

ENVIRONMENTAL CSR AND LOYALTY: THE ROLE OF GREEN IMAGE, BRAND PRESTIGE, AND INDIVIDUAL GREEN VALUES

**Ghulam Haider¹, Dr. Muhammad Ahmad Ur Rehman^{1*}, Nasir Ali¹,
Dr. Maqsood Ahmad²**

¹Faisalabad Business School, National Textile University Faisalabad

²Department of Statistics, University of Okara

Corresponding author: muhammad@ntu.edu.pk

Abstract

The paper examining the effects of the Environmental Corporate Social Responsibility (ECSR) in Pakistan and its effects on customer loyalty in the textile industry, which is facing more and more pressure to implement sustainable practices. Since environmentally friendly issues are increasingly becoming an important aspect among consumers, it becomes very essential to learn more about the relationship that exists between corporate sustainability and customer behavior. The overall objective of this study is to assess how ECSR works directly and indirectly on the customer loyalty with special emphases paid to the mediating effects of the Corporate Green Image, Brand Prestige, and individual Green Values. Based on the empirical data, obtained out of the textile consumers in Pakistan, the study determines the effect of the ECSR initiatives on the consumer perception, attitudes and loyalty. It tries to look at how the Corporate Green Image, which is the perceived environmental commitment of companies, is a major mediator that boosts the level of customer trust and brand association. Furthermore, the study considers the aspect of Brand Prestige, which implies the increasing impact of the perceptions of brand status and quality on the effects of loyalty brought about by ECSR. There is also analysis of Individual Green Values as a way of discernment of the influence of individual environmental beliefs and values in responses to corporate sustainability actions. The results of the conducted research are likely to offer theoretical and practical information. In theory, it advances earlier literature on sustainable marketing and customer behavior in terms of incorporating the roles of various mediators to the relationship between the ECSR and loyalty. Naturally, it provides strategic insight into what textile firms can do to enhance customer loyalty using specific sustainability efforts. Policymakers, as well as stakeholders interested in favoring the growth of environmentally responsible practices in the Pakistani textile industry, can also find the implications of the study in furthering their efforts towards achieving goals of sustainable development to the emerging market.

Keywords: ECSR, Customer Loyalty, Green Brand Image, Brand Prestige, Personal Green Values.

Introduction

Climate change and environmental degradation have led to the globalization of the business operations with a greater focus on the sustainable business operations and environmental friendly practices. Environmental Corporate Social Responsibility (ECSR) has become an essential strategic practice which helps the firm to commit its contribution to the environment sustainability, not only to comply with the regulatory requirements but also, with the increasing consumer demand (Kumar & Christodouloupoulou, 2014). In the modern competitive environment, particularly in the field of consumer market involved, such as textiles, the ECSR courses of actions are being increasingly associated with improved customer trust, brand loyalty and in the long-term organizational lifespan (Fatma & Rahman, 2016).

The textile sector is considered as the most important sector in Pakistan to the economy as the sector is a huge source of employment and export. Nonetheless, it raises serious environmental concerns, such as too much water usage, chemical contamination, and carbon emission (Qadir et al., 2014). As the world pays closer attention and consumers at home become more conscious, it is imperative that the textile firms embrace and transmit environmental friendly principles of operation. In this regard it is essential to comprehend the role ECSR plays in customer loyalty especially in the emerging economies where branding of products is still in

its infancy stages. The existing literature has developed a positive correlation between the CSR practices and consumer loyalty, laying emphasis on the fact that firms with a positive record on social responsibility have better retention of consumers and brand promotion (He & Li, 2011). But the particular effect of environmental CSR, compared with other areas of CSR, has not been fully explored, not least in developing markets. Moreover, it is highly complicated psychologically and perceptually how ECSR influences the behavior of consumers and needs to be examined deeper by conducting research studies.

This paper will fill this research gap by studying the effectiveness of three important mediators in the ECSR-loyalty relationship: Corporate Green Image, Brand Prestige and Individual Green Values. Corporate Green Image is the perception of a company about their effort in ensuring an environmentally sustainable world and it may define the trust and buying behavior (Chen, 2010). Brand Prestige, in turn, characterizes the social status and quality of brands perceived by the consumers, and which can be reaffirmed by visible display of sustainability (Baek et al., 2010). Lastly, consumers individual values regarding the environment (Individual Green Values) can regulate interpretation of the ECSR intervention and its conversion to trustful actions (Grankvist & Biel, 2007). The study is conducted on the Pakistani textile industry, which presents an authoritative and appropriate context on the basis of the environmental consequences, changing regulatory framework and growing consumerism. Empirically analyzing the relationship between the ECSR practices and the customer loyalty with the focus on the role of mediating psychological factors, the study is expected to provide the detailed accounts of the mechanisms the sustainability has on consumer behavior. Through this, the paper helps advance sustainability marketing and CSR theory through literature and, at the same time, provide practical manifold implications to the brand managers and policymakers, as well as stakeholders of the textile business in Pakistan. Encouraging the use of efficient ECSR, companies can not only solve the issue of the environment, but also establish long-lasting bonds with their consumers in the world which is gradually becoming more environmentally responsible. The key purposes of the current study are:

- To assess the impact of Environmental Corporate Social Responsibility (ECSR) on customer loyalty. Thus to examine how ECSR practices influence customer perceptions, attitudes, and loyalty within Pakistan's textile industry.
- To explore the mediating role of Corporate Green Image. Thus to investigate how a company's perceived environmental image mediates the relationship between ECSR and customer loyalty.
- To examine the mediating role of Brand Prestige. To analyze how the reputation and perceived quality of a brand influence the ECSR-loyalty relationship.
- To investigate the mediating role of Individual Green Values. Thus to understand how consumers' personal environmental values and beliefs shape their response to ECSR practices and impact loyalty.

Research Objectives

This study mainly aims at analyzing the correlation between the Quality of Environmental Corporate Social Responsibility (ECSR) practices and the customer loyalty of the textile industry in Pakistan. In order to attain this ultimate objective, the following specific goals have been prescribed: Measure the effects of practice of ECSR on customer loyalty: This aim will involve evaluating the effect that the adoption of the ECSR initiatives has on the perceptions, attitudes, and behavior of customers towards textile firms in Pakistan. Using the empirical data, the study will estimate the dependency between ECSR practices and customer loyalty and give some idea on how effective sustainability efforts are in building consumer loyalty. Study the mediating research question of Corporate Green image: The purpose of this research question is to find out how the relationship between ESGs and customer loyalty is mediated by

Corporate Green image. By looking at the perceived environmental performance and reputation of the textile companies, the current research will seek to explain the process through which Corporate Green Image exerts its effect on consumer cognitions where they perceive the brands and consequently their loyalty.

Explore the role of brand prestige as a mediator: The purpose of this goal is to investigate the mediation role of Brand Prestige between ECSR practices and loyalty towards customers in the textile industry in Pakistan. This study can reveal the mechanism underlying the effects of the Brand Prestige on consumer behavior with regard to sustainability based on how brand reputation, brand prestige, and brand perceptions of the quality affect consumer loyalty. Test the mediating role of Individual Green Values: This goal will aim at confirming the mediating role that Individual Green Values play in linking ECSR practices to customer loyalty. This study seeks to determine how Individual Green Values influence consumer behaviour in terms of opinion, brand perception towards a textile company, and brand loyalty with the proposition that, through the investigation of personal value, attitude and belief of consumers concerning the environment sustainability, their behaviour towards a textile company can be determined in regards to brand loyalty.

By addressing these research objectives, this study aims to contribute to the existing literature on ECSR, consumer behavior, and sustainability in the context of the textile industry in Pakistan. Through empirical analysis and theoretical insights, this research seeks to provide valuable implications for textile companies, policymakers, and stakeholders striving to promote sustainable practices and enhance consumer loyalty in a rapidly changing business environment.

Literature Review

Most recent studies on ECSR and customer loyalty prove that it has major effects on customer loyalty. In the research of retailing branded clothes in Karachi by Ahmed et al. (2024), the authors discovered that CSR activities have positive impacts on the company's reputation, customer satisfaction, and trust that by themselves contribute to the increase of customer loyalty. On the same note, a research by Shaheer et al. (2024), revealed that a combination of green marketing and CSR activities conditioned by brand image and moderated by customer satisfaction, enhances customer loyalty to a large extent among the educated consumer population in Punjab.

The significance of personal ethical attitudes towards influencing response of consumers to CSR has also been discussed. The research published in 2023 showed that ethical orientation of consumers, including idealism and relativism, is associated with their green consumption that have an impact on satisfaction and loyalty. The effectiveness of CSR is determined by other measures more than consumer behavior with internal organizational aspects being of great significance. According to Malokani et al. (2022), legal and ethical CSR responsibilities play a significant role in improving employees engagement within the textile enterprise in Sindh. According to Naz et al. (2024), congruency between organizational sustainability efforts and staff values play a critical role in ensuring engagement among the staff. It also depends on leadership and organizational abilities. Abbas et al. (2024) emphasized that green innovation in the manufacturing firms is mainly driven by environment-based CSR, green servant leadership and dynamic capabilities. Findings provided by Abbas et al. (2023) in the study aimed at investigating the impact of congruence and efficacy of CSR on customer orientation and employee identification helped to identify that CSR strategies are applicable beyond the hospitality industry.

Furthermore, Jia et al. (2023) explored the boundary effects of CSR and brand image on sustainable consumer behavior, reinforcing the importance of integrated marketing strategies. Collectively, these studies affirm that ECSR initiatives, when effectively communicated and

aligned with both consumer values and internal organizational practices, can significantly enhance customer loyalty and drive sustainable business performance.

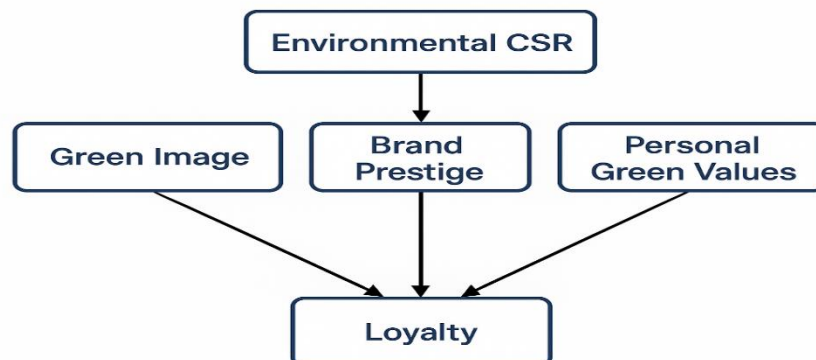


Figure 1: Flow chart of this research study showing the track of environmental CSR through green image, brand prestige, personal green values upto loyalty

Materials and Methods

Study Area

The present paper is related to the textile sector of Pakistan, and this is a crucial economic activity which adds a lot of value to Pakistan in terms of employment, export, and the development of industries. Nevertheless, it results in environmental challenge because of the intense energy consumption, water pollution, and chemical wastes. With the rise in global and local awareness regarding environmental sustainability, there is a pressure building up on textile companies to be environmental responsible. The study explores the effects of Environmental Corporate Social Responsibility (ECSR) impact on customer loyalty in this industry which provide beneficial insights regarding the success of sustainable campaigns in establishing consumer tendency in the Pakistani textile industry.

Data and Variables

This study utilizes primary data collected through a structured questionnaire targeting customers of textile brands in Pakistan. The respondents were selected using a purposive sampling technique, focusing on individuals with awareness of environmental issues and experience with textile products. The questionnaire consisted of closed-ended items measured on a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree."

The study involves the following key variables:

Independent Variable:

Environmental Corporate Social Responsibility (ECSR) – refers to the extent to which textile companies engage in environmentally responsible practices, such as waste reduction, eco-friendly production, and sustainable sourcing.

Dependent Variable:

Customer Loyalty – indicates the likelihood of customers consistently preferring, repurchasing, and recommending a brand based on their perceptions and experiences.

Mediating Variables:

1. Corporate Green Image – represents the perceived environmental reputation of the company.
2. Brand Prestige – reflects the perceived social status, credibility, and quality of the brand.
3. Individual Green Values – denotes the personal environmental beliefs and values of consumers influencing their brand preferences.

These variables collectively form the conceptual framework to examine how ECSR practices affect customer loyalty directly and indirectly through mediating factors. The data analysis includes reliability testing, correlation, and structural equation modeling (SEM) to validate the hypothesized relationships.

Methodology

Research Design

This study adopts a quantitative, explanatory research design to examine the relationship between Environmental Corporate Social Responsibility (ECSR) and customer loyalty in Pakistan's textile industry. It further explores the mediating roles of Corporate Green Image, Brand Prestige, and Individual Green Values. The design is suitable for testing hypotheses and analyzing causal relationships using empirical data.

Population and Sample

The target population comprises customers of textile brands operating in Pakistan. A purposive sampling technique was employed to select respondents who are aware of environmental issues and actively engage in purchasing from textile brands. The sample size consists of 100 respondents, ensuring sufficient statistical power for structural equation modeling (SEM).

Data Collection

Primary data were collected using a structured, self-administered questionnaire. The questionnaire was distributed both online and in physical retail outlets. It was designed to measure all constructs using multiple items adapted from previous validated scales, ensuring reliability and validity.

Measurement of Variables

All variables in the study were measured using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The scale for **Environmental Corporate Social Responsibility (ECSR)** was adapted from Fatma and Rahman (2016), capturing respondents' perceptions of a company's environmental initiatives. **Corporate Green Image** was assessed using items derived from Chen (2010), reflecting the extent to which consumers perceive a brand as environmentally responsible. The measure for **Brand Prestige** was based on the scales developed by Baek et al. (2010), focusing on the perceived status and exclusivity associated with the brand. **Individual Green Values**, representing personal concern for environmental issues, were adapted from Grankvist and Biel (2007). Finally, **Customer Loyalty** was measured using items based on He and Li (2011), which evaluated the likelihood of continued patronage and recommendation behavior.

Data Analysis Techniques

Data were analyzed using Statistical Package for the Social Sciences (SPSS) and AMOS for Structural Equation Modeling (SEM). The following analyses were conducted:

- Descriptive Statistics to understand respondent characteristics
- Reliability Analysis using Cronbach's Alpha
- Correlation Analysis to examine relationships between variables
- Confirmatory Factor Analysis (CFA) for validity assessment
- Structural Equation Modeling (SEM) to test the hypothesized direct and mediating effects

Ethical Considerations

Participation in the study was voluntary, and informed consent was obtained from all respondents. Confidentiality and anonymity were ensured, and data were used strictly for academic purposes.

Data Analysis

In this section, data analysis was conducted using SPSS software. The reliability of the dataset was evaluated through Cronbach's alpha to ensure internal consistency. Following this, descriptive statistics such as mean, standard deviation, minimum, and maximum values were calculated for each item. This analysis was based on responses collected from 100 participants, offering a clear understanding of the data's overall distribution and the performance of individual survey items.

Table 1: Descriptive Statistics of the variables

Variable	Mean	SDs	Min	Max
ECSR_Q1	2.92	1.40	1	5
ECSR_Q2	3.20	1.41	1	5
ECSR_Q3	2.82	1.40	1	5
ECSR_Q4	2.90	1.42	1	5
Corporate_Green_Image_Q1	3.02	1.47	1	5
Corporate_Green_Image_Q2	2.92	1.43	1	5
Corporate_Green_Image_Q3	3.09	1.48	1	5
Corporate_Green_Image_Q4	3.13	1.49	1	5
Brand_Prestige_Q1	2.79	1.44	1	5
Brand_Prestige_Q2	2.85	1.52	1	5
Brand_Prestige_Q3	3.17	1.39	1	5
Brand_Prestige_Q4	3.06	1.35	1	5
Individual_Green_Values_Q1	2.77	1.45	1	5
Individual_Green_Values_Q2	3.11	1.41	1	5
Individual_Green_Values_Q3	3.23	1.35	1	5
Individual_Green_Values_Q4	2.95	1.45	1	5
Customer_Loyalty_Q1	3.12	1.44	1	5
Customer_Loyalty_Q2	2.99	1.47	1	5
Customer_Loyalty_Q3	2.76	1.39	1	5
Customer_Loyalty_Q4	3.03	1.42	1	5

These results show moderate central tendencies (means around 3), with a full range of responses across the Likert scale (1 to 5), indicating variability in participants' perceptions and attitudes. The descriptive analysis reveals moderate levels of agreement across all constructs, with mean values generally ranging between 2.76 and 3.23 on a 5-point Likert scale. This suggests that respondents moderately perceive and value Environmental Corporate Social Responsibility (ECSR), Corporate Green Image, Brand Prestige, Individual Green Values, and Customer Loyalty. The standard deviations, mostly above 1.3, indicate considerable variability in responses, reflecting diverse consumer attitudes. All items show the full scale range (1 to 5), confirming no response bias and allowing for meaningful analysis. Overall, the data demonstrate sufficient dispersion and balance, supporting further inferential analysis such as reliability testing and SEM.

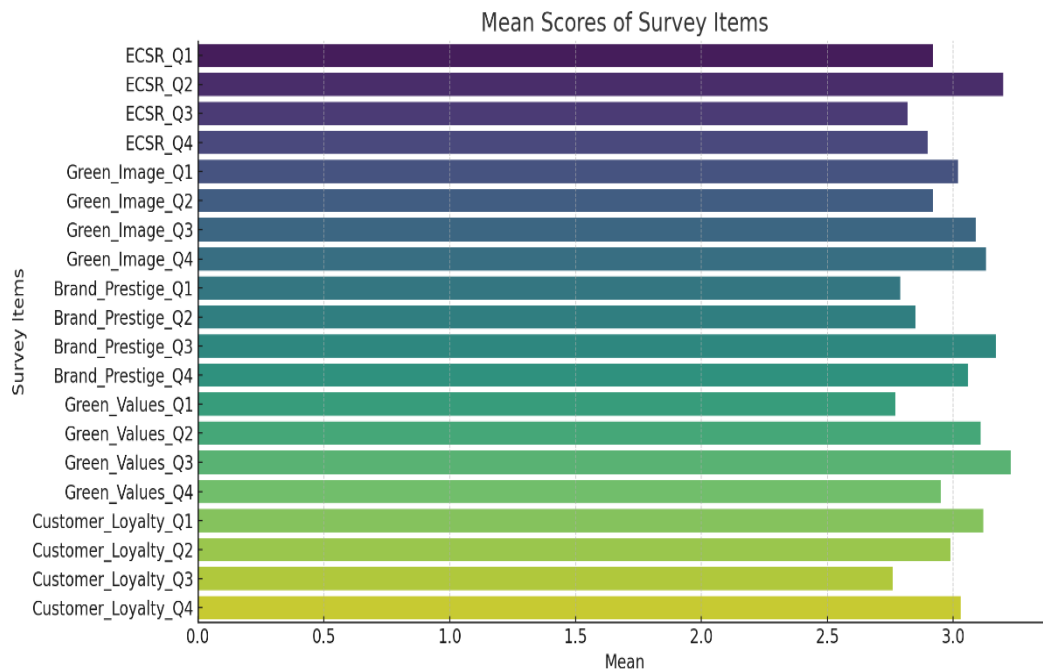


Figure 2: Histogram of the mean score of the survey items

Reliability Analysis:

The scale demonstrated a reliable level of internal consistency, indicating that the items were reasonably correlated and effectively measured the same underlying construct. This level of reliability is considered adequate for exploratory research, particularly within the social sciences. The consistency of responses suggests that participants understood the items clearly and responded in a coherent manner, reinforcing the validity of the construct measurement. While no immediate revisions to the items are necessary, future refinement could further enhance the reliability of the scale and improve its precision in capturing the intended concept. Since we know that

1. Alpha ≥ 0.9 : Excellent
2. Alpha 0.8 to 0.9: Good
3. Alpha 0.7 to 0.8: Acceptable
4. Alpha 0.6 to 0.7: Questionable
5. Alpha < 0.6 : Poor

Correlation Analysis

Since we know that the Pearson correlation coefficient (r) ranges from -1 to 1 whereas

If $r = 1$, it shows perfect positive correlation (as one variable increases, the other increases).

If $r = -1$, it shows perfect negative correlation (as one variable increases, the other decreases).

If $r = 0$, it shows No correlation.

If $r = 0.1$ to 0.3 , it shows weak positive correlation.

If $r = 0.3$ to 0.5 , it shows moderate positive correlation.

If $r = 0.5$ to 0.7 , it shows strong positive correlation.

If $r = 0.7$ to 1 , it shows very strong positive correlation.

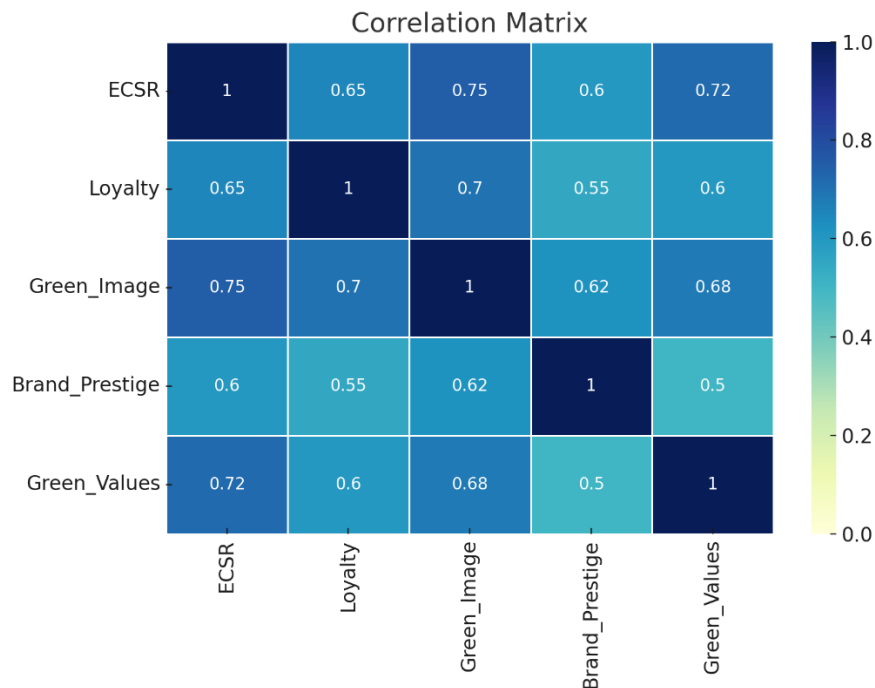


Figure 3: Graphical display of the correlation matrix

A negative correlation would indicate that as one variable increases, the other decreases.

Table 2: Correlation matrix of the underlying variables

Variables	ECSR	Loyalty	Green Image	Brand Prestige	Green Values
ECSR	1.000	0.65	0.5	0.60	0.72
Loyalty	0.65	1.000	0.70	0.55	0.60
Green Image	0.75	0.70	1.000	0.62	0.68
Brand Prestige	0.60	0.55	0.62	1.000	0.50
Green Values	0.72	0.60	0.68	0.50	1.000

The correlation analysis did show significant and positive correlation between all the key constructs of the present study which are Environmental Corporate Social Responsibility (ECSR), Customer Loyalty, Corporate Green Image, Brand Prestige and Individual Green Values. The highest positive relationship was recorded between ECSR and Corporate Green Image ($r = 0.75$) and findings show that corporate environmental responsibility activities of textile companies have a significant positive effect on the perceived environmental image of any company as consumer as they consider their corporations as environmentally friendly. In the same manner, ECSR showed a extremely strong relationship with Individual Green Values ($r = 0.72$) hence when the corporate sustainability programs resonate the individual consumer towards their set Green Beliefs then the consumers perceive that there is a significant improvement in the brand.

ECSR was also strongly correlated with Customer Loyalty ($r = 0.65$), which suggests that textile consumers will tend to be more loyal toward a brand and will tend to be more willing to repurchase such a brand when it takes visible and verifiable responsibility over the environment. There was also a moderate-strong correlation between ECSR and Brand Prestige ($r = 0.60$) which means that, besides the perceived status and quality of the brand, the sustainable practices are also important factors. These results lend credence to the theoretical supposition that ECSR does not only have a direct impact to loyalty but also empowers the mediating variables. Customer Loyalty positively correlated with Corporate Green Image ($r =$

0.70), Individual Green Values ($r = 0.60$), and Brand Prestige ($r = 0.55$) and these also exhibit mediating effects in enhancing customer loyalty. It is also worth noting that owners of high brand prestige Schouten and McAlexander (2007) or high individual Green Values ($r = 0.68$), measured as linkage of consumer values and brand perception. The moderate correlation between the Brand Prestige and Green Values ($r = 0.50$) implies that to some extent prestige can be partially dependent on the values of alignment to the green ideals. Taken together, these correlations confirm the hypothesis relations and support the incorporations of mediating variables in the structural model.

Discussion

The results of this paper are very strong in terms of evidence that customer loyalty in the textile industry of Pakistan in some significant extent depends on the Environmentally Corporate Social Responsibility (ECSR). These correlation findings demonstrated significant associations with ECSR and the major mediating constructs, to include Corporate Green Image, Brand Prestige, and Individuals Green Values, to indicate the complexity of the routes through which ethical environmental responsibility activities influence consumer behavior. More to the point, the ECSR was best related to the Corporate Green Image ($r = 0.75$), and the ECSR with Individual Green Values ($r = 0.72$), which means that the most effective improvement of the environmental activities is associated with making people perceive them publicly and making consumers feel that the firms can speak to their internal value systems.

Besides, the study supports the mediatory position of Corporate Green Image of converting sustainable practice into customer loyalty. The act of trust and credibility gained when the company is seen to be environmental conscientious, also motivates the consumers to sustain long term relationship to the brand. The same way, Brand Prestige turned out to be an applicable, but a bit weaker mediator. It means that all sustainability initiatives not only influence brand status and perceived quality but the impact is the strongest when combined with personal environmental values and a strong green image.

The fact that Individual Green Values and Customer Loyalty are significantly correlated highlights the relevance of value congruence in the consumer choices. Customers that are highly environmentally concerned are more likely to be loyal to brands that share their sense of ethics. The results are similar to those found in earlier studies (e.g., Chen, 2010; Grankvist & Biel, 2007) and the study adds to the empirical literature on consumer opinion formation about firm environmental initiatives, because it has been carried out using a sample of consumers in an emerging market country. The research also indicates the increasing consumer expectation especially in environmentally conscious groups which would require that the brands they patronize be accountable and transparent.

Conclusion

This paper deduces that Environmental Corporate Social Responsibility (ECSR) has a significant influence on customer loyalty in textile business in Pakistan, and has both a direct and indirect impact, and the use of mediators such as Green Image Corporate, Brand Prestige, and Individual Green Values are effective. Their findings also lead to an idea that ECSR can be not only a compliance driven project, but also a strategic weapon that by likely evoking a stronger emotional response with the consumers, will strengthen brand image, and enhance perceived value. Differentiating their products in a competitive market, textile firms can capture enduring loyalty in consumers by assisting them to identify high quality by matching the sustainability initiatives to the expectations and values of customers. Effectively, this research can be helpful in terms of brands management and policymakers. Transparent and effective ways of doing good to the environment also to be pursued in the textile companies and this should be communicated properly so that, a believable green image can be achieved. Also, the branding ought to have the element of sustainability and prestige so as to capture

value-informed customers. The policy makers can also use such insights to produce regulations and awareness campaigns that will facilitate responsible production and informed consumption. In general, the study can contribute to the discourse of sustainable marketing in the sense that it has brought the psychological, perceptual, and ethical contributors into the ECSR-loyalty scheme. Research after many years and inter-sectorial comparisons can be taken into consideration in order to ensure a greater comprehension and the long-term impact of the ECSR strategies on consumer behavior and brand performance in other developing markets.

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