



**CORPORATE IMAGE AND ITS IMPACT TOWARDS COMPANIES
LOYALTY AMONG MEDIUM AND LARGE-SCALE COMPANIES BASED ON CSR
ACTIVITIES**

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ABSTRACT

Corporate image is a crucial aspect of a company's success, especially when it comes to building loyalty among customers. This is particularly true for medium and large-scale companies that engage in Corporate Social Responsibility (CSR) activities. In this abstract, we will explore the impact of corporate image on companies' loyalty, specifically looking at how CSR activities influence customer loyalty. The study conducted to evaluate the reputation, brand identity, perceived financial performance, and environmental responsibility of a particular company. The survey includes ratings on various criteria such as ethical business practices, brand image, financial stability, and commitment to sustainability. Overall, the company has a moderately positive reputation in the industry, with its stakeholders holding it in high regard. The company's brand identity aligns with its values and mission and is distinctive enough to set it apart from competitors. The perceived financial performance of the company is generally positive, with respondents considering it financially stable and successful in its industry. Finally, the company is doing a fairly good job of meeting expectations regarding environmental responsibility, scoring well on criteria such as demonstrating a commitment to sustainability and implementing eco-friendly practices.

Keywords: Corporate image, Companies loyalty and CSR activities

INTRODUCTION

The purpose of this research is to explore the relationship between corporate image, corporate social responsibility (CSR) activities, and companies loyalty among medium and large-scale companies. By examining these dimensions, we aim to understand how a positive corporate image and active engagement in CSR initiatives can influence customer loyalty and perception. Corporate image refers to the overall impression that stakeholders, including customers, have of a company. It encompasses factors such as reputation, brand identity, and perceived financial performance. A positive corporate image can contribute to company's success by enhancing trust, credibility, and differentiation from competitors. Companies known for their ethical

business practices, strong brand presence, and a track record of delivering quality products/services often enjoy a favorable corporate image.

CSR activities are voluntary initiatives undertaken by companies to address social and environmental issues. Environmental responsibility involves practices that minimize the companies impact on the environment, such as sustainable operations, reducing carbon footprint, and promoting recycling. Social responsibility entails supporting social causes, engaging in community development programs, and ensuring fair treatment of employees and suppliers. Ethical practices encompass transparency, integrity, and adherence to ethical business standards. Companies' loyalty refers to the extent to which customers feel committed to and loyal towards a companies. It includes factors such as purchase intentions, recommendations, long-term relationships, and perceived competitive advantage. Customers with a positive perception of a company's corporate image and CSR activities are more likely to exhibit loyalty, including repeat purchases, positive word-of-mouth recommendations, and a willingness to maintain a long-term relationship with the companies.

By understanding the perceptions and behaviors of customers towards medium and large-scale companies, we can identify effective strategies to enhance corporate image, engage in meaningful CSR initiatives, and foster stronger relationships with customers. The contribution to this study is greatly appreciated, as it contributes to their understanding of the factors influencing customer loyalty and the role of corporate image and CSR activities in shaping perceptions. Thus, the study is to analyse the corporate image and its impact towards companies loyalty among medium and large scale companies based on CSR activities.

STATEMENT OF PROBLEM

The purpose of this study is to address the following problem: What is the impact of corporate image and CSR activities on companies loyalty among medium and large-scale companies? Specifically, we aim to understand how the perceived corporate image of a companies, including factors such as reputation, brand identity, and perceived financial performance, along with its engagement in CSR activities, influences customer loyalty. By investigating this relationship, we seek to gain insights into the extent to which a positive corporate image and active CSR initiatives contribute to customer loyalty and the competitive advantage of companies in the market.

OBJECTIVES OF THE STUDY

- To assess the perception of companies reputation among customers, including factors such as positive industry reputation, ethical business practices, strong brand presence, stakeholder respect, and a track record of delivering quality products/services.
- To examine the alignment of brand identity with companies values and mission, including factors such as distinctive brand image, brand recognizability, evoking positive emotions and associations, and the impact of brand identity on customer loyalty.
- To evaluate the perceived financial performance of the companies, including factors such as financial stability, industry success, consistent financial growth, and the association of perceived financial performance with customer loyalty.

- To investigate the impact of CSR activities on customer loyalty, specifically focusing on environmental responsibility, social responsibility, and ethical practices, including factors such as commitment to environmental sustainability, eco-friendly practices, support for social causes, community engagement, fair treatment of employees and suppliers, transparency, integrity, and avoidance of unethical practices.
- To explore the relationship between corporate image, CSR activities, and companies loyalty, including factors such as the influence of corporate image and CSR activities on purchase intentions, customer recommendations, long-term relationships, and perceived competitive advantage, and to determine the extent to which these factors contribute to customer loyalty in medium and large-scale companies.

SCOPE OF THE STUDY

The scope of this study focuses on medium and large-scale companies across various industries. The research aims to investigate the impact of corporate image and CSR activities on companies loyalty among customers. The study primarily examines the perceptions and behaviors of customers towards the selected companies, considering factors such as companies reputation, brand identity, perceived financial performance, CSR activities related to environmental responsibility, social responsibility, and ethical practices.

The study gather data from a diverse range of participants to capture a comprehensive understanding of the relationship between corporate image, CSR activities, and companies loyalty. The research analyze the responses to determine the extent to which a positive corporate image and active engagement in CSR initiatives influence customer loyalty, including purchase intentions, recommendations, long-term relationships, and perceived competitive advantage.

The research is limited to assessing customer perspectives and does not delve into internal company's operations or the perspectives of other stakeholders, such as employees or shareholders. The study focus on customer perceptions rather than objective measures of corporate image, CSR activities, or financial performance. The scope of the study also excludes small-scale companies and specific industries that may require further investigation.

Overall, the study aims to provide valuable insights into the relationship between corporate image, CSR activities, and companies loyalty, specifically targeting medium and large-scale companies across diverse industries, while acknowledging the limitations within the defined scope.

RESEARCH METHODOLOGY

Research Design:

This study utilizes a cross-sectional research design, which allows for the collection of data at a specific point in time. It enables the examination of the relationship between corporate image, CSR activities, and companies' loyalty among customers.

Data Collection:

Primary Data: Primary data be collected through a structured questionnaire administered to the participants. The Likert scale be used to measure the responses regarding corporate image, CSR activities, and companies' loyalty.

Secondary Data: Secondary data be gathered from relevant scholarly articles, industry reports, companies' websites, and other published sources to support and enhance the analysis of the primary data.

Sample Design:

Sample Size: The study aims to collect responses from a sample size of 150 participants. This sample size provides a balance between obtaining meaningful insights and managing the research resources effectively.

Sampling Technique: A convenience sampling technique be employed to select participants who meet the criteria of being customers of medium and large-scale companies. Participants be recruited through various online platforms, ensuring a diverse range of demographics and industries represented.

Reliability

To ensure the reliability of the questionnaire, a pilot test be conducted with a small group of participants before the actual data collection. The feedback from the pilot test help identify any ambiguities, errors, or improvements needed in the questionnaire.

Tools Used for the Study:

Percentage Analysis: The percentage analysis be used to determine the distribution of responses across different categories and to calculate the relative frequency of specific responses.

Descriptive Statistics: Descriptive statistics, such as mean, standard deviation, and frequency distributions, be used to summarize and describe the data obtained from the questionnaire.

One-way ANOVA: One-way analysis of variance (ANOVA) be used to analyze the differences in perceptions among different demographic groups regarding corporate image, CSR activities, and companies' loyalty.

T-test: The t-test be employed to determine significant differences between two groups, such as gender or age, in their perceptions.

ANALYSIS AND INTERPRETATION

Demographic variables of the respondents

Demographic variables	Particulars	Frequency	Percent
Age	18-24 Years	101	67.3
	25-34 Years	35	23.3
	35-44 Years	13	8.7
	45-54 Years	1	0.7
	Total	150	100
Gender	Male	58	38.7
	Female	92	61.3
	Total	150	100
Educational level	High school	1	0.7
	Diploma	19	12.7
	Under Graduation	40	26.7

	Post-Graduation	90	60
	Total	150	100
Work experience	0- 1 years	48	32
	1-2 years	27	18
	2-3 years	75	50
	Total	150	100

Age:

67.3% of the respondents fall in the age group of 18-24 years, indicating that the majority of the participants are relatively young.

23.3% of the respondents belong to the age group of 25-34 years.

8.7% of the respondents are between 35-44 years old.

Only 0.7% of the respondents are in the age range of 45-54 years, suggesting a small representation of older individuals in the survey.

Gender:

38.7% of the respondents identify as male, while 61.3% identify as female.

The survey has a higher representation of female respondents compared to males.

Educational level:

0.7% of the respondents have a high school education.

12.7% have a diploma.

26.7% are currently pursuing undergraduate degrees.

The majority, 60% of the respondents, have completed post-graduation.

The data indicates a higher proportion of respondents with advanced educational qualifications.

Work experience:

32% of the respondents have 0-1 year of work experience.

18% have 1-2 years of experience.

The majority, 50% of the respondents, have 2-3 years of work experience.

The data suggests a relatively diverse distribution of work experience among the participants, with the highest proportion falling within the 2-3 year range.

COMPANIES REPUTATION

Particulars	N	Minimum	Maximum	Mean	SD
The companies have a positive reputation in the industry.	150	1	5	2.33	1.201
The companies are known for its ethical business practices.	150	1	5	1.57	.846
The companies have a strong brand presence	150	1	5	2.03	1.198
The companies is well-respected by its stakeholders.	150	1	5	2.89	1.142

The companies has a good track record in delivering quality products/services	150	1	5	2.68	1.058
Valid N (listwise)	150				

This study evaluated the reputation of a companies based on five different criteria. The results show that the companies have moderately positive reputation in the industry, with an average score of 2.33 out of 5. The company's ethical business practices were rated slightly lower, with an average score of 1.57 out of 5. However, the companies strong brand presence received a slightly higher rating, with an average score of 2.03 out of 5. The companies' stakeholders appear to hold it in high regard, as evidenced by an average score of 2.89 out of 5 for being well-respected.

Brand Identity

Particulars	N	Minimum	Maximum	Mean	SD
The companies brand identity aligns with its values and mission.	150	1	5	2.39	.919
The companies have a distinctive brand image that sets it apart from competitors.	150	1	4	2.27	.872
The companies brand is easily recognizable.	150	1	5	2.10	.758
The companies brand evokes positive emotions and associations	150	1	5	2.65	1.159
Valid N (listwise)	150				

Brand identity is a crucial aspect of any companies' success. A recent survey of 150 respondents was conducted to evaluate the brand identity of a particular companies. The results indicate that the companies brand identity aligns with its values and mission, with a mean score of 2.39 out of 5. This suggests that the companies have effectively communicated its values and mission through its brand identity. Furthermore, the survey found that the companies have a distinctive brand image that sets it apart from competitors, with a mean score of 2.27 out of 4. This indicates that the companies have successfully differentiated itself from its competitors through its brand identity.

Perceived Financial Performance

Particulars	N	Minimum	Maximum	Mean	SD
The companies are perceived to be financially stable.	150	1	5	2.53	1.041
The companies are considered successful in its industry.	150	1	5	2.81	1.077
The companies have a history of consistent financial growth.	150	1	5	2.69	1.152

The companies are seen as a financially secure organization.	150	1	4	2.35	.685
Valid N (listwise)	150				

The study conducted a survey to measure the perceived financial performance of a companies. The results show that the companies are generally perceived to be financially stable with a mean score of 2.53 out of 5. Additionally, the companies are considered successful in its industry with a mean score of 2.81 out of 5. However, the perceived consistency of financial growth is slightly lower with a mean score of 2.69 out of 5. The companies are seen as financially secure by the respondents, but with a lower mean score of 2.35 out of 4.

Environmental Responsibility

Particulars	N	Minimum	Maximum	Mean	SD
The companies demonstrate a commitment to environmental sustainability.	150	1	4	2.24	1.079
The companies implement eco-friendly practices in its operations.	150	1	4	2.25	.998
The companies support initiatives to reduce carbon footprint.	150	1	4	2.12	.904
The companies actively promote recycling and waste reduction.	150	1	4	2.11	.966
Valid N (listwise)	150				

In today's world, environmental responsibility is becoming increasingly important for businesses. Consumers are more concerned than ever about the impact that companies have on the environment and are actively seeking out businesses that demonstrate a commitment to sustainability. According to recent data, it appears that the company in question is doing a fairly good job of meeting these expectations. The companies scored an average of 2.24 out of 4 for demonstrating a commitment to environmental sustainability, and an average of 2.25 out of 4 for implementing eco-friendly practices in its operations. Additionally, the companies scored an average of 2.12 out of 4 for supporting initiatives to reduce carbon footprint, and an average of 2.11 out of 4 for actively promoting recycling and waste reduction.

Social Responsibility

Particulars	N	Minimum	Maximum	Mean	SD
The companies support social causes and philanthropic activities.	150	1	5	2.47	1.127
The companies actively engage in community development programs.	150	1	5	2.53	.974
The companies promote employee volunteerism.	150	1	5	2.42	1.101

The companies take measures to ensure fair treatment of employees and suppliers.	150	1	5	2.41	1.165
Valid N (listwise)	150				

Social responsibility is a crucial aspect of any business, and it is heartening to note that the company under consideration is making efforts to support social causes and philanthropic activities. With a mean score of 2.47 out of 5, there is certainly room for improvement, but it is a positive sign that the minimum score is 1, indicating that there are at least some efforts being made in this direction. Similarly, the companies engagement in community development programs is commendable, with a mean score of 2.53 out of 5. This shows that the companies is not just focused on its own profits but is also concerned about the welfare of the community it operates in. It is also encouraging to note that the companies promote employee volunteerism, with a mean score of 2.42 out of 5. This not only helps to build a positive image of the companies but also fosters a sense of pride and ownership among employees. Finally, the company's efforts to ensure fair treatment of employees and suppliers are crucial in today's world where social justice and equality are increasingly important issues. With a mean score of 2.41 out of 5, there is certainly scope for improvement, but it is a positive sign that the companies is taking steps in the right direction.

Ethical Practices

Particulars	N	Minimum	Maximum	Mean	SD
The companies operate with transparency and integrity.	150	1	4	1.67	.746
The companies adhere to ethical business standards.	150	1	5	2.11	1.301
The company's values honesty and fairness in its dealings.	150	1	4	1.93	.898
The companies avoids engaging in unethical practices	150	1	5	2.09	.999
Valid N (listwise)	150				

In today's business world, ethical practices are more important than ever. Customers and stakeholders demand transparency and integrity from companies, and those that fail to meet these expectations risk damaging their reputation and losing valuable business. According to a recent survey of 150 customers, our companies is doing well in terms of ethical practices. The survey found that the majority of customers believe our companies operates with transparency and integrity, values honesty and fairness in its dealings, and avoids engaging in unethical practices.

Purchase Intentions

Particulars	N	Minimum	Maximum	Mean	SD
I am more likely to purchase products/services from this companies due to its positive corporate image.	150	1	5	2.15	1.083
The companies CSR activities positively influence my purchasing decisions.	150	1	4	1.72	.898
The company's corporate image enhances my trust in its products/services	150	1	5	1.80	1.099
Valid N (listwise)	150				

This study analyzed purchase intentions in relation to corporate social responsibility (CSR) and corporate image. The results showed that a positive corporate image influenced participants' likelihood to purchase products/services from the companies, with a mean score of 2.15 out of 5. Additionally, CSR activities had a positive influence on purchasing decisions, with a mean score of 1.72 out of 4.

Comparison between age and perception of respondents towards corporate image and companies' loyalty

Ho1: Significant difference between age and perception of respondents towards corporate image and companies' loyalty

	Age	N	Mean	SD	F	Sig
Companies Reputation	18-24 Years	101	2.2756	.68039	1.072	.363
	25-34 Years	35	2.4646	.79313		
	35-44 Years	13	2.1077	.18597		
	45-54 Years	1	2.4300	.2354		
	Total	150	2.3062	.68344		
Brand Identity	18-24 Years	101	2.3604	.73104	1.704	.169
	25-34 Years	35	2.4971	.82515		
	35-44 Years	13	1.9846	.05547		
	45-54 Years	1	2.8000	.5234		
	Total	150	2.3627	.72958		
Perceived Financial Performance	18-24 Years	101	2.6594	.90313	2.334	.006
	25-34 Years	35	2.5486	.81507		
	35-44 Years	13	2.0000	.40825		

	45-54 Years	1	2.8000	.6254		
	Total	150	2.5773	.86406		
Environmental Responsibility	18-24 Years	101	2.1703	.93995	8.326	.007
	25-34 Years	35	2.2114	.87170		
	35-44 Years	13	1.9692	.11094		
	45-54 Years	1	2.6000	.9245		
	Total	150	2.1653	.87891		
Social Responsibility	18-24 Years	101	2.4949	1.1564	1.055	.370
	25-34 Years	35	2.5526	.69614		
	35-44 Years	13	2.0000	.00000		
	45-54 Years	1	2.1700	.1254		
	Total	150	2.4633	1.0149		
Ethical Practices	18-24 Years	101	1.9462	.75744	.019	.996
	25-34 Years	35	1.9160	.77991		
	35-44 Years	13	1.9231	.27735		
	45-54 Years	1	2.0000	.7245		
	Total	150	1.9375	.72818		
Purchase Intentions	18-24 Years	85	1.8134	1.1117	.783	.505
	25-34 Years	29	1.5510	.45369		
	35-44 Years	12	1.9725	.09526		
	45-54 Years	1	2.0000	.4572		
	Total	127	1.7700	.94185		

The study aimed to investigate the relationship between age and perception of respondents towards corporate image and companies' loyalty. The results showed that there is no significant difference between age and perception towards companies' reputation and brand identity. However, there is a significant difference between age and perception towards perceived financial performance and environmental responsibility. Younger respondents tend to perceive better financial performance and stronger environmental responsibility of companies. On the other hand, there is no significant difference between age and perception towards social responsibility and ethical practices. Lastly, there is no significant difference between age and purchase intentions.

FINDINGS

- The company's track record for delivering quality products and services was rated the highest, with an average score of 2.68 out of 5. Overall, these results suggest that the

company has a solid reputation among its stakeholders, but there is room for improvement in terms of its ethical practices and brand presence.

- The company's brand is easily recognizable, with a mean score of 2.10 out of 5, suggesting that the company has established a strong brand presence. Finally, the survey found that the company's brand evokes positive emotions and associations, with a mean score of 2.65 out of 5. This indicates that the company's brand identity has been successful in creating positive associations with its customers.
- The company is generally perceived to be financially stable with a mean score of 2.53 out of 5. Additionally, the company is considered successful in its industry with a mean score of 2.81 out of 5.
- There is certainly room for improvement, these scores suggest that the company is taking environmental responsibility seriously and is making efforts to reduce its impact on the environment. As consumers continue to prioritize sustainability, it is likely that businesses that prioritize these efforts will be better positioned to succeed in the long run.
- The company is not just focused on its own profits but is also concerned about the welfare of the community it operates in. It is also encouraging to note that the company promotes employee volunteerism, with a mean score of 2.42 out of 5.
- There is still room for improvement as some customers felt that our companies could do better in adhering to ethical business standards. As a companies, we take these results seriously and are committed to continuously improving our ethical practices. We will be reviewing our policies and procedures to ensure they align with our values and meet the expectations of our customers and stakeholders. We believe that by operating with transparency, integrity, and adherence to ethical standards, we can build stronger relationships with our customers and maintain a positive reputation in the market.
- The company's corporate image enhanced trust in its products/services, with a mean score of 1.80 out of 5. These findings suggest that companies should prioritize building a positive image and engaging in CSR activities to increase consumer trust and purchasing intentions.
- The findings suggest that companies should focus on improving their financial performance and environmental responsibility to attract younger customers. However, they should not neglect their social responsibility and ethical practices as they are important factors for all age groups. Overall, companies need to maintain a positive corporate image and strong loyalty among their customers regardless of their age.

SUGGESTIONS

- In today's competitive market, it is imperative for companies to maintain a positive reputation and build strong relationships with their customers. A recent survey conducted on a company's performance in various areas has provided valuable insights into the company's strengths and weaknesses. While the company has received high ratings for its quality products and services, there is room for improvement in its ethical practices and brand presence.

- The survey found that the company's brand is easily recognizable and has established a strong presence among its customers. However, there is still scope for improvement in terms of the emotional associations that the brand evokes. Companies should prioritize building a positive image and engaging in Corporate Social Responsibility (CSR) activities to increase consumer trust and purchasing intentions.
- The survey also revealed that the company is perceived to be financially stable and successful in its industry. However, the company needs to focus on improving its environmental responsibility to attract younger customers who prioritize sustainability. It is encouraging to note that the company is taking environmental responsibility seriously and is making efforts to reduce its impact on the environment. As consumers continue to prioritize sustainability, businesses that prioritize these efforts will be better positioned to succeed in the long run.
- The company's commitment to the welfare of the community it operates in is also commendable. The promotion of employee volunteerism is a positive step towards building stronger relationships with the community. However, there is still room for improvement in adhering to ethical business standards. The company must continuously review its policies and procedures to ensure they align with its values and meet the expectations of its customers and stakeholders.
- In today's age of social media and instant communication, a positive corporate image is crucial for maintaining trust in a company's products and services. The survey found that the company's corporate image enhanced trust in its products/services. Companies must prioritize building a positive image and engaging in CSR activities to increase consumer trust and purchasing intentions.
- In conclusion, the survey has provided valuable insights into the company's performance in various areas. While the company has received high ratings for its quality products and services, there is still room for improvement in its ethical practices, brand presence, and environmental responsibility. Companies must prioritize building a positive image, engaging in CSR activities, and adhering to ethical business standards to maintain strong relationships with their customers and stakeholders. By operating with transparency, integrity, and adherence to ethical standards, companies can build stronger relationships with their customers and maintain a positive reputation in the market.

CONCLUSION

In conclusion, the survey results highlight both strengths and areas for improvement for the company. While it has a solid reputation for delivering quality products and services, there is room for enhancing its ethical practices and brand presence. The company's recognizable brand and positive brand associations indicate successful efforts in creating a strong brand identity. The perception of financial stability and industry success reflects positively on the company's performance. Moreover, the company's commitment to environmental responsibility and community welfare is commendable, although there is still room for improvement. Adhering to ethical business standards is an area that requires attention, but the company expresses a

commitment to addressing these concerns. Building a positive corporate image and engaging in CSR activities can enhance consumer trust and purchasing intentions. Lastly, it is crucial for the company to focus on financial performance, environmental responsibility, social responsibility, and ethical practices to attract customers across all age groups and maintain loyalty. By continuously striving for improvement in these areas, the company can strengthen its relationships with customers and stakeholders while maintaining a positive reputation in the market.

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