

PHILANTHROPIC RESPONSIBILITY ON CUSTOMERS LOYALTY AMONG FOOD AND BEVERAGE COMPANIES IN NIGERIA

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ABSTRACT

Corporate Social Responsibility is significant in creating competitive advantage to companies, which could lead to reputation building and increased customers loyalty of that company. The influence of Corporate Social Responsibility (CSR) activities on overall business success has been interpreted differently in a number of studies. Research on how philanthropic corporate social responsibility (CSR) affects consumer loyalty in Nigeria's food and beverage sector is lacking. Therefore, this study examined the relative effect of philanthropic responsibility and customer loyalty in selected food and beverages companies in Lagos state, Nigeria. Using a survey research approach, information was gathered from 500 individual consumers as a sample using closed-ended, structured questionnaires. With the aid of IBM SPSS (Version 25.0), multiple regression analysis was used to examine the hypotheses. The results showed that philanthropic responsibility significantly increases consumer loyalty ($R^2=0.695$, p -value= $0.00<0.05$), and also on customer buying behavior ($R^2=0.587$, p -value= $0.00<0.05$). The study concluded that philanthropic responsibility has significant and positive effect on customer loyalty as well as on the buying behavior of the customers of food and beverage companies. The study therefore, recommends that managers of food and beverages companies should promote philanthropic activities in their operation, with particular reference to community development projects, so that customer loyalty can be fostered among food and beverage Companies.

Keywords: Philanthropic Corporate Social Responsibility, Competitive Advantage, Consumer Loyalty, Customer Buying Behavior

INTRODUCTION

Every company distinguishes itself through various factors like operations, size, culture, and shareholders, setting standards for ethical behavior. Philanthropic responsibility, a key component of Corporate Social Responsibility (CSR), defines a company's relationship with its community (Margolis & Walsh, 2001). Besides profitability, businesses have responsibilities to their communities, including

environmental, social, and health considerations, positively impacting society (Maqbool et al., 2020). CSR-philanthropy is seen as an investment rather than waste, enhancing a company's image and competitive edge (Nakdali & Ahmed, 2021). While many organizations engage in charitable activities, it's crucial to assess these efforts for their true impact and future sustainability. A well-structured philanthropic practice can provide valuable data for future impact and adaptation, ensuring long-term success. The Nigerian food and beverage Industry is one of the fastest growing industry in the country since its products are highly consumed by most household in the country. The main players of food and beverage companies are Dangote sugar, Cadbury. Nestle etc.

In today's competitive business environment, customer satisfaction is paramount for fostering loyalty, especially when incorporating philanthropic responsibility. Businesses should actively seek feedback from customers to enhance transparency and effectiveness, as noted by Das et al. (2020). Hasan & Yu's (2020) study showed that consumers perceive companies positively when they engage in environmental and public health initiatives. Such positive perceptions lead to increased consumer trust and willingness to purchase, regardless of negative rumors (Tian et al., 2020). This favorable view can reduce consumer price sensitivity (Kumar et al., 2020). Yulinar and Sobandi (2015) suggest that successful CSR can build a favorable reputation, masking any negative product impacts, enhancing a company's legitimacy.

The study aims to explore how philanthropic responsibilities, specifically in the forms of donation, scholarships, and community projects, influence customer behavior and repeat purchases among food and beverage companies in Lagos state, Nigeria (Potluri et al., 2020; Senyigit & Shuaibu, 2017; Shabbir & Wisdom, 2020; Tian et al., 2020). By investigating these aspects, the research seeks to understand the extent to which these philanthropic activities impact customer buying behavior and repeat purchases. However, the statement could benefit from clarifying the definition of "philanthropic responsibility" and providing operational definitions for key concepts. Additionally, the study's scope is limited to Lagos state, which may affect the generalizability of the findings. Nevertheless, the research questions address important aspects of philanthropy and customer behavior, highlighting the significance of studying these relationships in the context of Nigerian food and beverage companies.

The study raises two main research questions to explore the impact of philanthropic responsibilities on customer behavior and repeat purchases among food and beverage companies in Lagos state, Nigeria. Firstly, it seeks to understand how philanthropic responsibility determinants, including donation, scholarships, and community projects, influence customer buying behavior. Secondly, it aims to determine if these philanthropic responsibility determinants significantly affect repeat purchases by customers.

The main objective of the study is to investigate the impact of philanthropic responsibilities on customer loyalty among food and beverage companies in Lagos state. To achieve this, the study has specific objectives. Firstly, it aims to determine the extent to which philanthropic responsibility determinants, such as donation, scholarships, and community projects, influence customer buying behavior. Secondly, it seeks to examine the extent to which these philanthropic responsibility determinants influence repeat purchases by customers.

In line with these objectives, the study formulates two null hypotheses. The first hypothesis (H01) states that philanthropic responsibility determinants (donation, scholarships, community projects) have no significant influence on customer buying behavior. The second hypothesis (H02) posits that philanthropic responsibility determinants (donation, scholarships, community projects) have no significant influence on repeat purchases by customers. These hypotheses will be tested to ascertain the impact of philanthropic responsibilities on customer behavior and repeat purchases among food and beverage companies in Lagos state.

REVIEW OF RELATED LITERATURE

Concept of Corporate Social Responsibility

A company's investment in CSR not only enhances its corporate image but also serves as a tool for mitigating negative publicity. Large corporations take CSR seriously as it helps build a positive image. Many companies now integrate CSR into their advertising to attract customers. Customers often consider a company's CSR before making purchases (Potluri et al., 2020). CSR's primary aim is community sustainability and fostering growth in local communities and their residents (Yi et al., 2022; Forstater et al., 2010).

Corporate Social Responsibility (CSR) gained prominence in the 1960s as companies recognized their moral and legal obligations (DeGeorge, 2005). Initially voluntary, CSR is now integral to business policies, serving as a feedback mechanism from consumers (Mudaheranwa, 2014). Historical perspectives show evolving management functions to address community issues and stakeholder concerns (Moura et al., 2011).

Philanthropic Responsibility

Philanthropic responsibility plays a pivotal role in shaping and maintaining corporate reputation, underscoring its strategic importance in business operations within communities. Today, many companies actively engage in Corporate Social Responsibility (CSR) initiatives, allocating funds for philanthropic endeavors. Corporate philanthropy, an early form of CSR, involves companies donating to communities aligned with their business operations (Hoejmose et al., 2013). Fadun (2014) defines philanthropic responsibility as actions taken to meet societal expectations for ethical corporate behavior, aiming to strengthen the bond between organizations and communities through charitable, educational, and social initiatives.

Customer Buying Behavior

A subset of consumer behavior is customer purchasing behavior, which is the study of how people, groups, and organizations select, acquire, utilize, and discard products, services, concepts, or experiences in order to satisfy their needs and desires (Kotler & Keller, 2008).

Kotler and Armstrong (2008) describe the purchase decision process this way;

- i. **Problem awareness:** The customer understands what they require and how to distinguish between what is happening and what they had anticipated.
- ii. **Information search:** This refers to the necessity for customers to actively look up additional information.
- iii. **Alternative evaluation:** Prior to making a purchasing choice, a customer chooses the best alternative from the available possibilities.
- iv. **Purchase decision-** this is a customers' actual decision to buy after critical evaluation of the given alternatives.
- v. **Post-purchase behavior-** this is the degree of satisfaction or dissatisfaction exhibited by consumer after purchase and use of product

Customer Loyalty

Customer loyalty is a fundamental concept in marketing, representing a customer's deep commitment to a product brand, characterized by repeat purchases and enthusiastic recommendations. Griffin and Herres (2002) define it as a non-random, intentional purchase behavior exhibited over time. Loyal customers are those who regularly repurchase, buy other products from the same brand, serve as references, and engage in word-of-mouth advertising. Kotler and Keller (2008) identify referrals, repeat business, and client retention as key indicators of customer loyalty.

Repeat Purchase

When a client makes a repeat purchase, it means they are replacing a prior purchase with a different good or service. This kind of conduct may lower a business's cost of client acquisition while also demonstrating brand loyalty. According to Kotler and Armstrong (2016), consumers who are continuously happy with a brand are more likely to decide to make repeat purchases, especially as they are nearing the end of their post-purchase behavior.

Theoretical Review

The study reviewed three theories namely social exchange theory, stakeholder theory and legitimate theory, but adopts social exchange theory because of the influence and role it play on a firm's obligation to charitable cause, community investment and environment-friendly responsibility.

Social Exchange Theory

A client makes a repeat purchase when they acquire specific products or services to replace what they have already bought. This action can lower a business's cost of client acquisition and frequently signals brand loyalty. Customers who are constantly happy with a brand are more likely to opt to make repeat purchases, according to Kotler and Armstrong (2016). This is especially true when the buyer is nearing the end of their post-purchase behavior.

Stakeholder Theory

The relationship between businesses and the communities they serve, as well as the benefits of Corporate Social Responsibility (CSR) activities, may be better understood by applying the Stakeholder Theory (Enuoh, 2017). The adoption of the stakeholder theory is justified by this justification.

Legitimacy Theory

The legitimacy thesis is predicated on the idea that companies and society have a social contract (Omran & Ramdhony, 2015). It is implied that corporations cannot be fully isolated from the communities in which they operate as they require the legitimacy or social acceptability of these communities. Because a corporation's ability to develop and survive depends in part on the legitimacy these communities offer it, its operations inside host communities are controlled by a social contract (Frynas & Yamahaki, 2016). Corporate Social Responsibility (CSR) efforts can meet the expectations that exist between a corporation and the community it serves. (Enuoh, 2017).

Empirical Review

Bhat et al. (2024) conducted a study titled "Unlocking corporate social responsibility and environmental performance: Mediating role of green strategy, innovation, and leadership". 500 participants from ten well-known industrial enterprises in Delhi participated in a cross-sectional research that was conducted utilizing structured questionnaires. The quantitative data was analyzed by the researchers using software called Partial Least Squares (PLS). Green innovation (GI), green capacity (GC), environmental strategy (ES), and green transformational leadership (GTL) mediated the association between CSR and environmental performance (Beta = 0.174, T value = 3.638, P value = 0.000 for CSR and EP). The study's conclusions can assist stakeholders and business leaders improve environmental performance and support the creation of internal strategies by decision-makers for informed industrial governance and long-term profitability.

Sarhan and Al-Najjar (2023) which focuses on UK-listed nonfinancial enterprises from 2002 to 2016, examines the effects of business governance and ownership structure on corporate social responsibility (CSR) performance. CSR is positively impacted by corporate governance, while it is negatively impacted by institutional and management shareholdings. Pay structure synchronizes CSR and sustainability goals with management choices. Corporate governance is replaced by institutional shareholding, while management shareholding influences CSR in addition to it. The results validate the UK Corporate Governance Code's focus on CSR compensation schemes that work. The study advances knowledge of the intricate interactions of shareholding, governance, and CSR to improve management and policies pertaining to social responsibility.

Gbadeyan et al. (2017) examined the relationship between corporate social responsibility (CSR) and employee recruitment and retention. According to their research, CSR programs that address labor laws and working conditions have the most effects on hiring and keeping workers. Employee relations-related CSR programs, on the other hand, have less of an effect on luring and keeping new hires. These results are consistent with those of Ralhan and Karim (2017), who found that by creating a nice work

environment, encouraging positive employee interactions, and enacting sound labor rules, small and medium-sized companies (MSEs) may greatly improve employee recruitment and retention.

Conceptual Model

The independent variable is the philanthropic responsibility; consisting of donations of funds, scholarships and community projects, while the dependent variable is customer loyalty and customer buying behavior. Hence, the conceptual model is depicted below.

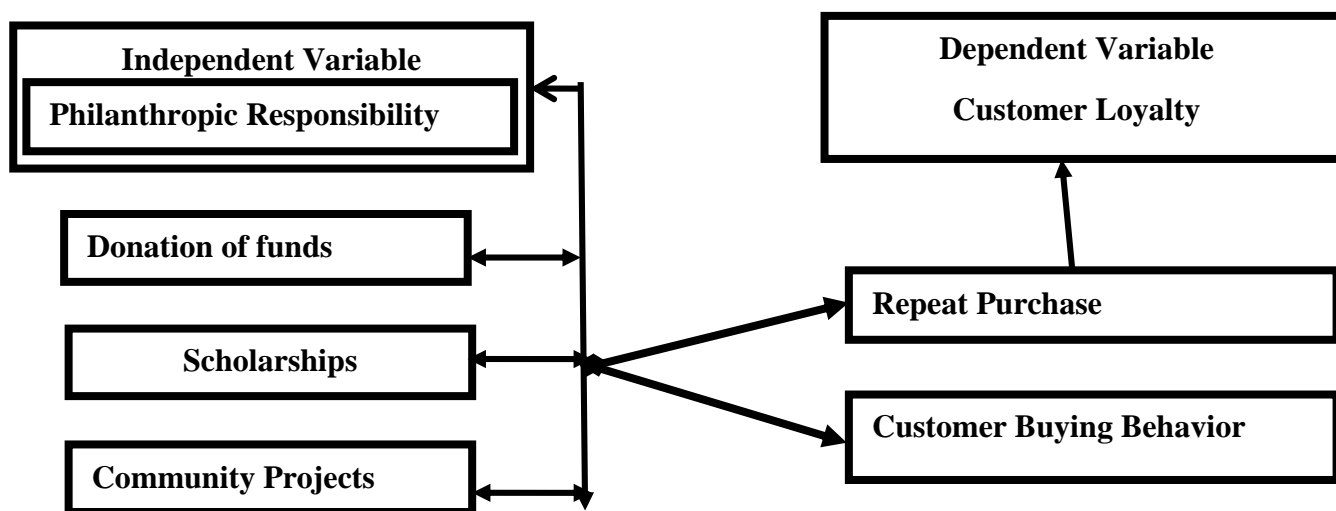


Figure 1: Study Conceptualization

Source: Author's Design (2024)

METHODOLOGY

The study adopted a survey research approach, utilizing a questionnaire to gather information from customers of food and beverage companies. This methodology was chosen to directly capture data on the companies' philanthropic activities and their impact on customer loyalty. Surveys were completed independently by respondents under the supervision of research assistants to ensure data accuracy and prevent manipulation.

The population of interest for the study comprised customers of food and beverage companies in Lagos State, Nigeria. Ten firms were selected based on their popularity and brand recognition in Nigeria, including 7up Bottling Co. Plc, Cadbury Nigeria Plc, National Salt Nigeria Plc, and others. The population was considered "moving," implying uncertainty in the exact number of individuals (Cochran, 1977).

To determine the sample size, the population was treated as infinite, and Cochran's (1977) formula for proportions of an infinite population was used while the sample size for the customers was 384. This ensured that the sample represented consumers of food and beverage companies listed on the Nigerian stock exchange in Lagos State.

The research utilized a survey methodology to collect primary data from consumers of food and beverage companies. A standardized questionnaire with a five-point Likert scale was employed to ease respondents' task in answering the questions. Indicators for the constructs in the questionnaires were adapted from previous studies. The data collected were analyzed using IBM Statistical Package for Social Sciences software (version 25.0). Multiple regression analysis was conducted to test the hypotheses formulated for the study. Factor analysis was also employed to assess the reliability of the measurement items. The hypotheses were tested at a significance level of 0.05, with the statistical decision rule accepting the alternative hypothesis if the computed p-value was less than 0.05. This approach ensured the statistical validity and reliability of the study's findings.

DATA ANALYSIS AND DISCUSSION OF FINDINGS

Analysis of Responses to the Questionnaire

As indicated by table 1, the questionnaire replies showed that 398 (396) of the 500 copies of the questionnaire that were sent were returned and deemed appropriate for the study, accounting for 79.6% of the total number of copies. This suggests that the majority of respondents gave the questionnaire a good response, which makes it pertinent to the research.

Table 1 Analysis of Responses to Questionnaire

Description	Frequency	Percentage
Administered	500	100.0
Returned	398	79.6
Not Returned	102	20.4

Source: Field Survey, 2022

Factor Analysis and Internal Consistency Reliability Results

Prior to factor analysis, the Kaiser-Meyer-Olkin (KMO) value and Bartlett's Test of Sphericity were used to assess the data's correlations and sample adequacy. Table 2 below shows the results of the KMO and Bartlett test of sphericity for the variables.

Table 2: KMO and Bartlett's Test Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		CusBuBe	CusLoy	DoffFun	Schs	ComPro
		0.896	0.838	0.818	0.876	0.841
Bartlett's	Approx. Chi-Square	3098.172	2789.132	851.860	1024.730	1265.420
Test of	df	5	5	5	5	5
Sphericity	Sig.	.000	.000	.000	.000	.000

Source: Field Study, 2022

According to Table 2, every variable has a Kaiser-Meyer-Olkin (KMO) measure greater than 0.5. For the variables (CusBuBe=3098.172; CusLoy=2789.132; DoffFun=851.860; Schs=1024.730; ComPro=1265.420), the Bartlett's test of sphericity produced chi-square values with p-values of 0.000, which are less than the significance threshold of 0.05. This test determines if component analysis is acceptable given the strength of the correlations between the variables (Field, 2005). The table also

shows that Bartlett's test is very significant ($p < 0.001$), suggesting that it is appropriate for more investigation. Table 2 presents the comprehensive findings of the factor analysis and internal consistency reliability. The current study used Principal Component Analysis (PCA) with Varimax rotation.

Test of Hypotheses

Test of Hypothesis One

Table 3-5 displays the regression findings that were used to ascertain how charitable duty affected consumer purchasing decisions.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 ^a	.587	.586	.543

a. Predictors: (Constant), Schs, ComPro, DofFun

Source: Field Survey, SPSS, Printout 2023

According to the model summary, customers' purchasing decisions are significantly and favorably influenced by philanthropic duty. The multiple correlation coefficient (R) value of 0.766 (76.6%) suggests that consumer purchasing behavior and charitable duty are significantly positively correlated. The dependent variable of consumer buying behavior is influenced by the independent variables of donation of funds (DofFun), scholarships (Schs), and community projects (ComPro) in a total of 0.587 (58.7%) according to the R-square value of 0.587. This demonstrates that the dependent variable may be explained by the independent factors' cumulative impact up to 0.587 (58.7%).

The fact that scholarships (Schs), community service initiatives (ComPro), and fund donations (DofFun) truly contribute to variance in the degree of consumer buying behavior is shown by the modified R² value of 0.586 (58.6%). This is sufficient to assess the model's goodness of fit. As a result, the regression model showed to be a very helpful tool for forecasting.

Table 4 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	755.603	3	251.868	854.238	.000 ^b
	Residual	116.169	394	.295		
	Total	871.771	397			

a. Dependent Variable: CusBuBe

b. Predictors: (Constant), Schs, ComPro, DofFun

Source: Field Survey, SPSS, Printout 2023

At a 95% confidence level, Table 4 shows that the computed p-value of 0.000 is smaller than the tabulated p-value of 0.05. Furthermore, the study's model appears to be well-fitted because the estimated F-statistic value of 854.238 is greater than the reported F-statistic value of 4.29. These results imply that differences in consumer purchasing behavior may be predicted using charitable responsibility.

Table 5 **Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.421	.103		4.079	.000
DofFun	.197	.041	.159	4.767	.000
ComPro	1.835	.058	1.631	31.609	.000
Schs	.777	.067	.667	11.605	.000

a. Dependent Variable: CusBuBe

Source: Field Survey, SPSS, Printout 2023

Table 5 demonstrates that consumer buying behavior (CusBuBe) equals 0.421 when all other factors are maintained constant. If one were to hold all other variables constant, it would rise by 0.197, 1.835, and 0.777, respectively, with a unit increase in the philanthropic duty constructs found in the study, such as money gift (DofFun), community projects (ComPro), and scholarships (Schs).

According to the table, the gift of funds (DofFun) has a beta coefficient of 0.197 and a t-test value of 4.767 at the 5% significant level. This suggests that the financial gift (DofFun) is important and meaningful in forecasting the purchasing behavior of customers (CusBuBe). In a similar vein, community projects (ComPro) have a beta coefficient of 1.835 and a t-test value of 31.609 at the 5% significance level, indicating a substantial correlation between the two variables and consumer purchasing behavior (CusBuBe). Furthermore, the beta coefficient for scholarships (Schs) is 0.777, and at the 5% significance level, the t-test result is 11.605, suggesting that scholarships (Schs) has a substantial impact on predicting the purchasing behavior of customers (CusBuBe).

With a beta coefficient of 1.835 and a t-test value of 31.609 at a significance value of 0.000, the analytical summary shows that community projects (ComPro) had the most influence among the three constructs of philanthropic duty impacting consumer buying behavior (CusBuBe). Scholarships (Schs) came in second with a noteworthy contribution, with a t-test value of 11.605 at a significance level of 0.000 and a beta coefficient of 0.777. Donation of funds (DofFun) had a t-test value of 4.767 and a beta coefficient of 0.197, suggesting a less substantial impact on consumer purchasing behavior.

Test of Hypothesis Two

Table 6–8 displays the regression findings that were used to ascertain how charitable duty affected consumer loyalty.

Table 6 **Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834 ^a	.695	.693	.661

a. Predictors: (Constant), Schs, ComPro, DofFun

Source: Field Survey, SPSS, Printout 2023

According to the model summary, charitable duty has a major and favorable impact on consumer loyalty. Customer buying behavior and charitable duty appear to be significantly positively correlated, as indicated

by the multiple correlation coefficient (R) value of 0.834 (83.4%). The independent variables donation of money (DofFun), scholarships (Schs), and community initiatives (ComPro) collectively impact the dependent variable of customer loyalty by 69.5%, according to the R-square value of 0.695 (69.5%). This indicates that 69.5% of the variance in the dependent variable can be explained by the combined influence of the independent factors.

The variance in customer loyalty (CusLoy) appears to be considerably influenced by donations of cash (DofFun), scholarships (Schs), and community initiatives (ComPro), according to the modified R-squared value of 0.693 (69.3%). This number shows that the regression model fits the data well, indicating that it is a very helpful tool for forecasting.

Table 7 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	664.046	3	221.349	3445.672	.000 ^b
	Residual	25.310	394	.064		
	Total	689.357	397			

a. Dependent Variable: CusLoy

b. Predictors: (Constant), Schs, ComPro, DofFun

Source: Field Survey, SPSS, Printout 2023

At a 95% confidence level, Table 7 shows that the computed p-value of 0.000 is smaller than the tabulated p-value of 0.05. Furthermore, the study's model is well-fitted as the computed F-statistic value of 3445.672 is higher than the reported F-statistic value of 4.29. These results imply that differences in the degree of consumer loyalty may be predicted using charitable responsibility.

Table 8 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.047	.046		1.005	.000
	DofFun	.094	.028	.112	3.365	.001
	ComPro	.634	.015	.612	43.052	.000
	Schs	.296	.029	.333	10.078	.000

a. Dependent Variable: CusLoy

Source: Field Survey, SPSS, Printout 2023

Customer loyalty (CusLoy) = 0.047 when all other factors are held constant, according to Table 8. When the study's constructions of philanthropic responsibility donation of money (DofFun), community projects (ComPro), and scholarships (Schs) are increased by one unit, it will rise by 0.094, 0.634, and 0.296, respectively, while holding other variables equal.

According to the table, donation of funds (DofFun) has a beta coefficient of 0.094 and a t-test value of 3.365 at the 5% significance level. This shows that in forecasting customer loyalty (CusLoy), contribution of monies (DofFun) is meaningful and substantial. In a similar vein, community projects (ComPro) have a beta coefficient of 0.634 and a t-test value of 43.052 at the 5% significance level, suggesting that the

two variables strongly predict consumer loyalty (CusLoy). Furthermore, scholarships (Schs) have a beta coefficient of 0.296 and a t-test value of 10.078 at the 5% significance level, indicating that they have a substantial impact on predicting customer loyalty (CusLoy).

With a beta coefficient of 0.634 and a t-test value of 43.052 at a significance value of 0.000, the analytical summary shows that community projects (ComPro) had the most influence among the three constructs of philanthropic duty impacting consumer buying behavior (CusBuBe). Scholarships (Schs) came in second with a noteworthy contribution, with a t-test value of 10.078 at a significance level of 0.000 and a beta coefficient of 0.296. Debit of funds (DofFun) had a t-test value of 3.365 and a beta coefficient of 0.094, suggesting a less substantial impact on consumer purchasing behavior.

Discussion of Findings

The study looked at the relationship between philanthropic duty and customer loyalty in a few food and beverage businesses in Lagos State, Nigeria. In accordance with the particular aims of the investigation, two hypotheses were formulated and subjected to multiple regression analysis to get definitive results. The results of hypothesis one show that consumer purchasing behavior is positively and significantly predicted by the charitable activities of the chosen firms. The R-square value was shown to be 0.587 (58.7%), suggesting that a unit change in philanthropic responsibility can impact a 58.7% variability change in customer purchase behavior towards food and beverage goods in Nigeria. The trend analysis result was also significant at the 5% level, and at a degree of freedom of 397, the t-statistics related to the regression parameters were also more than 1.645.

More so, among the three constructs of philanthropic responsibility that influenced customer buying behavior, community projects was found to contribute mostly to customer buying behavior than scholarships and donation of fund. The study' findings contradict that of Eshra and Beshir (2017) who found and reported that philanthropic corporate social responsibility activities had insignificant effect on customers' behavior.

According to the results of the second hypothesis, a positive and substantial predictor of customer loyalty is the charitable activity of the chosen firms. The R-square value was shown to be 0.695 (69.5%), suggesting that a unit change in philanthropic responsibility can have an impact on a 69.5% variability change in customer loyalty towards food and beverage items in Nigeria. The trend analysis result was also significant at the 5% level, and at a degree of freedom of 397, the t-statistics related to the regression parameters were also more than 1.645. Furthermore, community initiatives were found to have a greater influence on customer purchasing behavior than scholarships and fund donations among the three dimensions of charitable duty. This study's findings is in congruent with that of Amsami et al. (2020); McCain et al. (2019) that philanthropic activity had a significant influence on customer loyalty.

CONCLUSION AND RECOMMENDATIONS

Determining the impact of philanthropic obligations on the consumer loyalty of food and beverage enterprises in Lagos State, Nigeria, was the primary goal of this study. Based on the analysis's results, the study comes to the conclusion that charitable endeavors increase customer loyalty and are a useful

strategy for influencing Nigerian consumers' purchasing decisions regarding food and drink items. According to these results, consumers may respond favorably to food and beverage companies' charitable endeavors, which may result in favorable purchasing decisions and brand loyalty to those businesses especially when it comes to community service projects.

Important suggestions are made for the benefit of food and beverage corporations based on the study's findings.

In order to improve the welfare of the society, it is recommended that businesses take part in corporate social projects. This is because such initiatives have a beneficial impact on consumer purchasing behavior, which in turn fosters customer loyalty. Even though CSR is optional and not commonly implemented by businesses, the study offers convincing proof that businesses should incorporate charitable social responsibility into their creative endeavors to capitalize on their capacity to win over devoted clients and so obtain a competitive edge.

The companies should further promote strategies that facilitates philanthropic approach and which are more of community-based development approach, to achieve their marketing objectives and to be able to satisfy the customers better, thereby making them loyal ones amongst competitors.

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