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ENHANCING CUSTOMER LOYALTY THROUGH BRAND IMAGE, CUSTOMER SATISFACTION, GREEN MARKETING, AND CORPORATE SOCIAL RESPONSIBILITY: A MEDIATED MODERATION MODEL

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ABSTRACT

Companies and consumers worldwide are increasingly concerned about environmental issues, consumer wants to purchase from firms that think about the society and environment, ultimately enhancing consumer attitude toward the organization. The study explores how green marketing (GM) and corporate social responsibility (CSR) impact customer loyalty (CL) with mediation of brand image (BI) and moderation of customer satisfaction (CS). The population of this quantitative study is educated people who are brand lovers in Punjab, Pakistan. GM and CSR are independent variables, customer loyalty (CL) is dependent variable, while Brand Image is a mediating and customer satisfaction (CS) is moderating variable. Out of 600 questionnaires, 423 complete filled questionnaires are received and used for analysis. The results of SmartPLS indicated that GM and CSR are closely related to BI and CS. Additionally, brand image mediates between GM, CSR and CL. Moreover, CS positively moderates the link between BI and CL.

Keywords: Green Marketing, Corporate Social Responsibility, Brand Image, Customer Satisfaction, Customer Loyalty.

1. Introduction

Consumers are concerned with business actions and expect corporate environmental responsibility across the whole business operations, involving product and service development, distribution, and consumption. Furthermore, consumer wants to purchase from firms that think about the environment and society (Ha, 2017). Simply, when a company takes on its environmental responsibilities, it improves the way consumers view the company (Lee et al., 2013; Quezado et al., 2022). Companies and

consumers worldwide are increasingly concerned about environmental issues, led to more eco-friendly products. This concern has been highlighted in prior investigations (Tahir et al., 2024a; Tahir et al., 2024b; Jabeen et al., 2024a; Jabeen et al., 2024b; Zain et al., 2024; Aslam et al., 2024; Jabeen et al., 2023; Zain et al., 2023a; Zain et al., 2023b; Machová et al., 2022; Bailey et al., 2014). An undeniable factor in shifting government policies toward environmentally friendly businesses is the power of marketing (Shabbir et al., 2020). GM is essential to fulfill consumer wants (Mursandi et al., 2020).

Brand Image (BI) is "brand recognition connected with brand connections established in customers' memory" (Keller, 2013). An excellent or favorable BI is only which may have an additional beneficial influence on customers; a negative BI would adversely damage customers, and won't be engaged in purchasing something (Dash et al., 2021). A positive BI is simply acknowledged by consumers, enhancing customer happiness (Affandi et al., 2020; Prahiawan et al., 2021). In order to attract people and stay ahead of the competition, firms should adopt a moral and ethical strategy (Pramono et al., 2021). An image is the lasting perception of the value that people have of the brand.

Green Marketing (GM) refers to a company's strategic attempts to provide environmentally sustainable or green products and services (Grewal and Levy, 2008). GM is an essential technique of answering to buyers who is concerned regards environmental problems and enhancing the brand's image in order to differentiate its products differentiated as the marketing strategy (Wu and Liu, 2022). The concept of "GM" emerged from this environmentally conscious approach (Khan et al., 2019; Bokil & Sinha, 2021). Developing, diversifying, selling, and advertising in a way that satisfies the customer's ecological needs are all part of GM. The goal of GM is promoting and selling products and services that are more environmentally friendly (Sukhu & Scharff, 2018). Two recent researches have shown that eco-friendly advertising does, in fact, increase CL (Kewakuma et al., 2021) and BR (Tan et al., 2022).

Corporate Social Responsibility (CSR) is a ability and obligation to prevent or eliminate negative impacts and maximize its long-term goodwill and helpful influence on society (Mohr et al., 2001). In today's business sector, CSR is viewed as a vital gateway for developing long-term relationships with stakeholders (Crane et al., 2019). CSR is especially important for such businesses to reestablish their customer trust and image (Bahta et al., 2020; Fandos-Roig et al., 2021). CSR is a significant problem that businesses must address consumer's demands in many aspects and remain stable (Matten, 2015; Dawit et al., 2020). CSR can enhance customer loyalty (CL) (Mandhachitara & Poolthong, 2011). The prior studies proved that CSR has a significant link with BI (Tingchi et al., 2014; Martínez et al., 2014; Mohammed & Rashid, 2013) and CL (Latif et al., 2020; Islam et al., 2021; Agyei et al., 2022).

Loyalty refers to the steadfast determination to continue purchasing (Kotler & Keller, 2012). Customers who are truly committed to a company's success will never shop elsewhere (Khan et al., 2021). What people think, feel, and perceive about a brand is

called its "BI" (Rianto, 2018). A recent investigation found positive association of BI and CL (Aslam et al., 2023). According to Nyadzayo and Khajehzadeh (2016), CL has recently risen to prominence as a critical issue in the field of study and practice. According to research in marketing by Rychalski and Hudson (2017), consumer loyalty is significantly higher in companies that rank high in customer satisfaction (CS). According to Tran (2022), CL is greatly affected by CS. BI is positively correlated with CS (Tahir et al., 2024c; Susanto et al., 2022).

The current study examined how CSR and GM impact CL with mediation of BI. Moreover, the study explored the moderating role of CS. Primary data is collected from educated people who are brand lovers in Punjab, Pakistan. This research has been very important because it is addressing many gaps. The first, examining the mediating role of BI. Second, the moderating role of CS is unique. Third, the population for this study is only brand lovers. Fourth, the research is conducted in Punjab province, Pakistan.

2. Literature review, theory, and hypotheses development

BI

Since the 1950s, BI has emerged as a major term in customer attitudes (Dirsehan & Kurtulus, 2018). Physical activity, the process of purchasing decision, and mental activity are constantly involved in a customer's choice to purchase a product. Purchases are motivated by either necessities or desires, or a combination of the two (Sanjiwani & Suasana, 2019). According to studies by Venessa and Arifin (2017), Miati (2020), and Pratiwi and Ekawati (2020), BI impacts on purchase choices. Furthermore, BI might have an impact on consumers' intents. More specifically, when consumers' environmental awareness and understanding are on the rise, a company's eco-friendly practices may improve its public perception and encourage more customers to visit (Line & Hanks, 2016; Teng et al., 2018; Wang et al., 2019). When consumers interact with a product or service, they develop an opinion about the brand. According to Tsai et al. (2013), when customers develop positive perceptions about a brand, they purchase from them.

GM

Situmorang (2011) explained GM undertaken by the firm which influences the company in positive manner, including greater revenue, improved customer feedback, closer proximity to consumers, enhanced competitiveness, and improved corporate image. Dwipamurti et al. (2018) used quantitative study to examine the influence of GM on Purchase Decision and BI. GM impacts purchase decisions and BI. According to Kotler and Armstrong (2008), a marketing mix is a technique used by businesses to outperform their competitors. Mothersbaugh and Hawkins (2020), said that GM is defined as: (1) manufacture eco-friendly products; (2) develop eco-friendly products; and (3) money that come from sale use in environmental event. GM, according to Grewal et al. (2010), is a purposeful effort performed by businesses to deliver eco-friendly services and products to target customers.

CSR

CSR is a long-term commitment of a company to behave ethically towards all type of stakeholders (Moir, 2001). CSR focuses on socio responsibilities (Tjilen, 2019). A firm profits from CSR activities not only by attracting lucrative customers, attitudes, and feelings of connection, but also by developing BI (Bhattacharya & Sen, 2004). By fostering brand and protecting the company's reputation, CSR helps businesses stand out from the competition and attract customers. Incorporating CSR into a company's strategy for differentiating itself is one way to view it as an investment on par with advertising and research and development (Gardberg & Fombrun, 2006).

Social Identity Theory (SIT)

According to SIT (Tajfel & Turner, 1979), consumers feel a feeling of belonging and identity through the brands they consume. Customers identify brand that actively promotes social responsibility through GM and CSR programs. According to Bhattacharya and Sen (2003), when customers have a positive impression of a brand, it can boost their social identity and ultimately increase their loyalty. Emotional connections of people to a company are more inclined to be loyal, according to SIT (Tajfel & Turner, 1979). It includes actions like making repeat purchases and spreading positive WOM. Good brand inclined to develop an emotional connection to it, according to SIT (Bhattacharya & Sen, 2003). Satisfaction with a brand can influence a customer's social identity, which in turn moderates the relationship between the two, according to SIT. Through the application of SIT to the model, this study delves into the ways in which CS moderates the link between BI and CL, as well as how GM and CSR initiatives impact CL through the mediation of BI.

GM and CL

Yang et al. (2024) studied electric cars and investigated the function of an environmentally conscious company's reputation as a moderator between eco-friendly advertising and devoted consumers. The research went a step further by looking at how green self-identity mediated the relationship between eco-friendly advertising and repeat business. Using a non-probability sampling strategy, 321 people were surveyed. The results of PLS showed that eco-friendly advertising does increase consumer devotion. Kewakuma et al. (2021) recently studied cosmetics in Indonesia. Information was gathered by means of an online survey. We used PLS-SEM to evaluate data from 150 respondents. GM strategy significantly affects consumer loyalty, according to the study. An integral part of GM strategy is influencing customer behavior and ultimately leading to brand loyalty.

CSR and CL

Martínez and Bosque (2013) found that once customers are happy with the companies they buy from, they tend to buy from those brands again and again, eventually becoming loyal customers. Moreover, according to research (Maignan & Ferrell, 2001; Sureshchandar et al., 2002), CSR does affect loyalty. Aurier and N'goala (2010) and Leverin and Liljander (2006) are two of the research that found CSR impact customer retention and loyalty. Direct or indirect effects of CSR on CL can be observed outside of the realm of strategic business prospects (Salmones et al., 2005; Choi & La, 2013; Shin & Thai, 2014). Accountability also sends signals of fairness and

responsibility, which can make consumers view a business in a more positive light (Bustamante, 2018). Furthermore, Mar Garcia et al. (2005) demonstrated that CSR directly affects the entire value of received services and examined the impact of customers' perceptions of CSR on CL. In addition, link of CSR-CL validated by Balqiah et al. (2011). The jewellery sector in Vietnam was the subject of recent research. With the use of AMOS, we were able to examine 300 fully completed responses. CL is significantly influenced by CSR, according to the research (Tran, 2022).

GM and BI

GM is a regulatory approach that is accountable and inclusive; capable of detecting, forecasting, and satisfying stakeholder expectations (Charter et al., 2002). One way to create, produce, and sell goods and services is through an eco-friendly marketing approach that prioritizes utilizing renewable resources. Embracing GM signifies a sea change in how a company operates. Škatarić et al. (2021) defines it as involves working together with stakeholders, suppliers, competitors, and brokers to achieve SDG's. The goal is to find the optimal solution that can boost profitability and make a substantial impact on the ecosystem. The green aspects are important research areas now a day (Jabeen et al., 2024a; Tahir et al., 2024a). The purpose of GM for firms is to suit consumers' demands for ecological sustainability and moreover stimulating their attraction to products, enabling firms to meet its social responsibilities while also establishing a strong reputation. Sustainable consumption, in terms of consumers, expresses their own environmental principles in order to distinguish itself from everyone else. GM is an eco-friendly plan, approach, and strategic marketing for an organization, meets consumer and ecological standards in order to produce profits and long-term management (Chen et al., 2018). When enterprises construct and distribute BI in various ways, consumers generate subjective impressions of BI, and consumers make buying decisions depending on their expectations (Chinomona & Chivhungwa, 2019). GM and public perception of brands has been studied. Consumers' perceptions of a company's image are significantly impacted by its green practices (Namkung & Jang, 2013). Research by Tan et al. (2022) indicates that GM impacts BI by fostering a sense of responsibility and sustainability towards the environment. Environmental mindset, green expertise, and GM impacts how people perceive and trust a business (Tan et al., 2022).

CSR and BI

In Accordance to Sidik et al. (2016), socially conscious businesses get a greater effect on BI, and CSR interact with consumers and adjust within the organization, improves BI significantly (Makatumpias et al., 2018; Armanda et al., 2017; Juhairi et al., 2016). The influence of CSR on purchasing decisions is significant and positive. CSR enables consumers to form a good picture of the company, which impacts their purchase choices (Widiyantoro & Sumantri, 2017). CSR has a significant impact on customer decisions (Sugi & Khuzaini, 2017; Lachram & Sharif, 2020; Fatmawati & Soliha, 2017). CSR helps to the develop image. With the adoption of CSR, the firm is becoming more well-known among its receivers as a corporation that thinks about the community and the environment (Jabeen et al., 2023).. According to Armanda et al.

(2017), efficiently implementing CSR in the economical, social, and ecological sectors would help to establish and reinforce the company's BI. Makatumpias et al. (2018) confirmed CSR-BI relationship. Furthermore, it had a considerable influence on customer decisions. Using CSR effectively is one method for building a strong reputation.

BI and CL

Four Lahore, Pakistan, supermarkets were the subjects of this research. Carrefour, Al-Fatah, and Macro Metro were the sources of the data. Out of a total of 1,000 surveys, only 838 were returned with all of the required information. We received 83.8% of the surveys. The study's authors concluded that, of all business success factors, client happiness and loyalty rank highest. People become loyal if quality of the service they receive (Mehta & Tariq, 2020). Both reputation (Fida et al., 2023) and CL (Danyal et al., 2024) can be improved through customer interaction and experience. A recent study looked at how consumer happiness mediates BI-CL. All parents of pupils enrolled in Primary School Al-Ulum made up the study's population. Study utilized a questionnaire to gather primary data. The Slovin formula was employed as a sampling approach. We utilized a total of 213 replies for our statistical study. Customer happiness and loyalty are positively affected by favorable and substantial relationships with brands, according to the data. In addition, according to Setyorini et al. (2023), CS acts as a mediator between BI, customer connection, and CL.

CS as a moderator

CS was described by Kotler (2003) as the degree to which sensory state was met by the results gained from consuming a product or service in relation to their expectations. The idea of customer happiness is a product or service evaluation, according to Zeithaml and Bitner (2000) and Bachelet (1995). In addition, as Hoang (2018) pointed out, businesses can make better product and service selections and adjustments to their operations by first gauging consumer satisfaction levels. Trust impacts people's purchasing behavior and has also shown that risk considerations and advertising have an effect (Jabeen et al., 2024b). According to a new Vietnamese study (Tran, 2022), customer happiness significantly affects CL. According to recent research (Tahir et al., 2024c; Susanto et al., 2022), relation exists between happy customers and a positive perception of the brand. Price importance, external and internal price search, and customer happiness were all examined in a study by Homburg et al. (2014).

So, we posited the following hypothesis.

Hypothesis 1: GM positively impacts CL.

Hypothesis 2: CSR positively impacts CL.

Hypothesis 3: GM has significant impact on BI.

Hypothesis 4: CSR has significant impact on BI.

Hypothesis 5: BI has significant impact on CL.

Hypothesis 6a: BI mediates between GM and CL.

Hypothesis 6b: BI mediates between CSR and CL.

Hypothesis 7: CS positively moderates the association between BI and CL.

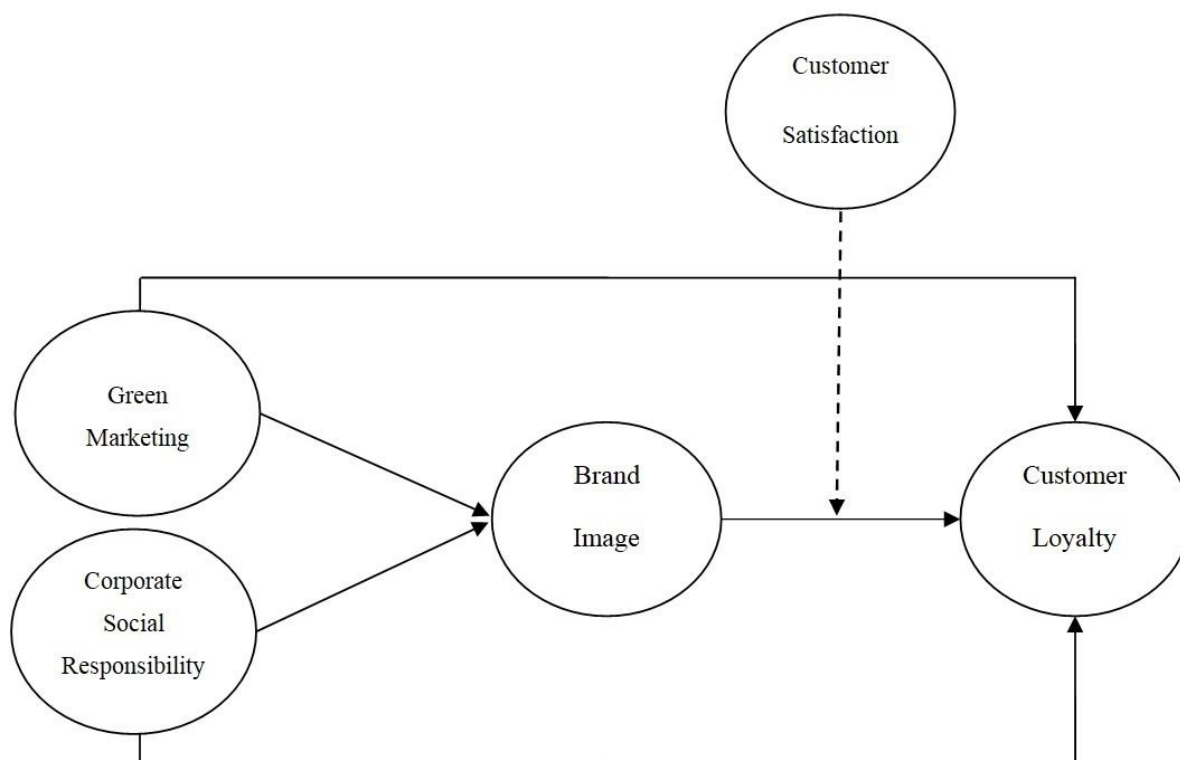


Figure 1: Research Framework

3. Research methodology

Sample and data collection

Due to its greater reliability compared to qualitative research, the present study is quantitative in character (Malhotra, 2004). Questionnaire used for a surveying design (Tahir et al., 2024b). The population of the current study is educated people who are brand lovers in Punjab, Pakistan and primary data were collected through survey.

Any sample size more than 30 and fewer than 500 is considered appropriate for any research (Roscoe, 1975). Among brand lovers, 600 questionnaires were distributed and 423 (response rate = 70.50%) complete filled questionnaires were received and used for analysis to conduct this research. So response rate was 70.50%. All respondents were user of reputed brands. The Unit of analysis was a single educated person who frequently buys brands. Convenience sampling technique saves resources, used by recent studies (Jabeen et al., 2023; Aslam et al., 2024; Zain et al., 2024; Fida et al., 2023; Danyal et al., 2024). Purposive sampling is also a best choice (Zain et al., 2023a; Zain et al., 2023b) to collect primary data for this model. Convenience sampling technique used and collected data analyzed with help of SPSS 25.0 and SmartPLS 3.2.9.

Measurement scales

There are two sections of the questionnaire, demographic questions were in section "A" and questions related to variables were in section "B". BI measured by 07 items, GM measured by 08 items and CSR measured by 08 items. Some scales are adopted and some are adapted according to the need of the study. All scales are taken from past studies and given in table below.

Table 1: Data Collection Instruments

Sr.	Variables	Items	Source
1	BI	7	Semadi and Ariyanti (2018)
2	GM	8	Jabeen et al. (2023)
3	CSR	8	Tiep Le et al. (2023)
4	CS	6	Collier and Bienstock (2006) & Lee and Moghavvemi (2015)
5	CL	6	Lee and Moghavvemi (2015)

4. Results and Discussion

Demographic Detail

In this part, gender and qualification of the respondents is discussed. The gender is given as two options. The 1st one is male and another is female. 32.15% respondents were Male and 67.85% respondents were Female in this study. Most of the respondents have qualification of Graduation which is 55.56%, Master has 25.77%, M. Phil has 14.89% and PhD has 3.78%. Further detail is given in the table 2.

Table 2: Gender and Qualification

Question	Detail	Frequency	Percent
Gender	Male	136	32.15
	Female	287	67.85
	Total	423	100
Qualification	Graduation	235	55.56
	Master	109	25.77
	M. Phil	63	14.89
	PhD	16	3.78
	Total	423	100

Descriptive Statistics and Correlation Analysis

See Table 3 for a descriptive analysis of the result and predictor variables. Standard deviation and mean provide insight into the distribution of responses and show the overall trend of the data. The Mean of CL, BI, CS, GM and CSR are 4.054, 4.002, 4.225, 4.049, and 4.160 respectively. Correlation analysis (see Table 3) explains relationship among variables. The correlation values of GM-CL (0.717) and CSR-GM (0.735) are above 0.70, strong correlation (Morgan et al., 2004).

Table 3: Descriptive Statistics and Correlation Analysis

Constructs	Mean	Std. Deviation	CL	BI	CS	GM	CSR
CL	4.054	0.672	1				
BI	4.002	0.741	.632**	1			
CS	4.225	0.774	.309**	.153**	1		
GM	4.049	0.660	.717**	.585**	.155**	1	
CSR	4.160	0.680	.684**	.598**	.213**	.735**	1

Notes: CL, Customer Loyalty; BI, Brand Image; CS, Customer Satisfaction; GM, Green Marketing; CSR, Corporate Social Responsibility.

Measurement model

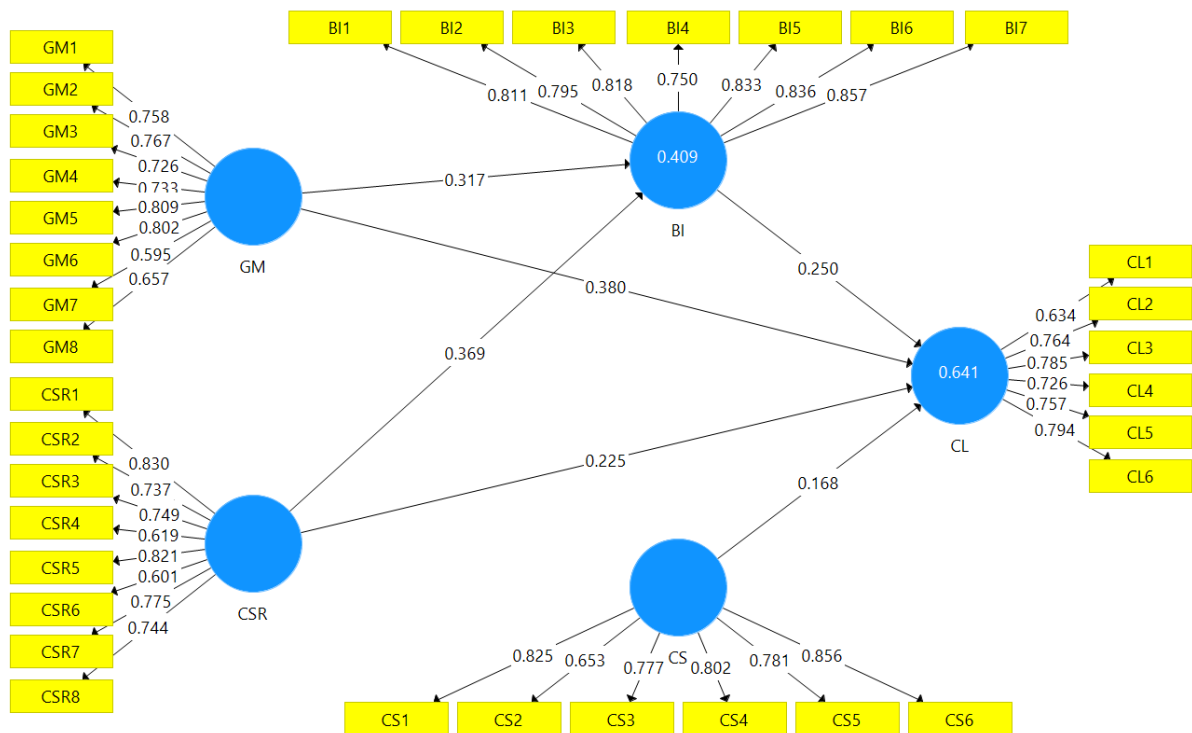


Figure 2: Measurement model

The current study examined how CSR and GM impact CL with mediation of BI and moderation of CS. The structural model reflects the study framework's proposed paths. As PLS modeling (Smart PLS-3) was utilized to conduct the analysis. Figure 2 and Table 4 show the results of measurement model, which aimed to guarantee construct validity and reliability. One thing to note is that loadings of all the components are greater than 0.50, which is set by Hair et al. (2014). It is also recommended, according to Vinzi et al. (2010), to have loadings over 0.7.

VIF values were above 0.5 (Hair et al., 2014). Alpha and CR were greater than the 0.70, as stated in previous studies (Hair et al., 2014; Diamantopoulos et al., 2012). AVE was more than 0.500. Table 5 confirms that "the heterotrait-monotrait correlation" for validity, as stated by Henseler et al. (2015), below 0.85 was considered significant.

R² for CL and BI are 0.641 and 0.409, greater than 0.1 (see Table 6). According to Falk and Miller (1992), the predictor variables should have an R² value of at least 0.1. R² values for CL are 0.641, and BI is 0.409, correspondingly. To see how taking the independent variable out of the model affects the R² value, look at the effect size (F²) in Table 7. Construction significance, and not effect size, is what the p-value represents (Sullivan & Feinn, 2012). The association between endogenous and exogenous latent variables is significant, as shown by the effect size (Götz et al., 2009; see Table 7). The effect sizes groups were 0.02, 0.15, and 0.35, respectively, according to Cohen (2013). Even if the correlations are significant, a variable is not meaningful if the F² value is less than 0.02. The effect sizes of all F² values in this experiment were more than 0.02. The p-value only indicates construct significance, not effect size

(Sullivan & Feinn, 2012). Additionally, the effect size (see Table 7) establishes the significance of the correlation between constructs (Götz et al., 2009). The minimum F^2 should be more than were 0.02 (Cohen, 2013). Values of F^2 below 0.02 suggest that the variable is not important even relationships are significance. In this investigation, the effect size of all F^2 values was more significant than 0.02. Result showed all F^2 exhibits a good correlation with the dependent variable. Hair (2016) proposed that the predictive relevance (Q^2) is an additional factor to evaluate when evaluating structural models (see Table 7). The PLSpridict function which is integrated into PLS calculated Q^2 . The Q^2 is more significant than zero shows predictive relevance (Chin, 1998). Q^2 was evaluated in this study, and all Q^2 values were more significant than zero, suggesting that it demonstrates a satisfactory level of predictive relevance. According to Hair (2016), structural model evaluations should also take into account the predictive relevance (see Table 7). Quantification step 2 was accomplished using the built-in PLSpridict function. The model's predictive usefulness is demonstrated by the fact that Q^2 is more significant than zero (Chin, 1998). The study assessed Q^2 values were more than zero, indicating that it shows a reasonable level of predictive relevance.

Table 4: Reliability and Validity

Constructs	Item	Loadings	VIF	alpha	CR	AVE
CL	CL1	0.634	1.373	0.839	0.882	0.555
	CL2	0.764	1.762			
	CL3	0.785	1.911			
	CL4	0.726	1.582			
	CL5	0.757	1.679			
	CL6	0.794	1.982			
BI	BI1	0.811	2.654	0.916	0.933	0.664
	BI2	0.795	2.842			
	BI3	0.818	3.261			
	BI4	0.750	2.440			
	BI5	0.833	2.609			
	BI6	0.836	3.651			
	BI7	0.857	4.296			
CS	CS1	0.825	2.169	0.874	0.905	0.616
	CS2	0.653	1.364			
	CS3	0.777	1.775			
	CS4	0.802	2.128			
	CS5	0.781	1.959			
	CS6	0.856	2.538			
GM	GM1	0.758	2.840	0.876	0.903	0.539
	GM2	0.767	2.107			
	GM3	0.726	1.719			
	GM4	0.733	2.029			
	GM5	0.809	2.376			

	GM6	0.802	3.262			
	GM7	0.595	1.344			
	GM8	0.657	1.496			
CSR	CSR1	0.830	2.515	0.878	0.905	0.546
	CSR2	0.737	1.782			
	CSR3	0.749	1.946			
	CSR4	0.619	1.394			
	CSR5	0.821	2.347			
	CSR6	0.601	1.369			
	CSR7	0.775	1.998			
	CSR8	0.744	1.940			

Notes: CL, Customer Loyalty; BI, Brand Image; CS, Customer Satisfaction; GM, Green Marketing; CSR, Corporate Social Responsibility.

Table 5: Heterotrait-Monotrait Ratio (Discriminant Validity)

Constructs	CL	BI	CS	GM	CSR
CL					
BI	0.719				
CS	0.360	0.168			
GM	0.838	0.654	0.173		
CSR	0.796	0.664	0.249	0.845	

Table 6: R square

Constructs	R-square	R-square adjusted
CL	0.641	0.637
BI	0.409	0.406

Table 7: Effect size and predictive relevance

Constructs	CL	BI	CS	GM	CSR	Q ² (=1-SSE/SSO)
CL						0.349
BI	0.103					0.263
CS	0.098					
GM	0.169	0.087				
CSR	0.157	0.104				

Structural Model

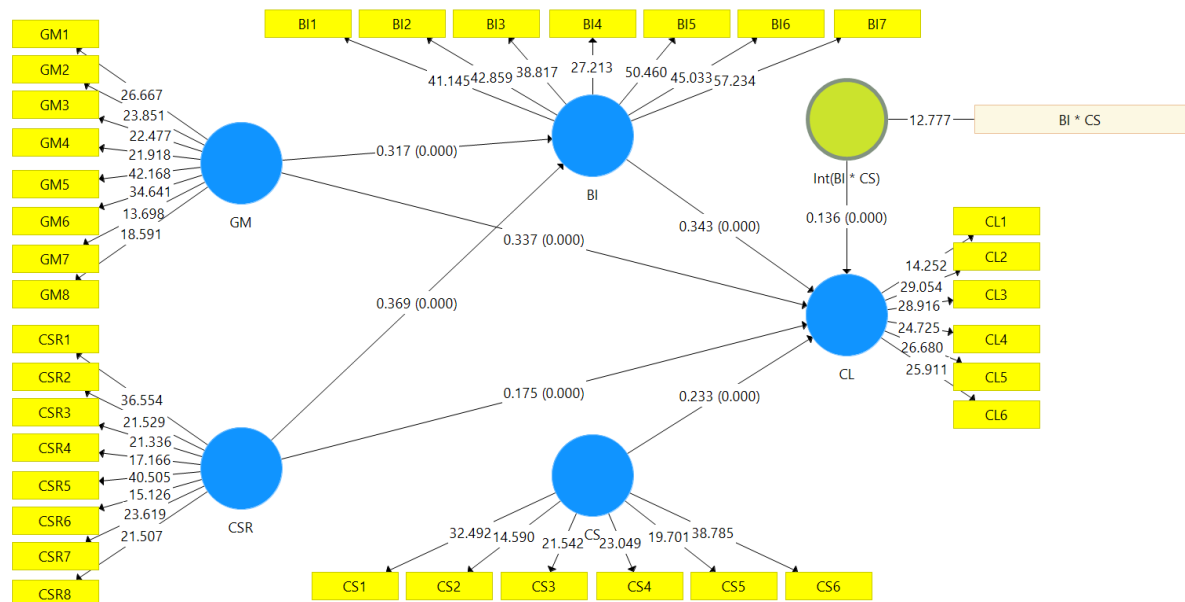


Figure 3: Full structural model

The purpose was to explore GM and CSR impact on CL with mediation of BI. The study also explored the moderation of CS between the link of BI and CL. We utilized the bootstrapping procedure of SmartPLS to test hypotheses (Figure 3, Table 8), employing 10,000 bootstrap samples. The study confirmed that GM ($\beta=0.446$, $t=9.166$, $p=0.000$) and CSR ($\beta=0.302$, $t=6.034$, $p=0.000$) both have significant impact on CL, confirmed H1 and H2. BI also significantly impacted by GM ($\beta=0.317$, $t=5.641$, $p=0.000$) and CSR ($\beta=0.369$, $t=6.587$, $p=0.000$), confirmed H3 and H4. Prior studies (Yang et al., 2024; Tan et al., 2022; JINAN et al., 2022; Kewakuma et al., 2021) explained that CL and BI impacted by GM. Prior studies explained that CSR impact BI (Jabeen et al., 2023; Makatumpias et al., 2018) and CL (Tran, 2022; Balqiah et al., 2011). Another research by (Suhartini & Pertiwi, 2021) examined that CSR impact purchase decisions with mediating effect on BI. BI impacts CL significantly ($\beta=0.343$, $t=6.087$, $p=0.000$), confirmed H5. A recent study confirmed this link (Mehta and Tariq, 2020).

As proposed in hypotheses H6a and H6b, the study investigated the mediating function of BI. For the mediation study, we used the methodology proposed by Preacher and Hayes (2008). Figure 3 shows that all of the direct and indirect associations (H6a and H6b) are significant according to the mediation analysis. BI mediates the GM-CL linkages, which supports hypothesis H6a ($\beta=0.109$, $t=3.964$, $p=0.000$). Additionally, the findings support hypothesis H6b as they reveal that BI plays a partial mediating role in CSR-CL link ($\beta=0.127$, $T=4.619$, $p=0.000$). BI mediates the relationship, according to a new study (Sylvia & Ramli, 2023). According to another survey (Suhartini & Pertiwi, 2021), CSR influences consumers' decisions to buy by influencing their perceptions of the brand.

Table 8: Hypotheses testing

Construct	β value	SD	T statistics	P values	BCI
					2.50% 97.50%

Total effects						
GM -> CL	0.446	0.049	9.166	0.000	0.358	0.554
CSR -> CL	0.302	0.05	6.034	0.000	0.208	0.391
GM -> BI	0.317	0.056	5.641	0.000	0.206	0.422
CSR -> BI	0.369	0.056	6.587	0.000	0.267	0.488
BI -> CL	0.343	0.056	6.087	0.000	0.237	0.463
Mediation analysis						
GM -> BI -> CL	0.109	0.027	3.964	0.000	0.062	0.167
CSR -> BI -> CL	0.127	0.027	4.619	0.000	0.081	0.187
Moderation analysis						
Int(BI * CS) -> CL	0.136	0.036	3.756	0.000	0.059	0.204

Notes: CL, Customer Loyalty; BI, Brand Image; CS, Customer Satisfaction; GM, Green Marketing; CSR, Corporate Social Responsibility.

The research additionally investigates the moderating effect of CS on BI-CL links, as posited in hypothesis H7 (Table 5, Figure 3-4). The results demonstrated that the interaction term (Int BI*CS) between BI and CL was meaningful, CS positively and significantly moderates BI-CL link ($\beta=0.136$, $t=3.756$, $p=0.000$). It demonstrates H7, indicating that CS moderates BI-CL links. Through simple slope assessment, we further examined the significant influence of this relationship. Interactions were shown at two standard deviations from the mean of CS: one at +1 and the other at -1. We developed a straightforward slope to examine the correlation intensity between BI and CL at high and low levels of CS. The conditional direct effect results offered additional support for H7, indicating that the positive correlation strengthened with rising CS.

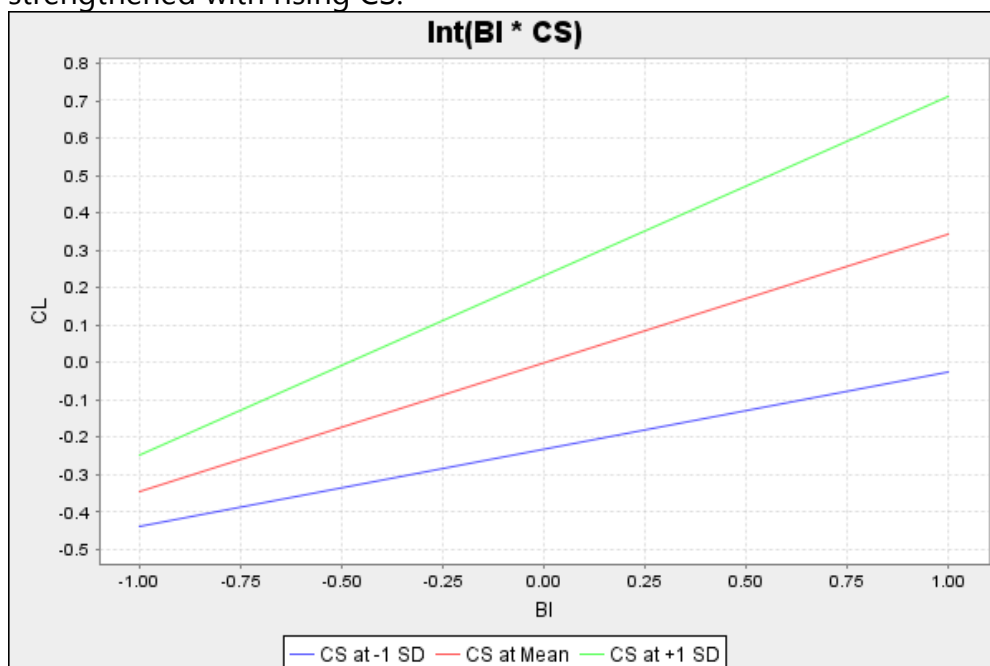


Figure 4: Slope analysis

5. Conclusion and Recommendation

Conclusion

The purpose was to explore GM and CSR impact on CL with mediation of BI. The study also explored the moderation of CS between the link of BI and CL. Primary data were collected from educated people who were brand lovers in Punjab, Pakistan. A total of 423 respondent's data were collected and analyzed with help of SPSS and SmartPLS. We accept Hypotheses 1 and 2 since findings show CSR and GM have statistically significant effect on CL. If businesses want to improve their reputation, they should implement CSR and GM strategies. Additionally, GM and CSR impact BI (H3 & H4 approved). In order to stay competitive, achieve sustainability, and improve their BI, firms should prioritize CSR practices, according to the report. BI has a favorable impact on CL, according to the results (H5 accepted). The reviews about the brands and ratings in terms of numbers or stars are a common form of EWOM which includes not only information and opinions about products but also about different brands and services. In addition, in order to reach new audiences and build their reputation, brands should prioritize GM. BI mediates between GM-CL and CSR-CL links. At the end, the study found that CS strengthens the BI-CL links. As Companies and consumers worldwide are increasingly concerned to environment (Tahir et al., 2024a; Tahir et al., 2024b; Jabeen et al., 2024a, Jabeen et al., 2024b; Zain et al., 2024; Aslam et al., 2024; Jabeen et al., 2023; Zain et al., 2023a; Zain et al., 2023b). The study provided fresh insight to brands and confirmed that CS, environmental and social responsibilities are crucial for enhancing BI and CL.

Implications

Using these findings as a foundation, managers can create plans to boost CL. Other variables unrelated to promotional efforts can contribute to improved BI and CL. People care a lot about the planet. Therefore, GM—which does more than boost CL—is getting much attention. In addition to assisting in the attainment of SDG's, it improves a company's reputation. Managers prioritize CSR initiatives that boost reputation, BI, and CL. In today's competitive market, this study shows managers the direction when it comes to boosting CL and positive perceptions of their brand. The present research is noteworthy because it adds to environmental and social literature in Pakistan's economy. Since there is a dearth of material on this relationship, the conceptual framework of this study adds something new to the SIT literature. Second, the population is educated people who are brand lovers in province Punjab, Pakistan. The researchers have used Statistical Software SPSS and PLS for data analysis.

Limitations

One restriction of this study was the lack of time and resources. There was only one mediating variable (BI) and one moderating variable (CS) used in the framework. To conduct this research study, the researcher collected cross-sectional data via convenience sampling. The population for this study was educated people who were brand lovers of province Punjab, Pakistan. Researchers cannot draw broad conclusions from the study since the data came from a specific geographical location and a specific demographic.

Recommendations

Researchers utilized a structured questionnaire and convenience sampling to gather data, but they may employ probability and non-probability sampling methods in future studies. In order to perform a study in the future, researchers can gather longitudinal data. Data can be collected from many parts of Pakistan and other nations in the future. In the future, researchers can use other independent variables such as Green practices like green innovation. In future, Customer trust can use as moderator between BI and CL. Researchers in the future may choose to study a different demographic. University students and staff are one possible target for their data collection efforts. In addition, people from various socioeconomic backgrounds may be surveyed by researchers. This model can be used for future comparison studies.

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