

## Kurumsal Sürdürülebilirlik Uygulamalarının Tüketicilerin Marka Sadakati Üzerine Etkisi

*The impact of corporate sustainability practices on consumers' brand loyalty<sup>1</sup>*

### ABSTRACT

In the intensely competitive environment that is increasing day by day around the world, organizations do not have many options to survive, and creating a difference is one of the most effective ways a company can resort to in this regard. In such an environment, while some organizations make a difference with their advertisements, some with their products, and others attract attention by considering social benefits. Today, consumers, when purchasing a product, do not only consider its quality and price but also pay attention to how sensitive the company producing that product is to the environment and the world, and the corporate social responsibility activities that the brand is currently involved in. Today, the majority of conscious consumers prefer companies that produce products in compliance with ethical rules and with respect for the environment and nature, and that implement corporate social responsibility practices. To that end, this study at hand aims to determine the extent to which the brand loyalty felt by the target audience towards brands that implement sustainability practices affects consumers' brand purchasing processes. This study will be important in terms of revealing the variables that are effective in the relationship between corporate sustainability practices being implemented in Turkey and consumer brand loyalty. In this context, it is thought that the research will contribute to the literature. Additionally, the data obtained regarding corporate sustainability practices of the organizations related to the research to be conducted in the home appliances sector will also contribute to the literature. For this purpose, firstly, a literature review was conducted on sustainability, corporate sustainability, brand, and brand loyalty, and after the research, the relationship between these concepts was clarified. Subsequently, consumers of Arçelik and Vestel, who are 18 years and older and reside in Istanbul, were reached. A Brand Loyalty (BL) and Corporate Sustainability (CS) scale were developed to measure the brand loyalty created by brands that implement corporate sustainability practices on them, and the survey was conducted on 434 consumers. The data of the research were evaluated using quantitative analysis methods. According to the findings of the research, brand focused on sustainability have been observed to create a positive perception among consumers through their activities aimed at fulfilling their environmental and social responsibilities. The increasing interest and trust of consumers in brands that show sensitivity to the environment and society contribute to the establishment of long-term customer relationship by enhancing the competitive advantage of these brands.

**Keywords:** Sustainability, Corporate Sustainability, Brand, Brand Loyalty, Consumer Behavior

### INTRODUCTION

Today, corporate sustainability has become an important factor for the success of businesses. Corporate sustainability aims to be responsible in environmental, social, and economic aspects, and to leave a sustainable world for future generations. In this context, with the increase in environmental and social awareness, consumers have also started to care about sustainability practices. In this article, the impact of corporate sustainability practices on consumers' brand loyalty will be examined.

In this context, the aim of the study titled "The Impact of Corporate Sustainability Practices on Consumers' Brand Loyalty" is to provide information on the concepts of sustainability, corporate sustainability, brand, and brand loyalty, to explain the relationships between these concepts with example practices, and to emphasize the importance of corporate sustainability for brand loyalty to be effective and successful. In recent years, sustainability and especially corporate sustainability concepts have been among the widely researched topics in the world literature. There are also many academic studies in which corporate sustainability practices are examined. However, as a result of the research, it has been observed that there are hardly any studies aimed at determining the effect of corporate sustainability practices on brand loyalty.

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## CONCEPTUAL FRAMEWORK

### Brand and brand loyalty

In order to examine the brand as a concept in depth, it is necessary to study the brand concept by focusing on the foundations that constitute this concept and its historical development. If we touch upon the concepts of the brand, it has many different and comprehensive definitions.

A brand is a unique set of identity values that allows a product, service, or business to be recognized through its name, symbol, logo, or other visual elements (Aaker 1991, p. 28). The purpose of a brand is to create a positive image in the consumer's mind and emotional world by emphasizing the uniqueness and quality of the product or service (Kotler and Armstrong 2007, p. 226). Brands influence consumer preferences, provide a competitive advantage for products, and form the foundation of long-term customer relationships.

The ease and transparency with which people can access information have exposed companies and organizations to intense competition in a globalized world. Increased trade and the consequent competition have compelled companies to market through brand communication of their products. For companies to survive, to offer better services to their customers in distinction from competitors, and to increase profit margins for growth, it is now crucial for them to create a brand that is significantly different from their competitors (Erdil and Uzun, 2010, p. 4).

Consumers, who are becoming more conscious, have started to show a trend of not preferring unbranded products. Along with this, unbranded products tend to lose their profitability in a short period of time and are forced to withdraw from the market. Purchasing a branded product provides a great deal of trust for consumers. Consequently, a bond begins to form between the consumer who prefers the same brand and the brand they consume. As a result, the concept of brand loyalty comes into play. Given this situation, this benefits the company as profits and increases its market value (Kotler and Armstrong 2007, p. 223).

The phenomenon of competition forces businesses of our era to excel in concrete values related to the product, such as price, design innovation, and quality, while on the other hand, it significantly reduces the differentiating alternatives that can be used for protection from competition. In such a scenario, the concept of a brand, which harbors abstract values related to the product, becomes the determinant of victory and defeat in modern times' competitive battles. (Aydn, 2009, p.15)

Today, the products which are increasing in a highly competitive environment and have features that are very similar to each other, pose a threat both for consumers and producers. The most important factor that partly protects consumers and producers from this threat is the "BRAND". Differentiating the product from its counterparts and providing benefits to consumers and producers is the most important function of the brand. (Tosun, 2010, p.12)

For every brand, having distinct and unique tangible features (such as name, color, logo, etc.) makes it easier for businesses to legally protect their brands. However, it is very difficult to protect unbranded products in this sense (Tosun, 2010, p.15). This is because the brand to which the consumer is loyally attached is always the right and quality one for them. In this case, it is essential for businesses to properly manage post-sale customer relations to keep their customers always engaged and to ensure the longevity of their brands.

For consumers, the brand has many significances. For consumers, purchasing a brand they trust means spending their valuable time more efficiently. Being a reliable brand for consumers means minimizing risks in every aspect. Being a branded product facilitates the easy recognition of a packaged product. Especially for consumers, the brand is the easiest way to recognize a product. As long as they are satisfied with the product and it meets their needs, it helps them not to avoid the product. The brand indicates the origin of the product, carries quality assurance and warranty (Dereli and Baykasoğlu, 2007, p.63). In conclusion, brands help businesses gain a competitive advantage, increase customer loyalty, and achieve long-term success. A good brand shapes customer preferences, delivers value, and builds trust.

Brand loyalty refers to the circumstance where consumers demonstrate loyalty to a specific brand and tend to repurchase it. Brand loyalty develops when consumers establish an emotional bond with the brand, share the values of the brand, and form a positive relationship with the brand experience. Brand loyalty provides a competitive advantage for businesses, increases customer satisfaction, and elevates the value of the brand (Ailawadi et al., 2008, p.19).

The concept of brand loyalty originates from the period between 1870 and 1914. During this time, branding took on the role of providing identity to a product and introducing it to consumers. Consequently, the concept of brand loyalty, which differentiates between the product and the brand, encourages customers to be more loyal to the brand. This is because branded products reduce the risk, time, and effort that the customer has to expend. In the literature, various definitions of brand loyalty have been made to date.

Oliver (1999, p. 34) interprets brand loyalty as "a deeply felt commitment to repurchase a preferred product or service", while Aaker (2009, p. 21) emphasizes that "brand loyalty is one of the most important brand equity categories, which are active and passive assets linked to a brand's name and symbol, that increase or decrease the value provided by a product or service to a company or its customers."

Kotler and Keller (2011, p. 5), on the other hand, offer a different interpretation, defining brand loyalty as "the rate at which a company retains its customers." Kotler emphasizes that an ordinary brand loses half of its customers in less than five years, while companies with high brand loyalty lose at most twenty percent of their customers in five years.

Oliver (1999, pp. 33-44) emphasizes that it is important for brands to consider the following factors in order to build brand loyalty.

**Product and Service Quality:** Customers determine their loyalty by evaluating the quality of the product or service offered by the brand. Brands that offer quality products or services gain the trust of customers and increase their loyalty.

**Customer Satisfaction:** The experiences and satisfaction levels of customers with the brand are critical factors affecting brand loyalty. Brands that meet customer expectations and add value to them increase customer satisfaction and strengthen loyalty.

**Brand Image:** The perceived reputation of the brand is another important factor affecting customer loyalty. A good brand image increases customers' trust and commitment to the brand, while a negative image can adversely affect customer loyalty.

**Customer Experience:** The interactions and experiences of customers with the brand are an important factor in determining their loyalty. Brands can increase loyalty by considering factors that positively affect customer experience.

Brand loyalty is a concept of great importance for businesses. The loyalty of customers to the brand provides advantages such as repeat purchase behavior, positive word-of-mouth promotion, and long-term value creation. Factors affecting brand loyalty include product and service quality, customer satisfaction, brand image, and customer experience (Dick and Basu, 1994, p.99). Businesses can use repeat purchase behavior, customer satisfaction surveys, and loyalty programs to measure brand loyalty. Management approaches such as brand communication, customer focus, innovation, and continuous improvement should be adopted to increase brand loyalty (Baydaş and Aydın, 2017, pp. 61-65). In conclusion, brand loyalty is an important factor that affects customers' tendency to prefer the brand and their behavior to purchase it repeatedly. Good brand loyalty enhances the success of brands and provides a competitive advantage.

### **Sustainability and Corporate Sustainability**

The concept of sustainability is one of the most discussed, negotiated, and debated concepts that left a significant mark in the last century. In recent times, the concept of sustainability has become a matter of great concern not only for governments but also for society and companies. The society, which has become aware of the seriousness of the problems in nature, now pays attention to how environmentally friendly the producers of the products they consume are in their production.

For the first time in 1972, at the UN Human Environment Conference held in Stockholm (Stockholm Conference), the concepts of "environment" and "sustainability" brought to the agenda by many countries with different socio-economic structures and levels of development were later discussed in a meeting organized by the United Nations World and Environment Commission in 1983 in Norway under the heading of environmental problems and conservation of the environment. In this meeting, in line with the common opinions of representatives from many countries around the world, a report titled "Our Common Future" was organized under the name of the Brundtland Report in 1987. At the forefront of the most important issues raised by the Brundtland Report are sections covering the role of the international economy, population and human resources, food security, species and ecosystems, energy, industry, and the legal principles proposed for environmental protection (Brundtland Report, 1987, p. 43). Among all the issues discussed, the Brundtland Report defines a sustainable future as "adopting a style and process of development that will meet today's needs without limiting the opportunities of future generations or restricting their ability to meet their own needs." (Toprak, 2006, pp.148-149).

The report's most important message is to foresee that by using the resources nature has provided us in the most correct and cleanest way, we should help and support in ensuring the continuity of these resources and help future generations to meet their own needs by benefiting from the beauties that nature has offered (Gevenoğlu 2015, p.5). With each passing day, the increasing environmental problems and the transfer of these problems to the international arena, and constantly occupying the agenda, have forced countries sensitive to the environment to act together in solving environmental problems. Especially in terms of leaving a livable nature and resources to future generations, the necessity of taking some measures has begun to be accepted by all countries (Abdulahakimoğulları et al., 2011, p.

64). The concept of sustainability has a broad perspective that includes social, environmental, economic, and cultural dimensions. These dimensions interact with each other and play a significant role in achieving sustainability goals.

### **Social dimension**

Social sustainability aims to improve the welfare of society and the quality of life of individuals. This dimension encompasses issues such as respect for human rights, justice, equality, employee welfare, and social participation. Social sustainability includes practices such as businesses providing fair and safe working conditions for their employees, protecting human rights in the supply chain, and contributing to community projects. Social sustainability also ensures that businesses fulfill their responsibilities towards society and operate in harmony with societal values (Dyllick & Hockerts, 2002, p. 134)

### **Environmental dimension**

Environmental sustainability aims for the effective and efficient use of natural resources, reducing environmental pollution, and protecting the ecosystem. This dimension includes issues such as energy and water efficiency, waste management, the use of renewable energy, and reducing the carbon footprint. Businesses can contribute to the conservation of natural resources by adopting environmentally friendly production processes, reduce waste and emissions, and minimize their negative impact on the environment. Environmental sustainability aims to protect the health of the ecosystem and leave a clean environment for future generations (Schaltegger et al., 2006, p. 10 cited in Aksoy, 2013, p. 22).

### **Cultural dimension**

Cultural sustainability aims for the preservation of cultural values and the support of diversity. This dimension encompasses issues such as the preservation of local cultures and traditions, the participation of local communities, and the preservation of cultural heritage (Scammon, 2012, p. 17). Businesses can make positive contributions to the social and cultural life of communities by showing respect for local cultural values. Cultural sustainability supports local economic development and promotes social harmony and diversity (Matthews, 2015, p. 2).

In conclusion, sustainability is an approach that encompasses social, environmental, economic, and cultural dimensions. It is important for businesses to take these dimensions into account and guide their operations in accordance with these principles in order to achieve their sustainability goals. Social responsibility, environmental protection, and respect for cultural values help brands to build trust and brand loyalty in the eyes of consumers.

### **The Importance of Corporate Sustainability in Building Brand Loyalty**

It's not difficult to see the positive and negative effects of sustainability on brands in recent years. Some brands and companies can elevate their profitability to higher levels by displaying a transparent example of sustainability, while unfortunately, the intensity of competition has led some brands to withdraw from the market. Therefore, merely producing quality is not enough in today's world (Tokgöz and Önce, 2009, p. 252). Conscious consumers now value brands that encompass corporate sustainability principles alongside quality products and are even willing to make extra expenditures for these brands if necessary.

Corporate sustainability plays an important role in a brand's long-term success and societal impact. For a company seeking to build brand loyalty, it is important that corporate sustainability be a fundamental part of its business strategies and operations (Kotler and Lee, 2005, pp.91-103). Below, we can see some headlines that demonstrate the significant role of corporate sustainability in the formation of brand loyalty:

**Builds a Good Reputation:** Corporate sustainability focuses on ethical and responsible business practices. By making efforts to reduce or improve the company's environmental and social impacts, it strengthens the brand's reputation. Consumers tend to have more trust and loyalty towards brands that value sustainability efforts. (Auger et al., 2003, p. 283)

**Aligns with Consumers' Values:** Nowadays, consumers' concerns regarding the environment and society are increasing. Therefore, a sustainability-focused company aligns with the values of consumers and meets their expectations. Consumers show more interest in and prefer brands that embrace sustainability principles.

**Encourages Innovation:** Corporate sustainability goals encourage the company to be more efficient and innovative. Research and development activities to find solutions to sustainability issues increase the company's competitive advantage. Innovation catches the attention of consumers and increases brand loyalty.

**Employee Motivation:** Creating a sustainability-focused culture within the company increases employee motivation. Employees take pride in participating in the company's efforts to fulfill its responsibilities concerning society and the environment. This, in turn, increases employee engagement and strengthens collaboration within the company. (Dapi and Phiri 2015, pp. 10-12)

**Reduces Costs:** Sustainability encourages more efficient use of energy and resources. Companies can reduce costs through practices such as energy efficiency measures, waste reduction, and recycling. Companies that adopt a more sustainable business model can become more competitive in the long run and increase their profitability.

As can be seen from the above explanations, corporate sustainability plays a very important role in the formation of brand loyalty because consumers are now focusing not only on product or service quality but also on the company's values and social impact. Companies that adopt a sustainability-focused business strategy can gain the trust of consumers and build long-term brand loyalty.

## **METHOD**

### **Research model**

In the study, the relational screening model is used. Karasar (2016) defines the relational screening model as a research model that aims to determine whether there is a co-variation between two or more variables and, if there is co-variation, to determine the degree of this variation.

### **Research method and technique**

In the study, the survey technique, which is one of the quantitative research methods, has been used.

### **The population and sample of the study**

The sample group consists of consumers of Arçelik and Vestel brands who are aged 18 and over and reside in the province of Istanbul. The selected data collection method was online surveys and online questionnaires to that end were only collected from respondents who reside in Istanbul. The sample of the study consists of a total of 434 consumers selected through convenience sampling method among these consumers. Convenience sampling is explained as a sampling method where units are selected from among those that are easily accessible and are considered to be representative of the population (Tuna, 2016).

### **Hypotheses of the study**

The hypotheses of the research have been determined as follows:

**H1:** Corporate sustainability practices are effective in enhancing consumers' brand loyalty.

**H2:** The environmental dimension of corporate sustainability practices is effective on consumers' brand loyalty.

**H3:** The social dimension of corporate sustainability practices is effective on consumers' brand loyalty.

**H4:** The cultural dimension of corporate sustainability practices is effective on consumers' brand loyalty.

### **Data collection instruments**

As a data collection tool, a survey consisting of three sections, namely the "Descriptive Information Form", "Brand Loyalty Scale", and "Corporate Sustainability (CS)" has been used. In order to test whether the questions in the survey were properly understood, a pilot survey was conducted with 80 people and some questions were later simplified and rendered more understandable upon acquired feedbacks. Once the questionnaire reached its final form, the actual data collection for the research study began.

### **Descriptive Information Form**

In the first part of the survey form, there are questions aimed at identifying the demographic information of the participants. There are a total of 7 multiple-choice questions aimed at learning about the participants' gender, age, educational status, marital status, monthly income, the products they use, and the ways they acquire information about the brands they purchase.

### **Brand Loyalty Scale (BLS)**

The Brand Loyalty Scale (BLS) was created using the "Brand Loyalty Scale" developed by Tekin (2020), and its validity and reliability were tested again. The scale consists of a total of 16 items and is of the 5-point Likert type (1: Strongly disagree, 5: Strongly agree). It also consists of two sub-dimensions named brand behavior (8 items) and identification with the brand and purchase intent (8 items). An increase in the average score obtained from the scale and sub-dimensions indicates an increase in the participant's brand loyalty or the relevant attitude or behavior. There is no reverse-coded item in the scale.

**Table 3.1: Validity and reliability of the brand loyalty scale**

Items	Identification with the brand and the intention to purchase	Brand Behavior
M2		0,867
M1		0,857
M5		0,665
M4		0,625
M3		0,551
M7		0,537
M9		0,512
M6		0,507
M15	0,958	
M16	0,919	
M14	0,844	
M13	0,819	
M11	0,786	
M8	0,711	
M10	0,634	
M12	0,410	
<b>Eigenvalue</b>	9,468	1,015
<b>Explained variance (%)</b>	59,177	6,345
<b>Total of explained variance (%)</b>	65,522	
<b>Cronbach's Alpha</b>	0,904	0,929
<b>Cronbach's Alpha (General)</b>	0,951	

\* KMO=0,954; Barlett  $\chi^2=6452,428$ ; Sd=120;  $p<0,000$ .

### Corporate sustainability scale (CSS)

The Corporate Sustainability Scale (CSS) was created using the "Sustainable Consumption Awareness, Brand Attitude, and Purchase Intention scales" developed by Yılmaz, M. (2021), and its validity and reliability were tested again. The scale consists of a total of 16 items and is of the 5-point Likert type (1: Strongly disagree, 5: Strongly agree). It also consists of three sub-dimensions named environmental sustainability, social sustainability, and cultural sustainability (6 items each). An increase in the average score obtained from the scale and sub-dimensions indicates an increase in the sustainability practices perceived by the participant. There is no reverse-coded item in the scale. The reliability analysis showed that the Cronbach's Alpha values, which is the measure of reliability for all dimensions, are well above 0.70. Therefore, we can say that the scales used in the research have high reliability.

**Table 3.2: Validity and reliability of perceived sustainability practices**

Items	Social sustainability	Environmental sustainability	Cultural sustainability
M3		0,980	
M2		0,971	
M6		0,876	
M1		0,854	
M5		0,769	
M4		0,762	
M9	0,918		
M7	0,875		
M10	0,859		
M12	0,844		
M8	0,824		
M11	0,808		
M14			0,931
M15			0,922
M16			0,922
M13			0,849
<b>Eigenvalue</b>	9,872	1,814	1,404
<b>Explained variance (%)</b>	61,698	11,335	8,773
<b>Total of explained variance (%)</b>	81,805		
<b>Cronbach's Alpha</b>	0,945	0,945	0,962
<b>Cronbach's Alpha (General)</b>	0,958		

\* KMO=0,936; Barlett  $\chi^2=9229,772$ ; Sd=120;  $p<0,000$ .

## Data Analysis

The data of the research were evaluated using quantitative analysis methods. For this, the SPSS 25 program was utilized. Descriptive statistics methods such as frequency analysis and calculation of mean and standard deviation were used to determine the findings related to the descriptive characteristics of the participants and descriptive findings related to the scale scores. For the determination of the findings related to the hypotheses, simple and multiple linear regression analyses were performed. All of the analyses were evaluated at a 95% confidence interval and  $p<0.05$  significance level.

## FINDINGS

### Findings concerning the descriptive characteristics of the respondents

This study was conducted with the aim of measuring the impact of corporate sustainability practices on the brand loyalty of consumers, and a total of 434 consumers participated in this research. Findings related to the descriptive characteristics of the participants are given in Table 3.1. Accordingly, 62.9% of the participants are female and 37.1% are male. In terms of age groups, 13.6% of the participants are between the ages of 18-28, 41.2% are between 29-39, 27% are between 40-50, 14.5% are between 51-64, and 3.7% are 65 and over.

3.7% of the participants are primary school graduates, 7.1% are middle school, 29.3% are high school, 43.3% are undergraduate and 16.6% have postgraduate degrees. In terms of marital status, 66.6% of the participants are married and 26.7% are single. 6.7% of the participants did not want to disclose their marital status. When their monthly incomes are examined; 12.7% of the participants have an income of 8,000 TL and below, 10.4% between 8,001-10,000 TL, 18.4% between 10,001-15,000 TL, 20.3% between 15,001-20,000 TL, 17.3% between 20,001-25,000 TL, 9.4% between 25,001-35,000 TL, and 11.5% have an income of 35,000 TL and above. Additionally, 53.2% of the participants stated they use Arçelik, 28.8% use Vestel, and 18% use both.

**Table 4.1: Findings concerning the descriptive characteristics of the respondents**

		n	%
Sex	Women	273	62,9
	Men	161	37,1
Age	18-28	59	13,6
	29-39	179	41,2
	40-50	117	27,0
	51-64	63	14,5
	65 and above	16	3,7
Level of education	Elementary school	16	3,7
	Middle school	31	7,1
	High school	127	29,3
	Undergraduate	188	43,3
	Graduate	72	16,6
Marital status	Married	289	66,6
	Single	116	26,7
	Did not wish to disclose	29	6,7
Monthly income	8,000 and below	55	12,7
	8,001-10,000	45	10,4
	10,001-15,000	80	18,4
	15,001-20,000	88	20,3
	20,001-25,000	75	17,3
	25,001-35,000	41	9,4
	35,000 and above	50	11,5
Which product do you use?	Arçelik	231	53,2
	Both	78	18,0
	Vestel	125	28,8
<b>Total</b>		<b>434</b>	<b>100</b>

### The impact of corporate sustainability practices on consumer brand loyalty

To test the hypothesis "H1: Corporate sustainability practices are effective in enhancing consumers' brand loyalty," simple linear regression analyses were conducted on brand loyalty in general and then on the sub-dimensions of brand loyalty. First, in Table 3.3, findings related to the effect of corporate sustainability practices on consumers' brand loyalty are provided.

**Table 4.2:** The impact of corporate sustainability practices on consumer brand loyalty

Independent variables	Non-standardized coefficients		Standardized coefficients	t	p
	b	Std. Error	$\beta$		
(Fixed)	0,900	0,227		3,975	0,000
Corporate sustainability	0,709	0,050	0,533	14,232	<b>0,000</b>

\* Dependent variable: Brand loyalty;  $F(1-510)=202,548$ ;  $r^2=0,284$ ;  $p<0,00$ .



Accordingly, corporate sustainability practices have a positive and significant effect on consumers' brand loyalty. A 1-point increase in the average of corporate sustainability practices increases consumers' brand loyalty by 0.709 points. Considering the acquired findings.

**H1:** 'Corporate sustainability practices are effective in enhancing consumers' brand loyalty,' is hence accepted.

### The Effect of the Sub-dimensions of Corporate Sustainability Practices on Consumers' Brand Loyalty

To test the hypotheses 'H2: The environmental dimension of corporate sustainability practices is effective on consumers' brand loyalty.', 'H3: The social dimension of corporate sustainability practices is effective on consumers' brand loyalty.', and 'H4: The cultural dimension of corporate sustainability practices is effective on consumers' brand loyalty.', a multiple linear regression analysis was conducted. This is due to the belief that perceptions related to environmental, social, and cultural sustainability practices will affect brand loyalty simultaneously.

Table 4.3 presents the findings regarding the impact of sub-dimensions of corporate sustainability practices on consumers' brand loyalty.

**Table 4.3:** The impact of the sub-dimensions of corporate sustainability practices on consumers' brand loyalty

Independent variables	Non-standardized coefficients		Standardized coefficients	t	p	VIF
	b	Std. Error	$\beta$			
(Fixed)	0,935	0,230		4,072	0,000	
Environmental sustainability	0,328	0,062	0,272	5,288	<b>0,000</b>	1,884
Social sustainability	0,155	0,068	0,127	2,281	<b>0,023</b>	2,201
Cultural sustainability	0,220	0,052	0,219	4,242	<b>0,000</b>	1,896

\* Dependent variable: Brand loyalty;  $F(3-508)=21,162$ ; Adj.  $R^2=0,284$ ;  $p<0,00$ ; Durbin-Watson=1,744.

Accordingly, there is no multicollinearity problem among the independent variables. This is because the VIF (Variance Inflation Factor) values for all independent variables are found to be less than 10 (Büyüköztürk, 2020). When the regression results are analyzed, it is found that the effects of all environmental, social, and cultural sustainability practices on brand loyalty are positive and significant ( $p<0.05$ ). Brand loyalty increases by 0.328 points with a 1-point increase in environmental sustainability practices, by 0.155 points with a 1-point increase in social sustainability practices, and by 0.220 points with a 1-point increase in cultural sustainability practices. Therefore, the impact of environmental sustainability practices is greater than the others. This is followed by cultural and social sustainability practices respectively.

Based on these findings.

**H2:** The environmental dimension of corporate sustainability practices is effective on consumers' brand loyalty,' is accepted.

**H3:** 'The social dimension of corporate sustainability practices is effective on consumers' brand loyalty,' is accepted.

**H4:** 'The cultural dimension of corporate sustainability practices is effective on consumers' brand loyalty,' is accepted.

## CONCLUSION

This study, which aims to identify the effect of corporate sustainability practices on consumers' brand loyalty, has been conducted on a total of 434 consumers using Arçelik and Vestel brands. The study has been conducted on a total of 434 consumers using Arçelik and Vestel brands. Consumers are generally comprised of educated, married, middle-aged women. This is because approximately 60% of the participants are university graduates, and a quarter of these have also received postgraduate education. Moreover, about two-thirds of the participants are married, approximately 70% are between the ages of 29-50, and the proportion of women has been identified as 62.9%. In terms of monthly income, it has been found that 87.3% of the participants have an income above the minimum wage at the time of the research, and approximately 60% receive a salary equal to or more than twice the minimum wage. Therefore, it can be said that the participants generally have an above-average income level.

On the other hand, it can be said that participants have a fairly conscious purchasing behavior profile in terms of buying behaviors. This is because 35% of the participants stated that they refer to the brand's own website as a way to get information about the brands they purchase. The fact that getting information from friends and family groups and from physical stores has a total share of 38.7% has also been a finding that supports this opinion.

In addition, the averages of the responses given to questions related to brand loyalty and corporate sustainability have shown that participants have a high level of brand loyalty and perception of corporate sustainability, which has

reinforced our belief that they are conscious consumers. This finding makes the results regarding the effect of corporate sustainability practices on consumers' brand loyalty more reliable.

The most fundamental finding of the research is that corporate sustainability practices have a significant effect on consumers' brand loyalty. It has been determined that corporate sustainability practices have a positive and significant impact on consumers' brand loyalty. In other words, an increase in corporate sustainability practices increases consumers' brand loyalty to a statistically significant extent.

When the effects on the sub-dimensions of brand loyalty are evaluated, similar results are obtained. Corporate sustainability practices significantly increase both the consumers' identification with the brand and their purchase intentions, with a stronger effect on identification with the brand and purchase intentions. Based on these findings, the first hypothesis of our research, "H1: Corporate sustainability practices are effective in enhancing consumers' brand loyalty," has been accepted.

Lastly, when examining the effect of the sub-dimensions of corporate sustainability practices, namely environmental, social, and cultural sustainability practices, on brand loyalty, it has been concluded that all types of practices have a significant effect. The strongest effect has been observed in environmental sustainability practices, which has been an indicator of the participants' environmental sensitivities. However, this has been followed by cultural and social sustainability practices respectively, showing that participants also attach importance to cultural and social sustainability efforts. Based on these findings; "H2: The environmental dimension of corporate sustainability practices is effective on consumers' brand loyalty.", "H3: The social dimension of corporate sustainability practices is effective on consumers' brand loyalty." and "H4: The cultural dimension of corporate sustainability practices is effective on consumers' brand loyalty." hypotheses have all been accepted.

This study found a positive relationship by way of examining the impact of corporate sustainability practices on brand loyalty. It has also been found that environmental, social, and cultural sustainability practices have an impact on brand loyalty.

These findings demonstrate that sustainability practices offer a great potential for businesses to enhance brand loyalty. Future studies could contribute to the development of sustainability-focused brand management strategies by investigating these relationships in more detail. Such research could provide a more definite path for businesses on which strategies to adopt to increase brand loyalty by implementing sustainability measures.

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