

## ABSTRACT

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**Key Words:** Corporate Social Responsibility (CSR), customer bonding, consumer studies, hospitality sector, customer perspectives, empirical theory development, value recognition

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**Dissertation Title:** VALUE RECOGNITION OF CSR WITHIN THE HOTEL INDUSTRY: CONSUMER OPINION STUDIES FROM ACROSS VIETNAM'S HIGH-CLASS HOTELS

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This research attempts to empirically validate progressive customer bonding stages conceptually suggested by Cross (1992) in a marketing context with Corporate Social Responsibility within high class hotels in Vietnam, and therefore examines to what extent CSR has notable value recognition characteristics by consumers. Additional group comparisons explore consumer perceptions and qualitative analysis for further contexts of CSR. Findings suggest that the conceptual model proposed by Cross (1992) is empirically validated in the hotel industry within Vietnam and CSR is found to significantly influence the first three independent customer bonding stages. Moreover, there appear to suggest interesting findings from consumer perception effects from CSR on the independent stages and contexts of CSR.