



ORIGINAL

A study on the impact of corporate social responsibility on customer loyalty among young consumers in ho chi minh city: A case study of the smartphone industry

Un estudio sobre el impacto de la responsabilidad social corporativa en la fidelización de los clientes jóvenes en la ciudad de Ho Chi Minh: un estudio de caso de la industria de los teléfonos inteligentes

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ABSTRACT

This study examines the influence of corporate social responsibility (CSR) on customer loyalty among young consumers aged 18-35 in Ho Chi Minh City, Vietnam, within the context of the smartphone industry. The research aims to elucidate the direct and indirect effects of CSR on loyalty through the mediating roles of brand trust and brand satisfaction. A survey of 250 respondents was conducted using a structured questionnaire, with data analyzed via Partial Least Squares Structural Equation Modeling (PLS-SEM). Results indicate that CSR exerts a significant direct effect on customer loyalty ($\beta = 0,585$, $p < 0,001$) and indirectly through brand satisfaction ($\beta = 0,164$, $p = 0,012$). CSR also positively impacts brand trust ($\beta = 0,555$, $p < 0,001$) and brand satisfaction ($\beta = 0,448$, $p < 0,001$); however, brand trust does not directly influence loyalty ($\beta = -0,094$, $p = 0,169$). These findings highlight CSR's pivotal role in fostering loyalty, particularly via satisfaction, among young consumers in an emerging market. Managerial implications suggest that smartphone firms should prioritize ethical and transparent CSR practices, such as environmental sustainability and community engagement, to enhance customer retention and competitive advantage. This study contributes to the literature by providing robust empirical evidence on the CSR-loyalty relationship in Vietnam's technology sector, offering strategic insights for sustainable business practices.

Keywords: Corporate Social Responsibility; Customer Loyalty; Young Consumers.

RESUMEN

Este estudio examina la influencia de la responsabilidad social corporativa (RSC) en la fidelidad de los clientes jóvenes de entre 18 y 35 años en Ciudad Ho Chi Minh (Vietnam) en el contexto de la industria de los teléfonos inteligentes. La investigación tiene como objetivo dilucidar los efectos directos e indirectos de la RSC en la fidelidad a través de los roles mediadores de la confianza en la marca y la satisfacción con la marca. Se realizó una encuesta a 250 participantes utilizando un cuestionario estructurado, y los datos se analizaron mediante el modelo de ecuaciones estructurales de mínimos cuadrados parciales (PLS-SEM). Los resultados indican que la RSE ejerce un efecto directo significativo sobre la fidelidad de los clientes ($\beta = 0,585$, $p < 0,001$) e indirectamente a través de la satisfacción con la marca ($\beta = 0,164$, $p = 0,012$). La RSE también tiene un impacto positivo en la confianza en la marca ($\beta = 0,555$, $p < 0,001$) y en la satisfacción con la marca ($\beta = 0,448$, $p < 0,001$); sin embargo, la

confianza en la marca no influye directamente en la fidelidad ($B = -0,094$, $p = 0,169$). Estos hallazgos ponen de relieve el papel fundamental de la RSE en el fomento de la fidelidad, especialmente a través de la satisfacción, entre los consumidores jóvenes de un mercado emergente. Las implicaciones para la gestión sugieren que las empresas de teléfonos inteligentes deben dar prioridad a las prácticas de RSC éticas y transparentes, como la sostenibilidad medioambiental y el compromiso con la comunidad, para mejorar la retención de clientes y la ventaja competitiva. Este estudio contribuye a la literatura al proporcionar pruebas empíricas sólidas sobre la relación entre la RSC y la lealtad en el sector tecnológico de Vietnam, ofreciendo información estratégica para prácticas empresariales sostenibles.

Palabras clave: Responsabilidad Social Corporativa; Fidelidad del Cliente; Consumidores Jóvenes.

INTRODUCTION

In recent years, corporate social responsibility (CSR) has become a research topic that has attracted considerable attention from both academia and business practice. CSR not only provides practical benefits to enterprises by enhancing brand image and reputation, but also plays a critical role in the process of sustainable social development. According to Carroll⁽¹⁾, CSR is understood as a governance approach in which business decisions are not solely based on profit objectives but also take social issues into account. Similarly, Peterson⁽²⁾ emphasizes that CSR represents a continuous commitment by enterprises to operate ethically, while actively contributing to economic development and the improvement of community quality of life.

In the context of an increasingly competitive business environment that emphasizes sustainability values, CSR is gradually being regarded as a long-term competitive advantage. Contemporary consumers do not assess enterprises solely based on product or service quality, but also pay attention to the ethical values and social responsibilities that businesses pursue. According to Sen, Bhattacharya⁽³⁾, customers tend to prioritize products or services from companies that transparently and clearly implement CSR, as they feel they are indirectly contributing to the overall development of society.

In Vietnam, the rapid rise of technology particularly smartphones over the past decade has significantly influenced the consumption behavior of young people, a dynamic customer segment with strong influence over market trends. With one of the highest smartphone usage rates in Asia, the Vietnamese smartphone market is experiencing impressive growth. According to Statista⁽⁴⁾, the sector's revenue is expected to reach approximately 4,0 billion USD, with a compound annual growth rate (CAGR) of 1,45 % during the period 2024-2028. This growth not only creates numerous development opportunities but also places enterprises under intense competitive pressure, compelling them to constantly innovate strategies to retain and expand their customer base. In this context, building customer loyalty especially among young consumers is considered a key factor to ensure the sustainable development of businesses. According to Agustin, Singh⁽⁵⁾, loyalty reflects a long-term commitment by customers to continue choosing a company's products or services. Strengthening loyalty contributes not only to stable revenue generation but also enhances market competitiveness.⁽⁶⁾

In recent years, CSR has been broadened and developed in various directions. Several studies have indicated that CSR is not only an ethical responsibility but also a strategic factor that enables enterprises to foster customer loyalty. CSR is thus not only part of a company's sustainable development strategy but also a vital component in building and maintaining customer loyalty—especially among the younger consumer segment in Vietnam.⁽⁷⁾ Numerous empirical studies have shed light on the positive relationship between CSR and customer loyalty. The works of many researchers have demonstrated that integrating CSR into business strategy not only improves brand image but also fosters loyal behavior—particularly among younger customers, who are increasingly concerned with ethical values, the environment, and sustainable development.^(7,8,9,10)

Accordingly, this study aims to examine the influence of CSR on the loyalty of young consumers in the smartphone industry in Vietnam, thereby offering strategic implications to help businesses strengthen long-term relationships with this potential customer segment.

The Relationship Between Corporate Social Responsibility and Customer Loyalty

Corporate social responsibility (CSR) has been identified as one of the key factors contributing to the formation of a positive brand image and the establishment of sustainable relationships between businesses and their stakeholders.⁽⁷⁾ The multidimensional nature of CSR not only reinforces the firm's image but also plays a vital role in building customer loyalty a strategic element essential for maintaining long-term competitive advantage.⁽⁸⁾ Customer loyalty is often developed through shared values, positive perceptions of corporate ethics, and trust in the organization's social commitments. Given that young consumers are increasingly attentive to social and environmental values when making purchasing decisions, clarifying this relationship is more necessary than ever before.

Therefore, the study proposes the following hypothesis

H1: Corporate social responsibility (CSR) has a direct positive effect on the loyalty of young customers.

The Relationship Between Corporate Social Responsibility and Customer Trust

Today's consumers tend to highly value and place their trust in companies that actively engage in CSR activities.⁽⁹⁾ Socially responsible behaviors, such as environmental protection, community development, and transparency in business operations, can enhance corporate credibility in the eyes of both customers and the broader public. Furthermore, trust serves as a mediating factor in the relationship between CSR and customer loyalty.⁽¹⁰⁾ When companies effectively implement CSR, customers are more likely to trust the organization's values and commitments, thereby increasing their willingness to maintain long-term loyalty to the brand.

Based on this foundation, the study proposes the following hypothesis

H2: Corporate social responsibility (CSR) positively influences the trust of young customers.

The Relationship Between Corporate Social Responsibility and Customer Satisfaction

Customer satisfaction is defined as a positive emotional response that occurs when actual customer experiences meet or exceed initial expectations. Satisfaction does not arise solely from the product or service itself, but rather depends on how consumers evaluate and perceive the attributes of a product or service in relation to their personal needs. Therefore, different customers may react to the same experience in very different ways. In an increasingly fierce competitive landscape, firms can no longer rely solely on existing resources to sustain competitive advantage. Instead, CSR is increasingly regarded as an effective differentiation strategy to enhance customer satisfaction.⁽⁸⁾ When CSR is implemented responsibly—that is, in a transparent, ethical, and lawful manner it contributes to reinforcing a positive image of the organization in the minds of customers.⁽¹¹⁾ An organization that presents a strong, ethical image can instill a sense of security and comfort in its customers, which in turn promotes satisfaction and increases the likelihood of repeat purchases. In certain industries, the impact of CSR on satisfaction may exceed its effect on loyalty—particularly in sectors characterized by rapid innovation and change, such as technology.⁽¹²⁾

Therefore, the study proposes the following hypothesis

H3: Corporate social responsibility (CSR) positively influences the satisfaction of young customers.

The Relationship Between Trust and Customer Loyalty

Brand trust plays a crucial role in maintaining long-term relationships between businesses and their customers. It is considered a foundation for credibility and a key driver of repeat purchasing behavior.⁽¹³⁾ When customers have had positive experiences with a product or service, they are more likely to return and continue using the brand due to their trust in the quality and reliability offered by the enterprise.

According to Azizan, Yusr,⁽¹⁴⁾ when a product meets technical standards, is reliable, and generates a certain level of satisfaction, customers are inclined to make repeat purchases thus directly forming brand loyalty.

Based on these theoretical foundations, the study proposes the following hypothesis

H4: Customer trust positively influences loyalty toward smartphone brands among young consumers.

The Relationship Between Customer Satisfaction and Customer Loyalty

As satisfaction levels increase, so too does the likelihood that customers will repurchase and recommend the brand to others.⁽¹⁵⁾ Satisfaction is generally understood as a positive emotional response that arises when actual experiences meet or exceed a customer's initial expectations. Satisfied customers not only tend to continue using the product or service but also act as brand ambassadors by spreading positive word-of-mouth within their communities. In an era where consumers possess increasing power and impose higher standards in their purchasing decisions, enhancing satisfaction is seen as a prerequisite for customer retention.⁽¹⁴⁾

Empirical studies in the technology sector have also confirmed the pivotal role of satisfaction in shaping brand loyalty. According to Diputra, Yasa,⁽¹⁶⁾ loyalty is largely formed following the customer's experience with the product, wherein high levels of satisfaction are closely associated with repurchase intentions. Furthermore, several studies indicate that satisfaction serves as a mediating factor in the relationship between corporate social responsibility (CSR) and loyalty, suggesting that CSR may indirectly influence repeat consumption behavior by enhancing customer satisfaction.

Based on these theoretical foundations and empirical evidence, this study proposes the following hypothesis

H5: Customer satisfaction positively influences brand loyalty among young consumers toward smartphone brands.

Conceptual framework

This study aims to develop a conceptual model that examines the impact of corporate social responsibility (CSR) on customer loyalty through two mediating variables: brand trust and brand satisfaction. The proposed

model is grounded in a comprehensive review of prior literature ^(13,17) and is formulated based on the research hypotheses derived from these theoretical foundations.

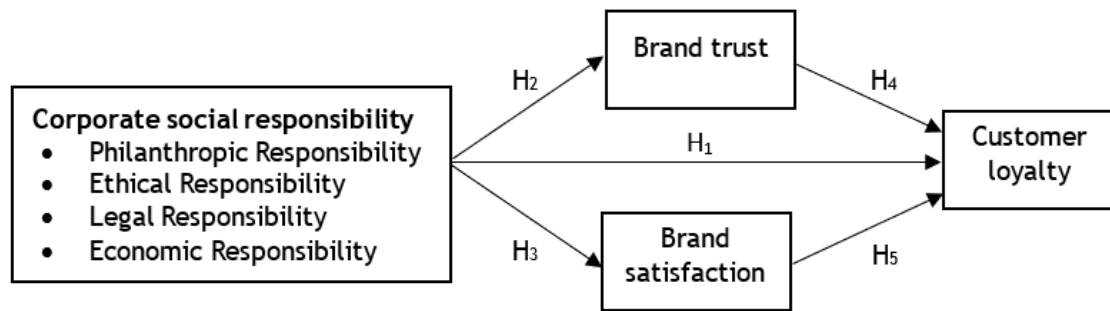


Figure 1. Proposed Research Model

METHOD

Research Methods

The preliminary research phase involved focus group discussions and expert interviews, which aimed to construct the questionnaire, assess the reliability of the measurement scales, and eliminate inappropriate observed variables. After finalizing the official measurement scales, the research team conducted a survey from December 2024 to February 2025.

The survey was administered using a structured questionnaire divided into two main sections. Section 1 included items related to the relationship between corporate social responsibility (CSR) in the smartphone industry and customer loyalty among young consumers in Ho Chi Minh City. Section 2 collected demographic information of young customers in the same area. The authors conducted the survey to examine the influence of independent variables on customer loyalty among young consumers aged 18 to 35 in Ho Chi Minh City.

To measure the constructs and test the proposed hypotheses, the study employed a five-point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (5). The sample was collected using a non-probability convenience sampling method, with 250 respondents participating via direct survey at electronic retail stores in central Ho Chi Minh City and through an online questionnaire distributed via Google Forms on Facebook fanpages such as student groups, “Voz - Công nghệ,” and “Mê Công Nghệ - Relab & Friends.”

Subsequently, the research model and hypotheses were tested using Smart PLS 4 and the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. Data analysis was conducted using SPSS version 22 and AMOS version 25.

Measurement Scales and Questionnaire Design

After synthesizing the literature, five hypotheses were developed by the research team. The measurement method for the questionnaire primarily applied a five-point Likert scale to identify items corresponding to five dimensions of perceived value and usage behavior. Additionally, Cronbach’s Alpha reliability testing was employed to eliminate items that did not meet the required thresholds, and a validity test was conducted to examine whether the constructs demonstrated strong construct validity. Based on these assessments, the measurement scales were revised and refined to form the final scale.

Corporate social responsibility (CSR) was measured using 16 observed variables categorized into four dimensions: economic, legal, ethical, and philanthropic responsibilities. This scale was adapted from the study by Chung et al. ⁽¹²⁾

Brand trust was measured by four observed variables, based on the scale developed by Kaur, Soch ⁽¹⁸⁾ in their study on antecedents of customer loyalty.

Brand satisfaction included three observed variables, inherited from the study by Pérez-Villa et al. ⁽¹⁹⁾, which examined the relationship between CSR and loyalty through the mediating roles of brand identification, satisfaction, and business type.

Customer loyalty was measured using five observed variables, also adopted from the study by Kaur et al. ⁽¹⁸⁾

RESULTS

Descriptive Statistics

The study was conducted on a random sample of young customers in Ho Chi Minh City, with a relatively balanced gender distribution: 48,4 % male, 43,9 % female, and 7,7 % identifying as other genders. This gender diversity reflects the multidimensional participation in the assessment of corporate social responsibility (CSR) in the smartphone industry.

Description		Frequency	Percentage (%)
Gender	Male	119	48,4
	Female	108	43,9
	Other	19	7,7
Age	18-25 years	150	61,0
	25-35 years	88	35,8
	Over 35 years	8	3,3
Income	Below 5 million VND	115	46,7
	5-10 million VND	55	22,4
	10-15 million VND	20	8,1
	Above 15 million VND	56	22,8

In terms of age, the majority of respondents were in the 18-25 age group (61,0 %), followed by those aged 25-35 (35,8 %), with only 3,3 % aged above 35. This distribution indicates that the evaluation of CSR primarily stems from younger consumers, who may possess distinct perspectives and expectations regarding corporate social responsibility.

Regarding income, most respondents reported a monthly income below 10 million VND, with 46,7 % earning under 5 million and 22,4 % earning between 5 and 10 million. This income level may influence both their access to products and their level of concern for CSR activities, thereby shaping their evaluation of firms within the industry.

Reliability and Validity Testing

To evaluate the reliability and convergent validity of the measurement model, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) were examined for each construct. As shown in table 2, all constructs exhibit Cronbach's alpha values ranging from 0,737 to 0,855, exceeding the commonly accepted threshold of 0,70 (Nunnally & Bernstein, 1994), indicating acceptable internal consistency.

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
DD	0,810	0,810	0,875	0,636
HL	0,834	0,835	0,900	0,751
KT	0,739	0,742	0,836	0,561
NT	0,839	0,849	0,892	0,674
PL	0,839	0,843	0,892	0,674
TN	0,737	0,744	0,834	0,558
TT	0,855	0,860	0,896	0,634

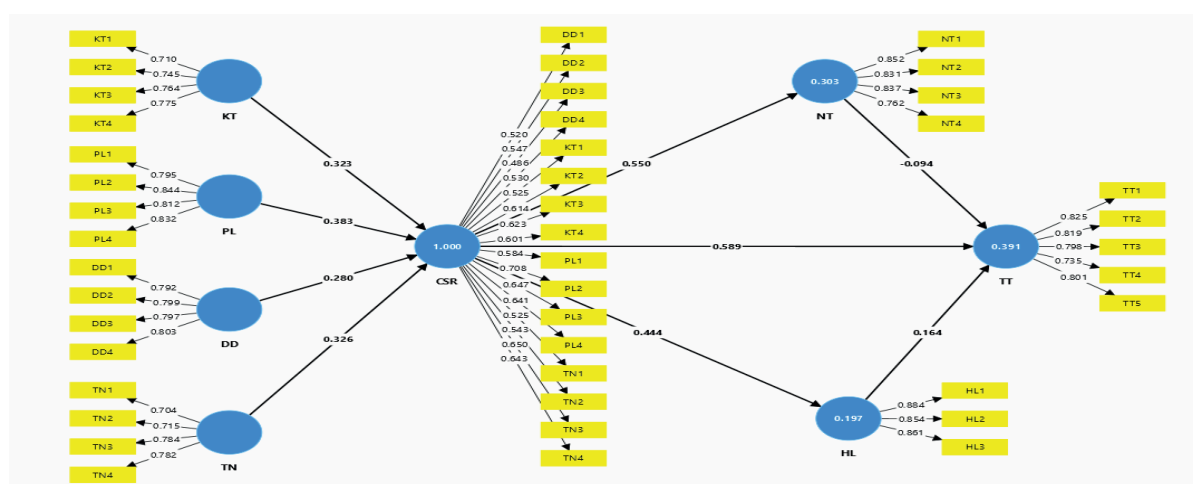


Figure 2. Measurement model

Furthermore, the composite reliability values for all constructs range from 0,834 to 0,900, which are above the recommended cutoff of 0,70, demonstrating strong reliability. The AVE values for all constructs are above the minimum acceptable level of 0,50 (ranging from 0,558 to 0,751), supporting convergent validity Fornell & Larcker. These results confirm that the measurement scales used in this study are both reliable and valid, providing a solid foundation for the subsequent structural model analysis.

Overall, the measurement scales employed in this study demonstrate adequate reliability and validity, thereby ensuring their appropriateness for subsequent analysis within the PLS-SEM model.

Table 3. Factor Loadings Matrix of Observed Variables							
	DD	HL	KT	NT	PL	TN	TT
DD1	0,792						
DD2	0,799						
DD3	0,797						
DD4	0,803						
HL1		0,884					
HL2		0,854					
HL3		0,861					
KT1			0,710				
KT2			0,745				
KT3			0,764				
KT4			0,775				
NT1				0,852			
NT2				0,831			
NT3				0,837			
NT4				0,762			
PL1					0,795		
PL2					0,844		
PL3					0,812		
PL4					0,832		
TN1						0,704	
TN2						0,715	
TN3						0,784	
TN4						0,782	
TT1							0,825
TT2							0,819
TT3							0,798
TT4							0,735
TT5							0,801

To evaluate the construct validity of the scale, an Exploratory Factor Analysis (EFA) was conducted using the Principal Axis Factoring extraction method and Promax rotation. The results indicated that all items loaded significantly on their respective factors, with factor loadings exceeding the threshold of 0,7, demonstrating strong convergent validity.⁽²⁰⁾

Seven factors were extracted, each corresponding to a distinct aspect of Corporate Social Responsibility (CSR) and its impact on brand trust and customer behavior:

- Economic Responsibility (KT): four items (KT1-KT4) loaded between 0,710 and 0,775, reflecting respondents' recognition of the firm's role in delivering economic value.
- Legal Responsibility (PL): four items (PL1-PL4) showed strong loadings from 0,795 to 0,844, confirming that compliance with legal standards is a salient dimension of CSR.
- Ethical Responsibility (DD): items DD1-DD4 loaded between 0,792 and 0,803, indicating the significance of ethical practices (e.g., transparency, fairness) in shaping customer perceptions.
- Philanthropic Responsibility (TN): with loadings ranging from 0,704 to 0,784 across four items

(TN1-TN4), this factor captures the extent to which voluntary contributions and community support enhance brand perception.

- Brand Trust (NT): four items (NT1-NT4) loaded between 0,762 and 0,852, validating that CSR initiatives positively affect consumers' trust in the brand.
- Brand Satisfaction (HL): items HL1-HL3 demonstrated very high loadings (0,854-0,884), suggesting that satisfaction is closely associated with perceptions of CSR effectiveness.
- Brand Loyalty (TT): five items (TT1-TT5) loaded strongly, from 0,735 to 0,825, confirming that CSR perceptions are positively linked to customer loyalty.

All items were retained as they met the criteria for factor loadings ($>0,7$), and no cross-loadings were observed. These results affirm the construct validity and dimensional structure of the measurement instrument and support its use in further analyses, such as Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM).^(21,22,23,24,25)

Table 4. HTMT Matrix - Heterotrait-Monotrait Ratio of Correlations

	DD	HL	KT	NT	PL	TN	TT
DD	—						
HL	0,312	—					
KT	0,433	0,457	—				
NT	0,529	0,627	0,570	—			
PL	0,368	0,369	0,670	0,353	—		
TN	0,582	0,526	0,698	0,643	0,562	—	
TT		0,274	0,436	0,619	0,366	0,744	0,527

Note: HTMT values below 0,85 are considered acceptable for establishing discriminant validity.^(21,22)

The results of the measurement model assessment indicate that the measurement scales used in this study achieved both reliability and convergent validity, with indicators such as Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) all exceeding recommended thresholds.⁽²⁰⁾ In addition, discriminant validity was confirmed through the HTMT criterion, as all latent variable pairs exhibited values below 0,85 the stringent benchmark proposed by Kline.⁽²¹⁾

Most HTMT values ranged from 0,274 to 0,744, well below the 0,85 threshold, suggesting that each construct is empirically distinct from the others. The highest HTMT value was observed between PL and TT (0,744), indicating a relatively strong correlation, yet still within acceptable limits. Similarly, the relationships between KT and TN (0,698), and NT and TN (0,643) were moderately strong but did not exceed the threshold. Lower correlations were observed between DD and TT (0,274) and DD and HL (0,312), demonstrating that these constructs capture conceptually different aspects of CSR and customer-related outcomes.^(26,27,28,29)

Therefore, it can be concluded that the measurement scales employed in this study possess the necessary reliability and validity, providing a robust foundation for the subsequent structural model testing using PLS-SEM.

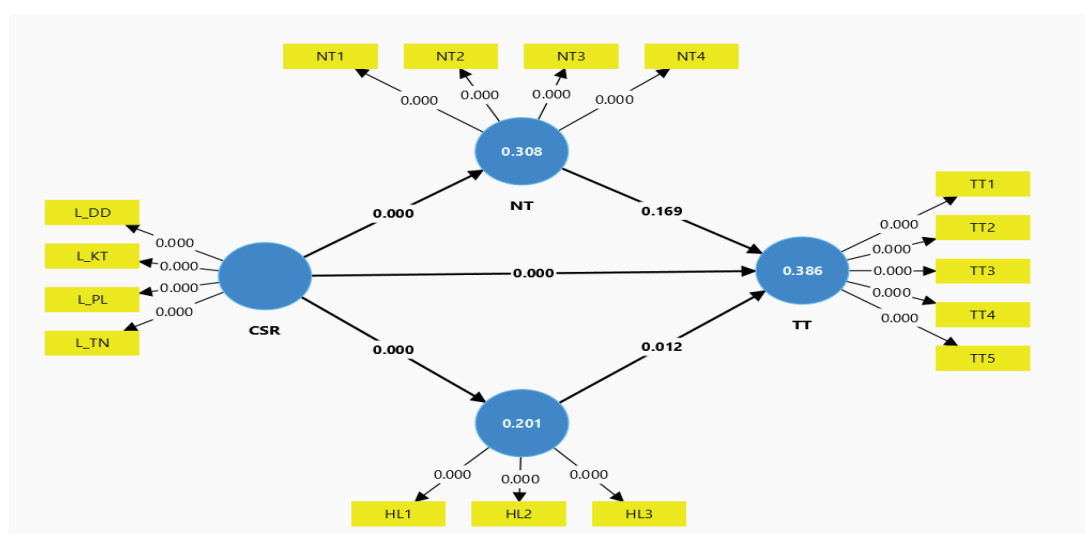


Figure 3. Structural Model Testing

Table 5. Evaluation of Structural Relationships

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
CSR -> HL	0,448	0,451	0,060	7,488	0,000	Accepted
CSR -> NT	0,555	0,557	0,051	10,936	0,000	Accepted
CSR -> TT	0,585	0,587	0,059	9,856	0,000	Accepted
HL -> TT	0,164	0,165	0,065	2,523	0,012	Accepted
NT -> TT	-0,094	-0,096	0,068	1,377	0,169	Rejected

The results indicate that, except for the p-value of the relationship between brand trust (NT) and customer loyalty (TT), which is 0,169 (greater than 0,05), all other p-values are less than 0,05. Therefore, these relationships are statistically significant. This finding supports the acceptance of hypotheses H1, H2, H3, and H5, while hypothesis H4 is rejected.

The study reveals a significant effect of CSR on brand trust (NT), with a standardized coefficient of 0,555, which is fully consistent with previous research. Furthermore, CSR has a significant impact on brand satisfaction (HL), with a standardized coefficient of 0,448. Prior studies have also confirmed the influence of CSR on customer satisfaction. (30,31,32,33,34)

Two variables influence customer loyalty (TT): CSR and brand satisfaction (HL), with standardized coefficients of 0,585 and 0,164, respectively, ranked in descending order. This result is consistent with prior research. (23) In other words, enhancing customer satisfaction and consumers' perception of CSR plays a crucial role in fostering customer loyalty. (36,37)

While some studies have shown that brand trust has a significant positive impact on brand loyalty (24,25)—where higher levels of brand trust lead to greater brand loyalty—this study finds that brand trust (NT) does not have a significant effect on customer loyalty (TT) in the smartphone industry. This contradicts certain previous research findings. (38,39)

DISCUSSION

The findings of this study reaffirm that CSR is a critical driver of customer loyalty in the smartphone industry, consistent with prior research. (23) However, the results also highlight that brand trust does not significantly influence loyalty in this sector, contrasting with earlier studies. (24,25) This divergence suggests that in the fast-paced and innovation-driven smartphone market, consumers may prioritize tangible CSR initiatives and product satisfaction over abstract trust constructs when deciding their loyalty. Accordingly, future research should investigate the moderating roles of product quality, technological innovation, and environmental awareness to better understand the CSR-loyalty dynamic in technology. (40,41)

CONCLUSION

The objective of this study is to explore the role of corporate social responsibility (CSR) factors in influencing customer loyalty among young consumers in Ho Chi Minh City, to identify the mediating roles of brand trust and brand satisfaction, and to construct and evaluate the extent to which each factor impacts loyalty. The findings reveal that CSR has a positive and statistically significant effect on customer loyalty among young consumers in Ho Chi Minh City, particularly through its influence on brand image and brand trust. Specifically, CSR exerts a direct effect on loyalty through brand image ($\beta = 0,448$, $p < 0,001$) and brand trust ($\beta = 0,555$, $p < 0,001$), as well as an indirect effect via brand satisfaction ($\beta = 0,164$, $p = 0,012$). However, brand trust does not have a direct impact on loyalty ($\beta = -0,094$, $p = 0,169$), suggesting that additional factors should be considered in the model.

RECOMMENDATIONS

Enhancing the Relationship between CSR and Customer Loyalty: The legal dimension of Corporate Social Responsibility (CSR) plays a pivotal role in strengthening the relationship between CSR initiatives and customer loyalty. Compliance with relevant laws and regulations not only safeguards corporate credibility but also fosters a fair and transparent working environment. This, in turn, facilitates the attraction and retention of talented employees and enhances customer trust through the enterprise's ethical and transparent conduct.

Beyond delivering products and services, businesses are increasingly expected to participate in philanthropic and community-support activities. Such initiatives may include supporting education, offering scholarships to underprivileged children, contributing to infrastructure development projects, and improving living standards in underserved communities. These activities not only strengthen the company's connection with the community but also create a positive and sustainable brand image in the minds of consumers, which can significantly influence customer loyalty and long-term support.

In the context of the smartphone industry, CSR efforts—particularly in environmental sustainability—are becoming a key differentiator. The use of eco-friendly materials and sustainable manufacturing practices not only enhances the company's image but also shapes positive customer perceptions regarding environmental responsibility.

Smartphone companies should maintain a consistent commitment to delivering high-quality products and services while ensuring transparency and honesty in marketing strategies. Integrating environmentally responsible materials and processes is essential for improving brand perception and influencing consumer behavior positively. By doing so, companies can cultivate long-term, trust-based relationships with customers, ultimately fostering loyalty and sustained support. This approach not only strengthens market positioning but also contributes to broader social and environmental sustainability goals.

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CONFLICT OF INTEREST

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ANNEX

Code	Observed Variable	Source
CSR	Corporate Social Responsibility (CSR) Scale	
KT	Economic Responsibility Scale	
CSR_KT1	The company focuses on revenue optimization.	Chung et al. ⁽²⁶⁾
CSR_KT2	The company maintains a strong competitive advantage.	
CSR_KT3	The company ensures efficient operational performance.	
CSR_KT4	A successful company must continuously generate sustainable profits.	
PL	Legal Responsibility Scale	
CSR_PL1	The company conducts its business in accordance with government and legal standards.	Chung et al. ⁽²⁶⁾
CSR_PL2	The company strictly complies with local and national legal regulations.	
CSR_PL3	The company fully fulfills its legal obligations.	
CSR_PL4	The company provides products and services that meet at least the minimum legal requirements.	
DD	Ethical Responsibility Scale	
C S R _ DD1	The company conducts its business in accordance with societal and ethical standards.	Chung et al. ⁽²⁶⁾
C S R _ DD2	The company acknowledges and respects emerging ethical norms arising from societal changes.	
C S R _ DD3	The company avoids actions that may negatively impact societal standards when pursuing business objectives.	
C S R _ DD4	A good company is expected to engage in ethical business practices.	
TN	Philanthropic Responsibility Scale	
CSR_TN1	The company supports cultural and artistic activities.	Chung et al. ⁽²⁶⁾
CSR_TN2	The company's management and employees participate in local charitable/volunteer activities.	
CSR_TN3	The company provides funding for both public and private educational programs.	
CSR_TN4	The company supports community volunteer projects to improve quality of life.	
NT	Brand Trust	Kaur and Soch ⁽³²⁾
NT1	The company's commitments are trustworthy.	
NT2	I believe the company provides quality products and services.	
NT3	The company is willing to address customer issues.	
NT4	The company engages in legitimate business practices.	
HL	Brand Satisfaction	Pérez-Villa et al. ⁽³³⁾
HL1	Choosing this company was a wise decision.	
HL2	The company provides products and services that meet my needs.	
HL3	Overall, I am satisfied with this company.	

Code	Observed Variable	Source
TT	Customer Loyalty	Kaur and Soch ⁽³²⁾
TT1	I am willing to pay more for this company's products and services.	
TT2	I intend to continue supporting this company in the future.	
TT3	I will speak positively about this company to others.	
TT4	I will recommend this company to others when needed.	
TT5	I will encourage others to support the company's products.	