

Maintaining customer loyalty through corporate social responsibility, green advertising receptivity and green marketing: the mediating role of green brand image

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ABSTRACT

This study investigated the impact of corporate social responsibility, green advertising receptivity, and green marketing on green brand image and customer loyalty in the Vietnamese food industry, focusing on the mediating role of green brand image. The study surveyed 550 consumers in the food industry in Vietnam corresponding to 550 distributed questionnaires and we collected 503 valid responses for analysis. Based on the collected data, we conducted reliability tests, correlations between variables and structural model analysis through Smart PLS 4.0 software. The results of this study show corporate social responsibility, green advertising receptivity, green marketing green brand image, and customer loyalty. Furthermore, the brand image is a mediator in the relationship between corporate social responsibility, green advertising receptivity, green marketing on green brand image, and customer loyalty. This study provides valuable insights for companies that want to use integrated strategies such as corporate social responsibility, green advertising receptivity, and green marketing in their business strategies to strengthen their green brand image and enhance customer loyalty in the Vietnamese food industry.

1. Introduction

In the context of fierce business competition, retaining existing customers is more important than expanding the market size by attracting potential customers to maintain a stable profit level (Aksoy et al., 2015; Ślusarczyk et al., 2019). Previous research suggests that loyalty significantly influences the achievement of a firm's initial goals in maintaining its existence and is one of the factors contributing to a firm's success (Balinado et al., 2021). Customer loyalty (CL) leads customers to repurchase the same product or brand, even when customers are influenced by situational or marketing factors to substitute for other brands (Haseli et al., 2023; Zhou et al., 2023).

In Vietnam, both domestic and multinational companies have begun to adopt sustainable practices, so corporate social responsibility (CSR) is of great interest. CSR is actions that go beyond legal compliance to benefit society (Leppelt et al., 2013). According to Aguinis and Glavas (2012), CSR includes voluntary actions taken by businesses in the course of doing business to enhance their reputation and improve their performance by addressing three objectives related to environment, society and governance (ESG). According to Bekmezci (2015), environmentally oriented CSR involves a business minimizing negative impacts by minimizing emissions, reducing pollutants, and protecting ecosystems. Hayat et al. (2022) argue that implementing an effective CSR campaign will improve brand image, reputation, consumer satisfaction, and loyalty. Alam and Islam (2021) to build a green corporate image and gain competitive advantage, environmental CSR is particularly important.

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Green marketing (GM) includes all commercial activities of a company, from manufacturing products, advertising, pricing, and selling environmentally friendly goods and services to customers. Demonstrating the concern of organizations and marketers towards environmental issues to add value to products, organizations have made efforts to produce environmentally friendly products that are considered safe, durable, recyclable, or made from recycled materials (Kartawinata et al., 2020). Chang (2012) study showed that companies conduct green advertising through the efforts of product campaigns that give out environmentally friendly elements. At the same time, Green Advertising aims to link customers' product purchases with related environmental benefits such as using consumer products that emit less greenhouse gases, reducing water-related pollution, thereby recommending organic and environmentally friendly products (Nyilasy et al., 2014). According to Zdravkovic et al. (2010), the appropriate use of green advertising can bring a good image for the company.

Previous studies have recommended that in the context of developing an environmentally sustainable economy, advertising strategies should aim to cooperate with consumers to address issues related to environmentally friendly products during use (Gupta & Kumar, 2013; Ellison et al., 2016) while still achieving a competitive advantage for the business (Ellison et al., 2016). According to Chang (2012) and Gao et al. (2016), one of the goals of marketing strategies is to improve the value of the company through its brand image. According to Chen (2010), consumers' opinions about the activities company and concerns about sustainability activities form its green brand image (GBI).

The study was designed to test a conceptual model that incorporates the relationships among CSR, green advertising receptivity (GAR), GM, green brand image (GBI), and CL. The purpose of this study is to attempt to fill the following two gaps: First, research acknowledges that CSR, GAR, GM influence GBI and CL. Second, this study investigates the mediating role of GBI on the relationships among CSR, GAR, GM, and CL. This has important implications for branding strategies and customer retention efforts of food industry businesses in Vietnam when they understand the relationships in this study.

This study consists of five parts, the next section is theoretical review and hypothesis development, the third section is research methods, the fourth section is results and the last section is discussion and implications.

2. Theoretical review and hypothesis development

2.1. Theoretical conceptual model

Freeman (1984) proposed that stakeholder theory explains the motivation of the company regarding CSR disclosure; emphasizing that the sustainability and survival of the company lies mainly in the relationship with stakeholders and providing value to them. Therefore, based on Freeman (1984) stakeholder theory, CSR is important to address the concerns of stakeholders and promote trust and loyalty, especially in customers.

According to the Theory of Planned Behavior (TPB) is a theoretical framework that considers consumer behavior from both psychological and social perspectives (Ajzen, 1991). It suggests that three main variables (Attitude, Subjective norm, and Perceived behavioral control) are important in illuminating a person's intention and subsequent actions. Based on the TPB of Ajzen (1991) suggests that CSR, GAR, and GM influence individuals' views on GBI, which in turn influences their loyalty. Thus, based on this theory, CSR, GAR, and GM are independent variables that directly affect GBI and CL. According to Lai et al. (2010), CSR can improve brand image, CL, and corporate financial performance. Similarly, GAR and GM have positive effects on GBI, as loyal consumers tend to pay attention to GAR, and GM activities of the company. Martínez et al. (2018) found that GBI positively influences behavioral intentions, including consumers' intentions to maintain loyalty. Furthermore, GBI acts as a mediator between CSR, GAR, GM, CL, suggesting that the beneficial effects of CSR, GAR, and GM on CL are amplified by enhancing GBI.

2.2. Hypothesis development

Corporate social responsibility (CSR):

CSR is the voluntary actions of businesses to implement regulations related to environment, society and governance (ESG) in the business process (Aguinis & Glavas, 2012). CSR is actions that go beyond legal compliance to benefit society (Leppelt et al., 2013). According to Diallo et al. (2021), CSR has economic, ethical, legal, and philanthropic aspects, including voluntary compliance with its pillars. To implement CSR, businesses must minimize negative impacts on the environment and society through reducing emissions, reducing the use of chemicals that pollute the environment and protecting the ecosystem (Bekmezci, 2015), providing immediate results (Wei et al., 2017), and benefits to stakeholders (Rahbar & Wahid, 2011).

Consumers are interested in CSR and they expect businesses to maintain their social and ethical obligations (Jamali, 2014). According to previous studies, consumers are curious and want to know how businesses manage their CSR activities effectively (Hung Chen, 2011). Therefore, marketers are beginning to attach more importance to CSR programs (Thorisdottir

& Johannsdottir, 2020). Environmental CSR enhances a company's image, reputation, and business growth opportunities (Javed et al., 2020; Liu et al., 2021). Yadav and Pathak (2016), enterprises frequently engage in CSR activities and GM, creating a better brand image in the minds of customers and promoting green purchase intentions. Environmental CSR plays a crucial role in shaping a green corporate image and securing a competitive edge (Alam & Islam, 2021). Participation in CSR initiatives has been shown to enhance a company's brand reputation, CL, and overall financial outcomes (Lai et al., 2010). According to Le et al. (2021), CSR efforts are vital for strengthening CL. Similarly, Ben Youssef et al. (2018) highlighted CSR's strong influence on consumers' purchasing decisions, satisfaction, and loyalty to the brand. As noted by Thorisdottir and Johannsdottir (2020) and Hayat et al. (2022), well-executed CSR campaigns can positively impact brand image, corporate reputation, customer satisfaction, and loyalty.

Hypothesis 1a: *CSR has a positive effect on GBI.*

Hypothesis 1b: *CSR has a positive effect on CL.*

Green advertising receptivity (GAR):

Green advertising, which involves promoting products, services, or activities that pose less harm to the environment, has gained growing significance in recent years (Chen & Chang, 2012; Dangelico & Vocalelli, 2017). As noted by Pittman et al. (2022), green advertising functions as a form of media communication that supports green products through both electronic (e.g., television) and print channels. Nyilasy et al. (2014) observed that green advertising typically highlights the environmental advantages of purchasing certain items, such as reducing greenhouse gas emissions, lowering water pollution, and increasing awareness of organic goods. Bailey et al. (2016) defined green advertising receptivity as the degree to which consumers pay attention to, form positive attitudes about, and respond favorably to advertisements incorporating environmentally friendly messages aimed at promoting either the product or the company itself. Exposure to green advertising influences consumers' emotions and perceptions of both the product and the company, and when applied effectively, green advertising can significantly enhance corporate image (Zdravkovic et al., 2010). Furthermore, green advertising can be approached from multiple angles: an educational perspective focused on raising environmental awareness; a commercial perspective intended to boost product or service sales; and a green image perspective aimed at reinforcing the company's environmentally friendly image to cultivate long-term CL (AbiolaAbass et al., 2020).

Hypothesis 2a: *GAR has a positive effect on GBI.*

Hypothesis 2b: *GAR has a positive effect on CL.*

Green marketing (GM):

According to the American Marketing Association, GM refers to a marketing approach adopted by businesses that are perceived as environmentally responsible (Kewakuma et al., 2021). GM encompasses a company's entire range of commercial activities, including the production, promotion, pricing, and sale of goods and services that are environmentally friendly and directed toward eco-conscious consumers.

GM has a favorable and significant impact on purchase decisions and brand image (Dwipamurti et al., 2018). Indeed, Namkung and Jang (2013) conducted an empirical study on the relationship between GM and brand image and found that GM significantly influenced customers' opinions about corporate image. Krisopras and Giantari (2016) stated that the presence of CSR in a company as part of GM significantly influences loyalty.

Hypothesis 3a: *GM has a positive effect on GBI.*

Hypothesis 3b: *GM has a positive effect on CL.*

Green brand image (GBI) and customer loyalty (CL):

Homburg and Giering (2001), in the face of increasingly fierce competition, creating and maintaining CL is very important. Because, loyalty is important because it has a positive impact on sales, market share, and customer retention (Oderkerken-Schroeder et al., 2003; Reynolds & Beatty, 1999), and increased loyalty will translate into higher profits because retaining customers is less expensive than attracting new customers (Fornell & Wernerfelt, 1987; Reichheld & Teal, 1996). Moreover, Kotler (2012) defines CL as a consumer's commitment to a preferred product or service, even in the face of external influences or marketing efforts aimed at encouraging switching—reflecting a strong intention to repurchase or continue using the offering in the future. From this definition, it can be inferred that CL is an attitudinal construct that motivates purchasing behavior, encompassing emotional elements. It is especially evident among customers who buy frequently and consistently over time. Loyalty is not merely about repeated purchases, but also about the customer's enduring commitment and positive attitude toward the company that provides the product or service.

Meanwhile, the green brand image (GBI) encompasses a company's environmental values and the extent to which consumers recognize the brand's engagement with environmental issues (Chen, 2010). As Mourad et al. (2012) noted, GBI is shaped in consumers' minds through a set of perceptions. Furthermore, Maniatis (2016) emphasized that a strong GBI leads consumers to believe that purchasing sustainable and eco-friendly products contributes meaningfully to environmental protection and benefits society as a whole.

Martínez (2015) defined green image as "a set of perceptions that consumers create in their memories about a company's environmental responsibility and concern." Similarly, Wang et al. (2021) described green image as the consumer's perception of a brand associated with environmental commitment and care. This perception fosters consumer desire for brands that demonstrate environmental responsibility. As environmental awareness rises and regulatory pressures increase, companies are motivated to cultivate a GBI (Çavuşoğlu & Durmaz, 2020). Brand image, being a critical differentiator among businesses, plays a vital role in shaping consumer relationships. Companies with a positive image are more likely to build strong customer connections and foster loyalty (Jeong et al., 2014).

Hypothesis 4: *Green brand image has a positive effect on customer loyalty.*

Green brand image (GBI):

Environmental CSR is especially important for building a green corporate image and gaining a competitive advantage (Alam & Islam, 2021). Besides, the appropriate use of green advertising can bring a good image to the company (Zdravkovic et al., 2010). Namkung and Jang (2013) conducted an empirical study on the relationship between GM and brand image and found that GM significantly influenced customers' opinions about corporate image. Businesses with positive images will establish close relationships with consumers and ensure that they are loyal to their business (Jeong et al., 2014).

Hypothesis 5a: *GBI is a mediator between CSR and CL.*

Hypothesis 5b: *GBI is a mediator between GAR and CL.*

Hypothesis 5c: *GBI is a mediator between GM and CL.*

3. Research methods

3.1. Data collection procedure and sample characteristics

This survey was to explore the factors affecting CSR, GAR, GM influence GBI and CL. The objective of this survey was to explore the mediating role of GBI in the relationship between CSR, GAR, GM and CL through surveying the Vietnamese food industry.

The questionnaire was adapted from previous studies. It was translated from English to Vietnamese. It was peer reviewed to refine its content by five experienced professionals in the field of sales and marketing, each with more than 10 years of experience. The questionnaire was then prepared for survey distribution. To evaluate the effectiveness of the questionnaire before wider application, the authors conducted a pilot survey in a conference room in Ho Chi Minh City with 15 participants who were food industry professionals (lecturers specializing in marketing and sales, directors of food companies). Next, the authors conducted a large-scale online survey targeting the food industry including food processing companies, distributors and agents. All information of the survey participants was kept confidential throughout the data collection and processing process. A total of 550 questionnaires were distributed, with 503 returned suitable for statistical analysis, resulting in a response rate of approximately 91%. According to Hair et al. (2010), this sample size exceeded the requirement considered adequate for performing Partial Least Squares Structural Equation Modeling (PLS-SEM) (see Table 1).

Table 1
Sample characteristics (n = 503)

Criteria	Characteristic	Frequency	Percentage
Location	Ho Chi Minh City	306	60.83%
	Ha Noi Capital	197	39.17%
Business type	Vietnamese private companies	231	45.93%
	Foreign companies	66	13.12%
	Joint stock companies	206	40.95%
Business sizes	Small (under 500 people)	238	47.3%
	Middle (500 – 1,000 people)	170	33.8%
	Large (above 1,000 people)	95	18.9%
Brand	Brands come from Vietnam	461	91.65%
	Brands come from foreign countries	42	8.35%

3.2. Measurement constructs

The Corporate Social Responsibility (CSR) scale developed by Anselmsson et al. (2014) was measured using four items. The Green Marketing (GM) scale by Bhatia and Jain (2013) consisted of eight items. The Green Advertising Receptivity (GAR) scale proposed by Sun et al. (2021) included four items, while the Green Brand Image (GBI) scale from Chen (2010) comprised five items. Additionally, the Customer Loyalty (CL) scale developed by Belonax et al. (2007) was measured using seven items. All constructs were assessed using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). This approach facilitated a comprehensive understanding of each construct and contributed to the accuracy of the study's conclusions.

3.3. Measurement model and structural model

The study employs various analytical tools, including descriptive statistical analysis, to assess internal consistency reliability through Composite Reliability (CR) and Cronbach's Alpha (CA). Convergent validity is evaluated using Average Variance Extracted (AVE), while discriminant validity is assessed through the Fornell-Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio. A structural model analysis is conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the Smart PLS 4.0 software to verify and analyze the research objectives.

4. Results

4.1. Assessment of scale reliability and scale convergent validity

The results indicate that the Cronbach's Alpha (CA) values for all constructs exceeded the recommended threshold of 0.7. Similarly, the Composite Reliability (CR) values were above 0.7, and the Average Variance Extracted (AVE) values surpassed the acceptable threshold of 0.6, confirming satisfactory reliability and convergent validity for each construct (Hair et al., 2010). Furthermore, the Variance Inflation Factor (VIF) values for all items were below the threshold of 5.0, suggesting the absence of multicollinearity among the variables (Hair et al., 2010) (see Table 2).

Table 2
Construct reliability and validity

Variance	Items	Outer Loadings	CA	CR	AVE	VIF
CSR	Corporate social responsibility - Adopted from Anselmsson et al. (2014)		0.848	0.897	0.686	
CSR1	The products offered by this brand are environmentally friendly.	0.844				2.064
CSR2	The products of this brand are safe for human health.	0.871				2.367
CSR3	The production of this brand's products takes place under fair and ethical working conditions.	0.805				1.689
CSR4	This brand sources its products from suppliers that are environmentally responsible	0.792				1.785
GM	Green marketing - Adopted from Bhatia and Jain (2013)		0.914	0.930	0.624	
GM1	Manufacturing Eco-friendly Products.	0.796				2.080
GM2	Manufacturing products through eco-friendly processes.	0.826				2.411
GM3	Promoting products through eco-friendly modes of communication	0.786				2.233
GM4	Branding products associated with green marketing practices	0.805				2.245
GM5	Modifying products to make them environmentally friendly	0.766				2.030
GM6	Modifying product packaging to suit the environment	0.771				2.089
GM7	Educating customers to use products in an environmentally friendly manner	0.776				2.069
GM8	Using a green supply chain for procurement and distribution.	0.790				2.127
GAR	Green advertising receptivity - Adopted from Sun et al. (2021)		0.884	0.920	0.742	
GAR1	I tend to pay attention to advertising messages that emphasize environmental issues.	0.877				2.724
GAR2	I perceive brands that incorporate green messages in their advertisements as favorable.	0.838				2.393
GAR3	I am attentive to eco-labeled products when they are promoted through green advertising.	0.861				2.550
GAR4	In my opinion, green advertising is meaningful and valuable.	0.871				2.654
GBI	Green brand image - Adopted from Chen (2010)		0.863	0.902	0.647	
GBI1	The brand is considered the benchmark of environmental commitment.	0.777				1.777
GBI2	The brand's environmental reputation is outstanding.	0.854				2.280
GBI3	The brand's environmental performance is successful.	0.824				2.141
GBI4	The branding is based on its emphasis on environmental protection.	0.782				1.839
GBI5	The brand's environmental commitment is trustworthy	0.782				1.835
CL	Consumer loyalty - Adopted from Belonax et al. (2007)		0.901	0.922	0.627	
CL1	I say positive things about the service provider to other people	0.829				2.466
CL2	I recommend the service provider to someone who seeks my advice	0.788				2.133
CL3	I encourage friends and relatives to do business with the service provider	0.810				2.236
CL4	I consider the service provider my first choice when I purchase the services they supply	0.803				2.138
CL5	I will continue to do business with the service provider for the next few years	0.796				2.087
CL6	I am willing to maintain my relationship with the service provider	0.758				1.997
CL7	I am loyal to the service provider	0.754				1.949

4.2. Assessment of discriminant validity of scales

To assess discriminant validity, the authors employed both the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio. The results revealed that the Average Variance Extracted (AVE) for all constructs exceeded the recommended threshold of 0.5, demonstrating satisfactory convergent validity (Fornell & Larcker, 1981) (see Table 3).

Table 3

Fornell–Larcker criterion

Variable	CSR	GM	GAR	GBI	CL
CSR	0.829				
GM	0.390	0.790			
GAR	0.411	0.452	0.862		
GBI	0.558	0.530	0.680	0.805	
CL	0.490	0.510	0.644	0.698	0.792

Furthermore, as shown in Table 4, the cross-loading analysis revealed that all measurement items loaded more highly on their associated constructs than on any other constructs, thereby providing evidence of convergent validity (Hair et al., 2014). According to Hair et al. (2021), such results indicate that the observed indicators are more strongly correlated with their respective latent variables than with others in the model. Additionally, the relatively lower cross-loadings on non-target constructs support the discriminant validity of the measurement model, in accordance with the Fornell–Larcker criterion (Fornell & Larcker, 1981) and the Heterotrait–Monotrait (HTMT) ratio approach (Henseler et al., 2015).

Table 4

Heterotrait–Monotrait (HTMT) ratio

Variable	CSR	GM	GAR	GBI	CL
CSR					
GM	0.437				
GAR	0.467	0.497			
GBI	0.644	0.592	0.775		
CL	0.556	0.560	0.720	0.791	

4.3. Structural model evaluation and hypothesis testing

The results show that there is a significant relationship between CSR and GBI ($\beta = 0.284$, $p < 0.05$), and between CSR and CL ($\beta = 0.113$, $p < 0.05$). There is a significant positive relationship between GM and GBI ($\beta = 0.207$, $p < 0.05$), and between GM and CL ($\beta = 0.143$, $p < 0.05$). There is a significant positive relationship between GAR and GBI ($\beta = 0.470$, $p < 0.05$), and between GAR and CL ($\beta = 0.284$, $p < 0.05$). There is a significant positive association between GBI and CL ($\beta = 0.366$, $p < 0.05$), (see Table 5). This suggests that higher levels of CSR, GM, and GAR lead to increased GBI and CL. Highlighting the importance of GBI in CSR, GM, and GAR. The specific indirect effects indicate that GBI plays a significant mediating role in the relationship between CSR, GM, GAR, and CL: between CSR and CL ($\beta = 0.104$, $p < 0.05$); between GM and CL ($\beta = 0.076$, $p < 0.05$); between GAR and CL ($\beta = 0.172$, $p < 0.05$). This suggests that GBI is the primary mechanism through which CSR, GM, and GAR affect CL. This research result can help businesses understand more deeply the factors that promote GBI and CL so that they can have appropriate marketing strategies to enhance GBI and CL.

Table 5

Hypothesis testing

Hypotheses	Relationship	Path coefficients	<i>p</i> values	Results
Direct effects				
Hypothesis 1a	CSR → GBI	0.284	0.000	Yes
Hypothesis 1b	CSR → CL	0.113	0.002	Yes
Hypothesis 2a	GM → GBI	0.207	0.000	Yes
Hypothesis 2b	GM → CL	0.143	0.000	Yes
Hypothesis 3a	GAR → GBI	0.470	0.000	Yes
Hypothesis 3b	GAR → CL	0.284	0.000	Yes
Hypothesis 4	GBI → CL	0.366	0.000	Yes
Indirect effects/mediating hypothesis result				
Hypothesis 5a	CSR → GBI → CL	0.104	0.000	Yes
Hypothesis 5b	GM → GBI → CL	0.076	0.000	Yes
Hypothesis 5c	GAR → GBI → CL	0.172	0.000	Yes

4.4. Mediation analysis

The results indicate that GBI functions as a mediating variable in the relationship between CSR and CL, with an observed indirect effect of 0.104. The total effect of CSR on CL was 0.216, suggesting the presence of partial mediation (Hair et al., 2021). This highlights the pivotal role of GBI in clarifying how CSR influences CL. Similarly, GBI was found to mediate the relationship between GM and CL, with an indirect effect of 0.076 and a total effect of 0.219. These findings also point to

partial mediation, indicating that GBI serves as a significant explanatory mechanism through which GM affects CL. Moreover, in the relationship between GAR and CL, GBI again demonstrated a mediating role, with an indirect effect of 0.172 and a total effect of 0.456. This result supports the conclusion that GBI is a key factor in articulating the influence of GAR on CL. Overall, these findings underscore the importance of GBI as a strategic intermediary in enhancing CL through CSR, GM, and GAR initiatives.

5. Discussion and implications

5.1. Discussions

The results of the study highlight the significant effect of CSR, GM, and GAR on GBI and CL. The results show that GBI plays a significant mediating role in the relationship between CSR, GM, GAR, and CL.

First, the results show that there is a significant relationship between CSR and GBI, and between CSR and CL. This result aligns with previous studies (Javed et al., 2020; Liu et al., 2021; Alam & Islam, 2021; Lai et al., 2010; Hayat et al., 2022). The study indicated a positive relationship between GAR and GBI, and between GAR and CL. This result aligns with previous studies (Zdravkovic et al., 2010; AbiolaAbass et al., 2020). The results show that there is a significant relationship between GM and GBI and between GM and CL. This result aligns with previous studies (Dwipamurti et al., 2018; Namkung & Jang, 2013; Krisopras & Giantari, 2016). The findings reveal a significant positive relationship between GBI and CL, which is consistent with prior research (ÇavuÇoğlu & Durmaz, 2020; Jeong et al., 2014). This result suggests that consumers tend to exhibit greater loyalty toward brands perceived as environmentally responsible. For businesses operating in the Vietnamese food industry, these findings offer practical implications, indicating that efforts to enhance GBI can be strategically leveraged to strengthen CL across different market segments.

Second, the mediating role of GBI in the relationships between CSR, GM, GAR, and CL is significant. This is consistent with the findings of (Alam & Islam, 2021; Zdravkovic et al., 2010; Namkung & Jang, 2013; Jeong et al., 2014). For the Vietnamese food industry, the results show that establishing and maintaining a GBI in their CL is very important to ensure positive customer responses.

5.2. Theoretical implications

The results of this study provide several theoretical implications that enrich the current knowledge on the effects of CSR, GM, and GAR on GBI and CL. By focusing on customers in the Vietnamese food industry, the study provides us with an in-depth understanding of how these factors significantly interact with GBI and CL in the context of the Vietnamese food industry, adding depth to the generalizability of these concepts across in the Vietnamese food industry. This study has contributed to theoretical understanding by examining the combined effects of CSR, GM, and GAR on GBI and CL. Previous research has often studied these factors separately, such as the effect of CSR on GBI and CL (Javed et al., 2020; Liu et al., 2021; Alam & Islam, 2021; Lai et al., 2010; Hayat et al., 2022) or GAR on GBI and CL (Zdravkovic et al., 2010; AbiolaAbass et al., 2020) or GM on GBI and CL (Dwipamurti et al., 2018; Namkung & Jang, 2013; Krisopras & Giantari, 2016) such as the effect of GBI and CL (ÇavuÇoğlu & Durmaz, 2020; Jeong et al., 2014). The research results show that CSR, GAR, and GM have positive effects on GBI and CL. At the same time, the mediating role of GBI in the relationships between CSR, GM, GAR, and CL is significant. This is consistent with the findings of (Namkung & Jang, 2013; Jeong et al., 2014; Alam & Islam, 2021).

5.3. Practical implications

The findings of this study have several practical implications for businesses in the Vietnamese food industry, especially those that want to enhance their GBI and CL. First, the results show the importance of implementing CSR, GM, and GAR into marketing strategies. To maintain competitiveness and meet changing customer needs, Vietnamese food industry enterprises must incorporate CSR, GM, and GAR into their business strategies, which can improve GBI and build CL (Javed et al., 2020; Liu et al., 2021; Lai et al., 2010; Hayat et al., 2022; Zdravkovic et al., 2010; AbiolaAbass et al., 2020; Dwipamurti et al., 2018; Krisopras & Giantari, 2016; ÇavuÇoğlu & Durmaz, 2020).

Second, recognizing the GBI as a mediator, businesses should focus on building their corporate GBI by incorporating CSR, GM, and GAR into their business strategies (Alam & Islam, 2021; Zdravkovic et al., 2010; Jeong et al., 2014). This also shows the role and importance of GBI in building and developing a company's marketing strategy. Therefore, businesses should integrate CSR, GM, and GAR: this will allow businesses to differentiate, improve competitiveness, and meet changing customer needs, contributing to increasing GBI and CL.

5.4. Limitations

While this study offers valuable theoretical and practical contributions, several limitations should be acknowledged. *First*, the research was conducted within the context of the Vietnamese food industry and was geographically restricted to selected

provinces. As such, the findings may not be fully generalizable to other regions or industries across Vietnam. Future studies are encouraged to expand the scope by incorporating diverse sectors and broader geographic coverage to enhance the external validity and applicability of the results. *Second*, the use of a cross-sectional research design limits the ability to observe changes over time or to establish causal relationships among the studied variables CSR, GM, GAR, GBI, and CL. Future research should consider adopting longitudinal approaches to capture the dynamic nature of these relationships and provide deeper causal insights. *Third*, the study relied primarily on self-reported data, which may be subject to common method biases, including social desirability bias. To address this limitation, future studies could incorporate objective measures, such as actual customer behavior or observational data, to validate and strengthen the robustness of the findings. *Finally*, given the study's sectoral focus on the Vietnamese food industry, its applicability to other industries and international contexts may be limited. Future research should therefore explore these relationships in different sectors and cultural environments to provide a more comprehensive understanding and broaden the generalizability of the results.

Disclosure statement

No potential conflict of interest was reported by the authors.

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