

<i>The Impact of Social Responsibility Dimensions on Achieving Customers Loyalty. (a Sample of Condor's Customers In Tessemsilt)</i>	LAIDANI Ilyas, BOUDISSA Ahmed, OUARED Houseyn P:166/181
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***The Impact of Social Responsibility Dimensions on Achieving Customers Loyalty.
(a Sample of Condor's Customers In Tessemsilt)***

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Abstract:

This study aimed to unveil the practice of social responsibility with its four dimensions by the organization and the impact on customer's loyalty. In order to fulfill this, we used a questionnaire as a tool for collecting information where the sample was of (200) customer of condor in tessemsilt. The study came out with the main result that says: there is an impact of a statistical nature or indication of the adherence of social responsibility dimensions on customer's loyalty. The study also recommended the necessity to make an emphasis on applying social responsibility practices as an effective means to improve the image of the organization and to gain the customers loyalty.

Keywords: Social Responsibility; Customer Loyalty; Condor Foundation.

Jel Classification Codes: : M14, D91.

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1. INTRODUCTION

Today, organizations work in a difficult, challenging, too dynamic and competitive environment. Thus, it imposed to adopt different strategies and tactics to deal with their competitors by different available marketing means to access the target audiences and gain their trust. In the light of the interrelationship between organization and society, organizations, today, have to work on maximizing their positive influence and minimizing the negative one towards the society, especially with the raising of customer awareness in the globalization era through the social practices of organization. The customer today can differentiate the organization products according to its social performance, to the extent that any irresponsible practices may influence negatively by losing a considerable section of customers. The social performance in organizations became one of the most controversial aspects of its importance in building their good reputation and fostering their relationship with society.

Research Problematic: In the light of what is mentioned, the problematic is:

To what extent social responsibility influence achieving the customers loyalty in Condor's company?

Research objectives: The main objective of this study is to reveal the impact of the dimensions of the social responsibility of the institution on achieving customer loyalty.

The importance of research: this study derives its importance from its addressing one of the modern topics, by examining and analyzing, which is the social responsibility and the effect of the commitment to it on achieving customers loyalty, that later became one of the basic determinants of organizations survival and success in the light of the fiery competition. know in the business environment today.

Research methodology: to achieve the study goals, we used the descriptive analytical approach which is considered as one form of organized scientific explanation and analysis to describe a specific issue or phenomenon, depicting it quantitatively through data collection and standardized information about this phenomenon and making it under an adequate examination, analysis and classification.

2.Literature review:

- The study of Rafeed Hamid El-hadraoui and Muhaned Hamid El-atwi, “ the role of social responsibility in promoting the customer loyalty; an analytical study of views of Rafidin Bank customers, El Gheri section” an article published in “Qadissia” journal of administration and economic sciences, volume 17, no 4, 2015. The study aimed to find out the level of practicing social responsibility in this bank and to know its effect on customer loyalty. The study came out that the bank respects the traditions and customs of the society what enables it to foster more their client's trust and loyalty, also it is seen

when the bank takes its human responsibilities that are a basic pillar, it fosters its customers' loyalty.

- The study of Ghali Zohra entitled "the impact of CSR on making and maintain the relationship between the customer and the brand: the moderating role of trust in the brand" an article published in Management and Strategy Review journal in 2015. This study aimed to understand the role of social responsibility at the level of organizations in building a permanent relationship between the customers and the brand; the sample consisted of 420 customer of Ooredoo Tunisia for communication. Of the findings of this study, we have: there is a direct positive link between the social responsibility practices of organizations and the loyalty and adherence to the brand of communication corporate.
- The study of Benjamin Ohene Bediako entitled "The Impact of Corporate Social Responsibility on Customer Loyalty. A Case Study of StanBed Tours ky" an article published in Business Economics in 2017. The study aimed to analyze the impact of corporate social responsibility on customers loyalty, where a questionnaire is designed for this purpose, distributed to 100 Finnish tourists. The study resulted in: the sample members were totally aware of the social responsibility practices and this later has a great impact on achieving customer's loyalty.

2.1.The difference between our study and other studies: The previous studies differed in determining the dimensions of corporate social responsibility. The added value of the current study of CSR dimensions (the economic, legal, ethical and philanthropic dimensions) is highlighted through fostering customers loyalty in the Algerian business environment, particularly in electronics industry. This was through shedding light on Condor and its customers as one of the most nationally important companies in this sector and knowing the extent of its customers loyalty.

2.2.The theoretical frame of the study:

Through this item, we will try to present the most important literature of the study changes, whether it comes to social responsibility or customer loyalty.

3.concepts relevant to social responsibility:

3.1.social responsibility concept:

The importance of corporate social responsibility emerged in the early 20s when John Maurice Clark wrote an article entitled "the changing basis of economic responsibility" in 1916, in which he proposed the necessity to make a social control on business. (Bouyoud, 2010, p. 44) where definitions of social responsibility varied, here are some:

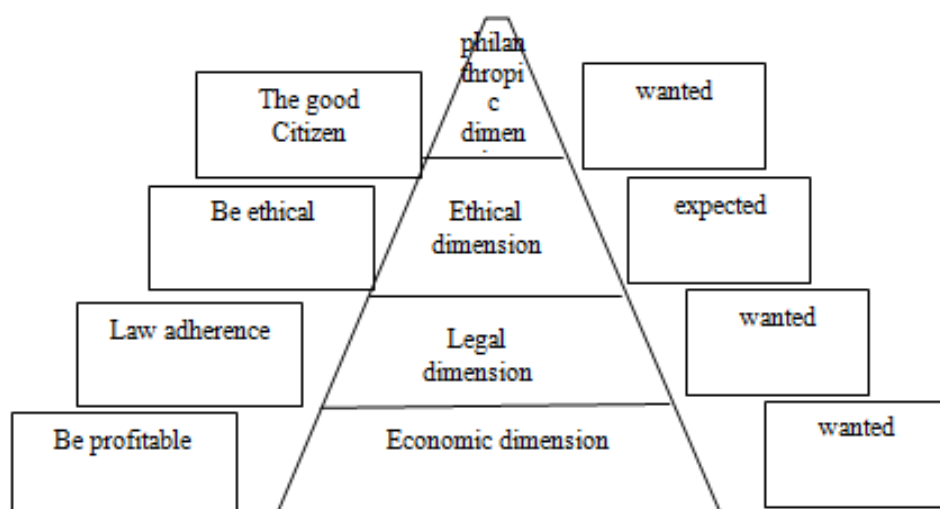
- Archie B Carroll, one of the most appealing writers in this topic, defined social responsibility as "what society expects in a given time from the organization, and it includes the economic, legal, ethical and philanthropic aspects". (B Carroll, 1999, p. 283)

- The UN Research Institute for Social Development defined social responsibility as “the ethical behavior of an organization towards society, it includes the responsible management behavior dealing with corresponded or concerned parties that has a legitimate interest in the corporate”. (المعاينة & الحموي, 2015, p. 18)

One may say that social responsibility is those obligations undertaken by the organization to increase the positive outcomes or results of its attitudes and actions on one hand and to decrease the negative results of these actions on society and environment in which it works. Organizations have to orient their interest on fulfilling the needs and desires of the customer and taking care of his interest and taking into account the long term public interests of society matching what achieves the social development as a whole.

3.2. The dimensions of corporate social responsibility: Carroll is one of the most who gave a comprehensive definition of corporate social responsibility and he was the first who put theoretical bases and the first who identified its dimensions in four responsibility types in 1979 (رمزي & قاشي, 2018, p. 36), which are: the economic, legal, ethical, and philanthropic dimensions. He organized them in a pyramid as it is illustrated in the figure (1)

Figure (1): Carroll's pyramid of CSR



Source: (Mark S & B Carroll, 2003, p. 504)

- **The economic dimension:** means the establishment providing the goods or services for which it was originally established, provided that it is keen and committed to providing these goods and services efficiently and effectively and in the required and expected form and at the appropriate price without exaggeration, monopoly, exploitation or waste of community resources, or increasing environmental pollution, Or increase the consumption tendency in excess of the limit of the population of the community, also it must take into account the comprehensive quality specifications in those goods or services that it provides to customers or customers. (أبو النصر, 2015, p. 42)
- **The legal dimension:** In addition to the fact that society expects corporations to make a profit, it is also expected that corporations commit to obeying the law, as the law

represents the rules by which corporations are expected to operate, and compliance with legal requirements is the acceptable minimum in corporate social responsibility. Therefore, it must abide by obedience to the laws (محمد أبو الحسين, 2016, p. 29).

- **The Ethical dimension:** It is assumed in the management of business organizations that they absorb the values, ethical, behavioral and beliefs in the societies in which they operate, and in fact, the matter has not yet been framed by binding laws, but their respect is necessary to increase the institution's reputation in society and its acceptance, so the institution must be committed to work What is true, fair and impartial. (جماعي & بسمير, 2012, p. 07)
- **The philanthropic dimension:** It is represented by the philanthropic work carried out by the institutions that are driven by the wishes of society that the institutions be a good citizen, and these activities include engaging in bona fide activities. Examples of philanthropic works include contributions from financial, material or human resources or making time to lead beneficial campaigns. In order to contribute to philanthropic work in the community, such as education, maintaining health, and promoting art ... as philanthropic works are the most discretionary or voluntary on the part of institutions, although there are always community expectations that the institutions will undertake them and for this came at the top of the hierarchy of responsibility Social. (B. Carroll, 2001, p. 42)

4.Customer loyalty:

4.1.Customer loyalty concept:

The concept of customer loyalty is one of the concepts that aroused the interest of researchers, as it is considered a major determinant of the success and excellence of institutions, as the institutions are striving to satisfy the customer and achieve their loyalty. Here are some definitions that have been presented for this term:

(Brown) defined customer loyalty as "expecting to buy a mark in most cases from previous positive experience, in the sense that a customer who is loyal is a customer who buys the same mark several times in a row, and from it, loyalty can be determined and measured in a practical way that the customer He is in a loyalty state if he purchases the same brand three or four times in a row and his belief is positive towards this brand (دولي & حاجي, 2017, p. 221), "and loyal customers were identified according to (Newman & Werbel) as:" Those customers who repurchase the brand, and only thought about it, And they did not search for any other brand-related information. (دبي & تواتي, 2019, p. 174)

Accordingly, it can be said that the customer's loyalty is a psychological condition that results from the customer's conviction and satisfaction with the products of the institution, which is what drives him to repeat the purchase of these products and his persistence in this behavior despite the competing institutions attempting to get him to buy their products.

4.2.The importance of customer loyalty: The importance of customer loyalty to the institution lies in the following: (ديلمي, 2010, p. 111)

- The cost of retaining the current customer is less than the cost of attracting a new customer: Several studies have shown that retaining the current customer costs the institution less than if it attracted new customers, where the ratio of the cost of retaining the current customer to the cost of attracting the new customer is estimated at 1/3 and may reach 1 / 10 in some sectors;
- The loyal customer is more profitable than the non-loyal customer: we find in some sectors, especially the services sector and the business sector (B to B) that loyal customers have a tendency towards increasing their buyers with these institutions because they know them well, and therefore the profits of the organization increase from its loyal customers;
- The loyal customer is a source of stability for the institution: the business number achieved by the institution through the loyal customer is more stable than that of the non-loyal customer, due to the presence of attachment from the loyal customer to the mark, so that the latter becomes less sensitive to promotional offers by competitors, And less inclined to migrate the mark, especially in the event of a particular crisis, where the customer stands by her and defends her in front of others;

The loyal customer is a source to attract new customers: The loyal customer speaks positively about the mark in front of his friends, colleagues, or neighbors, and he is thus considered a promotional source for the brand and a recommendation for it to the potential customer, and given the credibility of these conversations more than commercial sources (advertisements, salesmen .. Etc.), it causes the organization to gain a base of new customers without incurring any cost to attract them.

In addition to this, the customer's loyalty to the corporation gives it an advantage over its competitors, and it is considered as a protection strategy especially when competitors introduce new products. The customer's loyalty to the corporation's product and its indifference to these new products gives the corporation sufficient time to develop its products.

5.Method and tools:

Through this axis we will review the field study that was carried out according to the following stages:

5.1.Determine the study population, sample selection, and data collection method:

- **Study population and sample selection:** The study community is represented by customers of the commercial agency Condor Tissemscilt, and this study was restricted to individual customers only, and a questionnaire designed for the purposes of this study was distributed to a sample of customers. A simple random sample was used.

- **Method of data collection:** In order for us to collect the data necessary for the study, the survey method was used by designing a form for questions addressed to customers to answer them.

5.2. Analysis of survey results:

- **Stability of the questionnaire phrases:** To measure the degree of internal consistency between the questionnaire paragraphs, we relied on the coefficient of Cronbach' alphah consistency, as this method depends on the consistency of individual responses from one phrase to another, and it indicates the strength of association and cohesion. In the sense that it gives minimal stability.
- **Dumping and coding:** To empty and encode the answers, we used spss program for the purpose of statistical analysis of data, and through it we relied on the following statistical methods:
 - The arithmetic mean and the standard deviation with the aim of detecting the direction of the sample members regarding the study questions;
 - Correlation coefficient to reveal the relationship between the variables.
- **Questionnaire stability test:** The Fakronbach coefficient was used, and it is a method for measuring the reliability of the questionnaire used to collect data. The value of the Cronbach' alpha was 0,83 as shown in Table No. (01)

Table N°1 : Cronbach' alpha

Total questionnaire statements	Cronbach' alpha
18	0.83

Source : Prepared by the researcher based on the results of questionnaire and SPSS

It is clear from table N°1 that the minimum validity of the terms of this questionnaire has reached 0.83 for the study factors, and this result shows that the minimum stability of the questionnaire statements among them exceeds the required limit for conducting this type of studies, meaning that evidence of the stability of the study tool.

- **Studying the characteristics of the sample:** A set of variables represented in (gender, educational level, and monthly income) has been studied. A set of characteristics has been identified.

Table N°2: Distribution of the sample according to the gender variable

Gender	Number	Percentage
Male	113	56,5%
Female	87	43,5%
Total	200	100%

Source : Prepared by the researcher based on the results of questionnaire and SPSS

Through table N°2, we note that the sample consists of 200 individuals, distributed as follows: 113 of them are male, equivalent to 56,5% and 87 female, equivalent to 43,5%. This indicates the diversity of the institution's customers and the arrival and diversity of its services for both sexes.

Table N°3: Distribution of the sample according to The educational level variable

Fully qualified	Number	Percentage
Primary	31	15,5%
intermediate	12	06%
Secondary	41	20,5%
Collectors	116	58%
Total	200	100%

Source : Prepared by the researcher based on the results of questionnaire and SPSS

According to the data of table N°3, it is clear to us that the proportions are distributed according to the scientific degree of the sample individuals from customers, where we find that the majority of them are attained at a university level by 58% and 20,5% have a secondary level, while for the level of primary education they reached 15,5% and the rest by 06 % For those who have educational attainment at the intermediate level, and this large percentage of those with a university level and other certificates indicates the validity of the questionnaire answers and the sample's understanding of the study and its importance. The educational level also has an impact on the purchasing decision.

Table N°4: Distribution of the sample by monthly income variable.

Monthly income	Number	Percentage
Less than 18,000 AD	48	24%
18,000 AD to 300,000 AD	81	40,5%
More than 30,000 AD	71	35,5%
Total	200	100%

Source : Prepared by the researcher based on the results of questionnaire and SPSS

It turns out in table N°4 that the monthly income of the sample members is distributed as follows: 40,5% represents the group whose income from 18,000 to 300,000 dinars, and 35,5% represents the group that entered it from more than 30,000 dinars and 24% represents the group whose income is less than 18,000 dinars.

5.3. Analysis and discussion of the results of the field study:

Through this axis, we will present an analysis of the most important findings of the study:

Analysis of the results of the economic dimension: Through the responses of the sample members, we will seek to reveal the extent of the Condor commitment to the economic dimension and its contribution to economic development from the study sample.

Table N°5: Analysis of the results of the economic dimension

Phrase		Repetition					S M A	standard deviation	Level relativ e to the averag e
		Not quite agree	not agree	Neut ral	OK	Absol utely ok			
		1	2	3	4	5			
The Economic dimension									
1 -The Foundation provides products of value to society at reasonable prices.	Repe tition	04	32	12	136	16	3.64	0.92	High
	Perc entag e	02%	16%	06%	68%	08%			
2 -The Foundation contributes to providing jobs for the job.	Repe tition	16	16	12	131	25	3.66	1.06	High
	Perc entag e	08%	08%	06%	65,5 %	12,5%			
3- The foundation's products are commensurate with my purchasing power.	Repe tition	16	24	04	124	08	3.32	1.11	Averag e
	Perc entag	08%	12%	02%	62%	04%			
Total							3.51	1.03	High

Source: Prepared by researchers based on SPSS program outputs

Table N°5 indicates that the total averages for the economic dimension phrases have obtained 3.54 with a high degree of approval, and the first and third statements have received a high degree of approval, indicating that the Condor commitment to the economic dimension is acceptable to the customers 'point of view. The application of social responsibility is commensurate with the customer's economic view of what the agency must provide to society, while the sample sees that the institution's products are somewhat acceptable in terms of the economic aspect of the individual. This is shown by the mean of the third expression, which amounted to 3.32.

Analysis of the results of the legal dimension: This dimension is for measuring the extent of the Condor commitment to the prevailing laws that govern its activity.

Table N°6: Analysis of the results of the Legal Dimension

Phrase		Repetition					S M A	standard deviation	Level relative to the average
		Not quite agree	not agree	Neutral	OK	Absolutely ok			

		1	2	3	4	5			
The Legal dimension									
4- The agency operates according to the laws and regulations in force in the community.	Repetition	21	43	28	100	08	3.16	1.13	Average
	Percentage	10,5 %	21,5 %	14%	50%	04%			
5- The Corporation respects consumer protection laws.	Repetition	20	61	20	91	08	3.04	1.15	Average
	Percentage	10%	30,5 %	10%	45,5 %	04%			
6-The Foundation's products are environmentally friendly.	Repetition	00	16	28	120	36	3.88	0.79	High
	Percentage	00%	08%	14%	60%	18%			
Total							3.36	1.02	Average

Source: Prepared by researchers based on SPSS program outputs

It is clear from the table N°6 that the terms of the legal dimension have been as follows: a medium degree of approval concerning the organization's compliance with the laws and legislation prevailing in society, an average of 3.16, the same degree of approval for the fifth term 05 and an average of 3.04, and concerning With the products of the foundation and being environmentally friendly, this statement and its results indicate the extent to which the institution respects the laws that control the activity of the institution in a way that does not affect environmental security, and the degree of approval that came high indicates this.

Analysis of the results of the ethical dimension: This dimension mainly concerns the measurement of the institution's commitment to work ethics.

Table N°7: Analysis of the results of the Ethical Dimension

Phrase		Repetition					S M A	standard deviation	Level relative to the average
		Not quite agree	not agree	Neut ral	OK	Absol utely ok			
		1	2	3	4	5			
The Ethical dimension									
7- The Foundation conducts its activities in a manner that is	Repe tition	24	08	12	116	40	3.7	1.26	High
	Perc enta ge	12%	04%	06%	58%	20%			

compatible with the values and ethics of society.									
8- The institution considers marketing ethics	Repetition	00	36	20	112	32	3.71	1.13	High
	Percentage	10%	30%	10%	46%	04%			
9- The Foundation contributes to the consolidation of ethical behavior among members of society	Repetition	24	11	05	104	56	3.74	0.79	High
	Percentage	12%	05,5 %	02,5 %	52%	28%			
Total							3.36	1.02	High

Source: Prepared by researchers based on SPSS program outputs

Through the data of table N°7, it is clear that the expressions of the ethical dimension presented to the sample items came from the same arithmetic mean, where the arithmetic mean was 3.7, which corresponds to a high degree of approval of the statements, and this is due to the interpretation of the results that the institution's application of the dimension The ethics is very clear according to the opinion of customers, and this is by observing the ethics that affect its activities.

Analysis of the results of the philanthropic dimension: This dimension is related to the Philanthropic work provided by the Condor Foundation to support the community.

Table N°8: Analysis of the results of the Philanthropic Dimensio

Phrase		Repetition					S M A	standard deviation	Level relative to the average
		Not quite agree	not agree	Neutral	OK	Absolutely ok			
		1	2	3	4	5			
The Philanthropic Dimension									
10 - The Foundation helps to support and support charities and supports the vulnerable classes of society.	Repetition	00	24	24	128	24	3.76	0.82	High
	Percentage	00%	12%	12%	64%	12%			

11- The Foundation offers charitable initiatives to the community.	Repetition	44	28	12	92	24	3.12	1.42	Average
	Percentage	22%	14%	06%	46%	12%			
12- The Foundation seeks to support and promote education, art and sport.	Repetition	44	08	20	100	28	3.30	1.38	Average
	Percentage	22%	04%	10%	50%	14%			
Total							3.39	1.54	Average

Source: Prepared by researchers based on SPSS program outputs

Depending on the results of table N°8, it can be said that the Condor Foundation is a citizen organization that seeks through its charitable programs to support various groups of society and this is according to the answers of the sample members, as this clarifies the results of phrase No. 10, which was with a high arithmetic average corresponding to a large degree of approval, and this is about The Condor Foundation supports and does charitable work in society.

Analysis of customer loyalty results: This axis measures the institution's ability to influence customer preferences and trends and gain satisfaction.

Table N°9: Analysis customer loyalty results

Phrase		Repetition					S M A	standard deviation	Level relative to the average
		Not quite agree	not agree	Neut ral	OK	Absol utely ok			
		1	2	3	4	5			
Customer Loyalty									
13- The customer's organization feels that it is at the heart of its interests.	Repe tion	07	40	13	140	00	3.42	0.94	Average
	Perc enta ge	03,5 %	20%	06,5 %	70%	00%			
14- Condor Foundation is my first choice because it better meets my needs.	Repe tion	16	63	48	60	13	2.94	1.09	Average
	Perc enta ge	08%	31,5 %	24%	30%	06,5%			

15- I have a desire to remain as a permanent customer and I recommend to relatives to deal with the foundation (Condor).	Repetition	20	00	33	140	07			
	Percentage	10%	00%	16,5 %	70%	03,5%	3.58	0.97	High
Total							3.31	1.02	Average

Source: Prepared by researchers based on SPSS program outputs

Results of table N°9 indicate that the Condor Foundation, with its various activities and programs, whether organized to obtain customer satisfaction or randomness, has attained a certain degree of customer satisfaction, through our reading of the above table data, where the degree of approval for this axis has reached an intermediate level, offset by an arithmetic average 3, 31, the customers who represent the sample vocabulary see that the Condor Foundation makes them feel that they belong to it, and this generates the desire to remain as its customers, and this feeling takes them to suggest their products to others, and this is the basis of loyalty to any institution.

The relationship between the dimensions of social responsibility and customer loyalty using the Pearson correlation coefficient: Through this component, we will attempt to measure the correlation of the dimensions of social responsibility to the Condor Foundation and its impact on customer loyalty.

Table N°10: Analyse the relationship between the axes of the questionnaire using the Pearson correlation coefficient.

	The Economic dimension	The Legal dimension	The Ethical dimension	The Philanthropic Dimension	Customer Loyalty
The Economic dimension	1	0.435	0.402	0.364	0.238
The Legal dimension	0.435	1	0.666	0.475	0.350
The Ethical dimension	0.402	0.666	1	0.526	0.557
The Philanthropic Dimension	0.364	0.475	0.526	1	0.582
Customer Loyalty	0.238	0.550	0.557	0.582	1

Source: Prepared by researchers based on SPSS program outputs

According to the data of table N°10, which shows the relationship between the five axes of the questionnaire, which came as follows:

- Regarding the dimensions of social responsibility, the relationship between them was mostly medium to weak, and therefore the relationship between the economic and legal dimensions was a positive relationship with a level close to the average and a score of 0.435 according to Pearson's correlation coefficient, and the same degree with almost the rest of the dimensions, and the highest degree of correlation among the moral and legal dimensions, it reached 0.666 at the significance level of 0.05. However, the nature of the relationship between the dimensions of social responsibility is positive;
- As for the relationship of the dimensions of social responsibility with the axis of customer loyalty, it was weak between the economic dimension and the loyalty of the customer, and from the medium to higher dimension in relation to the legal, moral and charitable dimension, but these results came with a positive relationship, where there is a significant statistical effect of the commitment of the Condor Foundation The dimensions of social responsibility to achieve customer loyalty in ($\alpha \leq 0.05$) This makes us say that an increase in social responsibility efforts would raise the level of customer loyalty.

6.Conclusion:

Social responsibility practices are relatively recent in Algerian institutions and are a result of the developments brought about by globalization, by influencing the speed of information transmission and educating the masses, as customers today have become highly aware of the impact of institutions on society and hence the impact of these social practices on the behavior Final purchase and customer preferences, the study reached a number of results, which we summarize as follows:

- The presence of a large degree of awareness among the individual customers of the sample of social responsibility practices in its four dimensions, where the degree of approval came from medium to high;
- The study concluded that the impact of the economic dimension of social responsibility on customer loyalty is weak;
- A significant degree of influence for the legal, ethical and charitable dimension on customer loyalty where the value of the Pearson correlation coefficient (0.550,0.557 and 0.582) came, respectively;
- The study found that there is a statistically significant effect of the dimensions of social responsibility on customer loyalty.

The study also presented a number of recommendations, as follows:

- The necessity of Algerian institutions to adhere to social responsibility as an entry point to improve the image of the institution with customers;

- Creating workers as a link to the institution with customers and sensitizing them to social responsibility practices to make a decent impression on customers and gain their loyalty;
- Focusing on social responsibility in its four dimensions, especially the moral and charitable dimensions, which are voluntary practices.

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