

CORPORATE SOCIAL RESPONSIBILITY AND CUSTOMER SATISFACTION IN NEPAL

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ABSTRACT

This paper attempts to examine the impact of corporate social responsibility on customer satisfaction. Data has been collected through structured questionnaire from 365 respondents of different six sectors (banking, manufacturing, insurance, telecommunication, internet providers, and hotels). Descriptive and casual comparative research design have been used to achieve the objectives and descriptive as well as multiple regression models to analyze the data. It is observed that, relationship with community is the major area of social responsibility and to promote corporate image is the main reason that drive the company to adopt CSR practices. It is also deduced that all independent variables have positive and significant relationship with customer satisfaction in Nepalese enterprises.

KEYWORDS: *Customer Satisfaction, Economic CSR, Legal CSR, Ethical CSR, Philanthropic CSR, Customer-Centric CSR, Environmental CSR.*

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