

# The Investigating of Influencing Factors on Customer Loyalty Outcomes in Myanmar Private Bank: The Corporate Social Responsibility (CSR) and Corporate Image Perspectives

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## ABSTRACT

*The study aimed to analyze the impact of corporate social responsibility (CSR) and corporate image on customer loyalty and to examine the relationship between customer loyalty and loyalty outcomes of banking customers in Myanmar. This study focused on stakeholder CSR approach and corporate image as predictors of loyalty, leading to loyalty outcomes. The quantitative research was used with structured questionnaires, and with convenience sampling, 500 valid responses of banking customers were applied for data analysis by using a structural equation model. The results indicated that CSR and corporate image affected customer loyalty and customer loyalty had positive relationships with five loyalty outcomes of banking customers. The findings could contribute to the service loyalty context in the aspect of stakeholder CSR and corporate image, including loyalty outcomes. Moreover, the findings could be applied to the development of CSR and corporate image strategies to retain banking customers, especially for private banks in Myanmar.*

**Keywords:** Corporate Social Responsibility (CSR), Corporate image, Customer loyalty, Loyalty outcomes, Myanmar Private Banks

## INTRODUCTION

The banking sector has faced intense competition all over the world, and banks are now focusing on the loyal condition of customers to gain a competitive advantage in the industry (Leninkumar, 2017). Loyalty is a critical outcome produced by what the consumers faced with a bank. (Keisidou et al., 2013, Seiler et al., 2013 ). Because customer loyalty is vital for strategic and economic aspects, examining customer loyalty and exploring the antecedents of customer loyalty in the banking sector has captured the interest of many researchers (Valipour et al., 2018). While most researches in the loyalty context were done by emphasizing the repurchase behavior of products, the loyalty aspect for the service field was also significant (Rad et al., 2017). Differentiating the firms based on products and service attribute is not practical to get competitive advantage so that loyal customer becomes the primary source of competitive advantage in competing with other counterparts (Kandampully et al., 2015).

Focusing on loyal customers may be a challenging objective, but it can decrease costs and increase profitability (Homburg et al., 2011). Customer loyalty helps companies to achieve a competitive advantage in the market, and by having loyal customers, companies have lower costs,