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The Impact of Corporate Social Investment on Customer Loyalty in the Gaming Industry

Steven Kayambazinthu Msosa https://orcid.org/0000-0001-9074-5644
PhD, Department of Marketing, Faculty of Management Sciences, Mangosuthu University of Technology, South Africa
Corresponding author: Steven Kayambazinthu Msosa**,** kayambazinthu@outlook.com
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Abstract: *Sports betting has become a very profitable business of late. For instance, in 2020, it contributed 48% of Africa's Gross Gaming Revenue (GGR), and the South African Bookmaking business was ranked ninth in the world for web traffic. The relevance of this scientific problem decision is that the industry is saturated with many betting companies. Companies that conduct business in the gambling industry in South Africa are obliged to provide a charitable contribution equal to a certain percentage of either their annual revenue or, more specifically, their after-tax net profit to be eligible for a gaming license. Before the company can be granted the license, it is necessary for them to make this contribution first. Under this legislation, operators are evaluated based on a variety of criteria, including ownership, management control, employment equity, skills development, preferential procurement, enterprise development, and socio-economic development. The B-BB-EE Act compels operators to be evaluated in line with these factors. Therefore, this study analyzed the impact of Corporate Social Investment on Customer loyalty in the Gaming Industry. This study adopted a descriptive, quantitative and cross-sectional approach. A nonprobability sampling technique known as convenience sampling was used to collect data from 150 customers who made sports bets. The Statistical Package for the Social Sciences (SPSS) was used to analyse the primary data, which included descriptive and inferential statistics, as well as correlation and regression analyses. The study's findings show that Corporate Social Investment has a positive (= 0.746) and statistically significant (p. value<0.05) impact on customer loyalty. This study has contributed to the literature on Corporate Social Investment and customer loyalty in the Gaming industry, with specific reference to a developing country, South Africa. The recommendations provided as a result of the conducted research can be useful for managers of bookmaking companies to ensure the long-lasting impact of various initiatives in the field of corporate social investment on society, thereby creating goodwill that, in the long-run, contributes to customer loyalty.*

Keywords: customer loyalty, corporate social investment, betting, South Africa.
JEL Classification: I3, M31, P36.

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Introduction

The gambling industry's organizations can now fulfil their responsibilities to contribute to the general well-being of society as a consequence of globalization and other social and economic challenges. According to Trialogue (2020), it was anticipated that South African organizations would spend R10.7 billion on Corporate Social Investment (CSI) in 2020. This was a marginal 1.2% increase over the R10.2 billion spent in 2019. This growth is being promoted, at least in part, by the government's Broad-Based Black Economic Empowerment Program requirements and the goals of the National Development Plan (Ndhlovu, 2011; Mueller-Hirth, 2016; Besharati, 2021).

The gambling industry is among the major contributors to CSI in South Africa. Moreover, gambling is rampant among poor communities; hence, it is prudent for companies in the industry to channel more resources toward CSI initiatives to give back to one of their key stakeholders. The KwaZulu-Natal Gaming and Betting Board (KZNGBB) commissioned a survey in 2017 to learn more about gamblers' propensity and the share of their family income that they spend on gambling. The proportion of one's income that is spent on gambling can be calculated as the ratio of one's total household expenditures to Gross Gaming Revenue (GGR). The report's results revealed that the propensity for KZN was 3.25%, up from a prior survey in 2009 that showed a propensity of 3.24% (KwaZulu Natal Gaming and Betting Board, 2018). The National Gambling Board (NGB, 2017) commissioned another study in South Africa where it was shown that 29.5% of gamblers get social grants, with 59.3% of those funds going towards child support payments. Based on this data, it seems that there may be a link between being poor and having a higher predisposition to gambling to enhance one's long-term financial condition and quality of life. Even though the relationship between corporate social investment and customer loyalty has been studied in South Africa (Demetriades & Aurent, 2014; Irwin, 2003) and other developing countries (Dimitriadis & Zilakaki, 2019; Islam et al., 2019). There is a gap in the literature as it relates to a gambling product or brand, which typically carries negative connotations related to the psychological and financial impact of the gambling problem, specifically within the Gaming industry in a developing country. Therefore, this study sought to analyze the impact of Corporate Social Investment on Customer Loyalty (CL) in this sector.

Gambling in South Africa. The term "gambling" or "betting" may relate to a wide range of behaviours, such as placing a monetary wager on an unknown outcome with the expectation of obtaining a prize of greater value than the wager. Gambling was outlawed in South Africa with the enactment of the Gambling Act in 1965, except on-track wagering on horse races (Louw et al., 2013). Despite this, in the late 1970s, casinos were established in the Bantustans of Bophuthatswana, Venda, Ciskei and Transkei. Some areas of South Africa were recognized as Bantustans, also known as homelands, by the National Party. They relied on the South African government at the time since they could not gain independence and had few economic options. As a result of this, as well as the fact that gambling had no restrictions in Bophuthatswana, the country's president, Lucas Mangope, and a hotelier named Sol Kerzner joined forces to build casinos all around the Bantustans (Cowell, 2020; Rogerson, 2022). These casinos attracted white guests who were permitted to go over the borders to enjoy the gaming tables and other types of amusement while escaping the strict moral code that prevailed in apartheid South Africa. As a result of limitations imposed on various routes going to the homelands, particularly those that applied to migrant workers who lived and worked in metropolitan areas, illegal gambling proliferated, which increased the predominance of the black market.

The new democracy finally led to the passage of the National Gambling Act of 1996. According to the guidelines set in the 1995 Wiehahn Commission report, this law made gambling legal, which also gave a succinct definition of what gambling is and what it comprises. Following that, in 2002, the law was changed to address, amongst other things, growing concerns about the negative effects of compulsive gambling on society and the economy. It directly led to the passage of a brand-new law known as the National Gambling Act of 2004 (Louw et al., 2010). The gaming sector has grown significantly in recent years. The main drivers of this transition are the introduction of more affordable smartphones, increasing internet connectivity, and the rapid development of gaming and mobile payment technologies. This development makes it feasible to have both a sportsbook and a casino open in the palm of your hand. However, a closer examination of the state of betting in Africa shows that despite the spread of online gambling throughout the continent, physical betting continues to be the most common choice. The betting industry in South Africa has seen a kind of "gold rush" due to several new enterprises that have joined the market. Online gambling is available 24 hours a day, requires fewer resources, and gives company owners the best chance of making a profit. By 2021, more than 30 regulated online betting companies were operating in South Africa and registered with several gaming boards (Mashiane, 2021). Regarding macroeconomic reasons, South Africa's appeal as a gambling destination on the continent may be linked to the fact that it is the most developed nation in Africa; has a functional infrastructure; and has the third-largest economy on the continent behind Egypt and Nigeria, respectively. The International Monetary Fund says South Africa has the best infrastructure of any country in Africa. Thus, the triple menace of extreme poverty, unemployment, and inequality has led several individuals to believe that gambling gives them a chance at a better life.

The Theoretical Background of Customer Loyalty. The concept of customer loyalty may be conceived of in terms of both behavioural and attitudinal characteristics. Both conditions must be met, claim Dick and Basu (1994), for a customer to remain loyal. The idea advanced by Khan, Humayun and Sajjad is used in this work (2015). According to their theory, behavioural aspects indicate consumers' propensity to make future purchases, whereas attitudinal dimensions are psychological and expressive of customers' cognitive attitudes regarding the product or service. It is a reference to the customer loyalty ladder, which combines both elements. Customers fluctuate between certain attitudes (ownership, satisfaction and evangelism) and behaviours (repeat purchase and word-of-mouth). It may be challenging to comprehend customer loyalty in the Gaming sector due to the nature of gambling and the behaviour of gamblers, who seek operators that provide the most incredible product in terms of odds and possible payoffs (Wohl, 2018). Gamblers seek operators that provide the greatest product to enhance their chances of winning. The phrase "customer loyalty" has been defined in a variety of ways by several scholars who have invested a great deal of time and effort into studying the concept. Customers are loyal to a brand when they get benefits, have a positive brand experience, the brand is consistent, and the brand provides value (Kotler and Keller, 2016). One of the most important parts of creating a sustainable competitive advantage is making customers loyal. So, the idea of customer loyalty can be changed to fit any or all structures, no matter how the researcher interprets them or how they are communicated. However, a model for judging certain traits that are often thought to show customer loyalty is needed so that the researcher, the respondents, and the customers can all understand what customer loyalty means (Suchánek & Králová, 2019; Abu-Alhaija et al., 2018).

The Customer Loyalty Ladder depicts how a consumer's loyalty to a product or service can increase or decrease over a five-stage period, depending on how the customer uses the good or service. The consumer must be satisfied with the product or service they received as the first step in this process. The next step is a repeat purchase, which signifies climbing one rung up the ladder. It used to be considered the primary behaviour of a devoted customer. The next step or rung on the ladder is "word-of-mouth", which happens when a customer takes the time to tell others about a product or service based on how much they enjoyed each contact. The next level is evangelism, which is characterised by repeat purchases motivated by faith in the good or service; recommendations to friends and associates; purchases of the good or service for others; and the ability to overlook brief declines in service and quality whilst still feeling like a part of something bigger as a brand's customer (McConnell and Huba, 2002). This behaviour may be described as fanaticism. In fact, the word "evangelism" comes from the word for religious fanatics who travel around preaching the gospel (Oxford Languages). More experts and thought leaders have also discussed customer evangelism as a concept of customer loyalty. Igwe (2017) argues that firms with unique advertising may experience evangelism and, ultimately, customer loyalty if they remain at the forefront of their consumers' thoughts and provide a meaningful experience. Consumer brand identification, brand salience, brand trust, and opinion leadership are all elements that support brand evangelism (Doss, 2015). The last level of customer loyalty is ownership, which happens when a consumer feels a sense of responsibility for the brand and has a financial interest in its future success.

Client goodwill is essential to customer loyalty (Madjid, 2013). Customers are thus ready to overlook brief lapses in service quality. This part of consumer goodwill is like Huba and McConnell's ideas about what makes someone an evangelist. Górajski and Machowska (2019) define consumer goodwill as customers' positive views about a business and their predisposition for forgiveness, compassion, and trust. Customer goodwill is an intangible asset that grows over time (Kapferer, 2012). Customers' views about company reputation and behaviours are significantly altered positively by a firm's CSR/CSI initiatives (Nanda, 2015). The concept of "polygamous loyalty" as a scenario in which customers switch between a limited number of providers within the betting space is presented by Calvosa (2016) in his study on loyalty in the online gambling industry. The survey also discovered that 27.8% of the gamblers examined came under the category of "polygamous loyalty"; 18.6% were found to be faithful to one operator; 10.3% were found to be completely unloyal; and 43.4% were classed as enrolled on numerous sites, spreading their wagers over all of them.

Corporate Social Investment. The acronyms "CSI" and "CSR", which stand for "Corporate Social Investment and Corporate Social Responsibility", are sometimes used interchangeably when discussing an organization's social development programs. The King III Report on Corporate Governance for South Africa (2009), on the other hand, refers to CSI as a kind of corporate social responsibility, or CSR. Inferred from this definition is that CSR encompasses the broader concept of good corporate citizenship within which CSI belongs. The report also contends that social transformation issues are crucial to achieving socio-economic justice in the post-apartheid era (King III, 2009). This theory, commonly referred to as the "triple bottom line", tries to encourage sustainability and responsibility by regularly assessing an organization's social, environmental and economic effects. Ford (2014) defines corporate social responsibility (CSR) based on good governance, environmental integrity, economic growth, and stakeholder involvement. This framework has become more and more crucial to the long-term success of modern enterprises since organizations are expected to exact moral standards and are subject to public scrutiny. The requirement for a triple bottom line emphasis has become even more urgent, with the ubiquity of social media platforms like Twitter throwing a worldwide spotlight on all violations committed by organizations. It has sometimes resulted in organizations being "canceled", a sort of public shaming in which an individual or group is exposed in the public space (Gobble, 2012; Elkington, 2018).

Corporate social responsibility (CSR) donations in South Africa are made by businesses to initiatives aimed at empowering women and young people and fostering the growth of businesses and suppliers. Businesses in the gambling industry in South Africa are obliged to give a certain percentage of their yearly revenue or, more specifically, their net profit after taxes to get a gaming license. The Broad-Based Black Economic Empowerment (B-BB-EE) legislation is also significant, with operators assessed following Ownership, Management Control, Employment Equity, Skills Development, Preferential Procurement, Enterprise Development, and Socio-Economic Development (KZNGBB, 2018). Studies have also been done to comprehend how people see society and the effects that CSR initiatives have had on what is known as the "sinful industries", which include the gambling and alcohol sectors and are thought to be bad for society. For instance, a study by Yani de Serano, Javed, and Yousafzei (2012) argues that the online gambling industry can be socially responsible, although the products it sells cause harm to consumers. The results of this study, in which 219 students were all enrolled in post-secondary institutions at the time of the survey, showed that students who engaged in online gambling suffered detrimental effects on both their mental and physical health. Thus, researchers concluded that online gambling is bad for people and a good way to make money. It was claimed that the online gambling industry could not meet the same criteria of corporate social responsibility as other "harmless sectors" because of the harm that is caused by its offerings. A different perspective was presented by Jo and Park (2021), who showed how CSR programs in disputed industries have a mitigating effect that sustains the social license for continued operation.

Another school of thought by Preston, Bernhard, Hunter, and Bybee (1998) holds that how society views gambling is closely tied to the uses for which gambling's income is used and the value, it provides for the greater good or consumption. According to Derevensky et al. (2010), many Ivy League universities in the United States, such as Harvard, Princeton, and Yale, have historically benefitted from gaming by purchasing operational money from businesses that engage in gambling. It is comparable to the situation in South Africa, where the National Lotteries Commission finances a range of non-profit organizations, for-profit enterprises, and arts, sports, and leisure pursuits. This commission also offers a range of additional financial assistance to initiatives and non-profit groups working to better the neighborhood. CSR may be more than just a legal obligation for a business, as it can also be a crucial part of its entire strategy when it is included in the Brand DNA of the organization. Since most branding strategies support a business plan that includes some social or philanthropic activity, this factor is often seen as a market differentiator. To achieve sustainability, however, many fashions, beauty and lifestyle companies have recently switched from simply focusing their strategy on maximizing shareholder profits (Shrotryia & Dhanda, 2020). Sustainability is a concern for governments, celebrities, and other public figures in addition to businesses. It is because more and more individuals are realizing the need for sustainable business practices to benefit from the advantages they provide in terms of competitiveness. The importance of national governments working to reduce what Deloitte refers to as "sustainable risks" is highlighted in the report that Deloitte gave to the World Economic Forum in 2021. These hazards belong to the categories of government, social and environment. Another possibility is that the changing nature of the risk environment could give a company a competitive edge (Deloitte, 2021: 02).

Methodology and Research Methods

This study used a cross-sectional, descriptive, and quantitative research design. Apuke (2017) defines quantitative research as measuring and analyzing variables using numerical data and statistical techniques to provide solutions to specific problems. This study focused on the customers of a particular betting business in KwaZulu-Natal. The study subjects were relatively like one another; therefore, the researchers decided to adopt a convenience sampling technique. A sample size of 150 gamblers who engaged in a range of betting activities made up the respondents for the study. A 5-point Likert scale, with a considerable range of neutrality, was used to organize the questions used in this study. The scale spanned from 'strongly agree' to 'strongly disagree'. To ascribe customer loyalty behaviours in line with the customer loyalty ladder, the phrases used were constructed in this manner. The customers were thus asked to choose the assertion that most accurately describes how they behave. The data collected from respondents were analyzed using SPSS. Data were analyzed using descriptive and inferential statistics to understand CSI's impact on CL better. Before the study could begin, all those requested to participate had to provide their informed consent. Other considerations were the protection of personal data in compliance with the 2013 Protection of Personal Information (POPI) Act, which established the fundamental guidelines for how both public and private entities must treat individuals' personal data.

Reliability Analysis. Reliability of constructs is an essential statistic that, as the name implies, measures how reliable the variables being studied are. Consequently, measurement errors, defined as the difference between a measured quantity and its actual value, may make variables less reliable, weakening their relationship. This study used Cronbach's alpha coefficient to measure reliability. A reliability coefficient must fall between 0.4 and 0.8 (Tavakol & Dennick, 2011). Table 1 shows that the average Cronbach alpha coefficients for the two constructs (CSI = 0.738 and CL = 0.990) were above the acceptable threshold.

Table 1. Reliability Analysis

Constructs	Items	Cronbach Alpha	Average Cronbach's Alpha	Number of items
Corporate Social Investment (CSI)	CSI1	0.702	0.738	5
	CSI2	0.794		
	CSI3	0.661		
	CSI4	0.665		
	CSI5	0.595		
Customer Loyalty (CL)	CL1	0.891	0,968	5
	CL2	0.934		
	CL3	0.895		
	CL4	0.904		
	CL5	0.913		

Source: Compiled by the author

Results: **Demographic Characteristics of the Sample Respondents.** The demographic information shows how the people who took part in the study fit together. Age, gender, race, and educational attainment were among the 150 respondents' demographic data gathered. Table 2 indicates that most respondents were male (83.8%), followed by females (16.2%). In terms of the age bracket, most respondents (37.3%) were in the age category between 36 and 45 years, followed by 30.7% in the age bracket of 26 and 35 years; 16.7% (between 46 and 55 years); 8% (between 18 and 25 years); 4% (between 56 and 65 years); and 3.3% (above 65 years). According to Table 2, 77% of respondents were Africans, followed by Indians (11%), coloureds (8%), and whites (4%). In terms of their educational backgrounds, most of the respondents (50.3%) had a secondary education, followed by 4.8% who had a primary education and 1.4% with no formal education.

Table 2. Demographic Profile of Respondents

	Frequency	Percentage
Gender		
Male	124	82.7
Female	26	17.3%
Total	150	100%
Age		
18 to 25 Years	12	8%
26 to 35 Years	46	30.7%
36 to 45 Years	56	37.3%
46 to 55 Years	25	16.7%
56 to 65 Years	6	4%
65 years and above	5	3.3%
Total	150	100%
Race		
African	117	77%
Coloured	12	8%
White	4	4%
Indian	17	11%
Total	150	100%
Educational background		
No Formal Education	2	1.4
Primary Education	10	4.8
Secondary Education	74	50.3
Tertiary Education	64	43,5
Total	150	100%

Source: Compiled by the author

Betting Frequency. Figure 1 shows the betting frequency of the respondents that participated in this study.

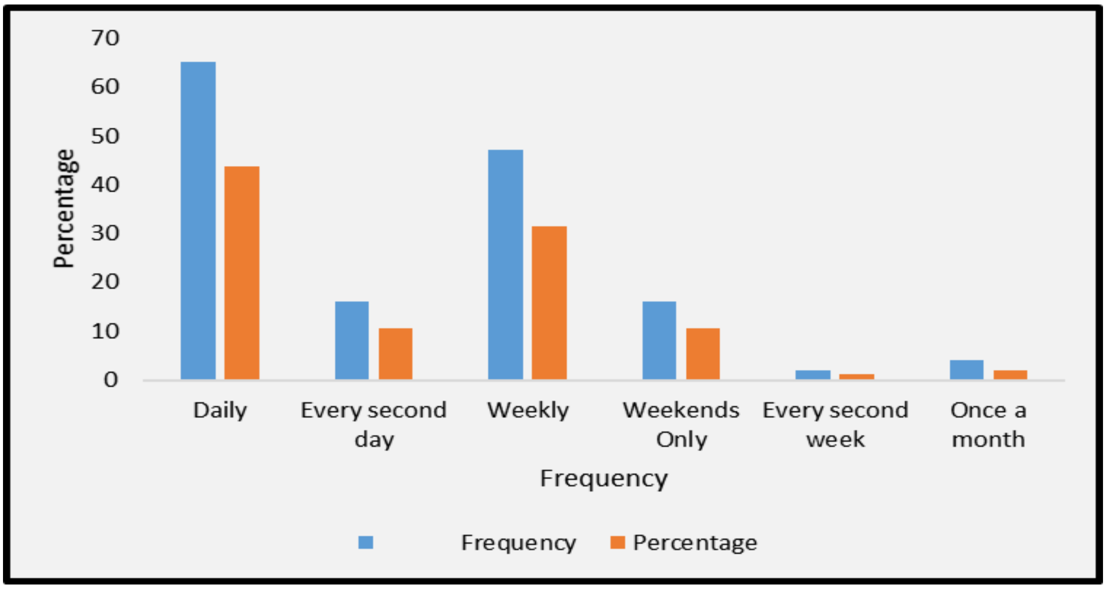

Figure 1. Betting Frequency

Source: Compiled by the author

The respondents were asked how frequently they bet (make repeat purchases), as this is one of the factors that the customer loyalty ladder claims determine loyalty. Figure 1 shows that 43.6% of respondents bet daily, followed by 31.5% who bet weekly, and 10.7% who bet every second day and weekends, respectively. Those who bet once a month accounted for 2%, followed by those who bet every second week (1.3%). Most of the customers demonstrated repeat purchase behaviour, which is one of the consumer behaviours that has been found to be influenced by CSI (Mohd et al., 2014).

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Betting Preferences. The term "betting preferences" in the research context refers to betting behaviour and the elements, such as product satisfaction, customer service satisfaction, and preferences for rival bookmakers, that led to consumers continually choosing the firm's experience. Understanding these preferences may help to determine what factors impact a person's decision to wager with a certain business and whether CSI plays a role in that decision (Dsouza, 2021). As can be seen in Table 3, only 48.7% of respondents were aware of the company's community program, but when asked about the company's CSI activities, they were unable to reply. It showed that even though respondents were unfamiliar with the community program of the firm, there was a perceived reputation of CSI, which Bruno et al. (2019) define as the customer's image of the organization. A further finding from the responses was that 64.2% of the respondents used several operators. According to Table 3's findings, 86% of respondents and 94% of respondents are happy with the company's betting product. 64.2% of respondents also indicated that they gambled with different bookies. Calvosa (2016) avers that gamblers often show polygamous loyalty by betting with or keeping accounts with many bookmakers to get the best odds, the most recent sign-up bonuses, and other incentives. Based on their study of polygamous brand connections, Aggarwal and Shi (2018) also support this idea. Results from Table 3 show that 86.6% of respondents indicated that the CSI programs offered by companies where they purchased products or services increased their likelihood of doing so.

Additionally, the findings indicate that 72.7% of respondents strongly agree and 22.7% agree that firms must fund CSR initiatives to improve the areas in which they operate. With 63.3% of respondents agreeing that the business community program favourably affects the lives of corporate customers, a sizable percentage of respondents (76%) said that the firm's community program's activities had a beneficial influence on the community. The fact that respondents believe that the community program's activities have a beneficial influence on both the community and the lives of the company's customers suggests that the activities are successful in generating consumer goodwill, or favourable impressions established over time (Kapferer, 2012).

Table 3. Betting Preferences

	Frequency	**Percentage, %**
Are you satisfied with the company's betting products?		
No	9	6
Yes	141	94
Total	150	100
Are you satisfied with the company's customer service?		
No	20	13,3
Yes	130	86,7
Total	150	100
Do you know about the company's community program?		
No	77	51,3
Yes	73	48,7
Total	150	100
Do you place bets with other bookmakers?		
No	55	35,8
Yes	95	64,2
Total	150	100

Source: Compiled by the author

Corporate Social Investment. Table 4 shows 95.4% of the respondents agree that it is important for the business to invest in CSI programs, followed by 2.7% who were neutral and 2% who disagree. The respondents were further asked to ascertain if their purchases are influenced by CSI. Most of the respondents (86.6%) agree, followed by 11.2% who were neutral and 2 % who disagree. In the same vein, 76% of the respondents agree that the CSI initiatives make a positive impact on the community, followed by 16.7% who were neutral and 7.3% who disagree. Table 4 further shows that 49.3% chose to bet because of the good works that the community program brings to the community, followed by 32% who were neutral and 19.7% who disagree.

Table 4. Corporate Social Investment

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It is important for businesses to invest in Corporate Social Investment programs to uplift the communities they operate in	2% (3)	0%	2.7% (4)	22.7% (34)	72.7% (109)
My product or service purchases are influenced by the Corporate Social Investment Programs of the businesses that I buy from	1.3% (2)	0.7% (1)	11.2% (17)	41.3% (62)	45.3% (68)
Activities of the company's community Program make a positive impact on the community	4.0% (6)	3.3% (5)	16.7% (25)	40.7% (61)	35.3% (53)
The company's community Program impacts the lives of betting customers	6% (9)	4% (6)	26.7% (40)	42% (63)	21.3% (32)
I choose to bet with the company because of the good work that the community program does in my community	6.7% (10)	12% (18)	32% (48)	25.3% (38)	24% (36)

Source: Compiled by the author

Customer Loyalty. Table 5 shows that 43.3% of the respondents agree that they bet with the company because of the community programs, followed by 28.7% who disagree and 28% who were neutral. 48.6% of respondents agree that they were satisfied with the community program's efforts, followed by 26.7% who were neutral and 24.7% who disagree. Another 46.7% of those surveyed agree that the community program has impacted them to tell their friends, family and acquaintances about the company's betting goods, followed by 27.3% who disagree and 26% who were neutral. Furthermore, 46% of respondents agree that the company's community initiative is one of the reasons they are glad to be associated with it, followed by 27.3% who disagree and 26.7% who were neutral.

Table 5. Customer Loyalty

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I bet with this company frequently because of the work that the community program does in my community	8% (12)	20.7% (31)	28% (42)	31.3% (47)	12% (18)
I am a satisfied customer because of the work of the community program in my community	8.7% (13)	16% (24)	26.7% (40)	31.3 (47)	17.3% (26)
The community program has influenced me to tell my friends, family and acquaintances about the company	11.3% (17)	15.3% (23)	28% (42)	28.7% (43)	16.7% (25)
The community Program has influenced me to recommend the company to my friends, family and acquaintances	11.3% (17)	16% (24)	26% (39)	32% (48)	14.7% (22)
I proudly associate with the company because of the community Program	10.6% (16)	16.7% (25)	26.7% (40)	33.3% (50)	12.7% (19)

Source: Compiled by the author

Corporate Social Investment and Customer Loyalty

Standard Multiple Regression. Due to the continuous nature of the model's dependent variable, a typical multiple regression analysis was used (Pallant, 2010). Normality and multi-collinearity are two presumptions considered when performing the multiple regression test. It was not necessary to test for multi-collinearity since the model only included one independent variable. Although the Central Limit Theorem implies that a violation of normality is a small problem when 100 or more observations are gathered, it is still crucial to test for normality to determine if the data is normally distributed and, thus, legitimate (Mishra et al., 2019). According to Kline (2016), skewness and kurtosis test results must be below 3 and 10, respectively, to be considered acceptable. The findings in Table 6 show that the assumption of univariate normality was satisfied since the skewness and kurtosis are within the acceptable range.

Table 6. Normality

	Skewness	Kurtosis
Corporate Social Investment	-1.060	2.617
Customer Loyalty	-0.440	-0.677

Source: Compiled by the author

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Impact of Corporate Social Investment on Customer Loyalty. The model's effectiveness employed to address the research problem was measured using two assessment measures. To assess the effect of the predictor "Corporate Social Investment" on the dependent variable "Customer Loyalty", a standard multiple-linear regression test was used. The findings of an ANOVA test, a statistical analysis technique used to assess research hypotheses, are shown in Tables 7 and 8. The results show that Corporate Social Investment strongly predicts Customer Loyalty (F=185.677; R2=0.556; $p<0.05$). According to this finding, CSR accounts for up to 55.6% of the variation in customer loyalty.

Table 7. Model Summary

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	**0,746a**	0.556	0.553	0.74940

*Note: *a. Predictors: (Constant), Corporate Social Investment*

Source: Compiled by the author

Table 8. ANOVA

Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	104,275	1	104,275	185,677	0,000[b]
	Residual	83,116	148	0,562		
	Total	187,391	149			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Corporate Social Investment						

Source: Compiled by the author

The findings in Table 9 show that CSR has a positive (=0.746) and statistically significant (p. value<0.05) effect on customer loyalty. These findings allow one to draw the conclusion that CSR has an impact on customer loyalty. A comparable research study on the effect of corporate social responsibility on customer loyalty for two telecommunications firms in Qatar found that the organizations' CSR efforts had a positive and directly significant influence on customer loyalty (Al-abdallah and Ahmed, 2018). Therefore, the betting firm should continue to strategically position the community program as a core component of its marketing strategy.

Table 9. Impact of CSI on CL (Coefficients)

Model		**Standardized Coefficients**	**t**	**Sig.**
		Beta		
1	(Constant)		-4.721	0.000
	Corporate Social Investment	0.746	13.626	0.000
a. Dependent Variable: Customer Loyalty				

Source: Compiled by the author

Conclusions

The aim of this study was to assess the impact of Corporate Social Investment on Customer Loyalty. The study's findings show that CSI is a positive and significant predictor of customer loyalty. It implies that the more any company demonstrates that it cares about the well-being of the community it is trying to serve by adhering to social norms, the more respectable that firm becomes. Thus, customers are a company's most influential advocates. Therefore, marketers must constantly go the additional mile to ensure the brand's continued success. A strong reputation, customer trust and brand loyalty may all be gained by engaging in strategic CSI and attending to the needs of all stakeholders. The results of this study show that consumers appreciate and reward organizations that are actively involved in CSI initiatives, which is encouraging given that today's customers are savvier and more knowledgeable than ever about organizational operations. Consequently, business leaders should see CSI as a tactic for fostering positive connections with their stakeholders and translating those positive feelings into improved social and financial outcomes for the company. Managers responsible for CSI initiatives should establish broad strategies for spreading goodwill about their initiatives via the media. The insights from this study shed light on key customer and product marketing aspects that can be implemented towards attaining goodwill and loyalty and, ultimately, a competitive advantage. Future research should adopt a qualitative study to ascertain consumer feelings about the various CSI initiatives undertaken by betting companies.

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Data Availability Statement: Data is available on request.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

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