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14 June 2024

Online at <https://mpra.ub.uni-muenchen.de/122394/>
MPRA Paper No. 122394, posted 17 Oct 2024 13:45 UTC

Unveiling the Power of Corporate Citizenship: A Deep Dive into Brand Confidence, Loyalty, Green Innovation, and Sustainable Buying Intentions

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ABSTRACT

This study examines the impact of Corporate Citizenship (CC) on sustainable purchase intentions, with a focus on the fast fashion industry. The research explores how CC initiatives, brand confidence, loyalty, and green innovation performance (GIP) influence consumer behaviour toward sustainability. The findings reveal that CC positively affects consumer trust, leading to higher brand confidence and loyalty, which, in turn, drive sustainable purchase intentions. Additionally, green innovation is a key mediator in enhancing brand performance and consumer loyalty. However, the study identifies a gap in empirical research regarding the serial mediation effects of brand confidence and brand loyalty, highlighting the need for further investigation. Policy implications suggest that governments and regulatory bodies should incentivise businesses to adopt robust CC initiatives, promoting transparency and sustainable practices. The study concludes by offering directions for future research, including cross-industry analyses, the role of social media in CC communication, and the long-term effects of CC on brand loyalty.

KEYWORDS: Sustainable business, green innovation, sustainable purchase intentions, serial mediation, systematic review

JEL CODES: M14, M31, O33

INTRODUCTION

Corporate Citizenship (CC) has become a crucial strategic tool for businesses, merging academic insights and commercial goals to secure a competitive edge (Shafique et al., 2021; Ali & Kaur, 2021). CC goes beyond traditional corporate responsibilities, as it addresses both market demands and broader societal needs, making it integral to modern business practices. As companies operate in increasingly competitive and complex environments, CC has emerged as a key factor in shaping consumer behaviour, enhancing brand image, and meeting stakeholder expectations (Kim & Lee, 2019).

The Stakeholder Theory (Freeman, 1984; Freeman & Philip, 2002; Freeman et al., 2018) provides a robust theoretical foundation for understanding the role of CC. According to this theory, businesses should balance the interests of various stakeholders, including consumers, employees, and the broader community, to achieve long-term viability. CC aligns with this framework by addressing the ethical and social responsibilities of firms, thereby creating value not only for shareholders but for all stakeholders involved. This theory emphasises the interconnectedness of societal and business objectives, framing CC as a strategy that improves corporate legitimacy and trust among consumers (Kataria et al., 2021).

The rise of Digital Communication and Social Media has further amplified the importance of CC. As consumers become more informed and discerning, they increasingly incorporate a company's CC reputation into their purchasing decisions (Shafique et al., 2021). The Theory of Planned Behaviour (Ajzen, 1991; 2020) also sheds light on how CC influences consumer attitudes and behaviours. The theory suggests that attitudes, subjective norms, and perceived behavioural control shape consumer intentions and actions, implying that CC initiatives can foster positive consumer attitudes and drive sustainable purchase intentions.

At the same time, global environmental concerns are growing, prompting businesses to reevaluate their operations and embrace sustainable practices (Hristov et al., 2021). The Natural Resource-Based View (NRBV) theory (Hart, 1995) underscores the importance of environmental sustainability for long-term competitive advantage. It posits that firms that effectively manage their environmental resources and adopt green innovation practices will outperform competitors in the long run. This theoretical lens is particularly relevant for industries like textiles and fashion, which face increasing scrutiny for their environmental impacts. Within this context, understanding the influence of CC on sustainable purchase intentions and green innovation performance is crucial (Asiaei et al., 2021).

Thus, this study explores the relationship between CC, consumer behaviour, and green innovation, drawing on these theoretical frameworks to highlight how companies can leverage CC to drive sustainability and business success.

PROBLEM STATEMENT

Despite the growing body of empirical research exploring the relationship between perceived Corporate Citizenship (CC) and consumer behaviour, there remains a significant gap in understanding how CC attributions and motives directly influence purchasing decisions (Wongpitch et al., 2016). Moreover, research linking CC to brand loyalty, particularly in the context of higher education and from non-Western perspectives, is limited (Cambra-Fierro et al., 2020). This highlights the need for a more comprehensive investigation into how CC impacts consumer behaviour across diverse contexts.

The Theory of Planned Behavior (Ajzen, 1991) provides a relevant framework for this analysis, positing that attitudes, subjective norms, and perceived behavioural control shape consumer intentions and behaviours. This theory can be used to explain how CC initiatives, which reflect a company's ethical and social responsibilities, may positively influence consumers' attitudes toward a brand, ultimately driving sustainable purchasing decisions. However, a gap exists in understanding how the underlying motives and attributions associated with CC influence these behavioural outcomes.

Additionally, as industries with significant environmental footprints, such as manufacturing, face increasing pressure to improve environmental and social performance, it becomes critical to explore the predictors of such outcomes (Mukherjee & Chandra, 2021). The Natural Resource-Based View (NRBV) theory (Hart, 1995) further underscores the importance of green innovation in driving long-term business success by aligning corporate strategy with environmental sustainability. Yet, the literature remains sparse on how CC impacts green innovation performance, particularly in industries like textiles and fast fashion that contribute significantly to environmental degradation (Zittis et al., 2021).

This systematic review aims to address these gaps by analysing the multifaceted effects of CC on key business outcomes, including brand confidence, brand loyalty, sustainable purchase intentions, and green innovation performance. Specifically, the study seeks to:

- i. Analyse the influence of CC on brand confidence, brand loyalty, sustainable purchase intention, and green innovation performance through the lenses of Stakeholder Theory and Natural Resource-Based View.
- ii. Evaluate the relationship between brand loyalty and sustainable purchase intention, as well as green innovation performance, guided by the Commitment-Trust Theory.
- iii. Assess the impact of brand confidence on sustainable purchase intention and green innovation performance within the context of the Theory of Planned Behaviour.
- iv. Investigate the mediating roles of brand confidence and brand loyalty in the overall impact of CC.

By synthesising the existing literature, this review seeks to provide valuable insights into the complex interplay between CC initiatives and various business outcomes. It aims to contribute to a deeper theoretical and practical understanding of CC's role in shaping consumer behaviour and enhancing organisational performance, particularly in sectors with high environmental stakes.

RESEARCH QUESTIONS

To address the gaps identified in the literature and explore the impact of Corporate Citizenship (CC) on various business outcomes, this study poses the following research questions:

1. How does Corporate Citizenship (CC) influence brand confidence, brand loyalty, sustainable purchase intentions, and green innovation performance? This question seeks to examine the direct effects of CC initiatives on consumer behaviour and organisational performance, focusing on brand-related outcomes and sustainability measures.

2. What is the relationship between brand loyalty and sustainable purchase intention as well as green innovation performance? This explores whether consumers' emotional attachment to a brand (brand loyalty) influences their likelihood to engage in sustainable purchasing and how it contributes to a company's green innovation efforts.
3. How does brand confidence impact sustainable purchase intentions and green innovation performance? This question focuses on the role of consumer trust in a brand (brand confidence) and how it drives environmentally responsible consumption and innovation within organisations.
4. What are the mediating roles of brand confidence and brand loyalty in the relationship between Corporate Citizenship (CC) and sustainable purchase intentions, as well as green innovation performance? This aims to explore whether brand confidence and loyalty serve as mediators that enhance the effect of CC on sustainable behaviours and innovation, linking corporate ethics to consumer loyalty and environmental responsibility.

These research questions are designed to contribute to a deeper understanding of how CC initiatives influence consumer attitudes and behaviours, as well as organisational strategies for sustainability.

METHODOLOGY

A systematic review was conducted to synthesise existing literature on the sequential mediation role of brand confidence and brand loyalty in the context of corporate citizenship (CC) and sustainable business outcomes. The review followed established guidelines for systematic literature reviews, including comprehensive searches across multiple academic databases.

The methodology follows previous works such as Moretta et al. (2019), Gorska-Warsewicz et al. (2021), and Us et al. (2023). According to these authors, the systematic review methodology enhances the quality, reliability, and applicability of research findings, making it a valuable tool for researchers, practitioners, and policymakers aiming to base their decisions on the best available evidence. They indicate that systematic review methodology is best employed when there is a need to comprehensively and rigorously evaluate the existing evidence on a topic, particularly when the goal is to inform policy, practice, or further research.

Search Strategy: Relevant articles were identified through searches conducted in databases such as PubMed, Scopus, Web of Science, and Google Scholar. Keywords and search terms included combinations of terms related to "brand confidence," "brand loyalty," "corporate citizenship," "sustainable business outcomes," and related concepts. Filters were applied to restrict the search to peer-reviewed journal articles published in English.

Inclusion Criteria: Articles were included if they examined the relationship between CC initiatives and sustainable business outcomes, with a specific focus on the mediating role of brand confidence and brand loyalty. Studies utilising quantitative, qualitative, or mixed-methods approaches were considered for inclusion. Only articles published in peer-reviewed journals were included, and there were no restrictions on publication date.

Screening and Selection: The initial screening of articles was based on titles and abstracts to assess relevance to the research topic. Full-text articles meeting the inclusion criteria were retrieved and further assessed for eligibility. Articles meeting all inclusion criteria were included in the final review.

Data Extraction: Relevant data from selected articles were extracted, including study objectives, methodology, key findings, and theoretical frameworks employed. The sequential mediation pathways between CC, brand confidence, brand loyalty, and sustainable business outcomes were synthesised and analysed.

Quality Assessment: The quality of included studies was assessed based on criteria relevant to the research question, including study design, sample size, data analysis methods, and theoretical rigour.

Synthesis and Analysis: Findings from included studies were synthesised to identify patterns, themes, and insights related to the sequential mediation role of brand confidence and brand loyalty. The synthesised evidence was analysed to develop a comprehensive understanding of the relationships between CC, brand confidence, brand loyalty, and sustainable business outcomes.

The systematic review employed a rigorous methodology to identify, select, and analyse relevant literature, providing valuable insights into the complex dynamics of CC and its impact on sustainable business practices through brand confidence and loyalty.

KEY FINDINGS: CORPORATE CITIZENSHIP, SUSTAINABLE PURCHASE INTENTIONS, AND BRAND LOYALTY IN FAST FASHION

The influence of Corporate Citizenship (CC) on sustainable purchase intentions has garnered significant attention in academic literature, particularly within the fast fashion industry. Theoretical frameworks such as Stakeholder Theory and the Theory of Planned Behavior (TPB) provide a foundational understanding of how CC initiatives can impact consumer behaviour. Stakeholder Theory posits that companies have responsibilities to a variety of stakeholders beyond shareholders, including customers and the environment, while TPB emphasises how attitudes, perceived behavioural control, and subjective norms influence consumer intentions.

Researchers have explored the strategies fast fashion retailers employ to position sustainability as a core aspect of their brand identity (Dhir et al., 2021). Furthermore, studies have examined how sustainability-focused positioning, alongside factors such as CC efforts, pricing, and brand equity, shapes consumer perceptions and purchasing behaviours within the apparel sector (Aghaei et al., 2021; Javaid et al., 2021). With the increasing prioritisation of environmentally conscious consumption among consumers, understanding the dynamics between CC efforts and sustainable purchase intentions has become crucial (Franco, 2020). Research highlights the importance of factors like environmental awareness and consumer attitudes in shaping perceptions of corporate sustainability (Matharu et al., 2020). However, a gap persists in understanding how consumers perceive the sustainability efforts of fast fashion brands and how these perceptions influence purchasing decisions (Neumann et al., 2021). This systematic review aims to bridge this gap by examining the relationship between CC initiatives and sustainable purchase intentions within the fast fashion industry.

Numerous empirical studies have investigated the impact of CC on consumer purchasing intentions across various contexts. For instance, Qasim et al. (2017) revealed that CC positively influences purchase intentions, with business reputation serving as a mediating factor. This finding aligns with the TPB framework, suggesting that a positive perception of CC enhances consumers' attitudes toward sustainable brands. Similarly, Ali and Sohail (2018) found that different elements of CC significantly shape customers' buying intentions, reinforcing the importance of integrating stakeholder perspectives and consumer attitudes into the discussion of sustainable purchasing behaviour. This review builds on such findings to further explore how CC influences consumer behaviour, especially in the sustainability-driven context of fast fashion.

Green Innovations Thrive: The Influence of Corporate Citizenship (CC)

Green innovation, which encompasses technologies aimed at mitigating environmental impact, has become increasingly vital in addressing pressing issues such as waste reduction, climate change, and resource conservation (Zou et al., 2021). The Resource-Based View (RBV) (Hart, 1995) provides a theoretical framework for understanding how companies that adopt sustainability strategies can gain competitive advantages over those that do not, particularly in terms of environmental performance (Hristov et al., 2021). Recent research has underscored the role of marketing strategies in predicting environmental preservation efforts and corporate performance, highlighting the importance of proactive environmental initiatives in enhancing financial outcomes (Al-Swidi & Saleh, 2021).

The RBV emphasises that robust environmental management systems are critical for determining long-term organisational success (Abrams et al., 2021). In this context, Corporate Citizenship (CC) initiatives have been linked to improvements in environmental management systems and green innovation, ultimately leading to enhanced organisational performance (Song & Yu, 2018). By aligning with stakeholder interests and adopting sustainable practices, companies can strengthen their competitive position. Early adopters of green innovation techniques can maintain a competitive edge by increasing operational efficiency, bolstering core capabilities, and enhancing their green image (El-Kassar & Singh, 2019; Sharma & Choubey, 2021). Thus, efforts aimed at improving green innovation performance (GIP) are crucial for businesses seeking to enhance overall performance and profitability (Makhloufi et al., 2021).

Despite the recognised importance of GIP, empirical studies examining its determinants remain limited, highlighting a significant gap in the literature (Babatunde et al., 2022). While various studies have explored the influence of CC activities on environmental sustainability, fewer have investigated their implications for green innovation performance. Notably, research by Shahzad et al. (2020) and Hong et al. (2020) has found positive relationships between different dimensions of CC and environmentally sustainable growth. These findings suggest that integrating CC activities into organisational environmental policies is essential for enhancing GIP.

Given these insights and the evident connection between CC and green innovation performance, this research aims to explore how various aspects of CC influence environmentally sustainable development and, subsequently, GIP. By employing theoretical frameworks such as Stakeholder Theory, which emphasises the importance of considering diverse stakeholder interests in business practices, this study seeks to provide a comprehensive understanding of how CC can drive green innovation and contribute to long-term sustainability.

CC's Ripple Effect: Strengthening Brand Confidence

Trust serves as a fundamental element in all relationships, including those between consumers and brands. It encompasses consumers' perceptions of a brand's reliability and their confidence in the firm, significantly influencing their willingness to engage in transactions (Nyamrunda & Freeman, 2021). Brand confidence, specifically, reflects consumers' belief in a brand's ability to fulfil its promises and is crucial for predicting positive outcomes in consumer-brand interactions (Le et al., 2021).

In the competitive international market, brands face immense pressure to maintain a coherent and trustworthy image, leveraging their established history as a competitive advantage (Cho et al., 2021). Theoretical frameworks such as the Commitment-Trust Theory provide insight into this dynamic, positing that trust and commitment are essential for developing strong consumer-brand relationships. Effective promotional strategies play a vital role in building brand confidence, as they enhance customer satisfaction, purchase intentions, and overall corporate success (Othman et al., 2021).

Brand equity, characterised by a brand's history and identity, is pivotal in fostering brand confidence and loyalty (van Boerdonk et al., 2021). According to the Brand Equity Theory, trust acts as a critical driver of loyalty, contributing to the development and maintenance of strong consumer-brand relationships (Nelson & Kim, 2021). Consequently, the relationship between Corporate Citizenship (CC) and brand confidence has garnered significant attention in research. Studies have highlighted how CC activities can positively influence brand confidence (Barnes, 2011).

Barnes identified key components of CC, such as legal and ethical considerations, and their impact on brand confidence, suggesting that socially responsible firms exhibit higher brand confidence than their less socially responsible counterparts. This correlation aligns with Stakeholder Theory, which asserts that businesses that prioritise stakeholder interests—such as ethical conduct and social responsibility—tend to build stronger brand loyalty and consumer trust. Therefore, understanding how CC initiatives strengthen brand confidence is critical for brands aiming to foster long-term relationships with consumers and enhance their competitive positioning in the market.

Trust Factor: How Brand Confidence Elevates Brand Loyalty

Brand loyalty, brand image, and brand confidence are increasingly recognised as crucial elements in marketing literature (Zeren & Kara, 2020). Theoretical frameworks such as the Commitment-Trust Theory and Brand Equity Theory provide a solid foundation for understanding the dynamics of brand loyalty. Brand loyalty benefits firms in various ways, including increased market share, customer retention, support for brand extensions, and a robust defense against competitive threats (Suhud, 2021). A larger customer base not only acts as a barrier to entry for competitors but also creates opportunities for premium pricing and effective responses to competitive developments (Madhavaram, 2021).

Given the importance of trust in fostering strong relationships, maintaining confidence at the core of the brand image is essential (Alam et al., 2021). Research on brand loyalty often grapples with defining and measuring the construct, which comprises both behavioural and attitudinal dimensions (Hwang et al., 2021). The psychological component of brand loyalty reflects consumers' qualitative assessments or emotional connections with a brand, while the behavioural component is driven by habitual purchasing behaviour (Ameen et al., 2022).

Brand confidence plays a pivotal role in shaping brand loyalty by providing strategic benefits for businesses and fostering strong consumer-brand relationships (Lentz et al., 2021). According to the Commitment-Trust Theory, trust is critical for building long-term relationships, and consumers with high levels of brand confidence are more likely to exhibit brand loyalty through consistent purchasing and advocacy among peers (Zhao et al., 2021). Empirical studies, such as those conducted by Kwan Soo Shin et al. (2019) and Bozbay and Karakus, Bas,lar (2020), have demonstrated the positive impact of brand confidence on brand loyalty. These studies found that brand confidence significantly influences brand loyalty, with factors such as brand affect mediating this relationship (Bozbay & Karakus, Bas,lar, 2020).

By applying these theoretical frameworks, we can better understand the mechanisms through which brand confidence elevates brand loyalty. Trust and confidence not only enhance consumer loyalty but also contribute to a brand's overall equity, making it essential for marketers to prioritise building and maintaining brand confidence in their strategies.

CC Spark: Igniting Brand Loyalty through Corporate Citizenship

The foundation of the marketing concept lies in developing customer loyalty to achieve lifelong customer value (Vinerean & Opreana, 2021). Customers who consistently choose a company's products or services contribute significantly to its "lifetime customer value" (Boudreaux et al., 2021). Trust plays a pivotal role in establishing and maintaining consumer relationships, with brand confidence catalysing brand loyalty and commitment (Le et al., 2021). As consumers develop trust in a brand, they perceive lower risk in future interactions, leading to increased loyalty (Melovic et al., 2021). Brand loyalty is characterised by a steadfast commitment to repurchase or re-patronize a brand despite situational factors or marketing efforts that may encourage switching behaviour (Wang et al., 2021).

The Commitment-Trust Theory (Morgan & Hunt, 1994; Brown et al., 2019) elucidates the connections between various constructs, including company heritage, brand confidence, brand recognition, and repurchase intention (Loh & Hassan, 2021). Within this framework, trust acts as a significant mediating factor for relationship commitment, influencing consumer loyalty (Muthu Lakshmi & Suresh, 2021). By fostering an environment of trust through Corporate Citizenship (CC) initiatives, companies can enhance brand confidence and subsequently increase brand loyalty.

Empirical studies have consistently demonstrated the positive impact of CC on customers' inclination to repurchase a brand and their overall brand loyalty. While the societal benefits of CC are well-documented, evidence regarding its specific benefits for businesses remains limited (Dapi & Phiri, 2015). Nevertheless, research by Rivera et al. (2019) has shown that CC initiatives directly enhance brand loyalty and indirectly impact it through their positive effects on brand recognition and consumer satisfaction. The Social Exchange Theory (Homans, 1961; Zoller & Muldoon, 2019) also supports this notion, positing that consumers evaluate their relationships with brands based on perceived benefits and costs. When brands engage in CC, consumers perceive higher relational value, reinforcing their commitment and loyalty to the brand. Incorporating these theoretical frameworks highlights how CC initiatives can ignite brand loyalty, ultimately fostering long-term customer loyalty and enhancing business success.

Green Gains: How Brand Loyalty Drives Innovation Performance

According to the Natural Resource-Based View (NRBV) theory, companies are increasingly aligning their operations with environmental sustainability objectives, emphasizing practices such as pollution reduction, extended producer responsibility, and resource conservation (Asiaei et al., 2021; Xu et al., 2021). Green Innovation (GI) plays a pivotal role in enhancing overall company performance by transforming existing processes and systems to minimise environmental harm while developing eco-friendly products and procedures (Bianchi et al., 2021; Taylor & Lovell, 2021). Proactive environmental policies, which are viewed through the lens of Dynamic Capabilities Theory (Teece et al., 1997; 2005; Pisano, 2015), enable firms to adapt to environmental challenges and capitalise on opportunities, thereby positively impacting investment performance. Conversely, an ineffective management culture may lead to reactive environmental strategies, resulting in reputational damage and decreased competitiveness (Chandrasekar et al., 2021).

In addition to these operational strategies, brand loyalty significantly contributes to favourable brand outcomes, such as positive word-of-mouth marketing, consumers' willingness to pay premium prices, and an increased likelihood of repurchase (Ltifi & Hichri, 2021). This relationship can be framed within Relationship Marketing Theory (Berry, 1984; 2002), which emphasises the importance of cultivating long-term consumer relationships that enhance loyalty. In the realm of sustainable marketing, companies are adopting green supply chain management practices to address consumer environmental concerns and gain a competitive advantage (Mukherjee & Chandra, 2021).

Despite substantial research on the influence of green branding on customer confidence and satisfaction, studies exploring the specific relationship between Green Innovation Performance (GIP) and brand loyalty remain limited. The Social Identity Theory (Tajfel & Turner, 1979; Abrams & Hogg, 2016) offers a theoretical foundation for understanding this connection, suggesting that consumers who identify with brands committed to sustainability are more likely to develop strong brand loyalty.

While significant research has explored the impact of green innovation on brands and customer relationships, there remains a notable gap in understanding the specific dynamics between green innovation performance and brand loyalty. Our research suggests a potential link between brand loyalty and green innovation performance, positing that strong consumer loyalty can drive a firm's commitment to innovation in sustainability. By examining this relationship, we aim to highlight how cultivating brand loyalty can enhance GIP, thereby reinforcing the importance of integrating consumer perspectives into sustainability strategies. This exploration will contribute to a more nuanced understanding of how brand loyalty acts as a catalyst for sustainable innovation within organisations.

Eco-Commitment: How Brand Loyalty Boosts Sustainable Purchase Intentions

Brand loyalty transcends mere repeat purchasing behaviour, encapsulating psychological attitudes and preferences towards a brand (Ibrahim & Aljarah, 2021). This concept aligns with Commitment-Trust Theory (Morgan & Hunt, 1994), which posits that emotional attachment and trust in a brand foster long-term relationships and loyalty. Brand loyalty denotes a strong affinity for a particular brand, particularly evident in high-involvement products, where consumers evaluate psychological attitudes alongside their commitment to the brand (Kataria et al., 2021). This emotional connection translates into positive

preferences and attitudes, resulting in a willingness to pay premium prices and advocate for the brand (Safeer et al., 2021).

Moreover, brand loyalty promotes customer retention, reduces turnover, and sustains profitability (Zhou et al., 2021). According to the Theory of Planned Behaviour, loyal customers exhibit a profound commitment to repurchasing, and continuing to use their preferred products or services despite situational factors or marketing efforts aimed at encouraging switching behaviour (Hall et al., 2021). This loyalty cultivates a favourable perception of the brand, consequently diminishing customers' inclination to shift to competitors (Wu et al., 2021).

Sustainable purchase intention reflects customers' expected or anticipated actions, which are influenced by their beliefs, attitudes, and perceived value associated with the product (Cantillo et al., 2021). This relationship can be further examined through the lens of the Value-Belief-Norm Theory (Stern et al., 1999; Whitley et al., 2018), which explains how consumers' values and beliefs about sustainability drive their purchasing intentions. Empirical studies, such as those conducted in the cosmetics industry by Hameed and Kanwal (2018), have demonstrated a significant positive impact of brand loyalty on purchase intention, suggesting that stronger brand loyalty enhances consumers' willingness to engage in sustainable purchasing behaviours.

By incorporating these theoretical frameworks, we can better understand how brand loyalty not only influences consumer behaviour but also fosters sustainable purchasing intentions, ultimately contributing to long-term business sustainability and environmental stewardship.

The Bridge to Success: Brand Loyalty as the Key Mediator

The impact of corporate citizenship (CC) activities on brand image, customer loyalty, brand loyalty, and brand preference are contingent upon customer perceptions, with social media playing a pivotal role in reshaping relationship marketing dynamics (González-Rodríguez et al., 2021). However, prior literature has largely overlooked the connection between a brand's CC practices and customer satisfaction perspectives (Achabou, 2020). The concept of sustainability, originating from the 1972 Stockholm Conference on "The Human Environment," encompasses the use of products and services that fulfil needs and wants while minimising resource waste and harmful ingredients (Tekinbaş Özkaya et al., 2021). Sustainable procurement, as a form of consumer behaviour, reflects transactions influenced by environmental and societal considerations.

This research explores the relationship between organisational values, brand confidence, and loyalty, with a particular focus on the mediating role of corporate citizenship (CC) and the UNESCO Sustainable Development Goals (SDGs), including green products. The Stakeholder Theory (Freeman, 1984) underpins this study, emphasising the interplay among various entities influencing long-term viability. This theoretical framework highlights the importance of aligning business strategies with stakeholder interests, particularly regarding environmental sustainability and social responsibility. By understanding how these dynamics operate, businesses can better address societal needs while ensuring operational effectiveness (Bass & Grøgaard, 2021).

Furthermore, the Resource-Based View (RBV) theory posits that green innovation (GI) is crucial for companies aiming to enhance productivity and mitigate rising raw material costs. This perspective

emphasises that organisations that invest in sustainable practices and innovations can create a competitive advantage through improved efficiency and environmental stewardship. Exploratory GI facilitates the development of novel products and processes for environmental purification and restoration (El-Kassar & Singh, 2019).

While the literature addressing the mediating role of brand loyalty across various variables is limited, this research aims to fill this gap by examining how brand loyalty mediates the relationships among CC, brand confidence, and customer loyalty. For instance, Tunjungsari et al. (2020) explored the mediating role of brand loyalty between repurchase intentions and high-tech products in Indonesia, finding that brand loyalty mediated the influence of brand image on repurchase intention. By integrating these theoretical frameworks, this study seeks to provide a comprehensive understanding of how brand loyalty serves as a critical mediator, linking CC activities to improved customer satisfaction and loyalty.

Building Trust: How CC Transforms into Brand Loyalty

In recent years, corporate citizenship (CC) has emerged as a pivotal strategy for strategic brand management, with consumers increasingly favouring socially conscious brands that offer more than just convenience and affordability (Islam et al., 2021). CC initiatives play a crucial role in shaping positive consumer attitudes and building brand reputation. However, despite the recognition of CC's significance in consumer purchase decisions, questions remain regarding its contribution to branding practices (Ali & Kaur, 2021).

While there is a consensus on the significant impact of CC on brand recognition (Mukherjee & Chandra, 2021), the direct relationship between CC and brand loyalty remains a topic of debate. The Social Identity Theory posits that consumers develop their identities concerning the brands they support. This theory suggests that consumers are likely to feel a sense of belonging and emotional connection to brands that engage in responsible and ethical practices, potentially fostering brand loyalty. While some studies indicate that CC practices significantly influence brand loyalty, others have found no direct impact of consumers' perceptions of social responsibility on their commitment to an organisation.

Additionally, the Commitment-Trust Theory can elucidate how CC fosters brand loyalty by emphasising the role of trust in building long-term relationships. Trust is fundamental in encouraging consumer loyalty, as it mitigates perceived risks associated with purchasing decisions. Past research has explored the mediating role of brand confidence in various contexts. For example, Cuong (2020) examined the mediating role of brand confidence between brand satisfaction and purchase intentions, finding that brand satisfaction positively influenced brand confidence and purchase intention, with brand confidence mediating this relationship. Similarly, Villagra et al. (2021) investigated the mediating role of brand confidence between brand personality and consumer loyalty, revealing that brand personality indirectly influenced consumer loyalty through brand confidence.

In summary, integrating Social Identity Theory and Commitment-Trust Theory into the analysis can deepen our understanding of how CC initiatives can transform into brand loyalty. These theoretical frameworks highlight the importance of trust and identity in consumer-brand relationships, suggesting that CC may serve as a critical pathway to enhancing brand loyalty by fostering deeper emotional connections and trust in the brand.

Unveiling the Chain Reaction: How Brand Confidence Fuels Brand Loyalty

Brand loyalty denotes a sentimental attachment to a company's products and services, characterised by a firm commitment to continually repurchase preferred items in the future (Willis, 2021). This loyalty can be understood through both behavioural and attitudinal lenses. Behavioural loyalty entails repeat purchasing behaviour, while attitudinal loyalty is driven by psychological and emotional states (Liu et al., 2021). The Theory of Planned Behavior (Ajzen, 1991) can provide a framework for understanding how brand confidence influences repurchase intentions through customer loyalty, as it emphasises the role of attitudes, subjective norms, and perceived behavioural control in shaping consumer behaviours. In the context of the relationship between brand confidence and perceived quality, the sequential mediating variables of customer loyalty and brand confidence play a crucial role in impacting repurchase intentions (Yan et al., 2021). Therefore, understanding the complex associations among these variables warrants a deeper exploration of sequential mediation relationships.

While the efficacy of sustainable competitive strategies has been extensively studied, sustainability is emerging as a critical factor for business success (Mathiyazhagan et al., 2021). Sustainability encompasses social, ecological, and economic implications, alongside ethical business practices aimed at benefiting workers, buyers, the environment, and future generations (Mukherjee & Chandra, 2021). The Natural Resource-Based View (RBV) posits that green innovation performance (GIP) is instrumental in accelerating sustainable growth and addressing global environmental concerns, particularly in manufacturing sectors (Adelodun et al., 2021). By enhancing existing production processes to be more environmentally sustainable, green innovation aims to minimise waste, lower carbon emissions, and optimise resource utilisation (Asiaei et al., 2021).

Previous research has shown a significant positive correlation between green innovation capability (GIC) and various aspects of long-term performance, including economic, social, and environmental dimensions (Willis, 2021). However, the specific role of serial mediation of brand confidence and brand loyalty in this relationship remains understudied. While the literature has examined the mediating links of brand confidence and brand loyalty between various variables, the potential for serial mediation has not been thoroughly explored. Utilising both the Theory of Planned Behavior and the Natural Resource-Based View, this research aims to fill this gap by investigating how brand confidence influences brand loyalty and, in turn, how these constructs affect repurchase intentions within the context of green innovation. This approach will provide valuable insights into the mechanisms that drive brand loyalty and sustainability in the marketplace.

SYNTHESIS OF LITERATURE REVIEW

Corporate Citizenship (CC) and Sustainable Purchase Intentions

Corporate Citizenship (CC) has emerged as a critical factor in shaping consumer purchase intentions, particularly within the fast fashion industry. Previous studies have examined how fast fashion retailers strategically position sustainability as a core brand value. Additionally, research has explored the interplay between sustainability positioning tactics, CC initiatives, pricing, and brand equity in influencing consumer perceptions and purchasing decisions within the apparel sector.

Given the increasing consumer demand for environmentally sustainable products, understanding the intricate relationship between CC initiatives and sustainable purchase intentions has become a pressing

concern. Research has emphasised the role of environmental awareness and attitudes in shaping consumer perceptions of corporate sustainability. Despite this growing body of work, a significant gap remains in our understanding of how fast fashion consumers perceive and respond to sustainability efforts, and how these perceptions influence their purchasing decisions. This systematic review aims to bridge this gap by examining the connection between CC initiatives and sustainable purchase intentions within the fast fashion industry.

CC and Green Innovation Performance (GIP)

Several empirical studies have examined the influence of CC on consumer purchasing intentions across various industries. For example, Qasim et al. (2017) found a positive correlation between CC and consumer purchase intention, with business reputation acting as a mediating factor. Similarly, Ali and Sohail (2018) identified specific elements of CC that significantly impacted customer buying intentions.

Brand Confidence and Trust

The literature also highlights the importance of brand confidence and trust in fostering sustainable purchase intentions. CC initiatives can build trust and brand confidence, which in turn leads to brand loyalty and customer loyalty. Trust is essential for strong consumer-brand relationships, and CC can enhance this trust.

Brand Loyalty

Brand loyalty, characterised by emotional attachment and loyalty, is influenced by brand confidence and trust. CC initiatives can strengthen brand loyalty, leading to repeat purchases and advocacy. Brand loyalty can also drive sustainable purchase intentions, as consumers who are loyal to a brand are more likely to support its sustainability efforts.

Sequential Mediation

The literature suggests that brand confidence and brand loyalty can sequentially mediate the relationship between CC and sustainable purchase intentions. This means that CC initiatives can indirectly influence consumer behaviour through their impact on brand confidence and loyalty.

Theoretical Frameworks

Several theoretical frameworks provide a foundation for understanding the relationship between CC, sustainable purchase intentions, and brand loyalty. These include Stakeholder Theory, Theory of Planned Behavior, Resource-Based View, Commitment-Trust Theory, and Social Identity Theory.

Research Gaps and Future Directions

Future research should focus on addressing the following gaps:

- i. The specific mechanisms through which CC initiatives influence consumer perceptions and purchasing decisions.
- ii. The determinants of green innovation performance, especially in the context of CC initiatives.
- iii. The serial mediation of brand confidence and brand loyalty in the relationship between CC and sustainable purchase intentions.

- iv. The influence of cultural factors on the dynamics between CC, sustainable purchase intentions, and brand loyalty.
- v. The impact of emerging technologies on CC and sustainable practices within the fast fashion industry.

Overall, the literature review highlights the significant role of CC in driving sustainable consumer behaviour and organisational performance within the fast fashion industry. Future research should focus on addressing the identified gaps to gain a more comprehensive understanding of the complex interplay between these factors.

DISCUSSIONS

The literature on Corporate Citizenship (CC), sustainable purchase intentions, brand loyalty, and green innovation (GI) underscores a multifaceted interplay that drives business sustainability. To fully grasp these relationships, theoretical frameworks such as Stakeholder Theory, Commitment-Trust Theory, and the Theory of Planned Behavior (TPB) provide insight into how these factors collectively influence corporate performance, consumer behaviour, and sustainability outcomes.

1. Corporate Citizenship (CC) as a Driver of Sustainable Purchase Intentions

Corporate Citizenship refers to companies' social and environmental responsibilities, extending beyond their profit-driven core functions. Stakeholder Theory (Freeman, 1984) suggests that businesses are accountable not just to shareholders but to a broader range of stakeholders, including consumers, employees, and the environment. This theory provides a foundation for understanding why CC efforts influence consumer behaviour, particularly sustainable purchase intentions. Consumers increasingly expect companies to act as responsible citizens, which is reflected in their purchasing decisions.

According to Qasim et al. (2017), companies that effectively engage in CC build stronger reputations, enhancing consumer trust and boosting purchase intentions. Applying the Theory of Planned Behavior (Ajzen, 1991), CC initiatives can positively influence consumer attitudes, perceived behavioural control, and subjective norms, leading to higher sustainable purchase intentions. However, a gap remains in understanding how CC shapes perceptions, particularly in industries like fast fashion, where sustainability is often at odds with rapid production. Matharu et al. (2020) noted that companies with robust CC initiatives, especially in environmental areas, foster greater consumer awareness and positively impact their attitudes toward sustainable brands.

2. CC and Green Innovation Performance (GIP)

Corporate Citizenship also plays a pivotal role in enhancing Green Innovation Performance (GIP), as it aligns closely with environmental stewardship and ethical business practices. The Resource-Based View (RBV) suggests that green innovation can be a strategic resource that provides companies with a competitive edge. Companies that integrate CC into their business strategies are more likely to develop eco-friendly products and sustainable production processes, which enhance GIP (Hristov et al., 2021). The literature supports the view that CC initiatives contribute to the development of environmental management systems that bolster GIP, as demonstrated by Song & Yu (2018). The Stakeholder Theory also explains how CC fosters relationships with stakeholders, such as environmental advocacy groups, that can catalyse green innovation. While existing studies emphasise GIP's importance in addressing sustainability challenges like climate change and resource conservation, there is limited empirical evidence on how CC directly impacts GIP. This gap suggests a need for further research, particularly

within high-consumption industries like fast fashion, where the adoption of green innovations can be a key driver of sustainability.

3. Brand Confidence and Trust as Mediators

The Commitment-Trust Theory (Morgan & Hunt, 1994) posits that trust is central to developing long-term relationships between businesses and consumers. In the context of CC, trust and brand confidence serve as mediators between a company's ethical efforts and consumer behaviour. Nyamrunda & Freeman (2021) emphasise that trust is a crucial factor influencing consumers' perception of a brand's reliability, which in turn affects their purchase intentions.

Corporate Citizenship builds consumer trust by demonstrating a brand's commitment to social and environmental causes, leading to heightened brand confidence. As Barnes (2011) and Cuong (2020) point out, companies that focus on CC activities—such as sustainable sourcing or reducing carbon footprints—reinforce consumer confidence, which acts as a precursor to sustainable purchase intentions and brand loyalty. The Theory of Planned Behavior supports this mediation role, as trust in a brand influences consumer attitudes and intentions toward sustainable purchasing.

4. Brand Loyalty: The Link Between Brand Confidence and Consumer Loyalty

Brand loyalty, or consumers' emotional attachment to a brand, plays a crucial role in fostering long-term loyalty. The Commitment-Trust Theory again applies here, as trust leads to brand confidence, which in turn strengthens brand loyalty (Zhao et al., 2021). In sustainability contexts, brand loyalty is particularly important because consumers who are confident in a brand's commitment to environmental and social issues are more likely to remain loyal.

Studies show that Corporate Citizenship initiatives contribute to building this brand loyalty, as they improve brand image and consumer satisfaction (Rivera et al., 2019). The Theory of Planned Behavior also offers insight, suggesting that subjective norms—how others perceive the brand—can further reinforce consumer loyalty. In essence, brands that invest in CC can create a virtuous cycle: increased trust leads to greater brand confidence, which fosters brand loyalty, ultimately driving repeat purchases and positive word-of-mouth.

5. The Serial Mediation of Brand Confidence and Loyalty

The potential for serial mediation, where brand confidence and loyalty sequentially mediate the relationship between Corporate Citizenship and consumer outcomes, adds depth to our understanding of how these factors interact. The Commitment-Trust Theory and Stakeholder Theory both support this dynamic. For example, CC efforts that build brand confidence can subsequently strengthen brand loyalty, enhancing sustainable purchase intentions. Likewise, CC activities that bolster consumer trust and confidence can lead to long-term brand loyalty, which positively impacts Green Innovation Performance (Yan et al., 2021).

Serial mediation offers a more nuanced view of how CC influences business outcomes, with brand confidence and loyalty acting as key drivers. Future research should further explore this mediation, particularly in high-consumption sectors like fast fashion, where aligning sustainability strategies with consumer expectations is critical for long-term competitive advantage.

In summary, the interconnectedness of Corporate Citizenship, brand confidence, brand loyalty, and green innovation performance forms a complex framework that is essential for achieving business sustainability.

By applying theoretical frameworks such as the Stakeholder Theory, the Commitment-Trust Theory, and the Theory of Planned Behavior, companies can better understand how CC initiatives shape consumer behaviour and business outcomes. CC efforts are key to building trust, confidence, and loyalty, all of which drive sustainable purchase intentions and green innovation performance. Future research should investigate the mechanisms of serial mediation in linking these factors, especially in industries where sustainability is increasingly a competitive necessity.

CONCLUSIONS

This study has explored the intricate relationships between Corporate Citizenship (CC), brand confidence, brand loyalty, green innovation performance (GIP), and sustainable purchase intentions. The conclusions drawn from the literature and discussions highlight the following key points:

1. **Corporate Citizenship as a Catalyst for Sustainability:** CC initiatives play a pivotal role in influencing sustainable consumer behaviours, especially in industries like fast fashion, where sustainability is becoming increasingly significant. Companies that integrate CC into their brand strategies tend to build a positive reputation, enhance consumer trust, and foster sustainable purchase intentions. However, a gap remains in understanding the nuanced consumer perceptions of CC, which necessitates further exploration.
2. **The Role of Green Innovation in Enhancing Corporate Performance:** Green innovation performance is closely linked to CC initiatives, as firms that adopt sustainable practices not only achieve environmental goals but also improve operational efficiency and profitability. Companies that lead in green innovations are better positioned to maintain a competitive advantage, although more research is needed to explore the determinants of GIP and how it is shaped by CC.
3. **Brand Confidence and Loyalty as Mediating Forces:** Trust and brand confidence are fundamental to the success of CC efforts. CC activities help companies build strong consumer-brand relationships by enhancing brand confidence, which then fosters brand loyalty. Brand loyalty, in turn, plays a crucial role in driving long-term consumer loyalty, leading to repeat purchases, brand advocacy, and higher customer retention rates.
4. **Interconnectedness of CC, Brand Confidence, and Green Innovation:** The study underscores the serial mediation effect of brand confidence and loyalty between CC efforts and sustainable consumer outcomes. Companies that strengthen brand confidence through CC initiatives are likely to experience improved brand loyalty, leading to better green innovation performance and increased sustainable purchase intentions. This interconnected framework highlights the strategic importance of aligning CC efforts with sustainability and innovation goals.
5. **Need for Further Research on Serial Mediation:** While the literature has explored individual connections between CC, brand confidence, and brand loyalty, the concept of serial mediation remains under-researched. Future studies should investigate how these mediating relationships function together to drive consumer loyalty, sustainable purchase intentions, and innovation performance.

Overall, the study concludes that Corporate Citizenship is a vital component of modern business strategy, influencing not only consumer behaviour but also organisational innovation and sustainability efforts. By

leveraging CC to build trust, confidence, and loyalty, companies can enhance their brand image and achieve long-term success in a competitive and sustainability-conscious market.

POLICY IMPLICATIONS

The findings of this study present important policy implications for businesses, governments, and regulatory bodies aiming to foster sustainable practices, promote green innovation, and strengthen consumer trust through Corporate Citizenship (CC) initiatives.

1. **Incentivizing Corporate Sustainability Efforts:** Governments and regulatory bodies should consider creating more robust incentives for companies that engage in sustainable practices and Corporate Citizenship. Policies such as tax credits, subsidies, or green bonds could encourage businesses, especially in the fast fashion industry, to integrate sustainability into their brand strategies. These incentives would not only reduce environmental impact but also support companies in building brand confidence and consumer loyalty through CC.
2. **Mandatory Reporting and Transparency Requirements:** To ensure that CC efforts are genuinely contributing to sustainability, regulatory agencies should mandate transparency and standardize corporate reporting on sustainability metrics. Clear guidelines on how companies report their CC initiatives and environmental impacts would help consumers make informed decisions, thus strengthening the trust and brand loyalty of environmentally conscious buyers.
3. **Promotion of Green Innovation through Public-Private Partnerships:** Public policies should promote collaboration between the private sector and government to accelerate green innovation performance (GIP). Public-private partnerships (PPPs) could facilitate research and development in green technologies, providing businesses with resources to innovate while meeting sustainability goals. This would allow companies to enhance their environmental management systems and remain competitive, aligning with policy goals for environmental sustainability.
4. **Education and Awareness Campaigns:** Governments and NGOs should initiate campaigns to educate consumers on the benefits of supporting brands that emphasise Corporate Citizenship and sustainability. Increased awareness of how CC initiatives can influence sustainable purchasing behaviour will drive consumer demand for ethical products, pressuring more companies to adopt responsible practices.
5. **Encouraging Ethical Business Practices through Regulations:** Regulatory bodies should enforce stricter compliance with ethical business standards, ensuring that Corporate Citizenship efforts are not just superficial or "greenwashing." Policies that require companies to demonstrate tangible environmental and social outcomes can prevent misleading claims and ensure that CC initiatives genuinely benefit society and the environment.
6. **Incorporating CC into Corporate Governance:** Policymakers should encourage companies to integrate CC into their corporate governance frameworks. CC initiatives, especially those tied to sustainability goals, should be a part of corporate strategy, where firms are held accountable not only for financial performance but also for social and environmental outcomes. Governance

policies that promote CC can lead to long-term competitive advantages, stronger consumer trust, and better green innovation outcomes.

7. **Leveraging CC to Support Global Sustainability Goals:** Aligning Corporate Citizenship initiatives with international frameworks such as the UN's Sustainable Development Goals (SDGs) can create synergies between business and government efforts. Policymakers should encourage businesses to contribute to broader sustainability goals by providing recognition and incentives for those who align their CC efforts with global sustainability priorities. This alignment can lead to stronger public trust and enhance a company's brand reputation globally.

By fostering an environment where Corporate Citizenship is valued and supported by clear, forward-thinking policies, both businesses and governments can drive significant progress toward sustainability and responsible consumerism.

RECOMMENDATIONS FOR FUTURE RESEARCH

While this study offers important insights into the relationships between Corporate Citizenship (CC), brand confidence, brand loyalty, green innovation performance (GIP), and sustainable purchase intentions, there remain several avenues for future research to build on these findings. The following areas are recommended for further exploration:

1. **Exploring Consumer Perceptions of CC in Diverse Sectors:** Future studies should examine how Corporate Citizenship is perceived by consumers across a variety of industries beyond fast fashion. This could include sectors such as technology, food and beverage, or automotive industries, which are also grappling with sustainability issues. Understanding how CC impacts consumer behaviour in different contexts would provide a broader perspective on the effectiveness of CC efforts.
2. **Quantifying the Impact of CC on Brand Performance:** While the qualitative relationship between CC initiatives and brand confidence/loyalty is well-established, more quantitative studies are needed to measure the direct and indirect impacts of CC on brand performance. Researchers could develop models to assess the financial returns of CC efforts, particularly in terms of consumer loyalty, market share, and long-term profitability.
3. **Investigating the Role of Social Media in CC Communication:** Given the growing importance of digital marketing, future research could explore how social media platforms shape consumer perceptions of Corporate Citizenship. Studies could examine the effectiveness of various CC communication strategies on platforms like Instagram, Twitter, or LinkedIn, and how these efforts influence brand trust, engagement, and purchase behaviour.
4. **Examining the Interplay Between CC and Green Innovation:** While this study highlights the link between Corporate Citizenship and green innovation performance, further research could explore the mechanisms by which CC initiatives directly influence green innovation. Longitudinal studies could investigate how sustained CC efforts lead to innovation in green technologies, sustainable product development, and eco-friendly supply chain practices.

5. Understanding the Role of Brand Confidence in Sustainable Purchase Intentions: Future research could investigate how brand confidence, as a mediator, influences the relationship between Corporate Citizenship and sustainable purchase intentions. This could involve developing frameworks that explore the psychological processes consumers go through when deciding to support brands that emphasise sustainability through their CC initiatives.
6. Cross-Cultural Comparisons in Consumer Reactions to CC: Since cultural differences may influence how consumers perceive and respond to Corporate Citizenship, further studies could explore the impact of CC initiatives in different cultural contexts. Comparative research between developed and developing countries, for instance, could offer valuable insights into how regional factors influence the effectiveness of CC in shaping sustainable purchase intentions.
7. Assessing the Long-Term Impact of CC on Brand Loyalty: While the short-term impacts of CC on consumer behaviour are well-documented, longitudinal studies could examine the long-term effects of CC initiatives on brand loyalty and customer lifetime value. Future research could investigate how sustained CC efforts contribute to building enduring brand loyalty over time, particularly in industries with high levels of competition.
8. Investigating the Serial Mediation of Brand Confidence and Brand Loyalty: As identified in the study, the serial mediation effect of brand confidence and brand loyalty remains under-explored. Future research could further investigate how these mediating variables interact to influence other consumer outcomes, such as willingness to pay premium prices, advocacy behaviour, or resistance to switching brands.
9. Evaluating Policy Interventions and CC Effectiveness: Research could explore the effectiveness of government policies and incentives designed to promote Corporate Citizenship, particularly in fostering green innovation and sustainable business practices. Studies could evaluate whether existing policies (e.g., tax incentives or subsidies) successfully drive CC efforts, or if additional regulatory measures are needed to ensure businesses are actively contributing to sustainability goals.
10. Impact of Greenwashing on Consumer Trust and Brand Confidence: Future research should also consider the growing concern of "greenwashing," where companies exaggerate or falsify their sustainability efforts. Investigating the effects of greenwashing on consumer trust, brand confidence, and long-term brand loyalty could provide insights into how businesses can navigate the fine line between promoting sustainability and maintaining authenticity.

By addressing these research gaps, scholars can provide a more comprehensive understanding of the multi-faceted role Corporate Citizenship plays in driving sustainable business practices, enhancing brand confidence, and influencing consumer behaviour.

LIMITATIONS AND SCOPE

Despite the valuable insights obtained from this systematic review, there are certain limitations to be acknowledged: The review focused primarily on published literature within a specific timeframe and language, potentially excluding relevant studies published outside these parameters. There may be a bias

towards studies with statistically significant results, leading to an overrepresentation of certain findings in the review. The included studies may vary in terms of research design, measurement tools, and sample characteristics, which could affect the comparability and generalizability of the findings. The review may not fully capture the nuances of different industries, cultural contexts, and geographical regions, limiting the generalizability of the findings across diverse settings.

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