Corporate Social Responsibility (CSR) and Consumer-Company Identification (CCI) in Vietnamese Spice Industry: Evidence from Project Based Organization

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Abstract
Over the last few decades, the concept of Corporate Social Responsibility (CSR) has been developed in both aspects of theocratical and practical approaches; therefore, organizations, companies, and the governments recognize CSR under different aspects and perspectives based on their conditions, characteristics, and levels of development. CSR is an obligation to society. Nowadays Corporate Social Responsibility (CSR) is most concerned by researchers. The linkage between CSR and consumer-company identification (CCI) is important under company stakeholders i.e. customers. Consumers who care about these issues often change their shopping habits to bring greater value to the community. They will avoid buying environmentally or socially harmful products, and actively seek the products and services of the companies that carry out social responsibility (Mohr and Webb, 2005). Project-based organization conducting CSR activities such as charity works or environmental activities will be easy to associate as a responsible organization for always meeting the necessity of society. Therefore, companies must consider CSR a long-term strategy, and the strategic approach to CSR plays an increasingly significant part in the business competitiveness - which helps create companies' values while gains trust and respect from the consumers, partners in particular and the social community in general.

1. Introduction
In recent times, Viet Nam has joined international organizations, especially the ASEAN Economic Community (ACE), and most lately, has signed the Trans-Pacific Partnership Agreement (TPP), the levels of competition among businesses have been getting tougher. Businesses have to face "how to keep loyal customers and increase the number of new customers approaching the products". Besides, Environmental Problems, Community Engagement... is what customers increasingly care about when choosing businesses’ products. Businesses that want to survive and develop need expedient commitments on sustainable economic development associated with awareness of environmental protection and improving people's lives, especially the process of commercialization, the economic exchanges between countries all over the world are increasingly strong. Companies have duty to take CSR as a durable strategy, and the tactical approach to CSR plays an important role to an increasing extent in the businesses competitiveness that helps create business values while gains trust and respect from the consumers, partners in especial and the social community on the whole. Considering implementing CSR an important project-based idea is essential for every business. Regarding the spice industry market, in recent years, a series of serious environmental violations, labor rights violations, or poor-quality production have made...
society frustrated, consumers confused, and have seriously affected people’s lives. Typically, the case “The rumor of Chinsu’s sauce contains substance 3-MCPD which can cause cancer”, or “Vedan company released untreated wastewater into Thi Vai River” (2008) caused the aggregate of public opinion on environmental protection awareness of businesses. As a result, its brand reputation severely reduced as people have stopped using Vedan products for a long time. Most recently, the fish-sauce Project-based organization Viet Huong Hai was forced to move to the suburbs due to the production process which has caused serious pollution in the inner HCM City. The above examples showed that businesses do not focus on implementing social responsibility, while consumers increasingly raised their concerns on these issues. According to Nielsen’s study of social responsibility (2014), the survey showed that nearly 3 out of 4 asked people in Viet Nam (73%) are willing to pay extra money for products and services from businesses that committed to developing community and environment, ranking 3rd in the world. Start from the above practice, we decided to implement the topic "Study the impact of Corporate Social Responsibility (CSR) to Consumer-Company Identification (CCI) and Consumer Loyalty in the spice industry in HCM City with the evidence from project-based organization” to figure out the Corporate Social Responsibility factors that influence on consumer loyalty and also clarifying the impact level of Corporate Social Responsibility factors on Consumer Loyalty. Researching and giving recommendations and solutions to help businesses increase the competitiveness and the number of loyal customers through implementing social responsibility.

2. Literature Review and Hypothesis Development

A number of studies showed that traditional criteria such as price and quality decide the consumer buying behavior (Beckmann et al. 2001; Bigné et al. 2005). However, a certain percentage of individual customers are also being affected by CSR policies (Ross Et al 1992; Mohr et al. 2001). Coupled with that, one of the reasons that make businesses focus on CSR in project-based works is its influence on buying behavior, as consumers increasingly require more from businesses, not merely just the quality of products and low prices (Bhattacharya and Sen, 2004). The origin of the concept of CSR - which is known today - has a long history, it showed that those doing business have been raising their attention to the social issues (Carroll, 2004). Over the past decades, the concept of Corporate Social Responsibility (CSR) has been developed in both aspects of theocratic and practical approaches. Therefore, Project-based organization and governments recognize CSR under different aspects and perspectives, depending on their conditions, characteristics, and development levels. CSR is an obligation to society and a duty to project-based implementation. This first perspective was given by Bowen (1953), who defined CSR as an obligation to abide by social policies, decisions, or actions which aim to the common goals and values of the community. Frederick (1960) found that CSR contributes to social-economic, human resources, and companies’ attempts to prove that the resources are used widely for the society. He condensed the development of CSR in the 1950s into three core perceptions:

(1) Manager is the entrusted one of society through stocking system;
(2) Requirements of stakeholders about business’s profit;
(3) Businesses’ agreement to do charity.

The 1960s and 1970s is the time which is emerged by the rapid growth of society, the movement to support labor rights, consumer protection, and environmental protection. The study of Johnson (1971) also offered that instead of only fight for greater profit to share among stockholders, a socially responsible business will put the appliance of socially responsible strategy into the benefits of employees, suppliers, agencies, local and national publics in general. In contrast, Keith Davis (1973) gave a broad concept “CSR is a consideration and solution to issues apart from legal, economic and technological requirements”. Some lately concepts of CSR are more completed and opened widely. It concentrates on businesses’ impact on society. According to Carroll (1979), Corporate Social Responsibility is defined as a business's obligation to contribute to society, including the four types of responsibilities such as economic, legal, social, and charity responsibility. [12] While these four are tied to social issues such as the labor standard, human rights, environmental protection, and anti-corruption... businesses' operations only focus on how to respond to those issues. Following the four corporate responsibilities above, CSR is selected by each business and its project-based operations are derived from this choice. Meanwhile, according to Matten and Moon (2004): "CSR is the concept that covers other concepts such as Business Ethics, Philanthropy, Corporate Citizenship, Sustainability, and Environmental Responsibility. It is a dynamic concept and always challenged in every particular economic, political, and social situation. Most lately, the European Commission (2011) simplified the concept of CSR “CSR is the corporate responsibility to their influence on society. [18] The definition also indicates that businesses need a process to integrate CSR programs into the operations in the form of project-based operation and core strategies with stakeholders including suppliers, customers, shareholders, consumers, employees. The World Business Council for Sustainable Development (WBCSD) said: "CSR is a constant commitment between businesses and business ethics and contributes to the economic growth while improving the life quality of laborers and families, community, as well as society. With the above concepts, the author chose the concept from World Business Council for Sustainable Development because this is a conceptual Project-based organization that was simplified in meaning to suit the current economy as well as the spice industry like the topic.

Based on this model, the model of Carroll (1991) includes Economic, Legal, Ethical, and Philanthropic responsibilities. [12]Economic responsibility: is the profit maximization, competitiveness improvement, business efficiency, and growth are prerequisites. It can be said that Economic Responsibility is a fundamental factor and the remaining responsibilities must depend on the economic responsibility of businesses. Legal responsibility (a.k.a legal compliance) is part of a commitment between companies and society. The government is responsible for coding ethical and social rules and norms into legal documents. Based on that, businesses will follow their economic goals in accordance with the norms and rules in the enacted laws. Economic Responsibility and Legal Responsibility are the two basic parts, the most fundamental and indispensable parts of CSR. Ethical responsibility: these are norms and rules recognized by society but not yet present in legal documents. Social norms are always changing result in legal policies as follows in this transformation process. Therefore, the law cannot reflect all
the requirements of the social code of conduct. For that reason, the obligation to comply with the law is the minimum requirement for businesses. Furthermore, businesses also need to implement obligations and rules beyond the legal documents (that is ethical responsibility). The conduct of ethical responsibility is voluntary for all businesses but plays a central role in CSR. Philanthropic Responsibility: The businesses’ activities that are beyond society’s expectations. Unlike the Ethical Responsibility, businesses which carry out this responsibility are “completely voluntary”. Businesses are still considered as fully fulfilled social responsibility even when they cannot implement CSR up to this level. Model of Bhattacharya and Sen (2004): Community Contribution, Diversification, Employees Support, Fair Trade, Products, and Environment. [34] Community contribution: Lerner and Fryxell (1988) indicated that the efforts to contribute to the community are often considered as charity works, an Project-based organization’s activities and a positive effect to the community around the businesses, such as the efforts of contributing to education and charity activities (Walter van Andel and Sjaak Voogd, 2005) Diversification: Percentage of women and ethnic minorities in the board of directors or Project-based organization is perceived as a humanistic aspect of a business in maintaining equality at the workplace (Benn and Vrioni, 2001). [11] [20] Employees Support: may be considered as businesses’ policies to satisfy employees. Fair Trade: an action against human rights violations and respects the sovereignty, land, culture, human rights, and intellectual property rights of indigenous peoples. Products: To bring profits to shareholders, employees, and also fulfill the expected value of customers, businesses need to pursue an outstanding quality, continuously improve R&D (research & development), renew and strive for safe products (Bhattacharya and Sen 2004).[34] Environment: is defined as a concern of human beings impacting on nature (Menon 1997). Environmental social responsibility is a wide field with many activities includes waste management, recycle, pollution control, and environmentally friendly production inputs usage (Walter van Andel and SjaakVoogd, 2005). The model of Dahlsrud (2006) includes Economy, Stakeholders, Society, Environment, and Philanthropy. [14] Economy: businesses need to carry out the Economic Responsibility first before continuing with higher social responsibility levels. Financial profit is a stepping stone for businesses to implement environmental and social goals. Stakeholders: aside from pursuing economic goals, businesses' CSR strategies need to care about stakeholders. The model of Freeman (1984) became the sample of modern business because businesses always have a close correlation to other interest groups. Society: What challenges businesses in the future is not technology changes but the resolution of social problems. Environment: at the minimum stake, businesses must commit producing safe products and compensating for the destruction of the local community's habitat. Charity: although when businesses have achieved environmental scope, they are considered as meeting the CSR, because they obeyed the rules. However, charity contribution (voluntarily) will bring reputation to the businesses.

This research chose the model of Dahlsrud (2006) because these factors are suitable for the spice industry which highly causes pollution to the environment. [14] The model focuses on the environmental factor, which is concerned by consumers nowadays. This is also used for the study of social responsibility in the food and beverage industry in Carolina, Japan (2009), and Malaysia (2009). These two have the most powerful affection
for the environment due to the size and characteristics of the products (Dipl. Carolina, 2009, p.170). Carolina’s study (2009) used theories of CSR in terms and scope of implementation and then chose the model of Dahlsrud (2006) for CSR practical analysis in Japan. Combining the in-depth interviewing with directors of Western companies in Japan is for the reason to find out some factors that affect the implementation of CSR in this country. The author has set up the matrix evaluating CSR of food & beverage and luxury industries to suggest suitable CSR strategies in form of project-based for businesses. From the matrix, Environmental Factor is the primary concern in this industry. The research in Malaysia Shirley et al., (2009) considered CSR in four aspects: Environment, Community, Market, and Workplace. The result is: in a total of 76.9% of businesses have been reported having CSR at community contribution range accounted for the highest rate of 12.8%, second is an environment with 5.1%.

From the two studies above, Environmental Factor and Community Engagement are focused by businesses to carry out social responsibility because these two are mainly interested in consumers before choosing products.

2.1 The Concept of Stakeholders

In the Dahlsrud model (2006), there is a "stakeholders" factor, this section will present the concept for this component. According to Freeman (1984), the definition of stakeholders "are groups of people with interests or requirements for businesses". Particularly include consumers, employees, suppliers, shareholders, local communities... who are members of Project-based organization, relevant employees, contribute and respond to the investment of the businesses in socially responsible practices (Rupp et al, 2006). Employees not only expect the businesses to behave in a socially responsible way but they are also the key elements of CSR (Peterson, 2004; Rupp et al, 2006). Hence, eventually implementing CSR strategies regularly is the responsibility of employees. Besides, their importance is an element of CSR, employees also play a different role with the potential increase of caring and raising their awareness of the practical implementation of corporate social responsibility. Thus, the CSR component chosen by the authors in stakeholder factors will include consumers and employees.

From the studies above and the definition of stakeholder with the concordance to the topic, as well as the authors adjusted from Dahlsrud model (2006), the CSR components in this study will remain 4 factors: Environment, Society, Employees, and Consumers.

Because of the two reliable studies about the beverage industry of Carolina, Japan, and Malaysia, along with the beverage and spice industry of the topic have similarities in product characteristics and manufacturing processes that all affect the environment. Environment: Every decision and operation of businesses always accompanied by the impact on the environment such as discharging air emissions, discharging waste into the water environment, using and disposing of toxic and hazardous substances along with other types of pollution (noise, radiation, Biological hazardous substances....). In terms of the environment, business activities can involve reducing natural resources, climate change, biodiversity degradation, and organisms.

Labors: Labor issues include all work-related policies and activities carried out by employees, labors, and subcontractors of the businesses: issues of salary and working condition (working time, safety and health, training and communication, welfare,
holidays, days off,...), social protection (health insurance, family benefits, unemployment reduction...), incentive policies, recruitment and termination of an employment contract, labor allocation, collective negotiations, social dialogue.

Consumers: When purchasing and using any products, consumers must be assured of safety, given complete information of the products, the usage, and the objective reviews on products, respected privacy, and informed about possible risks. Businesses must not isolate themselves from the community where businesses operate. Community harmony and development means businesses must respect the community, project-based implementation for activities such as supporting and identifying priorities for social investment and development in the community, make a transparent relationship with local authorities, promote training and education opportunities for the community, respect and promote cultural activities, give career opportunities and support local skills development activities, apply knowledge, skills, and reasonable technologies to solve environmental and social issues at businesses.

2.2 The impact of implementing Corporate Social Responsibility on consumers and Consumer–Company Identification

The studies of Barone and his colleagues (2000), Berger and Kanetkar (1995), Crever and Ross (1997) showed that customers always support enthusiastically for businesses committed to carrying out marketing campaigns for beautiful goals, environmentally friendly and social ethics activities (according to Maignan and Ferrell, 2004). [24-26]The studies of Maignan and Ferrell (2004) also pointed out the positive impact of CSR activities toward Consumer–Company Identification. [24-26] Also in this study, Handleman and Arnold noted that customers usually give positive comments for businesses that committed to doing CSR with specific criteria. According to an analysis conducted by Riketta (2004), it is briefly stated “the connection of awareness is defined as the identified similarity of an individual and a business, the feeling of ownership and dependence on the relationship with an Project-based organization. Other authors also thought that the engagement happens when there are means to link perceptions between consumers and businesses (Aaker, 1996; Swanson & Davis, 2006) Murray and Vogel (1997) researched the impact on consumers of business codes in coordination with social responsible (energy conservation, staff training to help the elderly need social services), funding for social activities (programs for orphans), volunteering for the community (organizing volunteer activities for employees), as well as factors promoting the development of the economics (participation in regional economic development) and consumer protection (consumer panel program).[1] [30] Research showed that CSR program leads to increase consumer attitudes towards businesses, including the faith of the honesty of businesses, consumer satisfaction, advertising truths, environmental support, workers support, and job introduction. According to Sen and Bhattacharya (2001); Webb and his colleagues (2008); Roca (2012) said that the most influential factors on consumers are philanthropy, environmental protection, and ethical behavior.[6-7] The study of Sen and Bhattacharya (2001) also showed that the efforts of businesses in many fields of CSR (funding, community support and businesses’ views in issues related to women, ethnic minorities, gays and people with disability) directly affect the attraction of products to consumers; additionally, positively impact the rate of customers for...
businesses. [37] Consumers who care for those issues, often change their shopping habits to bring greater value to the community. They will avoid buying environmentally or socially harmful products, and actively seek the products, services of businesses that carry out social responsibility (Mohr and Webb, 2005). [29] Businesses conducting CSR activities such as charity works or environmental activities will be easy to associate as a responsible Project-based organization for always meeting the necessity of society. Therefore, individuals can be aware of the businesses' efforts on CSR that represent a higher level of perception than those who cannot recognize such inevitable problems (Sen et al., 2006). [36] Also in the research of Maignan and Ferrell (2004), Handleman and Arnold noted that customers usually give positive comments for businesses that committed CSR activities with specific criteria. [24-26]. As a result, customers who believe that a business has its own identity of culture, strategic, structural, or special configurations which are highly rated by users, will know where is the sign to recognize that business (Bhattacharya and Sen, 2003). [6-7] One of the factors that lead to customer engagement to a business is the attraction of that business's perception (Ahearne et al., 2005). The duplication between self-awareness and an Project-based organization’s perception will result in attracting an individual because it provides many easy chances for self-expression (Shamir, 1991). [38] In general, these studies are all the basics to show that businesses implementing CSR activities are viewed more positively by consumers than those who do not. From the above studies, there is a hypothesis: the implementation of social responsibility (including the implementation of the components of CSR) directly and alongside with Consumer – Company Identification (C-C Identification). Also from the research and the selection, the CSR components include Environment, Employees, Consumers, and Community Engagement. Thus, summarizing the above two things, there is the last hypothesis as follows:

H1: Environmental factor positively impacts the Consumer – Company Identification (C-C Identification).
H2: Labor factor positively impacts the Consumer – Company Identification (C-C Identification).
H3: Consumer factor positively impacts the Consumer – Company Identification (C-C Identification).
H4: Community Engagement factor positively impacts the Consumer – Company Identification (C-C Identification).

2.3 The affection of CRS to loyalty through Consumer – Company Identification

2.3.1 The Concept of loyalty

With the concept of loyalty, Chaudhuri (1999) defined it as a commitment of customers to re...
to be affected by the circumstances and the efforts of competitors in the market aim to behavioral change. [31] Another aspect of loyalty is a good behavioral response towards one or several brands for one product in a customer period (Engel & Blackwell, 1982). [17] Loyalty is expressed by buying more in one brand, willing to pay a higher price, and creating the business reputation through positive word of mouth (Ganesh et al., 2000).

"The role of loyalty is the foundation for generating revenue of the business and there is a connection between loyalty and profit," said Everitt & Der (1996). At the same time, in the field of marketing, customer loyalty is considered as an important goal and a determinant of business success (Reichheld & Schefter, 2000). [32] Similarly, Anderson & Mittal (2000) also perceived that customer loyalty is a fundamental element of the businesses' development, benefits, and assets. [3] These persuasive arguments make businesses unable to ignore consumer loyalty and they must find ways to enhance customer loyalty to the products, and one of which is implementing corporate social responsibility.

In this study, the authors will use Oliver's theory and scale (1999) because of its reliable, specific, complete, and consistent with the research direction: studying loyalty based on behavior. At the same time, the reliability of this scale has been demonstrated through many studies of other authors.

2.3.2 The affection of CSR to loyalty through the Consumer – Company Identification

Maignan et al. identified the positive relationship between CSR and consumer loyalty in a manager survey (Maignan and Ferrell, 2004).[24-26] At this point, it can be seen that the attractiveness of a Project-based organization is reflected in the individual's thoughts about specific businesses. It is a passive factor because not all business activities are welcomed (Highhouse et al, 2003). That leads to an individual can be attracted by many businesses at the same time. The more objectives to pursue, the more requirements about conservation of resources and establish a limit on possible possibilities (Barber, 1998). Bhattacharya and Sen (2003) pointed out the relationship between aspects apart from business's products, such as CSR with consumer loyalty, and a positive sign of product consumption. [6-7] It is a result of proper judgments of business and was also proved by Brown and Dacin in 1997. [39] Thus, the engagement to businesses that carry out social responsibility creates a strong mental picture that affects loyalty and the determination of consumers' choice of the businesses’ products (Bergami and Bagozzi, 2000; Dutton et al, 1994). [5] [16]

As a result, the conceptual model of the hypothesis is developed as follows:
H1: Environmental Factor affecting Consumer – Company Identification (C-C Identification)
H2: Labor factor affecting Consumer – Company Identification (C-C Identification)
H3: Consumer factor affecting Consumer – Company Identification (C-C Identification)
H4: Community Engagement factor affecting Consumer – Company Identification (C-C Identification)
H5: Honesty in Business factor affecting Consumer – Company Identification (C-C Identification)
H6: There is the influence of social responsibility on loyalty through Consumer – Company Identification.

3. Research Methodology

The study consists of two main steps: qualitative and quantitative research. Qualitative research is conducted by an in-depth interview method. With this method, a target is a group of 5 consumers in the districts of HCM City. This research aims to explore and adjust the scale of CSR factors that affect Corporate Engagement and Consumer Loyalty.

Quantitative research includes a Preliminary study: surveying 30 consumers who use spice products in 10 districts in Ho Chi Minh City to adjust and develop a formal questionnaire. It referred to newspapers, as well as the available researches of individuals or Project-based organization, and carried out the in-depth interview with 5 consumers using available questions to check whether all the concept researches of the model are suitable and complementary or not. Research model complement: Complete the official scale based on a qualitative interview result. The adjustments include word editing and questionnaire form. Official research: Preliminary quantitative study, surveyed 200 to 300 consumers using spice products of businesses mentioned above to check their trustful, unidirectional, and convergent validity. In the official quantitative research, an intensive
survey was carried out by creating a questionnaire. The data collection was officially proceeding based on consumers using dipping sauce, sauce, and spice products of companies mentioned above. After getting the data, I started the Exploratory Factor Analysis (EFA). The scale of trustful was judged by Cronbach’s Alpha, the unsuitable variables would be removed. The next step was to affirm the scale by analyzing confirmatory factor (Confirmatory Factor Analysis – CFA), the model trustful was judged by composite reliability, convergent validity, and discriminant validity. Finally, I analyzed the theoretical model by structural equation modeling – SEM. Questions about business social responsibility factors (include: environment, honesty in business, workers, consumers, and community engagement). All of the questions in this part are using the 5-point Likert scale (from 1 – completely disagree to 5 – completely agree) because it’s often used to measure a set of statements of a concept.

Sample size plays an important role which can affect the accuracy of results because usually in the study, there are two types of biases: sampling error and error due to non-sampling. Therefore, choosing a sample size needs careful consideration to match the theme variable, then, based on the study of a sample size to make the selection of the appropriate number of samples. According to Bollen (1989), the sample size was proportional to variables of 5:1; however, Hair and his partners said that the minimum sample size was from 100 to 150. [9] Hatcher (1994) also suggested that the minimum sample size must be 5 times the total number of variables. According to Gorsuch (1983), the minimum sample size was 200. [21] The number of variables in this topic is 39, so the minimum sample size will be 44 times 5 equals 220 samples. With the ability to collect data for this research and ensure the response rate, the authors chose the sample number of 240 for the research purpose. Before analyzing all the collected data, the authors carried out removal of invalid forms such as the answerer answered along one row, missed items...

4. Results Analysis

A total of 240 paper questionnaires were collected during the data collection process. These 240 questionnaires will be handling before being attached in the analysis to limit errors that occur during the analysis process. After processing the data, there are 10 questionnaires rejected because of the lack of information or a single answer chosen. Therefore, the remaining 230 sheets are used for analysis in the next section. The analysis showed that 141/230 people were asked having bought Masan’s products, 106/230 having bought products from Nam Duong, 127/230 having bought Nestlé’s products. This result also demonstrates Masan is the largest market share in the spice industry in Vietnam. In the data, 157/230 women are accounting for 68.3% and 73/23 men accounting for 31.7%, the ratio between the ages and occupations of interviewees are not too different.
Table 4.1. Occupational statistics

| Occupations    | Ratio | Age   | Ratio | Income Ranges     | Ratio |
|----------------|-------|-------|-------|-------------------|-------|
| Students       | 20.4% | < 20  | 8.3%  | < 3 million       | 14.8% |
| Office workers | 28.3% | 20 – 30| 36.5% | From 3 to 5 million | 19.1% |
| Workers        | 32.2% | 31 – 40| 25.2% | From 6 to 10 million | 22.6% |
| State employees| 13%   | 41 – 50| 22.6% | From 11 to 15 million | 32.6% |
| Others         | 6.1%  | > 50  | 7.4%  | > 15 million      | 10.9% |

Statistical results showed that the targets who are the workers with the highest proportion of 32.2%, followed by the office workers with 28.3%, and the students accounting for 20.4%, the state employees accounted for 13% and other occupations accounted for 6.1%. In terms of age, the group under 20 years old accounted for 8.3%, 20-30 years old accounted for the highest rate of 36.5%, 31 - 40 years old accounted for 25.2%, 41 - 50 years old accounted for 22.6% and over 50 years old accounted for 7.4%. Cronbach alpha’s value ranged from 0.757 to 0.846. In which the scale of honesty in business had the lowest value of 0.757 and the highest value of 0.846 belongs to the environmental scale. All of the components with factor loading <0.3 and components loading on 2 columns or variables do not load the same factor. Along with the value of sig. is 0.000 < 0.05, it can be said that the variables are not correlated to each other in the total variable and the KMO (Kaiser Meyer Olkin) index is equal to 0.756 > 0.5 (satisfying the condition greater than 0.5 and less than 1) so factor analysis is appropriate, at the same time the Eigenvalue is equal to 1.476 greater than 1 and the variance explained is 53.412% greater than 50% and there isn’t any factor loading on 2 columns and factor loading is greater than 0.3 so the condition of EFA (Exploratory Factor Analysis) is satisfied. Through the table above, the load of the observed variables ranged from 0.752 to 0.897 and greater than 0.6. The variance explained (VE) of the scales oscillates from 59.195% to 72.352%. Composite reliability (CR) ranges from 0.654 to 0.702. The results above showed that the scales achieved convergence validity and reliability. The results table showed that CMIN / df = 1,781 < 2, other indicators such as GFI = 0.888, TLI = 0.898, CFI = 0.917 are close to 0.9 with very low difference, RMSEA = 0.058, Hoelter = 162. All of these indicators are satisfactory; thereby, combining the general model that appropriate to the market data. Besides, from the results table, the $r_\text{A}.B$ correlation coefficients between pairs of components oscillate from 0.033 to 0.754 (Kline, 1998), and $r^2_{\text{A}.B}$ index ranges from 0.05 to 0.568. Variance explained (VE) of scales oscillates from 0.42 to 0.75. Therefore, all cases show that the variance explained (VE) of each component is greater than the square of the correlation coefficient between the respective components. Thereby, it is possible to conclude that the concepts and scales have discriminant validity.

4.1 Verification of theoretical models

Statistical indicators such as $X^2 = 198.504$, df = 128; $X^2 / df = 1.535 < 2$, GFI = 0.921, TLI = 0.946, CFI = 0.955 are greater than 0.9, HOELTER = 184, RMSEA = 0.048 < 0.05 all proved that the model is considered appropriate to the data market. When the number of samples increases, these indicators are also raised.
The results from the table above showed that p-value between concepts is < 0.05 so these concepts have a statistical idea and affect each other. On the other hand, the unstandardized coefficients of these concepts are positive, it can be concluded that the concepts have a proportional relationship with each other.

### 4.2 Hypothesis Test Results

According to the hypotheses presented in chapter 3 and testing results presented above, hypothesis H5 and H2 are not accepted, but the remaining are. Particularly with the acceptance of the hypothesis H6, Corporate Social Responsibility (CSR) components include Environment, Employees, Consumers, Community Engagement with impact on customer loyalty through Consumer – Company Identification (C-C Identification) factor, proving that businesses implementing Corporate Social Responsibility (CSR) will gain customer loyalty to that business as well as loyalty to its products.

First, with the acceptance of hypothesis H1: Environmental factor impacts on Consumer-Company Identification (C-C Identification) when businesses limit the affection to the environment of production and disposal environmental pollutants activities, consumers will trust, use, and have long-term commitment; however, if businesses pollute the environment, customers will turn their back. Typically, the case “Vedan wedges production Project-based organization discharged untreated wastewater directly into the Thi Vai river” caused a great impact on people living on either side. As soon as this case was announced, Vedan products (mostly MSG) were boycotted by consumers. Despite some recoveries in recent years, many consumers have replaced Vedan wedges with other brands’ wedges. Therefore, the environment variable has a strong impact on the business perception of a person represented by the total effect of 0.409. This overall is quite low due to this problem is always kept private by the businesses and only be revealed when being discovered by the press or the authorities.

H3: Consumer factor affects the Consumer-Company Identification (C-C Identification) when businesses guarantee consumers’ rights such as information security, customer satisfaction with complaint handling, businesses will have consumer-company relationships. Bad handling customers complaints like the case of “Fly-in-bottle of Tan HiepPhat beverage group” can ruin the brand reputation, the wave of boycotting other products of Tan HiepPhat will emerge. When businesses pay attention to the quality of products, provide the best products, focus more on product improvement and development to meet the needs of consumers, it will be sustainable in the market and have the customer loyalty. This relationship is clearly shown with the total effect of consumer variation on consumer-brand identification by 0.742.

H4: Community Engagement factor affects Consumer-Company Identification (C-C Identification)
Identification) when businesses carry out charitable activities such as extract part of the purchase price for supporting charities or organized scholarships for poor students who overcome difficulties, build houses of gratitude, support people in areas hit by natural disasters, or community development activities such as building infrastructure, schools, health stations, training and career development for the locals, then the image of business will be formed, more positive, and will exist in customers' minds. This was proved from the result of the model. In which also referred to the direct impact of the Community Engagement variable to Consumer-Company Identification variable with the Direct Effects coefficient of 0.636, and the Indirect Effects coefficient of 0.312; Besides, the Estimate coefficient (in Regression weight) is 0.278, proved that Community Engagement has a great impact on Customer Engagement.

H6: there is an impact of social responsibility on loyalty through Consumer-Company Identification. When a business fulfilled its social responsibility, the impact will attract the customers, form an image of that business in customers' minds. However, due to many different factors impacting on, the business cannot gain customer loyalty. It can also be explained through the result of the model about the correlation between these two variables when the total effects of the variable of consumer's brand awareness and customer loyalty are only 0.334.

H5: Honesty in business factor impacting Consumer – Company Identification (C-C Identification) is removed from the model because its factor loading is too small and negative. This also shows quite clearly when the customer does not care much about the businesses who dumped or copyright stolen ...until the authorities discovered.

H2: Employee factor affecting Consumer – Company Identification (C-C Identification) is removed from the model because its factor loading is negative. The labor issue is always kept private by the businesses and become internal problems. Consumers are just buyers and users so that they can only know when these issues are mentioned in the mass media.

5. Conclusion and Recommendation

After conducting data analysis with SPSS and Amos software, it can be seen that three factors affect business engagement and loyalty: environment, consumers, and community engagement. In particular, the environmental factor is the most concerned by the average factor loading of 0.837, followed by consumer factor with a factor loading of 0.808 and finally the community engagement factor with the factor loading of 0.777. Since then, customers today quite focused on environmental issues, along with charity and community development instead of only care about price and product quality as the previous time. In general, businesses should consider the project-based implementation of Corporate Social Responsibility (CSR) as a long-term strategy due to its effect on the competitiveness of businesses, creating businesses value, and occupies consumer's trust and respect. The results showed that the community engagement factor is the most interesting factor by consumers when buying spice products of a business. In this factor, businesses can strengthen cooperation with local vocational training institutions in training and recruiting workers. This cooperation has both brought about a skilled labor force for businesses and solved employment problems for the local people, strengthened...
the close relationship between businesses and the locals. Businesses should actively participate in social assistance programs such as building gratitude houses, supporting disabled people, orphaned children, flood and natural disasters victims as well. Besides doing charity by extracting a part of the product price to contribute or support, businesses can build schools to give needy children in remote areas an opportunity to go to school. Recently, many people are interested in the hot issues about seas and islands, businesses can be based on this and offer programs such as donating and building Hoang Sa and Truong Sa; business leaders and Project-based organization’s staff representatives should visit and give gifts to soldiers who are guarding on those far off islands, organizing music nights, festivals...

In terms of environmental factors, nowadays the environment is seriously polluted even air and water. Therefore, businesses should seriously implement the impact assessment reports and the environmental protection commitment when deployment project investment plans. Companies should continuously operate equipment such as wastewater and exhaust gas filters...while processing to avoid the dealing operation with management agencies when checking. Companies need to invest in innovating clean technology, green technology, applying eco-friendly production methods towards sustainable development, for example investing in wind and solar energy systems... In case the investment cost is too much, businesses can launch campaigns such as planting trees, improving water sources. These campaigns can be carried out 2 to 3 times a year to create conditions to improve the environment, get employees and laborers in the business to understand corporate social responsibility towards the environment, and also a sympathetic view towards consumers. Businesses can also organize a green campaign and call on young people to participate or a parade walk for the elder, in the program there will be gifts for policy families and disadvantaged. From that businesses will be able to approach many consumers and leave good images. For businesses that have been affecting the surrounding environment during production processes, there should be sufficient compensation policies for local citizens. This is very important to show businesses regard to people that are also customers of the businesses. The last factor is consumers. Businesses that want to have a high competitive edge, besides implementing other factors, product quality must be at the top priority. For customers to be assured of products, businesses should establish an official website. On which, it is necessary to provide sufficient information about the business, information about products as well as origins, ingredients, usages, and benefits for customers to follow and there should be an FAQ section to answer questions from customers as well as hotline so they can call directly to reflect difficulties, questions, and complaints. Particularly, to products that expired or had problems reflected by consumers or customers, businesses need to take measures and plans to recall products for checking immediately as to avoid affection on the reputation of businesses and other products.

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