

The Influence of Corporate Social Responsibility on Consumer Happiness and Brand Love

Nizar Hosfaikoni Hadi

Universitas Negeri Surabaya, Indonesia

Haekal Adha Al-Giffari

International Islamic University Malaysia, Malaysia

Arva Athallah Susanto

Universitas Airlangga, Indonesia

International
Journal of
Business and
Economic
Growth

Vol 01 No 1 - 2026

Received 27-03-2026

Revised 05-05-2026

Accepted 16-06-2026

Abstract

Purpose - This study aims to examine the influence of CSR to consumer happiness, CSR perception, brand experience, brand admiration, and brand love in the context of Islamic banking

Design/methodology/approach - The sample consists of 250 Indonesian Islamic bank consumers obtained through a survey study and using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the research hypotheses.

Findings - The empirical results indicate that CSR does not influence brand love. Furthermore, CSR positively impacts CSR perception. CSR also positively impacts consumer happiness. The relationship between CSR happiness and CSR perception is positively significant. Likewise, consumer happiness positively influences brand admiration. Consumer happiness also positively impacts brand experience, as well as Brand experience impacting brand love. Moreover, CSR perception positively impacts brand experience, while the relationship between CSR perception and brand admiration is positively significant. Brand admiration also positively influences brand love.

Research limitations/implications - This study was limited to consumers of an Indonesian Islamic bank; therefore, future study is needed to explore across the regions

Practical implications - This study enlightens bank managers from a marketing and psychological context. The Islamic bank managers need to enhance CSR programs for social and environmental development by involving consumers

Originality/value - This study provides the Muslim consumer happiness and perception by developing and testing a model of emotional bonding and consumers' perspectives toward CSR programs in Islamic banking

Keyword : CSR, Consumer Happiness, Brand Love



International Journal of
Business and Economic
Growth
©Griya Insight Publishing



Author correspondence email : nizarhadi@unesa.ac.id

This is an open access article distributed under the terms of the [Creative Commons Attribution 4.0 International License, CC BY 4.0](https://creativecommons.org/licenses/by-sa/4.0/), which permits unrestricted use, distribution, and reproduction, provided the original work is properly cited.

Introduction

Marketing research and studies have shown that consumers have a very strong emotional connection with a brand (Ahuvia et al., 2022). Research projects have proven that if a company can make customers happy, the customers will automatically have a very positive evaluation of the company's brand (Gilal et al., 2023). This will lead to more purchases in the future (Kim and Lee, 2020), lead to repurchasing intention (Fu & Wang, 2021), build a better consumer perception and behaviour (Fei et al., 2022), and strengthen brand loyalty (Núñez-Barriopedro et al., 2021). In Addition, some research on consumer behaviour shows that buyers are happy when they can buy something they like even if it costs more (Santos & Schlesinger, 2021). On the other hand, Ahuvia et al. (2022) said that brand love happens when buyers feel happy and satisfied with a product. Therefore, happiness is an important factor of consumer satisfaction and it is usually defined as a psychological state in which a person feels good and can do everything better in his life (Chia et al., 2020; Tosun & Tavşan, 2023).

One of the many things that can make the public happy is the contribution made by companies through corporate social responsibility (CSR) activities in improving long-term environmental, social, and economic welfare (Chia & Kern, 2021). Hence, CSR can promote happiness because when consumers witness companies actively participating in CSR activities, consumers feel happier (Tosun & Tavşan, 2023). Corporate social responsibility (CSR) is an important issue that companies must address to maximize positive impacts on the environment and society (Arachchi & Samarasinghe, 2023; Bahta et al., 2021; Hayat et al., 2020; Kushwah & Srivastava, 2022; Tiep Le et al., 2021) by solving social and environmental problems (Cowan & Guzman, 2020). Thus, CSR can generate positive consumer responses (Wong, 2021). According to Carroll (2021), Research on the relationship between corporate CSR and consumer responses is something that always needs to be developed. This is considered very important because the relationship between consumer happiness and CSR activities is still largely unexplored (Jaunky et al., 2020). As a result, research needs to be conducted to uncover more about the impact of CSR actions on consumer responses in various contexts with diverse approaches (Waheed et al., 2020). Previous research showed that CSR can generate diverse positive influences (Shankar & Yadav, 2021), such as corporate competitive advantage and consumer love for brands (Amegbe et al., 2021), trust (Hayat et al., 2020), consumer behavior and perception (Jha et al., 2022), commitment (Bugandwa et al., 2021), admiration (Tosun & Tavşan, 2023), consumer happiness (Gilal et al., 2023), word of mouth (Markovic et al., 2021) and increased corporate profits (Zafar et al., 2022). On this, companies can include CSR activities in their corporate communication strategies to positively influence the general public's perception of CSR (García-Sánchez et al., 2020). In today's market environment, consumer and brand bonds are generated not only by product attributes, but also by consumer perceptions of the company's contribution to the environment and society through CSR activities (Hayat et al., 2020). It is necessary to better understand the relationship between CSR perception and consumer behavior (Ahn, 2021).



Islamic banking generally focuses on customer satisfaction, reputation, and trust strategies to maintain customer loyalty (Ali, 2017). However, Islamic banking still has a very small market share compared to the market share of conventional banks. Maximising CSR will be very capable of building better consumer loyalty to Islamic banking, but there is still a lack of research that applies the brand love approach to CSR activities of Islamic banking. Moreover, this is especially important when referring to the formation of brand love constructs that develop in marketing literature (Zhou et al., 2020). Despite global economic challenges, the Islamic banking sector continues to contribute to economic growth. The Islamic finance industry also continues to develop strategies to protect customers and strengthen state and international industrial structures (Aysan, 2021; Aysan et al., 2018; Aysan & Ozturk, 2018; Chowdhury & Rasid, 2016; Disli et al., 2023; Ibrahim & Shirazi, 2020). This study presents a relatively new framework as a novelty in the context of Islamic banking and investigates how CSR activities of Islamic banking can develop brand love in the form of consumer happiness, CSR perception, brand experience and brand admiration.

Literature Review and Hypothesis Development

Corporate Social Responsibility (CSR)

CSR becomes a business strategy based on the assumption that all of a company's business actions are always in line with the social and environmental standards and upholding values of society (Su & Swanson, 2019). Kim et al. (2018) and Park et al. (2017) said that CSR needs to be evaluated from the consumer's perspective to see the success level of CSR activities performed by the company in improving social and environmental aspects. CSR also seeks to find a balance between the company's business operations and the social, economic, and environmental aspects of the community by using the company's profits (Chia & Kern, 2021; Kwon & Lee, 2021; Pfajfar et al., 2022; Tosun & Tavşan, 2023). This makes CSR a reciprocal relationship between the company and the community (Amegbe et al., 2021). For example, if a bank demonstrates generosity to the public, the public will reciprocate by using the bank's financial services. In addition, CSR will improve the company's reputation and image (Shin & Thai, 2015), which will increase public trust (Arachchi & Samarasinghe, 2023), public attitude towards the brand (Aoki et al., 2019; Arbouw et al., 2019; Youn & Cho, 2022), deep admiration for brands (Castro-González et al., 2019) and love for brands (Amegbe et al., 2021). CSR can also be a smart strategy to increase a company's brand value (Kim et al., 2021) by protecting the social community and the environment through good business management to improve people's welfare (Bugandwa et al., 2021; Tosun & Köylüoğlu, 2023).

CSR studies are becoming more popular in academic and professional circles (Ajina et al., 2020; Arachchi & Samarasinghe, 2023) and are being recognized as corporate social performance (Lin et al., 2021; Ou et al., 2021) which companies do outside of their main business focus (Iyer & Jarvis, 2019). Several studies have focused on employee behavior and job satisfaction when companies carry out CSR activities (J. Kim et al.,



2018, 2021; Su & Swanson, 2019) and also focused on customer satisfaction with CSR activities that have been carried out by the company (Jha et al., 2022). However, the efforts of CSR activities in changing customer attitudes towards the company's brand are also considered in the research. Recent studies have shown that CSR activities can increase positive customer response and align with increased positive brand evaluation (Tosun & Köylüoğlu, 2023).

CSR Under Islamic Banking Perspective

Islamic banking is different from conventional banking in implementing CSR because religious factors are highly considered in Islamic banking ethics (Zafar et al., 2022). Islam promotes pure morals and ethics that lead to justice and socio-economic welfare. Therefore, Islam encourages the increase of benefit and prevents damage. Islamic banks as companies that apply Islamic principles, have a moral and ethical obligation to improve society and manage their activities rationally in positive ways. Thus, Islamic banks must have responsible actions towards their stakeholders, including the government, community, workers, consumers, society, and the environment (Zafar & Sulaiman, 2020). CSR in the institutional framework of Islamic banking is related to pure economic operations, justice, welfare and the moral responsibility of companies to the environment and society. Islamic banking emphasises ethics and social responsibility by regulating all elements of its business and making the empowerment of the social community and environment an implementation of Islamic virtues, one of its main business goals (Abozaid, 2019; Zafar et al., 2022). According to Metwally (1991), a muslim consumer's economic behavior is centered around achieving God's satisfaction, rather than just consuming outputs and holding capital goods. The Quran suggests that the utility of a Muslim consumer is not solely based on outputs consumed and commodities possessed but also on "Good Deeds." Good Deeds, which can take various forms, are considered the best in the sight of the Lord as rewards and foundations for hopes. These good deeds are essential in Islamic doctrine, and are mentioned 62 times in 36 chapters in the Quran. These good deeds can take various forms, such as direct payments to the poor, contributions to hospitals and schools, or mosques to promote Islam and maintain Islamic ideology. In general, charity encompasses all funds spent to help the poor, fight for God, and promote Islam. A Muslim consumer's objective is to spend on charity or good deeds, which has no counterpart in non-Islamic economies. In this context, CSR activities essentially can play good deeds for social and environment.

CSR Activities and Brand Love

CSR is essential for branding a business (Tiep Le et al., 2021). CSR develops a close relationship between consumers and companies (Arachchi & Samarasinghe, 2023). It can increase brand legitimacy in consumers' view (Tran, 2022). Therefore, CSR can be an element of a company's marketing strategy to create brand loyalty and brand love among consumers (Amegbe et al., 2021; Javed & Khan, 2021). According to Ahuvia et al. (2022), brand love is described as the degree of consumers' strong emotional commitment to a particular brand. Customers who truly love a brand will show



devotion, closeness, and enthusiasm for the brand (Amani, 2022; Ismail, 2022). In addition, consumers will also associate themselves with the company's brand when they get information that the company performs CSR activities to empower social and environmental communities (Javed & Khan, 2022). Several previous studies showed that CSR increases brand love (Amani, 2022; Javed & Khan, 2022; Lin et al., 2021; Pfajfar et al., 2022; Tiep Le et al., 2021). Thus, the following hypothesis is proposed:

H1 : CSR activities have a significant effect on Brand Love

CSR Activities and CSR Perception

In the cognitive consistency theory, it is argued that humans tend to maintain a psychological balance between their perceptions and judgements of subjects or objects, so they want to act based on their perceptions (Ahn & Kwon, 2020). Individually, cognitive consistency also creates pleasant feelings and reduces negative feelings. According to Jha et al. (2022), CSR perception is consumers' cognitive judgement of CSR activities performed by companies. Academics need to explore the role of cognitive perception of CSR activities in shaping consumer attitudes and actions in more detail (Amegbe et al., 2021; Jha et al., 2022; Tosun & Köylüoğlu, 2023). Therefore, with signalling theory, companies can establish communication with consumers that the company is continuously dedicated to environmental and social empowerment through CSR activities (Bugandwa et al., 2021; Cowan & Guzman, 2020). This can shape better consumers' perception into CSR conducted by the company. Thus, the following hypothesis is proposed:

H2 : CSR activities have a significant effect on CSR perception.

CSR Activities and Consumer Happiness

Happiness is something that every individual always seeks and wants to achieve (Chia et al., 2020; Deurkar et al., 2021; Gilal et al., 2023). Cuesta-Valiño et al. (2022) defined consumer happiness as a positive psychology based on happy experiences that are completed with pleasure and satisfaction. Therefore, a psychologically meaningful existence is inseparable from happiness (Núñez-Barriopedro et al., 2020, 2021). In consumer behaviour, the experience of buying a desired product makes consumers happy and excited (Fu & Wang, 2021; Kumar et al., 2021). Recently, some corporate brands promote consumer happiness through real products and services (Fei et al., 2022). According to Chia & Kern (2021), customers prefer and are happy when they know that companies always pay attention to environmental and social empowerment through CSR activities. By this way, companies can provide happiness to consumers through CSR activities. Happy consumers will develop a stronger emotional attachment to the brand and can benefit the company's position (Yoshida et al., 2021). Therefore, CSR activities will enhance consumer happiness as a result of their positive psychological effects (Ahn, 2021; Tosun & Tavşan, 2023; WONG, 2021). Thus, the following hypothesis is proposed:

H3 : CSR activities have a significant effect on consumer happiness



CSR Perception, Brand Experience and Brand Admiration

Long-term emotional relationships between consumers and a brand have proven to be very important (Gilal et al., 2021, 2023). The comfortable and happy feeling arising from the emotional relationship between consumers and brands tends to make consumers remain loyal to a brand (Chia et al., 2020; Hur et al., 2020; Shimul, 2022; Tosun & Tavşan, 2023; Yoshida et al., 2021) and form positive consumer perceptions of CSR activities (Jha et al., 2022; Youn & Cho, 2022). Brand experience is a consumer's internal emotional reaction to a brand in the form of thoughts, cognitions, and sensations, which becomes a stimulus for a brand to persist in the minds and hearts of consumers (Kushwah & Srivastava, 2022). On the other hand, an important component in the development of strong relationships between customers and corporate brands is the deep happiness felt by consumers as users (Chia et al., 2020; Santos & Schlesinger, 2021). Therefore, when customers feel that a corporate brand contributes to the environment and society, consumers' happy emotions and perceptions will grow (Gupta et al., 2021; Tosun & Tavşan, 2023), and also stimulate the emergence of consumers' admiration (Jung & La, 2020). Brand admiration is a perceived strong feeling that can generate customer behaviour and benefit the company (Tiep Le et al., 2021). Brand admiration will also automatically build a better corporate image (Gupta et al., 2021). In addition, consumers with good emotions and perceptions about the company's CSR actions are more likely to create strong relationships, receive better impressions of new experiences and generate more brand admiration (Jha et al., 2022; Tosun & Tavşan, 2023; Youn & Cho, 2022). Thus, the following hypothesis is proposed:

H4 : Consumer happiness has a significant effect on CSR Perception.

H5 : Consumer happiness has a significant effect on Brand Experience

H6 : Consumer happiness has a significant effect on Brand Admiration

CSR Perception, Brand Admiration and Brand Experience

Brand admiration is a powerful emotion that leads to positive behavioral consequences, influenced by factors such as brand trust, positive experiences, and brand identification (Tosun & Tavşan, 2023). It is associated with virtuous qualities and morally admirable actions (Castro-González et al., 2019). Consumers' judgments of brand competence and warmth also contribute to admiration (Tiep Le et al., 2021). Perceived authenticity of CSR activities and corporate self-sacrifice also positively influence brand admiration (Tosun & Tavşan, 2023). Corporate social responsibility (CSR) has gained increased public attention due to its role in contributing to society's well-being and the need for support for nonprofit organizations (Amegbe et al., 2021). CSR can enhance a company's brand and create a competitive edge, as it helps build a good reputation and make it recognizable to the public (Ajina et al., 2020). Companies can also use their distinctive branding to promote their competitiveness, allowing customers to identify needed products based on the brand name and differentiate branded products from competitors (Ismail, 2022). CSR and corporate brand are inextricably linked, but there are few studies on the related topics (Gilal et al., 2021). CSR activities are conducted by enterprises to pursue social values and satisfy social



needs, which can influence consumers' perceptions and willingness to buy (Ajina et al., 2020). Customer-oriented CSR can fulfill customers' needs, while employee-oriented CSR can provide fair evaluation, promotion, and compensation (Waheed et al., 2020). Environmentally-oriented CSR, such as supporting environmental activities and incorporating sustainability into business operations, can strengthen brand admiration and brand experience in consumers' minds (Castro-González et al., 2019). Using the broaden-and-build theory of positive emotions, Ahn (2021) showed that CSR perception makes customers more interested because customers' emotions are affected by CSR activities, which makes their emotional and cognitive connection with a brand stronger. Thus, the following hypothesis is proposed:

H7 : CSR Perception has a significant effect on Brand Admiration

H8 : CSR Perception has a significant effect on Brand Experience

Brand Experience, Brand Admiration and Brand Love

Brand love is a market phenomenon that can be described as consumers' intense feelings towards a particular brand (Ahuvia et al., 2022). Strong love for brands is produced from the formation of emotional attachments through experiences between consumers and brands (Ismail, 2022). According to Ahuvia et al. (2022), loyalty among customers greatly benefits the company. According to previous research, there is a relationship between brand experience, brand admiration, and brand love (Santos & Schlesinger, 2021; Singh et al., 2021). In brand marketing communication, brand experience and brand admiration serve as mediators (Kushwah & Srivastava, 2022; Tosun & Tavşan, 2023). Since CSR is considered a component of marketing communication through signalling theory, brand experience and brand admiration will develop in consumers through signalling, followed by brand experience and brand admiration leading to brand love in consumers. Thus, the following hypothesis is proposed:

H9 : Brand Experience has a significant effect on Brand Love

H10 : Brand Admiration has a significant effect on Brand Love

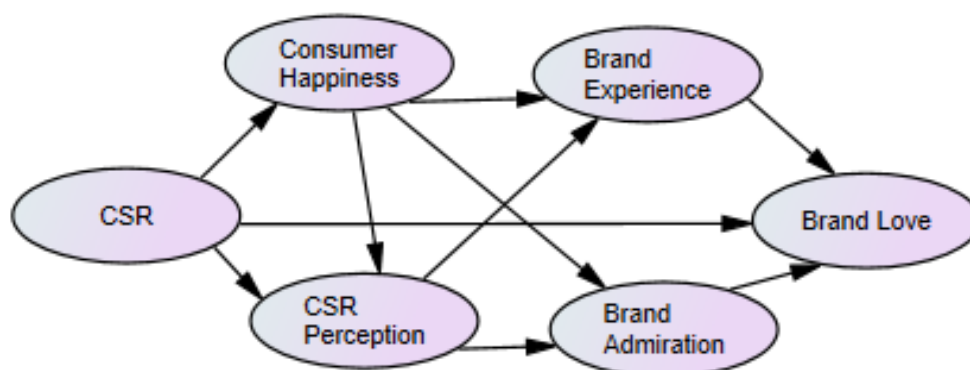


Figure 1 : Conceptual Framework



Research Methodology

Research Approach

This research uses a quantitative survey approach to collect data from consumers of Bank Syariah Indonesia (BSI) in Indonesia. Online questionnaires were used as the main data collection instrument. The primary data gathering instrument was a questionnaire. The selection of the questionnaire survey approach was motivated by a number of advantages. This strategy provides the ability to collect data from a wider population unit, is cost-effective, and gives respondents the flexibility to complete the questionnaire at their leisure (Zikmund et al., 2013)

Data Collection and Sampling Technique

This research data was acquired using a sample approach with 250 Indonesian consumers of Islamic banks. Google Forms was developed to generate an online questionnaire using a measuring scale modified from previous studies. The Google form is then sent to the bank's customer emails via the bank's administrator. Respondents were instructed to provide replies on a scale ranging from "strongly disagree to strongly agree," and questionnaires were scored based on these responses. The brand used in the survey was islamic banking brand in Indonesia. The demographic information of respondents in Table 1 shows that 47.2 % were male and 52.8% female. In total, 58 % of participants were government employee, 22.5 % private employee, 16.5 % entrepreneur and 13.0 % student university.

Tabel 1. Distribution of respondents according to demography

Demografy	Category	(%)
Gender	Male	47.2
	Female	52.8
Age	< 20 Years	07.1
	21-30 Years	63.6
	31-40 Years	20.3
	41-50	13.0
	>50 Years	08.0
Type of Work	Government Employee	58.0
	Private Employee	22.5
	Entrepreneur	16.5
	Student University	13.0

Survei Instrumens

The research questionnaire consisted of two sections. The first section includes demographic and biographical information about the respondents. The second section had CSR, CH, CP, BE, BA, and BL measuring devices. The instruments for measuring CSR were adapted from Bianchi et al. (2019) and Markovic et al. (2021). Consumer



happiness instruments were adapted from Tosun & Tavşan (2023). CSR Perception instruments were adapted from Bianchi et al. (2019) and Jha et al. (2022). Brand experience instruments were adapted from Brakus et al. (2009), Kushwah & Srivastava (2022) and Santos & Schlesinger (2021). Brand Admiration instruments were adapted from (Castro-González et al., 2019) and Brand love instruments were adapted from (Amegbe et al., 2021).

Data Analysis and Results

Partial least squares structural equation modeling (PLS-SEM)

The stages in testing and analyzing data in PLS-SEM are divided into two, the first stage by testing the outer model (measurement model) and the second stage by testing the inner model (structural model).

First, Testing The Measurement Model

The measurement model was evaluated based on the outcomes of tests for convergent validity, discriminant validity, consistency, and reliability. Convergent validity is determined using factor loadings and average variance extracted (AVE) values, whereas discriminant validity is measured using the Hetero-trait Mono-trait (HTMT) ratio. In addition, reliability testing using Cronbach's alpha and composite reliability values was undertaken (J. Hair et al., 2017; J. F. Hair et al., 2020).

All factor loading values (Table 2) yielded values between 0.77 and 0.91, above the minimum threshold of 0.70. All AVE values (Table 2) ranged between 0.627 and 0.805, exceeding the minimum criterion of 0.5. Furthermore, the findings of the Hetero-trait Mono-trait ratio test are less than 0.90 (Table 3). The model achieves both convergent and discriminant validity as a result. All Cronbach's alpha and composite reliability values are larger than 0.70, ensuring dependability (Table 2).

Table 2. Factor Loadings, Composite Reliability and Average Variance Extracted

Construct	Factor Loading	AVE	CA	CR
CSR		0.627	0.851	0.894
Islamic banks contribute to the social community	0.817			
Islamic banks are concerned to respect and protect the natural environment	0.842			
Islamic banks comply with legal norms in implementing social programs	0.782			
Islamic banks treat customers well	0.758			
Islamic bank aims to improve the welfare of the community	0.758			



Consumer Happiness (CH)	0.638	0.858	0.898
I feel very happy when I hear about Islamic banks' CSR activities for the community	0.801		
I feel impressed when I see the implementation of Islamic banks' CSR social programs in the community	0.778		
I feel more happy to use Islamic banking services that are very concerned about social society	0.834		
The use of Islamic banking services is very helpful in my financial activities	0.776		
My quality of life is improved by using Islamic banking services.	0.803		
CSR Perception (CP)	0.707	0.895	0.923
Islamic banks are aware of the social responsibility of the community	0.882		
Islamic banks treat their employees well	0.758		
Islamic banks are committed to developing and improving the environment	0.862		
Islamic banks participate in improving community welfare	0.897		
Islamic banks have social contributions in their work programs	0.796		
Brand Experience (BE)	0.767	0.924	0.943
Islamic banking brand gives a positive impression	0.845		
This brand makes me more comfortable	0.869		
I have strong feelings towards the Islamic banking brand	0.904		
I feel a strong emotional bond when using the Islamic banking brand	0.860		
Islamic banking brands match my identity	0.898		
Brand Admiration (BA)	0.778	0.928	0.946
I feel admiration when I think about the Islamic bank brand	0.907		
I feel respect when thinking about the Islamic bank brand	0.917		
I feel proud when using Islamic bank services	0.907		



I feel happy listening to the development of the Islamic bank brand	0.861			
I always remember this brand when using Islamic bank services	0.815			
Brand Love (BL)		0.805	0.939	0.954
Islamic banks are amazing	0.885			
Islamic banks are great	0.915			
Islamic banking brands make me feel comfortable	0.880			
I feel close to the Islamic banking brand	0.916			
I am in love with the Islamic banking brand	0.889			

Source: Authors' calculations

Table 3 : Discriminate validity (Hetero-trait Mono-trait ratio)

	BA	BE	BL	CP	CH	CSR
BA	0.882					
BE	0.892	0.876				
BL	0.901	0.891	0.897			
CP	0.771	0.828	0.820	0.841		
CH	0.739	0.762	0.737	0.784	0.799	
CSR	0.660	0.720	0.689	0.794	0.813	0.792

Source: Authors' calculations

The Second Stage, Testing The Structural Model

Assessment of a structural model consists of the SRMR value to determine model fit, the R-square value to determine how much the endogenous construct can be explained by the exogenous construct, and measurement of the path coefficient and its significance. The SRMR value of 0.064 satisfies the condition that the SRMR value must be less than 0.08 in order to meet the model fit requirements. In addition, the rule-of-thumb provisions for R Square are 0.25, 0.50, and 0.75, with weak, moderate, and strong model categories (Table 4). The calculated R-square value is between 0.50 and 0.75, indicating that the model's predictive ability is modest.

Q-square is predictive relevance; it measures whether a model has predictive relevance or not (> 0 is good). Further, Q2 establishes the predictive relevance of the endogenous constructs. Q-square values above zero indicate that your values are well reconstructed and that the model has predictive relevance. A Q2 above 0 shows that the model has predictive relevance (Table 5). Effect size (F Square) is a statistical concept that



measures the strength of the relationship between two variables on a numeric scale. The effect size (f^2) of the coefficient of determination (R^2) was vital since it regulates the strength of the change described by the independent variables. The f^2 (effect size) of 0.02 is considered minor, 0.15 as mediocre & 0.35 as high as shown in Table 6

Table 4 : SRMR and R Square

Dimension	Result
SRMR	0.064
R2 Brand Admiration	0.641
R2 Brand Experience	0.719
R2 Brand Love	0.852
R2 CSR Perception	0.687
R2 Consumer Happiness	0.661

Source: Authors' calculations

Table 5 : Q Square

	SSO	SSE	$Q^2 (=1 - SSE/SSO)$
Brand Admiration	500.000	260.990	0.478
Brand Experience	500.000	235.532	0.529
Brand Love	500.000	170.714	0,659
CSR	500.000	500.000	
CSR Perception	500.000	267.293	0.465
Consumer Perception	500.000	295.726	0.409

Source : Authors' calculations

Table 6 : F Square

	Brand Admiration	Brand Experience	Brand Love	CSR	CSR Perception	Consumer Happiness
Brand Admiration			0.365			
Brand Experience			0.164			
Brand Love						
CSR			0.021		0.234	1.948
CSR Perception	0.266	0.491				
Consumer Happiness	0.131	0.118			0.179	

Source : Authors' calculations



Bootstrapping results

We calculated path coefficients, t values, and P values to test the stated hypothesis and examine the relationship between the constructs. The path coefficient test accepted nine hypotheses and rejected one as in Table 7 and Figure 2. H1 postulated that perceived CSR does not influence positively brand love. H2 explained that Perceived CSR positively impacts CSR perception. Further, H3 described that perceived CSR positively impacts consumer happiness. H4 postulated that the relationship between Consumer happiness and CSR perception is positively significant. H5 explained that consumer happiness positively impacts brand admiration. H6 explained that consumer happiness positively impacts brand experience. H7 explained that CSR perception impacts brand admiration. Moreover, H8 described that CSR perception positively impacts brand experience. H9 postulated that the relationship between Brand experience and brand love is positively significant. H10 explained that brand admiration positively impacts brand love.

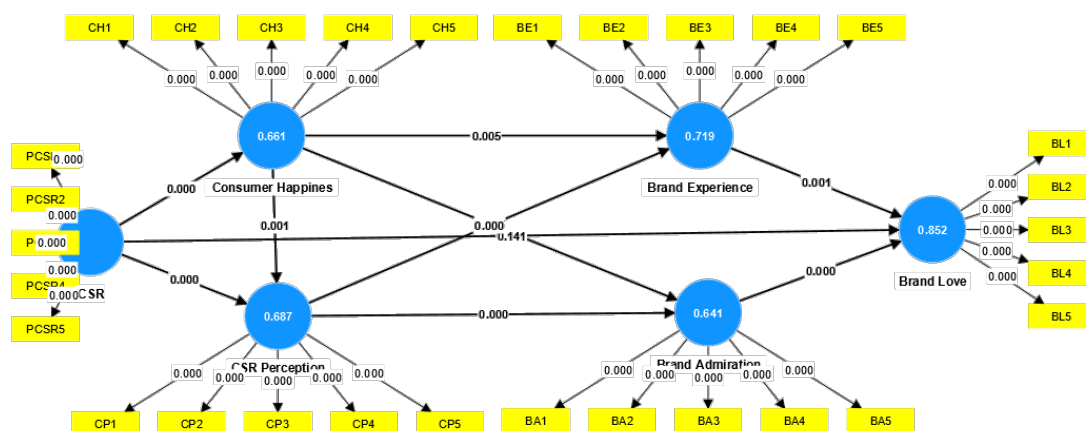


Figure 2 : Bootstrapping results

Table 7 : Path analysis – PLS-SEM results

	Original sample (O)	T statistics (O/STDEV)	P values
CSR -> Brand Love	0.080	1.473	0.141
CSR -> Consumer Happines	0.813	18.491	0.000
CSR -> CSR Perception	0.464	3.909	0.000
Consumer Happines -> CSR Perception	0.406	3.387	0.001
Consumer Happines -> Brand Admiration	0.349	2.810	0.005
Consumer Happines -> Brand Experience	0.293	2.825	0.005
Brand Experience -> Brand Love	0.374	3.203	0.001



CSR Perception -> Brand Experience	0.598	6.205	0.000
CSR Perception -> Brand Admiration	0.497	3.941	0.000
Brand Admiration -> Brand Love	0.515	4.419	0.000

Source : *Bootstrapping results*

Discussion and Conclusion

Consumers and society need to emphasise the importance of businesses and brands engaging in socially responsible projects (Pfajfar et al., 2022). Businesses that spend substantial resources on developing a strategic corporate approach through CSR activities will be able to integrate social responsibility into the brand's essential value proposition and generate a win-win situation for society, business, and customers (Hur et al., 2020). This research contributes to the theories of corporate social responsibility, customer happiness, perceived CSR, brand experience, brand admiration, and brand love in marketing, particularly in the growing Islamic banking sector. The findings of this study are noteworthy as they have the ability to foster customer loyalty through CSR activities. This study resulted in and evaluated a total of ten (10) hypotheses. The hypothesis H1 was rejected and the supported hypotheses were H2, H3, H4, H5, H6, H7, H8 ,H9 and H10. This proves that CSR influences customer happiness, CSR Perception, Brand Experience, and Brand Admiration on the relationship between CSR and Brand Love in the Islamic banking industry.

The literature shows that a corporation's CSR actions have a substantial effect on consumers' appreciation of the company's products and services (Arachchi & Samarasinghe, 2023). This finding is not surprising because when banks engage in CSR activities, consumers will have more respect for their brands, which will ultimately lead to consumer happiness and perceptions of CSR. This may explain why, despite the fact that banks engage in CSR actions, consumers may not immediately fall in love with their brands, but rather develop admiration and love for their brands first when they experience happiness from CSR activities, leading to improved customer perceptions of CSR. In addition, CSR activities can be viewed as a significant contributor to consumer happiness and positive consumer experiences. According to Tosun & Tavşan (2023), empirical findings on this matter can increase the understanding of the effects of CSR on consumer happiness. Therefore, consumer happiness is highly correlated with positive consumer experiences (Chia et al., 2020). This study extends previous research by showing a direct beneficial relationship between perceived CSR and consumer happiness (Fei et al., 2022). According to Amegbe et al. (2021) and Tosun & Köylüoğlu (2023), CSR becomes an area where brands can exceed customer expectations and achieve a favourable consumer impression of CSR efforts. This study reveals that consumer perception and CSR have a positive effect on Brand experience and Brand Admiration. In accordance with Jha et al. (2022) and Tosun & Tavşan (2023), this study extends previous research by proving the significant influence of customer happiness on brand admiration in the context of CSR. Kushwah & Srivastava (2022) noted that CSR activities are brand stimulants because they can increase positive



customer responses and brand experiences. According to positive emotion theory (Fredrickson, 2001), this result can be considered as the influence of happy emotions on consumers' psychological resources, which helps them become more inclined to form a relationship with the company. As a result, happiness and perception can lead to deeper interactions between customers and brands in terms of best experiences and admiration.

This study also concluded that brand experience and brand admiration have a direct effect on brand love. In accordance with previous results (Khan et al., 2021; Santos & Schlesinger, 2021) that consumers will appreciate brands that can give them emotional experiences. Emotionally and rationally, buyers will find brands with positive experiences to appreciate. In addition, admiration arises and leads consumers to develop a strong love for the brand (Joo & Kim, 2021). When brand experience and brand admiration are established in the hearts and minds of customers, they will become more willing to share the brands they love with others.

Theoretical and Managerial Implications

This study contributes to the existing literature by formulating and testing a model for CSR actions and corporate branding. CSR programmes make a scientific contribution to the theory of emotional bonds between consumers and brands. Consumers will be very happy to know that the company conducts CSR activities in the community. Then, consumers will have an unforgettable experience of the company's admirable activities through CSR, causing them to admire and fall in love with the company's brand. This suggests that consumers will always respond positively to the company's CSR initiatives. This study has practical implications that Islamic bank managers should expand the scope of CSR activities in order to reach more consumers involved in CSR programmes. This should be done so that the positive response of the community grows and spreads quickly among the community. If CSR is consistently implemented to solve social and environmental problems, and to fulfill social and environmental needs, such as building educational schools, hospitals, social enterprises and naturalising things that can damage the environment. consumers will be very happy and love the Islamic banking brand.

Limitations and future research

This investigation has limitations. The study was limited to Islamic bank customers in Indonesia. Therefore, the findings cannot be generalised. Therefore, future research should include additional regions and viewpoints. Future research with a larger sample size could be more representative.



References

- Abozaid, A. (2019). Maqasid-based analysis of deferring both counter values in financial transactions and its impact on contemporary applications. *Journal of King Abdulaziz University, Islamic Economics*, 32(3), 61–83. <https://doi.org/10.4197/Islec.32-3.3>
- Ahn, J. (2021). Role of hope and compulsion for CSR activities in hotel customers' engagement. *Current Issues in Tourism*, 24(14), 1958–1964. <https://doi.org/10.1080/13683500.2020.1806797>
- Ahn, J., & Kwon, J. (2020). CSR perception and revisit intention: the roles of trust and commitment. *Journal of Hospitality and Tourism Insights*, 3(5), 607–623. <https://doi.org/10.1108/JHTI-02-2020-0022>
- Ahuvia, A., Izberk-Bilgin, E., & Lee, K. (2022). Towards a theory of brand love in services: the power of identity and social relationships. *Journal of Service Management*, 33(3), 453–464. <https://doi.org/10.1108/JOSM-06-2021-0221>
- Ajina, A. S., Roy, S., Nguyen, B., Japutra, A., & Al-Hajla, A. H. (2020). Enhancing brand value using corporate social responsibility initiatives. *Qualitative Market Research: An International Journal*, 23(4), 575–602. <https://doi.org/10.1108/QMR-11-2017-0145>
- Amani, D. (2022). Circumventing customers' switching behavior in telecommunication industry in Tanzania: Insight from Sternberg's Triangular Theory of Love. *Cogent Social Sciences*, 8(1), 2042078. <https://doi.org/10.1080/23311886.2022.2042078>
- Amegbe, H., Dzandu, M. D., & Hanu, C. (2021). The role of brand love on bank customers' perceptions of corporate social responsibility. *International Journal of Bank Marketing*, 39(1), 189–208. <https://doi.org/10.1108/IJBM-07-2020-0356>
- Aoki, K., Obeng, E., Borders, A. L., & Lester, D. H. (2019). Can brand experience increase customer contribution: How to create effective sustainable touchpoints with customers? *Journal of Global Scholars of Marketing Science*, 29(1), 51–62. <https://doi.org/10.1080/21639159.2018.1551728>
- Arachchi, H. A. D. M., & Samarasinghe, G. D. (2023). Influence of corporate social responsibility and brand attitude on purchase intention. *Spanish Journal of Marketing - ESIC, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/SJME-12-2021-0224>
- Arbouw, P., Ballantine, P. W., & Ozanne, L. K. (2019). Sustainable brand image: an examination of ad-brand incongruence. *Marketing Intelligence & Planning*, 37(5), 513–526. <https://doi.org/10.1108/MIP-08-2018-0307>
- Aysan, A. F. (2021). A Bibliometric Analysis of Fintech and Blockchain in Islamic Finance. *SSRN Electronic Journal*.
- Aysan, A. F., Disli, M., & Ozturk, H. (2018). Bank lending channel in a dual banking system: Why are Islamic banks so responsive? *The World Economy*, 41(3), 674–698. <https://doi.org/10.1111/twec.12507>



- Aysan, A. F., & Ozturk, H. (2018). Does Islamic banking offer a natural hedge for business cycles? Evidence from a dual banking system. *Journal of Financial Stability*, 36, 22–38. <https://doi.org/https://doi.org/10.1016/j.jfs.2018.02.005>
- Bahta, D., Yun, J., Islam, M. R., & Bikanyi, K. J. (2021). How does CSR enhance the financial performance of SMEs? The mediating role of firm reputation. *Economic Research-Ekonomska Istraživanja*, 34(1), 1428–1451. <https://doi.org/10.1080/1331677X.2020.1828130>
- Bianchi, E., Bruno, J. M., & Sarabia-Sanchez, F. J. (2019). The impact of perceived CSR on corporate reputation and purchase intention. *European Journal of Management and Business Economics*, 28(3), 206–221. <https://doi.org/10.1108/EJMBE-12-2017-0068>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What is It? How is it Measured? Does it Affect Loyalty? *Journal of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.052>
- Bugandwa, T. C., Kanyurhi, E. B., Bugandwa Mungu Akonkwa, D., & Haguma Mushigo, B. (2021). Linking corporate social responsibility to trust in the banking sector: exploring disaggregated relations. *International Journal of Bank Marketing*, 39(4), 592–617. <https://doi.org/10.1108/IJBM-04-2020-0209>
- Carroll, A. B. (2021). Corporate social responsibility (CSR) and the COVID-19 pandemic: organizational and managerial implications. *Journal of Strategy and Management*, 14(3), 315–330. <https://doi.org/10.1108/JSMA-07-2021-0145>
- Castro-González, S., Bande, B., Fernández-Ferrín, P., & Kimura, T. (2019). Corporate social responsibility and consumer advocacy behaviors: The importance of emotions and moral virtues. *Journal of Cleaner Production*, 231, 846–855. <https://doi.org/https://doi.org/10.1016/j.jclepro.2019.05.238>
- Chia, A., & Kern, M. (2021). *When Positive Psychology and CSR Collide* (pp. 395–407). <https://doi.org/10.4324/9781003139461-33>
- Chia, A., Kern, M. L., & Neville, B. A. (2020). CSR for Happiness: Corporate determinants of societal happiness as social responsibility. *Business Ethics: A European Review*, 29(3), 422–437. <https://doi.org/https://doi.org/10.1111/beer.12274>
- Chowdhury, M. A. F., & Rasid, M. E. S. M. (2016). Determinants of Performance of Islamic Banks in GCC Countries: Dynamic GMM Approach. In D. S. Mutum, M. M. Butt, & M. Rashid (Eds.), *Advances in Islamic Finance, Marketing, and Management* (pp. 49–80). Emerald Group Publishing Limited. <https://doi.org/10.1108/978-1-78635-899-820161005>
- Cowan, K., & Guzman, F. (2020). How CSR reputation, sustainability signals, and country-of-origin sustainability reputation contribute to corporate brand performance: An exploratory study. *Journal of Business Research*, 117, 683–693. <https://doi.org/https://doi.org/10.1016/j.jbusres.2018.11.017>
- Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., & Núñez-Barriopedro, E. (2022). The role of consumer happiness in brand loyalty: a model of the satisfaction and brand image



- in fashion. *Corporate Governance: The International Journal of Business in Society*, 22(3), 458–473. <https://doi.org/10.1108/CG-03-2021-0099>
- Deurkar, P., Kumar, N., & Kumar, A. (2021). Does happiness affect decision making in goal setting, risk taking, and profitability situations? *The International Journal of Indian Psychology*, 9. <https://doi.org/10.25215/0901.027>
- Disli, M., Aysan, A. F., & Abdelsalam, O. (2023). Favoring the small and the plenty: Islamic banking for MSMEs. *Economic Systems*, 47(1), 101051. <https://doi.org/https://doi.org/10.1016/j.ecosys.2022.101051>
- Fei, S., Zeng, J.-Y., & Jin, C.-H. (2022). The Role of Consumer' Social Capital on Ethical Consumption and Consumer Happiness. *SAGE Open*, 12(2), 21582440221095024. <https://doi.org/10.1177/21582440221095026>
- Fu, Y.-K., & Wang, Y.-J. (2021). Experiential value influences authentic happiness and behavioural intention: lessons from Taiwan's tourism accommodation sector. *Tourism Review*, 76(1), 289–303. <https://doi.org/10.1108/TR-06-2019-0228>
- García-Sánchez, I. M., Amor-Esteban, V., & Galindo-álvarez, D. (2020). Communication strategies for the 2030 agenda commitments: A multivariate approach. *Sustainability (Switzerland)*, 12(24), 1–25. <https://doi.org/10.3390/su122410554>
- Gilal, F. G., Gilal, N. G., Martinez, L. F., & Gilal, R. G. (2023). Do all brand CSR initiatives make consumers happy? The role of CSR-brand (mis)fit and sense of relatedness. *Journal of Product and Brand Management*, January. <https://doi.org/10.1108/JPBM-01-2022-3849>
- Gilal, F. G., Paul, J., Gilal, N. G., & Gilal, R. G. (2021). Strategic CSR-brand fit and customers' brand passion: Theoretical extension and analysis. *Psychology & Marketing*, 38(5), 759–773. <https://doi.org/https://doi.org/10.1002/mar.21464>
- Gupta, S., Nawaz, N., Alfalah, A., Tahir, R., Muneer, S., & Ahmad, N. (2021). The Relationship of CSR Communication on Social Media with Consumer Purchase Intention and Brand Admiration. *Journal of Theoretical and Applied Electronic Commerce Research*, 16, 1217–1230. <https://doi.org/10.3390/jtaer16050068>
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110. <https://doi.org/https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair, J., Hollingsworth, C., Randolph, A., & Chong, A. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems*, 117, 442–458. <https://doi.org/10.1108/IMDS-04-2016-0130>
- Hayat, K., Jianjun, Z., Zameer, H., & Iqbal, S. (2020). Understanding the influence of corporate social responsibility practices on impulse buying. *Corporate Social Responsibility and Environmental Management*, 27(3), 1454–1464. <https://doi.org/https://doi.org/10.1002/csr.1898>
- Hur, W.-M., Moon, T.-W., & Kim, H. (2020). When does customer CSR perception lead to customer extra-role behaviors? The roles of customer spirituality and emotional brand attachment. *Journal of Brand Management*, 27(4), 421–437.



<https://doi.org/10.1057/s41262-020-00190-x>

- Ibrahim, A. J., & Shirazi, N. S. (2020). The role of islamic finance in fostering circular business investments: The case of oic countries. *Journal of Economic Cooperation and Development*, 41(1), 89–120.
- Ismail, I. J. (2022). When love leads the way! Conceptualizing triangular theory of love and expectations-confirmation theory in Islamic banking. *Journal of Islamic Marketing, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/JIMA-03-2022-0089>
- Iyer, G. R., & Jarvis, L. (2019). CSR adoption in the multinational hospitality context. *International Journal of Contemporary Hospitality Management*, 31(6), 2376–2393. <https://doi.org/10.1108/IJCHM-06-2018-0451>
- Jaunky, V. C., Jeetoo, J., & Rampersad, S. (2020). Happiness and Consumption in Mauritius: An Exploratory Study of Socio-Economic Dimensions, Basic Needs, Luxuries and Personality Traits. *Journal of Happiness Studies*, 21(7), 2377–2403. <https://doi.org/10.1007/s10902-019-00178-8>
- Javed, A., & Khan, Z. (2021). Fostering sustainable relationships in Pakistani cellular service industry through CSR and brand love. *South Asian Journal of Business Studies, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/SAJBS-10-2020-0372>
- Javed, A., & Khan, Z. (2022). Marketing strategies for highly volatile emerging markets: an empirical study from Pakistani cellular industry. *International Journal of Emerging Markets*, 17(3), 812–831. <https://doi.org/10.1108/IJOEM-10-2019-0861>
- Jha, A., Kapoor, M., Kaul, K., & Srivastava, K. (2022). Demystifying the influence of CSR perception on the purchase intention of Generation Z in fast food industry. *LBS Journal of Management & Research*, 20(1/2), 1–20. <https://doi.org/10.1108/LBSJMR-05-2022-0006>
- Joo, B. R., & Kim, H.-Y. (2021). Repositioning luxury fashion brands as intentional agents: the roles of consumer envy and admiration. *Journal of Fashion Marketing and Management: An International Journal*, 25(4), 606–624. <https://doi.org/10.1108/JFMM-06-2019-0135>
- Jung, E., & La, S. (2020). Wear Your Heart on Your Sleeve: Exploring Moral Identity as a Moderator Across CSR Authenticity, Consumer Admiration, and Engagement in the Fashion Industry. *ASIA MARKETING JOURNAL*, 22, 19–57. <https://doi.org/10.15830/amj.2020.22.2.19>
- Khan, A., Mohammad, A. S., & Muhammad, S. (2021). An integrated model of brand experience and brand love for halal brands: survey of halal fast food consumers in Malaysia. *Journal of Islamic Marketing*, 12(8), 1492–1520. <https://doi.org/10.1108/JIMA-11-2019-0236>
- Kim, H. G., Chun, W., & Wang, Z. (2021). Multiple-dimensions of corporate social responsibility and global brand value: a stakeholder theory perspective. *Journal*



International Journal of
Business and Economic
Growth
©Griya Insight Publishing

- of *Marketing Theory and Practice*, 29(4), 409–422. <https://doi.org/10.1080/10696679.2020.1865109>
- Kim, J., Kim, H.-R., Lacey, R., & Suh, J. (2018). How CSR impact meaning of work and dysfunctional customer behavior. *Journal of Service Theory and Practice*, 28(4), 507–523. <https://doi.org/10.1108/JSTP-01-2018-0018>
- Kim, J., Oh, H. J., & Ham, C.-D. (2021). The Impact of the CSR-Embedded Crisis Response: The Role of Values Congruence between Leadership Styles and CSR Motives. *Management Communication Quarterly*, 36(1), 92–123. <https://doi.org/10.1177/08933189211025322>
- Kumar, A., Paul, J., & Starčević, S. (2021). Do brands make consumers happy?- A masstige theory perspective. *Journal of Retailing and Consumer Services*, 58, 102318. <https://doi.org/https://doi.org/10.1016/j.jretconser.2020.102318>
- Kushwah, M. K., & Srivastava, H. S. (2022). Decoding consumers' CSR scepticism: service recovery experience perspective. *Marketing Intelligence & Planning, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/MIP-05-2022-0216>
- Kwon, K., & Lee, J. (2021). Corporate social responsibility advertising in social media: a content analysis of the fashion industry's CSR advertising on Instagram. *Corporate Communications: An International Journal*, 26(4), 700–715. <https://doi.org/10.1108/CCIJ-01-2021-0016>
- Lin, Z. (CJ), Wong, I. A., Lin, S. K., & Yang, Y. (2021). Delivering warmth and expediting love: just-in-time CSR in the midst of COVID-19 mega disruption. *International Journal of Contemporary Hospitality Management*, 33(12), 4334–4354. <https://doi.org/10.1108/IJCHM-05-2021-0678>
- Markovic, S., Iglesias, O., Qiu, Y., & Bagherzadeh, M. (2021). The CSR Imperative: How CSR Influences Word-of-Mouth Considering the Roles of Authenticity and Alternative Attractiveness. *Business & Society*, 61(7), 1773–1803. <https://doi.org/10.1177/00076503211053021>
- Metwally, M. M. (1991). THE HUMANOMICS OF A MUSLIM CONSUMER. *Humanomics*, 7(3), 63–72. <https://doi.org/10.1108/eb006119>
- Núñez-Barriopedro, E., Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., & Ravina-Ripoll, R. (2021). How Does Happiness Influence the Loyalty of Karate Athletes? A Model of Structural Equations From the Constructs: Consumer Satisfaction, Engagement, and Meaningful . In *Frontiers in Psychology* (Vol. 12). <https://www.frontiersin.org/articles/10.3389/fpsyg.2021.653034>
- Núñez-Barriopedro, E., Ravina-Ripoll, R., & Ahumada-Tello, E. (2020). Happiness perception in Spain, a SEM approach to evidence from the sociological research center. *Quality & Quantity*, 54(3), 761–779. <https://doi.org/10.1007/s11135-019-00955-w>
- Ou, J., Wong, I. A., & Huang, G. I. (2021). The coevolutionary process of restaurant CSR in the time of mega disruption. *International Journal of Hospitality Management*, 92, 102684. <https://doi.org/https://doi.org/10.1016/j.ijhm.2020.102684>



- Park, S., Song, S., & Lee, S. (2017). Corporate social responsibility and systematic risk of restaurant firms: The moderating role of geographical diversification. *Tourism Management*, 59, 610–620. <https://doi.org/10.1016/j.tourman.2016.09.016>
- Pfajfar, G., Shoham, A., Małecka, A., & Zalaznik, M. (2022). Value of corporate social responsibility for multiple stakeholders and social impact – Relationship marketing perspective. *Journal of Business Research*, 143, 46–61. <https://doi.org/https://doi.org/10.1016/j.jbusres.2022.01.051>
- Santos, M., & Schlesinger, W. (2021). When love matters. Experience and brand love as antecedents of loyalty and willingness to pay a premium price in streaming services. *Spanish Journal of Marketing - ESIC*, 25(3), 374–391. <https://doi.org/10.1108/SJME-11-2020-0201>
- Shankar, A., & Yadav, R. (2021). Understanding the impact of CSR domain on brand relationship quality. *Marketing Intelligence & Planning*, 39(4), 559–573. <https://doi.org/10.1108/MIP-10-2020-0442>
- Shimul, A. S. (2022). Brand attachment: a review and future research. *Journal of Brand Management*, 29(4), 400–419. <https://doi.org/10.1057/s41262-022-00279-5>
- Shin, Y., & Thai, V. V. (2015). The Impact of Corporate Social Responsibility on Customer Satisfaction, Relationship Maintenance and Loyalty in the Shipping Industry. *Corporate Social Responsibility and Environmental Management*, 22(6), 381–392. <https://doi.org/https://doi.org/10.1002/csr.1352>
- Singh, D., Bajpai, N., & Kulshreshtha, K. (2021). Brand Experience-Brand Love Relationship for Indian Hypermarket Brands: The Moderating Role of Customer Personality Traits. *Journal of Relationship Marketing*, 20(1), 20–41. <https://doi.org/10.1080/15332667.2020.1715179>
- Su, L., & Swanson, S. R. (2019). Perceived corporate social responsibility's impact on the well-being and supportive green behaviors of hotel employees: The mediating role of the employee-corporate relationship. *Tourism Management*, 72, 437–450. <https://doi.org/https://doi.org/10.1016/j.tourman.2019.01.009>
- Tiep Le, T., Ngo, H. Q., & Aureliano-Silva, L. (2021). Contribution of corporate social responsibility on SMEs' performance in an emerging market – the mediating roles of brand trust and brand loyalty. *International Journal of Emerging Markets, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/IJOEM-12-2020-1516>
- Tosun, P., & Köylüoğlu, A. S. (2023). The impact of brand origin and CSR actions on consumer perceptions in retail banking during a crisis. *International Journal of Bank Marketing, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/IJBM-03-2022-0137>
- Tosun, P., & Tavşan, N. (2023). The impact of perceived corporate social responsibility on consumer happiness and brand admiration. *Management Decision, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/MD-10-2022-1441>
- Tran, N. T. (2022). Impact of corporate social responsibility on customer loyalty: Evidence from the Vietnamese jewellery industry. *Cogent Business &*



- Management*, 9(1), 2025675. <https://doi.org/10.1080/23311975.2022.2025675>
- Waheed, A., Zhang, Q., Rashid, Y., & Zaman Khan, S. (2020). The impact of corporate social responsibility on buying tendencies from the perspective of stakeholder theory and practices. *Corporate Social Responsibility and Environmental Management*, 27(3), 1307–1315. <https://doi.org/https://doi.org/10.1002/csr.1885>
- WONG, M. C. (2021). Does corporate social responsibility affect Generation Z purchase intention in the food industry. *Asian Journal of Business Ethics*, 10(2), 391–407. <https://doi.org/10.1007/s13520-021-00136-9>
- Yoshida, M., Gordon, B. S., & James, J. D. (2021). Social capital and consumer happiness: toward an alternative explanation of consumer-brand identification. *Journal of Brand Management*, 28(5), 481–494. <https://doi.org/10.1057/s41262-021-00240-y>
- Youn, S., & Cho, E. (2022). CSR ads matter to luxury fashion brands: a construal level approach to understand Gen Z consumers' eWOM on social media. *Journal of Fashion Marketing and Management: An International Journal*, 26(3), 516–533. <https://doi.org/10.1108/JFMM-12-2020-0269>
- Zafar, M. B., & Sulaiman, A. A. (2020). Measuring corporate social responsibility in Islamic banking: what matters? *International Journal of Islamic and Middle Eastern Finance and Management*, 13(3), 357–388. <https://doi.org/10.1108/IMEFM-05-2019-0227>
- Zafar, M. B., Sulaiman, A. A., & Nawaz, M. (2022). Does corporate social responsibility yield financial returns in Islamic banking? *Social Responsibility Journal*, 18(7), 1285–1310. <https://doi.org/10.1108/SRJ-04-2020-0160>
- Zhou, F., Mou, J., Su, Q., & Jim Wu, Y. C. (2020). How does consumers' Perception of Sports Stars' Personal Brand Promote Consumers' brand love? A mediation model of global brand equity. *Journal of Retailing and Consumer Services*, 54, 102012. <https://doi.org/https://doi.org/10.1016/j.jretconser.2019.102012>
- Zikmund, W.G., Babin, B.J., Carr, J.C. and Griff, M. (2013). *Business Research Methods* (9Th ed.). Mason.

