




The Impact of Corporate Social Responsibility Dimensions on Brand Respect: A Case Study of Cappadocia Hotels

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ABSTRACT

While Corporate Social Responsibility (CSR) research has been carried out across various sectors, there are limited CSR studies that focus on the hotel industry. This research aims to address this literature gap by examining the influence of various CSR dimensions on brand respect (BR). Employing a quantitative approach, 410 questionnaires were collected via online surveys from hotel customers in Cappadocia. A proposed conceptual model was tested using structural equation modelling (SEM). Findings indicate that all dimensions of CSR significantly and directly affect BR, while the economic CSR dimension mostly and significantly influences BR. Results suggest that CSR activities can promote BR for hotel owners and managers. Findings further reveal the emerging trend among Turkish customers who expect hotels to consider social and environmental issues. As this study is among the first of this nature, this research makes a valuable contribution to the CSR and hospitality literature available.

Keywords: Corporate Social Responsibility; Environmental Responsibility; Brand Respect; Hotel Industry; Turkey.

JEL Codes: M14

I. Introduction

BRAND RESPECT (BR) is an important brand-related issue, and it is generally referred to as the functional characteristics of brands. Recent research defines BR as consumers' positive awareness of a particular brand (Hariandja & Suryanto, 2021). Psychologists and sociologists agree that BR plays a crucial role in fostering a strong and enduring connection between customers and a brand (Frei & Shaver, 2002). This respect is often developed through a combination of factors, including the brand's image, the standard of its offerings, and its capacity to connect with customers genuinely (Hendrick & Hendrick, 2006). When customers perceive that a brand values integrity, listens to

their needs, and is in line with their personal values, they tend to build a deep-seated respect for it (Song et al., 2019). This mutual respect may result in greater customer loyalty, favourable recommendations, and a readiness to promote the brand within its social networks, ultimately aiding its long-term success in a competitive market.

Recent research indicates a shift in customer attitudes as they are looking for more than just high-quality or low-priced products and services (Kim & Hall, 2020). Studies reveal that consumers prefer to purchase from companies that actively engage with social issues, encouraging businesses to commit to CSR initiatives (Omidvar & Palazzo, 2024). In addition, today's consumers know that companies can decrease the harmful effects of their activities on the environment and society by adhering to CSR and even improving their situation (Mahmood & Bashir, 2020). Therefore, the commitment of hotels to CSR and participation in CSR activities draws significant interest from current and prospective customers (Lo, 2020; Omidvar & Palazzo, 2025). In addition, the adherence of hotels to CSR affects consumers' attitudes towards their service and even affects consumers' recommendations to others (Kim & Lee, 2019). Moreover, studies demonstrate that CSR has a notably positive effect on consumer retention and loyalty (Aurier & N'Goala, 2010; Fandos-Roig et al., 2020; Lu et al., 2020; Tiep Le et al., 2023). Therefore, hotels should pay special attention to adhering to CSR and hotel managers should accept that in today's competitive market, CSR can be an important issue for any company (Akbari et al., 2021).

This research aims to carefully analyse a conceptual framework that explores connections between CSR initiatives and BR for the purpose of understanding their significance in the consumer decision-making process. This paper can be distinguished from existing literature due to its innovative conceptual model. Additionally, the majority of the current research in this field has been concentrated outside the tourism sector, leaving a gap in understanding how CSR influences brands specifically within this industry. Hence, the focus of this study is on the tourism sector, more specifically on Turkish hotel customers. Furthermore, it represents a Muslim-majority as well as a developing nation context. Moreover, limited research has been conducted on BR. To the best of the authors' knowledge, the conceptual framework of this study is a unique model. This study addresses this gap by systematically analysing the influence of various CSR dimensions on BR, including environmental sustainability, community engagement, and ethical labour practices. By focusing on this unique demographic and context, the outcomes of this research can provide valuable insights and add considerable value to the existing literature on CSR in the hospitality industry while potentially influencing both academic research and practice in brand management.

II. Theoretical Background and Hypotheses Formulation

A. Corporate Social Responsibility (CSR)

Society has been concerned about the social problems stemming from commercial activities for decades (Asangu, 2007; Omidvar & Lopes, 2025; Singh et al., 2021). The academic study of CSR began in the 1950s, marking a significant shift in how businesses

are viewed by society (Omidvar & Palazzo, 2023). This era saw scholars starting to explore corporate duties that went beyond mere profit-making (Carroll, 1979; Carroll, 1999, 2008; Li et al., 2020; Maignan, 2001; Wartick & Cochran, 1985). Generally, CSR constitutes a set of activities influencing stakeholders (Omidvar & Deen, 2023; Singh & Mittal, 2019). Most companies interested in public welfare try to commit themselves to social activities to create positive changes in the society in which they operate (Baena, 2018; Omidvar et al., 2024; Ramesh et al., 2019). Companies spend millions of dollars on CSR activities and believe that their work is more than just the right and smart thing to do (İzmir, 2022; Omidvar & Deen, 2024).

Several models have been developed within CSR, with Carroll's Pyramid being a key and popular framework made up of four levels (Carroll, 1999). Recently, there has been a noticeable increase in scholarly interest in this model (Dusuki, 2008; Hamid et al., 2020; Salmones et al., 2005; Silva Junior et al., 2020). Moreover, the current landscape emphasises environmental issues more than ever. Several studies have been conducted to explore customer perceptions of companies that prioritise their environmental responsibilities and the influence of these initiatives on customer behaviour (Abu Bakar & Ameer, 2011; Agan et al., 2013; Han et al., 2019; Omidvar et al., 2024).

B. CSR and its Effect on the Brand

This study extends Carroll's dimensions by including environmental responsibility and demonstrates that this aspect may be enhanced, thereby improving brand esteem. It significantly adds to the current research on analysing how different elements of CSR affect brand esteem, specifically in the hospitality industry. More importantly, it presents environmental factors as a separate dimension of CSR, representing a new field of development. Given the growing relevance of environmental sustainability in both academic and societal contexts, it was essential to identify it as a distinct focus of this study. Furthermore, considering environmental responsibility as a unique dimension was crucial for this study.

Economic Responsibility

Economic responsibility involves a firm's efforts to maximise its financial performance, thereby not only ensuring its sustainability but also providing a beneficial impact on the broader societal economy (Eyasu & Arefayne, 2020; Mahmood & Bashir, 2020). Profitability is essential for businesses to maintain their activities, reinvest in resources, and attract more investors (Carroll, 2016). A financially successful organisation supports the financial progress of the community where it conducts its business activities (Han et al., 2020; Palihawadana et al., 2016).

Legal Responsibility

Legal responsibility involves the obligation of businesses to comply with the regulations and standards established by governing bodies and authorities (Gupta & Wadera, 2021; Mohammed & Rashid, 2018). Consumers expect that businesses will comply with the local laws where they function, and following community regulations constitutes legal CSR (Carroll, 2016; Kim et al., 2020; Uhlig et al., 2020).

Ethical Responsibility

According to Mohammed and Rashid (2018), businesses must ethically align their strategies with societal standards. Ethical responsibility pertains to the societal expectation that businesses will operate ethically. This means that moral obligations are shaped by societal expectations that have not yet been formalised as legal mandates (Anshari et al., 2022; Wagner-Tsukamoto, 2019).

Philanthropic Responsibility

Philanthropic responsibility refers to societal demand for businesses to act as accountable corporate entities (Mohammed & Rashid, 2018). This dimension of CSR encompasses voluntary actions that extend over and above ethical considerations and focus on enhancing the well-being of local populations (Hossain et al., 2017).

Environmental Responsibility

Environmental concerns have received considerable focus from scholars within the area of tourism in recent times (Han & Hwang, 2015; Han et al., 2019; Rashid et al., 2015). Furthermore, a company's dedication to environmental development reflects its environmental CSR (Han et al., 2019). Increasingly, customers are making their choices depending on a firm's engagement with environmental initiatives (Han et al., 2019).

In recent decades, research has examined how CSR activities influence customers' attitudes, psychology, and behaviours. Research has consistently demonstrated that an organisation's dedication to CSR can significantly impact consumer perceptions and actions, including brand preferences, purchasing behaviours, and intentions (Ghaderi et al.; Omidvar & Deen, 2023; Omidvar & Deen, 2024). Marketing and brand management experts claim that CSR is a valuable strategy for managing brands. For example, Khan and Fatma (2019) state that CSR is an important and valuable tool for good strategic brand management. Moreover, company leaders increasingly embrace sustainable business practices to bolster their brand's reputation. These days, customers are more likely to trust businesses recognised as socially responsible (Omidvar & Palazzo, 2024).

Bashir and Amir (2019) collected data from 212 hotels in Pakistan and their findings indicated that both dimensions of CSR (economic and ethical) have a positive influence on brand image.

Omidvar and Deen (2023) distributed 417 questionnaires to restaurant customers in Tehran and found that most dimensions of CSR (legal, ethical, philanthropic, and environmental) positively impact brand image and attitudes. Qasim et al. (2017) suggested that embracing CSR practices fosters the development of an ethical corporate image and brand, consequently enhancing overall brand reputation. Wang et al. (2021) conducted a study involving 380 online cosmetics consumers in Vietnam, demonstrating a positive correlation between ethical responsibility and brand reputation. Kim and Hwang (2023) investigated how CSR and service quality assist in fostering brand love among airline passengers. These authors administered an online

questionnaire and received 426 respondents who were informed about the CSR activities of the airline companies they had recently flown with. Results of this research show significant contributions of both CSR and service quality in fostering passengers' affection for the brand, consequently leading to a notable increase in positive word of mouth (Kim & Hwang, 2023).

Similarly, Raza et al. (2025) collected data from hotel guests in various cities across Pakistan and confirmed that customer views on hotel CSR efforts can predict brand love. Baena (2018) showed that fans engaging with the club's website and participating in its CSR activities could enhance their affection for the team's brand. Quezado et al. (2022) showed that business ethics and CSR indirectly positively influence brand loyalty, with the effects being mediated by brand love. Given all the above cases, the authors put forward the following hypotheses:

Hypothesis 1. Economic CSR positively and significantly affects BR.

Hypothesis 2. Legal CSR positively and significantly affects BR.

Hypothesis 3. Ethical CSR positively and significantly affects BR.

Hypothesis 4. Philanthropic CSR positively and significantly affects BR.

Hypothesis 5. Environmental CSR positively and significantly affects BR.

C. Conceptual Model

To achieve the aim of this study, the following conceptual model has been developed. This model encompasses the four elements outlined in the aspects of Carroll's model.

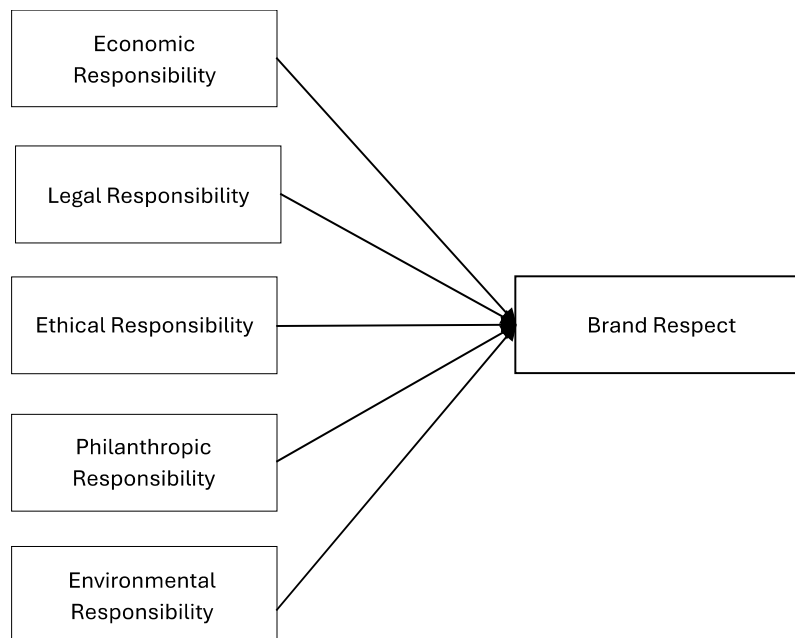


Figure 1
Proposed conceptual model. (Source: Own)

The proposed model incorporates the environmental CSR dimension and brand respect as key components. The five hypotheses formulated in the above literature are designed to evaluate and test the conceptual model illustrated in Figure 1.

III. Methods

A. Design and Population

The study employed a quantitative research design with the use of online surveys. The targeted population for this study were a group of Turkish hotel guests in the Cappadocia region. Cappadocia is considered to be one of Turkey's most popular tourist regions, known for its unique fairy chimneys and historical and cultural richness. Thus, it makes Cappadocia an appropriate population as it is a popular and significant tourism destination. Additionally, this destination was suitable for potentially examining CSR practices and brand respect perceptions within the region's hotels based on the experiences of individuals who have stayed there.

B. Data Collection Tool

An online survey was developed explicitly for this study after a thorough review of relevant literature, which guided the development and structure of the survey, to ensure its suitability for use within the context of hotel operations in Cappadocia. The instrument consisted of two sections. The first section concentrated on gathering sociodemographic details of participants, including their gender, age, and educational background. This was followed by a second section that included the core research items, consisting of 18 questions assessed using a five-point Likert scale.

C. Sampling

The selected hotels were located in the central areas of Cappadocia. Respondents were individuals who had stayed in hotels in Cappadocia within the last few months. To begin with, potential respondents were asked whether they had recently stayed at a hotel in Cappadocia, and upon an affirmative answer, they were invited to participate in the questionnaire. Utilising the convenience sampling technique, respondents were chosen according to their accessibility and willingness to participate (Sekaran & Bougie, 2016). The convenience sampling technique was also chosen to efficiently and practically reach the target population of the study using an online platform (Golzar et al., 2022). A total of 410 valid responses were collected during the month of February 2025.

D. Variables and Instrument

The questionnaire consisted of items that were borrowed from previously tested studies in CSR (Han et al., 2020) and BR (Song et al., 2019). The items and scales were adapted from their original language (English) and translated into Turkish for administration and collection.

E. Data Analysis

The data were analysed using Partial Least Squares (PLS) - Structural Equation Modelling (SEM). PLS-SEM is a non-parametric method that does not require normal distribution and performs multiple hierarchical regressions simultaneously (Hair et al., 2021). Additionally, PLS-SEM can generate outcomes even with limited sample sizes and can operate effectively even when the factors in the model consist of a limited number of indicators (Hair et al., 2021). Furthermore, PLS-SEM was used in this study as this software effectively and efficiently analyses complex relationships between multiple variables while accommodating small sample sizes and non-normal data distributions.

IV. Results

Table 1 demonstrates the demographic characteristics of the sample, showing that most respondents are female (54.9%), while males make up 45.1% of the sample.

Table 1: Demographic characteristics of respondents.

Source: Own research.

		Frequency	Percentage
Gender	Male	185	45.1
	Female	225	54.9
Age	18-25	79	19.3
	26-35	128	31.2
	36-45	122	29.8
	46 +	81	19.8
Education	High school	110	26.8
	Undergraduate	192	46.8
	Master's degree	68	16.6
	Doctorate	40	9.8
Total		410	100

The age distribution is reported as follows: 19.3% of respondents were between 18-25 years of age; 31.2% were between 26-35 years; 29.8% were between 36-45 years of age; and 19.8% indicated that they were 46 years old and above. With respect to the level of education, the majority of respondents (46.8%) indicated they have an undergraduate degree, followed by 26.8% of respondents who indicated they have completed high school. 16.6% of respondents indicated they have a master's degree, and 9.8% of respondents indicated they have a doctorate degree.

The results from the Variance Inflation Factor (VIF) analysis were first examined in this study to assess multicollinearity among the predictor variables. Upon reviewing the structural relationships, it was found that the VIF values varied between 2.011 and 4.306, suggesting an absence of multicollinearity, as all values remained well below the advised threshold of 5.0 (Hair et al., 2021).

A. Measurement Model

The reliability and validity statistics for the measurement model are presented in Table 2. The findings revealed that the factor loadings for all constructs were statistically significant and exceeded the recommended threshold of 0.70 (Hair et al., 2021).

Table 2: Construct Reliability and Validity.

Source: Own research.

Constructs and Items	Loadings	CR	Cronbach's Alpha	Rho_A	AVE
Economic CSR		0.933	0.893	0.903	0.823
economic_csr_1	0.903				
economic_csr_2	0.900				
economic_csr_3	0.919				
Legal CSR		0.938	0.901	0.902	0.835
legal_csr_1	0.893				
legal_csr_2	0.925				
legal_csr_3	0.923				
Ethical CSR		0.924	0.876	0.878	0.802
ethical_csr_1	0.898				
ethical_csr_2	0.906				
ethical_csr_3	0.867				
Philanthropic CSR		0.931	0.889	0.892	0.819
philanthropic_csr_1	0.903				
philanthropic_csr_2	0.898				
philanthropic_csr_3	0.913				
Environmental CSR		0.961	0.939	0.944	0.892
environmental_csr_1	0.942				
environmental_csr_2	0.944				
environmental_csr_3	0.947				
Brand Respect		0.938	0.901	0.904	0.835
brand_respect_1	0.896				
brand_respect_2	0.940				
brand_respect_3	0.905				

Furthermore, the Average Variance Extracted (AVE) scores for every construct were more significant than the acceptable limit of 0.50. Additionally, the Composite Reliability (CR) scores surpassed the 0.70 benchmark, confirming the attainment of satisfactory convergent validity (Fornell & Larcker, 1981). Table 2 illustrates that the CR scores ranged from 0.924 to 0.961, the AVE scores from 0.802 to 0.892, and the Cronbach's alpha scores from 0.876 to 0.939, all demonstrating that the scale exhibits strong reliability.

Subsequently, the research utilised the Fornell-Larcker criterion and the heterotrait-monotrait ratio (HTMT) to evaluate discriminant validity, highlighted in Table 3. This multidimensional matrix-based method has recently been recognised for its reliability in providing more consistent results (Voorhees et al., 2016). Discriminant validity is acceptable if the HTMT values are lower than 0.85 or 0.90 (Kline, 2015). Based on this criterion, this analysis shows that discriminant validity has been validated (Table 3).

Table 3: Heterotrait-Monotrait Ratio (HTMT).

Note. BR: Brand Respect, EC_CSR: Economic CSR, EN_CSR: Environmental CSR, ET_CSR: Ethical CSR, L_CSR: Legal CSR, P_CSR: Philanthropic CSR. Source: Own research.

	BR	EC_CSR	EN_CSR	ET_CSR	L_CSR	P_CSR
BR						
EC_CSR	0.741					
EN_CSR	0.448	0.275				
ET_CSR	0.461	0.248	0.347			
L_CSR	0.590	0.453	0.412	0.417		
P_CSR	0.533	0.358	0.249	0.331	0.304	

Additionally, according to Fornell and Larcker (1981), the findings show that the square root of the AVE for every variable surpasses its correlation with the other factors, further reinforcing that discriminant validity has been confirmed (Table 4).

Table 4: Fornell-Larcker Criterion.

Note. BR: Brand Respect, EC_CSR: Economic CSR, EN_CSR: Environmental CSR, ET_CSR: Ethical CSR, L_CSR: Legal CSR, P_CSR: Philanthropic CSR. Source: Own research.

	BR	EC_CSR	EN_CSR	ET_CSR	L_CSR	P_CSR
BR	0.914					
EC_CSR	0.671	0.907				
EN_CSR	0.414	0.260	0.944			
ET_CSR	0.412	0.222	0.315	0.895		
L_CSR	0.533	0.407	0.379	0.371	0.914	
P_CSR	0.478	0.323	0.226	0.291	0.272	0.905

B. The Structural Model

The examination of the structural model was performed through several steps. At first, the standardised Root Mean Square Residual (SRMR), with a suggested limit of <0.10, was evaluated to determine the model's fit. SRMR is one of the most common indices employed for assessing the model fit, evaluating the disparity between the correlation matrix of the model and the observed correlation matrix (Ringle et al., 2025).

For the structural model to show a good fit, the SRMR value must be below 0.08 (Hair et al., 2021). For this study, the SRMR score was 0.048, demonstrating an adequate model fit. Additionally, the normed fit index (NFI), which compares the observed fit with the expected fit, was also evaluated (Hu & Bentler, 1999). A value of 0.80 or above is considered acceptable for NFI (Hu & Bentler, 1999). An NFI value approaching 1 suggests the model demonstrates a good fit (Hair et al., 2021). In this study, the NFI value was calculated as 0.81, therefore supporting the adequacy of the model fit. Moreover, the results indicate that the model demonstrates a good fit with the data, as the d_ULS value is 0.388 and the d_G value is 0.428.

Subsequently, the R^2 and Q^2 scores were analysed to determine the model's prediction ability. Upon examining the R^2 values, all were found to exceed the threshold of 0.10, as recommended by Falk and Miller (Falk & Miller, 1992). Thus, the R^2 scores for BR (0.616) indicate a substantial explained variance determined from Figure 2. Additionally, when considering the Q^2 values derived from Stone-Geisser's criterion for

the internal constructs, BR yielded scores of 0.508. These results further affirm the model's predictive validity, as recommended by Hair et al. (2021).

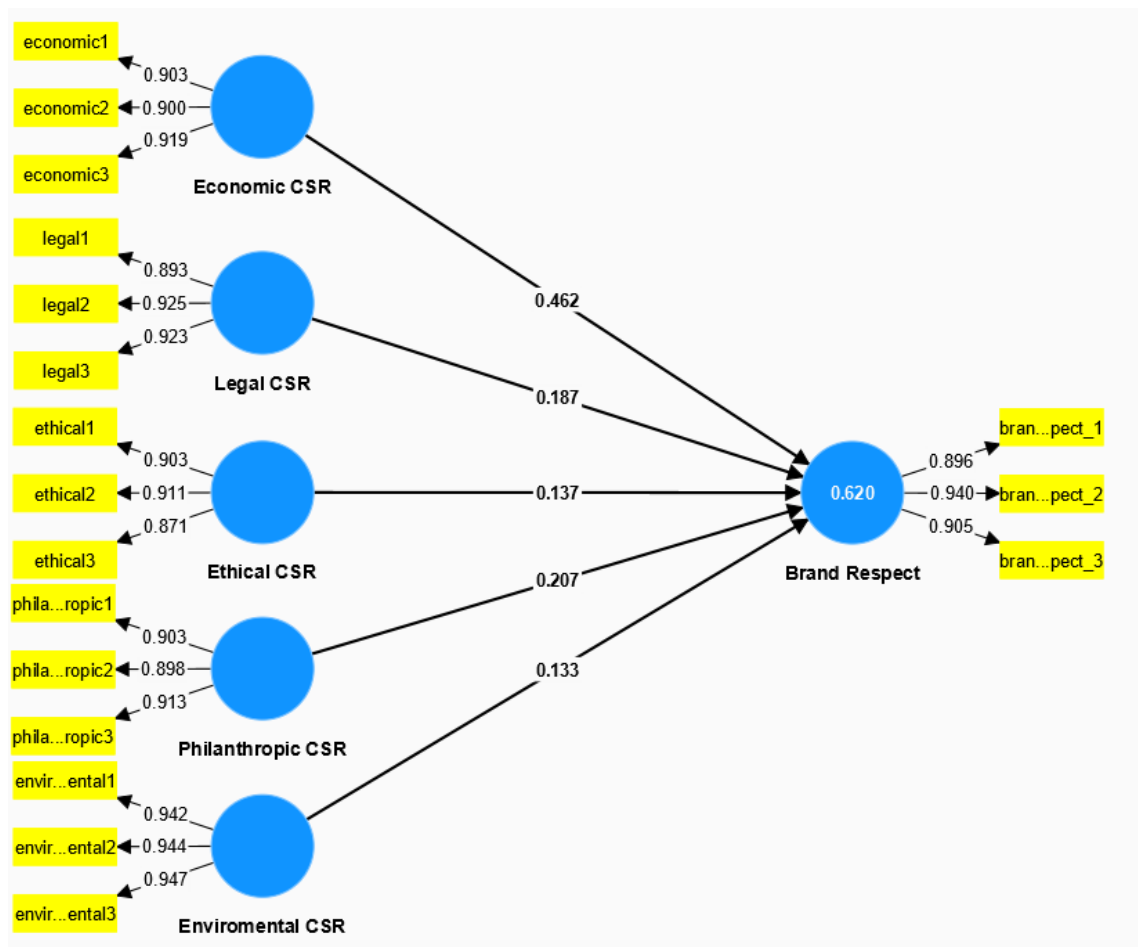


Figure 2
The Results of the Path Analysis.

The findings of the structural model outcomes presented in Table 5 demonstrate the effect of various dimensions of CSR on BR. All five hypotheses are supported, as indicated by significant p-values ($p < 0.05$). Among the dimensions, Economic CSR (EC_CSR) has the strongest positive effect on BR (effect = 0.462, $f^2 = 0.438$), highlighting its critical role in enhancing brand perception. This suggests that economically related CSR activities significantly influence consumers' respect for the brand.

Other dimensions, such as Legal CSR (L_CSR), Ethical CSR (ET_CSR), Philanthropic CSR (P_CSR), and Environmental CSR (EN_CSR), also positively contribute to BR with effect sizes of 0.187, 0.137, 0.207, and 0.133, respectively. Although these effects are more minor compared to Economic CSR, they still substantially influence BR. These outcomes emphasise the multifaceted nature of CSR and its overall importance in building a brand's reputation and respect among stakeholders. The f^2 values further

support the relevance of these paths, with Economic CSR showing the most substantial effect size.

Table 5: Structural Model Results.

Own research.

Hypothesis	Path	Effect	t Value	f ²	P Values	Remarks
Hypothesis 1	EC_CSR → BR	0.462	10.429	0,438	0.001	Supported
Hypothesis 2	L_CSR → BR	0.187	3.762	0,065	0.001	Supported
Hypothesis 3	ET_CSR → BR	0.137	3.097	0.039	0.002	Supported
Hypothesis 4	P_CSR → BR	0.207	4.909	0.094	0.001	Supported
Hypothesis 5	EN_CSR → BR	0.133	3.513	0,037	0.001	Supported

V. Discussion and Conclusions

This study aimed to extend the understanding of the CSR dimensions and BR within the Turkish hotel sector. Findings from this study report that the economic dimension of CSR has the most substantial effect on BR, which is in line with the study by Bashir and Amir (2019). These results suggest that the economic aspect of CSR significantly impacts the respect and trust a brand garners from its consumers. In the current competitive hospitality industry, it is increasingly acknowledged that profitable hotels are crucial in fostering community trust, particularly among their patrons. A recent study by Shulga et al. (2021) points out that caring for customers' well-being and trust can assist hotels in attaining a competitive advantage. Furthermore, a hotel's financial success is reflected not only in profits but also in tangible benefits to the local community (Bilgihan et al., 2024). For instance, hotels can potentially generate employment opportunities for locals, ranging from receptionists to skilled chefs, thus directly decreasing the unemployment rates and stimulating the local economy. Additionally, thriving hotels often emphasise sourcing from local suppliers, including farmers and artisans. This practice supports small businesses and fosters sustainable initiatives. For example, by committing to a local supply chain, hotels enhance social connections, highlight the region's unique culture, and deepen community ties. These actions boost the hotel's reputation and image and cultivate brand loyalty among customers who value social responsibility and community engagement. Thus, a robust economic commitment to CSR can result in increased customer loyalty and a positive public perception, thereby strengthening the brand's market position.

Results also reveal that legal CSR has a substantial influence on BR. This is consistent with Omidvar and Deen (2023) finding that legal CSR positively impacts brand image and brand attitudes. CSR in a legal context significantly influences a brand's reputation and respect. Complying with laws and regulations and possibly exceeding them, companies can showcase their dedication to ethical standards and social values. This strategy can promote customer confidence while improving relationships with stakeholders, thus strengthening brand loyalty (Mohammed & Rashid, 2018). A brand recognised for its legal compliance and social responsibility develops a favourable image that appeals to customers, investors, and the wider community, which reinforces its market position. This emphasises that hotels possess the ability to establish and maintain

customer trust and loyalty. For example, hotel managers and staff can directly promote customer trust by meticulously following regulations and guidelines from local health authorities and governmental bodies. By reliably implementing these measures—such as sanitation protocols, food safety practices, and occupancy limits—hotels display their steadfast commitment to the health and safety of guests and the surrounding community. A recent example of this was the COVID-19 pandemic. All hotels were forced to implement these good practices, bound by law, which stimulated trust for the post-pandemic era. Additionally, this ongoing commitment strengthens positive perceptions and reassures customers that their welfare is the hotel's highest priority. This type of trust can dramatically encourage customers to return to the hotels that they have visited, resulting in increased customer loyalty. Therefore, hotel managers should strive towards continued compliance with regard to health and safety for both staff and customers. Hotel managers must ensure that staff are trained in the latest health regulations and operational standards, conducting regular inspections of all hotel functions—from guest rooms to dining areas and back-office operations. Furthermore, hotels should proactively and transparently communicate their commitment to adhering to community regulations via visible signage, updates on the hotel's website, and direct communication during the booking process. These efforts reflect the hotel's concern for the well-being of its staff, many of whom may be local, and its guests. Ultimately, these initiatives cultivate a strong culture of loyalty, making guests feel appreciated and assured, which may result in improved customer retention and favourable word-of-mouth referrals.

Ethical CSR has a significant influence on BR, which is in line with recent research (Wang et al., 2021) that CSR has a positive correlation between ethical responsibility and brand reputation. Ethical CSR has a crucial effect on enhancing BR among consumers and stakeholders. When organisations implement ethical CSR practices, it demonstrates their commitment to positive environmental and social impacts, thus promoting loyalty and trust. These practices correspond to customer beliefs and improve a company's image, resulting in greater respect and recognition in the marketplace. Therefore, ethical CSR is considered a tactical advantage in fostering a respected brand image while achieving a moral responsibility towards the community. Additionally, customers today expect hotels to offer the best quality services and also align their operations with the ethical standards upheld by the communities they serve. This shift in customer expectations requires hotels to adopt a proactive approach when it comes to the transparency of sourcing local and sustainable products. Furthermore, it is critical for hotels to implement fair labour practices by providing an appropriate living wage, ensuring safe working conditions and promoting diversity and inclusion in their workforce. Addressing these ethical considerations effectively helps hotels build a sense of consumer trust and enhance overall brand perception (Omidvar & Deen, 2024). By maintaining this trust and positive brand perception, hotels should actively engage with their stakeholders through transparent communication about CSR initiatives. For example, sharing details about environmentally friendly practices, community engagement efforts, or partnerships with local charities. These activities exhibit a sincere

commitment towards responsible business conduct for the purpose of fostering customer loyalty and customer endorsement based on their values.

Results also reveal that philanthropic CSR has a direct and substantial influence on BR, as supported by Kim and Hwang's (Kim & Hwang, 2023) findings that indicate that CSR assists in fostering brand love. Philanthropic CSR has a crucial impact on improving brand reputation. When companies engage in charitable activities or initiatives that benefit the community, they gain the respect and admiration of both customers and stakeholders. This respect translates into increased brand loyalty, trust, and overall positive perception. Therefore, philanthropic CSR is considered a moral responsibility that promotes a competitive edge and a brand's position in the market. Hotels that engage in philanthropic and non-profit initiatives aimed at supporting local communities can significantly increase their brand perception and consumer loyalty (Bilgihan et al., 2024; Sloan et al., 2014). For example, hotel managers can strengthen their brand image and create a tangible connection between the hotel and the community by providing free meals to underprivileged families. These acts of kindness demonstrate a company's social responsibility and promote a positive customer perception towards a hotel brand. This contributes to a brand's reputation and increased customer loyalty as customers favour companies that emphasise the well-being of their communities (Shulga et al., 2021).

The findings of this study also proved that environmental CSR has a substantial influence on BR, which is in line with a recent study by Omidvar and Deen (2023). Environmental CSR greatly influences how brands are perceived by customers and stakeholders. When companies focus on environmental sustainability in their operations and initiatives, it improves their image and fosters public trust. Ultimately, this results in customer loyalty and promoting a favourable brand image, which is critical for a company's sustainability (Soomro et al., 2024). Overall, a commitment to environmental CSR can act as a powerful differentiator in a competitive marketplace. Recently, the topic of environmental responsibility has attracted considerable attention across different sectors, including societies, academic institutions, government agencies, and the private sector (Camilleri, 2022; Chen et al., 2021; Karwowski & Raulinajtys-Grzybek, 2021). This change signifies an increasing recognition of the pressing demand for sustainable practices across all industries. Thus, hotels have a unique opportunity to implement effective strategies to increase their operational efficiency and positively contribute to the environment. Simply by sourcing their food products from local suppliers, hotels can stimulate their regional economy and simultaneously minimise the environmental impact related to the long-distance transport of goods. This practice supports local farmers and ensures that customers enjoy fresher, seasonal fare that showcases the region's culinary offerings. Additionally, hotels can take a major step towards caring for the environment through effective waste management practices (Mensah & Ampofo, 2021). Implementing comprehensive recycling programmes and composting organic waste can significantly reduce the landfill contribution. Similarly, promoting efficiency by using LED lighting, smart thermostats, and energy-efficient appliances can lead to dramatic reductions in energy consumption. By adopting these sustainable practices, hotels are reducing their carbon emissions and striving to address environmental issues

that resonate with today's environmentally conscious travellers. These efforts can increase customer loyalty as customers prefer to support companies that emphasise sustainable practices.

Theoretical Contributions

From a theoretical standpoint, this research reinforces the connection between most CSR and BR. Additionally, the conclusions of this study confirm the connection between CSR dimensions and BR, offering deeper insights into the literature concerning CSR's influence on consumer brand associations and expanding the current body of knowledge. Moreover, through examining the influence of the various CSR dimensions on brands, this research contributes to the comprehension of how CSR affects BR specifically within the hotel sector, in contrast to earlier studies that relied on a single CSR metric. As a result, these findings provide a clearer view of which elements of CSR can affect BR.

Although there have been theoretical advances regarding the connection between CSR and brand management in various service sectors, no research has focused on how CSR influences BR specifically within the hotel industry. Therefore, this research examines a unique model, and to date, this model has not been examined. The findings of this study fundamentally contribute to theory and practice in the hospitality industry. In addition, studies have examined CSR dimensions such as economic, legal, ethical, and philanthropic, with few exploring the environmental dimension within ethical CSR. Conversely, our study incorporated environmental CSR as a separate dimension to analyse its effects on brand loyalty and revisit intention, thereby adding to its originality. Consequently, this study distinguishes itself from previous CSR studies by evaluating the relationship between CSR dimensions and BR within the hotel sector. Additionally, this research was carried out in a developing Muslim nation, thereby offering new perspectives from its findings. Lastly, this research contributes to the current body of knowledge by emphasising that not all CSR initiatives produce the same level of effectiveness. Results reveal that economic CSR exerted the most notable effect on the brand respect Turkish consumers have for hotel brands, compared to the other four CSR dimensions assessed. Therefore, this result suggests that hotels should implement economic CSR initiatives for significant and noticeable results.

Limitations of the study and directions for future research

The main limitation of the study was that the targeted population focused on hotel customers primarily in Cappadocia, which restricts the applicability of its findings to a larger population of hotel customers in both the capital and across Turkey. Furthermore, since this study was exclusively centred on the hotel industry, caution should be exercised when applying these results to other sectors, including related fields such as tourism and hospitality. Additionally, the conceptual model may also impose certain constraints if applied across other sectors. Although the study utilised surveys to assess the views of respondents, the introduction of new measurement items and the limited scope of the questions may hinder the generalisation of the findings. Addressing this limitation could involve mitigating biases arising from single research designs to including sequential methodological approaches and mixed methods for future research

endeavours. Lastly, this study primarily focused its investigation on a developing Muslim nation, thus it will be beneficial that studies of this nature be carried out in hotels across other developing nations with diverse cultural beliefs for increased generalised findings.

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