether the bank's social responsibility image portrayed can influence customers'loyalty, satisfaction and trust toward the bank. A survey questionnaire was developed and administered to collect the required data and a total of 250 respondents answered the questionnaires.
Both SPSS software and Excel were used to perform the tests and analysis. The evidence from the analysis showed that customers are aware of the CSR activities of the bank they do transact with. Moreover, the finding unveiled that CSR has a positive and direct impact on customer purchase intention, loyalty, and satisfaction. However, the research also concluded that CSR has no direct impact on customer trust.

Key words: CSR, Customer loyalty, satisfaction, purchase intention, banking industry.

Introduction

Over the past decades, the notion of CSR has seen to become more prominent among business and financial institutions. Due to the fast-paced era of globalization and social development in the environment, businesses are now seeing CSR as a means to give importance to social and environmental impact rather than negatively contributing to them. Consequently, this realization has fostered growth in environmentally and socially responsible behaviours (Pucheta Martínez et al., 2020).

In the past, businesses mostly engaged in CSR activities to maximize their profits and increase brand loyalty. Nowadays, the classic profit maximization approach has been replaced by a socially responsible approach and has led companies to embrace CSR policies as a pivotal factor of strategy (Mian, 2020). There were many previous studies (Ozkan et al,2022; Luo and Bhattacharya, 2006; McDonald and Rundle, 2008) that have pointed out the several benefits that CSR provides to companies in terms of increased profitability, brand recognition, raising sales through customer happiness and loyalty, and built a positive reputation.

CSR and customer behaviour is a well-covered topics in the literature; however, the relationship of CSR to the loyalty, satisfaction, and trust of the customers of banks in Mauritius has not been adequately developed. In small developing nations like Mauritius, it is evident that there is a lack of in-depth analysis and research on how customers truly feel about the bank's CSR initiatives and how it influences their behaviour and perception. Hence, the actual issue that needs to be uncovered is the relationship between the CSR activities of banks and customer behaviour and perception toward it.Much research has been carried out on CSR activities in various sectors,

however, the financial sector is the one that emphasizes more to it. There is no denying the importance of customer trust, loyalty, and satisfaction in the banking sector.

The main purpose of this study is to contribute in filling the knowledge gap of CSR activities of banks in Mauritius on customers' awareness, purchase intention, satisfaction, trust, and loyalty towards banks. In other words, the study shed light onbanks' CSR activities and how they can have a significant impact on customers' behaviour and attitude toward the bank.

The term CSR is a notion that is being discussed widely among various researchers. Its application has been done in various fields like hospitality, manufacturing, banking and has been associated with different variables such as customer purchase intention, loyalty, satisfaction, word of mouth, and trust. This study aims to bridge the knowledge gap through analysing customer behaviour, beginning with their knowledge and awareness of CSR and how it affects their purchase intention, loyalty, satisfaction, and trust in the banking sector in Mauritius.

Literature review

CSR

The evolution of the CSR concept has a long history. The CSR concept has been viewed and studied by various researchers with different variables including organization performance, employee behaviour, consumer behaviour, and investor behaviour. There have been lots of CSR definitions gathered throughout the years but globally there has not been a common definition of CSR since the concept is still evolving in the modern era. For example,(Dahlsrud, 2008) identified approximately 37 definitions of CSR in literature which were approached from different perspectives.

Various literature and philosophies on the concept of CSR have been developed since its origins date back to the early 1950s in the United States of America. After the Great Depression in America, (Saxena &Mishra, 2017) points out that organizations came under pressure and scrutiny to help and contribute to resolving social and societal issues and problems through CSR activities.

Stakeholder theory

The Stakeholder theory (Freeman, 1984) explains why companies have to take a voluntary and strategic approach to implement their CSR practices. Companies should consider the interests of all different groups that could be affected by their actions, in order to make sure that their programs are effective and sustainable. (Kim,2022). Stakeholders are described as "those groups who can affect or are affected bythe achievement of an organization's purpose''(Freeman, 1984). Stakeholders represent employees, customers, suppliers, investors, and communities that play a key role in the company's survival. The Stakeholder theory states that businesses must take into account all individuals who have a vested interest business day-to-day operations and customers are among the most important stakeholders (Bhattacharya *et al.*, 2008; Islam 2021)

The Theory of planned behaviour (TPB)

In 1975, Fishbein and Ajzen developed the Theory of reasoned action (TRA) to explain customer behavioural intentions. The TRA looked at how people behave by examining how their intentions and attitudes change based on the situation. It was found that behavioural norms and attitudes play a big role in how we behave (Ham et al.,2018). In 1991, the Theory of planned behaviour a cognitive theory of TRA was proposed by Ajzen. The theory is the same as TRA, except it adds a third element which is perceived behavioural control (PBC). TPB explains how people can have different intentions or plans to behave in different situations. The behaviour of an individual is influenced by his or her beliefs, subjective norms, and attitude.

Customer's awareness of CSR practices

Customer awareness is defined by (Öberseder et al., 2013) as the state of being aware and knowledgeable of the CSR activities of a company by its customers. McWilliams et al.,(2001) argues that if a company wants to be different from the others, they need to make sure their customers are aware of their CSR activities. This will help create a strong emotional connection between the organisation and the customers,and in turn make the customer more likely to buy from the company in the future. Thus, customers' awareness of companies' CSR activities has emerged as a key tool to build an emotional relationship with the consumer (Ayam et al.,2022). Additionally, CSR activities are considered as a marketing strategy that can potentially enhance an organization's value with high customer awareness of its activities.

Several past studies have been conducted that tend to focus on consumer behaviour toward CSR activities but ignore the main aspect that can have a major impact on consumer behaviour is consumer awareness of the CSR activities of the company. (Kodua et al.,2022)CSR is a marketing strategy that is used in the later stages of a product's life cycle, after the company has built a reputation. CSR in developing economies can help build a company's brand awareness. Hidayatet al., (2021), conducted a case studyto analyse the level of customer awareness of CSRinitiatives in Islamic Banks in the Kingdom of Bahrain and Saudi Arabia. The essence of their investigation shows the extent to which consumer knowledge of Islamic banking activities may advance societal improvement and achieve macroeconomic aims beyond their financial objectives. Therefore, it is said that CSR can predict brand awareness in a good way and thus, the following hypothesis is proposed:

H1: CSR is positively associated with brand awareness.

Relationship between CSR and Consumer purchasing intention.

Purchase intention is a type of decision-making that investigates why a consumer would buy a specific brand (Shah et al., 2022). According to (Mirabi et al. 2015), "Purchase intention is act as a tool for anticipating the buying process since it is a complex process influenced by consumer behavior, perceptions, and attitudes". Based on the diverse interpretations and meanings of purchasing intention offered by the authors. One may argue that consumer's willingness to purchase a specific good or service under specific circumstances is based on their purchasing intention (Budur, 2020; Rashid et al., 2022; Faeq et al., 2022)

Faeq et al., 2022 examined the impact of buying intention in the context of CSR, and the findings indicated a favourable association between the two.According to, (Fatma and Rahman, 2016) building a socially responsible image has a positive effect on consumer purchase intention. Moreover, (Axelrod, 1968) pointed out that to predict actual purchase behaviour, purchase intention is studied with other attitude indicators. Likewise, to support this statement, (Zhang and Ahmad, 2022) concluded that CSR is significantly correlated with brand image and leads to higher purchasing intention of customers. Thus, the following hypothesis is formed:

H2: CSR has a positive significant effect on purchase intention.

Relationship between CSR and customer loyalty

Customer loyalty is a strong feeling of commitment to buying a product or service from a business again in the future, regardless of the business trying to change its marketing process (García and Rodríguez del Bosque, 2011). Moreover, Lagasio *et al.,*2021 pointed out that CSR activities help bank customers learn more about the values and culture of the bank, which can lead to greater customer fidelity. Moreover, from a corporate perspective, customer loyalty is considered a critical factor for the long-term growth of businesses since it has a significant impact on their performance

and profitability. Thus, customer loyalty create is a strong bond between a customer and a company.

Various studies have been conducted to know whether CSR activities play an influential role in shaping consumer loyalty and some recent studies have proven that CSR activities do positively affect consumer loyalty. Further finding confirmed thatCSR has a significant impact in boosting customer loyalty. (Park *et al*.,2017). Also, in the banking sector, Main (2020) concluded from its study that there is a strong relationship between CSR initiatives and brand fidelity in many ways. Likewise, (Mercadé-Melé*et al.,* 2018); (Pérez and Rodriguez del Bosque,2015); (Abbasi *et al*.,2022) outlined that CSR and customer loyalty share a positive relationship. Thus, the following hypothesis is proposed:

H3: CSR positively impacts customer loyalty in the Mauritian banking industry.

Relationship between CSR and customer satisfaction

When people are happy with the things they buy or use from a company, the company is considered to be doing a good job, thus this is known as satisfaction, and it shows how closely the company is meeting customer expectations(Anderson *et al.*, 1994). Consumer attitudes regarding a good or service can be used to evaluate customer satisfaction(Opata *et al.,* 2021). According to Oliver (1997), customer satisfaction is defined as fulfilling customer's need and the extent to which the fulfilment has been is satisfied or not. Consumers are likely to be satisfied with the performance of a commodity or service if they believe that it meets their expectations. (Suhartanto et al., 2018; Ahmed et al.,2022).

In several studies, it has been argued that CSR activities positively influence customer satisfaction. Islam *et al.,*(2021) pointed out in their research that customer satisfaction is strongly and directly correlated with CSR initiatives. In addition, findings from a study by Phillips et al., (2019) highlighted the importance of promoting CSR culture and leadership to positively influence CSR performance. This can in turn enhance other aspects of firm performance, specifically customer satisfaction. Bhattacharya et al., (2004) also found that CSR and customer satisfaction are positively linked. Likewise, the study by Luo and Bhattacharya (2006) identified a direct positive link between the relationship of CSR and customer satisfaction. Thus, the following hypothesis is proposed:

H4: CSR positively impacts customer satisfaction in the Mauritian banking industry.

Relationship between CSR and customer trust

Customer trust is the belief and confidence a customer has in a business. Trust has also been found to be one of the critical factors in the customer-bank relationship (Hoq et al., 2010). When customers have faith in a business, they are more certain of the quality of the goods or services they are buying, and they highly believe that trustworthy businesses are those who have high ethical and social responsibilities toward the community and environment (Park *et al*.,2019). Pivato et al., (2008) also mentioned that CSR activities portrays a business characteristic, that is the level of responsibility and transparency it has in its business activity. In turn the image of being socially and environmentally conscious can lead to increased consumer trust.

Customer trust can be established through consumer perception. According to numerous studies, consumer perceptions of a socially responsible companyare positively correlated with the consumer's trust in that particular company. For example, in a study by Park and Kim (2019), it was found that CSR is one of the best strategies to induce trust.Moreover, the research by Martínez and Rodríguez del Bosque (2013) showed empirical evidence that CSR has a favourable impact on consumer trust. Woo and Jin, (2016) suggested that CSR plays a crucial factor in fostering trust between the community and the company. Furthermore,Ruiz et al., (2016) stated that trust is considered key to building relationships within the banking industry and banks must work on their

business strategies to present a good image and build customer trust. Thus, the following hypothesis is proposed:

H5: CSR positively impacts trust in the Mauritian banking industry.

CSR and socio-demographic factors

Numerous studies have concluded that consumers' reaction to CSR activities differs between the basic demographic characteristics of customers that are age, gender, academic level, and occupation. González et al., (2015) and Furman et al., (2020) stated that women are more attentive and knowledgeable to businesses that are engaging in CSR activities and good causes. Also, women and better-educated customers seem to have a greater CSR knowledge than men and less-educated customers (Pérez and Bosque, 2015). With regards to the age factor, it has been observed that there is a direct correlation between the age of the customer and the CSR activities of a company. (Mueller and Theuven, 2014).It is also found that nowadays young people appreciate firms involved in CSR more than older people. (Elias, 2004; Perez and Rodriguez del bosque, 2014). Roberts (1996) further stated that customers who have high job positions, high incomes, and higher educational levels are more CSR-conscious.

Methodology

For this study, a mixed-method approach combining qualitative and quantitative research was used to examine the correlations between the dependent variable and independent factors. For the purpose of data collection from Mauritian bank customers, a questionnaire survey has been opted. Although primary data is trustworthy, accurate, and real-time data, the research study cannot rely solely on the primary data. Therefore, to do effective research, secondary data must also be taken into account.

The population of the study refers to the entire general public from which the researcher will target and draw its sample from. Thus, the population targeted in this study was the Mauritian customers of the banking sector. Nevertheless, since many banks have various branches and their customers are dispersed across the island, attempting to reach all of the customers would be impossible. This research focuses on customers in the different densely populated regions of Mauritius.

The Mauritian customer of the banking industry who met the criteria of being 18 years of age or older, being a student or employed, and having a bank account were the targeted group for this study. In total, 384 respondents were targeted for the survey.

A self-administered questionnaire using Google Forms on the internet was utilized to gather data for this investigation. Only closed-ended question categories are included in the questionnaire for respondents to easily understand and be quick to answer. The survey questionnaire was made up of three main sections. Section A pertains of socio-demographic profile: gender, age group, level of education, occupation, and what banks they deal with. Section B consists of the level of awareness and knowledge of CSR. Then lastly, respondents were asked to estimate on Likert scale their degree of agreement from strongly agreed to strongly disagree which was dedicated to find out the correlation of CSR and customer loyalty, satisfaction, and trust. All the questions were taken from previous studies (Leclercq-Machado et al.,2022) and (David Servera-Francés & Lidia Piqueras-Tomás, 2019).

The questionnaire was administered to about 384 respondents who are presumed to have a bank account, and the response rate is 65.10% (250 responded). Hence, the data was collected using 250 questionnaires distributed over the course of 5 weeks from the 4th of December 2022 the to 4th of January 2023. The software named Statistical Package for Social Sciences (SPSS) of version 22 was used. Moreover, the 5- Likert scale questions [section C] are ordinal in nature and are coded were used.

Results and discussion

To ensure the reliability of all scales in this study, SPSS Statistics 22 software was used. According to Cronbach and Meeh(1955), a questionnaire is considered reliable if its Cronbach's alpha value is greater than 0.70. The range is considered excellent if it falls between 0.729 and 0.800. The reliability test is done with the 19 scale survey questionnaire questions and the reliability of this analysis is 0.880 as shown in Table 1 below. Since the value is significantly larger than 0.7, the variables are therefore considered to be trustworthy and valid.

Table 1: Reliability Test of Questionnaire
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.880	.880	19

Table 2: Cronbach's Alpha Reliability Test of each section of the Questionnaire

Attributes	Number of items	Cronbach's Alpha
CSR	3	0.968
Purchase intention	4	0.876
Customer loyalty	4	0.911
Customer Satisfaction	4	0.935
Customer trust	4	0.967

With regards to the validity analysis, KMO and Bartlett's Test was conducted in order know whether there is significant correlation among the questions. Therefore, Table 3 below shows that the KMO coefficient is 0.812, which implies that the sampling data is adequate and for Bartlett's test the significance value is below 0.005. Hence, the validity evaluation of the survey is positive. (Shrestha 2021; Zhang 2022)

Table 3 : KMO and Bartlett's Test
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.812
Bartlett's Test of Sphericity	Approx. Chi-Square	5697.577
	df	171
	Sig.	.000

Demographic profile of the respondents

Table 4: Demographic profile of the respondents

Demographic information of the respondents			
Characteristics	**Measures**	**Frequency(n)**	**Percentage (%)**
Gender	Male	114	45.6
	Female	136	54.4
	Total	*250*	*100*
Age Group	18 - 20	13	5.2
	21 - 30	156	62.4
	31 - 40	63	25.2
	41 - 50	14	5.6
	Above 50	4	1.6
	Total	*250*	*100*

Level of education	Primary	14	5.6
	Secondary	24	9.6
	Tertiary	<u>212</u>	<u>84.8</u>
	Total	***250***	***100***
Occupation	Employed	114	45.6
	Self- employed	2	0.8
	Unemployed	6	2.4
	Student	<u>128</u>	<u>51.2</u>
	Total	***250***	***100***
Residence	*Rural*	*122*	*48.8*
	Urban	*<u>128</u>*	*<u>51.2</u>*
	Total	***250***	***100***
Bank preference	MCB	127	50.8
	SBM	114	45.6
	Bank One	5	2
	HSBC	2	0.8
	Others	<u>2</u>	<u>0.8</u>
	Total	***250***	***100***

Table 4 presents the demographics features of the 250participating respondents of the research showing a major percentile of 54.40% who are female respondents and about 45.60% of them are male customers of the selected banks in Mauritius. In terms of age, it is broken down into 5 groups of age: 13 participants belonging to the 18–20 age group (equal to 5.20% of the total); 156 participants between 21 and 30 years (62.40%); 63 participants between 31 and 40 (25.20%); 14 participants between 41 and 50 (5.60%) and 4 respondents about the age group above 50 (1.60%). With regards to the occupation of the participants the majority were students that are 128 (51.20%), 114 (45.60%) are employed; 2 (0.8%) are self-employed and 6 (2.4%) are unemployed. The results also indicated that participants preferred Mauritius Commercial Bank over the other banks.

Tabulation of knowledge of CSR against Gender

Table 5: Tabulation of knowledge of CSR against Gender

		Gender		
		Male	**Female**	**Total**
		Count	Count	
Knowledge of CSR activities	**Yes**	97	116	213
	No	17	20	37
	Total	114	136	250

The results of the cross-tabulation of respondents' gender and CSR knowledge are shown in table 5 above. The results demonstrate that females (116) are more knowledgeable than males (97) about the notion of CSR activities. Additionally, 20 female respondents were more likely to confess that they were ignorant of CSR compared to males (17). In parallel according to a research conducted by Lagasio & Cucari, (2019), it is found that that women are more ethically responsible and aware of CSR activities than men.

Tabulation Of Knowledge Of CSR Against Age

Table 6: Tabulation of knowledge of CSR against Age

		Age					
		18-20	21-30	31-40	41-50	Above 50	Total
		Count	Count	Count	Count	Count	
Knowledge of CSR activities	Yes	12	141	55	3	2	213
	No	1	15	8	11	2	37
	Total	13	156	63	14	4	250

As shown in the table, the largest group of respondents was from 21 – 31 years of age. This can indicate that persons in this age group are more willing to respond because they are more engaged and interested in the notion of CSR.Additionally, as per the result above, it can be interpreted that the age range between 18 to 20 and 31 to 40 falls are likely to fall under the category of average level to know about CSR. People between the ages of 41-50 and above 50 have the least knowledge on CSR. Thus, similar to the study by Dobrowolski et al., (2022), it is noted that Generation Z, that is younger people, are more conscious of economic and social aspects, which is why they are increasingly concerned and environmentally aware of new concepts such as CSR.
Although the majority were aware familiar and have knowledge of CSR activities, two tests were used to verify if the analysis is effective and if the respondents who claimed to be aware of CSR were indeed aware of the CSR initiatives of their particular banks.

Table 1: Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.432^a	4	.000
Likelihood Ratio	19.642	4	.001
Linear-by-Linear Association	.058	1	.810
N of Valid Cases	250		
a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .30.			

Table 8 : Correlations

Correlations		Awareness Of CSR	Knowledge of CSR
Awareness of CSR	Pearson Correlation	1	.015
	Sig. (2-tailed)		.810
	N	250	250
Knowledge of CSR	Pearson Correlation	.015	1
	Sig. (2-tailed)	.810	
	N	250	250

The data obtained (24.432) is associated with a significant value of 0.000, which is smaller than the alpha value of 0.05 indicating that the result is significant and the respondents who said that they are knowledgeable about CSR were therefore truly well familiar of the CSR activities of their preferred bank. Hence, rejecting the null hypothesis and accepting H1.

From the result of Pearson Correlationillustrated in Table 8 that is.015 lies between 0 to 0.5 and the total number of respondents being 250 (N)that is superior to 30, it is to be concluded that CSR awareness and knowledge of CSR activities share a positive relationship. Therefore,we accept H1.
As mentioned in the review of literature, a favourable and substantial impact of CSR on purchasing intention was found (Faeq et al., 2022). Hence, below are the hypothesis that have been framed in relation to this:

H2: CSR has a positive significant effect on purchase intention.
H2a: CSR has a negative effect on purchase intention.

In order to carry out the multiple regression test, the result of the questions (Section C: Questions on CSR and Question 14 on Purchase intention) from the questionnaires were assessed.

Table 2: Results of Linear Regression between CSR and Purchase Intention

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.582[a]	.339	.337	.621
a. Predictors: (Constant), CSR				

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	**Regression**	49.156	1	49.156	127.345	.000[b]
	Residual	95.728	248	.386		
	Total	144.884	249			
a. Dependent Variable: PI						
b. Predictors: (Constant), CSR						

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	.641	.119		5.386	.000
	CSR	.667	.059	.582	11.285	.000
a. Dependent Variable: PI						

The R-value of 0.582 from the Model Summary, signifyies the multiple correlations between CSR (independent variable) and Purchase intention (dependent factor). The R square (33.9%) signifies the variability of the dependent variable that is the socially built image through CSRcan vary consumer purchase intention. The F statistic (127.345) in the ANOVA table is relevant since the significant value is 0.00, which is less than 0.05.

Moreover, in Table 9,the (Coefficient) result demonstrates a favourable and significant relationship between CSR and purchase intention (t = 11.285, p< 0.05). The outcome indicates that an increase in purchasing intention is expected when CSR has a beta value of 0.621. The following evidence supports hypothesis H2: CSR has a favourable and significant impact on purchasing intention.

According to the analysis and studies conducted by Abbasi et al.,(2022), it is confirmed that there is a positive influence of CSR on customer loyalty,hencethe following hypothesis isformulated:

H3: CSR positively impacts customer loyalty in the Mauritian banking industry.

H3a: CSR negatively impacts customer loyalty in the Mauritian banking industry.

Table 3: Results of Linear Regression between CSR and Customer loyalty

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.274[a]	.075	.071	.664
a. Predictors: (Constant), CSR				

ANOVA[a]					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1 Regression	8.866	1	8.866	20.132	.000[b]
Residual	109.218	248	.440		
Total	**118.084**	**249**			
a. Dependent Variable: CL					
b. Predictors: (Constant), CSR					

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	1.354	.127		10.653	.000
CSR	.283	.063	.274	4.487	.000
a. Dependent Variable: CL					

In Table 10, (Model summary) the significance of the F test(20.132) shows that CSR and Customer loyalty is relevant because the significant value is 0.00 which is lower than 0.05. Moreover, 7.50% ($R^2 = 0.075$) change in Customer loyalty can be accounted by CSR and at the level of $p < 0.05$ it shows that the impact of CSR on customer loyalty is statically significant. Thus, it clearly indicates that CSR does have an influence on Customer loyalty.

The data analysis is further supported by the Coefficientstable above. It indicates a positive and significant effect of CSR on customer loyalty (t =4.487, $p < 0.05$). Therefore, hypothesis H3: CSR has a positive and significant correlation with customer loyalty is supported.

Referring to the relationship between CSR and customer satisfaction and whether customers are satisfied with the CSR practices of the bank we refer to the study of Islam et al., (2021) whereby it was found that CSR has a substantial positive correlation with consumer satisfaction, as mentioned in the empirical Review.

H4: CSR positively impacts customer satisfaction in the Mauritian banking industry.
H4a: CSR negatively impacts customer satisfaction in the Mauritian banking industry.

Table 4: Results of Linear Regression between CSR and Customer satisfaction

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.204[a]	.042	.038	.659
a. Predictors: (Constant), CSR				

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.704	1	4.704	10.819	.001[b]
	Residual	107.840	248	.435		
	Total	112.544	249			
a. Dependent Variable:Customer satisfaction						
b. Predictors: (Constant), CSR						

Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.840	.126		14.571	.000
	CSR	.206	.063	.204	3.289	.001
a. Dependent Variable: Consumer satisfaction						

In Table 10, the Model summary and the ANOVA table indicates that the statistical significance has been achieved because the F value (10.819) is significant at 0.001, which is p less than 0.05. The last table which is the coefficient table describes that the element of CSR is positively linked with Customer satisfaction. The result is favourable since the value of the significant variable was lower than p< 0.05.Therefore, the null hypothesis is rejected and hypothesis H4: CSR has a positive and significant effect on customer satisfaction is supported.

Researchers like Park and Kim(2019) claimed that a company being socially responsible positively influences consumer trust. In line with this, the subsequent hypotheses were built:

H5: CSR positively impacts customer trust in the Mauritian banking industry.
H5a: CSR negatively impacts customer trust in the Mauritian banking industry.

Table 5: Results of Linear Regression between CSR and Customer trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.109[a]	.012	.008	.679
a. Predictors: (Constant), CSR				

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.367	1	1.367	2.966	.086[b]
	Residual	114.269	248	.461		
	Total	115.636	249			
a. Dependent Variable: Customer trust						
b. Predictors: (Constant), CSR						

Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.721	.104		16.555	.000
	CSR	.105	.061	.109	1.722	.086
a. Dependent Variable: Customer trust						

As seen in Table 12, (Model summary) the significance of the F test is 2.966, indicating that the CSRand Customer trust is not relevant because the significant value is 0.086 which is higher than0.05. Moreover, only 1.2% ($R^2 = 0.012$) of the variance in CSR and customer trust arestatistically not significant as p=0.086 which is greater than the 0.05 level. The Coefficients show a negative effect of CSR on customer trust (t =1.722, p>0.05). Thus, CSR does not show a statistically significant relationship with customer trust. Thus, the null hypothesis H5ais supported.

Conclusion and recommendations

Despite that CSR has raised a lot of attention during the past decades and much empirical literature being made regarding the correlation between CSR and customer behaviour, the real customer's conception is yet to be discovered in the Mauritian banking industry. Thus, this research is aimed at knowing the real perception of CSR of banks on customer behaviour in Mauritius. The foremost goal of the study was to determine whether customers are actually aware of the CSR initiatives carried out by the bank they deal with and whether they even have a concrete understanding of it. Findings brought light to the analysis that consumers are truly well aware of CSR practices of their preferred bank. Regarding the second aim, whether the buying intention of the consumers is affected by the CSR activities of their respective banks, it was discovered that CSR does have a significant and positive effect on customer buying intention. Finally, the third aim of the thesis is to investigate whether the CSR activities of banks have a direct and positive relationship with customer loyalty, satisfaction, and trust. The outcome showed that CSR activities of the customer's respective banks positively influence them to continue having a long-lasting liaison with the bank and positively impact customers' satisfaction also. However, in contrast, the finding concluded that CSR does not have a positive and direct effect on customer trust in the Mauritian banking industry.

The research findings demonstrated that banks should engage in CSR activities forthe betterment of society as those activities show a positive increase in customer purchase intention, loyalty, and satisfaction toward the bank. It is clear that customers are more prominent to engage with banks that are benevolent and more charitable, thus banks in Mauritius should aim more on contributing more to socio-economic development, promote environmental protection, give charitable for the welfare of children from vulnerable groups, and work toward the eradication of absolute poverty. The findings show the importance of those activities that act as a marketing tool to attract customers and benefit the community. Hence, this study showed that when a bank prioritizes social responsibility, it may boost profits through increased client loyalty, a stronger reputation, and improved risk management.

Customers acknowledged that they were aware of the bank's CSR initiatives, but few of them were aware of the true meaning of CSR. Banks need to spend more on communication if they want to be more transparent about the CSR initiatives they are pursuing. Thus, CSR disclosure should not only be done through annual reports, but they should find alternative ways to reach out to more customers. An effective way of communicating CSR activities could be through social media platforms, which are highly used nowadays. Social media is a flexible way of communicating and be more informative about CSR activities being undertaken. It will reach out to a massive number of customers. Besides, banks can opt to communicate directly with their customers. The principle of direct communication like sending emails to customers about CSR activities and sustainability programmes is a great way for them to be aware of those activities.

The current study sheds light on how customer behaviour is affected by the CSR activities carried out by banks in Mauritius. And just like other studies, this study does have certain limitations that are addressed as follows. Due to time constraints, only 250 questionnaires were obtained. There was no way of knowing how genuine a respondent was or how much thought they must have put into completing the questionnaires and due to the respondent's busy life, some did not want to collaborate, while some found it a waste of time to fill out the questionnaires. Moreover, the questionnaires were sent only through Google Forms.

The limitations provided an opportunity for future research. More approaches like analysis of other mediating factors could have been analysed to provide an in-depth analysis and contribute to future studies. In-person interviews can bring a different aspect to the findings and future analysis. Future studies can also focus on the social demographic factors that are the different perceptions on CSR between generation Z and the millennials can be analysedas these groups can provide different perceptions and attitudes toward CSR activities.

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