

Developing The Model of The Impact of Digital Social Responsibility (DSR) on Consumer Loyalty

Le Hieu Nghia, Nguyen Thi Lan Chi*, Lien Kien Quoc, Nguyen Hoang Trieu Vy and Chu Ngoc Anh Thu

Ho Chi Minh City University of Economics and Finance – UEF

¹nghialh@uef.edu.vn, ²chintl@uef.edu.vn, ³quoclk@uef.edu.vn, ⁴vynht@uef.edu.vn and ⁵thucna@uef.edu.vn

ARTICLE INFO

ABSTRACT

Received: 30 Dec 2024

Revised: 05 Feb 2025

Accepted: 25 Feb 2025

In Vietnam, businesses are increasingly prioritizing Digital Social Responsibility (DSR) as a strategic focus. DSR is not merely a supplementary factor but serves as a pivotal strategy in building and sustaining consumer loyalty. This study aims to identify the significance of various DSR components in influencing consumer loyalty. A combination of qualitative and quantitative research methods is employed, providing empirical data to test research hypotheses while laying a theoretical foundation for future studies on DSR. Through this study, we aim to systematize theoretical frameworks and propose a model of how DSR impacts consumer loyalty. The findings serve as a foundation for subsequent research in this domain. The results indicate that the proposed model incorporates several DSR components that affect consumer loyalty via intermediary factors such as Trust, Satisfaction, and electronic Word of Mouth (eWOM). Notably, eWOM functions as a moderating variable in the relationship between Trust and Satisfaction.

Keywords: Digital Social Responsibility, Loyalty, Consumers, Developing a model.

JEL: M14, M21, M31

1. INTRODUCTION

Digital Social Responsibility (DSR) extends the principles of Corporate Social Responsibility (CSR) by emphasizing corporate commitments and activities within the digital environment. DSR encompasses critical aspects such as safeguarding personal information, ensuring data security, and maintaining transparency in online transactions. Numerous scientific studies have demonstrated that DSR significantly impacts consumer loyalty toward brands. A pivotal factor influencing this loyalty is trust. When businesses effectively implement DSR practices, such as protecting privacy and providing transparent information, consumers feel more secure using their products or services. This trust helps retain existing customers and attracts new ones through positive word-of-mouth from satisfied consumers. Furthermore, customer satisfaction increases when consumers perceive the business as responsible for protecting their digital interests. This satisfaction stems from positive experiences during interactions with the brand, fostering long-term commitment and reinforcing loyalty. Lastly, brand image plays a crucial role in moderating the relationship between DSR and consumer loyalty. Brands perceived as highly responsible in the digital realm gain greater credibility in the eyes of consumers, thereby enhancing trust, satisfaction, and ultimately, loyalty. This model introduces innovations by examining how DSR impacts consumer loyalty through intermediary factors such as Trust, Satisfaction, and electronic Word of Mouth (eWOM). Notably, eWOM serves as a moderating variable in the relationship between Trust and Satisfaction. Additionally, the model develops a comprehensive research framework to analyze the influence of DSR on consumer loyalty.

2. LITERATURE REVIEW

2.1. GROUNDED THEORY

2.1.1. Stimulus-Organism-Response (SOR) Theory

Woodworth (1928) proposed the SOR framework, which describes how individuals regulate their responses to environmental stimuli through intermediary mechanisms. These mechanisms convert environmental stimuli into consumer behavior. Kim and Moon (2009) extended the SOR theory to analyze customer behavior in the restaurant

industry, focusing on perceived value and emotional experiences. According to their study, a perceived value derived from online environmental stimuli influences customer loyalty through interaction intentions, future engagement, and feedback. This study expands the SOR model to predict customers' cognitive behavior in digital environments, using stimuli such as digital social responsibility, brand engagement on Facebook, and responses like electronic word of mouth (eWOM) and loyalty among Facebook users in Vietnam.

2.1.2. Social Exchange Theory (SET)

Blau (1964) argued that individuals respond positively to an entity, such as a brand, when they perceive benefits from the relationship. This process creates mutual value beyond mere transactions. If a brand provides benefits such as satisfaction, convenience, or emotional value, individuals are more likely to respond positively. Gergen (1969) suggested that SET can evaluate the impact of CSR initiatives on trust, word of mouth, and loyalty, based on the principle of reciprocity. Whitener et al. (1998) demonstrated that in social exchanges, when one party offers benefits, the other feels obligated to reciprocate. Pervan et al. (2009) further emphasized the connection between customers and brands through holistic experiences. When customer needs are met through a brand, loyalty and long-term advocacy develop. This interaction relates to perceived value, where customers assess satisfaction relative to the costs incurred. High perceived value leads to positive responses.

2.1.3. Satisfaction Theory

Theories and concepts surrounding service quality and satisfaction have led to the development of various models and measurement scales. The SERVQUAL model by Parasuraman et al. (1985, 1988) has been widely adopted to measure the relationship between service quality and customer satisfaction. However, Cronin and Taylor (1992) argued that relying on the gap between expected and perceived service is inappropriate, as service quality reflects customer attitudes, while satisfaction is event-based.

Recent studies by Agus, Barker, and Kandampully (2007); Mokhlis and Aleesa (2011); Hadiyati (2014); M. P. Nguyen, Hoang, and Nguyen (2016); Pham and Le (2018); Ngo, La, Ho, and Nguyen (2019) have explored public service quality and customer satisfaction, incorporating additional service quality variables into the SERVQUAL scale but focusing on perceived performance through SERVPERF. These studies confirmed the simplicity and validity of the SERVPERF model. Many scholars suggest that service quality should be assessed based on service performance (SERVPERF), emphasizing customer perceptions without considering expectations. According to Cronin and Taylor (1992), the SERVPERF model includes five key dimensions: tangibility, reliability, responsiveness, assurance, and empathy, measured using a 22-item Likert scale. Recent studies, such as those by Agus et al. (2007) and Pham and Le (2018), reaffirm the simplicity and robustness of the SERVPERF model.

2.2. CONCEPTS

2.2.1. Digital Social Responsibility (DSR)

Previously, Corporate Social Responsibility (CSR) was perceived as a mandatory duty. Carroll (1991) defined CSR as an organization's responsibility to meet economic, legal, ethical, and philanthropic expectations, contingent on managerial discretion. Lichtenstein, Drumwright, and Braig (2004) suggested that customers perceive CSR as actions undertaken on their behalf, fostering emotional attachment. This emotional engagement enhances brand loyalty. Tao and Wilson (2015) identified Facebook as a prominent platform for executing digital social responsibility initiatives. Farzin and Fattahi (2018) discovered that companies with high CSR engagement tend to attract more followers on Facebook. Okazaki et al. (2020) noted that digital platforms enable businesses to design more relevant CSR programs. Similarly, Puriwat and Tripopsakul (2021) posited that DSR allows customers to participate in CSR activities via social media platforms like Facebook, Twitter, and Instagram, fostering positive and efficient dialogue. Fernández, Hartmann, and Apaolaza (2022) concluded that transitioning CSR into the digital environment enhances communication effectiveness. DSR involves implementing CSR initiatives through digital platforms such as social media and websites, differing from traditional, offline-focused CSR. Leveraging technology, DSR enhances online engagement, reach, and user interaction. Companies publicize CSR initiatives on these platforms to disseminate values, build trust, and rapidly enhance community participation. Another critical aspect of DSR is its ability to foster trust and brand value. DSR initiatives positively influence customer trust and

brand equity, demonstrating a propensity for customers to trust socially responsible brands (Puwirat & Tripopsakul, 2021). This builds customer trust and establishes a sustainable competitive advantage.

Hypothesis 1: Digital Social Responsibility (DSR) positively influences on Brand.

In summary, DSR represents not just a novel concept, it's a vital factor in cultivating customer loyalty and brand engagement. Businesses must prioritize DSR activities to meet customer expectations and create sustainable value in today's competitive environment.

2.2.2. Consumer Loyalty

Consumer Loyalty in the digital age, the advent of digital platforms has reshaped consumer loyalty dynamics. Online reviews, social media engagement, and digital communities now play critical roles in building loyalty (Hajli, 2014; Labrecque, 2014). Additionally, Digital Social Responsibility (DSR) where brands exhibit ethical digital practices has emerged as a loyalty driver, especially among younger consumers who prioritize transparency (Amankona, Yi, & Kampamba, 2024).

2.2.2.1. Brand

Kotler (2003) described a brand as encompassing all tangible, aesthetic, rational, and emotional elements of a product, including its name, symbol, and image, cultivated over time to establish a position in consumers' minds. While a product offers functional benefits, psychological benefits are created through marketing communication. A superior product or service - combined with innovative marketing - forms the core of a successful brand. Ambler and Styles (1996) viewed a brand as a collection of attributes delivering value to customers, with the product serving as the primary provider of functional benefits. Marketing mix components are integral to the brand. According to Nguyen Dinh Tho et al. (2002), the American Marketing Association defines a brand as a name, symbol, sign, or design that identifies and distinguishes a product. While traditional perspectives regard a brand as part of a product, they fail to capture its role amid globalization and intense competition. Kotler and Keller (2016) emphasized that a brand represents the cumulative perceptions and experiences consumers derive from a product or service, which is pivotal in establishing trust and customer loyalty.

Hypothesis 2: Brand positively influences on Trust.

In contemporary marketing research, the concept of brand is recognized not only as an identity marker but also as a signal of quality and reliability that significantly affects customer satisfaction. Early work by Aaker (1991) established that brand equity which comprises components such as brand awareness, perceived quality, brand associations, and brand loyalty is a critical driver of customer satisfaction. According to Aaker, when consumers perceive a brand as having high equity, they develop positive expectations; if these expectations are met or exceeded, customer satisfaction increases, ultimately leading to enhanced loyalty and a willingness to pay a premium. Building on this foundation, Keller (1993) conceptualized customer-based brand equity and argued that strong brand associations reduce consumers' perceived risk and uncertainty, which in turn fosters higher levels of satisfaction. Keller's model suggests that a well-managed brand can effectively bridge the gap between customer expectations and actual experiences. In other words, the more positive the consumer's perception of a brand's performance, the greater their satisfaction.

Hypothesis 3: Brand positively influences on Satisfaction.**2.2.2.2. Trust**

Niklas Luhmann (1979) analyzed the role of trust in maintaining social order and reducing uncertainty in interpersonal relationships. He argued that trust is not merely an emotional or psychological state but a complex social structure influenced by cultural and historical norms. Social trust fosters sustainable relationships between individuals and organizations, creating an environment conducive to collaboration and development. According to Morgan and Hunt (1994), trust is a key factor in building and maintaining relationships between brands and consumers. Trust not only affects customer loyalty but also reduces the perceived risks of purchasing, thereby fostering more positive interactions between brands and customers.

The relationship between trust and customer satisfaction has been widely explored in marketing research. Trust is generally defined as a consumer's willingness to rely on a brand, product, or service provider in situations of uncertainty or risk. Early foundational work by Morgan and Hunt (1994) in the context of relationship marketing

posed that trust is a critical element for building long-term relationships with customers. According to their commitment trust theory, when customers trust a company, they are more likely to be satisfied with their experiences because trust reduces the perceived risk involved in purchase decisions. Building on this theoretical foundation, Chaudhuri and Holbrook (2001) provided empirical evidence supporting the idea that brand trust has a positive effect on consumer satisfaction. They argued that trust acts as a buffer against negative experiences and creates a more favorable evaluative context for customers, thus enhancing satisfaction. In environments where trust is high, customers are more inclined to perceive service encounters and product performance positively, which subsequently leads to higher levels of satisfaction.

Hypothesis 4: Trust positively influences on Satisfaction

The relationship between trust and customer loyalty has been a central theme in relationship marketing and brand management research. Trust is commonly defined as the willingness of a customer to rely on a brand or service provider in situations of uncertainty, where the customer believes that the brand will fulfill its promises (Morgan and Hunt, 1994). This belief not only reduces perceived risk but also fosters an emotional bond that is critical for long-term loyalty. Early research by Morgan and Hunt (1994) introduced the Commitment–Trust Theory, arguing that trust is a fundamental precursor to commitment and loyalty in business relationships. According to their framework, when customers trust a brand, they are more likely to develop a long-term relationship and show loyalty by repeatedly purchasing and advocating for the brand. Subsequent studies have reinforced this view. For instance, Chaudhuri and Holbrook (2001) empirically demonstrated that higher levels of brand trust lead to stronger brand loyalty. They suggested that trust reduces the perceived risk associated with the purchase and consumption of a product, thereby increasing customer satisfaction and ultimately leading to greater loyalty. In this framework, trust acts as a buffer against occasional service failures or negative experiences, as customers who trust a brand are more forgiving and inclined to remain loyal.

In digital environments, where interpersonal interactions are less frequent, trust plays an even more critical role. Research by Kim, Ferrin, and Rao (2009) in the context of e-commerce has shown that trust in online retailers significantly enhances customer loyalty by reducing uncertainty and fostering repeat transactions. This is particularly relevant as brands increasingly rely on digital platforms to engage with customers. Furthermore, studies have also noted that trust influences not only repeat purchase behavior but also word-of-mouth communication, which further strengthens customer loyalty (Chen, 2010). Positive experiences shared by loyal customers can create a virtuous cycle of trust, satisfaction, and loyalty that benefits the brand over time.

In summary, the literature consistently suggests that trust is a pivotal factor that positively influences customer loyalty. When customers trust a brand, they perceive lower risks, experience greater satisfaction, and are more likely to remain loyal over time. This finding has important implications for marketers, emphasizing the need to build and maintain trust through consistent quality, transparent communication, and reliable customer service.

Hypothesis 5: Trust positively influences on Customer Loyalty to the Brand.**2.2.2.3. Satisfaction**

Cronin and Taylor (1992) distinguished between quality and satisfaction. Service quality pertains to specific aspects and does not necessarily require actual experience, whereas satisfaction arises from multiple facets and necessitates consumption experience. Service quality comprises a limited set of antecedents, while satisfaction is governed by various cognitive and emotional processes. Oliver (1997) emphasized that satisfaction reflects the degree to which customer expectations are met, resulting from comparing pre-use expectations with post-use experiences. When expectations are met or exceeded, customers feel satisfied, potentially leading to loyalty. Previous studies, such as those by Rust et al. (1994) and Dimitriades et al. (2007), asserted that service quality is a primary determinant of satisfaction, alongside factors like personal characteristics, pricing, convenience, and modernity. Zeithaml et al. (2009) highlighted that satisfaction is distinct from service quality. Perceived service quality affects future intentions and behaviors and is one of the factors influencing satisfaction. Service quality reflects attitudes and overall assessments, whereas satisfaction is an emotional response.

The relationship between customer satisfaction and brand loyalty has been extensively studied in marketing literature. Customer satisfaction is generally defined as the consumer's post-purchase evaluation of a product or

service, which arises when their expectations are met or exceeded. Early foundational work by Anderson and Sullivan (1993) established that satisfaction is a critical antecedent to customer loyalty, arguing that a high level of satisfaction leads to repeated patronage and positive word-of-mouth behaviors. This relationship is grounded in the expectancy-disconfirmation theory (Oliver, 1980), where satisfaction is seen as the result of a comparison between perceived performance and pre-purchase expectations. Chaudhuri and Holbrook (2001) further advanced this understanding by demonstrating that customer satisfaction not only influences behavioral loyalty such as repeat purchases but also affects attitudinal loyalty, including the likelihood of recommending the brand to others. Their research highlights that satisfied customers tend to form an emotional attachment to the brand, which can result in long-term loyalty even in the face of minor service failures. Additional empirical studies have supported these findings. For instance, Homburg, Koschate, and Hoyer (2006) found that satisfaction has a significant positive effect on both the repurchase and the recommendation behaviors of customers. These studies consistently indicate that when customers are satisfied, they are less likely to switch to competitors, and they tend to develop stronger, more enduring relationships with the brand. Moreover, the role of satisfaction in driving loyalty is not limited to offline interactions. In digital contexts, research by Kim, Ferrin, and Rao (2009) has shown that satisfaction with online purchase experiences similarly boosts loyalty through mechanisms such as reduced perceived risk and increased trust in the digital service environment.

Overall, the literature suggests that satisfaction plays a central role in the formation of brand loyalty. When customers are satisfied, they not only continue to buy from the same brand but also become brand advocates, thereby reinforcing the brand's market position. This positive influence is supported by both theoretical frameworks and empirical evidence, making satisfaction a key focus for marketers aiming to build and sustain long-term customer relationships.

Hypothesis 6: Satisfaction positively influences on Customer Loyalty to the Brand.**2.2.2.4. Electronic Word of Mouth (eWOM)**

Hennig-Thurau et al. (2004) defined eWOM as positive or negative statements about products or companies spread via the Internet. The rise of social media and e-commerce has transformed consumer habits. Litvin et al. (2008) noted that eWOM relies on online information about products, services, or sellers. Today, consumers share product experiences in online groups, especially on platforms like Facebook. Zamil (2011) highlighted that the primary difference between traditional WOM and eWOM lies in their scope and speed of communication. Tsao et al. (2012) emphasized that eWOM has created a new environment for product information and user experiences on social networks, enabling consumers to share opinions about their brand experiences. Eberle et al. (2013) argued that using online channels to communicate CSR initiatives enhances reputation and word-of-mouth. See-To et al. (2014) demonstrated that eWOM influences purchasing decisions. Due to its rapid interactivity, eWOM on platforms like Facebook strongly affects consumer psychology and brand relationships. Dzian et al. (2015) asserted that comparing traditional WOM and eWOM highlights shifts in marketing techniques, focusing on speed, convenience, and the impact of direct interactions. Huete-Alcocer (2017) viewed WOM as a medium for sharing marketing information between consumers and influencing their behavior and attitudes. eWOM, as informal online communication, targets consumers and relates to products, services, or brands. Jassim et al. (2020) noted that all consumers can participate in eWOM by sharing their experiences and product reviews online. Al-Dmour et al. (2021) highlighted digital marketing channels as effective strategies to meet customer needs. Al-Dmour et al. (2022) emphasized that eWOM via social media, content marketing, email, and blogs is used to promote goods and services, significantly capturing consumer attention. Empirical research confirms eWOM's impact on consumer behavior, as seen in product reviews influencing purchasing decisions. According to Al Kurdi, B. et al (2022) a study titled "The Role of Digital Marketing Channels on Consumer Buying Decisions Through eWOM in the Jordanian Markets" examines how various digital marketing channels, including eWOM, influence consumer purchasing decisions in the retail sector. The findings indicate that digital marketing channels significantly affect consumer buying decisions, with eWOM playing a moderating role.

Hypothesis 7: Electronic Word of Mouth (eWOM) moderates the relationship between Customer Trust and Satisfaction.

2.3. RELATED STUDIES

2.3.1. Model by Puriwat et al. (2019)

The objective of this study was to investigate the relationship between Digital Social Responsibility (DSR), customer trust, and brand equity in the context of social commerce in Thailand. The results demonstrated a positive impact of DSR activities on customer trust and brand equity in the social commerce setting. These findings align with previous studies in other industries (Jalilvand et al., 2017; Yang & Basile, 2019). The study's findings also support the perspective that online consumers are increasingly using information about DSR to evaluate brands. Since social media serves as a two-way interaction platform, DSR activities conducted on social media can achieve greater effectiveness compared to traditional CSR approaches.

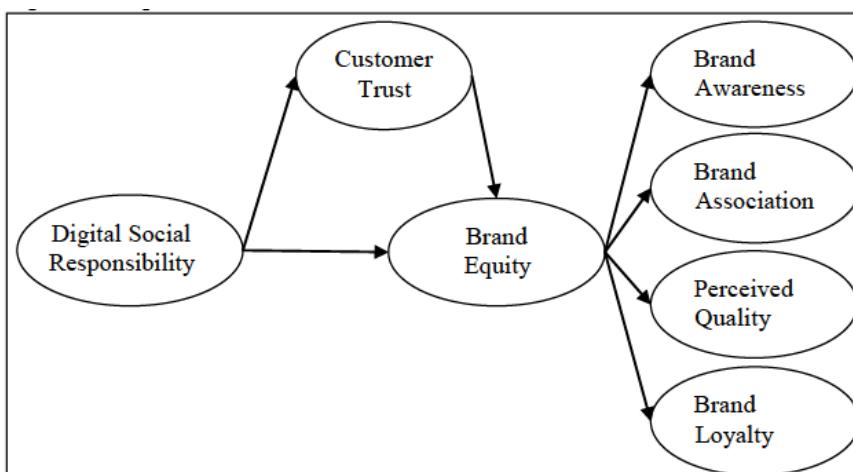


Figure 1. Research Model by Puriwat et al. (2019)

2.3.2. Model by de Oliveira Santini et al. (2020)

The findings of the study indicate that customer engagement is driven by satisfaction, positive emotions, and trust, but not by commitment. Satisfaction is identified as a stronger predictor of customer engagement in contexts with high convenience (compared to low), B2B settings (compared to B2C), and on Twitter (compared to Facebook and Blogs). Twitter appears to have double the capability to enhance customer engagement through satisfaction and positive emotions compared to other social media platforms. These factors also reflect the role of Digital Social Responsibility (DSR) for businesses and customers. The study further reveals that customer engagement delivers significant value to companies, directly influencing corporate performance, behavioral intentions, and word-of-mouth. Moreover, hedonic consumption amplifies the impact of customer engagement on corporate performance by nearly threefold compared to utilitarian consumption.

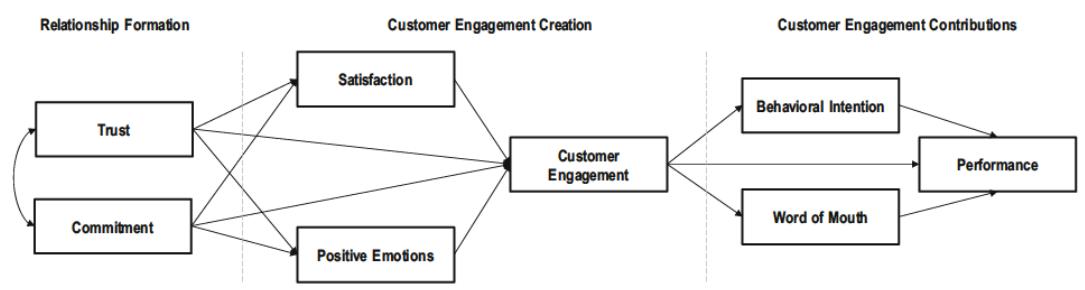


Figure 2. Research Model by de Oliveira Santini et al. (2020)

2.3.3. Model by Islam et al. (2021)

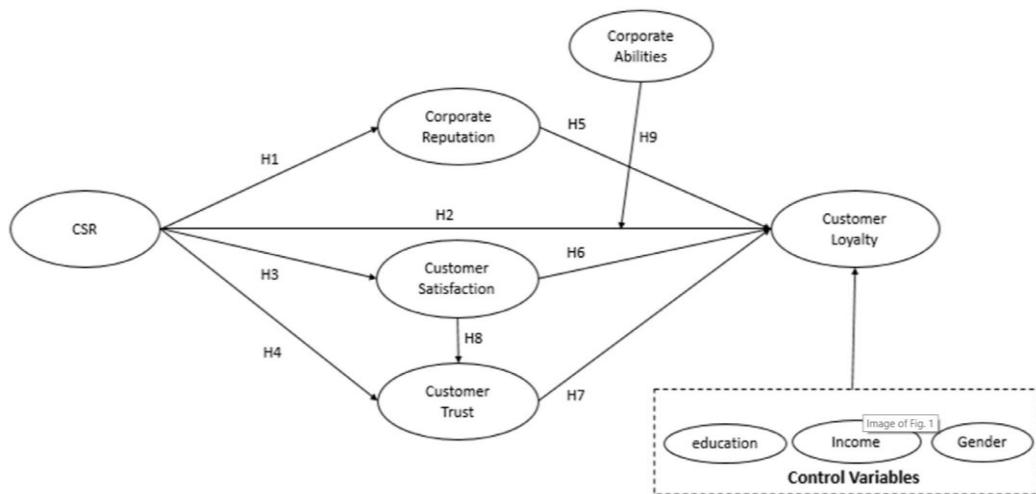


Figure 3. Research Model by Islam et al. (2021)

This study examined a critical pathway between business capability, Corporate Social Responsibility (CSR), and customer loyalty within the telecommunications sector. Based on comprehensive results, our data demonstrated that business capability plays a crucial role in the relationship between CSR and customer loyalty. The significant moderating effect of business capability on the CSR-loyalty relationship means that quality and innovation enhance customer loyalty and create emotional attachments to the brand. As long as a company performs well (providing high quality and exploring new products), CSR initiatives will increase customer loyalty. On the other hand, even with excellent CSR initiatives, poor product quality will negatively impact consumer purchase decisions and customer loyalty.

2.3.4. Model by Puriwat et al. (2021)

The aim of this study was to investigate the impact of Digital Social Responsibility (DSR) on brand preference and consumer purchase intention, comparing product categories with high and low involvement levels. The results show that DSR initiatives are significantly and positively related to both brand preference and consumer purchase intention. The moderating results indicate that product involvement plays an important role in strengthening the relationship between DSR initiatives and brand preference. The impact of DSR on brand preference is stronger among respondents with low product involvement compared to those with high product involvement. The study highlights the importance of DSR and expands current knowledge on DSR and its potential impact on customer perceptions. Digital transformation has changed the way companies implement social responsibility. Social responsibility should become a part of and a foundation in business practices, with businesses now using digital platforms to execute their social responsibility initiatives.

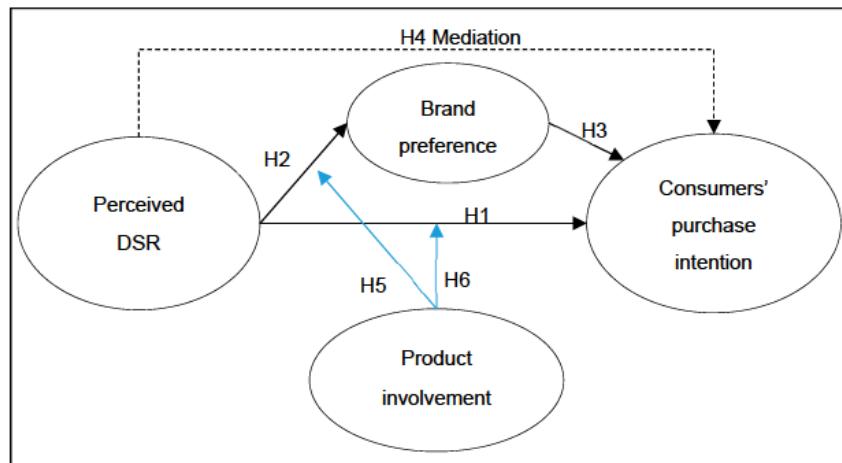


Figure 4. Research Model by Puriwat et al. (2021)

2.3.5. Model of Dinh Van Hoang (2022)

This study aims to examine the impact of customer perceptions of social responsibility in the digital environment on brand engagement on the Facebook social media platform, which leads to Electronic Word of Mouth (eWOM) about the brand and brand loyalty. The analysis results show that perceptions of digital social responsibility significantly and positively influence brand engagement on Facebook, eWOM about the brand related to digital social responsibility activities on Facebook, and brand loyalty. Additionally, the study also considers brand engagement on Facebook as a higher-level concept across five dimensions (recognition, enthusiasm, attention, absorption, and interaction) to clarify the role of brand engagement on Facebook in relation to eWOM and brand loyalty.

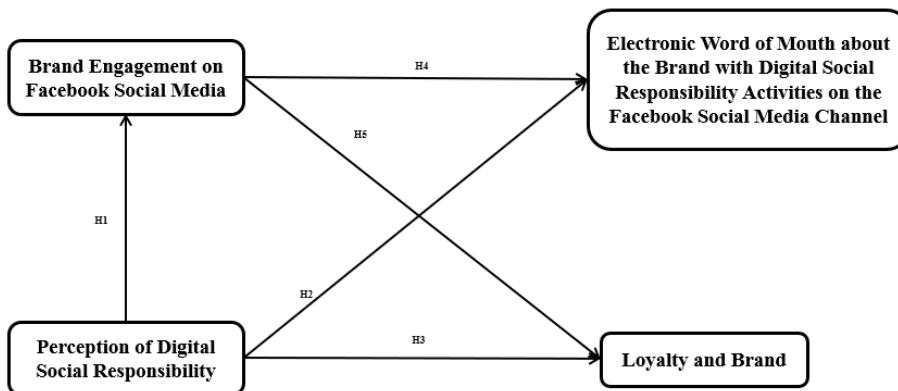


Figure 5. Research Model of Dinh Van Hoang (2022)

2.3.6. Model of Dinh Van Hoang (2023)

This study examines the role of Brand Trust (BT) on the Facebook social media platform, influenced by the antecedent of customers' perception of Digital Social Responsibility (DSR) and the outcomes of Electronic Word of Mouth (eWOM) behavior and loyalty. The research employs the Stimulus-Organism-Response (SOR) theory and the Social Exchange Theory (SET) to explain the relationships among DSR, BT, eWOM, and loyalty. The findings reveal that perceptions of DSR have a significantly positive impact on BT, eWOM, and loyalty on Facebook. Moreover, the results substantiate the validity of the SET theory, as Facebook users tend to reciprocate the perceived benefits through eWOM and loyalty-building behaviors with brands engaged in DSR initiatives.

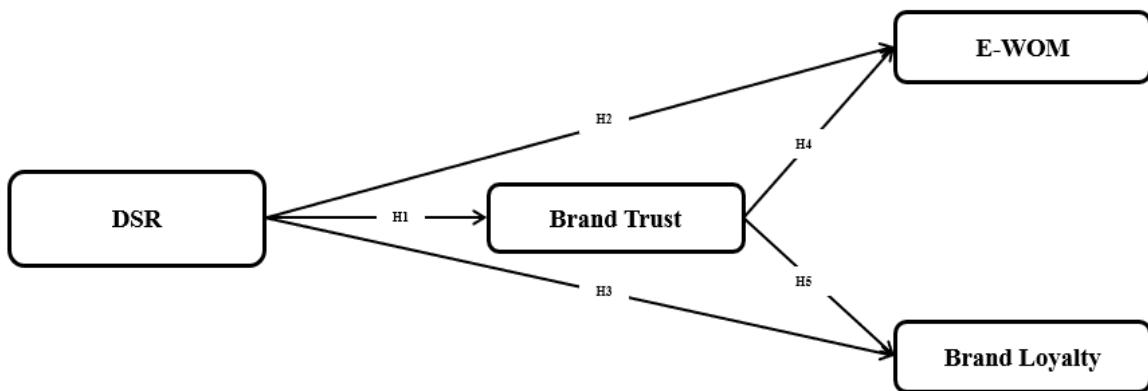


Figure 6. Research Model of Dinh Van Hoang (2023)

2.3.7. Model by Zhang et al. (2023)

This study explored customer responses to Digital Social Responsibility (DSR) through the commitment process, based on social exchange theory. In addition to investigating the direct impact, our research aimed to identify the underlying mechanism through the mediating role of emotional commitment in customer engagement and customer citizenship behavior (CCB), customer engagement, and customer continuation intention in DSR. In other words, our study demonstrated the indirect impact of emotional commitment on the relationship between customer engagement in DSR and its diverse sustainable outcomes, as well as the positive amplifying effect of gamification capability on the relationship between customer engagement and their dual sustainable outcomes through emotional commitment.

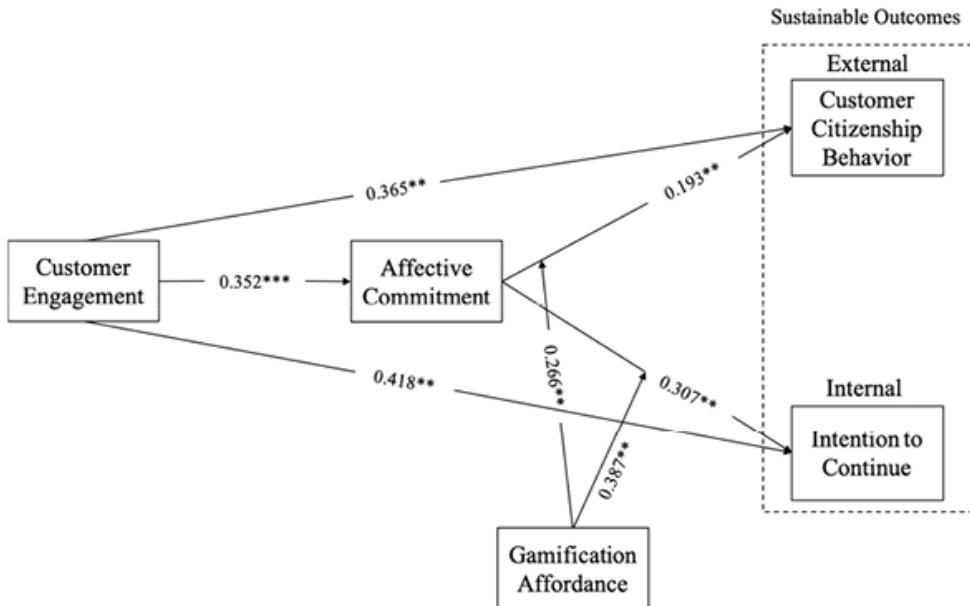


Figure 7. Research Model and Analysis Results of Zhang et al. (2023)

2.3.8. Model of Amankona et al. (2024)

This study specifically aims to explore the impact of online Corporate Social Responsibility (CSR) initiatives on consumer behavior, focusing on Generation Y consumers. It also seeks to examine, particularly within the manufacturing companies of Ghana, the perspective of Generation Y consumers on Digital Social Responsibility (DSR), and how it moderates the relationship between brand loyalty and purchase intention. The study finds a strong positive relationship between Corporate Social Responsibility (CSR) and purchase intention, mediated by consumer engagement and brand loyalty. However, it does not show that Generation Y's attitude toward DSR

moderates this relationship. The research highlights the importance of DSR for manufacturing businesses in Ghana.

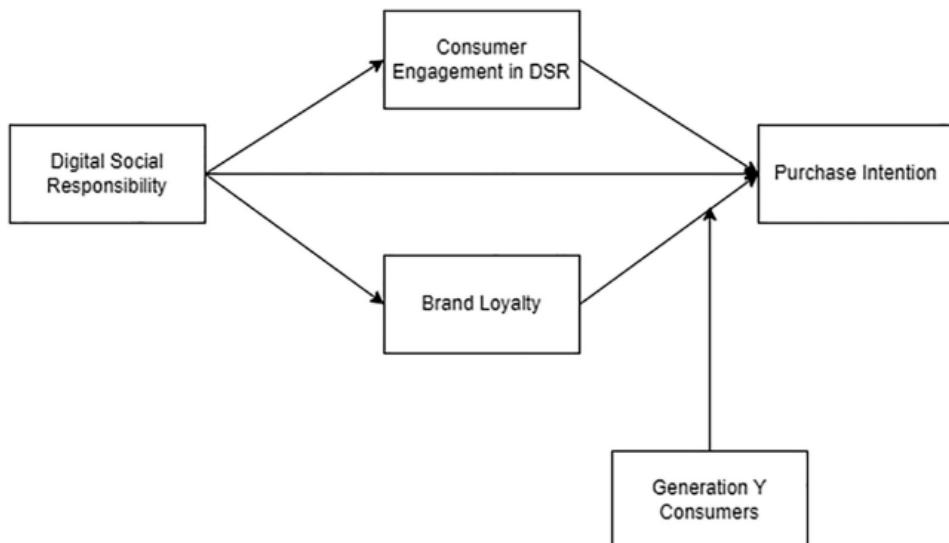


Figure 8. Research Model of Amankona et al. (2024)

3. PROPOSED MODEL

Based on a comprehensive review of theoretical frameworks and previous studies by domestic and international researchers related to the topic, this study inherits and develops prior research contributions from authors such as Woodworth (1928); Kim and Moon (2009); Blau (1964); Gergen (1969); Whitener et al. (1998); Pervan et al. (2009); Parasuraman et al. (1985, 1988); Cronin and Taylor (1992); Agus, Barker, and Kandampully (2007); Mokhlis and Aleesa (2011); Hadiyati (2014); M. P. Nguyen, Hoang, and Nguyen (2016); Pham and Le (2018); Ngo, La, Ho, and Nguyen (2019); Agus et al. (2007); Pham and Le (2018); Carroll (1991); Lichtenstein, Drumwright, and Braig (2004); Tao and Wilson (2015); Farzin and Fattahi (2018); Okazaki et al. (2020); Fernández, Hartmann, and Apaolaza (2022); Kotler (2003); Ambler and Styles (1996); Nguyen Dinh Tho et al. (2002); Kotler and Keller (2016); Aaker (1991); Keller (1993); Niklas Luhmann (1979); Morgan and Hunt (1994); Chaudhuri and Holbrook (2001),...

Additionally, the study integrates relevant research models such as those proposed by Puriwat et al. (2019); de Oliveira Santini et al. (2020); Islam et al. (2021); Puriwat et al. (2021); Dinh Van Hoang (2022); Dinh Van Hoang (2023); Zhang et al. (2023); and Amankona et al. (2024). The authors developed a conceptual model from these foundations titled “The Factors of Digital Social Responsibility (DSR) Influencing Consumer Loyalty”. The proposed model consists of six core factors: Digital Social Responsibility (DSR) factor; Brand factor; Trust factor influencing Satisfaction; eWOM (Electronic Word of Mouth) acting as a moderating variable between Trust and Satisfaction. These intermediary factors have a direct impact on Customer Loyalty to the Brand. The research model employs Partial Least Squares (PLS) analysis, positing that higher levels of Brand, Trust, and Satisfaction lead to stronger Consumer Loyalty to the Brand.

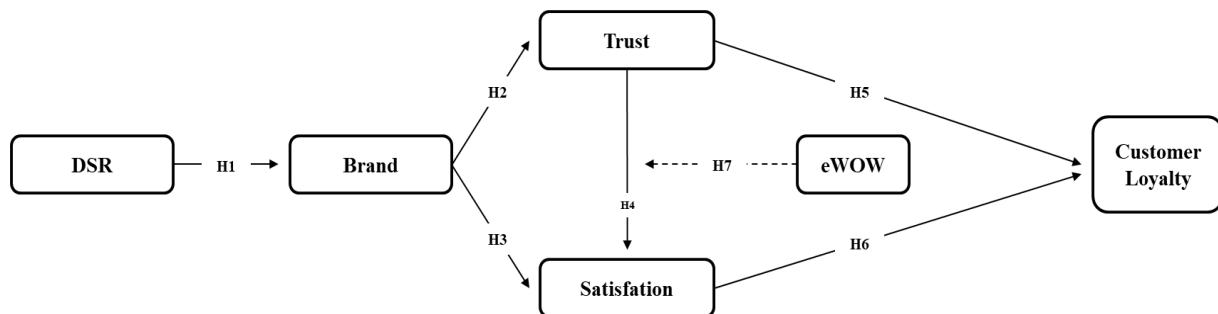


Figure 10. Proposed Research Model by the Authors

4. RESEARCH HYPOTHESES

Hypothesis 1: Digital Social Responsibility (DSR) positively influences on Brand.

Hypothesis 2: Brand positively influences on Trust.

Hypothesis 3: Brand positively influences on Satisfaction.

Hypothesis 4: Trust positively influences on Satisfaction

Hypothesis 5: Trust positively influences on Customer Loyalty to the Brand.

Hypothesis 6: Satisfaction positively influences on Customer Loyalty to the Brand.

Hypothesis 7: Electronic Word of Mouth (eWOM) moderates the relationship between Customer Trust and Satisfaction.

5. CONCLUSION AND FUTURE RESEARCH DIRECTIONS

The study of the impact of Digital Social Responsibility (DSR) on consumer loyalty represents a promising and significant field in the context of an increasingly digitized marketplace. Building customer loyalty to a brand no longer relies solely on the quality of products or services but extends to how brands demonstrate their social responsibilities in the digital space. In the future, this research direction should focus on six key factors to comprehensively assess the impact of DSR on customer loyalty.

First, Digital Social Responsibility (DSR) serves as the foundational element, reflecting a company's commitment to community-oriented activities within the digital environment. DSR encompasses customer data protection, transparency in communication, and participation in online social activities. Future studies could delve deeper into how DSR directly influences consumers' perceptions and evaluations of brands, ultimately shaping their loyalty.

The second key factor is Brand, which includes aspects such as reputation, Service Product Quality, and Advertising Communication. A strong reputation and high-quality products or services enhance customer trust. Through digital advertising campaigns, brands can effectively reach consumers and foster relationships. Moreover, demonstrating social responsibility in advertising campaigns significantly contributes to strengthening customer loyalty.

The next factor is Trust, a critical determinant of Satisfaction. Future research should explore how trust is cultivated through DSR initiatives. When trust is reinforced, customers are more likely to experience satisfaction with their brand interactions, leading to greater loyalty.

Electronic Word of Mouth (eWOM) plays a moderating role in the relationship between Trust and Satisfaction. Future studies could investigate how eWOM influences this relationship. When consumers share positive or negative experiences regarding a brand's social responsibility efforts online, these narratives significantly shape how others perceive the brand and decide whether to remain loyal.

Finally, several implications for integrating DSR with customer loyalty strategies are proposed, such as: **Incorporating DSR into digital communication** to build trust and differentiation; **Enhancing customer engagement through DSR** activities, including online community initiatives; **Developing transparent feedback systems** to allow customers to share opinions on DSR commitments; **Ensuring product quality aligns with DSR-related commitments** to uphold brand consistency; **Training employees on DSR principles** to clearly convey values to customers; **Combining DSR with traditional CSR strategies** to create a more holistic approach; **Analyzing DSR data** to fine-tune strategies and optimize effectiveness. These future research directions and implications will enable businesses to strengthen loyalty and establish a socially responsible brand image within their communities.

In conclusion, investigating the relationship between Digital Social Responsibility (DSR) and customer loyalty is an essential pathway in the digital age. Factors such as Brand, Trust, Satisfaction, and eWOM require careful analysis to provide clear conclusions. These insights will help businesses develop robust operational strategies, leveraging DSR to build and enhance customer loyalty while simultaneously bolstering their brand image and achieving business success.

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