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## **DEMOGRAPHICS-BASED DISSIMILARITIES IN THE RELATIONSHIP BETWEEN PERCEIVED CSR AND CUSTOMER LOYALTY: THE CASE OF PERSONAL CARE PRODUCTS**

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**Abstract:** The purpose of the current research is to investigate the demographics-based dissimilarities in the relationship between perceptual corporate social responsibility (CSR) and customer loyalty. The study is focused on the personal care products market, within the particular socio-cultural and economic framework of one of the largest countries of Central-Eastern Europe. In order to accomplish the research purpose, a total of 1462 urban Romanian users of personal care products were investigated by means of a paper-and-pencil questionnaire, which comprised a total of 34 items intended to reflect perceptual CSR (28 items) and customer loyalty (6 items). The results show that, in general, customer loyalty towards personal care brands/companies is positively and significantly influenced by how customers perceive their companies' social responsibility. However, certain perceptual CSR dimensions (such as those regarding the environment, public authorities, cultural sponsorship) have a significant effect on customer loyalty only among some demographics-based market segments. The implications of the current research are both theoretical and practical. From a theoretical perspective, the study brings new insights regarding the relationship between perceptual CSR and customer loyalty. From a practical standpoint, the results represent useful information for efficient market segmentation and dissemination of companies' CSR efforts.

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**Keywords:** perceptual CSR; customer loyalty; personal care products; demographics

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