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**Role of Corporate Social Responsibility (CSR) on Customer's
Loyalty: A Case on PepsiCo Pakistan**



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Abstract

The purpose of this project is to study the role of corporate social responsibility of Pepsi-Cola, Pakistan on customer's loyalty and identify their problems by collecting data through interviewing the regional head of PepsiCo Pakistan. The data were gathered from a sample of 100 participants in Islamabad Pakistan through a questionnaire. The items in questionnaire were generated in the form of 5-point Likert scale ranging from strongly disagree to strongly agree. The data was collected by using convenient sampling technique. The collected data was tested by ratio analysis. The respondents' answers were more inclined toward corporate social responsibility. The result shows that corporate social responsibility activities though not readily identified in the shorter but have a lasting effect on the customer. The findings revealed that, role of corporate social responsibility has positive impact on customer loyalty in PepsiCo Pakistan.

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