

National College of Ireland

Project Submission Sheet

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THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN SHAPING BRAND LOYALTY IN THE GLOBAL MARKET

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Degree for which thesis is submitted: **__MSCIB1**

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THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN SHAPING BRAND LOYALTY IN THE GLOBAL MARKET

Abstract

The study has been conducted with reference to The Role of Corporate Social Responsibility in Shaping Brand Loyalty in the Global Market, which analysed the impact of CSR activities on customer trust, perception, and longer-term brand loyalty. The introduction chapter provided a description of the background of the research, goals and the relevance was outlined, explaining the increasing relevance of CSR in competitive international markets.

The literature review chapter has critiqued the available theories, models, and empirical research that connect CSR with brand loyalty, with key issues of gaps that exist in cross-cultural and situational knowledge.

The methodology chapter outlined the philosophical framework, approaches implemented for the research, along with steps taken for collecting and evaluating the information. The research implemented a quantitative study through a survey in different demographic and geographical groups, along with statistical analysis methods to measure the correlations and the trends.

The findings and analysis section brought forth the findings of the survey that have found relevant links between CSR dimensions like environmental responsibility, ethical practices and community engagement and brand loyalty indicators, with conclusions about cultural and market-specific variations being addressed as well.

In the conclusion chapter, the results of the research were summarised, demonstrating that CSR has a strategic role in improving loyalty and presenting feasible guidelines to companies in adapting CSR activities to various market settings. The study as a whole has contributed to academics as well as the practice of managers in illustrating the many ways in which authentic, culturally sensitive CSR initiatives could prove as a source of competitive edge in creating brand loyalty worldwide. The dissertation succeeded in familiarising an overarching plan on how CSR can be used as an engine of sustainable brand-to-consumer relationships in the international business environment through the integration of theory, empirical data, and practical measures.

Acknowledgement

I am deeply thankful to my supervisor, whom I can thank innumerable times in terms of substantial support, useful comments, and advice during the period of this dissertation work. I would like to express my gratitude to the faculty members and the staff who have facilitated the required resources and an adequate research environment. I would also like to thank my peers and colleagues who motivated and provided me with valuable discussions that made my job enjoyable. I would like to cap it off with sending my heartfelt thanks to my family and friends who have been giving me a lot of support with encouragement, and understanding throughout this process. Last, I would like to mention all individuals and contributors who helped me in the realisation of this research and made it fruitful.

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Chapter 1: Introduction

1.1 Background and context

Background

Over the past few years, the value of Corporate Social Responsibility (CSR) has continuously increased in the global business environment. Organisations have stopped being interested only in their level of profitability but have come to realise that they can also play a part in helping humankind and the environment (Tiep *et al.*, 2023). CSR means the voluntary works done by a firm to cover ethical, social and environmental areas within their operations and engagement with stakeholders. Such practices include environmental sustainability, community development and ethical labour practices as well as philanthropy. As customers are becoming more conscious of the global problems, their expectation that companies should behave responsibly is also growing. Such a change in expectations has significant implications for brand loyalty, particularly on the global market, where there is stiff competition, and consumer trust is a very important differentiator. Brand loyalty has traditionally been described as the habit of an individual consumer to prefer one brand to others and, in extreme cases, repeatedly buy the brand and be emotionally attached to it.

Brand loyalty in the context of CSR is being redefined, where a significant number of consumers are willing to remain loyal to brands that are in congruence with personal values and which display true social responsibilities. People no longer go to the store only for the quality of the product and its price, but also they are becoming more interested in the effect of the product on society and the environment (Zhang *et al.*, 2021). An example of such brands is Patagonia, The Body Shop, Ben and Jerry, among others, and their marketability has been premised mainly on effective CSR programs that consumers find striking in regard towards the cause of their ethical sensitivities.

In addition, CSR has become a complicated and multidimensional concept due to globalisation. Firms should, therefore, be in a position to make sure that not only are their strategies of CSR effective, but also are culturally suitable in various markets. Something that is interesting to consumers in one country may not be as relevant to the consumers in the other, and therefore, adaptation of CSR messages and programs has to be in line with regional needs and values. It is a challenging and opportunity-generating environment for global brands (Agu *et al.*, 2024). On the one hand, a company will need time and material resources to learn local societal

expectations and concerns of the local community; on the other, it will end up with a higher brand loyalty and a better position within the market. A perception of CSR by consumers also holds a central position in brand loyalty. The authenticity of CSR initiatives can be identified as contra-distinguishing true versus fake or marketing-related CSR by the decisions made along the lines of consistency, transparency, and accountability.

Brands are better trusted and supported by consumers when the consumers feel that the brands are socially responsible, without the intention of misleading the exploitation of the social responsibility activities. On the contrary, the distrust or even verifying the CSR claims may help to decrease the trust and deteriorate consumer relationships. It is therefore of importance that business enterprises must act in a much more transparent manner in terms of relaying their CSR objectives as well as results, and that they need to ensure that the latter accompany their brand values (Osakwe and Yusuf, 2024). The demographic profile of consumers is also another serious consideration. It has been established that the younger generations are more CSR sensitive, most prominently being Millennials and Gen Z. They are more likely to prioritise ethical consumption and would rather consume goods taken up by companies that advance social justice, environmental protection and community well-being. Consumer behaviour as determined by CSR is also influenced by gender and the level of income. These demographic variances point to businesses forming more effective and specific CSR plans that better reflect their target audience.

Context

The modern global market is characterised by educated customers, highly socially aware people, and value-oriented consumers. Amid the increased awareness of issues related to climate change, social inequality, and ethical values of business, consumers have begun to hold brands to a higher level of accountability in terms of actual Corporate Social Responsibility (CSR) (Ali *et al.*, 2021). The concept of CSR involves numerous programs such as environmental sustainability, ethically considerate labour practices, community development, and philanthropy. To this end, companies across the world have integrated CSR into their fundamental strategies to promote a better image to society, meet the expectations of the stakeholders, as well as create a long-term bond with their consumers. Since companies transact in other states, their CSR activities should conform to the social, economic, and cultural peculiarities of other places,

which further complicates the issue of global CSR management (Sujanska and Nadanyiova, 2023).

Under this changing environment, it is no longer product quality or competitiveness in price which drives brand loyalty. It is more likely that modern consumers become loyal consumers of the brands they share values with. Consumer trust, emotional bonding and advocacy of the brand can be increased greatly with a well-developed CSR program. Nevertheless, there is a query regarding how much the CSR activities actually affect consumer loyalty in the markets and populations with differing cultures and multiple populations (Hichri and Ltifi, 2021). Some consumers would be highly affected by CSR, whereas others would be that way, especially when CSR appears so calculated with only the marketing goals in mind. Such is the scenario that requires a more profound insight into the process of CSR shaping brand loyalty within or across borders. It is crucial to discuss not only the impact of CSR on brand loyalty, but also how various constituents of CSR (authenticity, relevance and communication) relate to consumer attitude and behaviour.

This research is motivated by the fact that Corporate Social Responsibility (CSR) is gaining increased awareness in terms of influencing consumer behaviour and brand loyalty in this globalising economy. As digital media and real-time access to information have grown, more and more consumers are knowledgeable about the social and environmental activities of businesses. This was the reason why the brands are expected to behave in an ethical way, promote societal welfare, and express their values openly. In spite of this change, most companies are finding it very difficult to establish the true power of CSR on consumer loyalty and particularly in various cultural and demographic settings.

Although precedent literature proves that a kind of CSR has a positive impact on how others feel about a company and how loyal they can be to it, the question of how these CSR activities lead to the maintenance of any form of brand loyalty is yet to be discovered. Moreover, CSR indirectly depends on consumer trust, authenticity, cultural fit, and the effect on the way consumers behave socio-economically (Tahir *et al.*, 2024). As an example, the CSR campaign being run by a brand can have a potent appeal in one area and look irrelevant or even performative in the other.

The research attempts to understand these finer relationships through a structured survey, where each consumer is asked to provide answers to CSR activities. It seeks to determine which CSR

elements have the strongest influence when it comes to developing loyalty, how demographic influence has shaped the attitudes and how cultural or regional bias towards CSR programs to maximise their effectiveness. Through this research, it will become possible to give brands effective knowledge of designing effective CSR strategies that not only benefit society but also enhance consumer relationships and competitiveness of the market. Finally, the study is valuable in the field of reducing the gap between the business desires and the customer requirements, to make businesses create richer and more sincere brand communities.

The research is significant as it is going to respond to the emerging need of businesses to be responsible in a socially aware global economy. Since CSR is emerging as an important determinant of consumer behaviour, the realisation of its significance on consumer loyalty is extremely important to companies that are keen on developing long-term relationships with their consumers. The research will elucidate the effects of CSR activities in order to determine the impacts on consumer trust, consumer buying behaviour, and brand promotion within different demographics and cultural contexts. Further, it will support organisations to differentiate performative versus meaningful CSR and focus on the above measures of authenticity, regional relevance and effective communication of CSR. The findings will help in working up more effective CSR efforts that meet consumer values for marketers, strategists, and brand managers. As an academic pursuit, the study may contribute to the increasing body of knowledge revolving around ethical branding and consumer loyalty within today's online world. The research will help in the development of responsible, value-driven brands that not only perform well on a financial level, but also social and ethical level.

1.2 Research Problem

CSR has increasingly become a major company strategy in the modern international market, where companies are seeking ways to develop a good brand name as well as secure consumer loyalty (Ahmad *et al.*, 2024). Even though lots of consumers state that they prefer to choose a brand which takes part in ethical, social and environmental programs, there is no clear answer as to how important CSR is the brand loyalty, and matters vary greatly depending on the territory and demographical strata. Business organisations have spent a considerable amount of resources on CSR campaigns, and this has led to a rise in skepticism about the authenticity and effectiveness of such campaigns among consumers. The research problem is based on knowing how actual CSR programs tend to affect consumer trust, brand perception and durable loyalty in

a culturally diverse and highly competitive global market. Moreover, in what ways CSR is relevant to local issues, perceived sincerity, and transparency are the most effective in building relations with loyal customers is a significant problem to be uncovered (Kulova and Nikolova-Alexieva, 2023). This is due to the fact that little is known about how mediator variables such as age, gender, culture, and the perception of pricing influence the consumer reaction towards CSR activities.

1.3 Aim and Objectives

Aim

The study shall examine the role played by CSR as an indicator of brand loyalty in the global market by analysing the correlation between CSR programs, consumer attitudes and brand image.

Objectives

- To identify the impact of CSR activities on customer trust and brand loyalty.
- To understand how CSR influences brand image, consumer perception, and consumer allegiance.
- To analyse how cultural and contextual variables moderate the influence of CSR on brand loyalty.

1.3 Research Questions

- What is the role of CSR activities in consumer trust and their relation to brand trust?
- How can CSR influence the brand image and, consequently, consumer loyalty?
- In what ways do CSP and the environment mediate the CSR-brand loyalty connection?

1.4 Structure of the dissertation



Figure 1: Dissertation Structure

(Source: self-created)

This dissertation is organised in five main chapters to cover the importance of Corporate Social Responsibility (CSR) in designing brand loyalty to the global market systematically. The introduction gives the background of the research, context, goals, objectives, rationale and significance. Literature Review provides a critical analysis of prevailing theories, models and past research on CSR and brand loyalty, with gaps where current research will fill. The Methodology gives a description of the research design, data collection instrument, sampling, and research ethics. The section of the findings and discussion shows the results of the survey and interprets them according to the questions of the research and literature. It addresses such major trends, relationships, and disparities among demographic and cultural groups. Finally, the Conclusion gives the main ideas, refers to the concepts developed in this study, and makes practical suggestions to businesses and future research. Such a structure allows a rational, consistent narrative of the research process, starting with the recognition of a problem and finishing with some recyclable results.

1.5 Summary

The chapter has elaborated on the current popularity of Corporate Social Responsibility (CSR) in defining what consumers anticipate or expect in a more globalised marketplace and the effect that Corporate Social Responsibility (CSR) has on brand loyalty. It attributes CSR to an optional management performance of the companies that fulfill the social, ethical as well and environmental difficulties, and also states that current consumers not only base their brand judgment on product prices or quality, they have to feel that they match with their own values. The other aspect highlighted in the chapter is that of cultural and regional adjustment of CSR initiatives, together with transparent communication in order to evoke trust. Lastly, it defines the purpose of the study, to investigate the CSR dimensions best succeeding in achieving loyalty among the demographics and geographies, and, therefore, it sets the context of the research relevance both academically and within the business environment.

Chapter 2: Literature review

2.1 Introduction

CSR plays a vital role in shaping brand loyalty in the global market by fostering a brand image, enhancing trust and creating emotional connections with customers. This chapter will focus on the role offered by the CSR initiatives in shaping the brand loyalty facilitated within the global market. The review of existing literature will be carried out to understand the influence of CSR measures on the brand image and perceptions of customers. It will highlight the measures of the CSR activities in developing consumer trust and ensuring an effective process within a business. The acknowledgement of the theoretical perspectives allows for aligning the principles of the theories to understand the research topic effectively. A gap will be identified to pinpoint the areas lacking informative measures, leading to new insights within the process.

2.2 Theoretical framework

Stakeholder Theory

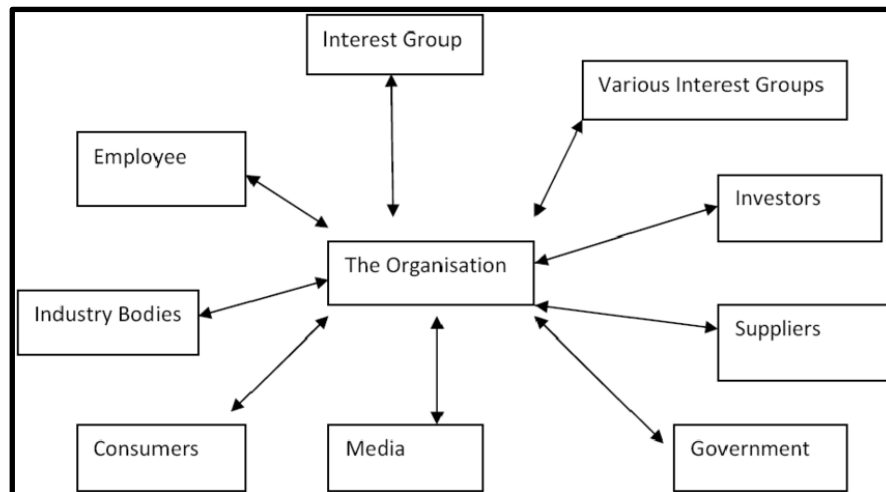


Figure 2: Stakeholder Theory

(Source: Al Mamun *et al.*, 2013)

The stakeholder theory offers a view of capitalism and emphasises the interconnected relationships of companies with different groups, and additionally, allows for analysing that companies need to focus on the concerns of all the stakeholders rather than focusing solely on the interests of shareholders (Mahajan *et al.*, 2023). Moreover, it also highlights that the success of a company depends on its ability to create value for a wide range of stakeholders and requires constant action. The theory helps in understanding the research topic by emphasising the fact that a company needs to address the concerns and needs of suppliers, customers, communities and

employees to deliver effective functionalities. The business operations are constantly evolving due to the economic fluctuations, changes in the perspectives of customers that need to be addressed by firms. This holistic practice is gaining recognition in the market, and companies are striving hard to balance the CSSR measures with the evolving needs of customers.

The measures of ethical guidelines, transparency and accountability are required within the actions taken by companies to develop trust among the customers (Kwan *et al.*, 2021). Moreover, the incorporation of sustainable measures within the supply chain operations, marketing measures is the foremost preference of customers and companies adopting these functionalities within their operations deliver a positive performance. Thus, customers are more involved with the process and are happy to make repeat purchases, which, as a result, has been effective in delivering a positive brand image.

Additionally, CSR also functions as an instrument of emotional attachment due to its strong activities and functions against the environmental impact, and this, as a result, allows for developing brand loyalty on a more fundamental and value level (Wang *et al.*, 2021). The ethical and social performance can be one of the major factors of loyalty in the competitive market. The multinational firms need to accommodate the CSR programs that align with the measures of both the national and international markets by engaging the stakeholders and allowing them to strengthen the attachments with customers, facilitating reputation in the market.

Therefore, this theory allows for emphasising the strategic usefulness in the development of trust among stakeholders and allows for analysing the flexible and up-to-date CSR initiatives in a firm can easily influence the perceptions of customers and are more likely to acquire long-term loyalty and a competitive edge.

Social Identity Theory

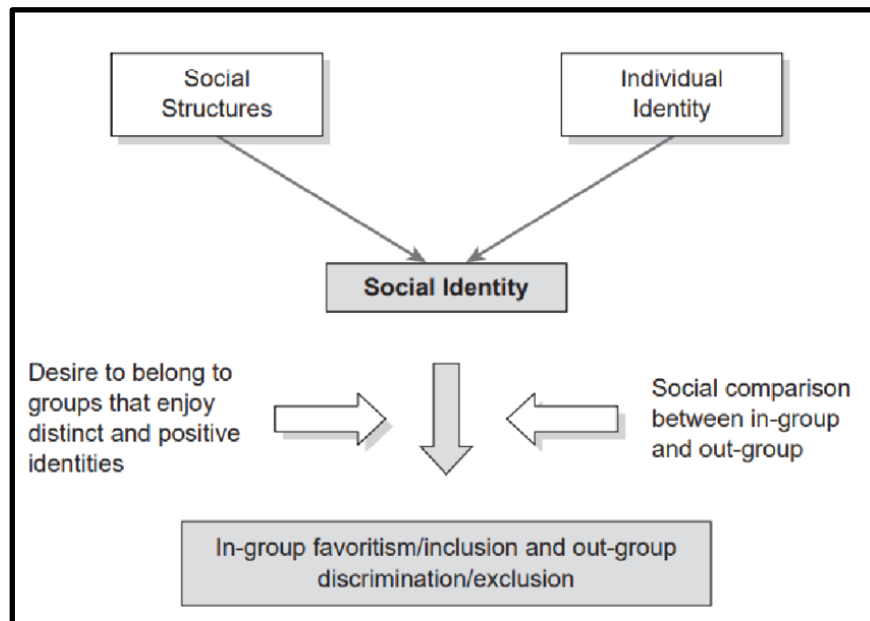


Figure 3: Social Identity Theory

(Source: Irene *et al.*, 2024)

The address on the Social Identity theory explains that the way the sense of self is intertwined with the group affiliations and the way it impacts through the involvement of others (Guan and So, 2022). This theory can help in understanding that CSR initiatives play a major role in fostering brand loyalty by influencing the consumer's sense of identity and belonging. Moreover, it is also specifically applicable to the research topic by analysing the current demands of consumers who are more driven towards sustainable measures and the way they are more instinctive in developing a keen interest for ethical and socially responsible brands.

Environmental sustainability, ethical labour practices and transparent measures are the most common and recognisable CSR initiatives that are incorporated into the business operations to ensure success within a company (Torreset *al.*, 2023). This, as a result, allows for influencing customers, leading to an enhanced brand image as the activities matched up with the preferences of customers, stakeholders. Thus, it offers an opportunity for the brand, and they have been included as the social identity of the customers. This, as a result, makes up the emotional attachment, develops trust and enhances the loyalty towards a brand, ensuring success for a company. The market is susceptible to changes, and companies emphasising the measures of the CSR initiatives can establish themselves differently from their competitors.

Therefore, it can be stated that a brand actively engaging with the CSR measures, such as reducing the environmental impact and adopting renewable features, reflects on its values and commitment towards the social issues. The customers feel more connected to the brand, measures are ready to engage with business measures and allow for driving the performance.

2.3 Themes and debates

2.3.1 Role of CSR activities in establishing customer trust

In today's business landscape, in which adherence to ethical standards and sustainability principles is essential, Corporate Social Responsibility plays a pivotal role in shaping sustainable business performance. The use of CSR in business has led to a shift, where companies work to earn profits and help society at the same time. As per Kananen (2024), CSR serves as a key component to develop consumer trust and support long-term brand-consumer relationships. This involves ethical business practices that are systematically incorporated into corporate processes. CSR initiatives are strongly connected to a company's reputation, customer happiness, and trust. Moreover, these factors play a crucial role in bridging CSR efforts and the development of customer loyalty. It has also focused on promoting sustainable development through the enhancement of employee well-being, societal progress, and environmental stewardship.

On the contrary, Awa *et al.*(2024) highlighted that the companies that are highly involved in socially and environmentally focused CSR practices reflect a long-term commitment to stakeholder-focused sustainable development rather than short-term profit maximisation. Aidoo (2025) demonstrated that authentic CSR signals serve to lower consumer uncertainty and reinforce confidence in the firm's integrity and reliability. Consumers develop trust when they perceive a company as ethical, competent, and genuinely concerned for others. For instance, firms that maintain ethical employment standards or support environmentally sustainable practices are widely recognised for their transparency and ethical accountability. Therefore, it facilitates the development of consumer trust, especially among consumers who place a high value on corporate ethics and social responsibility. In the present day, it has been seen that ethical engagement and social responsibility are key determinants of consumer trust in the global market. There has been an increasing awareness of sustainability issues which has influenced consumers to choose brands that integrate social and environmental responsibility into their operations.

For example, *Marks & Spencer*, as a leading UK retailer, has incorporated CSR into its core business strategy to build consumer trust. After launching its *Plan A* sustainability programme in 2007, M&S has demonstrated a strong commitment to ambitious sustainability targets (M&S, 2024). The targets include carbon emission reduction, sustainable material sourcing, and the enhancement of labour conditions throughout the supply network.

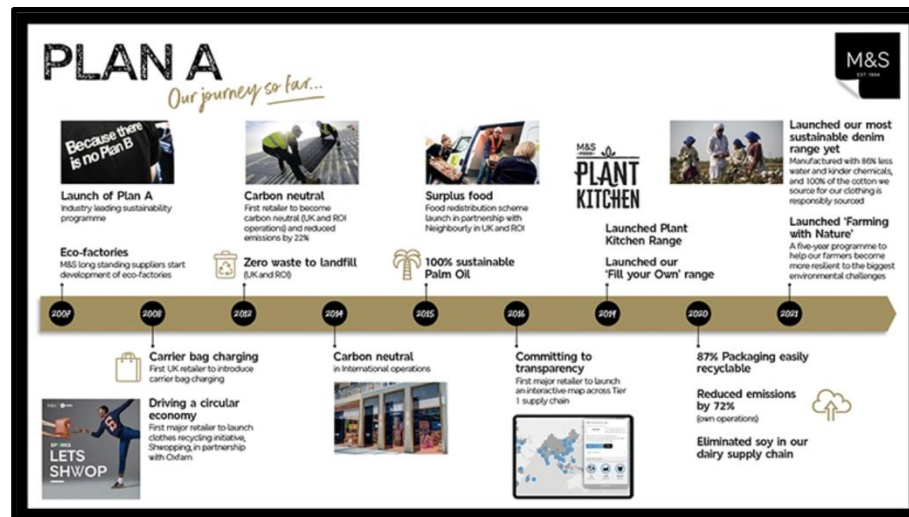


Figure 4: PLAN A launched by M&S

(Source: M&S, 2024)

However, Sattiet *al.*(2025) demonstrated that consumer views of CSR influence trust as well as satisfaction and long-term commitment to the brand. Increasing consumer sensitivity to a company's social and environmental performance drives greater loyalty toward CSR-focused brands. This positive impression builds trust which leads to higher satisfaction and improved customer loyalty through repeat purchases and advocacy. As an example, it has been noted that social responsibility forms a key component of the *John Lewis Partnership's* business model (Lewis, 2024). The company's commitment to fair employee treatment, ethical sourcing practices, and ongoing community engagement has played a key role in strengthening customer trust. Therefore, it can be said that corporate social responsibility plays a significant role in fostering customer trust through its commitment to ethics, social responsibility, and responsiveness to stakeholder expectations. A company becomes able to generate a positive reputation and develop consumer trust supported by clear and credible CSR communication.

2.3.2 Influence of CSR on building brand loyalty

In the view of Srivastava (2024), as consumer priorities and values continue to change, CSR has become a vital element in producing reputable brands and ensuring customer loyalty. CSR efforts are linked to stronger financial returns for participating organisations. This is because these initiatives serve to promote the organisation's public image, lower operational risks, and maintain stakeholder relationships. Through CSR, companies have been able to improve their brand importance, differentiating themselves in global competitive markets, and attract ethically conscious consumers. By demonstrating ethical and social commitment, CSR initiatives are strongly associated with more favourable stakeholder perceptions of brand image and integrity. The are actions such as supporting environmental sustainability, maintaining fair labour, and local communities that reflect an organisation's long-term commitment to operating with honesty and integrity. This strengthens the company's public image and strengthens its overall brand equity. For example, *Unilever*, recognised as a multinational consumer goods company, has committed to lowering plastic waste and improving health and hygiene through its "*Sustainable Living Plan*" (Unilever, 2020). This has highly contributed to positioning the company as a global standard for ethical and sustainable business practices.

According to Sanchez and Miller (2024), the relationship between Corporate Social Responsibility and brand loyalty has received considerable scholarly attention, with practical evidence always indicating a strong positive relationship between CSR initiatives and consumer loyalty. Brands that are highly engaged in social and environmental issues are seen by consumers as increasingly authentic and values-driven. Hence, it has led companies to attract new consumers from the global market and generate broader consumer acceptance and engagement. By beginning positive emotional engagement, these initiatives strengthen the emotional bond between consumers and the brand, thereby enhancing long-term loyalty. In addition, brands dedicated towards CSR are viewed as morally conscious and attentive to societal well-being, which encourages consumer loyalty and positive referrals.

In contrast, Celestin *et al.*(2024) argued that ethical and socially responsible practices strengthen consumer perceptions of brand trustworthiness. As a result, it led to the cultivation of strong emotional bonds between consumers and the brand. It has been identified that trust serves as a crucial mechanism through which CSR contributes to developing brand loyalty. Authentic and transparent communication of a brand's social responsibility positively influences consumers' commitment to continued brand engagement. Trust-based loyalty is the key edge in a crowded

marketplace, where relying solely on product features does not guarantee sustained customer engagement. For instance, Greggs bakery chain in the UK has demonstrated a commitment towards ethical and socially responsible practices. This has led the company to improve brand trust and customer loyalty. Greggs stands out in the UK retail sector for combining quality bakery products with a genuine commitment to ethical and socially responsible practices (Greggs, 2023). Through initiatives such as offering free breakfasts to underprivileged schoolchildren and partnering with food redistribution charities, and encouraging inclusive hiring, the company has gained broad public trust and admiration.

2.3.3 Impact of CSR on Consumer Perception and Allegiance

In the words of Fatima and Elbanna (2023), CSR is a vital management concept, particularly in competitive markets such as the UK. The initiatives encompass ethical sourcing, environmental sustainability, and social welfare contributions. As stated by Avotra *et al.* (2021), it plays a crucial role in shaping organisational brand image and it further influences consumer perspectives and fosters consumer loyalty. Businesses that adhere to green values enhance consumer trust and long-term loyalty.

According to Kelvin (2024), CSR is a transformative factor that enables companies to maintain a competitive advantage. Brands such as Marks & Spencer and Unilever have built a reputation through the integration of sustainability and social responsibility into their corporate identity. Adewole (2024) opined that businesses rely on ethical trading and reducing environmental impact, which also contributes to brand equity. The incorporation of positive CSR activities signals that the company is credible and uses green activities to meet the needs of the consumer and build consumer allegiance. A research study by Gudlaugsson and Theodorsson (2025) stated that consumer behaviour and ethical practices positively influence brand perceptions, making consumers more likely to associate such brands with quality, trustworthiness, and integrity.

Arhinfullet *al.* (2025) stated that CSR also has an impact on the perspective of the consumer and the organisation. A study by Ndone (2024) opined that UK consumers prefer brands that align with their values and demonstrate commitment to social and environmental issues. On the contrary, Zhang *et al.* (2025) observed that consumers are unconvinced with the aspect of CSR due to aspects such as greenwashing, which leads to a negative brand experience for the consumers. In the words of Aguet *al.* (2024), CSR exhibits a pivotal role in cultivating consumer allegiance. Loyalty is dependent on product quality or price and shaped by shared values and

ethical considerations. The brands such as Lush Cosmetics successfully built loyal consumer bases in the UK by consistently prioritising sustainability and ethical practices. Consumers are loyal to companies with clear, consistent, sustainable values. The CSR initiatives enhance the perceived authenticity and reliability of the brand. Furthermore, loyalty derived from CSR has an impact on competitive market pressures, as consumers are prone to develop positive brand experiences.

Corporate Social Responsibility (CSR) is a strategic tool for UK firms to enhance brand image and secure consumer allegiance, yet its impact is neither universal nor guaranteed. Brands have successfully cultivated loyalty by integrating CSR into their core operations, including cruelty-free production, ethical sourcing, and packaging-free innovations. Ethical practices strengthen brand authenticity, leading consumers to perceive transparent and value-driven services. Companies such as BrewDog comprise carbon-negative initiatives and strong environmental messaging, have elevated their reputation among eco-conscious consumers, stating CSR to be a competitive differentiator when aligned with consumer values. However, critics argue that CSR does not always translate into positive consumer perspectives. Lizziet *al.* (2025) contended that some consumers remain sceptical about corporate motives, particularly as it appears to serve profit-driven agendas rather than genuine social responsibility. Furthermore, several companies such as Coca-Cola, Starbucks, and Amazon have faced workplace culture issues, which damaged their credibility and illustrate poor internal practices that undermine CSR efforts. The contradiction states that CSR can enhance brand image and loyalty, and its efficiency is dependent upon consistent, authentic practices within organisations.

2.3.4 Cultural and Contextual Variables Influencing CSR on Brand Loyalty

CSR activities promoting a business organisation's brand loyalty can be greatly influenced by a number of cultural attributes, specific to a society or a region, such as the UK. According to the statement of Velte (2022) has projected that the use of cultural values is not limited to the purchase intention of a product line, but also transcends into the ingredients to be included in the product line. For example, the UK-based consumer groups can be seen as promoting a collectivist cultural value, which makes them go for those items and services that focus on community-based welfare. M&S is one such retail organisation that emphasises the implementation of collectivist viewpoints and endeavours in its home and kitchen product series. Due to this reason, the formative attribute in product classification can be seen as inclined to

interpret the sustainable packaging methods, contributing to the environmental aspect of the CSR. In these efforts, the companies promoting such cultural views differ from consumerism-based values, which only focus on the quality and affordability of items to be purchased.

As per the statement of Wirba (2024), Hofstede's model provides the most practical imagery of ways in which a company or a sector gets influenced by cultural and contextual influences to maintain a viable adherence to its CSR. Uncertainty avoidance is one such element of the model that projects how eco-conscious consumers prefer a clear and well-structured CSR, rather than the projection of advanced technological usage in a service line. This factor shows the reason why the UK-based consumer groups, especially the middle-class consumers, project a good implementation of innovative CSR policy modifications, which are visible in practical dealings. Therefore, the utilisation of the management perspective on product development gets influenced by the cultural values being adhered to by the local society. As a result of this formation, the projection of modified CSR protocols in employability also shows discrimination-free succession practice in industrial sectors. However, it is not visible in developing countries, as these regions have lower uncertainty avoidance and higher power distance.

From the viewpoint of Elmaghrabi (2021), contextual factors influencing the brand loyalty of a company depend on the exposure of its CSR to beliefs on product categories and associated marketing techniques. This statement has its roots in the context of making a subjugative experience in the product line or service offerings from a company, such as M&S or Morrisons. As a matter of prioritisation, product lines offering affordable goods, without compromising the quality, get the dominating attention of the customer base. The practical belief within this fact denotes the accumulation of quality maintenance and costing practices in business organisations, to contribute to both the society and the economic prospects of the same. The same context is not applicable to other operational attributes. For example, the absence of eco-friendly packaging can also dent a company's reputation, and customers can turn towards better options in the market. Due to this reason, the influence of contextual factors in CSR effectiveness is more profound than cultural values, and that manifests in the actual acceptability of a service or product.

2.3.5 Consumer Expectations of CSR in the Age of Ethical Consumption

According to Chatzopoulou and Kiewiet (2021), consumer expectancies of Corporate Social Responsibility (CSR) have developed from being optionally available to being required in

today's patron market. As moral intake has grown, the public's interpretation of socially and environmentally accountable practices has shifted to include in any assessment of manufacturers and shopping decisions. Ethical intake may be described as clients actively selecting to help companies/manufacturers that behave in compliance with their social, environmental, and moral ideals and values. Consequently, the notice of clients in their effect on company conduct continues to evolve.

On the other side, Goedertieret *al.* (2024) observed that over 66% of worldwide clients are inclined to pay more for manufacturers that might be sustainable, even greater so for more youthful generations. These clients anticipate agencies not only to make an income however additionally a useful resource in fixing social or environmental issues (Nangia *et al.*, 2023). One critical contribution within the literature is the decision for current clients, especially Millennials and Generation Z, to offer rewards or popularity to manufacturers that exhibit CSR in actual ways.

Similarly, Barbu et *al.* (2022) said 87% of customers could purchase a product due to the fact an agency supported a trouble with which they identified, and 76% could refuse the product in the event that they discovered the agency acted opposite to their values. This illustrates how client expectancies nowadays are to look now no longer handiest demonstrable CSR efforts, but the agency's articulated values that they in my opinion pick. Greater expectancies surround transparency, accountability, and the combination of CSR practices. Additionally, literature has highlighted the emergence of the significance of perceived authenticity in CSR. Customers discover it less complicated to identify inauthentic or performative CSR, additionally recognised as "greenwashing." Such methods can harm the logo and decrease client trust, as observed through loyalty. Thus, businesses are also expected to take into account whether or not their CSR is consistent, prolonged, and included in their organisational identity, as opposed to a PR event.

In contrast to these, Yu *et al.* (2022) state that globalisation has additionally affected how CSR is perceived throughout unique regions. As moral intake is extra mounted in evolved economies, rising markets are swiftly catching up as get right of entry to to statistics will increase and consciousness grows. However, expectancies range culturally; for instance, customers in Western countries may prioritise environmental sustainability, while those in growing economies can also additionally attention extra on labour rights or network development (Kutaula et al., 2024). This version necessitates a culturally sensitive technique for CSR. The age of moral

intake has redefined purchaser expectancies, positioning CSR as an essential determinant of purchaser behaviour. Brands are actually held responsible now not only for the quality of their products but also for his or her social and environmental footprints. Consumers anticipate transparency, proper commitment, and fee alignment, and those expectancies notably have an impact on logo belief and loyalty.

2.3.6 CSR and Supply Chain Responsibility in Global Operations

Asmussen *et al.* (2023), stated that, in today's global business world, Corporate Social Responsibility (CSR) has changed from being a minor issue to an important part of business strategy. Businesses' supply chains become increasingly complicated as they grow internationally, dispersed across nations with diverse legal systems, cultural norms, and values. In order to maintain ethics, promote sustainability, and safeguard the company's long-term reputation, it is now crucial to incorporate CSR into supply chain operations. This component became a crucial aspect in supply chain operation (Esan *et al.*, 2024). Supply chain responsibility in the business is around the framework of CSR activities, which ensures that ESG principles are met not only in the internal operations but also it will be effective in its supplier network. Supply chain management must incorporate social and environmental factors by aligning with economic goals and considering sustainability (Negri *et al.*, 2021). This strategy of supply chain management will cater to the large audience who are seeking ethically sourced and environmentally friendly products, as well as being directly influenced by the brand image.

Apart from that, adopting CSR practices in the business supply chains enhances brand equity, reduces operational risks, and gains a competitive advantage (Jusuf *et al.*, 2023). In this context, around the world, many companies are faced with criticism due to the poor CSR practice, as an example, Nike, being criticised for their labour violation issues due to the child labour involved in the supply chain (Fraser, and Van der Ven, 2022). This shows how CSR practice is an important part of enhancing brand image in the international market. According to Taghipour *et al.* (2022), the integration of CSR into supply chain operations involves adopting ethical labour practices, environmentally sustainable processes, and socially responsible sourcing throughout all levels of production and distribution. The idea of CSR in the supply chain enhances stakeholder trust and reinforces brand credibility in the global market. The business initiative of CSR is directly connected with the supply chain ethics, which influence consumers' attitudes and

behavioural intentions. In the competitive landscape in the global market, this strategy will help businesses to maintain fairness, sustainability and social equality.

Supply chain responsibility also serves to mitigate reputational risks, which can damage consumer trust and brand loyalty. In the global context, a single misstep by a supplier, such as unethical labour practices or environmental violations, can generate widespread negative publicity and damage a brand's image (Abbas, 2023). Therefore, by ensuring compliance with social and environmental standards throughout the supply chain, companies can prevent such crises and maintain a consistent brand reputation. This consistency is crucial to preserving consumer trust and loyalty in diverse international markets. Moreover, supply chains with the support of strong CSR will help to differentiate to create brand identity in the competitive market (Ardiansyah and Alnoor, 2024). This strategy assists management of the business to stand out in the market for a long time, as well as respond to the global challenges through responsible supply chain management. In the supply chain, transparency is a major component which directly influences a business's success. In this context, CSR helps businesses to create an open communication to ensure ethical sourcing, fair labour and environmental stewardship. These attributes are essential for cultivating long-term relationships with customers who prioritise ethical responsibilities and integrity.

2.4 Identification of research gap

The articles and journals that have been considered for the research focus on the information about CSR initiatives and their measures in developing and influencing the brand image facilitated over the global market. The articles have offered enough information regarding the causes of incorporating the CSR initiatives within brands and the different facilities, along with their impact. Ever, limited explorations have been discovered focusing on the segment of the cross-cultural measures and additionally, the regional differences and their way of influencing the activities of CSR practices focusing on driving the brand loyalty. Moreover, it has also lacked information regarding the long-term impacts and the measures of the indulgence on digital platforms and the innovative features impacting the business measures.

2.5 Chapter summary

The chapter has focused on the attributes of the CSR initiatives and their influence in driving the brand image in response to the facilities and challenges of the global market. It has highlighted the aspects of the CSR facilities and the way it has been established within the organisational

practice to develop trust and loyalty among customers. The measures of cultural factors and the market environment have also been presented in the chapter. The analysis of the principles of Social Identity and Stakeholder theory has helped in discovering the measures of activities and factors influencing the brand measures. A gap has been identified within the areas of the cross-cultural measures and the impact of the CSR activities in the dynamic business environment

Chapter 3: Methodology

3.1 Introduction

This chapter of the thesis will highlight the appropriate methodological overview to identify the data collection procedure. The choice of methodology will be based on the research onion, in which philosophy, approach, strategy, data collection, and analysis will be evaluated. The forest stage of the research onion will highlight an appropriate research philosophy based on the thesis title. However, this part of the paper will also evaluate the ethical considerations and limitations of the research based on the proposed methodological overview. Additionally, this part will also highlight data requirements and research objectives, sampling strategy, and research design to acquire essential information on the research.

3.2 Research philosophy

The philosophical overview can determine the research strategy, methodology and prospective adoption of methods by indicating appropriate and authentic reviews on the research topic. This can also clearly justify the reason behind choosing a specific method based on the research topic (Bergmann, 2023). The critical reflection on assumptions and bias can be explained through an appropriate philosophical overview. However, this has concreted the methodological structure for research by increasing trustworthiness and scholarly impact of findings. However, this can allow evaluation of various types of methodology and encourage adoption of interdisciplinary approaches to avoid unnecessary methodological detours. This paper has utilised a positivism research philosophy to identify the role of corporate social responsibility in bringing brand loyalty in the international market by developing local approaches in business practices.

The adoption of positivism research philosophy for gathering information on the role of CSR in shaping brand loyalty has identified CSR and brand loyalty as objectives. This has also created a measurable construct with observable relationships with the factors of the research topic. Positivism research philosophy can assume the existing reality independently by structuring different perceptions on the research topic (Maretha, 2023). These can also test different hypotheses from the existing theoretical approach. Moreover, this paradigm can identify objectivity, replicability, and generalisability by developing a structured service across the multiple stages (Ali, 2024). However, this method has supported in finding the strategy of CSR practices in affecting loyalty, which can be compared and generalised across the international

market. This has also assisted in developing a structural policy design based on multinational firms. Positivism has explored different mediating variables, including trust and reputation, to examine moderation by different market regions and brand competence. This has also assisted in building a statistically robust insight into the cause-and-effect relationship between CSR and consumer loyalty. This methodological overview has a value-free and neutral stance, which reduces bias from the research. This has also enhanced credibility and clarity, in which researchers can make decisions based on the reliable evidence linking CSR activities and investments to bring branded reputation and customer loyalty.

On the other hand, interpretivism can emphasise the reality of a research topic based on a socially constructed design (Ali *et al.*, 2021). However, the research on CSR policies and their impact on brand loyalty across the global market cannot be tested through this philosophy, as this is not capable of testing hypotheses and large-scale information. Therefore, the positivism research philosophy has been implemented to identify the CSR loyalty linkage to bring sustained changes in organisational structure and brand reputation by bringing loyalty in customers.

3.3 Research design

A robust research design can serve as a blueprint for an executive CSR brand loyalty study by ensuring clarity, reliability and actionable insight. An appropriate research design can ensure overall research progress by testing hypotheses, research questions, variables, sampling methods and data collection approaches (Leavy, 2022). The scan also increases validity by measuring the different factors of the current research topic. This has also linked the credible internal validity of the research topic to obtain authorised and authentic results from the external market. However, this research topic in the global market can promote controlling for cultural differences and sample representativeness, which can be determined through the development of an appropriate research design. A sound research design can minimise bias, sampling error, and measurement bias, and promote validated questionnaire tools (Mishra and Alok, 2022). Therefore, the analysis of the research topic can become easy with the support of an appropriate research design methodology. This paper has implemented an exploratory research design to identify the impact of CSR policies in constructing brand loyalty and reputation in a global context. This has also assisted in constructing a data model based on structure by testing hypotheses regarding the research topic.

The use of exploratory research design has offered a foundational value in bringing and shaping brand loyalty in the global market by developing CSR policies in business practices. This method can identify the ambiguous concept and potential variable based on literature review and research objectives (Olawaleet *al.*, 2023). Therefore the CSR and loyalty have taken different forms across the international market by defining different factors of internal environment and CSR domain. This has also assisted in developing hypotheses by discovering the link between CSR in employee welfare and loyalty in specific regions. Moreover, exploratory research design can bring flexibility in the research by bringing emergent insights in the valuable data collection process (Makri and Neely, 2021). The link between CSR in employee welfare and loyalty has gained a better understanding and support through this methodological process. The adaptability of the working approach, the diverse cultural context and evolving CSR expectations have been completed through this method. This has guided in construction of lower sources of research at the early stage, which brings justification for large-scale information on CSR expectations. These have also reduced the risk of misallocation in large-scale studies and help in cross-national sampling strategies by bringing justification.

3.4 Data requirements and research objectives

The research has necessitated a primary quantitative research to discuss the interaction between CSR initiatives and brand loyalty in a global context. The use of adequate methodology in studies is highly essential, as it allows for to development of a structural form of data collection as well as evaluation and interpretation to gain valuable insights in a significant manner (Ghanad, 2023). Scholars have been keen on ascertaining information that depicts perceptions, attitudes, and behaviours of consumers to CSR practices within different locations. They have discovered major measurable variables, including trust, loyalty intention, ethical perception and preference of purchase. They have assisted in the achievement of the objectives of the research, which have touched on determining the impact of CSR on consumer trust, its effects on product differentiation, and consumer loyalty variance with reference to cultures. This data gathering has made it possible to test hypotheses and use statistical modelling to come up with actionable insights.

3.5 Sampling strategy

Sampling is essential in research by ensuring the collection of relevant data from a segment of the population in a cost-effective and time-efficient manner, maintaining the validity and generalisation of study outcomes (Boldi *et al.*, 2023). In the study evaluating the relationship between CSR and brand loyalty, it has become essential to select a representative sample that reflects the diversity of global consumer attitudes within diverse nations. Effective sampling helps to increase the credibility of findings and establish the reliability of conclusions drawn from the data.

A simple random sampling has been used in the research as the primary sampling strategy to ensure that any person in the target audience has an equal and independent chance of being selected (Stratton, 2021). This method is appropriate for such a global study on CSR and brand loyalty, as it leads to the reduction in selection bias and provides a more objective reflection of varying consumer perspectives across different demographics and cultures. The study has been conducted with the help of a well-structured questionnaire containing 15 questions. A random sample of 50 respondents from selected countries has been gathered using online survey platforms that generate random participation in the survey process. This approach leads to the enhancement of external validation of the study, allowing statistical inferences to be drawn confidently. The use of random sampling is highly justified for the study as it depends on a quantitative method and its exploratory research design. The aim is to test pre-determined hypotheses regarding the impact of CSR on brand loyalty. This can be explored in detail with the utilisation of a probabilistic method like random sampling that ensures a neutral data set, fostering the application of inferential statistics to validate or refute theoretical assumptions.

This is also evident that the opportunities of being a sample ensure the bias in sample selection. In other words, random sampling promotes several benefits in research, primarily by ensuring that every member of the population has an equal opportunity of being selected. This reduces selection bias and improves the representativeness of the sample. It results in making the sample selection and data collection more reliable, which is capable of providing generalisable results. It encourages objectivity and permits researchers to make valid inferences about the entire population from the sample data. Random sampling also benefited from the use of statistical

methods to analyse relationships and test hypotheses with greater accuracy. Additionally, it strengthens the credibility, transparency, and validity of research findings across diverse settings.

3.6 Research instrument

A formal questionnaire has been used to obtain quantitative data to construct a questionnaire with 15 closed-ended, multiple-choice questions. These questions have been formulated after a thorough literature review of available literature on the subject of CSR and brand loyalty to achieve content validity. In addition to this, the Likert style of measurement has been applied in the attitudinal, perceptual, and behavioural predispositions of consumers with various demographics. All the objects concentrated on involvement in CSR, trust, preferences of consumers, and loyalty. Moreover, the tool has been tested before being fully deployed with the help of the online platforms, which made its clarity and relevance apparent.

3.7 Data collection

The data collection procedure is one of the fundamental steps in any empirical research. This can support researchers in collecting information to bring validity and transparency to research topics. The data collection process can utilise primary surveys, interviews and secondary sources as essential research to extract information. The accurate data collection can enable researchers to provide answers to research questions and test hypotheses and their reliability (Au, 2025). In case of this research topic, the data collection process can identify different measurable indicators, including CSR perception scale, consumer trust and loyalty outcome, which is essential for robust statistical modelling. Quality assurance and quality control are crucial components of data collection methods as these can standardise protocols, training data collectors and piloting instruments to prevent error. An appropriate data collection process can bring transparency and trustworthiness in a research paper by reducing measurement error, sampling bias and distortion of results (Taherdoost, 2021). These can also support reproducibility by documenting different protocols, instruments and data management regarding research topics in which researchers can replicate the collected information and reanalyse the existing data set. Therefore, it can be evaluated that appropriate methods for data collection can bring credibility to research findings. The paper has utilised primary quantitative data to identify the impact of CSR policies on developing brand reputation and customer loyalty in the international market.

The primary quantitative data collection process can gather numerical information through surveys and questionnaires from the empirical backbone of the research topic (Steležuk and Wolanin, 2023). This thesis has developed 15 closed-ended questions to ask on CSR policies, bringing customer loyalty in the international market. The choice of 50 respondents has been completed through a random sampling method in which they have been asked questions based on the Likert scale. The specificity of CSR and loyalty constructs has been designed through this method. However, the customer trust, satisfaction and loyalty intention have been identified through these 15 questions from the survey paper. The primary quantitative data can bring accuracy and freshness by directly addressing random respondents (Paul and Barari, 2022). The research context on CSR policies in the international market has been evaluated through the primary quantitative data, in which the control and consistency are based on questionnaire design, delivery and data cleaning. Moreover, this has facilitated the scalability and generalisability in the collection of a large sample through an online survey that can robustly determine sample size and randomisation. This method has supported in structuring measurement for statistical analysis by applying different techniques which can be appropriate for data analysis (Rahman and Muktadir, 2021). The adoption of this method has ensured data integrity by minimising biases, and therefore the piloting, training of local workforce, digital deployment and ethical protocols of CSR policies have been evaluated through this primary quantitative data collection process.

3.8 Data analysis

Data analysis refers to the systematic examination, organising, transforming, and interpreting data to explore useful insights, detect patterns and interrelationships, test hypotheses, and support decision-making on a particular topic (Vanier *et al.*, 2021). It includes the implementation of statistical and reasoning techniques to describe, illustrate, and evaluate data to draw a well-structured conclusion after the completion of the study.

The collected data from the prepared questionnaire survey have been analysed with the help of statistical methods. This helps to identify the interrelationship between the CSR initiatives and the brand loyalty of the consumers in the form of a numerical digit. The extracted data has been analysed utilising SPSS software, which is suitable for conducting business research. This software is appropriate for analysing the datasets of social factors, especially investigating the

trends, testing hypotheses, and interpreting numerical data (Sarkeret *al.*, 2024). Moreover, the user-friendly interface that these tools provide offers a wide range of statistical techniques, which are capable of delivering visualisation of the datasets in figures and graphs. This leads to the enhanced data presentation of the collected data, helping to understand the outcomes of the research after the completion of the study.

On the contrary, thematic analysis has been rejected in the study as this significantly relies on the interpretation of the researchers. This indicates that the research results found from the study may lead to biased outcomes. In addition, this method is time-consuming and a criticism for its inability to study detailed data (Alahou, 2023). The accumulation of data can also pose a potential for bias, which may distract from the aim of the study in real-time analysis. Moreover, the overgeneralised nature of the themes may lead to overlooking the important nuances in the data, leading to misrepresentation of participants' opinions if themes are not well-structured in the raw data. The subjective bias can hamper the actual target of the research, as the same data can be interpreted by several scholars differently, which may affect the consistency and reliability of the study in the future. Therefore, it is evident that the selection of SPSS is justified for the study due to its statistical capabilities and its compatibility with the deductive research approach of this study, which aims to validate a theory-based hypothesis in a real-time consumer setting. Additionally, the visual outputs, such as graphs and tables, also support clarity in result interpretation and decoding the results after the analysis.

3.9 Ethical considerations

Ethical considerations are considered as moral values or principles which guide action and decisions by ensuring well-being, fairness and respect (Miteu, 2024). It is highly important for primary research because it involves human participants. This study fully adhered to the established ethical principles, including uniform consent, anonymity, voluntary participation, confidentiality and data protection. All the participants were fully informed about the purpose, objective of the research through a participant information sheet. Prior to data collection, participants provided their informed consent and confirmed their willingness. Moreover, voluntary participation is the cornerstone for upholding participants' rights and autonomy (Xu *et al.*, 2020). Thus, it was clearly mentioned that respondents can withdraw their consent without providing any clear justification or reason at any time.

Full compliance with GDPR (General Data Protection Regulation) has been maintained to follow institutional guidelines. GDPR is a data privacy law enacted by the European Union, which concentrates on safeguarding personal data and giving individuals control over their data (GDPR, 2025). Confidentiality and anonymity are highly important for primary research, especially in surveys, where protecting the privacy and securing integrity is necessary (Kang and Hwang, 2023). As a whole, research ensures that the collected information is only used for academic purposes and upholds integrity.

3.10 Limitations

The present study only focused on primary research, which has limitations in time, intensity and potential bias. Therefore, primary research might fail to gather information from different authors regarding the role of CSR in shaping brand loyalty. Perspectives of different authors not only provide a comprehensive understanding of the study topic but also identify potential biases and allow for more robust arguments. Another major limitation of primary research is the high cost of designing as well as implementing the study (Patil, 2021). In addition, a sole focus on quantitative surveys might limit the depth of insights that a qualitative method can capture. Since the survey uses loaded questions, therefore, it also restricts the ability of participants to elaborate on their views regarding brand loyalty and CSR.

Secondary data offers cost effectiveness, and it can also gather information from published data sets to generate a new insight. This kind of data is accessed quickly and readily in online sources, which require less time and expense than primary research. This study does not evaluate longitudinal changes in customer attitude, perception of CSR and brand loyalty, which can evolve over time.

3.11 Summary

Overall, this chapter has addressed the key aspects of research methodology such as research design, philosophy, sampling, strategy, research instrument, data collection, and data analysis. Positivist philosophy and exploratory design have been used as they complement the collection of primary quantitative data. Furthermore, ethical consolidation highlighted the importance of anonymity, data protection, and informed content to maintain integrity. Limitations have also been acknowledged with the constraints of using quantitative and closed-ended surveys.

Together, these elements ensure that this study is relevant and appropriate for the research aim and ethically sound.

4.1 Introduction

The chapter will focus on trying to infer the association between CSR initiatives and customer loyalty by referring to the consumer perception, the levels of trust, and brand commitment in various markets. The survey results will be analysed using quantitative data, which will be processed in a logical way in order to define patterns, correlations, and important trends that occurred, and statistical methods will be used to provide the accuracy of the information gained and to provide significant insight into the global scope of CSR.

4.2 Finding and Analysis

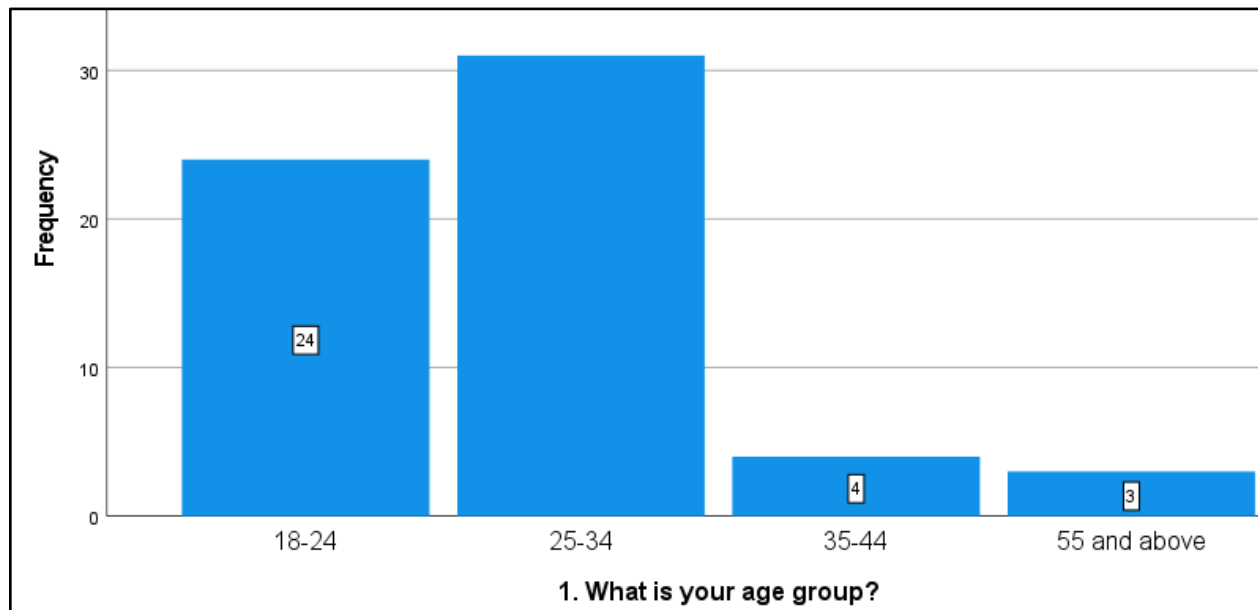


Figure 5: Age Distribution

(Source: Retrieved from SPSS)

In regard to the age distribution chart, it is clear that most of the respondents are in the younger age brackets. The most considerable segment is the group of 25-34 years of age, with more than 30 awardees, followed by the 18-24 age groups with 24 participants, which indicates a good representation of the early adulthood population. Conversely, there are only four respondents in the age group (35 44 years), and only three individuals in the age group (55 and above), which shows poor representation of the older age groups. Such age distribution indicates that survey results are most likely to be focused on the opinions of the younger consumers who more readily respond to the ideas of social and environmental concern.

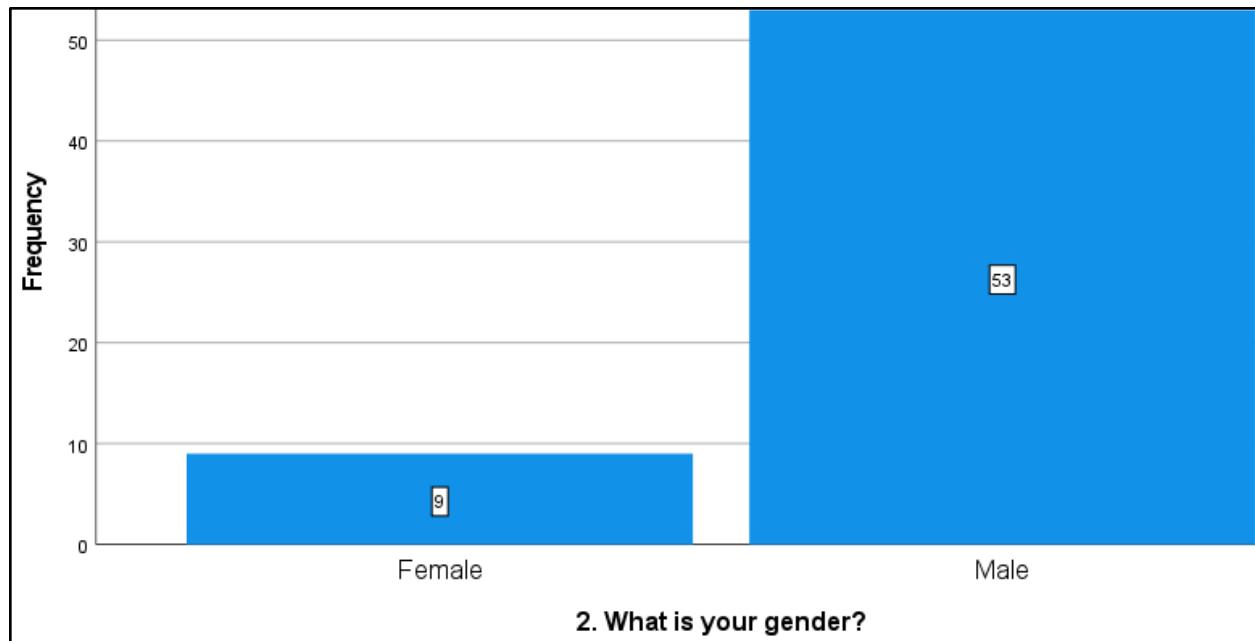


Figure 6: Gender Distribution

(Source: Retrieved from SPSS)

According to the gender distribution chart, there is a stark imbalance of the respondents as males prevail in the sample. However, the number of participants was 53 males and 9 females in total. Such an unbalanced appearance indicates that the survey results could be more male-centred, which could alter the general tendencies of attitude toward CSR and brand loyalty. The low participation of females may bias not generalizing of the findings of research accounts and hence the actual behaviour of consumers and the perception of CSR vary between males and the female market. It would be desirable to reach a more even distribution between genders in the future findings, as this would provide a wider sample with more comprehensive knowledge.

	Mean	Std. Deviation	Skewness	Kurtosis
3. Do you trust companies more when they are involved in Corporate Social Responsibility (CSR) activities?	3.13	0.966	-1.055	0.275
4. How frequently do you buy from companies supporting social and environmental causes publicly?	3.26	1.144	-0.191	-0.524
5. Do you believe that companies investing in CSR genuinely care about their customers?	3.11	0.907	-1.046	0.583
6. How likely do you associate CSR practices with strong corporate values and ethics?	3.24	1.197	-0.428	-0.455

7. How important are CSR efforts by brands to you as a customer to find them attractive?	3.50	1.113	-0.886	0.364
8. Do CSR activities improve your perception of a brand?	4.23	0.688	-0.326	-0.834
9. Do CSR initiatives influence your choice between competing brands?	3.23	1.220	-0.170	-0.816
10. How likely are you to recommend brands that actively support CSR activities?	3.55	1.066	-0.843	0.619
11. Do CSR messages make more sense to you when they are relevant to your country or region?	4.31	0.692	-0.492	-0.798
12. Do you agree that high prices prevent you from supporting brands that are socially or environmentally responsible?	2.98	0.932	-0.721	-0.212
13. How difficult is it for you to verify CSR claims of brands to determine whether they are genuine or marketing ethics?	2.82	1.124	0.219	-0.371
14. How familiar are you with the global brands adjusting their CSR efforts to better fit different cultures and markets?	3.13	1.000	-0.368	0.017
15. How likely are you to stay loyal to socially responsible brands?	3.48	1.112	-0.844	0.312

Table 1: Descriptive Statistics

(Source: Retrieved from SPSS)

The descriptive statistics show that a positive consumer attitude toward Corporate Social Responsibility (CSR) can be stated, with some of its items showing mean values above the 3 mark, which can be interpreted as agreeing or frequent usage. Scores on perceiving CSR activities as yielding brand perception (M=4.23) and relevance of the CSR messages to him/her country or region (M=4.31) were the highest, which is indicative of the relevance of context unconscious measures and localised initiatives. The consumers also appreciated the efforts of CSR in branding, as making brands appealing (M=3.50), and also were willing to refer to socially responsible brands (M=3.55). Less upper mean scores were recorded in verifying CSR claims (M=2.82) and influence of high prices (M=2.98), which signifies price sensitivity and scepticism. There is negative skew in the majority of the items, which implies that they have a direction of positive responses, and the kurtosis value is very close to zero, which implies there is

moderate variability of the responses, which are not extreme. On balance, data indicates the positive effect of CSR on trust, loyalty and brand perception, particularly when local, authentic and when there are verification problems and costs taken into consideration.

		Q3	Q8	Q10	Q11	Q14	Q15
Q3	Pearson Correlation	1	.622**	.773**	.578**	.475**	.505**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
Q8	Pearson Correlation	.622**	1	.656**	.611**	.338**	.498**
	Sig. (2-tailed)	0.000		0.000	0.000	0.007	0.000
Q10	Pearson Correlation	.773**	.656**	1	.635**	.517**	.643**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
Q11	Pearson Correlation	.578**	.611**	.635**	1	.511**	.635**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
Q14	Pearson Correlation	.475**	.338**	.517**	.511**	1	.533**
	Sig. (2-tailed)	0.000	0.007	0.000	0.000		0.000
Q15	Pearson Correlation	.505**	.498**	.643**	.635**	.533**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	

Table 2: Correlation Matrix

(Source: Retrieved from SPSS)

The correlation matrix displays great and statistically significant positive associations associated with these variables Q3, Q8, Q10, Q11, Q14 and Q15, and the significance level is 0.01 ($p < 0.01$). The strongest pair of correlations is between Q3 (trust in companies that are involved in CSR) and Q10 (likelihood to recommend CSR-supporting brands), with $r = 0.773$, meaning that the more a person trusts CSR-inactive companies, the more likely this individual is to recommend that company. On the same premise, the other measures are: Q10 (loyalty to socially responsible brands) and Q15 (recommendation of the brand), and the correlation is high ($r = 0.643$), which indicates that brand recommendation is closely related to long-term commitment. Q8 (enhanced brand perception as a result of CSR) has a strong correlation with Q3 ($r = 0.622$) as well as Q10 ($r = 0.656$), making it clear that the brand perception due to CSR affects trust and advocacy as well. The relationships between Q11 (relevance of CSR messages to local context) and the other variables are moderate or strong (r between 0.635 and 0.728, with the highest values being that of Q10 and Q15). Q14 (familiarity with global CSR adaptations) has quite low, but the strong correlations, but in particular with Q8 ($r = 0.338$), representing a minor role of

awareness of cultural adaptation in perception. On the whole, the data validates the fact that trust, perception, contextual relevance, and recommendation are closely connected in developing brand loyalty due to CSR.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505 ^a	.255	.243	.968
a. Predictors: (Constant), 3. Do you trust companies more when they are involved in Corporate Social Responsibility (CSR) activities?				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.266	1	19.266	20.562	.000 ^b
	Residual	56.218	60	.937		
	Total	75.484	61			
a. Dependent Variable: 15. How likely are you to stay loyal to socially responsible brands?						
b. Predictors: (Constant), 3. Do you trust companies more when they are involved in Corporate Social Responsibility (CSR) activities?						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.664	.420		3.965	.0001
	3. Do you trust companies more when they are involved in Corporate Social Responsibility (CSR) activities?	.582	.128	.505	4.535	.0001
a. Dependent Variable: 15. How likely are you to stay loyal to socially responsible brands?						

Table 3: Regression Analysis

(Source: Retrieved from SPSS)

Regression analysis indicates that there is a bit of statistical significance between trust in companies which involve CSR activities (Q3) and loyalty to socially and responsibly branded products (Q15). The R of the model is 0.5050, which is a moderate positive correlation, and R Square is 0.2550, which is a variance of 25.5 % in brand loyalty due to trust in CSR practices. The ANOVA outcome confirms the significance of the model ($F = 20.562$, $p < 0.001$), which justifies the fact that trust in CSR is a significant predictor of loyalty. According to the coefficients table, the unstandardized coefficient is positive ($B = 0.582$), which indicates that the loyalty scores rise by 0.582 units each time trust in the CSR-active companies increases by a unit. The moderate effect size is also reiterated by a standardised Beta of 0.505. The unarguable t-value ($t=4.535$, $p < 0.001$) justifies the dependability of this relationship. On the whole, the trust in CSR proves to be a key aspect that consumers rely on for their loyalty to socially responsible brands.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656 ^a	.430	.420	.812
a. Predictors: (Constant), 8. Do CSR activities improve your perception of a brand?				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.815	1	29.815	45.242	.000 ^b
	Residual	39.540	60	.659		
	Total	69.355	61			
a. Dependent Variable: 10. How likely are you to recommend brands that actively support CSR activities?						
b. Predictors: (Constant), 8. Do CSR activities improve your perception of a brand?						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.748	.647		-1.156	.252
	8. Do CSR activities improve your perception of a brand?	1.017	.151	.656	6.726	.000
a. Dependent Variable: 10. How likely are you to recommend brands that actively support CSR activities?						

Table 4: Regression Analysis

(Source: Retrieved from SPSS)

The regression analysis shows that there is a high and significant, and positive relation between optimistic brand perception as a result of CSR activities (Q8) and the intention to recommend the brand that supports CSR activities (Q10). The 0.656 R value indicates that there is a strong positive association with the model, and the R-squared of 0.4 indicates that brand perception based on CSR explains 43% of the variance in the probability of recommendations. According to ANOVA results, the model being significant ($F = 45.242$, $p < 0.001$), the CSR-driven brand perception can be seen as a significant predictor of consumer advocacy. The coefficients table indicates a high positive unstandardized coefficient ($B = 1.017$) whereby one unit of improvement in the CSR-enhanced brand perception leads to a 1.017-unit change in recommendation probability. The fact that the effect size is strong is also further confirmed by the standardised Beta of 0.656, and the high magnitude of t-value (6.726, $p < 0.001$) shows the reliability. In general, results have linked the importance of brand perception through CSR in increasing the consumer desire to recommend a brand to the extent of a significant percentage.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.511 ^a	.261	.249	.867
a. Predictors: (Constant), 11. Do CSR messages make more sense to you when they are relevant to your country or region?				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.914	1	15.914	21.194	.000 ^b
	Residual	45.054	60	.751		
	Total	60.968	61			
a. Dependent Variable: 14. How familiar are you with the global brands adjusting their CSR efforts to better fit different cultures and markets?						
b. Predictors: (Constant), 11. Do CSR messages make more sense to you when they are relevant to your country or region?						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.051	.700		-.073	.942
	11. Do CSR messages make more sense to you when they are relevant to your country or region?	.739	.160	.511	4.604	.0001
a. Dependent Variable: 14. How familiar are you with the global brands adjusting their CSR efforts to better fit different cultures and markets?						

Table 5: Regression Analysis

(Source: Retrieved from SPSS)

The regression analysis has observed the extent to which the perceived relevance of CSR messages to the country or the region of a respondent was interrelated to the knowledgeability of various global brands using CSR as a way of adapting to other cultures. There is a moderate positive relationship between familiarity and the model explained 26.1% of the variance with a value of $R = 0.511$. It has been confirmed by ANOVA, after which the model was found to be significant ($F = 21.194$, $p < 0.001$). The coefficient of CSR message relevance has been running at 0.739 even though it is unstandardised, meaning that the more relevant the message was

viewed as, the more familiar it was. The relevance of CSR messages has been of utmost importance in explaining the familiarity of culturally adapted CSR practices.

4.3 Discussion

The analysis of the conducted survey on CSR impacts has depicted that most participants provide credibility to the dealings of companies when they are engaged in proper CSR practices. This fact has shown a basic attribute of CSR procedures in promoting the required transparency level that can attract the attention of online and offline customers, supporting the business of a brand. The rationale behind this statement can be observed as having deep roots in the modern public notion that shows a parallel relationship of CSR transparency to the enhancement of the brand loyalty of any business entity (Chen *et al.*, 2021). This is also a portrayal of the requirement of a legally and ethically credible projection of productivity, which is mainly associated with the level of accuracy that a company engages in the CSR reporting process. At the same time, the utilisation of the management aspects connected to the formal submission of CSR or ESG statements of a company also depends on the concerned legal guidelines.

The level of trust among consumers in those companies which promote an appropriate CSR reporting process also gets expected boosts for their legally progressive projection of the sustainability being promoted by a business organisation (Emmanuel and Priscilla, 2022). The piece of evidence supporting this view can be seen in the responses gathered for the second question of the survey. However, false representation of ESG statements can also be taken into account, as they detrimentally affect the public's credibility of a company's dealings, in developed nations' market bases, such as the UK.

The influence of a CSR module and its reporting practice on the brand loyalty of a company depends largely on the channels through which the business entity establishes a long-term relationship with valued customers. On a shorter note, this process includes the active engagement of customers in driving the product development process and environmental sustainability management of a company (Mubushar *et al.*, 2025). For example, if a company wants to reinvent its packaging technique, it generally posts online surveys on social media platforms, where customers and viewers present their viewpoints. Then, on the basis of the majority of responses, the company decides on certain methods to be applied in remodelling its

packaging procedures. This act can assist the company in detecting the environmental welfare needs being highlighted by customers. On the other hand, it also makes the customers of a company happy when they see that their demands have been fulfilled by the company through its product development strategy. Therefore, higher purchase traffic is expected, which promotes a heightened brand loyalty.

CSR efforts also project a higher level of customer engagement endeavours from the end of business entities, and this fact has been proven by the responses, mainly agreeing to the fact in the seventh survey question. The process of using word-of-mouth by a company is not literally followed through its CSR practices. Rather, the company can use social media platforms and news journals to express their sustainability development initiatives, such as a pledge to meet zero-carbon premises by a definite year. This can be seen as contributing to the utilisation of digital tools for circulating CSR or sustainability-focused achievements. Aldi's pledge to meet carbon-neutral compound by 2040, as declared in its 2020 ESG statement, is one such example of this promotional exercise (Huo *et al.*, 2022). Its adaptability is limited to those customer bases which value quality and environmental welfare over pricing.

Most of the responses extracted from the eighth question of the survey have projected a pivotal viewpoint in the modern customer groups and their purchase decisions. It has been revealed that most customers prefer those companies for purchasing items which provide comparatively more detailed CSR initiatives, rather than projecting only a few superfluous environmental welfare concepts. Differentiation being presented by a company in its service or product line is a key contributor to the improved allegiance among its customers, and this is practically seen in a highly competitive market base, such as the UK's retail sector (Wu and Rojniruttikul, 2023). Due to this reason, the utilisation of the management endeavour can be seen as being connected to the application of effective promotional offerings to customers. Such inclusions make a higher purchase intention rate in a customer base. In this way, a company can gain immense breakthroughs in promoting its products' superiority and the ways in which each purchase can contribute to the welfare of the local environment. In India, P&G is one such brand that rigorously declares the share of its income per product on community welfare in its TV channel advertisements.

In the same context, the frequency of customer engagement drives is also a genuine factor contributing to the formation of a positive customer perception (Al Daabseh *et al.*, 2024). Its inclusion can also be seen as being connected to the application of general attributes connected to the visualisation of customer trust, which is connected to the formation of an optimistic view in using items manufactured or marketed by a particular brand.

The responses gathered from the 11th question in the survey have delineated a positive picture of CSR projections by companies as a way to depict socio-economic and national cultural aspects being cherished by a customer group, especially in a particular region. The course of adapting to a national culture is seen as being connected to the inclusion of cultural values and public religious obligations in offerings (Coffin and Egan–Wyer, 2022). The piece of example to support this viewpoint can be seen in Malaysian hotels and restaurants. They generally offer Halal-certified food items to their guests, to adhere to the religious belief of the majority population of the country, which is Islam (Ahmad *et al.*, 2024). This endeavour is generally expected to promote another variable for including socio-economic conditions.

In developing countries, such as India, MNCs such as ITC and P&G promote community welfare initiatives in their advertisements to show their intense concern for national development. Any initiative for projecting a positive contribution to the community residing in a nation is readily welcomed by most customers through the realisation of contemporary socio-economic aspects (Velte, 2022). This is a way through which the productivity of a company gets increased as more customers demand their product, increasing the purchase traffic of the product line. However, business ethics that are far from the reality of a business's practical operation can negatively impact the cultural trust and ethical consideration in customers' decisions for purchasing specific items. This can be seen as having immense attributes in the projection of fair trade practice, rather than pointing out only the beneficial features of a product or service.

Consumer expectations on a product's ethical consumption differ from one region to another, due to shared values and social norms connected to particular areas. The oblivious responses presented for questions 12 and 13 of the survey have been projecting a greater context of using sustainability as a fact that includes the utilisation of the management aspects. These aspects are connected to the moral obligations of consumers of a product series. In developing countries, the

value for sustainability in product packaging is generally lower than the same in developed nations, such as the UK. The reason behind this fact can be guessed through the differential aspects in purchase intentions as one group emphasises quality while the other prefers affordable goods (Kutaula *et al.*, 2024). This is also connected to the utilisation of the aforementioned element in differential attitudes towards the buyability of a product or a service.

A better transparency level in CSR reporting by a company also promotes a higher possibility of gaining trust from interested customers. At times when the customer group sees the similarity between the claim for sustainable development made by the company and its practical endeavours, these customers become loyal to the company, leading to repeated purchases. A similar factor is also contributing to the robust performance of M&S in the UK, as the company generally offer 100% natural fibre in its wearable apparel items, which shows zero use of synthetic materials, which are biodegradable (Lin *et al.*, 2023). In this way, the imposition of a commendable sustainable service pledge works in increasing customer trust through ethical business executions.

In CSR practices of developed nations, the supply chain management gets affected positively by the projection of a larger dependency on local suppliers for getting raw materials, in the workshops of local companies. The rationale behind this consideration is connected to the foundational notion of getting effective scope to reduce operational costs in the business (Liu *et al.*, 2021). The question that arises in this context shows the dilemma of how a company can survive in its expansion attempt in the international market without having foreign suppliers. The answer to this question can be seen as promoting a better understanding of companies in using local employee bases in foreign lands to support the use of local supply chains in those regions. This actually helps the company retain its pricing policy, without hampering the purchase intention of the majority of customers. In the same attempt, the company also gets a higher assurance from local suppliers to have a break-free supply of required materials, which is essential for a continuous manufacturing procedure. However, the foreign supply chain inclusion can not be completely reverted or stopped; rather, the dependency on them becomes minimal, just to help survive emergency situations (like the COVID-19 pandemic) in a business flow.

The findings showed that Corporate Social Responsibility (CSR) has grown to become a strategic business requirement that has tremendous implications on customer confidence and brand loyalty, besides being a voluntary philanthropic activity. At times when corporations invest in CSR policies, like environmental protection campaigns, ethical sourcing, fair wages, and development of communities, they are conveying a great message to the consumers that they are concerned with the larger good of society on top of the objective of generating profits (Tiep *et al.*, 2023). This will evangelise responsibility, which leads to trust since the customers will envisage the organisation as forthright and clean with regard to higher national principles. Once trust has become established, the latter becomes an anchoring point to loyalty since consumers are more likely to stick to brands that reflect their values.

Results have shown that in instances of lower cost products, customers tend to buy a product with recognised CSR commitments since the use of moral shortcuts becomes more powerful than cost justification, as brands that have adopted the CSR approach are seen to be aligned with moral favour. Furthermore, a corporate social responsibility activity acts as reputational insurance as well-it could be used during a slump in sales to retain customer goodwill in case of crises or product defects (Barlas *et al.*, 2023). The result is that long-term CSR activates a pool of favourable associations that can be converted to multiple future purchases, more positive word-of-mouth and brand advocacy. In making CSR an element of corporate identity, companies can develop not only transactional relationships between them and their customers but also a more emotional relationship that keeps them loyal in a competitive market environment.

CSR is an imperative element of brand image formation because it integrates the notion of social responsibility into the brand story. An effective usage of CSR in the functioning of a company and in their communications makes the brand be viewed as ethical, responsible, and progressive. The positive image commonly sets the brand apart in competition and impresses more conscientious consumers who have shifted their brand evaluation beyond the quality of the goods or the cost to other factors, such as contribution to society by the company (Mabkhot and Piaralal, 2023). The impact of CSR initiatives is that they influence the perception of the consumer by changing the associations that individuals place on a brand in their minds. The company that regularly invests in renewable energy or invests in local communities is looked upon as a progressive and socially conscious company. Often, such perceptions are emotionally

charged because consumers believe that they are helping in an indirect way a worthwhile cause by shopping with such a company. Such an emotional relationship creates consumer loyalty, where they develop a lifetime preference towards the brand.

The second way that CSR can work is through reciprocity- when the consumers can see the firm 'giving back, they tend to 'give back to the firm by becoming a loyal customer and telling others about the firm. Besides, the brand images supported by CSR are found to be stronger; they endure the whims of the market and stand firm against reputation hurdles due to being based on real, long-lasting value-driven stories (Huo *et al.*, 2022). Notably, the sincerity of the CSR actions matters the most as false piety or mere window-dressing is likely to take an adverse turn in the form of either distrust or suggestion of so-called greenwashing, a crisis not only in terms of image but also loyalty. Thus, the impact of CSR on the brand image and consumer perception depends on sincerity, the continuity of messages, and correspondence between expressed values and the real activities.

The connection between CSR and brand loyalty, as observed in the findings, is not similar in most markets-instead, cultural and contextual settings moderate it by determining the consumer expectation, interpretations, and reactions to CSR practices. In culture, collectivism, individualism, power distance and uncertainty avoidance depict the ways in which CSR is perceived. CSR campaigns involving community welfare, social equity, and green policies would work better, especially in collectivist cultures, and as such, brand loyalty would be promoted (Kananen, 2024). On the other hand, CSR initiatives that are related to individualistic outcomes, like health, safety, or personal empowerment, may prevail in societies that are more individualistic. It also depends on the level of economic development, the environment provided by the regulatory framework and social concerns in a certain region. CSR efforts to solve critical needs such as education, healthcare and infrastructure in emerging markets can possibly create a larger sense of loyalty since it directly enhances the quality of life of the consumer.

Conversely, in mature markets, environmental sustainability or ethical supply chain may be more relevant because the situation has become more conscious of worldwide issues. In addition, CSR effects can be mediated by institutional trust, as a low institutional trust level may mean that genuine CSR by companies will act as a surrogate trust-based mechanism, increasing their

loyalty. Media space and social networks also influence the way CSR messages are spread and perceived; in societies where people are well connected, CSR narratives can easily gain traction, increasing the impact of the loyalty gains, but bad publicity of CSR fumbles can just as quickly result in lost loyalty. Lastly, demographic factors that bring about a response to CSR include age, education, and income (Akbari *et al.*, 2021). Educated younger people with a high income tend to be more sensitive to CSR and apply it as a measure of selecting and remaining loyal to brands. Through perceiving such cultural and situational differences, firms can customise the CSR strategies based on realities on the ground, maximising their potential in creating brand loyalty without applying ready-made approaches.

4.4 Summary

The chapter revealed that Corporate Social Responsibility (CSR) plays a very significant role in increasing customer trust, brand loyalty and maintaining them in a long-term relationship with the company. The results of the survey showed that consumers ascribe high-level credibility to companies that practice transparency and authentically report their CSR experiences, as the ethical processes and sustainability are connected to their more significant loyalty. CSR was proven to boost brand image by incorporating the dimension of social responsibility into corporate identity, which influenced consumer perceptions and built stability in emotions. The reciprocity effect was very critical as it helped customers to reward the socially responsible firms with repeat business and word of mouth. Nonetheless, the effect of CSR was moderated by cultural and contextual influences like collectivism, market maturity and institutional trust. Through localising initiatives according to the local values, needs, and the demography of the area, it was found to be significant in achieving maximum loyalty results.

Chapter 5: Conclusion

5.1 Introduction

The project has projected a wider spectrum of the CSR significance in the formation of brand loyalty and customers' buying intentions of companies' products and services. The introductory chapter has presented a brief background of the considered topic, where the influence of digital advent in the technological attributes of CSR reporting and management has been elaborated on. A series of objectives has been set to promote the formative dimension through which the discussion on the topic could proceed in a step-by-step manner. A structure of the dissertation has also been projected in this chapter, incorporating a self-created figure, before the chapter summary. This has been followed by the second chapter of the project, which has been dedicated to the assistive literature review on the proposed topic. A relevant theoretical framework has been taken along with a conceptual depiction of the variables engaged in the discussion. After that, a few empirical elements have been taken into consideration for discussing the previously accessed literary works in the subject matter. In this chapter, the factors governing CSR implementation and ethical attributes of fair CSR practice have been elaborated on. This part has projected a gap, which has denoted the lack of real-time data on the subject matter.

The third chapter has presented the rationale behind the selection of a primary quantitative method for extracting relevant data and information for developing the discussion section of this project. Associated methods included the application of SPSS to measure the response rates attributed to the conducted survey questions. A timeline of the project has also been presented here. Moreover, the fourth chapter has projected the results of the SPSS application on the survey results. Its discussion has projected the ways in which companies differ in their use of CSR policies from one region to another. Some practical examples have also been attached and incorporated to present the practical application of CSR in building brand loyalty nowadays.

5.2 Linking with Objectives

Linking with Objective 1

The first objective mentioned the discussion of the CSR activities and the impacts of the same on consumer trust and brand loyalty. This objective has been linked with the discussion by the presentation of at least three ways through which companies and institutions apply CSR policies. Firstly, the application of promotional initiatives for venturing sustainability efforts has been discussed in the fourth chapter. This has included the projection of the effectiveness of advertisements in showing pledges to meet zero carbon premises in office premises, as well as the innovations promoted for packaging operations. Secondly, the projection of employee well-being and quality retention in the process has also

been projected in the discussion, making it connect to the objective's purpose in developing this research project. In this effort, the application of subjective norms being allowed by the companies to present CSR goals has also been presented with a few practical examples. Thirdly, the discussion section has also projected the use of attributive exercises in submitting or producing CSR or ESG reports to the higher authority, such as the government of a nation. It has included the use of management aspects connected to the utilisation of effective measurement techniques in this process and the digital tools for directing further initiatives to be met. This elaboration has included the systematic goal of using a variable cognisance to the regulatory framework monitoring the fairness of the reports by companies.

Linking with Objective 2

The second objective emphasised in this project is the projection of the influences of CSR practices and initiatives in brand images, consumer perceptions and allegiance in the modern trade efforts. This has been linked to the discussion of CSR efforts being made nowadays to enhance customer satisfaction in industries. Examples of a few retail super brands have been used in this effort, making the discussion more practical in approach, rather than relying on only theoretical facts connected to CSR influences. It has shown how effectively a CSR initiative projects the usage of attributive fundamentals in grabbing customer attention in a competitive market base. The discussion in this section has projected the differentiated viewpoints of customers from various regions, as key factors contributing to the product development and sustainable development policies to be used by companies. In the same context, the projection of the use of promotions for denoting the contribution of a company in the community welfare or other environmental welfare has been projected as a process that is suitable to attract customers to encourage them to make repeated purchase actions. In the same scenario, it has also been delineated that the way leading to customer loyalty is largely dependent on the retention of sustainable initiatives by companies. However, a contradictory factor is also engaged in this attribute, which is showing a different viewpoint, where the retention of quality and fair transactional reporting surpasses the affordability demand of a product line.

Linking with Objective 3

The third objective of this project is to conduct a detailed analysis of the contextual variables and influential factors of CSR ideals, incorporating a better utilisation of sustainable development through business flows. In this case, the discussion linked this objective with the description of various business ethics contributing to the utilisation of environmental as well as social welfare. Such instances have been noted down as facts connected to the long-term orientations being attributed to the achievement of CSR goals, which mainly focus on environmental and social contributions, without harming the profitability

aspect of the trade flow of a business entity. Apart from this, the projection of this section has also made subjective attributions, being an endeavour to share values being exercised or highlighted by the business firm. This scope is also projecting a commendable display of using internal audits in companies to satisfy the transparency needs of a customer base. Abiding by the local regulations on CSR reporting is particularly beneficial in the projection of customer relationship management aspects. This factor can be seen as lying as a latent scenario in CSR implementation processes. Moreover, the link can also be detected by the depiction of regional thought processes and the national culture of different nations. Complying with these unwritten norms has been projected as linked to CSR ethics.

5.3 Limitation

The project has considered the use of a primary quantitative data extraction technique and its analysis for findings using the SPSS method. This consideration is generally attributable to the use of real-time data on the subject matter and to-the-point findings of the facts connected to the subject matter. This shows the practical mind-set of the participants in the projection of CSR practices in retail and other organisations in building customer experience and brand loyalty. Such quantitative results are generally good for detecting the public sentiment in the projection of CSR practices and the level of trust among customer groups. However, such attributes have a lack of subjective ideas, due to the potential to face biased viewpoints. The logic behind this statement is deeply rooted in the different thinking processes of different participants. This fact shows the only limitation to the project, which may hinder its unbiased projection of relevant facts.

5.4 Recommendations

The limitation of the project has been detected in its mono-centric consideration of the conduction of a survey, as the key part of the primary quantitative data extraction process. This shows the utilisation of the data attributes, only focused on the acquaintance of numerical data as the sole basis to develop the discussion on the current impacts of CSR practices on companies' productivity in the hostile and competitive trading scenario in the world. This practical gap can be mitigated by the use of secondary qualitative data and literary sources in future executions or further research programs on the same subject matter. The rationale behind this suggestion can be seen in the abundance of unbiased facts connected to the subjective information, which can deem the chances of facing partially-correct beliefs and help the application of valid data, rather than personal viewpoints. In the same context, the utilisation of the secondary and qualitative data can also engage specific industry-centric information. The utilisation of this suggestion can promote a wider glance at the subject matter and its varied impacts on particular industries, to differentiate the consequences of implementations. This will add more specific dimensions to future projects on CSR practices.

5.5 Summary

This chapter has projected the concluding remark of the subject matter that has been discussed in the project. A brief overview of the steps considered in developing each chapter has been added for a thorough perusal. This factor also projects the vulnerability of the fact, as dependent on various nations. Each objective that has been taken into consideration for the development of the discussion section has been linked with the analytical pieces presented in the fourth chapter of this project. The absence of secondary and qualitative data has been projected as its limitations, while a few recommendations have been projected to promote the future scope for further discussion on the topic.

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