

# The role of consumer demographics in building and enhancing loyalty to socially responsible institutions - A case study of the new Algerian canning factory, RouibaNCA Rouiba-

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## ABSTRACT

This study aims to know the contribution of consumer demographic characteristics in building and strengthening loyalty to socially responsible institutions through field projection on the new Algerian canning factory, Rouiba.NCA Rouiba.ISO Certified26000.

To study this topic, we relied on the positivist approach and hypothetical-deductive logic by forming the theoretical framework for the study variables and then relying on the questionnaire as a tool for collecting primary data, and relying on a sample estimated at 388 Single of consumers of products The new Algerian canning factory in RouibaNCA Rouiba.

The Statistical Package for the Social Sciences (SPSS) was used. SPSS Release 27 In processing the data after it has been collected, this is done by relying on a set of statistical methods in analyzing the results and testing the hypotheses, including the Spearman rank correlation coefficient test to measure the strength and direction of the relationship between the study variables, in addition to the test Mann-Whitney and Kruskal-Wallis To study the differences in the answers of the sample items according to their personal characteristics.

The study concluded with a set of results, the most important of which are the following:

There is a statistically significant correlation between the social responsibility of the new Algerian canning factory in Rouiba and the loyalty of its consumers.

There is an impact of demographic characteristics on individuals' assessment of the social responsibility of the new Algerian canning plant, Rouiba.

Consumer demographics influence their loyalty to the new Algerian canning plant Rouiba.

## Keywords

Social responsibility, demographics, consumer behavior, building loyalty, new Algerian canning plant Rouiba.

## Introduction

Given the requirements imposed by globalization on all institutions of different nationalities and locations of activity, Algerian institutions are also required to assume social responsibility and achieve harmony between their economic objectives and social and environmental requirements in order to ensure their survival. This can only be achieved by gaining the loyalty of consumers of their products. In order for today's institutions to win the loyalty of consumers, they must be socially responsible, especially since the consumer has become aware and conscious of the institutions that seek to be so. Social responsibility is based on taking social and ethical considerations into account in various practices, as well as the inevitability of reconciling conflicting interests represented by profitability, the interest

of society, and achieving consumer satisfaction and loyalty.

In light of the above, the following problem can be raised:

**How do demographic factors contribute in building loyalty of consumers of the new Algerian canning plant in Rouiba-NCA Rouiba?**

Accordingly, the question from which the study was launched includes the problem under study and indicates the necessity of studying the targeted relationship between the trend towards adopting social responsibility and consumer loyalty. In light of this, a group of sub-questions came as follows:

- Does Rouiba Foundation's adoption of social responsibility affect building loyalty among consumers of its products?

- Is there an impact of the personal characteristics of consumers on their evaluation of the social responsibility of the Rouiba Foundation? NCA Rouiba?
- Is there an impact of the personal characteristics of consumers on loyalty to the Rouiba institution? NCA Rouiba?

## 1. Study hypotheses

As an initial answer to the problem raised and the sub-questions, a set of hypotheses were formulated, as follows:

**First hypothesis:** There is a statistically significant effect at a significance level less than 0.05 for the social responsibility of Rouiba Foundation to build the loyalty of consumers of its products

**The second hypothesis:** Consumers' personal characteristics influence their evaluation of an organization's social responsibility. NCA Rouiba.

**The third hypothesis:** There is an influence of consumers' personal characteristics on their loyalty to an organization. NCA Rouiba.

## 2. Study objectives

This study aims to achieve the following:

- Understand very important and current marketing concepts such as the concept of social responsibility and achieving loyalty.
- Study of the relationship between corporate social responsibility and consumer loyalty.
- Measuring the level of awareness of consumers of Rouiba products NCA Rouiba For the concept of social responsibility  
Identify the contribution of consumer demographic factors in building loyalty to an organization NCA Rouiba.

### The first axis: Theoretical basis for study variables

#### Firstly: Social Responsibility

##### I. Definition of social responsibility

The definition of corporate social responsibility has undergone fundamental changes over time and continues to evolve as society progresses and its expectations evolve. There is no universally accepted definition, nor is there a consensus on

the definitive list of issues it covers. It is generally accepted that social responsibility is neither a charitable act on the part of the institution nor absolute compliance with the law. The common denominator among most definitions is that social responsibility is a concept whereby institutions incorporate social and environmental concerns into the policies and activities of their business in order to improve their impact on society.

At the beginning, we can define the concept of social responsibility in language and terminology as follows:

**language:** Responsibility is a language derived from the question, and it means the one who is in the position of questioning and accountability.<sup>i</sup>

**Technically:** Responsibility is technically meant: The situation in which the agent must be held accountable for his actions, i.e. he must acknowledge that they are his actions and bear the consequences of these actions, and as it is said in short, it is: Dependency that Obligatory action<sup>iii</sup>

The most comprehensive definition came, and with it there was a qualitative shift in enriching and expanding the concept of social responsibility within the framework of the pioneering research of the thinker. CARROLL Where he sees it "The organization's commitment to keep in mind, during the decision-making process, the effects and consequences of these decisions on the external social system in a way that ensures a balance between the various economic profits required and the social benefits resulting from these decisions."<sup>iiii</sup>

##### II. Dimensions of social responsibility For institutions

Four dimensions of corporate social responsibility have been identified as follows: <sup>iv</sup>

**II. 1. Economic dimension:** It requires the rational use of resources for institutions to produce high-quality goods and services. This dimension also requires fair competition by respecting the rules of competition and not inflicting harm on others. Harm to competitors, in addition to preventing monopoly and harm to consumers, and this dimension depends on benefit From technological progress and its use in treating environmental damage.

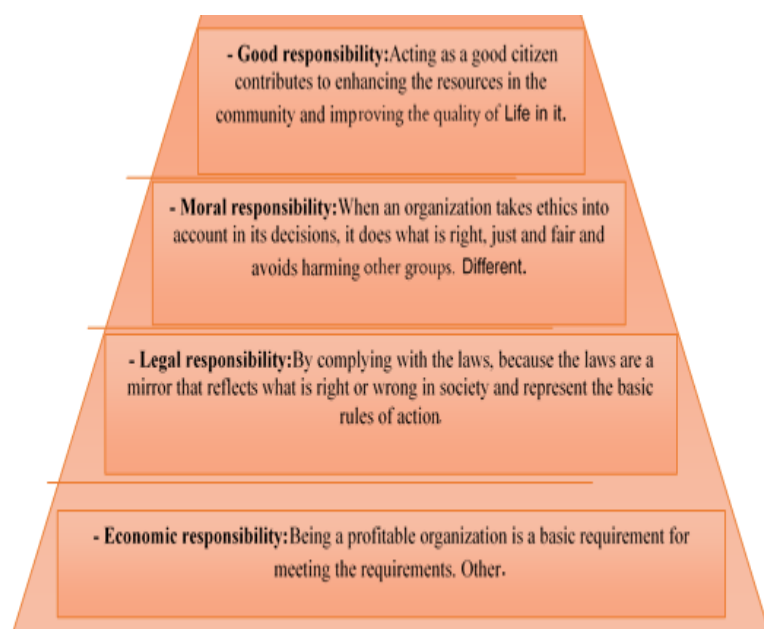
**II. 2. Legal dimension:** This dimension requires conscious and voluntary commitment to the laws and legislation regulating various areas in society, as this dimension stipulates the achievement of Justice and safety, whether by reducing work injuries, improving working conditions, or preventing wrongful acts. The elderly and the young, and providing job opportunities for people with special needs, in addition to respecting human rights and preventing discrimination on the basis of gender or religion.<sup>v</sup>

**II. 3. Ethical dimension:** This dimension is based on understanding the value, moral and behavioral aspects, and beliefs in the society in which you operate, and in fact these aspects are not yet framed by binding laws. But respecting it is considered necessary to increase the reputation of the institution in society and its acceptance. The institution must commit to doing what is right, fair and honest.<sup>vi</sup>

**II. 4. Good distance:** This dimension is related to the principle of developing the quality of life in general, and the elements that branch out from that. It is related to public taste and the quality of food, clothing and transportation that an individual enjoys. This dimension also represents the advantages. And the benefits that the community wants to obtain directly from the organization, such as support provided to local community projects in all their forms.<sup>vii</sup>

These dimensions have been employed in a hierarchical, sequential manner to clarify the nature of the interrelationship between these elements on the one hand, and on the other hand, the reliance on any other dimension represents a realistic situation according to the following form:

**Figure No.(01):** Thinker's Social Responsibility Pyramid(CARROLL)



**Source:** Taher Mohsen Al-Ghalbi, Saleh Mahdi Mohsen Al-Amiri, Social Responsibility and Business Ethics, previously cited reference, p.83.

## Second: Building loyalty

### I. Definition of consumer loyalty

Researchers have differed on setting a clear definition of loyalty due to the difference in the foundations on which each of them starts in his definition of loyalty. Some of them see loyalty as the attitudes, feelings and intentions of consumers towards the products offered and promoted, while others see it as the behavior that has actually been achieved. According to the first opinion, loyalty is confined to the mind and psyche of the consumer, and its effect and results do not appear. As for the second opinion, it means that loyalty appears in the increasing rate of repetition of purchasing the same product offered by the institution. The problem here is that the individual may repeat the purchase of this product due to the lack of convincing and numerous alternatives for him, and thus loyalty does not have a logical existence here.

The following definitions can be listed:

**Definition of thinker Daniel Onwonga Auka, 2012:**

custom "Daniel" loyalty Consumer However, :  
behavior Consumer Represented by repurchasing

from the service provider when needed, and a positive attitude towards it despite the existence of alternatives to it<sup>viii</sup>.

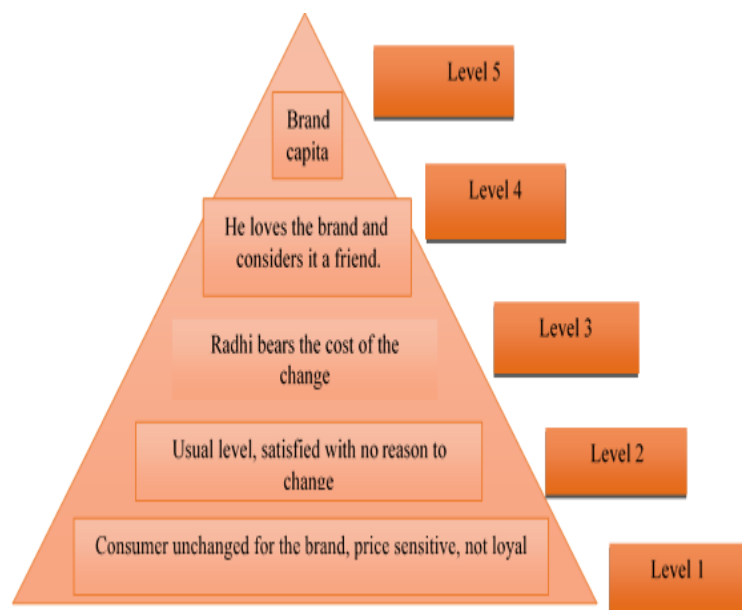
**-Researcher definition P.Kotler 2015:** he That deep commitment to purchase or repeat purchase of a product or service, despite surrounding circumstances and marketing efforts that may cause a change in purchasing behavior.<sup>ix</sup>

From the above, a comprehensive definition of consumer loyalty can be given as a positive attitude of the consumer towards a product, institution or brand as a result of a previous positive experience. Loyalty can also be measured by repeating the purchase process from the same brand repeatedly and for a long period. Loyalty is used as an indication of the consumer's preference to order the products and services of one institution over another.

## II. Loyalty levels

We can identify several levels of brand loyalty, and at each level we find a different form of brand origin and different marketing problems, as we see in the following figure:

**Figure No.(02):** Loyalty Pyramid



**Source:** Jean Noël Kapferer, Les marques capital de l'entreprise", édition d'organisation, 3ème édition, Paris, France 2003, p 46.

The levels can be divided as follows: <sup>x</sup>

**Level 1:** We find undistinguished consumers who see that all brands can satisfy them well, and the

brand name does not play any role for them in the purchase decision. Such a situation is found in dealing with gas stations, where consumers are only sensitive to the price and proximity of the station to the traffic road.

**Level 2:** Conservatives are satisfied consumers, at least they have no reason to change the brand, their loyalty is sensitive and weak, based on habit and the law of least effort.

**Level 3:** They are satisfied consumers who consider the cost and return of change. They calculate the cost and return of change, and remain loyal if change costs more than staying, in addition to the risk of lower performance. These consumers move towards more attractive offers, so the organization must achieve continuous excellence in order to retain them.

**Level 4:** Here we find emotional consumers, consumers who love the brand for its image, its story, its symbols and the experience they get from dealing with it. They are considered friends of the brand and their attachment to it is real and must be preserved.

**Level 5:** They are consumers who are happy to deal with and use the brand, and are willing to make every effort to obtain it. They are consumers who fight for the brand and are considered assets of the brand. Among the brands that have achieved a good position at this level

## III. Dimensions of loyalty

footOliver This classification of loyalty dimensions year1999Which is considered one of the most common classifications adopted by writers and specialists in the field of marketing, where loyalty is graded as follows: <sup>xi</sup>

### ✓ cognitive loyalty)Cognitive(

In the first stage of loyalty, consumer information about the qualities and characteristics of brands indicates that one brand is preferred over other alternative brands. This stage is called cognitive loyalty or loyalty based on consumer opinions. This knowledge can be based on previous information or information provided by others or information based on recent experience with the brand. Loyalty at this stage is the result of available information about the brand's performance levels, and therefore it depends on the brand's performance levels. The consumer's state at this stage is superficial in nature.

✓ **emotional loyalty)The emotional**

In the second stage, tendencies and attitudes towards the brand develop based on its accumulated satisfactory usage. Loyalty at this stage is referred to as emotional loyalty. While knowledge is susceptible to opposing opinions, emotion is not easily removed. Similar to cognitive loyalty, this type of loyalty remains subject to change, as evidenced by data showing that a large percentage of brand switchers claimed to have been previously satisfied with the brand.

✓ **Behavioral loyalty**

It is the voluntary stage.(behavioral intention)Will is the commitment to repeat the purchase of a particular brand. The consumer desires to repurchase the brand but similar to any good intention this desire may be expected but an uncertain event.Although this type of loyalty brings the consumer to a stronger level, it has weaknesses. Trying samples of competing brands and sales promotions may be effective because the consumer has committed to the brand and not to avoid new offers. Therefore, this consumer has not developed in terms of his intentions a decision to avoid competing brands.

✓ **Loyalty-Actual(My situation)**

A consumer at this stage has a strong desire to repurchase the brand and only that brand, has acquired the skills needed to overcome the threats and obstacles of the brand-only purchase requirement, is expected to routinely eliminate competing messages, engage in a serious and arduous search for his preferred brand, and may avoid competing brand offerings.On the other hand, in addition to the deterioration of the brand's performance, which is a potential reason for the consumer to switch from it at every stage of loyalty, it is only the unavailability of the brand that will cause the consumer to try another brand.

**Third: The behavior of the consumer**

**I. Consumer definition and consumer behavior**

The word consumer(Customer)Derived from the root word(Custom)It means getting used to something, and the word(Custom)The Oxford

British Dictionary defines it as: make something go in a normal way, practice in a normal way<sup>xiii</sup>

The concept of consumer refers to the person who buys, or has the ability to buy, the goods and services offered for sale, and whose aim is to satisfy personal or family needs and desires.<sup>xiii</sup>

Accordingly, every person is considered a consumer if his primary motive is to satisfy his needs and desires according to what is available and accessible on the one hand, and according to his capabilities and purchasing power on the other hand.

The consumer has been defined as"The individual who purchases the good or service for his personal use and not for manufacturing or resale purposes, i.e. the end user of the good or service"<sup>xiv</sup>.

The consumer has been defined elsewhere as: A person who constantly carries out his marketing activity by making rational purchasing decisions, choosing materials that achieve his benefit"<sup>xv</sup>.

The previous definition highlighted that the consumer is the one who continuously practices his marketing activity through purchasing and consumption, and this is considering that his purchasing decisions are rational.

However, most purchasing decisions cannot be considered rational or wise. Some consumers tend to be rational in making purchasing decisions, while others tend to be emotional. Among the factors determining whether a purchasing decision is rational or emotional, we find, for example: Product position with the consumer, product cost, type of consumer(end consumer or industrial consumer)Consumer capabilities, product lifespan..etc.

This has been known as consumer behavior as those direct and indirect actions and behaviors that individuals perform in order to obtain a specific commodity or service from a specific place and at a specific time in order to satisfy their desires and fulfill their needs.<sup>xvi</sup>

In another definition of consumer behavior, it is the activities of individuals during the selection and purchase of goods and services in order to satisfy the desires and fulfill the consumer's required needs.<sup>xvii</sup>

**II. Factors affecting final consumer behavior**

There are many factors that affect consumer behavior, such that they can cause a change in consumer trends, and their impact is direct and indirect, and they interact with each other to ultimately give the practical character to the final purchasing decision. This process is represented in the following:

## II. 1. Marketing factors

Consumer behavior is influenced by many factors, including the marketing mix elements of product, price, promotion, and distribution.

- ✓ **Product:** The product is considered the basic element in the marketing process and therefore it is the main influence on consumer behavior. The product is known as: A set of physical, service or moral characteristics that the consumer expects to achieve general satisfaction or specific benefits.<sup>xviii</sup>. It is also known as "A set of benefits that the consumer obtains to satisfy his needs. These benefits include material benefits such as the characteristics of the commodity and psychological benefits that the consumer obtains as a result of his acquisition of the commodity such as social status, the love of bragging, or entertainment."<sup>xix</sup>.
- ✓ **Pricing:** The institution's determination of prices means the products it offers, and it is the art of translating the value of the product into a monetary equivalent. Pricing is the decision that means for the institution that it obtains returns in exchange for the products it offers, which is met on the other hand by what the consumer provides from his income to obtain the product.<sup>xx</sup>.
- ✓ **Promotion:** It refers to all activities of communicating with consumers to make the product or service familiar and known to them, and to create a belief in them that it has the qualities and advantages that satisfy their needs with the aim of creating a permanent market for the product.<sup>xxi</sup>.
- ✓ **distribution:** Known as: The set of activities carried out by the institution with the aim of marketing its products and services and delivering them to consumers in the appropriate place and time."<sup>xxii</sup>.

## II. 2. External factors

There are many external factors that influence consumer behavior, including culture, social classes, reference groups, and the family.

- ✓ **Culture:** Culture is considered a comprehensive concept that contains many material and non-material factors that affect the way individuals think and their behavioral patterns. Accordingly, culture can be defined as: A complex set of values, norms, and attitudes that an individual acquires as a result of his belonging to a society.<sup>xxiii</sup>.
  - ✓ **Family:** The family is considered one of the important groups that influence the behavior of its members in terms of purchasing and consumption, as the family teaches its members what goods and services should be consumed or used, which provides them, especially in the early stages, with many values of a social, economic and other nature, which ultimately shapes their value structures, through psychological perspectives and with social, economic and political value dimensions..etc., later determine their positions towards all the goods, services, and issues that concern them in the environment in which they live.
  - ✓ **Reference groups:** Individuals are influenced when making their consumer decisions by the people around them: family, neighbors, friends, coworkers, members of the club to which the individual belongs, and celebrities.etc., these are considered a reference for the individual's consumer behavior, so they are called reference groups, which are: "A group of close individuals who make up one family, acquaintances, or work colleagues, where the individual is influenced by the climate of the group to which he belongs and adopts to some extent its values, attitudes, and behavioral patterns."<sup>xxiv</sup>.
- ## II. 3. Internal factors
- Several factors contribute to shaping consumer behavior, and it is not limited to marketing and external factors. Consumer behavior is also affected by internal factors, which we will discuss in this section.
- ✓ **Consumer economic status:** Consumption is affected by economic factors before social factors, and economic factors can lead to the dissolution

of social factors, and these factors are represented in:

- Income is considered one of the factors that greatly influence the purchase decision, especially if this income is the income of one of the people who influence the purchase decision. Therefore, the size of consumption depends on the size of income. The higher the income, the higher the consumption, at a rate less than the rate of increase in income.
  - Inflation, which represents the rise in the general level of prices, leads to a decrease in the purchasing power of income and thus consumption decreases. The income that used to enable its owner to buy..100A unit of goods and services, then after the price increase the number of units purchased will decrease, which will lead to a decrease in consumption, or will sacrifice savings.Given the impact of prices on consumption, countries and governments usually set wage levels at price levels. Therefore, a rise in price will push governments to raise the level of income in order to maintain a stable level of individual consumption.<sup>xxv</sup>.
  - ✓ **Character:** The concept of personality is used to try to understand the difference that appears in the behavior of individuals despite their being in the same situation. Given the importance that personality occupies in the field of consumer behavior, many researchers have been interested in studying it.Some people know it as"The set of innate biological data, the passions, motives, desires, and instincts of an individual, and the set of acquired tendencies through experience."<sup>xxvi</sup>.
  - ✓ **Motives and needs:** The individual is affected by his multiple motives and needs, as he seeks to satisfy those motives and needs with goods and services. Psychologists try to study and interpret the behavior of this consumer in order to identify the truth of his motives. If this is done, then the behavior resulting from it can be explained and the actions that he will take in the future can be predicted. Consequently, marketing men try to stimulate the purchasing motives of this consumer.<sup>xxvii</sup>.
- Learning:** When an individual deals with various goods and services, he learns. Therefore, learning is the changes that occur in an individual's

behavior resulting from experience.Learning is defined as"Changes in individual behavior resulting from accumulated experience or observations of marketing activities."<sup>xxviii</sup>.That is, the individual interacts with the environment in which he lives during his daily life.

### The second axis: Field study

The field study was conducted on a sample of consumers of the products.NCA RouibaAs an ISO certified institution26000Regarding the social responsibility specification, we relied in our study on a questionnaire.It consists of two main parts:

**Part One:** Contains information related to the demographic characteristics of the study sample.(Gender, age, income level, education level).

**Part Two:** Contains: 27A phrase divided into two axes, the first measures the opinion of the respondents regarding the social responsibility of the new Algerian canning factory, and the second measures the extent of the respondents' loyalty to the new Algerian canning factory in Rouiba.

The study was conducted on a sample estimated at388Single and this is at a confidence level estimated at 95%and random errorIt is estimated that5.0%Using the Statistical Package for the Social Sciences (SPSS)(Statistical Package for Social Sciences)Release27

#### I. Description of the study sample

##### ✓Description of the study sample by gender

The following table shows the distribution of the study sample items according to gender.:

**Table No.(01): Distribution of study sample items by gender**

the total	feminine	male	Sex
388	230	158	Repetitions
100	59	41	ratio%

**Source:** Prepared by the researcher based on the resultsSPSS

From the table it is clear that there is a convergence between the percentages of females and males in the study sample, as the percentage of males reached41%Equivalent158Single, female ratio59% Actress for230Single

##### ✓Description of the study sample by age

The sample vocabulary was divided according to age into: 4Key areas as shown in the following table:

**Table No.(02): Distribution of study sample items by age**

the total	+51 A year	from36to50year	from22to36year	below22 year	Age
388	29	52	256	60	Repetitions
100	5	13	66	16	ratio%

**Source: Prepared by the researcher based on the resultsSPSS**

It is clear from the table that most of the sample members are young people, as the percentage of individuals between the ages of22and36Year Percentage66%For individuals aged between36and50A year, and their percentage is13%While the percentage of individuals under the age of22year16%Finally, the percentage of individuals over the age of51year5%This large disparity between the categories is due to the type of individuals who were targeted, as most of them were young people.

✓**Description of sample items by income level**

Income categories were divided by: 5Levels, and the following table shows the frequencies of the study sample according to each category:

**Table No.(03): Distribution of study sample items according to income level**

the total	+60K	48K to 60K	30k to 48K	18K to 30K	- 18K	Income level
388	39	65	79	38	167	Repetitions
100	10	16.8	20.4	9.8	43	ratio%

**Source: Prepared by the researcher based on the resultsSPSS**

From the table above, it is clear that the largest number of respondents do not have an income exceeding18000Dj where their number is167Of origin388As for individuals whose income ranges between18000and30000Their number is38Individuals, while individuals whose income ranges between30001and48000They have reached their number79Individually, and for individuals whose income ranges between48001and60000Their number is65Individually, as we find39Only individuals with income exceeding60001Dj.

✓**Description of the study sample according to educational level**

The sample items were distributed according to four levels, starting with the primary level, intermediate level, secondary level, and university level, as described in the following table.:

**Table No.(04): Distribution of study sample items according to educational level**

the total	Univarsity	secondary	middle	primary	Educational level
388	281	76	28	3	Repetitions
100	72.4	19.6	7.2	0.8	ratio%

**Source: Prepared by the researcher based on the resultsSPSS**

From the table, it can be said that most of the sample members have a university level, as the number of individuals with a university level is281individual represents72.4%Of the total study sample, while the percentage of individuals with secondary and intermediate levels is19.6%and7.2% respectively, where their number is estimated at76Individual at secondary level and28Individuals at the intermediate level, while the weakest percentage was at the primary level, where their number reached3Individuals only, so most of the sample items are university graduates.

**II. Study the impact of social responsibility in building loyaltySample vocabulary for Rouiba institution**

Since there are independent and dependent variables, multiple linear regression was used, as well as analysis of variance in regression to measure the extent of the influence of the independent variables, as it is the best method.

For testing purposesThe first hypothesis is that there is a statistically significant effect at a significance level less than0.05For the social responsibility of Rouiba Foundation in building the loyalty of consumers of its productsFollow our steps below

H0: There is no statistically significant effect at a significance level less than0.05The social responsibility of Rouiba Foundation in its various dimensions to build loyalty among consumers of its products.

H1: There is a statistically significant effect at a significance level less than0.05The social responsibility of Rouiba Foundation in its various

dimensions to build loyalty among consumers of its products.

This hypothesis indicates the existence of a significant influence relationship between the sub-variables of social responsibility represented by its dimensions, which are: Economic responsibility(X1)Legal Responsibility(X2)moral responsibility (X3)Charitable responsibility(X4)In consumer loyalty(Y).In light of this hypothesis, the multiple regression equation indicates that the sub-variables of social responsibility(4X1, X2, X3, X)Affects building consumer loyalty(Y)At the same time, this effect assumes a significant relationship between the true value of social responsibility.(4X1, X2, X3, X)and build consumer loyalty(Y)In light of this relationship, the following multiple regression equation is formulated:

$$Y = a + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4$$

This relationship means that the consumer(Y)It is a function of the true value of social responsibility.(Economic responsibility(X1)Legal Responsibility(X2)moral responsibility (X3)Charitable responsibility(X4))As for the estimates of these values and their statistical indicators, they were calculated at the level of the research sample estimated at 388 Single, at a significant level below 0.05

The following table shows the most important results of the multiple regression to determine the relationship between the economic responsibility dimension and loyalty.

**Table No.(05): Transactions of the relationship between social responsibility and building consumer loyalty**

indi cati on T	va lu e t	va lu e B	Con stan t val ue	indi cati on F	va lu e F	coeffi ent of determi nation R2	Corr elati on coeffi cien t R	indepen dent variable	Dep endent variable
,003	3,021	,213	-,600	,000	94,352	,496	,705	Econom ic responsi bility (X1)	Buil ding Loyalty
,058	1,900	,117						Legal Responsi bility(X2)	
,000	5,490	,340						Ethical responsi bility(X3)	

,000	10,502	,400						Charitab le responsi bility(X4)	
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**Source: Prepared by the researcher based on the outputs SPSS.**

In order to know the relationship between the loyalty building and the independent variables that explain it, which are economic responsibility, legal responsibility, moral responsibility and charitable responsibility, the multiple regression model was used as previously mentioned, where the variables were identified. The results of the regression model showed that the regression model is significant through the value of (f) adult 94,352 At a moral level (0,000) less than the significance level (0.005) The results indicate that the explanatory variables explain 49.6% From the variation in loyalty, considering the coefficient of determination (R<sup>2</sup>).

The value also came (B) Which illustrates the relationship between loyalty and economic responsibility in value 0,213 Statistically significant, which can be inferred from the value (t) And the significance associated with it, meaning that whenever economic responsibility increases by one unit, the level of loyalty improves by 0,213 onliness.

Also came the value (B) For the legal liability variable with a value of 0.117 It is not statistically significant, considering that the value of (t) It was at a morale level of 0.058 It is higher than 0.05 With this result we accept the hypothesis. H0 That is, there is no statistically significant effect at a significance level less than 0.05 The legal responsibility of Rouiba Foundation is to build loyalty among consumers of its products.

Regarding the value (B) For the variable of moral responsibility, it was estimated at 0.340 Statistically significant, which can be inferred from the value (t) And the associated significance estimated at 0,000 It is less than the permissible level, which is 0.05 That is, whenever moral responsibility increases by one unit, the level of loyalty improves by one unit. 0.340 onliness.

Finally, I estimated the value. (B) For the variable of charitable responsibility 0,400 Statistically significant, which can be inferred from the value (t) And the associated significance estimated

at 0.000 It is less than the permissible level, which is 0.05. That is, the more the charitable responsibility increases by one unit, the level of loyalty of consumers of the Rouiba Foundation's products improves by an amount of 0.400 on a scale of 1 to 5. As for the relative importance of the effect of each variable, it was almost close, which is what the values show. (B) It was ranked as follows: (B Charitable responsibility equals 0.400), (B Moral responsibility equals 0.340), (B Economic responsibility equals 0.213) and in last place (B For legal responsibility of value 0.117). These results can be explained by the prevailing social character in our society, where consumer sensitivity appears and is affected by charitable activities and seasonal offers linked to the customs and traditions of society, which reflects the primacy of charitable and ethical responsibility in influencing the loyalty of consumers of Rouiba Foundation products, followed by economic responsibility and finally legal responsibility.

Hence, the equation of the multiple linear model can be written as follows:

Charitable responsibility	+	Moral responsibility	+0.34	Legal responsibility	+0.117	Economic responsibility	+0.213	=	Constant
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### III. Study of the impact of personal characteristics on the evaluation of sample items for social responsibility of the Rouiba Foundation

This item includes the results of the study of the differences in the respondents' answers according to their personal characteristics and the impact of the latter on the evaluation of the social responsibility of the Rouwayya Foundation. The test was relied upon Mann-Whitney for two independent samples and also on the test Kruskal-Wallis for several independent samples.

It is the element of the second main hypothesis. The following is a study of each element separately:

#### III. 1. Study of the impact of gender variable on individuals' evaluation of the social responsibility of Rouiba Foundation

The following table shows the test results. Mann-Whitney for two independent samples (Males and

females) on the dimensions of social responsibility.

**Table No.(06): The effect of age variable on evaluation of social responsibility for Rouiba Foundation NCA**

statistical tests				
	Responsibility Economic	Responsibility Legal	Responsibility Ethical	Responsibility Charity
From Mann-Whitney	17688,500	17345,500	18129,500	15591,500
W de Wilcoxon	44253,500	29906,500	44694,500	42156,500
Z	-,451	-,773	-,038	-,2414
Sig. asymptotique (bilaterale)	0.652	0.439	0.970	0.016

a. Variable regrouping: Sex

**Source: Prepared by the researcher based on the outputs SPSS.**

By comparing the significance value of the results of this test, we notice that the values of economic, legal and ethical responsibility are greater than the significance level 0.05. Hence, we accept the null hypotheses, that is, gender does not affect the evaluation of these three dimensions. As for the significance value for the dimension of charitable responsibility, it is less than 0.05. That is, we accept the alternative hypothesis, and thus the gender variable only affects individuals' evaluation of charitable responsibility.

#### III. 2. Study of the impact of the age variable on individuals' evaluation of the social responsibility of the Rouiba Foundation

The following table shows the test results. Kruskal-Wallis for several independent samples of the effect of age on the assessment of dimensions of social responsibility.

**Table No.(07): The effect of age variable on evaluation of social responsibility for Rouiba Foundation NCA**

Statistical tests, b				
	Economic responsibility	Responsibility Legal	Responsibility Ethical	Responsibility Charity
Khi-deux	11,862	4,885	5,318	12,810
Ddl	3	3	3	3
Sig. Asymptotique	0.008	0.180	0.150	0.005

a. Kruskal-Wallis Test  
b. Variable for regrouping: Age

**Source: Prepared by the researcher based on the outputsSPSS.**

From the significance values of the results above, it is clear that the values of the dimensions of economic and charitable responsibility are below the significance level.0.05Thus, the age variable does not affect individuals' assessment of legal and moral responsibility, and only affects the assessment of economic and charitable responsibility.

### III. 3.Study of the impact of income variable on individuals' evaluation of social responsibility of Rouiba Foundation

The following table shows the test results.Kruskal-Wallis For several independent samples of the effect of income on the assessment of social responsibility dimensions.

**Table No.(08): The effect of income variable on evaluationStudy sample vocabularyFor social responsibilityFor Rouiba Foundation NCA Rouiba**

Statistical tests,b				
	Responsibility Economic	Responsibility Legal	Responsibility Ethical	Responsibility Charity
Khi-deux	5,234	17,314	10,247	1,461
Ddl	4	4	4	4
Sig. Asymptotique	0.264	0.002	0.036	0.834
a. Kruskal-Wallis Test				
b. Variable for regrouping: Income				

**Source: Prepared by the researcher based on the outputsSPSS.**

From the significance values of the results in the table above, it is clear that the values related to legal and ethical responsibility are less than the level of significance.0.05That is, there is an effect of the income variable on individuals' assessment of legal and ethical responsibility.

### III. 4.Study of the impact of the educational level variable on individuals' evaluation of the social responsibility of the Rouiba FoundationNCA Rouiba

The following table shows the test results.Kruskal-Wallis For several independent samples of the effect of educational level on the assessment of the dimensions of social responsibility.

**Table No.(09): The effect of the educational level variable on the evaluationStudy sample**

### vocabularyFor social responsibilityFor Rouiba Foundation NCA Rouiba

Statistical tests,b				
	Responsibility Economic	Responsibility Legal	Responsibility Ethical	Responsibility Charity
Khi-deux	16,681	2,114	2,535	1,413
Ddl	3	3	3	3
Sig. asymptomatic	0.001	0.549	0.469	0.702
a. Kruskal-Wallis Test				
b. Variable for regrouping: Educational level				

**Source: Prepared by the researcher based on the outputsSPSS.**

From the above results, it is clear that the significance value of the economic responsibility dimension is less than the significance level.0.05Therefore, the educational level variable affects individuals' assessment of economic responsibility only.

In general, and through the results of the study of the impact of personal factors on the evaluation of the sample members of social responsibility, we found a disparity between the dimensions of the latter, and thus we can say that there are statistically significant differences between the answers of the sample members when they evaluate the dimensions of social responsibility of the Rouiba Foundation due to the variables of gender, age, income and educational level, and these differences differ according to each of these dimensions, and thus the second hypothesis is correct, that is, there is an impact of personal variables on individuals' evaluation of the social responsibility of the Rouiba Foundation.

### IV. Study of the impact of personal variables on consumer loyalty to Rouiba institution

The same previous statistical tests will be used, and the hypotheses will be accepted or rejected after comparing the significance value of the results with the significance level.

### IV. 1.Study of the effect of gender variable on the loyalty of sample members to Rouiba institutionNCA Rouiba

The following table shows the test results.Mann-Whitney For two independent samples(Males and females)On consumer loyalty.

**Table No.(10): The effect of gender variable on the loyalty of the study sample members to the Rouiba FoundationNCA Rouiba**

statistical tests				
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	Behavioral loyalty	Situational loyalty	cognitive loyalty
From Mann-Whitney	17263,500	17726,000	16454,500
W de Wilcoxon	43828,500	44291,000	29015,500
Z	-,843	-,414	-1,598
Sig. asymptotique (bilaterale)	0.399	0.679	0.110

a. Variable regrouping: Sex

**Source: Prepared by the researcher based on the outputs SPSS.**

From the table it is clear that the significance values all exceed the significance level.0.05Hence, all null hypotheses that state that there are no differences between the answers according to the gender variable are acceptable, meaning that consumer loyalty in all its dimensions is not affected by the gender variable.

**IV. 2.Study of the effect of the age variable on the loyalty of the sample members to the Rouiba FoundationNCA Rouiba**

The following table shows the test results.Kruskal-Wallis For several independent samples to examine the effect of the age variable on the loyalty of the sample members to the Rouiba Foundation.

**Table No.(11): The effect of the age variable on the loyalty of the study sample members to the Rouiba FoundationNCA Rouiba**

Statistical tests,b			
	Situational loyalty	Behavioral loyalty	cognitive loyalty
Khi-deux	14,990	1,616	26,470
Ddl	3	3	3
Sig. Asymptotique	0.002	0.656	0,000

a. Kruskal-Wallis Test

b. Variable for regrouping: Age

**Source: Prepared by the researcher based on the outputs SPSS.**

Through the significance values of the results, it is clear that the values of situational loyalty and cognitive loyalty are less than the significance level, and thus the null hypothesis is rejected and the alternative hypothesis is accepted, i.e. the age factor affects the situational and cognitive loyalty of the sample members.

**IV. 3.Study of the impact of income variable on the loyalty of sample members to Rouiba institutionNCA Rouiba**

The following table shows the test results.Kruskal-WallisFor several independent samples of the effect of the income variable on the loyalty of the sample items to the Rouiba institution.

**Table No.(12): The effect of income variable on the loyalty of the study sample members to the Rouiba FoundationNCA Rouiba**

Statistical tests,b			
	Situational loyalty	Behavioral loyalty	cognitive loyalty
Khi-deux	4,417	10,244	6,379
Ddl	4	4	4
Sig. Asymptotique	0.352	0.037	0.173

a. Test by Kruskal Wallis

b. Variable regrouping: Income level

**Source: Prepared by the researcher based on the outputs SPSS.**

From the results shown in the table, it is clear that the significance value for the behavioral loyalty dimension is less than the significance level.0.05That is, there is an effect of the income variable on this dimension, while the other values are greater than the significance level, meaning that we accept the null hypothesis and thus there is no effect of income on situational and cognitive loyalty.

**IV. 4.Study of the impact of the educational level variable on the loyalty of the sample members to the Rouiba institutionNCA Rouiba**

The following table shows the test results.Kruskal-WallisFor several independent samples of the effect of the educational level variable on the loyalty of the sample items to the Rouiba institution.

**Table No.(13): The effect of the educational level variable on the loyalty of the sample members to the Rouiba institution NCA Rouiba**

Statistical tests,b			
	Situational loyalty	Behavioral loyalty	cognitive loyalty
Khi-deux	10,638	3,364	30,925
Ddl	3	3	3
Sig. Asymptotique	0.014	0.339	0,000

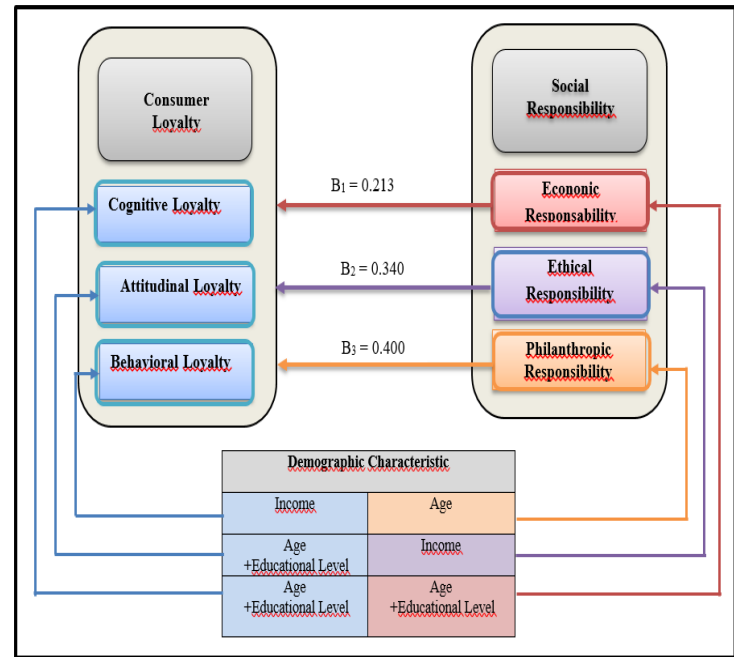
a. Kruskal-Wallis Test

b. Variable for regrouping: Educational level

**Source: Prepared by the researcher based on the outputs SPSS.**

From the table it is clear that the significance value for cognitive loyalty and situational loyalty is less than the significance level.0.05Therefore, it can be said that there is an effect of the educational level on the cognitive and situational loyalty of the sample items, while the significance value for behavioral loyalty was greater than the significance level, meaning that we accept the null hypothesis, meaning that there are no differences

in the answers related to behavioral loyalty according to the educational level variable. Through the results of the study of the differences in the answers of the sample members regarding their loyalty according to their personal variables, we found that loyalty is affected by age, income, and educational level, and these differences vary according to the dimensions of loyalty. Therefore, the third hypothesis can be confirmed and we say that there is the impact of personal characteristics of consumers on their loyalty to Rouiba institution.



Source: Prepared by the researcher

### V. Final model of the study

After studying and analyzing the results of the questionnaire and testing the validity of the hypotheses, it became possible to provide a modified model for the study we conducted based on the obtained regression equation, which is:

Charitable responsibility	+0.4	Moral responsibility	+0.34	Economic responsibility	+0.213	=	Consumer loyalty
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The following figure shows the final model proposed after the field study.:

Figure No. (03): The proposed model after the field study

### Conclusion

This research is considered a study of the contribution of consumer demographic factors in building loyalty in socially responsible institutions, which came to answer the problem associated with the case study, which was as follows: **How do demographic factors contribute in building loyalty of consumers of the new Algerian canning plant in Rouiba-NCA Rouiba?**

This study was addressed in two aspects, a theoretical aspect and an applied aspect. The theoretical aspect includes reviewing the concepts related to the study variables. Based on the social responsibility of institutions, the consumer was studied and the most important factors affecting his behavior were identified. Finally, we addressed consumer loyalty and its levels.

As for the practical aspect, it included a review of the field study procedures that included a sample consisting of: 388 Single of consumers of products NCA Rouiba. Let us conclude by analyzing the

results of this field study and testing the hypotheses.

Through this study, we reached a set of results that indicate that adopting corporate social responsibility in general and NCA Rouiba especially will enhance and contribute to building consumer loyalty.

✓ The results of the first hypothesis, which states that there is a statistically significant effect at a significance level less than 0.05 for the social responsibility of Rouiba Foundation in building the loyalty of consumers of its products

The results of this hypothesis showed the following:

- There is an impact of the economic responsibility of the Rouiba Foundation in building consumer loyalty, as the impact factor reached 0.213. It is statistically significant at the significance level 0.03.

- There is no effect of the legal responsibility of the Rouiba Foundation in building consumer loyalty, because the level of morale is estimated at 0.058.

- There is an impact of the ethical responsibility of Rouiba Foundation in building consumer loyalty, as the impact factor reached 0.380. It is statistically significant at the significance level 0.00.

- There is an impact of the charitable responsibility of the Rouiba Foundation in building consumer loyalty, as the impact factor reached 0.400. It is statistically significant at the significance level 0.00.

- From the above, the validity of the second main hypothesis can be confirmed, that there is a statistically significant effect at a significance level less than 0.05 for social responsibility in its three dimensions: The economic, ethical and charitable role of Rouiba Foundation in building consumer loyalty for its products.

✓ The results of the second hypothesis, which states that there is an effect of consumers'

personal characteristics on their evaluation of the social responsibility of an institution. NCA Rouiba The results of this hypothesis showed the following:

- The gender variable only affects individuals' evaluation of the charitable responsibility dimension.

- The age variable does not affect individuals' assessment of the legal and moral responsibility dimensions, and only affects the assessment of the economic and charitable responsibility dimensions.

- The income variable affects individuals' evaluation of the dimensions of legal and ethical responsibility.

- The educational level variable affects individuals' evaluation of the economic responsibility dimension only.

- Through the above, the validity of the second main hypothesis can be confirmed, which is that there is an effect of personal variables on individuals' evaluation of the social responsibility of an institution. NCA Rouiba.

✓ The results of the third hypothesis, which states that there is an effect of consumers' personal characteristics on their loyalty to an institution. NCA Rouiba

The results of this hypothesis showed the following:

- Consumer loyalty in all its attitudinal, behavioral and cognitive dimensions is not affected by the gender variable.

- Age factor affects the situational and cognitive loyalty of the sample items.

- Income level affects behavioral loyalty but not attitudinal and cognitive loyalty.

There is an effect of educational level on cognitive and attitudinal loyalty of the sample items, unlike behavioral loyalty, which is not affected by income level.

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