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**The Impact of Green Corporate Social Responsibility on
Customer Loyalty: The Mediating Effect of Customer Trust
in Term of Service Organizations in Egypt**

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Abstract

The main aim of the current study is to identify the role of Green CSR in enhancing customers' loyalty. To achieve the study objective and answer the questions, the researcher adopted a descriptive method based on empirical analysis. The study used the questionnaire as a study tool. The study showed that there was a positive influence of Green CSR on increasing customers' trust. The study recommended conducting training workshops on the importance of green companies and their benefits to the environmental community.

Keywords : *Corporate Social Responsibility, Green Social Responsibility, Customer loyalty, Customer trust, and Sustainable Development*

1. Introduction

CSR is used to describe the integration of social and environmental issues in business interaction and operations voluntarily. Social responsibility is a comprehensive concept that covers responsibilities to different stakeholders and the whole community as well. Besides, it aims to enhance the surrounding environment while conserving corporation gains. In other words, all firms are committed to making profits to enhance their economic activities while adhering to protecting the environment and enhancing social responsibility (Rajput, 2019).

The interest in having green practices and taking eco-friendly activities within the scope of CSR enactment has led to the emergence of what is called "Green corporate social responsibility" (Green CSR). Green CSR is regarded as a vital facet of CSR that concentrates on taking a more proactive approach to protecting both business and the natural environment (Hameed & Shoaib, 2020). Green CSR is a commitment from the firm to be responsible for the preservation of all aspects of the surrounding environment, especially aspects that are affected by the firm's operations (Rosilawati & Arsyad, 2019). Today's corporate environment is highly competitive, chaotic, and fragmented. Companies strive to offer top-notch customer service in their locations because it helps them develop relationships with their clients, fosters customer loyalty, and establishes their place in the market (Alharthey, 2019).

In recent years, many service providers have recognized the value of customer loyalty (Khuong & Dai, 2016). The majority of managers recognize the value of



customer loyalty and, as a result, focus on increasing the loyalty of existing customers, attracting new loyal customers, and selecting a customer loyalty management strategy. This is especially important in mature markets where it is impossible to expand to new loyal customers (Vilkaite-Vaitone & Skackauskiene, 2020). Many researchers confirm that there is a positive relationship between green CSR and customer loyalty (Kadhim et al., 2021; Balqiah, Astuti & Yuliati, 2013). The information available regarding the green CSR practices of a certain company makes all stakeholders trust the quality of services being provided by it (Wu et al., 2018).

2. Study Problem

Many firms have adopted a business-centric perspective that takes into account the larger business environment. Marketing managers continue to do their best to allocate as many resources as they can to make programs that are intended to please current customers and establish a long-term stable relationship with the client a reality. This might be explained from the viewpoint that retaining current consumers is more likely to be simple than finding new ones. Additionally, most businesses find that acquiring new clients is more expensive than keeping their current clients satisfied. Understanding how to improve client trust and loyalty should be understood by academics and practitioners alike. Although corporate social responsibility had a minor role earlier, it is now evident that all firms are strengthening their commitment to it as a means of fostering customer trust and loyalty (Upamannyu et al., 2015).

Many researchers agree that the ideal solution for the current environmental problems, which face different enterprises in Egypt is to enhance the green approach to achieve long-term competitiveness (Murphy & Elbaradei, 2014). Green practices and CSR have recently gained increasing attention in the Egyptian business sector (AL Kerdawy, 2018). Many researchers have supported the green paradigm to emphasize the role played by companies, nowadays, in protecting the environment (Kaman & Othman, 2018). GCSR has emerged as a critical solution for enhancing the ecological behavior of different Egyptian enterprises (Abbas & Hussien, 2017).

Some researchers have assured that the use of green CSR can have a positive influence on customer retention and loyalty. Andr n & Rambert (2020) found a positive correlation between green CSR practices and customer loyalty.



Based on what has been mentioned above and keeping in mind the modernity of the green CSR concept in the Egyptian service sector and the vital role that might be played by green CSR in enhancing customers' orientations towards this sector, the researcher sees the statement of the problem to revolve around investigating the role of Green CSR in affecting customers' loyalty in products and services being provided by the service sector in Egypt.

3. Study Questions

The main question of the current study is: What is the role of Green CSR in enhancing customers' loyalty? Based on this main question, there are certain sub-questions:

1. What is the level of Green CSR?
2. What is the level of customer loyalty?
3. Are there any statistically significant differences in the level of Green CSR attributed to the study variables (gender and qualification)?
4. Are there any statistically significant differences in the level of customer loyalty attributed to the study variables (gender and qualification)?
5. Is there a statistically significant influence of Green CSR on customers' loyalty?

4. Study Significance

According to the researcher's knowledge, the academic significance stems from the scarcity of studies that has been dedicated to investigating the practice of Green CSR in Egyptian organizations. In addition to the rareness of studies that tackles the relationship between Green CSR and customers' loyalty.

The current study will enrich the theoretical literature by providing information related to the nature of Green CSR, its significance, definitions, importance, and dimensions. The study will also discuss the relationship between customers' loyalty and Green CSR.

It will provide policymakers with information regarding the effective role that can be played by Green CSR in the economic field and as a result, policies on how to implement Green CSR practices in the service sector will be integrated into all activities of different organizations.



5. Methodology

To achieve the objectives of the study and answer its questions, the researcher will adopt a descriptive methodology. The descriptive approach is a research method used to accurately describe the phenomena to be discussed (Atmowardoyo, 2018). The researcher will use the descriptive approach to identify the extent of applying Green CSR in business organizations in Egypt and investigate the role of Green CSR in enhancing customers' loyalty.

5.1. Participants

The study population consists of all clients who are dealing with the service sector in Egypt. A random sample of (371 participants, including 217 male and 154 female employees) from the business sector was included to identify their viewpoints regarding the actual application of Green CSR practices in this sector and to determine the role of these practices in enhancing customers' loyalty.

5.2. Data Collection

Both primary and secondary data will be employed in the current study. Primary data will be obtained through a questionnaire that will be designed by the researcher to: identify the actual application of Green CSR in Egyptian organizations and determine the role of Green CSR in enhancing customers' loyalty. Secondary data will be obtained from many resources such as scholarly journals, documents, theses, official reports, and other relevant sources.

5.3. Data Analysis

Data will be collected and analyzed using SPSS by using Percentages, frequencies, and standard deviations. Cronbach's alpha test will be used to determine the reliability of the questionnaire statements. T-test will be employed to verify any statistical differences with multiple regression analysis.

5.4. Study Tool

The researcher will use the questionnaire as the main tool for collecting data. Certain dimensions can be used to measure Green CSR represented in profit responsibility, stakeholder, and social responsibility. Customers' loyalty can be measured using three main dimensions, The researcher will review the previous studies to formulate the statements of the two questionnaires. After completing the



questionnaires, the researcher will present them to academic supervisors to get their opinions on the accuracy of the statements and their convenience regarding the purpose they have been developed for. Based on those observations, some statements will be either modified or deleted. Some statements will also be added in light of the supervisors' directions.

6. Literature Review

6.1. Green CSR

6.1.1. Introduction

Throughout history, the main "responsibility" of companies in the business world has been drawing on funds and raising shareholder value. In another sense, corporate financial responsibility has been the only motivating power of the bottom line. On the other hand, an emerging movement setting corporate responsibility to a broader extent, with its various types including those responsibilities related to the: environment, ethical practices, local communities, and ethical practices, has gained great support and put down its roots (Rionda, 2002) .

The CSR concept emerged in the USA in the 1970s when the concept of social contracts between business corporations and society was released by the Committee for Economic Development in 1971. Such a concept was introduced with the meaning that business corporations, operating within the public concern, should have responsibilities toward their society (Vijesh, 2020). As a result of the calls raised for the adoption of environmental responsibility by all stakeholders, Green CSR has become a great concern for all business corporations (Wu, Liu, Chin & Zhu, 2018). The green responsibility of a corporation means the social responsibility of the corporation related to the protection of the environment and the rational consumption of resources .

Hameed & Shoaib (2020) have confirmed that "all firms across the world without demarcations of developed economies or developing economies must realize and embarrass the green economy paradigm to better align their business processes and systems to minimize the harmful effects of climate changes which are the result of rapid industrial and technological growth deteriorating the overall natural environment" (p. 1379).



6.1.2. Definition of Green CSR

The notion of Green CSR refers to the initiative undertaken by corporations to promote the idea of sustainable usage of resources among stakeholders, the workforce, and the whole community. All of these aspects will enhance green conduct and attitudes in society (Singh & Sandhu, 2016). Green CS has been defined by Zhang & Chen (2021) as “the firms’ social responsibility in environmental protection and resource utilization” (p. 1).

Green CSR represents the efforts exerted by the company to fulfill the requirements of stakeholders, which in turn have indirect effects on the company practices (Singh, Srivastava, Garg & Khanduja, 2019). Green CSR can be considered an essential and diverse aspect of CSR, which is a more proactive course of action directed toward maintaining business as well as environmental goals (Hameed & Shoaib, 2020) .

6.1.3. Importance of Green CSR

Green corporate social responsibility is a social concern and philosophy for environmental improvement and conservation. It simply refers to the environmental areas of corporate social responsibility and the task to include the environmental consequences of the organizational operations and simplification of actions that might negatively affect how future generations enjoy the nation's resources (Vijesh, 2020).

All firms must commit to green CSR practices as they play critical roles in enhancing corporate environmental responsibility (Wu, Liu, Chin & Zhu, 2018). Organizations with superior Green CSR programs can report all the environmental and social impacts of their operations. That is to say, green corporate responsibility is a strategic option that makes a balance between business interests, societal demands, and environmental issues (Kumar, 2017). Introducing green CSR activities to future managers and educating them is a priority in CSR academic literature as it will have a positive effect on all activities taking place within the firms (Metaxas & Tsavdaridou, 2014). The inclusion of green CSR efforts expands the beneficial influence on consumer attitudes and buying intentions (Sony, Ferguson & Beise-Zee, 2015). Companies have the opportunity to raise consumer trust and buy intentions for their products by communicating their green CSR initiatives (Krisch & Grabner-Kräuter,



2017).

6.1.4. Dimensions of Green CSR

Green CSR dimensions include green operating efficiency, which involves power consumption rate; water usage rate; and proportion of waste, environmental protection, which involves environmental equipment expenditure, air, and wastewater discharge compliance rate, and environmental certification; effective use of resources, which involves raw material use rate, renewable wastewater use rate, and renewable energy use rate; and contribution to the community, which involves involvement in community service, the proportion of community donations to revenue, and beautification and maintenance of the community environment (Guo et al., 2015).

6.1.5. Assessment of Green CSR

The business's green CSR assessment uses project metrics, such as environmental management system, energy saving, emission reduction, waste treatment, product and service utilization, pollution-free, renewable energy, resource improvement, use of the water as needed, continuity packaging, the rise of the best process, and green innovation and environmental investment (Pratama & Fitrioso, 2021).

Technology-driven processes that directly alter the extrinsic component of the product through the creation of safe technologies are what drive a company's GCSR conduct, which focuses only on consumer socially responsible customers. The model's corollary states that when a company exclusively targets the GCSR portion of the market, the creation of competitive advantage through improved firm performance results in profit maximization. GCSR is the outcome of extraordinary innovative activities as a result (Barboza, 2018).

Green CSR includes corporate ethics in interactions with public officials, politicians, and other corporates, making the investment to create a better life for future generations, implementing special programs to minimize negative effects on the natural environment, encouraging employees to volunteer for social causes, and have incentives that facilitate the involvement in exercising corporate codes of conduct and other aspects of corporate social responsibility, considering cleaner production, material flow management, waste reduction, and recycling, and life cycle management of products, adhering to environmental management systems,



highlighting long-term factors, such as global climate change and other environmental risks a part of business planning, involving in corporate environmental reporting, and participating in activities to protect and improve the natural environment quality (Hameed, Mahmood & Shoaib, 2022).

Thus, the researcher defines Green CSR as the commitment of Egyptian business organizations to achieve their economic gains and, positively, contribute to the social and environmental aspects of the community through making full use of green practices. Green CSR dimensions include green operating efficiency, environmental protection, effective use of resources, and contribution to the community. Green CSR can be assessed using environmental management systems, energy saving, emission reduction, waste treatment, pollution-free, renewable energy, resource improvement, continuity packaging, and environmental green innovation and investment. Moreover, Green CSR practices in organizations include investing in a better life, preserving the natural environment, employee social volunteering, and practicing codes of conduct.

6.1.6. Green CSR in Service Organizations

CSR in service organizations involves activities related to environmental management, as well as the social and economic facets of organizational operations. CSR includes meeting an organization's stakeholders' goals and requirements; therefore in addition to focusing on the environmental and social effects of operational activities, the organization prioritizes meeting stakeholders' needs (Yusliza et al., 2019).

Customer satisfaction has a positive impact on CSR, while customer loyalty has a positive impact on customer satisfaction. The perception of service quality mediated the correlation between CSR and intentions to make existing customers or use a business' services. CSR has a considerably strong and positive association with attitudinal loyalty. Also, the study discovered a connection between perceived service quality and both attitudinal and behavioral loyalty (Al Habsi, 2018). Business ethics, CSR, green marketing, and customer loyalty have a beneficial and significant relationship. CSR and green marketing act as mediators between brand loyalty and perceived business ethics (Amoako, Doe & Dzagbenuku, 2021). CSR significantly



improved environmental performance and green innovation in organizations and green innovation improves environmental performance. The relationship between CSR and environmental performance is mediated innovation (Dai, Siddik & Tian, 2022).

6.2. Customers' Loyalty

6.2.1. Customers' Loyalty Concept

Due to its significance in achieving long-term competitive advantages and financial results, customer loyalty is a subject of great interest to marketing scholars (Tartaglione et al., 2019). Customer loyalty in the service sector refers to patrons sticking with particular brands (Juan & Yan, 2009). Additionally, it is possible to interpret client loyalty as a result of both psychological processes and customer behavior. It is the result of how people behave and how they think. When customers repeat their purchases in the future, the company can gain customer loyalty, which can be seen in their decision to spread positive words about the product to others. It also indicates the consumer's emotional attachment and commitment to the brand. True customer loyalty occurs when customers are willing to associate themselves with a particular brand through repurchase behavior (Azizan & Yusr, 2019).

6.2.2. Definition of Customers' Loyalty

Customer Loyalty is the key objective of customer relationship management and describes the loyalty which is established between a customer and a service provider company (Upamannyu et al., 2015). Customer loyalty and retention may be two of the most effective tools available to financial institutions in the twenty-first century as they struggle to create a competitive edge and remain viable in today's fiercely competitive market (Nafei, 2016). Customer loyalty can be formed by the commitment of business management to provide the best for customers, particularly in terms of product quality, competitive pricing, and satisfying services (Romdonny & Rosmadi, 2019). Customer loyalty is the tendency to favor one brand above another both in terms of attitude and behavior. This can be because of the degree of enjoyment, ease of accessibility, effectiveness, comfort, and familiarity. Customer loyalty encourages customers to buy more frequently, spend more of their income, and have better shopping experiences. In a competitive market, this helps to draw



customers to well-known companies (Upamannyu et al., 2015).

6.2.3. Dimensions of Customer Loyalty

The degree of customer loyalty towards certain service companies varies according to the service they accept, as demonstrated by a range of different attitudes or buying behaviors in the market. Therefore, researchers can measure customer loyalty to a certain service company by probing these different attitudes or purchasing behaviors. However, because researchers' understanding of customer loyalty varies widely, there have been many opinions on the measurement of customer loyalty, such as the behavioral approach affective approach, affective behaviour-based approach, cognitive-affective-behavior approach, and cognitive-affective- approach. conation-behaviour approach. Many facets of customer loyalty are expressed in perceived loyalty, affective loyalty, joint loyalty, and action loyalty (Bobalca, Bradu & Ciobanu, 2012; Juan & Yan, 2009).

6.2.4. Relationship Between Green CSR And Customer Loyalty

Customers who have a strong perception of CSR care not only about the economic performance of the service or product offered by the company but also about the company's overall role in society. Although CSR has no direct effect on loyalty, it is completely mediated by customer satisfaction (Nasr Eldin & Alhassan, 2023). Customer loyalty has been identified as an important source of long-term competitive advantage and the primary determinant of a company's success. To achieve customer loyalty, a company must first satisfy and trust its customers (Hayati, 2011).

It has been demonstrated that CSR practices that relate to key stakeholders, like customers and staff, and philanthropy CSR that relate to secondary stakeholders, like the community, have a favorable and significant impact on customer loyalty (Menges & Yuanqiong, 2019). According to Martnez and Bosque (2013), trust acts as a mediator between perceived CSR and loyalty. In other words, it may be claimed that the perception of CSR has a beneficial effect on consumer loyalty (Ali et al., 2021; Afridi et al., 2018). CSR can only produce the best results in terms of customer satisfaction and loyalty if it is combined with the expertise, experiences, and exceptional skills in the usage of CSR activity dimensions (Kadhim et al., 2021; Balqiah, Astuti & Yuliati, 2013). Definitions that place CSR at the center of a

company's financial success highlight the importance of the company as a profit-generating organization and frame CSR as a tactical economic choice. Examples include higher manufacturing output due to employee loyalty and minimal turnover or enhanced customer loyalty due to product features, reputation, and image (Klona, 2019). Green CSR initiatives as a company's duty have a good impact on customers' perceptions of the quality of life in their communities as well as on their loyalty (Balqiah, Yuliati, and Astuti, 2014).

7. Results

7.1. Question one analysis “What is the level of Green CSR?”

To answer this question, arithmetic means, and standard deviations were calculated for the dimensions of the first axis “Green CSR” as follows:

Table (1): the arithmetic means and standard deviations of the responses of the sample members according to dimensions to the first axis “Green CSR”

No.	Dimension	Mean	Standard deviation	Rank	Response degree
1	The First Dimension: Profit focus	2.70	1.030	3	medium
2	The Second Dimension: Stakeholder focus	2.75	1.114	2	medium
3	The Third Dimension: Social Responsibility	2.76	1.151	1	medium
Total mean		2.74	1.068	---	medium

As seen in the previous table, the total mean of the first axis “Green CSR” came with an arithmetic mean (2.74), a standard deviation (1.068), and a (medium) response degree. The Third Dimension: Social Responsibility ranked first with an arithmetic mean (2.76), a standard deviation (1.151) and a medium response degree,

while in the last rank came the first dimension: Profit focus with an arithmetic mean (2.70), a standard deviation (1.030), and a medium response degree.

This can be explained by the fact that green companies do not apply procedures related to social responsibility well, and this may be due to focusing on their profit, and this may be due to the lack of prevalence of this social responsibility and the lack of corporate adoption of this responsibility.

The dimensions of the first axis will be dealt with in more detail as follows:

7.1.1. The First Dimension: Profit focus:

Table (2): the arithmetic means and standard deviations of the responses of the sample members according to The First Dimension: Profit focus

No.	Statement	Mean	Standard deviation	Rank	Response degree
1	The organization has an economic responsibility to increase its profits.	2.74	1.143	1	medium
2	The organization seeks to create jobs for individuals within Egyptian society.	2.71	1.132	3	medium
3	The organization seeks to achieve excellence to enhance its competitiveness.	2.72	1.151	2	medium
4	The organization offers satisfactory products to the market.	2.64	1.077	4	medium
Total mean		2.70	1.030	---	medium

The previous table demonstrated that the arithmetic mean of the first dimension “Profit Focus” terms ranged between (2.64-2.74), and this can be explained by the fact that there are some shortcomings of companies about social responsibility, especially in light of the crises that some companies suffer from, and the global

economic recession. Statement No. (1) (The organization has an economic responsibility to increase its profits.) came in the first rank, which is due to the because companies' interest in companies' economic responsibility for increasing profitability is not sufficient, but they bear a moderate amount of social responsibility towards workers and the environment about products about operations. Statement No. (4) (The organization offers satisfactory products to the market.) came in the last rank, which is due to the fact that there are because companies faced with producing several products that are satisfactory to the market, due to the high cost of production and thus the high marketing value of the product. This may cause less satisfactory products to be offered to the market.

7.1.2. The Second Dimension: Stakeholder focus

Table (3): the arithmetic means and standard deviations of the responses of the sample members according to The Second Dimension: Stakeholder focus

No.	statement	Mean	Standard deviation	Rank	Response degree
5	The organization is committed to professional ethics in all its operations.	2.77	1.163	1	medium
6	The organization is obliged to maximize benefits for its stakeholders.	2.75	1.138	3	medium
7	The organization understands the diverse perspectives of its stakeholders.	2.76	1.127	2	medium
8	The organization seeks to achieve a balanced perspective with its stakeholders' interests.	2.74	1.119	4	medium
Total mean		2.75	1.114	---	medium

The previous table demonstrated that the arithmetic mean of the second dimension “Stakeholder Focus” terms ranged between (2.74-2.74).

The second dimension terms came with the (medium) response which can be explained by the fact that despite the company's commitment to the goals that achieve sustainable development and achieve the interests of stakeholders, there is some shortcoming in the convergence of the different viewpoints of the stakeholders.

Statement No. (5) (The organization is committed to professional ethics in all its operations.) came in the first rank and this can be explained by the fact that despite the companies' interest in work ethics and responsibility towards their employees, there is some shortcoming in maintaining some requirements of confidentiality from customers, according to the nature of the information that could harm the company if it is disclosed. In addition, statement No. (8) (The organization seeks to achieve a balanced perspective with its stakeholders' interests.) came in the last rank, and this is because there are some deficiencies in addressing issues that belong to stakeholders, which may cause them not to Balance in some decisions.

7.1.3. The Third Dimension: Social Responsibility

Table (4): the arithmetic means and standard deviations of the responses of the sample members according to The Third Dimension: Social Responsibility

No.	Statement	Mean	Standard deviation	Rank	Response degree
9	The organization bears its responsibilities before all members of society without prejudice.	2.76	1.168	2	medium
10	The organization is committed to preserving the ecological environment.	2.78	1.195	1	medium
11	The organization is committed to achieving public welfare	2.76	1.183	3	medium

No.	Statement	Mean	Standard deviation	Rank	Response degree
12	The organization depends on the principle of sustainable success for its survival.	2.75	1.152	4	medium
Total mean		2.76	1.151	--	medium

The previous table demonstrated that the arithmetic mean of the third dimension term “Social Responsibility” ranged between (2.75-2.78). The third dimension terms came with a (medium) response. The Third Dimension: Social Responsibility medium response degree can be explained by the presence of some administrative stagnation in dealing with administrative matters related to the company's social responsibility.

The advent of statement No. (10) (The organization is committed to preserving the ecological environment) in the first rank can be explained by the weak commitment of companies to preserving the environment, despite their constant attempts to mitigate their impacts on the environment and to create products based on clean technology.

The advent of statement No. 12 (The organization depends on the principle of sustainable success for its survival.) in the last rank can be explained by the fact that there is a shortcoming in some companies in adhering to the principle of sustainable development, despite the development of many standards and the trend towards achieving sustainable development of products that are produced by companies.

7.2. Question two analysis “What is the level of customers' loyalty”?

Question Three uses, arithmetic means, and standard deviations were calculated for dimensions of the third Axis: Customer loyalty

Table (5): the arithmetic means and standard deviations of the responses of the sample members according to dimensions to the second Axis: Customer loyalty

No.	Dimension	Mean	Standard deviation	Rank	Response degree
1	The First Dimension: Intellectual Loyalty	2.77	1.119	3	medium
2	The Second Dimension: Affective Loyalty	2.78	1.121	2	medium
3	The Third Dimension: Attitudinal Loyalty	2.86	1.021	1	medium
Total mean		2.80	1.062	---	medium

The previous table demonstrated that the arithmetic mean of the third axis dimensions “Customer Loyalty” ranged between (2.77-2.86). The third axis dimensions came with a (medium) response.

This can be explained by the fact that some companies find the cost of retaining customers high, and maintaining that is not profitable in the early years of the companies.

The following will discuss the dimensions of the third axis in detail:

7.2.1. The First Dimension: Intellectual Loyalty

Table (6): the arithmetic means and standard deviations of the responses of the sample members according to The First Dimension: Intellectual loyalty

No.	statement	Mean	Standard deviation	Rank	Response degree
25	I think that the products and	2.77	1.138	2	medium

No.	statement	Mean	Standard deviation	Rank	Response degree
	services provided by the organization are beneficial				
26	Regarding the products and services that the company provides, I choose wisely.	2.78	1.142	1	medium
27	I am aware of the value of the products and services being provided by the organization.	2.77	1.139	3	medium
28	Despite the existence of many alternatives, I insist on using the services and products provided by the organization.	2.76	1.131	4	medium
Total Mean		2.77	1.119	---	medium

The previous table demonstrated that the arithmetic mean of the first dimension terms “Intellectual Loyalty” ranged between (2.77-2.78). The first dimension terms came with a (medium) response.

The First Dimension: Intellectual loyalty obtained a (medium) response degree, which is because some customers care more about the cost than the quality of the product, and look for alternatives as soon as there is any change in the cost of the product.

Statement No. (26) (Regarding the products and services that the company provides, I choose wisely) came in the first rank and this is because most customers do not care much about the service as much as they care about its price and its quality.

Statement No. (28) (Despite the existence of many alternatives, I insist on using the services and products provided by the organization.) came last and this is because customers are interested in products that provide them with the services they want at the cost that suits them, regardless of the company providing this service.

7.2.2. The Second Dimension: Affective Loyalty

Table (7): the arithmetic means and standard deviations of the responses of the sample members according to The Second Dimension: Affective Loyalty

No.	Statement	Mean	Standard deviation	Rank	Response degree
29	I have a good opinion of all the services this organization provides	2.77	1.150	4	medium
30	I recommend the organization and its services to others.	2.78	1.159	2	medium
31	I am grateful for all the efforts of the organization to improve the quality of its services.	2.79	1.163	1	medium
32	I receive satisfying responses to my requests from the organization's representatives.	2.78	1.165	3	medium
Total mean		2.78	1.121	---	medium

The previous table demonstrated that the arithmetic mean of the second dimension term “Affective Loyalty” ranged between (2.77-2.79). The second dimension terms came with a (medium) response.

The Second Dimension: Affective Loyalty obtaining a medium response degree can be explained by the fact that some companies do not make enough effort to make customers remember the products or services provided to them by these companies.

Statement No. (31) (I am grateful for all the efforts of the organization to improve the quality of its services.) came in the first rank, which can be explained by the fact that some companies do not keep pace with changes or are interested in developing and improving their services significantly.

Statement No. (29) (I have a good opinion of all the services this organization provides) in the last rank, which can be explained by the fact that some customers are not sufficiently satisfied with the services that are provided by companies in most cases.

7.2.3. The Third Dimension: Attitudinal Loyalty

Table (8): the arithmetic means and standard deviations of the responses of the sample members according to The Third Dimension: Attitudinal Loyalty

No.	Statement	Mean	Standard deviation	Rank	Response degree
33	I appreciate the disciplined behavior of workers in the organization.	2.81	1.146	4	medium
34	I have the intention to repurchase the products and services of the organization	2.94	1.161	1	medium
35	I have the intention to try the new products and services being provided by the organization.	2.83	1.144	3	medium
36	I can provide the organization with suggestions to overcome the reasons behind complaint behaviors.	2.85	1.147	2	medium
Total mean		2.86	1.021	----	medium

The previous table demonstrated that the arithmetic mean of the third dimension terms “Attitudinal Loyalty” ranged between (2.77-2.79). The third dimension terms came with a (medium) response.

The Third Dimension: Attitudinal Loyalty obtaining a medium response degree because some companies cannot attract the interest of customers to the extent that makes them come back to try the same products again and recommend them to

others. Statement No. (34) (I have the intention to repurchase the products and services of the organization) came in the first rank, which can be explained by the fact that some employees in companies may not be highly responsible in dealing with customers.

In addition, statement No. (33) (I appreciate the disciplined behavior of workers in the organization.) came in the last rank, which can be explained by the fact that some products may be of poor quality and high cost, and therefore they do not have any of the specifications that make the customer try these products again.

7.3. Question three analysis “Are there any statistically significant differences in the level of Green CSR attributed to the study variables (gender and qualification)”?

7.3.1. Differences according to the gender

To answer this question, a t-test was used as shown in the following table:

Table (9) shows the results of the t-test to identify statistical differences in the level of social responsibility of green companies in all its dimensions due to the gender variable.

Dimensions	gender	No.	Mean	SD	t	df	Sig.	Statistical significance
The First Dimension: Profit focus	Male	217	2.66	1.066	1.095	369	.274	Not significant
	Female	154	2.77	.976				
The Second Dimension: Stakeholder focus	Male	217	2.69	1.141	1.385	369	.167	Not significant
	Female	154	2.85	1.072				
The Third Dimension: Social Responsibility	Male	217	2.71	1.184	1.079	369	.281	Not significant
	Female	154	2.84	1.101				
Total	Male	217	2.68	1.104	1.221	369	.223	Not significant
	Female	154	2.82	1.013				

As shown in the previous table, there were no statistically significant differences in the level of social responsibility of green companies in all its dimensions due to the gender variable.

This can be explained by the fact that the social responsibility of green companies is not related to the gender variable, as much as it relates to the companies' ability to achieve excellence and enhance their competitiveness.

7.3.2. Differences according to the qualification

To answer this question, a One-Way Analysis of Variance (ANOVA) was used as shown in the following table:

Table (10) shows the results of the ANOVA test to identify the statistical differences in the level of social responsibility of green companies in all its dimensions due to the qualification variable.

Axes	Sum of Squares	df	Mean Square	F	Sig.
The First Dimension: Profit focus	.459	2	.229	.215	.806
	392.098	368	1.065		
	392.556	370	--		
The Second Dimension: Stakeholder focus	.434	2	.217	.174	.840
	458.810	368	1.247		
	459.244	370	--		
The Third Dimension: Social Responsibility	.435	2	.218	.164	.849
	489.316	368	1.330		
	489.752	370	--		
Total	.432	2	.216	.189	.828
	421.590	368	1.146		
	422.023	370	--		

The previous table indicates that there were no statistically significant differences in the level of social responsibility of green companies in all its dimensions due to the qualification variable.

This can be explained by the fact that the level of social responsibility of green companies is not related to academic qualifications, as much as it is related to the extent of the organization's focus on the customer and the work to rely on environmentally safe products.

7.4. Question four analysis “Are there any statistically significant differences in the level of customers' loyalty attributed to the study variables (gender and qualification)?”

7.4.1. Differences according to the gender

To answer this question, a t-test was used as shown in the following table:

Table (11) shows the results of the t-test to identify statistical differences in the level of customer loyalty for the gender variable

Dimensions	gender	N	Mean	SD	t	df	Sig.	Statistical significance
The First Dimension: Intellectual Loyalty	Male	217	2.71	1.145	1.295	369	.196	Not significant
	Female	154	2.86	1.078				
The Second Dimension: Affective Loyalty	Male	217	2.72	1.151	1.169	369	.243	Not significant
	Female	154	2.86	1.077				
The Third Dimension: Attitudinal Loyalty	Male	217	2.82	1.042	.892	369	.373	Not significant
	Female	154	2.91	.990				
Total	Male	217	2.75	1.081	1.152	369	.250	Not significant
	Female	154	2.88	1.035				

The previous table shows that there were no statistically significant differences in the level of customer loyalty in all its dimensions due to the gender variable. This can be attributed to the fact that customer loyalty is not related to gender, as it is one of the characteristics that can be built between customers and companies that provide

services to the customer, which requires more effort to understand the customer and hear the complaints that are submitted by him permanently.

7.4.2. Differences according to the qualification

To answer this question, One-Way Analysis of Variance (ANOVA) was used as shown in the following table:

Table (12) shows the results of the ANOVA test to identify statistical differences in the level of customer loyalty for the qualification variable

Axes	Sum of Squares	df	Mean Square	F	Sig.
The First Dimension: Intellectual Loyalty	.546	2	.273	.217	.805
	462.625	368	1.257		
	463.171	370	--		
The Second Dimension: Affective Loyalty	.731	2	.366	.290	.749
	464.567	368	1.262		
	465.299	370	--		
The Third Dimension: Attitudinal Loyalty	.488	2	.244	.233	.792
	384.950	368	1.046		
	385.437	370	--		
Total	.579	2	.290	.255	.775
	417.023	368	1.133		
	417.602	370	--		

It is clear from the previous table that there were no statistically significant differences in the level of customer loyalty in all its dimensions due to the qualification variable.

This can be attributed to the fact that the level of customer loyalty starts from the quality of the services and products provided to them, and attention to the customer's proposals and the problems they face and working to solve them, and



therefore this is not related to the academic qualification, as much as it is related to the customer's vision of the service provided to him.

8. Discussion

The results showed the following:

- 8.1. The social responsibility of green companies was not at a suitable level because some companies focus on profit. Green corporate social responsibility was below the required level because there is no clear strategy to be followed and the concept of green companies is still relatively new.
- 8.2. Green companies did not concentrate as much on customer loyalty because consumers focused more about the quality of the offered services, as they always search and compare the goods and services provided by competitors.
- 8.3. There were no statistically significant differences in the level of social responsibility of green companies in all its dimensions due to the gender and qualification variables.
- 8.4. There were no statistically significant differences in the level of customer loyalty in all its dimensions due to the gender and qualification variables.
- 8.5. There was a positive influence of green corporate social responsibility on consumer loyalty. Customers will search for the services and products offered by the company whenever it is interested in achieving the competitive advantage that differentiates it from other rival institutions by considering the quality of services provided to customers and its strong market follow-up.
- 8.6. There were also positive effects of companies' focusing on stakeholders, accepting different perspectives, and achieving a fair and balanced perspective with them. This contributed to increasing customer loyalty and appreciation for the services provided by companies.

9. Recommendations

The study recommended the following:

- The need for companies to rely on transparency and credibility in their dealings with customers.
- Conducting training workshops on the importance of green companies and their benefits to the environmental community.



- Encouraging customers' opinions and suggestions and identifying their desires and opinions on the service or product provided.
- Involving employees in plans to improve the quality of services related to green issues provided to the customers.
- Relying on measures in the organization management system to evaluate the green performance.

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