
The perception of socially responsible banking: how the perception of CSR Influencesloyalty via value creation

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Keywords

Corporate Social Responsibility (CSR), Consumers' Expectation, Perceived Values, Loyalty, Socially Responsible Banking, Saudi Arabia.

Abstract

This research intends to investigate the perception of socially responsible banks in Saudi setting and how it affects different aspects of consumers' behaviours (i.e. consumers' expectation, perceived values, and loyalty). The development of this research was based on CSR literature and an exploratory research interviewing CSR managers of local banks in Saudi Arabia. An online questionnaire survey will be distributed to banks' consumers in Saudi Arabia to test their perception of corporate social responsibility (CSR) based Carroll's (1991) framework. This paper aims to contribute to the limited literature about the perception social responsible banking in general and the perception of CSR in Saudi setting. This empirical study will offer deep understanding of the values that consumers gain from dealing with responsible businesses. As the concept of CSR is relatively new in Saudi Arabia, this may lead to some difficulties while answering the survey.
