LINKING RESTAURANT ATTRIBUTES, CSR DIMENSIONS AND CUSTOMER SATISFACTION: EVIDENCE FROM THE FAST FOOD INDUSTRY

Mariam Shahid[1], Zoya Farooq Bhamani Ali[2], Sanaa Hafeez Sheikh[3]; Asadullah Lakho*[4]

[1, 3, 4] Lecturer, Department of Business Administration, Indus University, Karachi
[2] PhD Student, Department of Business Administration, Iqra University, Karachi, Pakistan

mariam.shahid@indus.edu.pk[1]; zoyabhamani25@gmail.com[2]; sanaa.sheikh@iqra.edu.pk[3];
asadullah.lakho@iqra.edu.pk*[4]

Corresponding Author: *

ABSTRACT

This study examines the role of customer satisfaction in explaining the relationship with a brand. A conceptual model is proposed that incorporates CSR dimensions of law, economics, ethics and philanthropy along with atmosphere, food quality, and service quality to better understand how customers form their brand preference for fine dining restaurants. To understand the role of restaurant attributes along with the CSR dimension, a quantitative research method using structural equation modelling was applied. Data were collected from customers of fine dining restaurants, resulting in 364 usable surveys. The results confirm the sequential relationship between restaurant attributes, –customer satisfaction, and brand image. All restaurant attributes and the CSR dimension play an important role in building brand image in the minds of restaurant patrons. Overall, this study recognises the importance of customer satisfaction in the brand image of upscale restaurants. There are some components in this study that prove to be obstacles. First, our study focuses only on Karachi Pakistan and the 12 restaurants that offer CSR activities. We have only analysed the data of 364 respondents. We only focus on the atmosphere, food, service, and CSR quality (economic, ethical, legal, philanthropic) in relation to brand image. Majority of respondents are only fast food lovers. This study was one of the first to examine the role of CSR in restaurants along with other attributes to assess customer satisfaction and brand image of fine dining restaurants.

Keywords: Atmospheric, Food Quality, Service Quality, Legal CSR, Ethical CSR, Economic CSR and Philanthropic CSR.

INTRODUCTION

Corporate social responsibility (CSR) highlights the complex interactions between business and society (Carroll, 1999). Corporate social responsibility (CSR) is the most important concept from the industry's perspective, mainly because CSR promotes customer satisfaction and is considered as the main factor for business survival in this competitive world (Mohammed & Rashid, 2018). According to a report by Nielson (2014), 55% of global online consumers in 60 countries are willing to pay more for products and services from companies that are committed to social responsibility (Rayapura, 2014). After focusing on the main concept of CSR, there are four CSR dimensions, namely economic, legal, ethical, and philanthropic responsibility (Carroll, 1991). Economic responsibility concerns the company's responsibility to produce products and services that are needed by consumers and to sell them in order to make profits. Saeidi et al. (2015) believe that economic responsibility should be

distinguished from the other areas of responsibility. They should be considered together when it comes to CSR, because financial interests are the main reason for starting a business, and the ethical behaviour of a business that goes beyond the financial aspects is the most important factor that influences the survival of an organisation (Nejati & Ghasemi, 2012). Legal responsibility refers to companies' compliance with laws and regulations in the conduct of their business and these dimensions of economic and legal responsibility also relate to CSR (Lynette & McDonald, 2008). Legal responsibility is about corporate compliance with federal, state, and local laws and regulations (Carroll, 1991). Ethical responsibility, i.e., the standards, norms, and expectations that reflect concern for what consumers, employees, shareholder,s and the community consider fair, equitable, and respectful of the moral rights of stakeholders (Carroll, 1991). The ethical dimension refers to the expected activities of a company (Carroll, 1979). Many casinos commonly practise an industry-specific strategy called responsible gaming, which is very similar to the ethical dimension (Lee et al, 2013). Philanthropic responsibility is composed of activities that contain artistic and educational features and protect the public interest. Carroll, (1991) after discussing the dimensions of CSR states that food quality also plays an important role and is of great importance, but it is not the only consideration in food selection. Food quality is the most important factor in restaurant choice and consumer satisfaction (Ha & Jang, 2010). Philanthropic responsibility is the expectation that companies will be good corporate citizens and actively participate in programmes that promote human welfare and goodwill (Carroll, 1991). Product quality is easy to evaluate compared to service quality. The reason for the difficulty in assessing service quality is that service consists of certain characteristics; previous research has shown many ways to measure service quality. Service quality can influence customers' perceptions and feelings. Therefore, it is not only a critical success factor for a brand or company, but also has a great impact on overall benefits (Yang et al., 2017). The most important goal of brand and product

management is to build a strong brand image, which in turn generates great profits in the short and long term (Malik et al., 2012). Brand is the identity of the product and image explains that brand equity or brand image research focuses on the identity of your product. If the product has unique features, it will attract customers and create a good brand image (Ghani, 2016 & Rahi, 2015). Customer satisfaction is crucial for any business because if your customers are satisfied, they will buy or use your services again and again. In the service sector, customer satisfaction describes the desired outcome of a service encounter and assesses whether the service has met the customer's needs and expectations (Orel & Kara, 2014). Satisfaction is an emotional or feeling state of the customer that has emerged from a global assessment or evaluation of all the characteristics that enable them to shape the relationship with the institutions/organisations/service providers, rather than a transaction-specific phenomenon (Aisyah, 2018). In recent years, many researchers have attempted to determine the mechanisms of how customer satisfaction affects brand image, food quality and service quality (Wong et al., 2019; Rahi & Ghani2019; Haumann, Quaiser, Wieseke, & Rese, 2014; Zhang et al., 2016; Xueming Luo and C. B. Bhattacharya 2006). Many studies have been conducted to investigate the constructs of service quality, food quality and customer satisfaction in different settings in different countries in the hospitality, tourism and food industries (Marinelli, Simeone, &Scarpato, 2015; Wang, 2015; Kafetzopoulos, Gotzamani, &Psomas, 2014; Bujisic, Hutchinson, & Parsa, 2014; Jang & Ha, 2014 Dedeoğlu & Demirer, 2015,). Previous studies have proven the role of customers in explaining customers' relationship with a brand. A conceptual model that incorporates customers as well as atmosphere, food and service has been developed to better understand how customers form their brand alternatives for upscale restaurants (Erkmen & Hancer, 2019). Many researchers have explored the definition of CSR and developed a conceptual model to explain the relationship between the dimensions of CSR (Legal, Economic, Ethical and Philanthropic), brand image and customer satisfaction. The

dimensions can positively influence customer satisfaction, with brand image promoting this relationship (Mohammed & Rashid, 2016). All researchers have separately identified the relationship between brand image and customer satisfaction (Mohammed & Rashid, 2016). But there is one gap they have not filled, which is that no one has combined CSR with atmosphere, food and service quality. Today, the problems with fast food are everywhere in the world.

Almost every country has fast food restaurants. Pakistan is the eighth largest market in the world when it comes to fast food and food-related businesses. Kazmi, (2017). Nowadays, Pakistan is dominated by the service industry. In developing countries, the service sector is the fastest growing industry. Ahmed, (2016) in recent times there has been a radical increase in the consumption of fast food. This dramatic shift towards the consumption of fast food is mainly due to the fact that people prefer convenience and good taste (Ahmed, 2016). On an average, the business of fast food in Pakistan and the trend of eating habits among the locals in the country is increasing by almost 21% annually (Ahmed, 2016). The present study focuses on identifying brand image behaviour in Pakistani fast food restaurants in collaboration with CSR dimensions and various qualities such as atmosphere, food and service. However, there is a gap that has not been filled i.e. no one has linked CSR with atmosphere, food and service quality. It is imperative to fill this gap. This is the best time to promote CSR activities in growing countries, especially in Pakistan. Companies are aware that society needs CSR activities so that they can automatically satisfy their customers and build a strong brand image.

Research Question

- What is the impact of Atmospheric, Food quality, Service quality on brand image and customer satisfaction?
- What is the impact of the dimension of Cooperate Social Responsibility (Legal, Economical, Ethical, and Philanthropicon brand image and customer satisfaction?

Theoretical Background

Latane discovered social impact theory in 1981. Social impact is explained as any influence on a person's feelings, thoughts, or behaviour exerted by the actual, implied, or imagined presence or actions of others. In other words, social influence theory aims to reflect how individuals influence and are influenced by each other over time (Latane & Wolf, 1981). Latane argues that social influence is experienced by an individual as a function of strength, immediacy and the number of sources of influence. Strength describes the authority or persuasiveness of a person or group. Immediacy means the spatial or temporal proximity between individuals and others. Finally, the number of sources of influence indicates how many people would influence the person (Latane, 1981). Social influence theory provides a useful framework for understanding how individuals are influenced by their social environment. In a variety of research areas, social influence theory has been applied to explain academic issues or practical phenomena, such as the effects of mere social presence on consumer attitudes and behaviour (Argo et al., 2005). Social influences on language change (Nettle, 1999). The reciprocal influence of majorities and minorities (Latane & Wolf, 1981). The impact of user-generated content in social media (Mir & Zaheer, 2012). And a dynamic process of changing private attitudes towards public opinion (Nowak et al., 1990). However, social impact theory is subject to a crucial limitation: it is a static theory. More precisely, it could explain why individuals are influenced by others, but the reciprocal effects of individuals on their social environment and the dynamic consequences were not considered by the original theory (Nowak et al., 1990).

Food Quality and brand image:

Quality can be defined in food as fitness for consumption, which in the standards of ISO is called customer satisfaction. Quality can be characterised as the conditions that are important to meet the needs of the buyer Peri (2005). Many consumers also depend on cooking and processing standards. Food quality is the most important key to the success of the hotel and also satisfies the customers. Food quality is a very important factor for brand image. The result shows that food quality plays a positive role in customer satisfaction and brand image

(Erkmen & Hancer, 2019). Moreover, food quality was found to have an impact not only on customer satisfaction but also on brand image (Jin et al., 2012). In light of these findings, the following hypothesis is proposed:

H1: Food Quality has a significant impact on Brand Image.

Service Quality and brand image:

Service quality is the extent to which the level of service is delivered well and meets customers' expectations. Service quality means that customers' expectations are consistently met (Parasuraman, Zeithaml & Berry, 1985). Along with atmosphere and food quality, service quality is one of the most important attributes that influence customers' evaluation of the restaurant experience (Berry et al, 2006, Wall & Berry, 2007).

Upscale restaurants are characterised by "high customer contact, high customer-staff interaction, predominantly human-centred service and high product individuality" (Njite et al., 2008). Staff play a crucial role in providing excellent service. Consequently, this study put forth that:

H2: Service Quality has a significant impact on Brand Image.

Atmospherics and brand image:

Atmosphere influences consumers' emotional attachment and loyalty, which in turn influences visitors' attitudes and behaviour (Pan, Su and Chiang, 2008). People prefer the best ambience, so atmosphere plays a very important role in hotels and restaurants. A good atmosphere is key to the success of a restaurant and also shapes the brand image. It is one of the most important components, and atmosphere is particularly appropriate in a restaurant because a positive first impression has a significant impact on customers' service experience (Berry et al., 2006). Thus, it is hypothesized that:

H3: Atmospheric Quality has a significant impact on Brand Image.

Legal CSR and brand image

Society has not only conceded to companies to operate according to the profit principle. People are associated with the legalisation of the law in relation to any business, they should implement the legalisation to achieve their goals (Carroll, 1991). The law-abiding behaviour of a brand reflects this assessment of the real culture on the public ground. Moreover, there is no critical contrast between sexual orientations in terms of the direction of actual engagement (He & Lai, 2014). Accordingly, this study proposes that:

H4: Legal CSR has a significant impact on Brand Image.

Philanthropic CSR and brand image

The word philanthropic means the love of people. Applying this idea of CSR to corporate activities that are a priority within the company aims to improve the lives of employees, local communities, and ultimately society. Philanthropy ensures that corporate actions are responsive to society's values and that companies should be good corporate citizens (Carroll, 1991). Hence, this study put forth that:

H5: Philanthropic CSR has a significant impact on Brand Image.

Ethical CSR and brand image

Economic and legal responsibility symbolise ethical norms about fairness and justice. Ethical responsibility encompasses the activities and practises that members of society are expected or forbidden to engage in, even if they are not in the law (Carroll, 1991). This responsibility refers to obligations that are right, just and fair and that must be fulfilled by companies. Mere compliance with laws, procedures and regulations does not always make business behaviour ethical or good. Corporate behaviour that goes beyond the law and contributes to social good is called ethical. Ethical CSR states that the principle that a company acts fairly and correctly when it complies with applicable regulations and obligations does not always make the company ethical. He and Lai (2014): The more opaque the products buyers purchase from a company, the more trust buyers have in the way the company treats buyers. Buyers will assume that the moral brand really moves the item data, and they will trust the quality of the items (He & Lai, 2014).

H6: Ethical CSR has a significant impact on Brand Image.

Economical CSR and brand image

Businesses were established as economic entities to provide goods and services to members of society. The main incentive was to establish the profit motive for entrepreneurship (Carroll, 1991). An enterprise must fulfil the economic obligations that come with the return to the investor. The fair benefit for the employees and the fair price for the customers. Economic CSR is the first level of responsibility and also the basis for the other responsibilities. The fact is that economic CSR is most important for the stability of any company. Based on these discussion, it is postulated that:

H7: Economical CSR has a significant impact on Brand Image.

Brand Image and customer Satisfaction

Brand image is often characterised as observations about a brand that are reflected in customers' brand associations. The benefits of brand affiliation lead to significant thought processes that transfer to the item (Simonian et al, 2012). The evaluation of customers' knowledge about the food depending on the characteristics of the restaurant decides the impression of value and this apparent quality structures an image of the brand in customers' psyche (Jin et al, 2013, Ryu et al, 2012). In addition to the effect of image on customer satisfaction, the constructive effect of image on customer reliability has also been studied. In each case, the effects are also claimed to be related to fulfilment and trust (Ball et al, 2006). It stands to reason, then, that brand image could have a significant impact on the brand relationship. This study posited the following:

H8: Brand Image has a significant impact on Customer Satisfaction.

Empirical Studies

Lee and Lee (2018) examine the effect of a multi-brand company's CSR activities on purchase intention through a mediating role of corporate image and brand image. CSR is the independent variable, brand image is a mediator, and purchase intention is the dependent variable. In this study, a survey was conducted with an online survey company targeting male and female consumers between the ages of 20 and 40. We selected this age group because these consumers are interested in both CSR and fashion and generally have sufficient income to purchase fashion products. After eliminating 22 disingenuous responses that did not answer and provided the same number in each row, 222 responses remained for the final analysis. The age demographics of the 222 survey respondents were almost evenly distributed: AMOS 22 was used to analyse the conceptual model of the samples (n=109), which assesses CSR activities at the firm level. Erkmen and Hancer (2019) examine brand relationship building for restaurants. They use an independent variable that includes atmosphere, service quality and food quality to test the relationship with their dependent variable, brand image and customer satisfaction. They developed a hypothesis to be tested. For this study, data were collected from 324 valid respondents from five Istanbul fine dining restaurants. Quantitative research applied. (SPSS) and (mplus7) were used in this study. The research model analysed using (SEM) and (CFA) is limited to Istanbul but can be widely extended. Kang and Namkung (2017) investigated the impact of CSR on brand equity and the moderating role of ethical consumerism. In this study, legal CSR, ethical CSR, economic CSR and philanthropic CSR, which are independent variables, show this impact on brand equity, which in this case has a mediating effect. The analysis was conducted quantitatively. AMOS 18.0 is a technique used. Data was collected from the 500 largest American companies. The entire survey was completed by 431 respondents. This study shows the implementation of a pilot test with 40 students. The results show that ethical, legal and economic aspects of corporate social responsibility play a significant role in consumers' perception of brand equity, while the other variable philanthropy of CSR did not play a role in this study. Ramesh et al (2018) examine consumer response to CSR activities: Mediating role of brand image and brand attitude, Ethical CSR is independent variable and brand image as a moderator as well as purchase intention is dependent variable The sample units were Indian citizens purchasing products from top FMCG companies with CSR expenditure selling products in India. A total of 232 samples were collected and after data cleaning, 202 samples

were taken for analysis. The accepted sample size of 200 for PLS-SEM analysis SPSS software was used for data cleaning and Smart PLS was used to test the hypotheses. The result of the research is that customers process CSR details unconsciously and may not remember the explicit details, but they are more likely to include the brand in their considerations, which is suggested by the positive attitude behind it. Hafez (2018) studied the impact of corporate social responsibility practises on brand equity in the banking sector in Bangladesh: the mediating effect of corporate image and brand awareness. CSR is the independent variable, brand image and brand awareness are the mediator and the dependent variable is brand equity. The sample size is at least 200. Based on this literature, 200 samples were selected for this research. 200 questionnaires were distributed and the responses of the respondents were collected. To validate the proposed conceptual framework for building BE through CSR, the partial least squares method of structural equation modelling was used in this study. The demographic profiles of the respondents represent an important demographic characteristic in the context of Bangladesh, as individuals with higher education are more knowledgeable about the concept of CSR and value those banks that have extensive CSR practises. Therefore, the sample I selected is representative of the banking sector in Bangladesh, which is somewhat different from the banking sector in developed countries like the US and Canada. It was also found that most of the respondents had a bank account in a private bank (93.5%) compared to 6.5% in public banks.

Figure 1: Conceptual Model

Methodology

Exploratory research has been conducted for a problem that has not been identified before, while explanatory research is based on past data and descriptive research is described as research that describes the characteristics of a particular population. Our research is based on explanatory research as we used data from previous research to define the relationship between several variables and brand image. The discovery of phenomena is called exploratory research, while the re-exploration of phenomena is called explanatory research. (Rosenthal &Rosnow, 1991). Quantitative research aims to prove the basic relationship between variables in order to identify circumstances and focuses mainly on statistical and measurable statements (Burns, 1997). The term quantitative research can be described as an organised method of analysing and collecting data from various sources. In this research technique, various statistical and mathematical tools are used to produce results. In this study, a quantitative approach is adopted. The quantitative approach is based on the quantitative collection and analysis of data using numbers. This approach is used in deductive research and in testing theories (Bryman, 2012). Quantitative research is appropriate for this study as data is collected and analysed using questionnaires to develop the findings. Causal research aims to investigate causal relationships and therefore always involves one or more independent variables (or hypothesised causes) and their relationships with one or more dependent variables. (Harmen Oppewal 2010). The target group we have chosen for this research are people who like fast food and frequent restaurants. All items from the domains were measured on a five-point Likert scale from 1 = strongly disagree to 5 = strongly agree. Atmosphere was measured with four items using the scale developed by (Ryu et al, 2012). For food quality, six items were adopted from previous studies (Kivela et al., 2000 Namkung & Jang, 2007). For service quality, respondents were asked to rate their perceptions of staff service (Ryu et al., 2012). Three items measuring customer satisfaction (Ryu, 2012). Customer brand image, adopted from Kim and Kim (2004), was measured with three items. The scale for CSR dimensions (legal, ethical,
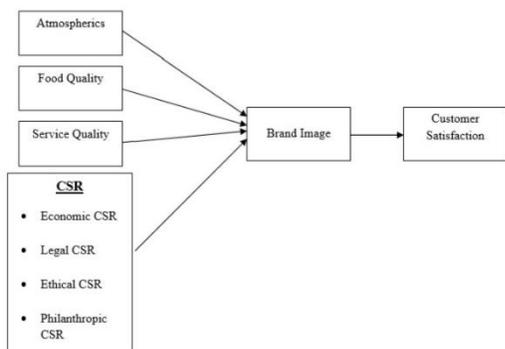
economic) was developed by Martinez et al. (2013). The scale for philanthropic CSR was developed by (Carroll, 1979).

Data Analysis
Demographic
Table 1 shows the demographic characteristics of the respondents. According to the table, there were a total of 364 participants. Of the 364 participants, 218 (60 percent) were male and 146 (40 percent) were female. The majority of the respondents were between 18 and 25 years of age, namely 269 (73.7 percent), while the age group between 26 and 35 years accounted for 81 (22 percent) and the remaining age group between 36 and 45 years accounted for 133.6 percent and the age group above 45 years accounted for 1 response, i.e. 0.3 percent. Among undergraduates, there were 238 (65.2 percent), among graduates 91 (24.9 percent), among postgraduates 29 (7.9 percent), and among others 6 (2.0 percent). For income below 10000, there were 167 (45.8 percent), for 10001-20000 (24.4 percent), for 20001-30000 55 (15.1), for 30001-40000 30 (8.2 percent), and for 40000 and above 23 (6.3 percent).

Demographics	Frequency	Percent
Gender		
male	218	59.7
female	146	40.0
Age		
18-25	269	73.7
26-35	81	22.2
36-45	13	3.6
45 and above	1	.3
Education		
undergraduate	238	65.2
graduate	91	24.9
post graduate	29	7.9
other	6	2.0
Income		
less then 10000	167	45.8
10001-20000	89	24.4
20001-30000	55	15.1
30001-40000	30	8.2
40000 above	23	6.3

Measurement Model Assessment
In the measurement model, convergent validity and discriminant validity are assessed. In convergent validity, the reliability of each construct, Cronbach α, average variance extracted (AVE), and composite reliability are analysed to assess the adequacy and reliability of the constructs (Raza, Qazi & Shah, 2018). Table 2 shows the results of convergent validity. In this table, the reliability of the data is assessed using Cronbach's α. It is crucial for the validation of the data (Nunnally, (1978). The internal consistency of the data was analysed and it was found that the scores of each item were above the threshold given by Tabachnick and Fidell (2007). As the table shows, all items had a value greater than 0.7, which confirms (Hair et al. 1998). The composite reliability indicates the internal consistency of the data and is used to further validate the accuracy of the variables. Table 2 shows that the composite reliability values range from 0.831 to 0.879, which means that they meet the established threshold. Moreover, the average extracted variance (AVE) of all the scale items ranges from 0.514 to 0.747, which shows that they meet the benchmark recommended by Fornell and Larcker (1981). Thus, all constructs meet the guideline values recognised for convergent validity Hong, (2015).

Table 2:
Measurement Model Results

Constructs	Items	Loadings	Cronbach's α	Composite reliability	Average variance extracted
A	A1	0.718			
	A2	0.729	0.899	0.879	0.747
	A3	0.796			
BI	BI1	0.762			
	BI2	0.72	0.836	0.837	0.634
	BI3	0.896			
CS	CS1	0.866			
	CS2	0.854	0.843	0.839	0.567
	CS3	0.874			
E.CSR	E.CSR1	0.805			
	E.CSR2	0.74	0.835	0.839	0.63
	E.CSR3	0.758			
	E.CSR4	0.800			
ET.CSR	ET.CSR1	0.822			
	ET.CSR2	0.836	0.848	0.834	0.567
	ET.CSR3	0.717			
FQ	FQ1	0.707			
	FQ2	0.773			
	FQ3	0.751	0.797	0.858	0.514
	FQ4	0.889			
	FQ5	0.854			
	FQ6	0.750			
L.CSR	L.CSR1	0.778			
	L.CSR2	0.786	0.829	0.832	0.551
	L.CSR3	0.873			
	L.CSR4	0.715			
P.CSR	P.CSR1	0.769			
	P.CSR2	0.702	0.830	0.854	0.679
	P.CSR3	0.704			
SQ	SQ1	0.850			
	SQ2	0.732	0.840	0.831	0.558
	SQ3	0.777			
	SQ4	0.751			

Furthermore, discriminant validity measures the extent to which the items of the scale differ from each other. In other words, it indicates how different and distinct the constructs are from each other. Discriminant validity, correlation matrix, loading and cross loading and Hetrotrait Monotrait (HTMT) According to the threshold given by Fornell and Larcker (1981), it can be presented in Table: 3, where the diagonal values are the square root of AVE and are greater than

the non-diagonal values of the variables. In the correlation matrix, discriminant validity is given when the scale values are smaller than the square root of AVE (Hong, 2015; Ali, Raza, Qazi&Puah, (2018).

Table 3:

Correlation matrix

Constructs	A	BI	CS	E.CSR	ET.CSR	FQ	P.CSR	L.CSR	SQ
A	**0.770**								
BI	0.206	**0.864**							
CS	0.413	0.571	**0.796**						
E.CSR	0.282	0.642	0.665	**0.753**					
ET.CSR	0.276	0.561	0.505	0.534	**0.793**				
FQ	0.326	0.631	0.420	0.490	0.385	**0.644**			
P.CSR	0.304	0.557	0.466	0.535	0.436	0.587	**0.742**		
L.CSR	0.463	0.349	0.270	0.353	0.354	0.166	0.238	**0.824**	
SQ	0.286	0.649	0.616	0.629	0.589	0.433	0.486	0.407	0.747

Source: Author's estimation

The Hetrotrait – Monotrait (HTMT) is also used to assess discriminant validity. The HTMT is one of the preferred methods for ensuring discriminant validity (Sarstedt, 2015). The threshold of the HTMT is that the scores should be less than or equal to 0.85 (Henseler et al., 2015). If this criterion is not met, this proves that there is no discrimination between the variables. Table 5 shows that the scores of the constructs are between 0.194 and 0.678, which proves that the threshold is met and the items of the proposed model are sufficiently valid and reliable.

Table 5:

Heterotrait-Monotrait Ratio (HTMT) Results

	A	BI	CS	E.CSR	ET.CSR	FQ	P.CSR	L.CSR	SQ
A									
BI	0.194								
CS	0.297	0.548							
E.CSR	0.406	0.442	0.379						
ET.CSR	0.432	0.212	0.343	0.678					
FQ	0.685	0.639	0.413	0.545	0.536				
P.CSR	0.215	0.548	0.412	0.431	0.221	0.445			
L.CSR	0.426	0.472	0.387	0.484	0.112	0.222	0.621		
SQ	0.585	0.115	0.548	0.401	0.373	0.116	0.273	0.434	

Source: Author's estimation

Structural Model Assessment

The structural model was also analysed to evaluate the proposed hypothetical model, as was an evaluation of the measurement model. The testing of each hypothesis was based on the magnitude, statistical significance and sign of the coefficients between each independent variable and the dependent variable. The larger the value of the coefficient, the stronger and more positive the influence on the variable. As in Table: 6, the results show that all the direct hypotheses of our study were accepted and supported except atmosphere, law, ethics and philanthropy which have insignificant relationship.

Table6:
Standardized regression weights for the research model

Hypothesis	Regression Path	Effect type	Co-efficient	P Value	Remarks
H1	A --> BI	Direct effect	0.694	0.433	Un-Supported
H2	FQ--> BI	Direct effect	0.307	0.000	Supported
H3	SQ--> BI	Direct effect	0.230	0.021	Supported
H4	L.CSR--> BI	Direct effect	0.085	0.343	Un-Supported
H5	ET.CSR--> BI	Direct effect	0.124	0.216	Un-Supported
H6	E.CSR-> BI	Direct effect	0.199	0.026	Supported
H7	P.CSR-> BI	Direct effect	0.102	0.258	Un-Supported
H8	BI-->CS	Direct effect	0.499	0.000	Supported

Notes: SRW = Standardized regression weight

The above results show that FQ, SQ, ECSR and BI are supported. In this way, they support the hypotheses H2, H3, H6 and H8. On the other hand, 4 of the hypotheses are rejected, namely H1, H4, H5 and H7.

Discussion
H1 The perceived hypothesis is that atmospheric quality has a significant impact on brand image. The hypothesis of atmospheric quality on brand image shows the following result ($p < 0.10$, $\beta=0.694$). Testing these results, it can be concluded that atmospheric quality has insignificant influence on brand image as reported by Hussein, (2018). Erkmen and Hancer (2019). A potentially important role of atmosphere is to create a positive first impression that enhances the customer's service experience. However, if your customer sees a not-so-good environment, their impression will not improve. H2: The perceived hypothesis is that food quality has a significant impact on brand image. Moreover, the hypothesis of food quality on brand image shows the following results ($p < 0.10$) and on the other hand $\beta= 0.694$. (Jin, Lee & Huffman 2012) Yi, Zhao, &Joung2018) also found in their research that food quality plays an important role in building brand image. If a restaurant offers good or excellent food, it helps to build a better brand image in front of so many customers. In addition, a better brand image also leads customers to positively communicate the quality of the restaurant's food to others. H3 Hypothesis: The relationship between acquired

service quality and brand image is also significant and positive. The hypothesis of service quality on brand image shows the following results ($P < 0.10$, $\beta= 0.230$). The above values show the supporting effect of (Manhas and Tukamushaba 2014) & (Saleem and Raja 2014) because when service quality is good, customers are more satisfied and that leads to positive brand image. And when the restaurant improves its service quality, the brand image also increases. H4 the relationship between legal CSR and brand image shows in hypothesis four that the result of legal CSR on brand image and results ($P > 0.10$, $\beta=0.085$) are supported (Lho, Park and Yu 2019& Martinez, Perez and Del Bosque 2014) because each restaurant has its own rules and regulations so it cannot be supported for good brand image if they are not published. H5 the hypothesis Ethical CSR has no significant impact on brand image. The result proves that ethical CSR has no influence on brand image. ($P > 0.10$, $\beta=0.124$) Both variables together are not significant as the p-value is above 0.10, which is also shown in (Shu-Ling Hsu2018). This means that consumers pay more attention to economic and legal responsibility and care less about ethical responsibility. H6 thus. The results prove that economic CSR basically & significantly affects brand image, ($p < 0.10$, $\beta=199$) both variables together support the given fact and have a positive effect as the p-value is less than 0.10. Saima and Rizwan (2018) came to the same conclusions in his research on the positive impact of economic CSR on brand image. It was

also found that fundamental responsibility is important for business growth by creating jobs and improving sales of products and services. It was also found that economic CSR and brand image curb waste and overheads in factories and achieve maximum sales and profitability, which has a significant and emphatic impact on brand reputation. H7, the hypothesis on the impact of philanthropic CSR on brand image, shows an unfavourable relationship (p=0.258, β=0.102), which is also indicated by (SR khan 2018, Muhammad and Rashid 2018). This is because philanthropic CSR involves the company in relation to society's demand to be a good citizen and contribute to human welfare. H8 The hypothesis states that the impact of brand image on customer satisfaction is a positive and significant relationship (P = 0.000 and β = 0.499). (Neupane2015 as well as Al Memunet al2019), also found the same positive result. This is because brand image could create awareness among customers about the dignity of the brand, which helps to increase their satisfaction in purchasing the company's products.

Conclusion

The focus of this study is to examine the influence of factors on customer satisfaction in fast food restaurants in Karachi. Corporate social responsibility (legal CSR, economic CSR, ethical CSR, philanthropic CSR, atmosphere. Service quality and food quality are the independent variables, brand image is the mediator and customer satisfaction is a dependent variable. The objective of the study is to investigate the relationship between atmosphere, service quality, food quality and CSR dimensions (legal CSR, economic CSR, ethical CSR, philanthropic CSR) in fast food restaurants as Pakistan ranks eighth in the fast food industry. In this study, data was collected through paper and online questionnaires. A total of 365 responses were collected which were tested using SPSS and PLS-SEM. There are 8 hypotheses which lead to the conclusion that food quality, service quality, economic CSR and brand image have a significant impact on customer satisfaction in the atmosphere. Legal CSR. Ethical CSR and philanthropic CSR have an insignificant influence. The results of the

study show that all independent variables Corporate Social Responsibility (Legal CSR, Economic CSR, Ethical CSR, Philanthropic CSR), Atmosphere, Food Quality and Service Quality. This study is useful for marketing department of fast food. This study could be useful for brand managers to know more about building brand relationship in restaurants and CSR to strengthen customer satisfaction. This study will help marketers to build new satisfying customer relationships by attracting marketing attention. To achieve this, every business should be able to identify the true expectations and needs of its consumers. Experts in this field believe that a company that wants to develop a sustainable future should make it its main task to know the needs of its customers.

Recommendation

Atmosphere plays an important role in shaping the brand image of a restaurant. Therefore, we suggest to the manager that atmosphere includes not only the infrastructure of the restaurant but also the luxury it offers. However, WIFI has become the need of every customer. Therefore, you should provide open WIFI to your customers to make them more satisfied.
- The manager of a fast food restaurant should improve the quality of the food by introducing a new sauce and also introduce new recipes by offering it as a free dish to check the response to that dish because customers need something new in the restaurant these days.
- The management should stand out from the crowd by focusing on the presentation of the food which becomes more attractive the more the customer visits the restaurant.
- Managers should focus on service above all, because service quality has become an essential part of the restaurant business. It gives a business a competitive edge and sets it apart from its competitors. Therefore, a manager should train his staff on how to deal with customers and how to behave well in order to project a positive image of the restaurant to the customers. They should also represent their restaurant in such a way that customers will recommend the service to others.
- When deciding on the growth of the restaurant, restaurant managers should also consider the economy of their country. Pakistan's economy is

not very stable and managers have to use a considerable amount of their profits to support the communities in which they operate their businesses.

- The managers should always remember that the image of a brand should be positive in the minds of the customers, which will help the brands to serve the market and. Therefore, the restaurant should collect the GST tax that it is guaranteed to pay to the government for the benefit of the general public

- Managers should think about voluntary activities with restaurants. This will help them in giving a positive image to their brand in the perception of the customers. So, it will be beneficial for the restaurants if this activity in

their restaurant will familiarise the customers with the brand, like today where the restaurant is offering papaya leaves as a voluntary service for dengue sufferers. This kind of activity is good for the future of the restaurant. Also, the restaurant should spend a certain percentage of the amounts on charity to increase the number of customers.

Recommendation for the future:
This study was conducted only in Karachi, Pakistan. Therefore, it is recommended that studies be conducted in other cities in Pakistan. This study focuses on the fast food sector, therefore further studies could be conducted on the entire food sector outside Pakistan.

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