Effects of Corporate Social Responsibility on Customer Loyalty: The Case Study of Beverage Consumption in Vietnam

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Keywords: corporatesocial responsibility, customer satisfaction, customer loyalty, beveragebrand.

EFFECTSOFCORPORATESOCIALRESPONSIBILITYONCUSTOMERLOYALTYTHECASESTUDYOFBEVERAGECONSUMPTIONININVIETNAM

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I. Introduction

Corporate social responsibility (CSR) is a global phenomenon, which is gradually becoming an inevitable trend worldwide. However, the concept of CSR is still new to many businesses in Vietnam, and limitations in a management capacity and professional knowledge when implementing CSR still exist. Moreover, not every company adheres to business ethics, understands the benefits of implementing CSR. According to the latest research by Ha (2019), out of 100 listed companies in Vietnam, 12 companies do not provide any information related to social responsibility, and only 14 companies disclose information above 80% on request.

Previous researchers have extensively discussed corporate social responsibility and the implementation of social responsibility associated with corporate business practices. However, the link between corporate social responsibility and customer loyalty in the context of developing countries remains little known (Islam et al., 2021). Some studies have discussed the impact of CSR practices on consumer behavior, but a few studies have delved into the influence of CSR awareness on consumer repurchase behavior or repeat purchase behavior. With the explicit objective of extending previous literature, this study examines the association between CSR and customer loyalty by incorporating a mediating structure of guest satisfaction.

The report of the Ministry of Industry and Trade shows that the average Vietnamese consumes 23 liters of soft drinks per year. It is forecasted that by 2025, the revenue of Vietnam's beverage industry will reach nearly 6 billion USD, with an average growth of 6.3%/year. A representative of the market research group Euromonitor International (UK) informed that Vietnam has young population, with the age group of 15 - 54 accounting for nearly 62.2%, so there is a high demand for different types of water. Beverage market has great potential. In addition, beverage products are diverse, and have many different categories and that directly affects the health of consumers. Therefore, beverage products would be appropriate to study specifically on the impact of CSR on customer loyalty. The study's conclusion will supplement the theoretical basis on the influence of Corporate Social Responsibility (CSR) on loyalty. From there, recommendations for beverage businesses will be to improve CSR implementation to improve customer satisfaction, loyalty and brand trust.

II. Literature Review

a) Corporate Social Responsibility

The term "social responsibility" was first coined by Bowen (1953) for the purpose of propaganda and calling for property managers not to harm the rights and interests of others, calling for charity. To compensate for the damage caused by businesses to society. However, since then, there have been many studies worldwide, and the term CSR is being understood in many ways.

In 2010, the International Organization for Standardization (ISO) released ISO 26000, a voluntary set of standards aimed at helping companies fulfill their corporate social responsibility. Accordingly, CSR is defined as the responsibility of an organization for decisions and activities that impact community and the environment, leading to ethical behavior and transparency to contribute to the sustainable development of that company. That organization covers the health and well-being of society, considers stakeholder expectations, complies with applicable laws, and is

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consistent with international standards of conduct. All are integrated throughout the organization and implemented in relationships.

b)   Customer Loyalty

Customer loyalty is defined by Dick and Basu (1994) as the relationship between the individual and the repurchase with the same supplier in a sustainable way. Oliver (1999) defines loyalty as "a deeply held commitment to the purchase of a preferred product /service consistently in the future, and to make repeated purchases of that brand of product or service regardless of circumstances and marketing efforts to change that buying behavior".

Previous studies approached customer loyalty in different ways. Bandyopadhyay and Martel (2007) and Liang et al. (2009) suggested that behavioral loyalty is approached on future repurchase behavior, quantity, frequency of repurchase as well as brand change in each time. Evanschitzky et al. (2006) approached loyalty in terms of customer attitudes, emphasizing experience and affection in customer loyalty.

c)   Carroll's CSR Pyramid Model

Carroll (1991) expanded on the areas that he believes are important when implementing CSR in an organization and proposed four aspects of CSR: economic responsibility, legal responsibility, ethical responsibility, and philanthropic responsibility.

Philanthropic Responsibilities are business activities that have surpassed society's expectations, including public activities beneficial to society, ensuring to improve the community's quality of life and promote development of the whole society.

Legal Responsibility is part of the commitment between business and society. The government should consider social and ethical rules into legal documents. It evaluates the benefit or harm to community at its simplest when evaluating a business. Legal responsibility is a guarantee between companies and consumers, companies are expected to pursue economic goals within the framework prescribed by law.

Ethical Rresponsibility includes socially accepted norms and rules that are expected, expected, and not prohibited by members of society that are not mentioned in the law. It is closely related to legal responsibility because they are all influenced by the habits and culture of individuals in community.

Economic Responsibility is the most basic responsibility, the basic purpose of a business is to produce goods and services that consumers need and want, and to generate an acceptable level of profit through the process of doing business. business. All other types of corporate responsibility are built on economic responsibility, without economic purpose, other liability cannot be fulfilled.

Based on the inheritance of Carroll's CSR model, several other studies have added the *Environmental responsibility* component from the perspective of the World Bank's Private Economic Development Group on Corporate Social Responsibility. Accordingly, CSR is enterprise's commitment to contribute to sustainable economic development through activities that are beneficial not only the business itself but also valuable for life of employees, and the community. To conclude, CSR is expressed explicitly on five factors: *legal, economic, ethical, charitable, and environmental*. This perspective on CSR with these five components is also the approach to corporate social responsibility that the author implements in this study.

d)   The Relationship between Customer Satisfaction and Loyalty

Empirical research shows that satisfied customers tend to be more loyal than less satisfied ones and they are therefore crucial to a company's bottom line (Reichheld & Sasser, 1990). Conversely, dissatisfaction can lead to customer churn. Such satisfaction is positively related to customer loyalty, and discontent can lead to customer defection. Mohsan (2011) affirmed that customers discontinue using aa brand only when there is something makes them unhappy. Customers who are satisfied with a business are likely to repurchase a product and share their experience with the company's product or service with others (Gronroos, 2000, Zairi, 2000). Many studies conclude that the higher the customer satisfaction, the higher the level of loyalty.

e)   CSR Issues in the Beverage Sector

An analytical study of the beverage sector in Algeria (2013) with the aim to highlight the most important issues of social responsibility for companies in the beverage sector, listed five significant topics, including:

i.   *Health Concerns*

If you drink a lot, carbonated soft drinks may have potential health risks for children, the amount of caffeine in carbonated soft drinks will cause effects on the nervous system (restlessness, anxiety, headache, insomnia, nausea), cardiovascular system (rapid heart rate), digestive disorders (abdominal pain, diarrhea), tooth erosion, tooth decay, and increased absorption of calcium into the muscles, which can easily cause muscle fibrosis, obesity, diabetes, metabolic disorders, etc.

ii.   *Sugar Levels in Soft Drinks*

According to the World Health Organization (WHO), the recommended sugar intake per day is six teaspoons of sugar. This means that if you drink at least one can of soft drink a day, you have exceeded the allowable amount of sugar in your body. According to a

study by Malik et al., (2010), people who consumed from 1 to 2 cans of soft drinks per day had a 26% higher risk of developing type 2 diabetes than people who didn't drink a lot of soft drinks.

iii. Sweetener ASPARTAME a Dangerous Sugar Substitute

Aspartame powder E 951 is a chemical sugar used instead of natural sugar in food and pharmaceutical products, it is used a lot in soft drinks, and carbonated soft drinks. Although it contains fewer calories than regular sugar. Although beverage manufacturers say aspartame is not harmful to health, in fact, up to 92% of independently funded studies detect aspartame side effects. According to the Ramazzini Institute, a longtime cancer research center in Europe, "Based on the evidence of the potential carcinogenic effects of aspartame, for normal people, aspartame should be used only for urgent public health problems." (Soffritti et al., 2014).

iv. Packaging Products

Common materials for soft drinks are aluminum cans, Polyethylene terephthalate plastic, glass, and paper. Following the trend of being environmentally friendly, businesses have begun to use many different solutions for their products, such as changing the composition of materials or producing recyclable packaging products, which can be reused. However, this activity must be carefully monitored because it directly affects the health of consumers.

v. Misleading Labeling

In the beverage industry, labeling is a huge problem. It is sometimes considered as misleading to consumers. That becomes a reason for driving CSR practices in this industry. Especially for liquid the packaging indicates that the product is made from natural ingredients while it is produced from artifactual flavorings.

f) Beverage Sector in Vietnam

According to the report "Vietnam Beverage Market 2020" by ANTS Market Research and Analysis Company Limited (2021), 85% of the annual production and consumption of Vietnam's beverage market comes from soft drinks, instant teas, fruit juices, and energy drinks. The remaining 15% is due to mineral water making up the rest. 85% is also the percentages of beverage businesses are holding the production rate in the whole beer and alcohol industry. On average, Vietnamese people consume over 23 liters of beverage per person per year. The plan is that by 2021, the output of all kinds of soft drinks in Vietnam will reach from 8.3 to 9.2 billion liters per year.

The beverage market in Vietnam has developed impressively due to the following reasons. First, the climate in Vietnam is hot and humid, so the beverage market is increasing rapidly. The service industry of non-alcoholic beverages, especially carbonated ones comes with ice to drink in hot weather to help satisfy users on hot summer days. Second, the diverse food culture has pushed the demand for beverage production to skyrocket by about 18% in 2018 (only stalled by the Covid-19 pandemic). Third, Vietnam has a young population, the age group from 15 to 50 years old accounts for 63% of the demand for soft drinks.

On the current economic development momentum of Vietnam, there are many beverage production enterprises have been formed and developed very successfully. They are constantly evolving and making more and more products. Currently, according to the Vietnam Beer and Alcohol Association, there are about 1,800 beverage production facilities. The annual growth rate increases steadily at around 7%, while in other markets such as France and Japan, it is only expected to reach 2% per year.

g) Trends of Beverage Consumption in Vietnam

i. Trends of using Nutritional Supplements

According to the report by Vietnam Report in October, 2021, the trend of using nutritional foods and beverages has increased in the monthly expenditure table of Vietnamese people. Specifically, since the onset of the COVID-19 epidemic, the demand for food fortifying nutrition - the immune system increased by 37%, in the 'new normal' increased by 54%. Milk and dairy products (including nut milk) at the beginning of the COVID-19 epidemic increased by 29%, while the "new normal" spiked to 53%. A quick survey on the change in consumer behavior during the COVID-19 pandemic by Nielsen in May 2020 also shows that the consumption habits of Vietnamese people - especially young people have a significant change. In addition to cutting spending, they want to get many different values in one item.

ii. Trends of using Canned Soft Drinks of Natural Origin

A study by Heng, House and Kim (2018) on the competition of beverages in the market asserted that consumers are considering healthier or lower-calorie drinks. Furthermore, fruit drinks are a alternative to regular soft drinks that the majority of the consumers can easily switch to a fruit-infused, fruit-flavored beverage even if its cost is more expensive than regular soft drinks.

Vietnamese consumers tend to pay more for convenient products, which can be used immediately without spending a lot of time preparing. Environmentally friendly and safe products, especially canned soft drinks of natural origin, are favorable. Drinks of small size, and canned form are currently being used by many people. Furthermore, beverages of natural origin, ingredients, low in sugar, and good for health, such as herbal energy drinks, fruit juices, herbal teas, nut milk, etc.

III. PREVIOUS STUDIES

Numerous studies have been devoted to understanding the roles of CSR in corporate performance, and many of them confirmed the positive impacts of CSR on the performance of companies. Research by Matthew and Liu (2019) clarify that corporate social responsibility affects customer loyalty behavior in the hotel industry. The mediating influence of brand image and customer trust on the relationship between CSR and customer loyalty behavior is also considered. Their results show that customer behavioral loyalty can be enhanced by CSR performance. The performance of implementing social responsibility to customers, employees and to society affects customer loyalty behavior to different degrees, in which, CSR performance with customers has a significant impacton customer loyalty behavior. Research shows that CSR activities are not all equally effective. The findings also support the view that Chinese consumers are beginning to consider CSR when evaluating brands or businesses. Upamannyu, Gulati, Chack and Kaur (2015) investigated the relationship between customer trust, customer loyalty, and repurchase intention in India. The study suggests to businesses that they must do their best to make customers loyal because this is the group of customers who continue to buy products, repeat their purchases, and reuse services.

There is increasing attention paid to the impact of CSR on the outcomes of business conducted in Vietnam. A study by Nguyen and Nguyen (2021) examined the relationship of corporate social responsibility to customer loyalty through customer engagement with the business. The results show that corporate social responsibility activities have a positive impact on customer loyalty. From those research results, the authors have suggested governance implications for managers to develop more effective corporate development policies, and at the same time, help them have a new perspective on CSR and its benefits and values that it brings. From the customer's point of view, when they have a positive view of the business through CSR activities, the brand value of the business will be enhanced, the business will create a competitive advantage and, most importantly, towards the trend of sustainable development. From a theoretical perspective, Nguyen and Nguyen (2021) provided a theoretical foundation of Corporate Social Responsibility for the Vietnamese market. Another study by Nguyen and Nguyen (2018) invested in testing and evaluating the impact of corporate social responsibility on the quality of the brand-customer relationship and the intention to switch brands in Vietnam. The results showed that CSR has a strong and positive impact on the customers' loyalty to the brands. Moreover, CSR has the effect of reducing customers' intention to switch brands. An intermediary relationship that the study refers to is the impact of CSR on the intention to switch brands with the intermediary being the Brand-Customer relationship. Thus, when customers feel good about corporate social responsibility activities, their relationship with the brand will be enhanced, thereby reducing the intention to switch brands. The study concludes and implies that for businesses to develop a brand. It is necessary for companies to spend budget and resources to support CSR activities. Research by Thi and Van (2016) aims to explore the relationship between customers' perception of CSR and their intention to pursue a product among the customers living in Ho Chi Minh City. The findings assume that the CSR component has become an influencing factor on customer repurchase intention, especially for consumer goods. The authors encourage companies to implement corporate social responsibility to capture customer repurchase intention and, thereby, customer loyalty. Based on the related theories and current findings in related studies, the model and its hypotheses are proposed in the following.

a) Hypotheses and Research Model

Previous research conducted by Tan and Komaran (2006) showed that the economic responsibility of CSR initiatives positively affects customers' purchasing decisions. Lee, Kim, Lee, and Li (2012) found that economic CSR is positively associated with the degree of trust that leads to customer satisfaction and retention. For every business that that is crucial to serve what customers want by creating more values for their products and services. When buying a product, customers always expect the value of using that product. If the actual value of the product is equal to or greater than desired, cusotmers will be satisfied. On the contrary, if the existing use value of the product is lower than that of their expectation, customers will not be satisfied with the product, and also with the product provider. Therefore, the quality and value of using products and services are the sources of customer satisfaction (Le & Dang, 2018). Another critical aspect of economic CSR is wealth maximization and shareholder return, where most studies show that when the organization engages in wealth maximization activities, it enhances customer satisfaction and loyalty (Onlari and Rotchanakitumnuai, 2010).

H1: Businesses that perform well in economic responsibility will positively affect customer satisfaction. The legal CSR aspect has been explored as part of CSR activities and has a significant influence on customer satisfaction and retention (e.g., Onlaori and Rotchanakitumnuai, 2010; Galbreath, 2010; McDonald and Thiele, 2008; Tan and Komaran, 2006). Studies show that consumer protection compliance is positively related to satisfaction and that consumers show more confidence when an organization acts in accordance with the law. When enterprises implement proper labor

regimes following the law, employees will be satisfied. They will contribute better to the business. As a result, they can improve quality of products, and services to satisfy customers more. Besides, they can also spread good things about the business by word of mouth, which helps build community satisfaction (Le & Dang. 2018).

H2: Businesses that perform well on their legal responsibilities will positively affect customer satisfaction.

Numerous studies show that an organization's ethical practices improve customer satisfaction and retention (e.g., Nareeman & Hassan, 2013; Lee et al., 2012; Galbreath, 2010; Onlaor & Rotchanakitumnuai, 2010; Shaw et al., 2007;). Honesty, fairness, and integrity are closely linked to the ethical responsibility of the CSR aspect (Galbreath, 2010). Most previous studies have shown that justice in providing products and services is associated with customer satisfaction and loyalty (Maxham & Netemeyer, 2002; Goodwin & Ross, 1992; Oliver & Swan, 1989). Similarly, employee ethical behavior affects behavioral intentions and customer satisfaction (e.g., Hazratiet al., 2012; Cooper & Frank, 2002). The relationship between ethical behavior and customer loyalty is mediated by the degree of trust, commitment, and reliability (Alrubaiee, 2012). Similarly, brands that deliver on promises improve customer satisfaction (Hanif et al., 2010).

H3: Businesses that perform well in their ethical responsibilities will positively affect customer satisfaction.

b) Charity Responsibility to Customer Satisfaction

Recent studies conducted on the impact of CSR on customer satisfaction and retention show that charitable CSR has a positive and significant influence on customer satisfaction and loyalty (Nareeman & Hassan, 2013). Corporate philanthropy can directly influence customer needs through high levels of customer satisfaction and retention (Lee et al., 2012; Lev, Petrovits & Radhakrishnan, 2010; Galbreath, 2010; Onlaori and Rotchanakitumnuai, 2010; Tan & Komaran, 2005). Charitable aspects such as career-related marketing (CRM) activities, charitable donations or contributions, sponsorships, and volunteering activities (Onlaori & Rotchanakitumnuai, 2010; Roy, 2010) are detected. positively related to customer satisfaction and retention. A research done by Lev et al. (2010) showed that charitable contributions to community development by the organization have a positive impact on customer satisfaction, thereby resulting in high revenue growth, and customer retention.

H4: Businesses that perform well in their charitable responsibilities will positively affect customer satisfaction.

c) Environmental Responsibility to Customer Satisfaction

A study by Le and Dang (2018) concludes that protecting the environment is protecting one's own life and that is the responsibility of everyone in the community. Enterprises must be pioneers in the process of protecting and improving the environment to bring the message of environmental protection to the community. Enterprises that have suitable environmental protection activities, pay efforts to improve the enviromental conditions will satisfy customers and community better.

H5: Environmental performance of the business positively affects customer satisfaction.

d) Satisfaction to the Relationship between CSR and Customer Loyalty

Rychalski and Hudson (2017) found that organizations with satisfied customers also experience customer loyalty. He, Li, and Keung Lai (2011) researched and found that CSR is significantly related to customer satisfaction. In this study, the author hypothesized the influence of CSR on customer satisfaction as well as on customer loyalty. Therefore, this study expects customer satisfaction to be a mediator in the proposed model. Martínez, and del Bosque (2013) reported that customer satisfaction mediates the link between Corporate Social Responsibility and loyalty. Many studies also use customer satisfaction to mediate consumption behavior (Chadha & Kapoor, 2009; Luo & Bhattacharya, 2006). Therefore, CSR will directly affect customer satisfaction and indirectly affect customer loyalty.

H6: Customer satisfaction mediates the relationship between corporate social responsibility and customer loyalty.
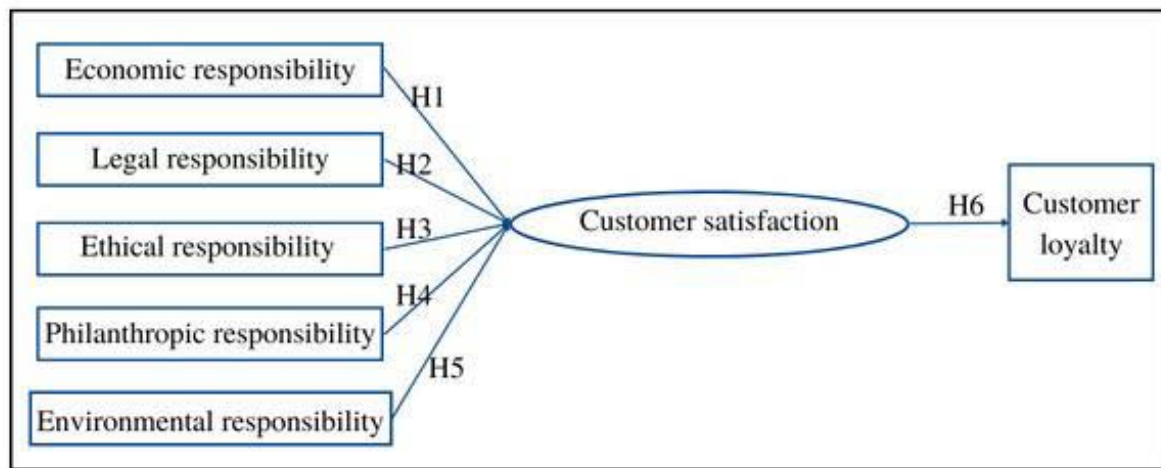
Figure 1: Proposed Research Model

IV. Data Collection and Analysis

Qualitative research was carried out by group discussion with beverage consumers in the city. Ho Chi Minh. Group discussion is used to check the appropriateness of the questionnaire design applied in the research context. The questionnaire needs to enable the respondents to express their views and opinions without any language constraints. As a result, the scales or texts in the questionanire have been adjusted accordingly.

The research topic uses a 5-point Likert scale: from 1 point - indicating the degree of completely disagree to 5 points - showing the degree of completely agree as follows: "1" = Totally disagree, "2" = Disagree, "3" = Partially agree, "4" = Agree, "5" = Totally agree. Five dimensions of CSR practices are categorized into (I) "Performing economic responsibility", (II) "Performing legal responsibility", (III) "Performing ethical responsibility", (IV) "Performing charitable responsibilities", (V) "Performing environmental responsibility", one intermediate variable is (VI) "Customer satisfaction", and one dependent variable (VII) "Customer loyalty" row.

The non-probability sampling method is convenient due to time, space and cost limitations. Data were collected through an online survey. The Google Form was sent through social networking platforms such as Facebook and Zalo. The final 287 observations passed the cleaning process for appropriation, then they were available for analyses (Table of measurement items present in Appendix).

The scales first were tested for reliability by Cronch's Alpha index, which was used to analyze EFA exploratory factors to adjust accordingly. Afterward, the confirmatory factor analysis method (CFA) was employed to test the scale, and at the same time, the SEM linear structural model was applied to test the research hypotheses.

V. Research Results

a) Descriptive Statistics

The survey was conducted with 300 beverage consumers in Ho Chi Minh City who were willing to participate. The sample is rather diverse in terms of demographic characteristics such as gender, age, education level, as well as their frequency of beverage uses and income. Through the survey data screening, only 287 valid results remained and could be used to conduct quantitative research. Descriptive statistics show that there is no significant difference in gender between men and women. Regarding diverse age groups, the age from 18 to 26 group takes most of the sample with 51.2%. Regarding education, 63.4% of the respondents are currently studying at universities. The majority group of the respondents who consume soft drinks less than three times per week account for 41.5% of the sample. The average consumption of the respondents is about 5 million VND per month, taking 50.9%.

b) Scale Reliability Test

The results show that Cronbach's Alpha coefficients of all scales are greater than 0.6. The correlation coefficients of all the component scales are above the minimum standard of 0.3. No observed variable has the coefficient of Cronbach's Alpha when excluding variables larger than the common Cronbach's Alpha coefficient. Therefore, it is safe to conclude that all of the scales are reliable for further analysis.

c) Exploratory Factor Analysis

i. KMO Coefficient and Bartlett's Test

The results achieved the coefficient KMO = 0.872 that is larger than 0.5 and Bartlett's test has the value of Chi-Square is 3767,567 with the Sig significance level of 0.000 which is much smaller than 0.05, showing that factor analysis is appropriate.

ii. *Eigenvalues Coefficients and Explanatory Percents of the Factors*

Performing factor analysis according to Principal Axis Factoring with Varimax rotation gives the results that show that the 29 observed variables were initially grouped into seven groups. The total value of variance extracted is 55.121% that is larger than 50%: satisfactory; then it can be said that these seven factors explain 55,121% of the variation in the data. The Eigenvalues of the factors are all high (>1), the 7th factor has the lowest Eigenvalues of 1,131 is larger than one, meeting the criteria for factor analysis.

d) *Confirmatory Factor Analysis*

i. *Test for Unidirectionality and Fit with Market Data*

Result of the CFA analysis shows that the Chi-squared statistic is 560,365, with 356 degrees of freedom (p= 0.000), CMIN/ df= 1.574 < 3. Other indicators such as IFI = 0.943; TLI=0.934, CFI=0.942 are both greater than 0.9 and RMSEA = 0.045<0.08. Therefore, the scale in the model achieves unidirectionality and is compatible with market data.

FRegarding the GFI index, some studies discussed about its limitation since it is much dependent on the size of the sample and number of scales. Sometimes, it is hard for this indicator to reach 0.9. According to Baumgartner and Homburg (1995) and Doll, Xia, and Torkzadeh (1994), the GFI is still acceptable at 0.8. Therefore, even though GFI = 0.888 < 0.9, this index does not lose the model's fit.

ii. *Check the Convergence Value of the Scale*

The scale achieves convergence value if the normalized regression weights are all higher than 0.5 and the extracted variance is ≥ 0.50 (Gerbing & Anderson 1988); the normalized regression weights of the observed variables, in which the smallest value is 0.652 > 0.5 and the relationships are statistically significant (P-value < 0.05 and extracted variances ≥ 0.50). It can be concluded that the scales of the research concepts are all convergent.

iii. *Evaluate the Reliability of the Scale*

The scale is assessed as reliable when the composite reliability of Composite Reliability CR > 0.6 and total variance extracted AVE > 0.5 (Hair et al.; Nunnally, 1978). The reliability values and the extracted total variance of each scale were checked, and it is found that they both satisfy the requirements of being beyond the thresholds of CR > 0.6 and AVE > 0.5. Thus, the results shown in the table can confirm that the scales meet the requirements.

iv. *Check the Discriminant Validity of the Scale*

The correlation coefficients with standard deviation in the table show that they are all different from 1, in other words, the scales reach discriminant value.

Table 1: Result of Discriminant Value Test between Variables

Relationship			r	SE	CR	1-r	P
LTT	<-->	THTNTT	0.145	0.028	5.155	0.855	***
LTT	<-->	THTNMT	0.101	0.027	3.782	0.899	***
LTT	<-->	THTNKT	0.193	0.031	6.269	0.807	***
LTT	<-->	THTNPL	0.125	0.025	4.939	0.875	***
LTT	<-->	THTNDD	0.072	0.023	3.167	0.928	0.002
LTT	<-->	SHL	0.191	0.029	6,655	0.809	***
THTNTT	<-->	THTNMT	0.209	0.033	6.41	0.791	***
THTNTT	<-->	THTNKT	0.101	0.027	3.714	0.899	***
THTNTT	<-->	THTNPL	0.148	0.027	5.408	0.852	***
THTNTT	<-->	THTNDD	0.052	0.024	2.218	0.948	0.027
THTNTT	<-->	SHL	0.208	0.03	6.88	0.792	***
THTNMT	<-->	THTNKT	0.125	0.028	4.388	0.875	***
THTNMT	<-->	THTNPL	0.126	0.027	4.751	0.874	***
THTNMT	<-->	THTNDD	0.099	0.025	3,925	0.901	***
THTNMT	<-->	SHL	0.199	0.03	6.613	0.801	***
THTNKT	<-->	THTNPL	0.121	0.026	4.701	0.879	***
THTNKT	<-->	THTNDD	0.054	0.023	2.337	0.946	0.019
THTNKT	<-->	SHL	0.171	0.028	6.057	0.829	***
THTNPL	<-->	THTNDD	0.041	0.021	1,988	0.959	0.047
THTNPL	<-->	SHL	0.166	0.027	6.223	0.834	***
THTNDD	<-->	SHL	0.109	0.023	4,708	0.891	***

Note: LTT denotes customer Loyalty; SHL denotes customer Satisfaction; THTNTT denotes Philanthropic responsibility; THTNMT denotes Environmental responsibility; THTNKT denote Economic responsibility; THTNPL denotes Legal responsibility; THTNDD denotes Ethnic responsibility

From the above test results, the data in this research are suitable for applying CFA model and the results are statistically significant. As a result, the data are eligible to analyze the SEM linear structure model to prove the study's hypotheses.

e)   Structural Equation Modeling

The results of the linear structure analysis show that the model has 361 degrees of freedom with the Chi-squared statistical value of 587,657 (P- value = 0.000); Chi-squared/df= 1.628 (<3). In addition, we consider additional measures of conformity such as IFI=0.936; TLI=0.927; CFI=0.935 are both greater than 0.9 and RMSEA=0.047 (<0.08). The estimated results of the parameters show that the relationships are statistically significant (p<5%).

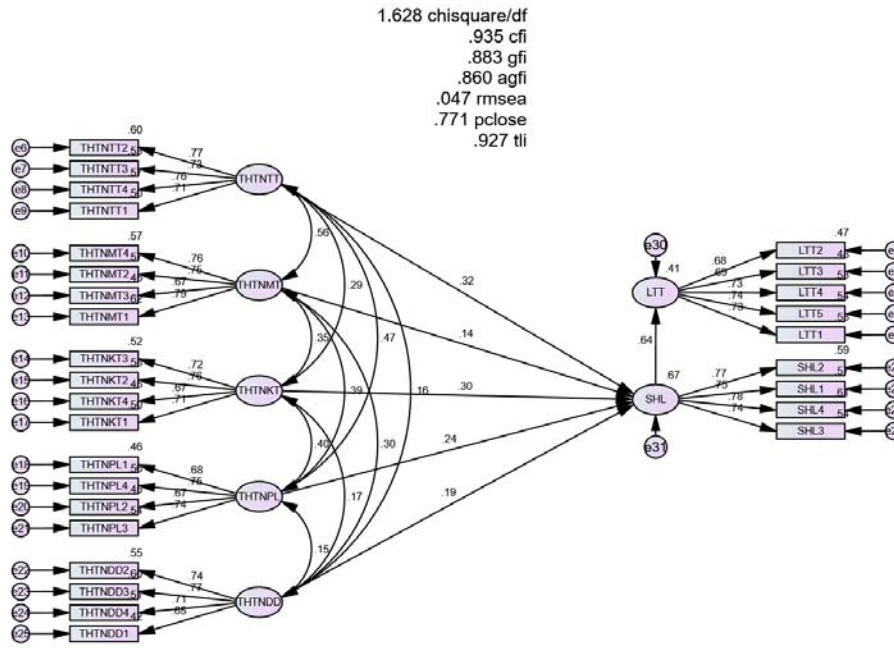*Figure 2:* SEM Results of the Normalized Linear Model

Note: LTT denotes customer Loyalty; SHL denotes customer Satisfaction; THTNTT denotes Philanthropic responsibility; THTNMT denotes Environmental responsibility; THTNKT denotes Economic responsibility; THTNPL denotes Legal responsibility; THTNDD denotes Ethnic responsibility

Based on the standardized regression coefficient table of the SEM model, we see that the factors that directly affect Customer Satisfaction (SHL) in the order of the strongest are "Performing charitable responsibilities (THTNTT)" (with beta = 0.312). The second is "Performing moral responsibility" (THTNDD) (with beta = 0.299). The third is "Performing legal responsibility" (THTNPL) (with beta = 0.237). The fourth is "Performing economic responsibility" (THTNKT) (with beta = 0.299). With beta= 0.192. The fifth is "Performing Environmental Responsibility" (THTNMT) (with beta=0.145) and the impact of "Customer Satisfaction" (SHL) on "Customer Loyalty" (LTT) with beta = 0.636.

Table 2: Test Results (Normalized)

Hypothesis	Direct relationship	Regression coefficient (standardized)	P	Conclusion
H1	THTNKT → SHL	0.192	0.000	Accept
H2	THTNPL → SHL	0.237	0.000	Accept
H3	THTNDD → SHL	0.299	0.000	Accept
H4	THTNTT → SHL	0.321	0.000	Accept
H5	THTNMT → SHL	0.145	0.000	Accept
H6	SHL → LTT	0.636	0.000	Accept

Note: LTT denotes customer Loyalty; SHL denotes customer Satisfaction; THTNTT denotes Philanthropic responsibility; THTNMT denotes Environmental responsibility; THTNKT denotes Economic responsibility; THTNPL denotes Legal responsibility; THTNDD denotes Ethnic responsibility

The authors also conducted testing for the differences in customer loyalty for different groups of respondents in terms of demographic characteristics. F-test of ANOVA shows that there is only significant difference in loyalty among different groups who have different frequency of using beverage products. There is no significant differences in loyalty levels among the respondents in terms of gender, age, education, and income.

VI. Result Discussion

The analysis results indicate that hypothesis H1 holds, as such, Economic responsibility has a positive effect on customer satisfaction with the converted regression coefficient of 0.192. Similarly, the hypotheses H2, H3, H4 and H5 were confirmed that indicate the positive impacts of Legal responsibility, Ethical responsibility, Charity responsibility and Environmental responsibility on Customer satisfaction. The regression coefficients of the above variables respectively are 0.237, 0.299, 0.321, and 0.145. Moreover, THypothesis H6 holds at the 95% confidence level with $p < 0.05$, tto confirm that customer satisfaction has a positive impact on customer loyalty with a standardized regression value of 0.636. The higher customer satisfaction, the more loyal customers are to the business, and its products.

The overall results show that the relationship between the factors built in the model is statistically significant (all hypotheses are accepted). The out-standing implementation of CSR contributes to strengthening the satisfaction and loyalty of consumers for the company's products, leading to repeat purchase behavior of consumers.

Finally, CSR components have different impacts on customer satisfaction, in order from largest to smallest namely Charitable Responsibility, Ethical Responsibility, Legal Responsibility, Economic Responsibility, and Responsibility. Environmental Responsibility.

VII. Conclusion and Implications

Based on the theoretical review, a research model was developed for this study. The study questions were answered by analyzing data collected from a sample of 287 beverage consumers in Ho Chi Minh City. With the results obtained, this study has positive contributions in practice. Regarding the scale used in the study, the research results show that the entire scale used is reliable and can be used for other studies. Regarding the influence of corporate social responsibility on the continued purchase behavior of beverage consumers, research has shown that all five CSR components have an impact on customer loyalty through mediating variables Customer satisfaction.

The research questions have been answered. Accordingly, the level of consumer awareness of beverage products with CSR is high, consumers are increasingly interested in corporate social responsibility activities to have a favorable or harsh view of the business and then have the trust or take repurchase of the company's products. The higher the level of consumer awareness about CSR, the higher the loyalty and continued buying behavior of consumers with the company's socially responsible products. Research results confirm that the implementation of CSR components has an intermediate impact on customer satisfaction and the impact level of each component is different. In which, performing charitable responsibilities has the greatest impact on customer satisfaction. That is the explanation that beverage customers are interested in corporate charity activities.

Managers need to have a long-term strategy in building and implementing Corporate Social Responsibility according to an appropriate roadmap. Enterprises will have to outline step by step the implementation of the content and components of CSR (economic, legal, ethical, charity, environment) not only to ensure the correct criteria but also to be appropriate and to ensure the benefits by stakeholders.

Beverage enterprises should consider the following evidence-based implications to improve their social responsibility to develop strategies to improve the quality of people's lives, as a foundation for the quality of future products including employees and employees, and community such as creating more jobs for the local people or building more professional staff.

Regarding Economic Responsibility: Beverage enterprises need to take social benefits for employees and other stakeholders into their business strategies. As a result, they will improve the benefits that they share with their stakeholders including their employees, and communities.

Regarding Legal Responsibilities: The enterprise must ensure compliance with the provisions of the law, show the spirit of " respect the law", and the product of the enterprise must ensure that they concern issues such as are qualified certificates, food safety, consumers' rights, and environment. Enterprises must be transparent about recruitment and employee benefits in accordance with regulations. They need to ensure equal opportunities for employees in reward and promotion to create an equal environment for all members to strive for the job position. At the same time, they should regularly update the legal regulations related to the beverage industry such as labor regulations for all employees.

Regarding Ethical Responsibility: Beverage consumers will care about the company's business activities in accordance with social standards and basic ethical categories. Companies need to respect ethical

standards in their behaviors toward employees, partners and especially customers.

Regarding Charity Responsibilities: Companies should involve more in activities that aim to improve charitable responsibilities including coordinating with local authorities and functional agencies to organize charity activities. They also need to ensure that charity is meaningful, targeted, and timely. Some activities need to be considered including pandemic aftermaths, floods, donations to support the poor, scholarships for students. Companies can also cooperate and set up several charitable organizations, serving the community and society.

Regarding Environmental Responsibility: Companies need to pay more attention to the natural environment. They need to concern how the production process affects the environment. The recommended solution for beverage businesses is to completely recycle packaging, collect and recycle all plastic bottles and cans sold on the market. Beverage businesses are encouraged to cooperate with stakeholders, non-profit organizations, and the community to implement environmental programs such as recycling, reuse, and water safety programs.

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Appendix

Table 1: Measurement Items

TT	Encode	Statements	Source
I		Carrying Out Economic Responsibility	
1.1	THTNKT1	You see that the beverage company always focuses on developing sales channels of goods and services to maximize income.	Saleem & Gopinath, 2015; Swaen & Chumpitaz, 2008
1.2	THTNKT2	You see that the beverage company always has to improve the quality and variety of products to increase sales profits.	
1.3	THTNKT3	You see that the company always creates beverage products that compete with other companies in the market.	
1.4	THTNKT4	You see that the beverage company always creates new products and has higher use value for customers.	
II		Carrying Out Legal Responsibilities	
2.1	THTNPL1	You see that the beverage company conducts business activities in accordance with the policies and regulations of the State and the law.	Saleem & Gopinath, 2015; Swaen & Chumpitaz, 2008
2.2	THTNPL2	You see that the beverage company always ensures legal compliance with the residents and the locality.	
2.3	THTNPL3	You see that the beverage company always fulfills all its legal obligations to its employees.	
2.4	THTNPL4	You see that the beverage company always complies with the necessary legal obligations to customers.	
III		Carrying Out Ethical Responsibilities	
3.1	THTNDD1	You see that the beverage company always operates in accordance with social standards and basic ethical categories.	Saleem & Gopinath, 2015; Swaen & Chumpitaz, 2008
3.2	THTNDD2	You see that the beverage company always respects ethical standards for employees.	
3.3	THTNDD3	You see that the beverage company always ensures business ethics standards for its partners.	

3.4	THTNDD4	You see that the beverage company always tries to respect ethical standards in its relationships with customers.	
IV		**Carrying Out Philanthropic Responsibilities**	
4.1	THTNTT1	You see that the beverage company always tries its best to participate in charity and sponsorship activities for the locality.	Saleem & Gopinath, 2015; Swaen & Chumpitaz, 2008
4.2	THTNTT2	You see that the beverage company always sends its officers and employees to participate in social volunteering activities.	
4.3	THTNTT3	You see that the beverage company always establishes funds or sponsors for the development of education, local medical schools and the community.	
4.4	THTNTT4	You see that the beverage company always takes care of the difficult issues of employees such as during the epidemic period, welfare regimes and a safe working environment.	
V		**Carrying Out Environmental Responsibility**	
5.1	THTNMT1	You see that the beverage company always has an exhaust and waste treatment system in accordance with the law.	Saleem & Gopinath, 2015; Swaen & Chumpitaz, 2008
5.2	THTNMT2	You see that the beverage company always develops and publishes a plan to treat and conserve energy.	
5.3	THTNMT3	You see that the beverage company is always aiming to produce and develop environmentally friendly products.	
5.4	THTNMT4	You see that the beverage company is always trying to upgrade its waste and waste water recycling systems.	
VI		**Customer Satisfaction**	
6.1	SHL1	I am satisfied with my beverage purchase decision and with the brand's product	Helm et al., 2010
6.2	SHL2	I feel safe when using beverage products from a company that does a good job of social responsibility.	
6.3	SHL3	I am completely satisfied with the beverage brand that I use.	
6.4	SHL4	The company delivers exactly what I would expect from a beverage product.	
VII		**Customer Loyalty**	
7.1	LTT1	My top choice is the product of beverage companies that do good CSR	Wu & Wang, 2014
7.2	LTT2	When a beverage company does a good job with CSR and launches a new product, I will definitely choose to buy it to support it.	
7.3	LTT3	I feel attached to a beverage brand that does a good job of corporate social responsibility.	
7.4	LTT4	I always want to buy soft drinks from the company and will continue to buy in the near future.	
7.5	LTT5	I will recommend the company's soft drinks to family, friends and colleagues when they want to purchase.	

Note: LTT denotes customer Loyalty; SHL denotes customer Satisfaction; THTNTT denotes Philanthropic responsibility; THTNMT denotes Environmental responsibility; THTNKT denote Economic responsibility; THTNPL denotes Legal responsibility; THTNDD denotes Ethnic responsibility