

# A Study of the Relationships among Perceived Corporate Social Responsibility, Customer Participation and Customer.....

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## ABSTRACT

This study is aimed to investigate the relationship among corporate social responsibility, customer participation, customer loyalty, 507 effective surveys of this research were provided to the consumers in a foreign furnishings chain stores in Taiwan. Pearson and Regression analysis were used to study the correlation between the varying factors, collection of real result as follows : 1. Corporate social responsibility and customer participation have significant positive relationship. 2. Corporate social responsibility and customer loyalty have significant positive relationship. 3. Customer participation and customer loyalty have significant positive relationship. 4. Customer participation was found to have partially mediating effects between corporate social responsibility and customer loyalty. Finally, according to the conceptual framework and research findings, the study provided some meanings and suggestions in the theories, empirical studies, practices and future directions.

Keywords : Corporate Social Responsibility、Customer Participation、Customer Loyalty

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