

Relationship Between Corporate Social Responsibility and Brand Loyalty in Beijing Tourism Service Industry: Mediating Role of Customer Satisfaction and Brand Identity

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Abstract: In the context of Beijing's dynamic tourism service industry, this study investigates the pivotal role of corporate social responsibility (CSR) in enhancing brand loyalty, with a focus on the mediating effects of customer satisfaction and brand identity. The research aims to: 1) analyze the relationship between CSR and brand loyalty; 2) examine the mediating role of customer satisfaction between CSR and brand loyalty; and 3) explore the mediating effect of brand identity between CSR and brand loyalty. Employing a quantitative research methodology, the study surveyed 400 customers across 20 leading tourism companies, utilizing tools such as SPSS and Structural Equation Modeling to analyze the data. The findings reveal a significant positive relationship between CSR and brand loyalty, mediated by both customer satisfaction and brand identity. These results not only reinforce the importance of CSR in cultivating brand loyalty but also highlight how effectively managed CSR practices can elevate customer satisfaction and strengthen brand identity, thereby contributing to sustained business success and competitive advantage in Beijing's tourism market.

Keywords: Corporate Social Responsibility, Brand Loyalty, Customer Satisfaction, Brand Identity

1. Introduction

In today's global business environment, corporate social responsibility (CSR) has become a critical strategy for companies seeking to align with the evolving expectations of consumers, stakeholders, and regulatory bodies (Carroll, 2021). This trend is especially pronounced in service sectors where intangible offerings elevate the importance of consumer perceptions and trust (Dartey-Baah & Amoako, 2021). The tourism service industry in Beijing, renowned for its rich historical heritage and robust economic growth (Zhao & Liu, 2020), serves as a compelling context to explore this dynamic. As of the end of 2023, Beijing hosts 1,289 tourism companies, from small agencies to industry giants, all striving to build a loyal customer base amid fierce competition and shifting consumer values (Beijing Tourism Association, 2023).

Corporate social responsibility in this context refers to a business ethos that goes beyond the traditional profit-centric model, embedding ethical practices, social welfare, environmental stewardship, and economic development into the core of business strategies (Fatima & Elbanna, 2023). This approach is increasingly pertinent in Beijing's tourism sector, where consumer awareness and demand for sustainable and responsible travel experiences are rising (Wang et al., 2022). A company's commitment to CSR is not just a moral obligation but a strategic asset that can significantly influence brand perception and customer loyalty (Lu et al., 2020). Studies by Okafor et al. (2021) underscore the growing consumer expectation for businesses to contribute positively to society, highlighting CSR's potential as a differentiator in Beijing's competitive tourism landscape.

The concept of brand loyalty extends beyond the simplistic measure of repeat patronage to encompass a deeper, emotional bond between a brand and its consumers (Obiegbu et al., 2020). This bond is built on trust, satisfaction, and a shared value system, aspects that are profoundly affected by a company's CSR initiatives (Fatma et al., 2021). In Beijing's dynamic market, where the allure of novelty and the ease of switching preferences are omnipresent, cultivating brand loyalty is both a formidable challenge and a crucial necessity. Ibrahim & Aljarah (2023) emphasize the importance of loyalty in the service industry, where the intangible nature of offerings and the personal interactions inherent in tourism elevate the stakes of consumer trust and satisfaction.

Customer satisfaction in the service domain is heavily influenced by the congruence between consumer expectations and their actual service experiences (Nguyen et al., 2020). This alignment is particularly nuanced in Beijing's tourism industry, where services often carry cultural and experiential significance (Sun et al., 2022). The integrity and ethical posture of a company, as perceived through its CSR efforts, can markedly enhance customer satisfaction by aligning with the values and expectations of a discerning consumer base (Lin et al., 2020).

Despite the acknowledged importance of corporate social responsibility in modern business, Beijing's tourism service industry faces distinct challenges that hinder the full realization of CSR's potential to foster brand loyalty among consumers. Although Beijing is a prominent global tourism destination with a significant number of service providers, the integration of CSR practices into core business strategies remains inconsistent (Chai et al., 2021). This inconsistency not only diminishes the potential benefits of CSR initiatives on consumer perceptions and loyalty but also raises concerns about the sustainability and ethical footprint of the tourism sector in Beijing.

One key problem lies in the varying degrees of understanding and implementation of CSR among tourism service providers in Beijing (Hu et al., 2020). While some companies have adopted CSR as a cornerstone of their business ethos, others regard it as a peripheral activity, often limited to sporadic philanthropic efforts without strategic integration into their overall business model (Lu, 2020). This disparity dilutes the impact of CSR initiatives across the industry, leading to consumer skepticism about the authenticity and commitment of companies to genuine social and environmental responsibility. Consequently, the potential of CSR to enhance brand loyalty is not fully exploited, creating a gap between consumer expectations and their experiences (Min et al., 2023).

Moreover, the tourism service industry in Beijing operates in a highly competitive and rapidly evolving market (Zhao & Liu, 2020). The pressures of maintaining profitability and market share often overshadow the commitment to CSR practices. The short-term focus on financial performance can come at the expense of long-term investment in sustainable practices and community engagement (Liu & Zhang, 2023). This short-sighted approach not only hampers the development of a robust brand identity centered on CSR but also impedes the cultivation of deep-rooted consumer loyalty, which is increasingly influenced by the ethical and social performance of companies.

The lack of a cohesive framework for implementing and reporting CSR activities in Beijing's tourism sector exacerbates the problem (Liu, 2023). Without standardized benchmarks or transparency requirements, companies struggle to effectively communicate their CSR achievements and align their initiatives with the values and expectations of their target consumers (Zhang, 2020). This absence of clear guidelines and metrics for CSR performance limits consumers' ability to make informed decisions based on a company's social and environmental contributions, thereby

weakening CSR's potential impact on brand loyalty.

In the vibrant landscape of Beijing's tourism service industry, customer satisfaction emerges as a crucial factor reflecting the quality of service and a significant determinant of brand loyalty (Pan et al., 2020). Despite the industry's dynamic growth and the city's appeal as a global tourism hub, there are underlying issues related to customer satisfaction that need urgent attention (Guan, 2021). These challenges negatively impact the immediate consumer experience and have far-reaching implications for their loyalty and overall brand perception within the industry.

One primary concern is the inconsistency in service quality across different segments of Beijing's tourism industry (Xiangyu et al., 2022). While some establishments offer exceptional service that meets or exceeds international standards, others fall short, failing to meet basic visitor expectations (Zhang & Cao, 2021). This variance leads to a fragmented industry perception, where poor service instances can disproportionately affect the sector's reputation. For tourists, whose expectations are shaped by Beijing's cultural and historical richness (Sun, 2022), such inconsistencies can significantly dampen satisfaction and loyalty to specific brands or the destination itself.

Furthermore, the rapid expansion of Beijing's tourism market has increased competition among service providers (Tang & Xiu, 2023). While competition can drive service quality improvements, it often results in a race to attract customers through aggressive pricing strategies at the expense of service quality and customer satisfaction (Song et al., 2020). This short-term customer acquisition approach overlooks the critical importance of building long-term relationships based on high satisfaction levels, essential for fostering brand loyalty.

In summary, Beijing's tourism service industry faces significant challenges, from inconsistent CSR practice implementation and service quality variability to the struggle of establishing a strong brand identity in a competitive and digitally driven market. These issues not only undermine CSR's potential to enhance brand loyalty but also contribute to a fragmented industry perception, diluting brand differentiation and weakening efforts to build lasting consumer relationships. This study aims to elucidate the complex dynamics within Beijing's tourism service industry, exploring the mediating effects of customer satisfaction and brand identity between CSR practices and brand loyalty. By doing so, it seeks to offer valuable insights and strategic guidance for businesses navigating the contemporary tourism landscape, contributing to a more sustainable, responsible, and customer-centric industry.

According to research background and problems outlined and presented above, the study proposes the following research objectives:

- 1) To analyze the relationship between corporate social responsibility and brand loyalty in Beijing tourism service industry.
- 2) To examine the mediating effect of customer satisfaction between corporate social responsibility and customer satisfaction in the Beijing tourism service industry.
- 3) To examine the mediating effect of brand identity between corporate social responsibility and customer satisfaction in Beijing tourism service industry.

2. Literature Review

2.1 Previous Studies on Corporate Social Responsibility and Brand Loyalty

This section aims to explore the dynamic relationship between corporate social responsibility (CSR) and brand loyalty, examining various scholarly investigations that collectively underscore the importance of CSR initiatives in building and sustaining brand loyalty.

In exploring the relationship between corporate social responsibility (CSR) and brand loyalty, Safeer & Liu (2023) emphasize the pivotal role of CSR in fostering emotional connections between consumers and companies, highlighting how consumers actively seek brands that reflect their societal and environmental values. This notion of consumer-company alignment underscores the importance of authenticity in a company's CSR efforts, positing that consistency between actions and declarations builds a foundational trust crucial for deep-seated loyalty. Le (2023) expands on this

by demonstrating a direct pathway through which CSR activities contribute to cultivating a dedicated customer base, showcasing empirical evidence that ethical commitments significantly boost customer retention rates. The visibility of a brand's ethical practices, according to Le, serves as a crucial differentiator in the market, further enhancing loyalty. Meanwhile, Shafiq et al. (2023) underscore the emotional engagement consumers exhibit towards brands that not only provide quality but also commit to positive societal contributions. Their review suggests that CSR initiatives act as a bridge for dialogue based on shared values, thereby not only strengthening loyalty but also fostering a more engaged customer base. These perspectives reveal a nuanced understanding of the CSR-loyalty nexus. While Safeer and Liu focus on the emotional and psychological aspects of consumer engagement, suggesting that authenticity in CSR efforts is key to loyalty, Le's findings pivot around the practical implications of visible ethical commitments on customer retention, positing visibility as a primary loyalty driver. On the other hand, Shafiq et al. explore the broader societal impact of CSR, arguing for its role in facilitating a deeper, value-based connection between brands and consumers. These studies affirm the significance of CSR in brand loyalty, yet they also illuminate different facets of how CSR practices are perceived and valued by consumers. Despite these variances, the underlying theme remains that genuine, impactful CSR practices are indispensable for fostering long-term relationships with consumers, with each study contributing to a more comprehensive understanding of the multifaceted nature of CSR's influence on brand loyalty. These studies not only confirm the positive impact of CSR on brand loyalty but also highlight the diverse mechanisms through which this influence manifests, from trust building and emotional connections to differentiation and shared value creation.

2.2 Previous Studies on Corporate Social Responsibility and Customer Satisfaction

This section aims to explore the dynamic interplay between Corporate Social Responsibility (CSR) and customer satisfaction, underscoring the critical role that CSR initiatives play in shaping consumer perceptions.

The prevailing view among researchers is that Corporate Social Responsibility (CSR) exerts a beneficial impact on customer satisfaction, a sentiment echoed across various studies. Al-Ghamdi & Badawi (2019) pinpointed the enhancement in customer satisfaction as companies engage more profoundly in CSR activities, especially those centered around environmental conservation and fair labor practices. Their findings suggest that aligning company operations with broader societal values not only furthers the common good but also bolsters consumer perception positively. Similarly, Srouji et al. (2019) illuminated the intrinsic value customers attribute to a company's societal contributions, noting that CSR activities directly influencing social welfare can elevate a company's stature among consumers. They argued that this sense of pride from association with ethically-minded brands fosters a deeper customer satisfaction rooted in the alignment of personal values with those of the company. Zhang et al. (2020) expanded on this discourse by emphasizing the emotional dimensions of CSR, arguing that genuine commitments to ethical operations and societal welfare forge emotional connections between companies and customers, thereby enhancing satisfaction through a relationship imbued with shared meaning and purpose. These studies underscore the complexity of CSR's impact, suggesting that its benefits extend beyond straightforward business advantages to touch on deeper, more meaningful aspects of human connection and societal contribution.

2.3 Previous Studies on Customer Satisfaction and Brand Loyalty

This section aims to explore various studies that collectively highlight the direct and positive impact of customer satisfaction on brand loyalty, examining the mechanisms through which customer satisfaction translates into repeated patronage and emotional attachment to a brand.

Recent studies by Achmadi et al. (2023), Paudel (2023), and Alam (2023) affirm the pivotal role of customer satisfaction in fostering brand loyalty, albeit through different lenses. Achmadi et al. (2023) underscore the direct linkage between satisfying customer experiences and their subsequent loyalty to a brand, highlighting the necessity for

businesses to invest in quality experiences. Their analysis, rich in varied analytical methods, establishes a straightforward connection, marking satisfaction as critical for deep-rooted loyalty. In a parallel vein, Paudel (2023) dissects the dynamics between satisfaction and loyalty by meticulously distinguishing satisfaction from other influential factors like price sensitivity and product diversity. This separation elucidates satisfaction's unique contribution, paving the way for repeat purchases and positive word-of-mouth, hence advising businesses on the primacy of customer satisfaction. On a distinctive trajectory, Alam (2023) introduces emotional psychology into the discussion, revealing how emotional connections stemming from satisfying experiences significantly bolster brand loyalty. This integration of psychological insights with consumer behavior theories offers a deeper understanding of the emotional underpinnings that drive loyalty, suggesting that nurturing positive emotional bonds with customers can transcend conventional loyalty strategies. Each study, therefore, while corroborating the critical role of customer satisfaction in promoting brand loyalty, enriches the discourse with distinct insights, urging a comprehensive strategy that encompasses quality experiences, a focused approach on satisfaction, and the cultivation of emotional connections for achieving long-term loyalty.

2.4 Previous Studies on Corporate Social Responsibility and Brand Identity

This section aims to explore the intricate relationship between Corporate Social Responsibility (CSR) and brand identity, underscoring how CSR initiatives serve as a fundamental component in shaping and enhancing a brand's image in the eyes of consumers and stakeholders alike.

Mahmood & Bashir (2020) posit that corporate social responsibility (CSR) initiatives are fundamental in defining and enhancing a brand's image in the consumer market, illuminating how these activities not only contribute ethically and socially but also serve as pivotal elements in marketing strategies. This perspective is echoed by Raza et al. (2020), who affirm the direct and positive relationship between CSR and brand identity, highlighting CSR's role in embedding social and ethical values at the brand's core, thereby fulfilling a moral imperative while strategically elevating the brand's identity among stakeholders. Further, Kowalczyk & Kucharska (2020) underscore the impact of CSR on brand integrity and authenticity, particularly through initiatives focusing on environmental sustainability and social welfare. They argue that aligning brand values with consumer expectations regarding ethical conduct and sustainable practices significantly enhances a brand's perceived authenticity and integrity, thereby bolstering its position in a competitive marketplace. Despite the shared belief in CSR's positive impact on brand identity, each study presents nuanced views on the mechanisms through which this influence manifests. Mahmood & Bashir emphasize the role of CSR in differentiating a brand and fostering a meaningful connection with its audience through strategic communication, while Raza et al. focus on the authenticity and trustworthiness that CSR initiatives impart to a brand, making it more relatable and appealing to consumers. On the other hand, Kowalczyk & Kucharska highlight the importance of consumer perception of a brand's ethical conduct and sustainable practices in enhancing brand authenticity and integrity. These distinctions suggest that while CSR is universally acknowledged as beneficial for brand identity, its strategic implementation and communication are critical in maximizing its impact. In synthesizing these perspectives, it becomes evident that the efficacy of CSR in bolstering brand identity hinges not only on the initiatives themselves but also on how these efforts are perceived and communicated to the target audience. These findings advocate for CSR's integration into the brand's core identity, not as an ancillary activity but as an essential aspect of the brand's essence, crucial for cultivating and maintaining a relevant and appealing brand identity in the contemporary, value-driven market.

2.5 Previous Studies on Brand Identity and Brand Loyalty

This section aims to explore the intricate relationship between brand identity and brand loyalty, with the aim of elucidating how various facets of brand identity directly influence consumer loyalty.

In exploring the intricate relationship between brand identity and brand loyalty, Jalaludin et al. (2024) shed light on the profound impact a well-articulated brand identity has on attracting and retaining consumers, suggesting that a strong perception of a brand's identity makes consumers less prone to competitor allure. This direct correlation underscores the psychological aspects of consumer behavior, wherein identification with a brand's values, aesthetics, and ethos fosters a deep-seated commitment. Similarly, Philip & Pradiani (2024) emphasize the significance of clarity and consistency in a brand's identity for cultivating consumer loyalty. They argue that when a brand consistently communicates its core values, mission, and personality across all touchpoints, it significantly bolsters consumer alignment and loyalty. This alignment, they suggest, nurtures a sense of belonging among consumers who gravitate towards brands mirroring their values and aspirations. Conversely, Hu (2024) focuses on the emotional dimension, positing that a robust and distinctive brand identity cultivates emotional connections that are crucial for loyalty. This study underscores how emotional resonance, stemming from a unique brand identity, ensures consumer retention even amidst fluctuating market trends and competitive pressures. This consensus among researchers provides invaluable insights for marketers and brand managers aiming to navigate the complexities of consumer retention, suggesting that a well-crafted brand identity is indeed a critical driver of brand loyalty.

3. Methodology

(1) Research design

This study adopts a quantitative analysis method to examine the relationship between Corporate Social Responsibility (CSR) and brand loyalty, focusing on the mediating roles of customer satisfaction and brand identity within Beijing's tourism service industry. The quantitative research methodology is instrumental for several compelling reasons. Firstly, it facilitates the measurement and analysis of variables through numerical data, offering a structured lens to quantitatively examine the effects of CSR initiatives on brand loyalty. This approach is indispensable in empirically testing the hypothesized relationships between CSR, customer satisfaction, brand identity, and brand loyalty. Through statistical analysis, the study aims to provide concrete evidence supporting or refuting these proposed associations, thereby contributing to the body of knowledge on CSR and its impact on consumer behavior within the tourism industry.

Moreover, quantitative analysis is pivotal in handling the large volume of data anticipated from the survey of 400 respondents, enabling the efficient processing and interpretation of this data to derive meaningful insights. The use of statistical tools such as SPSS for descriptive statistics, AMOS for Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) for path analysis underscores the quantitative nature of this investigation. These tools enhance the rigor of the data analysis process and ensure the accuracy and reliability of the research findings.

The selection of a quantitative approach also aligns with the research objective to generalize the results to the broader population of tourism service customers in Beijing, China. Through random sampling and statistical analysis, this research seeks to provide a snapshot of customer perceptions and behaviors that can be extrapolated to a larger context. This methodological choice underscores the study's ambition to offer actionable insights for tourism companies in Beijing, guiding them in leveraging CSR to enhance brand loyalty among their customers.

(2) Population and sample size

The research population for this study comprises customers of the tourism service industry in Beijing. According to the Beijing Tourism Association, as of the end of 2023, there are 1,289 registered tourism companies within the city, serving a wide demographic of both domestic and international travelers. For this study, a selection of 20 tourism companies known for their reputation and service quality was made. These companies collectively served 241,972

customers in 2023, representing a significant portion of the tourism market in Beijing.

The sample size for this study was calculated using the Raosoft sample size calculator, a widely recognized tool for determining the appropriate number of respondents for survey-based research. Inputting the total population size of 241,972 customers from the selected 20 tourism companies and considering the desired confidence level and margin of error, a sample size of 384 was recommended. However, to account for potential invalid data or incomplete questionnaires, the sample size was adjusted to 400 respondents. This adjustment ensures a robust data set for analysis, providing a comprehensive understanding of customer satisfaction, brand identity, and their mediating roles in the relationship between CSR initiatives and brand loyalty in the Beijing tourism service industry.

(3) Sampling

A random sampling method has been chosen for this study to ensure that the sample is representative of the entire population. Random sampling is a probability sampling technique where each member of the population has an equal chance of being selected for the sample. Given the research population of 241,972 customers across 20 selected tourism companies in Beijing, the implementation of the random sampling method required a systematic approach. The list of all customers who engaged with these companies throughout 2023 serves as the sampling frame. From this comprehensive list, a sample size of 400 was determined to be sufficient for achieving the research objectives.

The random selection process involved assigning a unique identifier to each customer in the sampling frame and then using a random number generator to select 400 unique identifiers. This method minimized selection bias and enhanced the study's validity. The decision to employ a random sampling method was driven by its ability to produce a sample that mirrors the population, making it highly suitable for exploratory studies that aim to infer population characteristics from the sample. This approach ensures the reliability and credibility of the research findings, allowing for robust conclusions regarding the impact of CSR on brand loyalty in Beijing's tourism service industry.

(4) Research instrument

The research instrument chosen for this study is a structured questionnaire designed to gather data on the influence of CSR on brand loyalty, focusing on the mediating roles of customer satisfaction and brand identity. This choice of instrument is grounded in its efficiency in collecting a large volume of data within a relatively short time frame and its ability to produce quantifiable insights that can be systematically analyzed (Glastonbury & MacKean, 2020).

The questionnaire comprises two sections: demographic information and questions related to the four key latent variables of the study: CSR, customer satisfaction, brand identity, and brand loyalty. The questions are drawn from previous scholarly work and adapted to the specific context of the Beijing tourism service industry, ensuring their validity and reliability. For example, the CSR questions are based on studies by Wong & Kim (2020) and Sánchez-Torné et al. (2020), among others, while the customer satisfaction questions are adapted from Tuncer et al. (2021) and Liu & Kao (2022). This structured approach ensures that the questionnaire captures the multidimensional nature of these constructs, facilitating a robust analysis of the relationships between CSR, customer satisfaction, brand identity, and brand loyalty.

(5) Data Analysis

The data analysis segment of the study is structured to methodically dissect the gathered data, ensuring an evaluation of the relationships between CSR, customer satisfaction, brand identity, and brand loyalty among customers in the Beijing tourism service industry. This multi-phase process involves employing SPSS for descriptive analysis, Confirmatory Factor Analysis (CFA) to assess construct validity, and Structural Equation Modeling (SEM) for path analysis. Each of these steps is crucial for drawing meaningful conclusions from the research data.

1) SPSS (Descriptive Analysis)

The initial stage involves utilizing SPSS (Statistical Package for the Social Sciences) for descriptive statistics, which include mean, standard deviation, frequencies, and percentages of the collected data. Descriptive analysis offers an overview of the data set, providing insight into the basic characteristics of the variables under study and the

demographic profile of the respondents.

2) CFA (Confirmatory Factor Analysis)

Following the preliminary descriptive analysis, Confirmatory Factor Analysis (CFA) using AMOS (Analysis of Moment Structures) evaluates the construct validity of the measurement model, which involves the latent variables of CSR, Customer Satisfaction, Brand Identity, and Brand Loyalty. Construct validity is confirmed by examining various fit indices, including the Chi-square/df ratio, RMSEA, CFI, and TLI.

3) SEM Path Analysis

The final phase of the quantitative analysis is conducted through Structural Equation Modeling (SEM) path analysis. SEM allows for the simultaneous analysis of direct and indirect effects, providing a comprehensive understanding of the pathways through which CSR influences Brand Loyalty, mediated by Customer Satisfaction and Brand Identity. The path coefficients obtained from SEM analysis will indicate the magnitude and direction of these relationships, while statistical significance will be evaluated to determine the reliability of the findings.

4. Research Findings and Discussion

Through SEM path analysis, the study has obtained the research findings of the relationship among the four latent variables of the study, which consists of corporate social responsibility (CSR), customer satisfaction (CS), brand identity (BI) and brand loyalty (BL) in Beijing tourism service industry, as depicted in **Figure 1**.

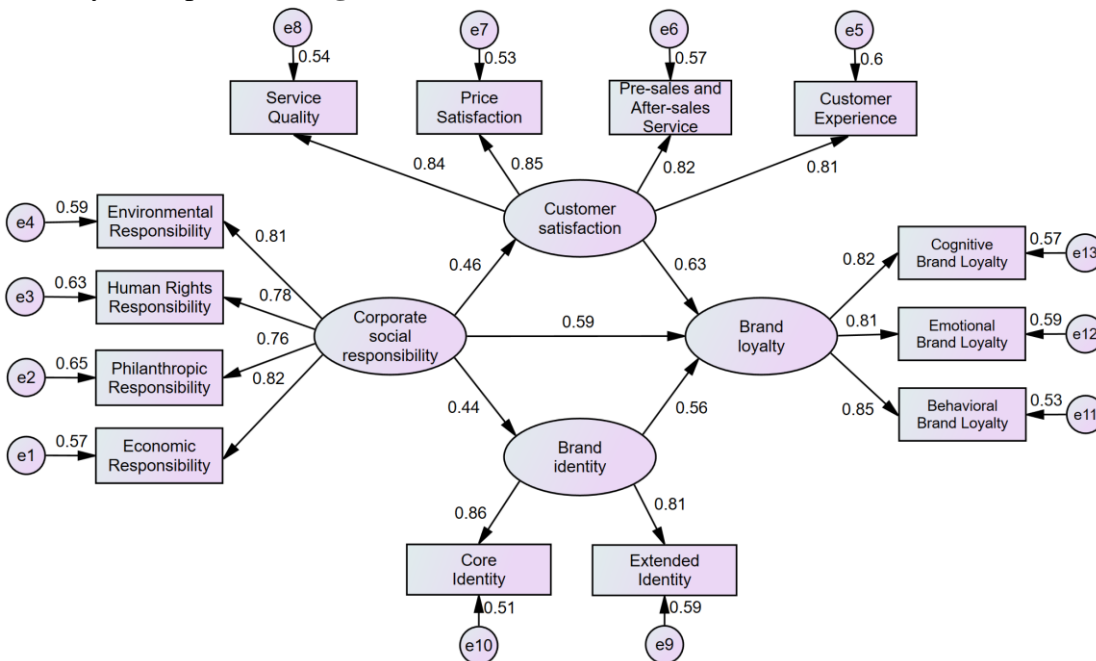


Figure 1 SEM path analysis results

The study also examined the mediating effect of customer satisfaction and brand identity in the relationship between corporate social responsibility and brand loyalty through the Bootstrap method, which can be presented in **Table 1**.

Table 1 Mediating effect analysis results of customer satisfaction and brand identity

Standard effect	Path	Effect coefficient	95% confidence interval		S.E.	P-value	Results
			Lower	Upper			
Total effect	CSR--->BL	0.876	0.827	0.925	0.025	***	Mediating effect
Direct effect	CSR--->BL	0.587	0.544	0.630	0.022	***	
Indirect effect	CSR-->CS---> BL	0.289	0.250	0.328	0.020	***	
Total effect	CSR--->BL	0.834	0.783	0.885	0.026	***	Mediating effect
Direct effect	CSR--->BL	0.587	0.544	0.630	0.022	***	
Indirect effect	CSR-->BI---> BL	0.247	0.210	0.284	0.019	***	

After conducting the above SEM path analysis and mediating effect analysis, the study summarized the main findings as follows:

(1) Corporate Social Responsibility and Brand Loyalty

The analysis reveals a significant positive relationship between corporate social responsibility (CSR) and brand loyalty in the Beijing tourism service industry. Companies that engage in ethical practices, contribute to social welfare, and demonstrate environmental stewardship tend to foster stronger loyalty among their customers. This finding aligns with existing literature which posits that consumers are more likely to remain loyal to brands that reflect their own values and societal expectations (Safeer & Liu, 2023). In the competitive tourism sector of Beijing, where service quality and consumer trust are paramount, CSR initiatives serve as a crucial differentiator, helping companies build and maintain a loyal customer base.

(2) Corporate Social Responsibility and Customer Satisfaction

CSR also significantly influences customer satisfaction in Beijing's tourism service industry. The study indicates that customers who perceive a company's commitment to ethical practices and social responsibility report higher levels of satisfaction. This can be attributed to the alignment between consumer values and the company's actions, which enhances the overall service experience (Al-Ghamdi & Badawi, 2019). In Beijing's tourism sector, where cultural and experiential elements are integral, the ethical posture of a company can greatly enhance customer satisfaction by meeting the expectations of a value-conscious clientele.

(3) Customer Satisfaction and Brand Loyalty

Customer satisfaction is found to have a strong positive effect on brand loyalty. Satisfied customers are more likely to develop an emotional attachment to a brand, leading to repeat patronage and positive word-of-mouth referrals (Achmadi et al., 2023). This relationship is particularly pronounced in the tourism industry, where personal interactions and service experiences are critical. High levels of satisfaction not only foster loyalty but also serve as a buffer against competitive pressures, as content customers are less likely to switch to alternative service providers (Paudel, 2023).

(4) Corporate Social Responsibility and Brand Identity

The study further establishes that CSR significantly impacts brand identity in the Beijing tourism service industry. CSR activities help define and enhance a brand's image by embedding social and ethical values into its core identity (Mahmood & Bashir, 2020). For tourism companies in Beijing, where brand differentiation is essential, CSR initiatives can strengthen brand identity by portraying the company as responsible and trustworthy. This strengthened brand identity, in turn, contributes to a positive market perception and competitive advantage.

(5) Brand Identity and Brand Loyalty

Brand identity is also found to significantly influence brand loyalty. A well-articulated brand identity that resonates with consumer values and expectations fosters deeper loyalty (Jalaludin et al., 2024). In Beijing's tourism industry, where brand differentiation is challenging due to the abundance of service providers, a strong and consistent brand identity can attract and retain customers by creating a sense of belonging and emotional connection. Consistency in brand messaging and values reinforces consumer trust and loyalty (Philip & Pradiani, 2024).

(6) Mediating Role of Customer Satisfaction

Customer satisfaction mediates the relationship between CSR and brand loyalty. The mediation analysis shows that CSR indirectly boosts brand loyalty by first enhancing customer satisfaction. This pathway highlights the importance of aligning CSR efforts with customer expectations to achieve higher satisfaction levels, which subsequently foster loyalty (Nguyen et al., 2020). In Beijing's tourism sector, this implies that companies must integrate CSR into their core service offerings to meet and exceed customer expectations, thus building a loyal customer base.

(7) Mediating Role of Brand Identity

Brand identity also mediates the relationship between CSR and brand loyalty. The findings suggest that CSR initiatives enhance brand identity, which in turn strengthens brand loyalty. This mediation effect underscores the role of a coherent and socially responsible brand image in cultivating loyalty (Kowalczyk & Kucharska, 2020). For tourism companies in Beijing, this means that CSR should be strategically incorporated into brand-building efforts to enhance their identity and secure customer loyalty.

5. Conclusion

The research findings underscore the critical interplay between corporate social responsibility (CSR) and brand loyalty within Beijing's tourism service industry, mediated by customer satisfaction and brand identity. The study confirms that CSR initiatives, which align with broader societal and environmental values, significantly enhance customer satisfaction and fortify brand identity, thereby fostering deeper brand loyalty. This relationship is vital in a competitive market like Beijing's tourism sector, where authenticity and ethical engagement are increasingly demanded by consumers. The data suggests that companies adhering to robust CSR practices not only meet but exceed consumer expectations, resulting in higher levels of satisfaction and loyalty. Furthermore, the mediating roles of customer satisfaction and brand identity are crucial, indicating that CSR impacts brand loyalty not only directly but also indirectly by shaping how consumers perceive and relate to a brand. Thus, integrating CSR into the core business strategies is not just a moral imperative but a strategic one that can lead to sustainable business advantages and a stronger competitive position in the market. This study contributes valuable insights into the dynamics of CSR in shaping consumer behavior and offers a compelling case for the strategic integration of ethical practices in the pursuit of enhanced customer loyalty and overall brand success in the tourism industry.

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