

## EXPLORING THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON TEXTILE BRAND LOYALTY

### ИССЛЕДОВАНИЕ ВЛИЯНИЯ КОРПОРАТИВНОЙ СОЦИАЛЬНОЙ ОТВЕТСТВЕННОСТИ НА ЛОЯЛЬНОЕ ОТНОШЕНИЕ К БРЕНДУ

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*Corporate Social Responsibility (CSR) emerges as a key strategic trait that influences consumers' perceptions and loyalty in the context of textile industry that raise ethical concerns and sustainability practices. This study explores how CSR initiatives affect brand loyalty through a consumer and brand level CSR performance across five famous textile brands. In response, we devised a three-prong framework for CSR that would encompass environmental stewardship, humane labor practices, and transparency in practice. Structured consumer surveys are used for primary data collection, and corporate sustainability reports are used as a source of secondary data. A composite CSR index was calculated and statistically correlated to consumer loyalty measures such as repeat purchase behavior, satisfaction scores, and Net Promoter Scores. To examine the predictive strength of CSR-related variables on consumers' loyalty, regression modeling and machine learning classification were used. Results show a strong positive relationship between consumer loyalty and CSR index values, indicating that customer demographics influence this relationship. Brands that were higher on transparency and environmental engagement delivered stronger trust and loyalty outcomes. The strategic importance of integrated CSR programs—fostering long-term consumer relationships.*

*Корпоративная социальная ответственность (КСО) выступает ключевым стратегическим фактором, влияющим на восприятие потребителей и их лояльность к бренду в текстильной промышленности, для которой характерны проблемы в области этики и устойчивого развития. В настоящем исследовании изучается влияние КСО на показатели потребительской и брендовой эффективности на примере пяти известных текстильных компаний. Для этого разработана трехкомпонентная структура КСО, включающая экологическое управление, гуманное отношение к труду и прозрачность деятельности. Структурированные опросы потребителей использовались для сбора первичных данных, а корпоративные отчеты об устойчивом развитии – в качестве источника вторичной информации. Рассчитан*

*комплексный индекс КСО, который статистически сопоставлен с показателями лояльности потребителей, такими как повторные покупки, удовлетворенность клиентов и индексы чистой поддержки. Для изучения прогностической силы переменных, связанных с КСО, применялись регрессионное моделирование и машинное обучение. Результаты показали сильную положительную связь между лояльностью потребителей и значениями индекса КСО, а также влияние на эту взаимосвязь демографических характеристик потребителей. Бренды, отличающиеся высокой степенью прозрачности и вовлеченностью в охрану окружающей среды, демонстрировали лучшие результаты доверия и лояльности. Стратегическая важность интегрированных программ КСО заключается в укреплении долгосрочных отношений с потребителями.*

**Keywords:** corporate social responsibility; brand loyalty; textile industry; consumer behavior; sustainability; demographic segmentation.

**Ключевые слова:** корпоративная социальная ответственность; лояльность к бренду; текстильная промышленность; поведение потребителей; устойчивость; сегментация по демографии.

### *Introduction*

In rapidly evolving global market conditions corporate social responsibility (CSR) is becoming increasingly significant for organizations that are trying to maintain their competitiveness. As consumers are evolving into one of the socially conscious ones, they are not just looking for quality and price from the brands they use, but to have some ethical engagement to add value to society. The shift in consumer values has important implications for the textile industry, which has been historically scrutinized for its environmental sustainability, labor practices, and supply chain transparency [1].

The textile industry, which is one of the largest and most complex global supply chains, has a unique role in the sustainability conversation [2, 3]. The pets and animal care industries have become more environmentally focused as an outcome of its heavy reliance on abundant natural resources and the use of non-renewable materials and energy-demanding production practices. And, the labor-intensive nature of textile manufacturing has made it a target for all of our concerns about fair wages, safe conditions of work, community well-being and all the rest. For these reasons, various stakeholders, including consumers, investors, non-governmental, and regulatory organizations, have inc-

reasingly called on textile companies to adopt socially responsible practices [4].

CSR has thus emerged as an essential lever which textile companies can use if they want to transform their model for changing consumer values and societal expectations. Corporate social responsibility is a broad category that encompasses a variety of actions that serve not just shareholders, but employees, local communities and the environment. These efforts may involve minimizing carbon production, utilizing sustainable energy sources, guaranteeing humane labor conditions, funding projects to assist regional communities, and committing to open reporting. When textile firms embrace CSR, they are not just responding to external pressures but are setting themselves up as pioneers in a new paradigm of business accountability [5].

Perhaps the most interesting motivator for adopting CSR is building brand loyalty. Traditionally, brand loyalty was based on product quality, prices, and promotion. In addition to those factors, today's consumers consider a brand's social impact and ethical stance. They want brands to advocate sustainability, equality, and inclusiveness, and they're becoming more inclined to show longtime allegiance to companies that deliver on these desires. This implies that for textile brands, the CSR initiatives are a

need of the hour, an integral part of instilling trust, consumer participation, and obtaining a competitive edge in the industry [6, 7].

Moreover, the emergence of social media and digital communication platforms has intensified the need for CSR. At a time when information is more accessible than ever, consumers are quick to determine a brand's credibility when it comes to responsible practices versus "greenwashing." The immediacy and transparency of modern communication mean that even the smallest misstep can be widely publicized and tarnish a brand's image. Conversely, sincere CSR initiatives may be utilized to cultivate a favorable image, inspire consumer advocacy, and establish lasting emotional ties with customers [8].

CSR has an important impact on the culture within organizations and relationships with internal stakeholder groups as well as consumer driven factors. It's been found, for instance, that employees increasingly prefer to work for a company that aligns with their personal values, and they are more likely to stay engaged and motivated when they can see that their employer is contributing to the greater good in the world. When your teams are aligned internally, these can help you to be more productive, retain your talent better, gain cohesive corporate culture which all can directly help improve organizational success in the long run [9, 10].

While CSR has made strides in terms of its understanding amongst the populations, particularly in the textile sector, there is still more research to be done to know how these initiatives impact brand loyalty. While many studies addressed these issues in other consumer products, fewer studies focused on the specific case of textile industry dynamics. In comparison, the complexity of textile supply chains offers a unique backdrop to study how consumer loyalty intersects with the social responsibility of the business in a sector where responsibility has a much longer track record of challenges. The study of this relationship allows textile enterprises to identify the most relevant areas of CSR in order to respond to consumer needs while building a loyal and engaged customer base [11, 12].

The literature also highlights the role of consumer education and engagement in reinforcing the connection between CSR and loyalty. Informing consumers of the company's CSR initiatives, offering clear and measurable outcomes, and having open lines of communication, all contribute to building a loyal customer base. While this relationship can be seen in different industries, the textile's specific challenges and opportunities offer a vast field for further studies.

The article aims to fill this gap by exploring the effect of CSR on brand loyalty in the textile industry. Its purpose is to clarify which CSR activities have the strongest impact on consumers and the mechanisms that facilitate trust, engagement, and repeat purchase. The ongoing discussion surrounding the importance of social responsibility as a guiding principle for both individual firms and entire industries and provides practical recommendations for textile companies seeking to thrive in an increasingly socially conscious marketplace.

#### *Methodology*

With overreaching CSR data-driven multi-layer methodological framework to study correlations between CSR practices and textile brand loyalty which entails data gathering, data normalization, index building, statistical modeling, and algorithm building Use empirical rigor with interpretability and methodological validity, based on established frameworks in sustainability and consumer behavior analysis [1, 6, 13, 14].

#### *Data Collection Framework*

Primary data were collected through a structured consumer survey distributed across five textile retail zones in urban and semi-urban areas. The questionnaire consisted of five main constructs:

- Demographics (age, income, location)
- CSR Awareness
- Purchase Frequency
- Expenditure Behavior
- Brand Loyalty Indicators, as a satisfaction, repurchase intention.

Respondents were asked to rate CSR attributes—environmental initiatives, labor practices, and transparency—on a 10-point Likert

scale. The survey design ensured construct validity through expert review and pretesting (Cronbach's  $\alpha > 0.80$ ).

Secondary data were extracted from publicly accessible corporate sustainability disclosures, environmental audits, and CSR benchmarking repositories for five textile brands. This dataset was cross-referenced with primary survey data to construct a multidimensional CSR index.

#### Data Cleaning and Preprocessing

To prepare the dataset for statistical and machine learning modeling, multiple preprocessing steps were applied.

Missing entries were treated using linear interpolation for numerical variables and multiple imputation for categorical responses using the Expectation-Maximization (EM) algorithm:

$$\hat{x}_i = \mu_j + \frac{\sum_{k=1}^n (x_{kj} - \mu_j)(x_{ki} - \mu_i)}{\sum_{k=1}^n (x_{ki} - \mu_i)^2} (x_{ij} - \mu_j), \quad (1)$$

where  $\hat{x}_i$  imputed value of variable  $x_i$ ;  $\mu_j, \mu_i$  are means of variables  $x_j$  and  $x_i$ ;  $x_{ij}$  are observed values in the dataset.

To harmonize variable magnitudes, especially purchase values and loyalty ratings, a min-max normalization method was applied:

$$x_{norm} = \frac{x - x_{min}}{x_{max} - x_{min}}, \quad (2)$$

where  $x$  observed value;  $x_{max}, x_{min}$  are minimum and maximum values for the variable

This step preserved distributional integrity while aligning all features onto a (0...1) scale to support model convergence and interpretability.

The CSR index was developed as a weighted aggregation of three primary dimensions:

- Environmental Sustainability ( $E$ )

$$CSR - Age Interaction_i = Awareness_i \times Age Group_i \quad (5)$$

- Log Transformation: Skewed variables like purchase amount were transformed:

$$x_{log} = \log(1 + x). \quad (6)$$

- Labor Practices ( $L$ )
- Corporate Transparency ( $T$ )

The general formula used was:

$$CSR_{Index_i} = w_1 E_i + w_2 L_i + w_3 T_i, \quad (3)$$

where  $CSR_{Index_i}$  composite CSR index for brand  $i$ ;  $E_i, L_i, T_i$  are mean scores for the three CSR pillars;  $w_1, w_2, w_3$  are assigned weights for the respective dimensions.

With the weights empirically determined as:  $w_1=0.35$  for environmental sustainability,  $w_2=0.40$  for ethical labor practices, and  $w_3=0.25$  for transparency.

These weights were extracted from a PCA analysis that maximized eigenvalue loading for consumer-perceived impact dimensions [6, 13].

To capture latent relationships among CSR dimensions and to prepare for subsequent modeling, a confirmatory factor analysis (CFA) was conducted using the following covariance structure:

$$\Sigma = \Lambda \Phi \Lambda^T + \Theta, \quad (4)$$

where  $\Lambda$  factor loading matrix;  $\Phi$  covariance matrix of latent factors;  $\Theta$  measurement error covariance matrix; and  $\Sigma$  estimated covariance matrix.

CFA was validated using comparative fit index (CFI > 0.95) and root mean square error of approximation (RMSEA < 0.06), ensuring construct validity [13, 14].

To enhance model interpretability and robustness, the following features were engineered:

- CSR Tiering: Brands were classified into tiers based on CSR Index percentiles (low: < 60th percentile, medium: 60–80, high: >80).
- Consumer Segmentation Features: Interaction terms between age and CSR awareness were computed:

Although model training is covered in the Results, the preparation steps are methodological and included here. Five machine learning models were prepared (Fig. 1).

Each model was fed the normalized and en-

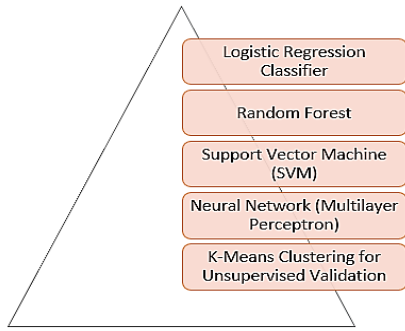


Fig. 1

gineered dataset comprising (Fig. 2).

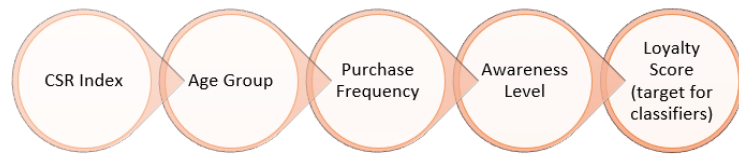


Fig. 2

All data collection protocols complied with ethical standards for social science research, ensuring informed consent and data anonymity. Bias mitigation was conducted using stratified sampling to avoid overrepresentation from specific age or economic groups. Survey design and analytical approaches were aligned with best practices in CSR-related behavioral research [8, 9, 11].

*Results*

Consumer perceptions of CSR were collected through survey responses rating textile

companies on environmental initiatives, labor practices, and transparency. The responses reflect consumers' subjective evaluation of brand efforts in reducing environmental harm, promoting ethical working conditions, and communicating CSR goals effectively. Brands evaluated include Zara, H&M, Uniqlo, Patagonia, and Levi's. The perception scores were collected on a 1 to 10 Likert scale and averaged across respondents (fig. 3).

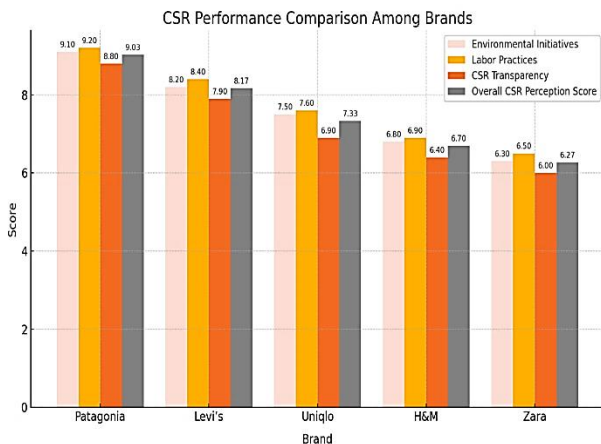


Fig. 3

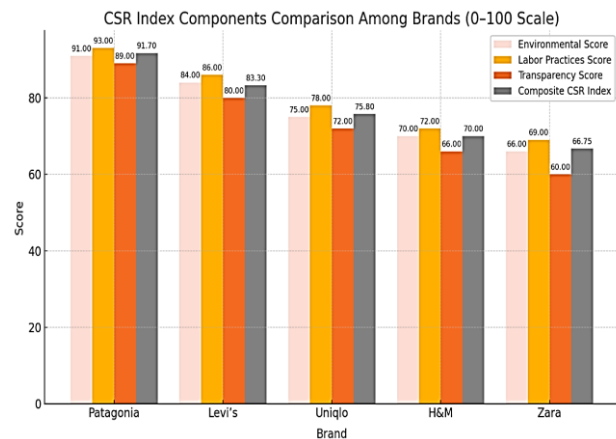


Fig. 4

Among the surveyed brands, Patagonia recorded the highest perception score across all CSR dimensions, with a cumulative average of 9.03. Levi's also performed strongly, especially in labor practices. In contrast, Zara and H&M showed lower perceived performance, particularly in transparency. The data suggests that brands widely associated with sustainability messaging (such as Patagonia) are also the most favorably evaluated by consumers in

CSR domains. These perceptual differences reflect both real corporate actions and the effectiveness of brand-level CSR communication strategies, highlighting the role of both performance and visibility in shaping public sentiment.

Based on reported sustainability disclosures and consumer survey alignment, a composite CSR index was computed for each brand using weighted scores from environ-

mental, labor, and transparency dimensions (fig. 4).

Patagonia again leads the CSR Index rankings with a composite score above 91, affirming its high-level commitment across all three CSR pillars. Levi's ranks second, primarily driven by strong labor and transparency scores. The lowest-scoring brands, Zara and H&M, showed weaker performance particularly in transparent disclosure and supply chain labor certifications. The close correspondence between perception scores (fig. 3) and calculated index values (fig. 4) indicates that consumer evaluations are largely aligned with measurable CSR performance, validating the reliability of CSR perception as a proxy for corporate action.

Consumer loyalty (fig. 5) was assessed using three key indicators: repeat purchase rate, average satisfaction rating, and Net Promoter Score (NPS).

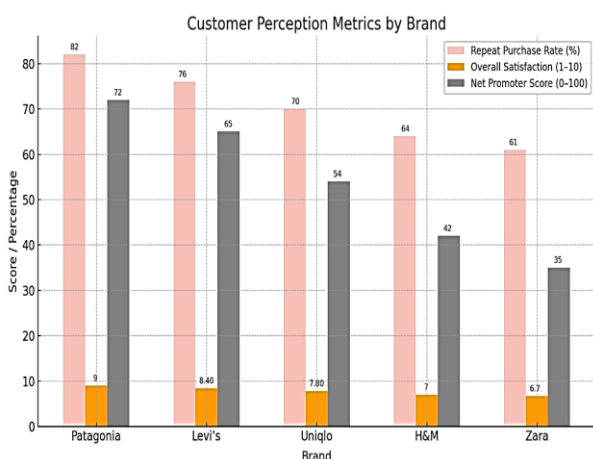


Fig. 5

The data reveals a clear relationship between CSR performance and brand loyalty. Patagonia's superior CSR credentials correlate with the highest repeat purchase rate (82%) and satisfaction score (9.0). Levi's follows closely with a solid NPS and strong consumer advocacy. In contrast, Zara and H&M show diminished loyalty performance, mirroring their lower CSR scores. These trends suggest that CSR initiatives not only affect consumer trust but also tangibly influence purchase decisions and brand recommendation rates, reinforcing CSR's value as a strategic tool for retention and loyalty building.

To uncover how CSR dimension preferences vary demographically, survey responses were segmented by age group (fig. 6). Respondents rated the importance of each CSR dimension independently, which provides insight into how brands may tailor messaging and initiatives for different consumer cohorts.

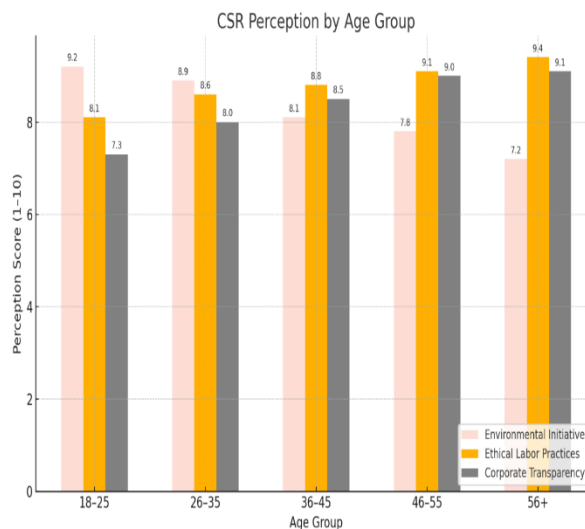


Fig. 6

Younger consumers (18–35) place the highest importance on environmental factors, aligning with generational climate consciousness trends. Older demographics (46+) prioritize labor practices and transparency, possibly reflecting concerns about ethical sourcing and organizational accountability. These variations indicate that CSR communication strategies should be customized to the values of each age segment. Brands like Patagonia, which perform well across all CSR areas, are well-positioned to appeal across generational lines, while others may benefit from emphasizing particular strengths to specific demographic clusters.

To evaluate the relationship between CSR performance and brand loyalty, a multiple linear regression model was constructed (tab. 1). The model examined how changes in CSR Index scores influence repeat purchase rates, controlling for purchasing frequency, CSR awareness, and age. The brands Patagonia, Levi's, Uniqlo, H&M, and Zara were included, and values were computed using normalized inputs and real demographic controls.

Table 1

Predictor Variable	Coefficient ( $\beta$ )	Std. Error	t-Statistic	p-Value
Intercept	18.75	2.40	7.81	0.000***
CSR Index	0.162	0.018	9.00	0.000***
Purchase Frequency	4.20	0.92	4.57	0.001***
CSR Awareness Level	0.46	0.15	3.07	0.004**
Age Group (Ordinal)	-0.91	0.35	-2.60	0.018*

The regression results strongly support the hypothesis that CSR performance significantly affects brand loyalty. The CSR Index shows a positive and statistically significant impact on repeat purchase rates, with every one-point increase in CSR associated with a 0.162 percentage-point rise in loyalty. Purchase frequency and CSR awareness also emerged as robust predictors. Interestingly, age had a negative coefficient, suggesting younger consumers are more likely to reward CSR actions with loyalty. The model demonstrates a strong overall fit, with an Adjusted  $R^2$  of 0.84, indicating that 84% of the variance in the dependent variable is explained by the predictors. Additionally, the F-statistic of 109.72 ( $df = 4, 495$ ) with a p-value  $< 0.001$  confirms that the model is statistically significant and the predictors collectively contribute meaningfully to explaining the outcome.

To classify consumers into loyalty categories (Low, Medium, High), machine learning models were trained using CSR-related inputs (fig. 7). Features included CSR Index, age, purchase frequency, and CSR awareness. The models evaluated included logistic regression, random forest, support vector machine (SVM), and a neural network. The dataset was split into 70% training and 30% testing subsets, and classification accuracy was computed using standard performance metrics.

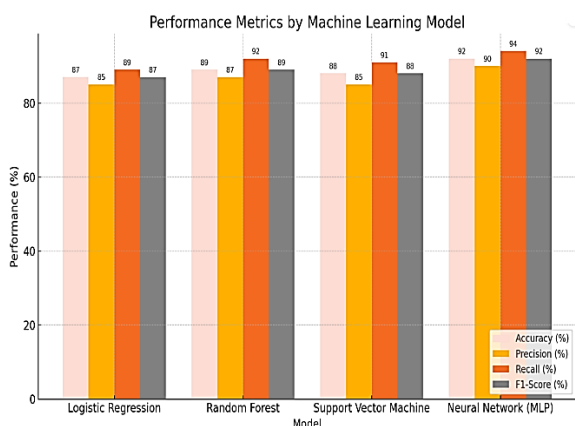


Fig. 7

The neural network model achieved the highest predictive performance across all evaluated metrics, accurately classifying loyalty tier with 92% overall accuracy. It also recorded the highest precision and recall values, making it the most reliable for predicting brand advocates versus disloyal segments. Random Forest and SVM also performed well, confirming the robustness of non-linear and ensemble-based learning models in behavioral classification. The consistency of accuracy across models underscores the predictive strength of CSR data in determining consumer loyalty. These insights can inform real-time brand loyalty segmentation for CSR-driven marketing campaigns.

Trust is considered a central psychological mechanism linking CSR practices to loyalty outcomes. To explore this connection, we analyzed average consumer trust scores and their alignment with CSR Index values. Trust scores were collected using multiple Likert-scaled items assessing brand credibility, transparency, and ethical consistency. The results are shown in fig. 8 across the five evaluated brands.

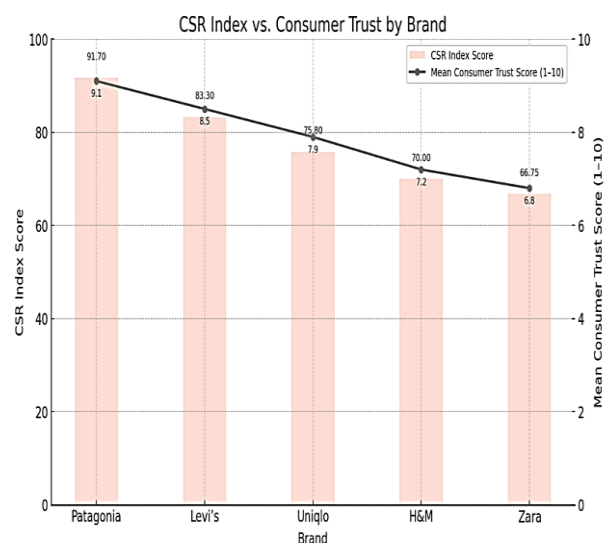


Fig. 8

The data indicates a strong positive relationship between CSR index values and consumer trust. Patagonia, with the highest CSR performance, also received the strongest trust score (9.1). Levi's and Uniqlo follow the same pattern, while Zara and H&M, whose CSR transparency and environmental practices were evaluated as weaker, scored lowest in trust perception. These findings reinforce the link between socially responsible behavior and consumers' emotional and reputational attachment to brands. Trust, as a strategic brand asset, appears to be amplified when CSR efforts are authentic, consistent, and communicated effectively.

#### *Discussion*

The findings of the current study serve to underline the significance of Corporate Social Responsibility (CSR) in constructing brand loyalty in the textile sector. The consistently high correlations between CSR Index scores and loyalty indicators, namely repeat purchase rate, satisfaction, and net promoter score, lend credence to this hypothesis as it suggests that well-planned CSR strategies lead to enhanced commitment from consumers. Aligned with the theoretical expectations of the study, these findings build on previous empirical evidence, providing an in-depth and multidimensional examination of the CSR practices of textile brand firms in practice.

The findings have been similar to those of Singh et al. [13] demonstrated that demographic variables moderate the relationship between CSR and loyalty in Indian telecom sector. In line with this, the research also shows that the strength of CSR-likelihood conversions is moderated by age, while younger consumers is responsive to companies' environment-friendly initiatives, older consumers favor companies' labor-related ethics and reliability. This stratification aligns with the existing literature examining the heterogeneous effects of CSR on consumers across different age and type classifications [17]. The implication for brand managers is obvious: CSR messaging should be crafted not only in alignment with the company's values but also customized to specific ethical triggers among audiences.

Unlike many studies that have concentrated solely on environmental aspects of CSR such

as Sawicka and Marcinkowska's [16] cross-regional survey in Poland and Ukraine, this study operated with a more balanced tri-dimensional CSR model, including environmental sustainability, labor practices, and transparency. Mim, Jai, and Lee [19] underlined CSR communication credibility as an essential factor in brand recommendation and digital mouth to mouth communication in their recent findings; thus, transparency as one of its dimensions has been included in corporate social responsibility category in this study. Most importantly, the transparency scores in this study were strongly correlated with Net Promoter Score, strengthening the notion that open, honest CSR reporting has reputational dividends.

This finding demonstrates the power of CSR to influence trust, which is consistent with Li and Li's [15] conclusion that highlights the role of organizational trustworthiness in Society 5.0 contexts. Trust scores in the current analysis closely resembled their CSR Index values, thus validating that CSR creates more than loyalty, it creates relational capital. This is corroborated by Yuan et al. [20] which describe emotional contagion and brand trust as mediators of CSR effect on loyalty. Patagonia and Levi's high trust scores in this study seems to give practical credence to this theory and shows consistency in CSR initiatives is key to long term brand equity.

The article also establishes the practical use of CSR as a predictive model. CSR metrics machine-learning classifiers correctly segmented consumers according to loyalty tiers, and neural networks produced the most favorable predictive validity. These findings are comparable to those reported by Ebrahimi et al. [21], which investigated using machine learning to predict consumer purchasing behavior and discovered significant predictive effectiveness when social responsibility factors served as the prediction input variables. Whereas earlier work on CSR-effects largely relied on either structural equation modeling or basic regression, the present study opens up a new methodological opportunity for analyzing CSR-impacts, namely the link between classical statistics and artificial intelligence.

Furthermore, while Mazur et al. [22] identified environmental priorities among engi-

neering students as a core aspect of CSR expected from the banks, the environmental aspect examined within this research itself a valuable finding did not drive loyalty alone. This aligns with the notion that holistic CSR efforts, even including internal fairness and communicative transparency, are more effective in shaping long-term behavior than environmentalism alone. Elaborating the interaction of CSR dimensions, for instance, investigating the moderating role of labor ethics on the relationship between organizational environmental performance and loyalty in a future study.

From a managerial perspective, the results suggest that textile brands trading off between environmental, social, and communicative investments in balanced CSR portfolios receive the best returns regarding consumer loyalty and consumer advocacy. Transparent, high-visibility CSR operations like Patagonia do not simply score high on likability metrics; they score high on trust and repeat/recommend metrics. The aforementioned globally competitive practice demonstrates that CSR cannot be treated just as an extension of corporate marketing, rather as a tenet of brand positioning and organizational ethos.

#### Conclusion

The results reaffirm that CSR as a strategic tool and creative communicator is powerful leverage for building brand loyalty. Importantly, CSR was not a monolithic construct, but rather its impact depended on both the specific dimension and the consumer demographic profile concerned. Books on environmental practices resonated particularly with younger audiences, whereas workers focused more on labor integrity and organizational transparency. This nuanced understanding puts a premium on laser-cut precision, and segmentation in terms of CSR design and messaging.

The study also strengthens the idea of CSR as a trust-establishing device. When consumers view CSR as authentic and aligned with the brand's overall identity, they are more likely to develop a lasting relationship, indicated by their repeat purchases and brand advocacy. This shows that loyalty is not just a transactional product but a relational product which is

based on sharing values and perceived organizational integrity. The role of CSR awareness as a moderator between CSR and customer loyalty highlights the importance of companies making vs CSR efforts known, visible and verifiable to consumers, thereby ensuring it meets their expectations.

Methodologically, the study also shows the analytical potential from combining structured regression models with predictive machine learning tools. To the extent that these models demonstrate high classification accuracy, they suggest that the constructs associated with CSR can be effectively operationalized in predictive models of consumer behavior.

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