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Social Responsibilities of Vietnam's Exporter Enterprises Toward Consumer Loyalty in the EU Market

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Abstract

Many exporters want to introduce their goods to markets like the EU countries. Therefore, maintaining an export partnership with this market is extremely important for Vietnamese enterprises. This study looked at the variables that influence customer loyalty in the EU countries and the social responsibility (CSR) of Vietnamese exporters. The aspects of brand image, brand reputation, and consumer satisfaction define the connection. Data was collected and analyzed using SmartPLS 4.0 following an online survey conducted using Google Forms. These findings have significant ramifications for Vietnamese exporters to the European market, particularly in conveying their CSR initiatives to build brand loyalty and improve consumer perception.

Keywords: *corporate social responsibility, customer loyalty, corporate reputation, corporate image, customer satisfaction.*

1 Introduction

After the COVID-19 pandemic crisis, countries prioritized economic recovery and development acceleration. According to the Ministry of Industry and Trade, "Export development is the driving force of fast and sustainable economic growth, promoting the development of Vietnamese goods brands, helping to enhance the country's position in the global value chain" (Nguyen Thuy Hien, 2022). During the ongoing global inflation, in the first quarter of 2023, we recorded our country's trade surplus to the EU countries estimated at 6.9 billion USD (Central Statistical Office, 2023b). Also, during this period, the country's economic growth faced many challenges. The State Bank of Vietnam adjusted interest rates to remove difficulties, support the economy's recovery, and maintain growth (Central Statistical Office, 2023a). It would benefit businesses to allocate additional resources towards enhancing their products and devising effective strategies to enter the European market successfully.

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It is easy to see that the Union of 27 European countries is a potential market. The EU-Vietnam Free Trade Agreement (EVFTA) has created opportunities for cooperation and helped promote import and export business activities of Vietnamese enterprises into EU countries towards long-term development goals in this market. However, the Trade Promotion Department (Ministry of Industry and Trade) said that the import turnover of Vietnamese goods to the EU countries accounts for only 2% of the market share, and most Vietnamese products are recognized as brand names from other countries.

Besides, the EVFTA Agreement, which was just effective on August 1, 2020, helped Vietnamese brands make an impression on the EU newspapers and social networks. But even so, Vietnamese brands are still relatively new to this market. Our country's enterprises need an approach or strategy to build awareness for EU consumers about Vietnamese products and brands, thereby making the target of approaching the market and becoming the first choice of EU consumers. As of the first quarter of 2023, export turnover recorded negative growth; businesses are in a disadvantageous position in asserting the existence of brands and products in this market. That proves that our country's businesses are still not favorable in building awareness of Vietnamese brands in the hearts of European consumers.

Meanwhile, in January 2023, the EU countries introduced many new regulations, requiring all export partners to the EU countries to focus more on environmental and labor issues. The European Union is also expected to develop anti-deforestation policies, carbon transition balance, etc. (Viet Nga, 2023). These regulations are social responsibility, which all businesses that want to enter this market need to know and implement seriously. Carey Zesiger, project development director of the consulting firm Global Standards, said that Vietnam's competitiveness in several key industries will be greatly enhanced if corporate social responsibility (CSR) issues are strictly observed (Journal of Electronic Finance, 2020). Corporate social responsibility is one of the growing trends worldwide, becoming a "soft" requirement for businesses in the integration process (Long & Vinh, 2019). In previous studies, the authors have also provided management implications for implementing corporate social responsibility to build brand image and improve customer loyalty. Therefore, to help Vietnamese export enterprises better capture and exploit the EU market, the research team carried out the topic: "Social Responsibilities of Vietnam's Exporter Enterprises toward Consumer Loyalty in The EU Market". Since then, solutions have been provided to help Vietnamese export enterprises increasingly meet the needs of EU customers and develop more sustainably in the European market in the future. This study attempts to answer the following questions: (1) How is the social responsibility of Vietnamese exporters related to the loyalty of consumers in the EU countries to Vietnamese products and brands? (2) How does the social responsibility factor of Vietnamese export enterprises affect consumer loyalty in the EU countries? (3) Are there solutions related to corporate social responsibility to help Vietnamese exporters improve consumer loyalty in the EU countries to their products and brands?

2 Theoretical background

2.1. *Customer Loyalty*

According to Oliver (1999) customer loyalty is a deep and sustained commitment to repurchase a product or return to a preferred service in the future. Spite the economic impact or the marketing activities that effort to convert their behavior. Chaudhuri (1999) suggested that customers are considered loyal to a brand when they tend to buy more products and repeat purchases.

Pong & Yee (2001) explained loyalty in the service sector as a customer's willingness to consistently remain a customer of a particular service provider, which is the first choice among many suppliers There is a correlation between behavioral outcomes, accompanied by attitudes and preferences, regardless of situational influences and the marketing efforts designed to do so—behavior change.

The definition of loyalty, as described in Bandyopadhyay & Martell (2007), is usually expressed in future repurchase behavior, quantity, and the ability to choose another brand in each acquisition.

2.2. Corporate Social Responsibility

The World Economic Commission on Sustainable Development defines Corporate Social Responsibility as a business commitment to behave ethically and contribute to economic development (Master. Nguyen Thi Yen, 2020). Bowen (1953) introduced the concept of CSR as a voluntary initiative and found it very important to develop a long-term symbiotic relationship between business and society.

By many definitions, social responsibility is divided into four categories: environmental, charitable, ethical, and economic responsibility (Tim Stobierski, 2021). Corporate social responsibility is society's expectations for organizations at specific times, including economic, legal, and ethical responsibility and community contribution. Economic responsibility includes the obligation to satisfy consumers with products of suitable value, as well as to generate sufficient returns for investors (Carroll, 1979, 1999). Corporate reputation is an essential construct in building the overall perception of the business (Walsh et al., 2009). According to C. Fombrun & Shanley (2017), the larger a company's contribution to social welfare, the better its reputation. Marrewijk (2003) also suggested that CSR positively affects corporate reputation, building positive relationships with stakeholders and improving corporate reputation (Husted & Allen, 2007). CSR is a criterion for consumers to consider the value of a business (Maignan & Ferrell, 2004). Therefore, many enterprises use social responsibility as a strategy to increase their competitiveness (Lii & Lee, 2012). When businesses implement CSR, positive signals will be spread to customers and stakeholders (Latif et al., 2020)

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Hypothesis 1 (H1): Corporate social responsibility has a positive impact on corporate reputation.

According to Brown & Dacin (1997), corporate image is the customer's perception of competence and social responsibility. An organization that demonstrates ethical responsibility to customers and employees will have a more positive image in the community (Arendt & Brettel, 2010). Corporate social responsibility can potentially improve an image's attractiveness (Chattananon, 2003; Moir, 2001; Thøger Christensen & Askegaard, 2001), enhancing the performance and efficiency of that business. Companies can create a positive corporate image through their social responsibility activities. Golob & Bartlett (2007); Pomering & Johnson (2009); Lizarraga (2010) Ailawadi & Jordan (2011); Green & Peloza (2011) also emphasized that socially responsible businesses gain more attention, forming positive attitudes of customers and stakeholders towards the business. Accordingly, Chang & Yeh (2017) point out the positive influence of CSR on corporate image: customers will have an excellent and professional impression of the company (Gürlek et al., 2017). Salehzadeh et al. (2018) also confirmed that CSR is essential to forming a positive corporate image.

Hypothesis 2 (H2): Corporate social responsibility has a positive impact on corporate image.

Satisfaction is defined as the consumer's satisfaction in emotional and cognitive aspects (Oliver et al., 1997). Regarding Social Responsibility, the research del Mar García-De los Salmones & Perez (2018) argues that CSR strategies and activities improve customer satisfaction more for the company. Customers are interested in both the economic efficiency and ethics of a business. Therefore, customers will be more satisfied if businesses participate in social activities. Implementing CSR helps businesses have more favorable expectations and evaluations (Latif et al., 2020), and customers will have long-term intentions with the brand (Sen et al., 2006). Bhattacharya & Sen (2003, 2004) found that CSR and customer satisfaction have a positive relationship.

Hypothesis 3 (H3): Corporate social responsibility positively impacts customer satisfaction.

2.3. Corporate Reputation

Reputation results from receiving direct and indirect information from the firm's past activities (C.J. Fombrun & Shanley, 1990; Ruth & York, 2004; Weigelt & Camerer, 1988; Yoon et al., 1993). The literature on company reputation shows that building and maintaining a good reputation is a prerequisite for attracting customers to participate in company activities (Schultz & Hatch, 2003). Before making a purchase, consumers are likely to consider the company's reputation (Zeithaml, 2000). Many scholars assert that a good corporate reputation helps increase a company's sales and market share (Shapiro, 1982), and establish and maintain relationships with loyal customers. Andreassen & Lindestad (1998); Caruana & Ewing (2010); Latif et al. (2020) found that corporate reputation has a positive relationship with customer loyalty. Corporate reputation serves as a promise of quality to customers, and when customers rate a company as reputable, they tend to be more loyal. Graca & Arnaldo (2016) also argue that the relationship between reputation and firm loyalty is positive and significant in financially solid and trustworthy companies.

Hypothesis 4 (H4): Corporate reputation positively affects loyalty.

2.4. Corporate Image

Corporate image refers to a process through which customers perceive a company's identity, thereby building its reputation (Herstein et al., 2008). Reputation is formed over time (Leiva et al., 2016). Many previous studies have suggested that corporate image impacts corporate reputation (Balmer, 1998; Chernatony, 2001, 1999; C. J. Fombrun, 1996; C.J. Fombrun & Shanley, 1990; Gray & Balmer, 1998). Based on the research Walsh et al. (2009), consumers who positively perceive a company's image will affect their feelings and evaluations of that company. From there, the company's reputation will improve. Latif et al. (2020) state that image improvement will affect the company's reputation.

Hypothesis 5 (H5): Corporate image positively impacts corporate reputation.

According to Markus (1977), company image is related to the buyer's purchasing decision; that is, a good company image will stimulate purchase. In this context, corporate image becomes a matter of attitudes, beliefs towards perception and recognition (Aaker, 1991), customer satisfaction and consumer behavior (Fornell, 1992). Corporate image can be seen as an accumulation of customer's purchasing experiences over time (Andreassen & Lindestad, 1998). Corporate image affects customer evaluation, accumulating satisfaction or dissatisfaction (Bolton & Drew, 1991; Fornell, 1992; Johnson & Fornell, 1991).

Hypothesis 6 (H6): Corporate image positively impacts customer satisfaction.

According to Gürlek et al. (2017) customer's attitudes towards businesses are based on the image of that business. If organizations such as retailers have a good reputation, customers typically favor them (Bloemer & de Ruyter, 1998; Nguyen & Leblanc, 2001), it helps businesses retain customers for a long time. The fact that a business has terrible expressions often causes a negative view of customers, thereby reducing customer's sympathy for that business. Kevork & Vrechopoulos (2009) argue that customer behavioral intention (loyalty) can be increased by identification and psychological support of customers from the business side. Selnes (1993) also showed that the company's overall image influences customer loyalty to a service, product, or service industry.

And Agyei & Kilika (2014); Berg & Lidfors (2012); Boohene & Agyapong (2011) pointed out that corporate image is the premise of customer loyalty. Customers not only buy a product or service but also an image associated with that product or service, so they prefer companies with a more positive corporate image (Bloemer & de Ruyter, 1998). Therefore, a positive corporate image will increase customer loyalty, providing a sustainable competitive advantage (Lantos, 2001).

Hypothesis 7 (H7): Corporate image affects loyalty.

2.5. Customer Satisfaction

Satisfaction is a factor related to the customer's experience with the product. Customer satisfaction has a positive effect on customer retention and repeat purchase intention. According to Oliver (1999) customer loyalty is a deep and sustained commitment to repurchase a product or return to a preferred service in the future despite the influence of marketing efforts can convert behavior. Gustafsson et al. (2005); Liang & Wen-Hung (2004) stated that satisfaction is the main factor affecting customer loyalty. Customer satisfaction occurs when the performance of the product or service perceived by the customer meets their expectations. When customers have high satisfaction with a product or service, it is easy to lead to loyalty to the product or brand (Akbari et al., 2019; Pérez & del Bosque, 2015; Frenda and Scippacercola, 2022).

Customers always tend to recommend their favorite brands and products to those around them when asked. That meets the expectations and needs of consumers, increasing their loyalty.

Hypothesis 8 (H8): Customer satisfaction affects loyalty intention (loyalty)

The Conceptual Framework

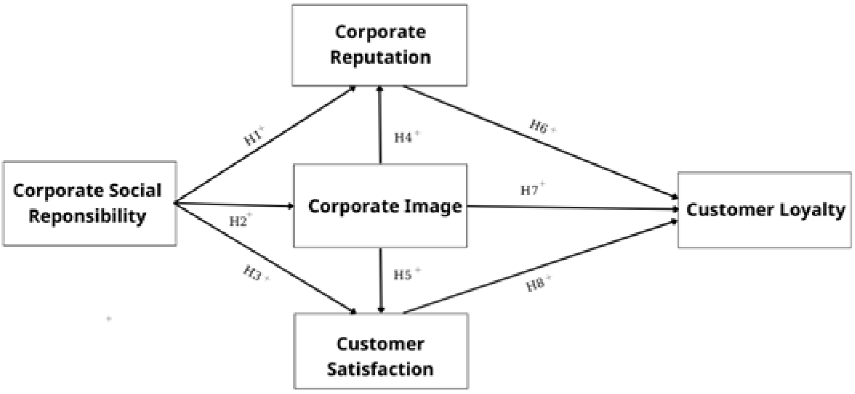

Fig. 1 . Conceptual framework model
Source: Authors summarized and proposed based on previous research.

3 Research objective, methodology, and data

This study aims to clarify the correlation between the social responsibility of Vietnamese exporter enterprises and the loyalty of European consumers towards these products and brands, as well as to evaluate the impact of the social responsibility factor of Vietnamese exporters on consumer loyalty in the EU. Based on the findings, recommendations related to corporate social responsibility will be proposed to assist Vietnamese export businesses in enhancing consumer loyalty to their products and brands in the EU countries.

Qualitative Research Methods

The research uses related concepts and theories to propose research models, build draft scales, and appropriate questionnaires. The Delphi method was also applied to improve the questionnaire's research models, clarity, and comprehensiveness. According to previous studies and theoretical basis, the study has introduced the "social responsibility" factor through 3 mediating factors affecting the dependent variable "loyalty" of customers who have used Made in Vietnam products in the EU countries. Specifically, there are 21 observed variables representing five factors. A pilot survey interviewed twenty customers living in EU countries who purchased products of Vietnamese origin there. From there, the research team tweaked the scale before conducting an extensive survey.

Tab 1 . Scale Items

Variables	Scale Items	Sources
1. Corporate Social Responsibility		
CSR1	I think businesses respect the rights of consumers	Jain et al., 2017; Swaen & Chumpitaz, 2008
CSR2	Business always provides honest information to customers	
CSR3	The enterprise has a policy to ensure the safety and security of customers	
CSR4	Businesses resolve customer complaints in a timely and effective manner	
2. Customer Satisfaction		
SAT1	Company's CSR policy meets my expectations	Kaur & Soch, 2012
SAT2	Overall, I am satisfied with this company's CSR activities	
SAT3	Overall, I am satisfied with the product and service of this company	
SAT4	The company's CSR products and activities are better than my expectations	(Tri et al., 2020)
3. Corporate Image		
BI1	This brand is friendly.	Chinomona, 2016; Low & Lamb, 2000; Martínez Salinas & Pina Pérez, 2009
BI2	The products of this brand are of high-quality	
BI3	This brand does not disappoint customers	
BI4	This brand has a personality that sets it apart from its competitors	

4. Corporate Reputation		
CR1	I think the company has an excellent reputation	C. J. Fombrun et al., 2000)
CR2	I think the company is already famous	
CR3	I recognize this company	
CR4	I am familiar with the products the company offers to consumers	
5. Customer Loyalty		
CL1	This brand is my first choice.	Chaudhuri & Holbrook, 2001
CL2	I consider myself loyal to this brand.	
CL3	I would not buy products of any other brands despite the same product being available at the store	
CL4	I recommend this brand to anyone seeking my advice	
CL5	I received good value for my money, which was worth the cost.	

Source: Authors summarized and proposed based on previous research.

Quantitative Research Methods

The study used a Google Forms online questionnaire and utilized a convenience sampling technique. The survey is limited to consumers from EU countries (for two years or more) who have used Made in Vietnam products. The questionnaire uses the filtered questions "Have you ever used/are using products of Vietnamese origin?" and "Have you been/are you living in the EU countries?" to filter the survey subjects suitable for the topic. The questions focus on the surveyor's perceptions and evaluations of the following factors: social responsibility, corporate reputation, brand image, satisfaction, and loyalty of survey participants. Each factor's level of impact in the relationship will be assessed by Likert scale from 1 (Strongly disagree) to 5 (Strongly agree).

In addition, to increase the diversity of the sample, The study aimed to gather a broader range of data that includes different age groups, levels of education, and gender. The official research model includes 21 observed variables, so a good sample size to achieve is 21*10 = 210 surveys Hair et al. (2014). However, to enhance the research's dependability, 238 samples were surveyed, of which 211 were deemed valid.

The research team shared the survey questionnaire through social networking sites like Facebook groups about the Vietnamese community in the EU countries, Vietnamese students, and workers in the EU countries to collect data. In addition, the research team also looked at Vietnam tour groups of foreigners to collect data that participants are individuals from the EU countries who have an interest in Vietnam and products of Vietnam origin. The survey form is also widely shared through Vietnamese Bloggers living in the EU countries.

The survey results were collected and processed with descriptive statistics and average statistics using SPSS 26.0 software. With SmartPLS 4.0 software, the authors analyzed the measurement and structural model analyses based on 211 valid survey samples.

4 Results and discussion

4.1 Empirical Results

Demographic Data

Tab 2 . Demographic data

	Description	Quantity	Ratio (%)		Description	Quantity	Ratio (%)
Areas	Austria	4	1.9	**Gender**	Male	84	39.8
	Belgium	16	7.6		Female	119	56.4
	Bulgaria	1	0.5		Other	5	2.4
	Czech Republic	2	0.9		Prefer not to answer	3	1.4
	Denmark	17	8.1	**Age**	Under 18	6	2.8
	Finland	4	1.9		18 - 25	116	55
	France	25	11.8		26 - 45	76	36
	Germany	36	17.1		Above 45	13	6.2
	Hungary	6	2.8	**Occupation**	Student	87	41.2
	Ireland	3	1.4		Office worker	82	38.9
	Italy	6	2.8		Freelancer	42	19.9
	Luxembourg	2	0.9	**Income**	Less than 20.000€	73	34.6
	Malta	2	0.9		Between 20.000€ - 40.000€	85	40.3
	Netherlands	34	16.1		Between 40.000€ - 60.000€	38	18
	Poland	18	8.5		More than 60.000€	15	7.1
	Romania	1	0.5				

	Spain	20	9.5
	Sweden	14	6.6

Source: Authors' research.

The results in Table 2 indicate that most of the subjects surveyed are in the Netherlands, Germany, and France, accounting for 17.1%, 16.1%, and 11.8% respectively. They were followed by countries with numbers approaching 10%, such as Spain, Poland, Denmark, and Belgium. This represents the number of products from Vietnam that are more commonly used in these countries. In the results, females accounted for 56.4%, indicating a higher purchasing tendency in women. Most survey participants are aged 18-25, accounting for 55%, while 36% are aged 25-45. The reason for this rate may be that most survey respondents are students and office workers, with a close ratio of 41.2% and 38.9%, while 19.9% of the rest do freelance work. With the inquiry about their earnings, most answers were around two levels less than 20,000€ and between 20,000€ and 40,000€, accounting for 34.6% and 40.3% of the total participants. The average income level of 40,000 or more only accounts for 25.1%.

Descriptive Statistics Analysis

Tab 3 . Descriptive statistics analysis

	N	*Minium*	*Maximum*	*Mean*	*Std. Deviation*
CSR1	211	2	5	3.90	.742
CSR2	211	1	5	4.01	.796
CSR3	211	1	5	3.97	.792
CSR4	211	1	5	3.79	.886
BI1	211	2	5	4.00	.778
BI2	211	1	5	4.09	.852
BI3	211	1	5	3.88	.805
BI4	211	1	5	3.82	.800
CR1	211	1	5	3.83	.837
CR2	211	1	5	3.75	.872
CR3	211	1	5	3.91	.874
CR4	211	1	5	4.02	.752
CL1	211	1	5	3.93	.870
CL2	211	1	5	3.85	.826
CL3	211	1	5	3.71	.951
CL4	211	1	5	4.07	.845
CL5	211	1	5	4.19	.800
CS1	211	2	5	3.93	.781
CS2	211	1	5	3.93	.784
CS3	211	1	5	3.92	1.018
CS4	211	1	5	3.68	.839

Source: Authors' research results.

Based on the average statistical results, the authors can determine the value range of the variable through the minimum and maximum values. The survey table uses a 5-level Likert scale from 1 to 5, and the average statistical results show that the smallest value in almost all observed variables is 1. Still, in observed variables BI1 and CS1, CSR1 has a minimum value is 2. This shows that the degree of complete disagreement of surveyors to all other variables is higher than CSR1, BI1, and CS1. The mean statistical results of the variables are in the range of 3.68 - 4.19. This score ranges from 3 to 5, showing respondents are often confused, agree, and completely agree. Observed variables CSR1, CSR3, CSR4, BI3, BI4, CR1, CR2, CR3, CL1, CL2, CL3, CS1, CS2, CS3, CS4 have mean statistics (Mean) in 3 and 4, which shows that most respondents are confused and agree with these observed variables. Similarly, the Mean for observed variables CS2, BI1, BI2, CR4, CL4, and CL5 is close to four and less than five. This means that the respondents agree with the value opinion of the given question.

Outer Loadings

Tab 4 . Outer Loadings

	BI	CL	CR	CS	CSR
BI1	0.876				
BI2	0.836				
BI3	0.802				
BI4	0.781				
CL1		0.872			
CL2		0.875			
CL3		0.752			
CL4		0.835			
CL5		0.808			
CR1			0.886		
CR2			0.855		
CR3			0.891		
CR4			0.836		
CS1				0.818	
CS2				0.841	
CS3				0.760	
CS4				0.781	
CSR1					0.845
CSR2					0.804
CSR3					0.850
CSR4					0.775

Source: Authors' research results.

According to Hair et al. (2014) the external load factor should be greater than or equal to 0.708 observed variables. This result is considered qualitative because $0.708^2 = 0.5$, which means that the latent variable explained 50% of the variation of the observed variable. Based on the authors' results from Smart PLS 4.0, all observed variables meet the required conditions, with loading coefficients ≥ 0.7.

Tab 4 . Reliability and validity

	Cronbach's alpha	*rho_a*	*Composite reliability*	*Average variance extracted (AVE)*
BI	0.843	0.847	0.895	0.680
CL	0.886	0.894	0.917	0.688
CR	0.890	0.892	0.924	0.752
CS	0.812	0.812	0.877	0.641
CSR	0.836	0.836	0.890	0.671

Source: Authors' research results.

According to Bagozzi & Yi (1988); DeVellis (2012), a reliable scale should have a threshold of 0.7 or higher. In the results presented in the above table, Cronbach's Alpha and Composite Reliability indexes of the BI, CL, CR, CS, and CSR scales all reached the confidence threshold. The scale in this study also reaches a convergence value with the AVE index higher than 0.5. When this level is reached, the root mean latent variable will explain at least 50% of the variation in each observed subvariable (Höck & Ringle, 2010).

Tab 5 . Discriminant Validity Using Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT)

Formell-Larcker		**BI**	**CL**	**CR**	**CS**	**CSR**
	BI	0.825				
	CL	0.729	0.830			
	CR	0.748	0.766	0.867		
	CS	0.644	0.623	0.632	0.800	

	CSR	0.713	0.686	0.693	0.705	0.819
HTMT		**BI**	**CL**	**CR**	**CS**	**CSR**
	BI					
	CL	0.837				
	CR	0.860	0.856			
	CS	0.775	0.730	0.739		
	CSR	0.845	0.794	0.802	0.856	

Source: Authors' research results.

Discrimination is accepted when the square root of AVE for each latent variable BI, CL, CR, CS, CSR (0.825, 0.830, 0.867, 0.800, 0.819, respectively) is higher than all correlations between the variables. Latent with each other (Fornell and Larcker, 1981).

Henseler et al. (2015) used simulation studies to demonstrate that the HTMT index better evaluates discriminant validity, and it is guaranteed when the value is less than or equal to 0.9. Garson (2016) suggests that the discriminant value between two latent variables is guaranteed when the HTMT index is less than 1. The HTMT index in Table 6 is less than 0.9, so the latent variables are discriminatory.

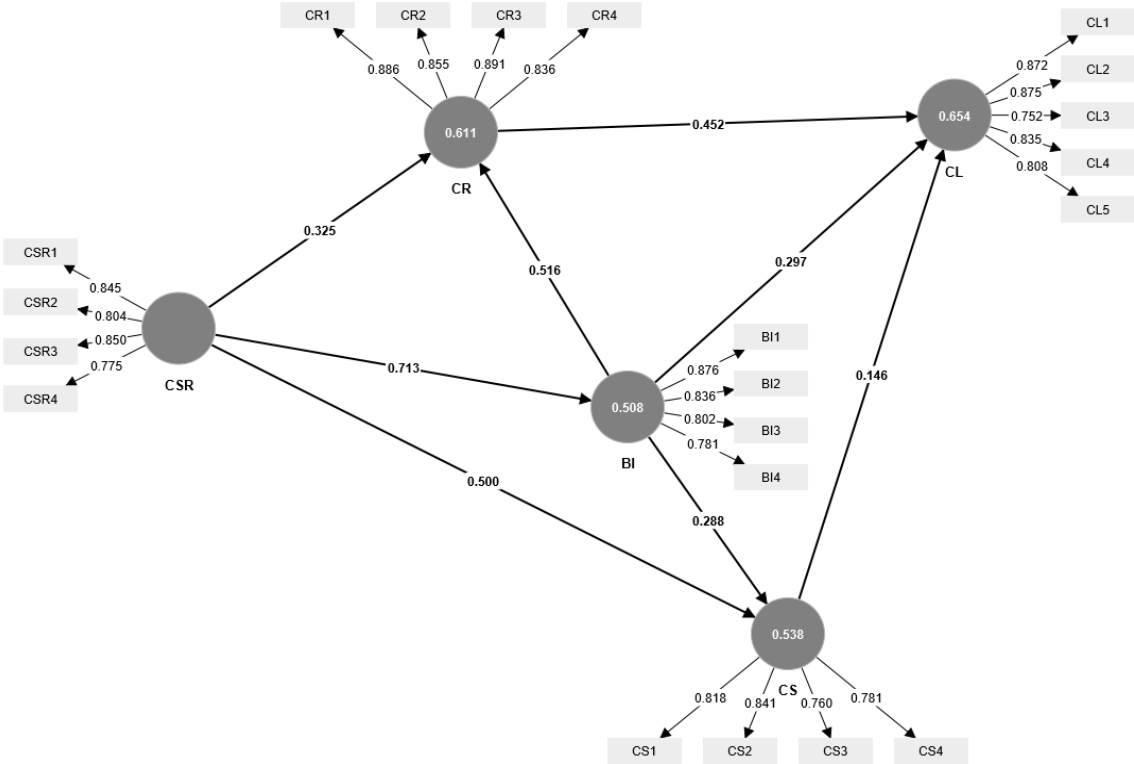

Fig 2 . Structural model

Source: Authors' research results.

The results of testing the linear structural model presented in Figure 2 show the impact relationship based on the normalization coefficient β. The level of explanation between the independent and dependent variables is BI, CL, CR, and CS, with R-square values of 0.508, 0.654, 0.611, and 0.538, respectively.

The influence of factors is reflected through the value of f Square. Table 7 shows CSR has the strongest impact on BI with f Square = 1,031. CSR also has a medium effect on CS and a small impact on CR. Additionally, the variable BI has little impact on CL with Square = 0.1. The relationship between CS impact on CR and CR impact on CL is moderate. CS has a negligible impact on CL. (Cohen, 1988).

Tab 6 . Effect Size

	BI	CL	CR	CS	CSR
BI		0.100	0.337	0.088	
CL					
CR		0.237			
CS		0.033			
CSR	1.031		0.134	0.266	

Source: Authors' research results.

Hypothesis Testing

Tab 7 . Bootstrapping and Total effects

	Hypothesis	Original Sample	STDEV	T statistics	P values	Result
CSR --> CR	H1	0.325	0.093	3.511	0.000	Accepted
CSR --> BI	H2	0.713	0.052	13.735	0.000	Accepted
CSR --> CS	H3	0.500	0.098	5.089	0.000	Accepted
BI --> CR	H4	0.516	0.090	5.755	0.000	Accepted
BI --> CS	H5	0.288	0.101	2.838	0.005	Accepted
CR --> CL	H6	0.452	0.093	4.865	0.000	Accepted
BI --> CL	H7	0.297	0.099	3.002	0.003	Accepted
CS --> CL	H8	0.146	0.071	2.044	0.041	Accepted

Source: Authors' research results.

Based on the results table, the P values of the effects are all less than 0.05, so the study's hypotheses are considered statistically significant (Hair et al., 2014). The "Original Sample" Index is the original data's normalized impact coefficient, showing the factors' impact on the variables. These variables have the following effects: The CSR variable has a strong impact on BI (0.713), and the following is the impact of BI on CR, CSR on CS, and CR on CL (0.516, 0.500, 0.452 in turn). The lesser impact index is CSR on CR (0.325), BI on CL (0.297), and BI on CS (0.288). Finally, CS impact on CL is the lowest level with 0.146. In general, hypotheses H1, H2, H3, H4, H5, H6, H7, and H8 are accepted with 95% confidence.

4.2 Discussion

The hypothesis that the Social Responsibility factor has a positive impact on corporate reputation (H1) and that corporate reputation affects customer loyalty (H6) is based on the studies Islam et al. (2020); Ali et al. (2021); Muhammad (2021). In these previous studies, two hypotheses (H1, H6) were approved for telecommunications enterprises, food chains in Pakistan, and Islamic banks in Indonesia. This study expands to apply hypotheses in the relationship between consumers in many countries (EU) and Vietnamese exporters. The accepted results (H1, H6) prove the applicability of these two hypotheses to the proposed research scope.

The survey results show a positive correlation between social responsibility, corporate image, and loyalty, showing the feasibility of two hypotheses, H2 and H7. Compared with previous studies, Hsu (2018); Dimitriadis & Zilakaki (2019); Latif et al. (2020) suggested hypotheses on many different fields and areas, showing the same results. Therefore, it confirms the positive relationship between the factors and the significant mediating role of corporate image in the above hypothesis.

Social responsibility has a positive impact on customer satisfaction (H3). Before that, Hsu (2018); Islam et al. (2020) also have a study confirming a positive relationship between these two factors. The more businesses have community contribution activities or at least put the interests of customers first, the more trust they will gain from customers. The customer satisfaction factor positively influences customer loyalty (H8). In the study of (Leclercq-Machado et al., 2022), the survey results also support the relationship between satisfaction and loyalty. More clearly, the mediating between CSR and loyalty is shown. Therefore, the results of this study are well-founded and reasonable.

The hypothesis about the relationship between image and corporate reputation (H4) is accepted in this study. Accordingly, the study poses the same hypothesis (Latif et al., 2020; Muhammad, 2021). However, this hypothesis is not accepted when considering the case of Islamic banks in Indonesia (Muhammad, 2021), but is accepted for hotels in Italy, China, and Pakistan (Latif et al., 2020). Therefore, the results of this study are reasonable.

Regarding H5, some previous studies suggested that customer satisfaction helps businesses improve their corporate image (Latif et al., 2020; Hsu, (2018). Meanwhile, this study hypothesizes the opposite direction of the impact of

the above two factors when considering the context of new exporters entering the European market, the probability of becoming the customer's choice is low. The results also prove that the hypothesis is accepted. This result is similar to Dimitriadis and Zilakaki (2019), has applicability to Vietnamese exporters, and is the basis for the following related studies.
The study expands the scope of research to customers from 27 different countries, with high applicability to enterprises exporting to the EU countries, especially Vietnam. These hypotheses and research results are likely the conclusions of previous studies, so these hypotheses are statistically significant.

5 Conclusion

5.1 Conclusions

The research results show that the corporate social responsibility factor positively impacts corporate image, business reputation, and customer satisfaction. At the same time, the three factors, corporate image, customer satisfaction, and business reputation, also significantly impact consumer loyalty. The research results also show a positive relationship between corporate image, reputation, and customer satisfaction. Therefore, the research hypotheses H1, H2, H3, H4, H5, H6, H7, H8 are all significant.

The results of this study assert that Vietnamese exporters are responsible to customers and will build customer loyalty through a positive view of the business image, reputation, and satisfaction in realize. Furthermore, a business's reputation and consumer satisfaction are also influenced by a positive brand image. So corporate social responsibility is also a reliable strategy to enhance the prestige and position of the organization.

5.2 Managerial Implications

To improve the effectiveness of building the corporate reputation through social responsibility activities and brand image, businesses must ensure the safety of the products and services they produce and provide to the market. Ensuring the best product quality before reaching the consumer is the first step in constituting responsibility to the consumer. Taking care of product production is crucial to maintaining customers' trust and ensuring their health. Second, the information printed on the outer packaging complies with the original standards and requirements of the importing country. Communication and marketing strategies must suit national culture, especially in countries promoting environmental protection and human rights like Europe. Therefore, marketing strategies are essential in building customer trust with products and businesses. Respecting customers and respecting the information that customers will receive is an aspect related to social responsibility to customers. Third, businesses should focus on customer care because this is an important bridge to build customer satisfaction and loyalty. It is vital and urgent for businesses to always be present in time to handle customer problems about services or products. Businesses should provide information about support lines to receive customer complaints or questions. In addition, building a website that provides accurate information about headquarters, mailbox addresses, hotline phone numbers, or many other forms of contact is the basis for building customer trust. Especially for Vietnamese enterprises exporting to international markets, it is necessary to build a professional website with many foreign languages to make it easier for customers to grasp information when there is a need to search and complain. This is a contributing factor to building social responsibility with customers.
In addition to solutions on social responsibility to customers, businesses must also build corporate reputation and customer satisfaction through corporate image and social responsibility. First, businesses need to build a good image through the perspective of societal problems. Continue to maintain and increase the effectiveness of activities to support workers, help disadvantaged people experiencing poverty, and sponsor social activities to bring the corporate image closer to the public. Businesses that export to the EU market can consider contributing to an organization fund for the environment and the community in those countries. From here, it is possible to bring the business image to a broader audience with consumers and receive more support from those interested in the project or build a favorable view of the business from customers. Second, businesses must agree between words and actions, ensuring previously announced announcements are implemented because businesses need to "keep credibility" to have a consistent image in users' minds. Third, a training process should be built to improve communication and customer care skills for all employees in the company. Since each employee's attitude and approach to customers is part of the company's image, the quality of the service is essential.
To continue to improve customer loyalty through corporate image, business reputation, and customer satisfaction through the implementation of social responsibility activities, businesses should regularly learn and update new regulations on market policies and prices for customers to show their attention and care to enhance their position and ability to compete with other competitors. Next, businesses need to strengthen communication inside and

outside of CSR activities so that employees and customers understand the activities and meanings of CSR activities that the company is carrying out. In the export business, the relationship with customers is quite complicated due to the long distance between geography, culture, customs and habits, and behaviors that need to be clarified and discussed. In addition, it is necessary to master the art of negotiation and use the three elements of negotiation: context, time, and power to achieve the best effect.

5.3 *Limitations*

Firstly, social responsibility comprises many economic, ethical, and environmental aspects. This research is limited because it only focuses on exploring the social responsibility of businesses towards consumer use, so the whole picture of corporate social responsibility has yet to be disseminated, but only partially.
Secondly, the data used for the analysis is collected based on the researcher's accessibility and subjective opinions. The survey scope of the study is the EU market with 27 countries, but the number of survey participants is only partially representative of these countries. Hence, the research results needed more comprehension.
Thirdly, data collected from consumers with remote geographical locations, language differences, and limited research time may prevent survey participants from accurately grasping the meaning and information of the survey. Information provided by the surveyor. This is likely to distort the survey results obtained.

5.4 Recommendations For Future Research

In the future, social responsibility should be expanded with more factors around what businesses can contribute to society instead of just focusing on customers. This is an extension of research to help businesses have a closer look at the direction to have a more positive view from customers, society, and even the government. In addition, the research needs to be widely disseminated with more survey samples collected to have more accurate results when analyzing the results. Overall, as the reliability of online reviews is increasingly questionable and corresponding empirical studies are still scarce, more relevant studies are needed to reinforce the findings and improve understanding of the determinants and consequences of trusting online reviews.

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