The Impact of Corporate Social Responsibility and Relationship Marketing on Relationship Maintainer and Customer Loyalty by Mediating Role of Customer Satisfaction

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Abstract : CSR has become one of the imperative implements in satisfying customers. The impartial of this research is to calculate CSR, relationship marketing, and customer satisfaction. In Pakistan, there is not enough research work on the effect of CSR and relationship marketing on relationship maintainer and customer loyalty. To find out deductive approach and survey method is used as research approach and research strategy respectively. This research design is descriptive and quantitative study. For data, collection questionnaire method with semantic differential scale and seven point scales are adopted. Data has been collected by adopting the non-probability convenience technique as sampling technique and the sample size is 400. For factor confirmatory factor analysis, structure equation modeling and medication analysis, regression analysis Amos software were used. Strong empirical evidence supports that the customer's perception of CSR performance is highly influenced by the values.

Keywords : CSR, Relationship marketing, Relationship maintainer, Customer loyalty, Customer satisfaction
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