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| Title | The Impact of Corporate Social Responsibility communication through social media on customer Satisfaction and Loyalty. Evidence from Bangladeshi Banking Sector. |
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| Published Journal | American International Conference of Social Science (AICSS) |
| Type of Publication | Conference Paper |
| Volume | N/A |
| Issue | N/A |
| Publisher | American International Conference of Social Science (AICSS)  |
| Publication Date |  |
| ISSN |  |
| DOI |  |
| URL |  |
| Other Related Info. |  |
| Keywords | CSR, Consumer loyalty, Customer satisfaction, Sustainability, Social media. |
| Citation |  Haque, Islam Impact of Covid-19 on Undergraduate Students in a Developing Country: A Private University Case. The Impact of Corporate Social Responsibility communication through social media on customer Satisfaction and Loyalty. Evidence from Bangladeshi Banking Sector. |

Abstract:

Many researchers in the field of corporate social responsibility (CSR) have focused on its relationship with various types of organizational -related concept such as promotion, branding, tax exempt etc. The importance in analyzing marketing related outcomes are not explored but investigated CSR with a philanthropic viewpoint done by many researchers. However, this study examines the influence of corporate social responsibility communication on customer satisfaction and loyalty in the Bangladeshi banking sector. Nowadays, it is not easy to have a continuous growth or sustain in the fiercely competitive markets. That is why greater attention paid to sustainability issues in the business. The researchers will examine the level of awareness of CSR and identify the significance of using social media for effective CSR communication. A convenience sample of 300 customers from private and public bank in Bangladesh. Pearson’s Correlation Coefficients were generated, using statistical analysis software to test the study hypotheses. The empirical of this study show that CSR communication through social media have a strong and positive impact on customer satisfaction and loyalty. The study also found that customer loyalty is positively linked with customer satisfaction. According to Statista, Bangladesh has total about 48 million face book users, this information depicts that Bangladesh has a tremendous potential of social media for CSR communication. The communication through social media is more transparent and helpful in shaping favorable stakeholder behavior. The current study will analyze the role of using social media for CSR communication. The findings of this study will be highly resourceful for academicians and corporate policy makers.