




“How does customer loyalty to sustainability affect entrepreneurship?”

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HOW DOES CUSTOMER LOYALTY TO SUSTAINABILITY AFFECT ENTREPRENEURSHIP?

Abstract

Sustainability includes social, economic, and ecological responsibilities. The worldwide concern about sustainability is increasing, especially for those issues related to the ecological domain. Any organization wishing to survive and sustain its business should consider sustainability pillars within daily activities. Therefore, this study is directed to investigate how consumers' identification, involvement, and commitment to sustainability affect entrepreneurship. This paper uses a quantitative cross-sectional method to collect the data from 400 respondents in Jordan. The results show a correlation between consumers' level of involvement, identification, commitment, and sustainability components (economy-driven venture, society-driven venture, and ecology-driven venture). Moreover, commitment has the highest effect on customers' intentions and behavior; identification has the second highest effect, while involvement does not significantly affect both customers' intentions and behavior. The study recommends that all organizations, whatever they do and wherever they conduct their business, should consider sustainability pillars within their strategies and daily practices. The sustainability-driven ventures should not only attract the required customer segmentation via social media, but also enhance, strengthen, and engage their sense of identification, commitment, and belonging.

Keywords

sustainability-driven entrepreneurship, identification, involvement, commitment, conventional-related cause, social-related cause, environmental-related cause

JEL Classification

L31, A13, Q51

INTRODUCTION

Sustainability includes three main pillars: economic, social, and environmental (ecological) responsibilities (Sharabati, 2018). Nowadays, sustainability is the key to success for many businesses (Somsuk, 2014). Sustainability dimensions must be included in the organization's strategy and daily activities (Nour et al., 2020). Sustainability supports entrepreneurs to move businesses to a better position, and social attitudes describe how entrepreneurship considers society (Kelley et al., 2016). Sustainability-driven entrepreneurship is an individual or group that considers economic, environmental, and societal needs within their daily practices (Bergh & Dee, 2013). It includes all components of sustainability within the business for socio-economic development (Ambros & Biberhofer, 2018), as well as aims, values, beliefs, attitudes, and behavior to conduct entrepreneurial practices (Buah, 2013). Individual perception drives the behavior of the entrepreneur who seeks an opportunity to start his/her business. Sustainability-driven entrepreneurs' success depends on relationships with stakeholders (Schlange, 2009). Each sustainability orientation affects recognizing opportunity and sustaining entrepreneurial intention (Sung & Park, 2018).

Sustainability orientation dimensions, which include the commitment to ecological sustainability, affect sustainable entrepreneurship

intentions. Environmental sustainability commitment influences entrepreneurship intention (Bapoo et al., 2022). Entrepreneurship sustainability affects entrepreneurship attitude and behavior. Environment affects entrepreneurial attitudes and behavior. Social aspects positively influence entrepreneurial attitudes and behavior (Sundawa et al., 2020). Sustainability intentions mediate the correlation between sustainability behavior and sustainable entrepreneurship. Sustainability behavior and sustainability intention affect sustainable entrepreneurship (Kimuli et al., 2020).

Moreover, sustainability behavior influences sustainable entrepreneurship and sustainable intention, while sustainability behavioral control does not influence sustainable entrepreneurship through sustainable intention (Sugianto & Selamat, 2021). Green entrepreneurship intention positively influences green entrepreneurship behavior. Green consumption commitment moderates the relationship between green entrepreneurship intention and green entrepreneurship behavior (Amankwah & Sesen, 2021). Sustainability-driven entrepreneurs balance the triple bottom line of sustainability: social, economic, and environmental aspects (Schlange, 2009).

1. LITERATURE REVIEW

Back in the 1930s, “Schumpeter first attempted to establish a linkage between entrepreneurs and innovation in theory (Entrepreneur Paradigm)” (Zhao, 2005). An entrepreneur is an innovator because entrepreneurs produce innovations that contribute to the growth of the economy. Moreover, an entrepreneur is a person who comes up with something new (Zhao, 2005). Entrepreneurship also should address market needs, contribute to economic growth, and maintain sustainability. True innovation occurs when human lives are improved (Moonesar et al., 2019). Therefore, entrepreneurs are the key to sustainable development and play a vital role in economic growth (Abrahamsson, 2007). Historically, the sustainable development concept focuses on the continuous growth of the economy versus the tolerance of continuous exploitation of environmental resources and the permanent requirement for social development. All three dimensions are mutually dependent (Schlange, 2009). Any economic activity of the institution is a part of the society, while the institution’s social programs do not affect economic return directly. However, all human activities occur within environmental boundaries (Abrahamsson, 2000). Sustainable development, as a concept, ensures the necessity of balancing the business dimensions of society, ecology, and economy. Therefore, it is valid for entrepreneurs to integrate sustainability into their venturing (Schlange, 2009).

Previous entrepreneurship studies focus on maximizing profit. Consequently, entrepreneurship has concentrated on connections with the economic

field (Schlange, 2009). From the conventional entrepreneur’s perspective, an opportunity is defined as the potential to generate the desired profit and create the required economic value. This drives the efficient allocation of products and services, as well as realizes a socially acceptable outcome (Tilley & Young, 2009).

However, there are various forms of economic value creation. For example, a consistent increase in the sales volume in conjunction with supplying the market with new products could render the business more efficient. Moreover, from the perspective of an economy-driven entrepreneur, gaining economic independence and maximizing individual utility are considered intrinsic values in themselves (Schlange, 2009). Entrepreneurs must establish sustainable financial enterprises to maintain a life in the present economic crisis (Tilley & Young, 2009). According to conventional entrepreneurs, sustainability is connected with developing a new venture that sustains itself (Schlange, 2009). Entrepreneurship has been consequently linked to economic growth and wealth creation (Tilley & Young, 2009). Entrepreneurship’s essential goal is related to the business’s survival (Schlange, 2009).

Currently, the wealth accumulation definition includes more than financial aspects. It mingles social and ecological aspects within the business. Hence, the entrepreneur who balances the three aspects together, business, social and ecological, can generate wealth, and he/she can be called a sustainability entrepreneur and should be rewarded, e.g., with tax reduction (Tilley & Young, 2009). However, for con-

ventional entrepreneurs, social and ecological values are no more than a chance to salve their consciences (Schlange, 2009). According to conventional entrepreneurs, concentrating on realizing the ecological goals of the enterprise without a method of monetization could hinder the workflow. At once, excluding local communities from harvesting their traditional resources to create a nature reserve can cause social damage. Similarly, focusing on particular social values can drive environmental damage and financial failure. In addition, failure to sell eco-social products can stop the work (Tilley & Young, 2009).

Sustainability entrepreneurs can contribute to solving environmental and social issues through successful for-profit businesses. Maximizing profits for sustainability entrepreneurs is the means to realize positive societal ends. Profit businesses incorporate market and social logic as pillars of their purposes, values, and activities (Stubbs, 2017). From any social entrepreneur's perspective, an opportunity is defined as the potential to primarily drive impact and value for society (Schlange, 2009). Social entrepreneurs follow innovative ways to solve some social problems. Social entrepreneurship aspires to actualize social and economic goals as a double-bottom line (İyigün, 2015). Societal collectivism depreciates the values of conventional entrepreneurship, while those of social entrepreneurship will be increased.

Furthermore, societal trust influences social entrepreneurship positively more than conventional entrepreneurship (Pathak & Muralidharan, 2016). Societies that demonstrate high levels of societal collectivism are interested in social values of social entrepreneurship more than economic values such as creating individual wealth. Interpersonal trust maintains cooperative norms in a given society. This trust is required for social and conventional entrepreneurship (Pathak & Muralidharan, 2016). Relatively, all forms of entrepreneurship have social values within their overall mission and economic objectives (Pathak & Muralidharan, 2016). The driving force that motivates entrepreneurial activity is the chance to incorporate entrepreneurs' values into their operations (Tilley & Young, 2009).

Ecopreneurship considers both ecological and economic values. Environmental entrepreneurship focuses on operating the double-bottom

line in a manner that balances the goals of economic and ecological sustainability (Zahedi & Otterpohl, 2015). This may be through developing and introducing environmentally-friendly solutions. For example, a collective profit may be obtained and sustained by the reduction of environmental hazards and through changing public opinions and behaviors. At once, it considers the creation of eco-friendly products and services that is beneficial for society. Environmental pollution accounts for social issues. Hence, entrepreneurship-driven-by-ecology has significant parallels with entrepreneurship-driven-by-society (Schlange, 2009). For human life to continue on Earth, ecopreneurship models address environmental problems as a starting point. Moreover, ecopreneurs' primary intentions are the positive development, regeneration, and preservation of natural systems. From the view of an eco-driven business, providing customers with eco-friendly products and services could sustain the business in the long run, secure its success, ensure its competitive advantage and save human life on Earth (Schlange, 2009).

Within the concept of entrepreneurship, sustainability is defined as a conceptual platform that combines and moderates the three aspects of entrepreneurship discussed in this paper: conventional entrepreneurship, ecopreneurship, and society-driven entrepreneurship. Generally speaking, sustainability-driven entrepreneurs may have a distinctive way of balancing the objectives of the three sustainability components (Schlange, 2009).

The goals of social, economic, and ecological aspects are integrated sequentially, not simultaneously (Belz & Binder, 2017). Sustainable entrepreneurship aims to turn business activity from a part of the problem to a part of the solution (Abrahamsson, 2007). The same concept is defined as sustainability innovation deployment, which includes sustainability innovation and entrepreneurship. Therefore, sustainability entrepreneurship and intrapreneurship focus on sustainability problems, searching for solutions, and developing innovative solutions to the market to make the organization more efficient, including sustainability (social, economic, and ecologic) within the business mission to create added value. Sustainable entrepreneurship is an extension of the social

phenomenon of entrepreneurship. Preceding conceptual construction of sustain entrepreneurship, ecopreneurship, and social entrepreneurship, these concepts primarily concern ecological and social dimensions of sustainability (Abrahamsson, 2000). For a tentative definition of sustained entrepreneurship, several dimensions have been highlighted. First, the concept indicates the importance of implementing entrepreneurial behaviors and activities to find innovative solutions to sustainability-related problems (Abrahamsson, 2007). Second, sustainability entrepreneurship is defined as a “business with a cause,” meaning that the activities of the entrepreneur are oriented toward finding solutions to “a sustainability-related problem with business organizing as a means to solve the problem” (Abrahamsson, 2007).

Moreover, sustainable entrepreneurship is a process in which sustainability comes as an attachment to the process of entrepreneurship. Sustainable entrepreneurship realizes the sustainability aspects of business activities and their impact on the processes and outcomes of the business (Abrahamsson, 2007). Sustainability-driven entrepreneurs will contribute to developing their businesses successfully. Schlange (2009) also argues that sustainability entrepreneurs are distinguished in managing tasks arising from the triple-bottom-line nature of the business. The sustainability entrepreneurship model includes entrepreneurs with environmental, social, and economic values and goals. These elements must be realized and implemented to stabilize and sustain entrepreneurial activity. Entrepreneurs are required to have excellent characteristics, which are needed for risk-taking and implementing all these aspects to move directly to sustainability entrepreneurship. To achieve sustainable development, entrepreneurs must address all aspects consistently (Tilley & Young, 2009). For sustainability-driven entrepreneurs, ecological and social values go hand-in-hand with economic issues. Additionally, integrating the three dimensions of entrepreneurship also rounds up sustainable development (Belz & Binder, 2017). For example, the implementation of sustainability entrepreneurship will be effective if entrepreneurs adapt to reduce 60-90% of gas emissions of greenhouses by 2050 (Tilley & Young, 2009).

How does such a venture (sustainability-driven entrepreneurship) interact with customer loyalty? Customer loyalty is a mutually beneficial and long-term relationship with a customer. Moreover, it is expressed as a permanent repurchase intention (Homburg et al., 2013). The business practices of corporate social responsibility (CSR) enhance customers’ trust and loyalty. The extrinsic social attribution of society-driven enterprises and their engagement with social responsibility generate customers’ awareness.

Additionally, customer-company identification and trust are vital benefits derived from social activities (Homburg et al., 2013). For example, the co-founders of Coffee Circle established a direct link between coffee farmers and customers in Germany through the Internet. As a result, the co-founders eliminated the retailers. In addition, farmers have stuck to harvesting only red and ripe coffee berries. At once, customers were impressed by the idea of verified emission reduction certificates. Therefore, the co-founders have successfully implemented the business. Customers have been satisfied, and farmers have received a fair income sufficient to lead a decent life and feed their families. When a solution to a specific ecological or social problem is well-defined, this solution will meet a selected group of customers’ needs. It is not sufficient to identify a particular social or ecological opportunity. It is also essential to transform that opportunity into a business concept focusing on customer needs. The co-founders of Coffee Circle accessed the German coffee market with their fair-trade organic coffee through the Internet, avoiding conventional retailers. Ultimately, they built a sustainable brand that indicates the direct connection between two market partners: producers and customers (Belz & Binder, 2017).

It is crucial for sustainability entrepreneurs to be careful regarding the types of information they provide to their customers (Hapenciuc et al., 2015). Customers’ awareness of environmental issues and eco-label certifications is perceived as an effective tool to maintain customers’ loyalty and gain a competitive advantage. Eco-labelling also guides customers’ behavior and their purchasing choices. Knowledge gained and awareness of the product’s environmental impact through the eco-label can influence customers’ eco-friendly

behavior. At once, that gives a glimpse into customers' attitudes toward ecological consumption (Testa et al., 2015). Certification schemes, such as the certificate of "The Forest Stewardship Council (FSC)" and "European Commission (EU)" eco-label, can support customers' purchasing choices towards eco-friendly products. The reliability of the producer is a critical tool that has to be exploited effectively in the marketing strategy and campaigns to avoid misleading and vague assertions and magnify customers' trust and loyalty (Testa et al., 2015).

Customers' expectations regarding the social responsibility of the enterprise have to be systematically analyzed (Homburg et al., 2013). Customers who show more interest in social cause-oriented products and services maintain stronger, long-term relationships with social projects. Society-driven entrepreneurs should therefore identify and reach customers more concerned about social causes (Park et al., 2016). Therefore, entrepreneurs should be able to come up with products and services with sustainable performance that sets customers' incentives. Such consideration and analysis can help an entrepreneur develop a coherent social responsibility strategy (Homburg et al., 2013). Customers value creation and capture at the heart of sustainability entrepreneurship. Sustainability entrepreneurship to them is expected to be a significant force in a universal transition toward sustainability (Sokolovsky, 2009).

It is significant for entrepreneurs to integrate sustainability, with the three core objectives of society, economy, and ecology, into their venturing. However, it appears a particularly challenging task because of its contradictory nature. These three diverse concepts of entrepreneurship represent different trends of scientific research. Each of these concepts has its perspective and distinct approach, and it is necessary to rebuild them from the sustainability perspective. Despite the complexity of the three-fold concept of sustainability, it has been proven to be beneficial as an expansion of entrepreneurship driven by the economy, a motivator of entrepreneurship driven by society, and an enhancement of entrepreneurship driven by ecology (Schlange, 2009). Society-driven enterprises directly compete with traditional businesses. To maintain sustainability, enterprises aspire to gain

their customers' long-term support. Therefore, customers' involvement, identification, and commitment are key drivers and critical constructs of their loyalty. Accordingly, customers' involvement is derived from their intention to be involved in the causes related to the social activities of social programs. Their involvement establishes strong bonds with it through opinion-forwarding behavior. While remaining committed to the venture's social-oriented activities, the emotional bonds of customers become more substantial, and they start to share their positive opinions and swap ideas via social media. Therefore, this identification stage can help a firm increase its customer base and influence others. Then, social cause involvement and strong identification enhance customers' commitment and tendencies. Social entrepreneurs have the challenge of refining their marketing strategies to include more substantial involvement and commitment of their customers. As a starting point, social entrepreneurs need to develop a well-rounded social media strategy to involve their customers actively, gain their support and commitment, and increase their customer base (Park et al., 2016).

Customer involvement means the degree to which exchange partners (customers and sustainability-driven ventures) share the same values, beliefs, and goals (Park et al., 2016). At once, the driving force that motivates entrepreneurial activity is the chance to incorporate the partners' values into the way they operate (Tilley & Young, 2009). If both parties share the same values, beliefs, and goals, they are expected to be predisposed to customer identification related to the sustainability-related venture. This is because of the alignment between customers' beliefs, goals, and values and those of sustainability-driven entrepreneurship (Park et al., 2016). In addition, the economic values and the importance of the products and services play a crucial part in the organization's survival. Integrating these issues into the business' socio-ecological practices fosters customer trust. In turn, customer loyalty is expected to increase (Homburg et al., 2013). Customer involvement in sustainability-related causes, including social, ecological, and economic causes, affects sustainability-driven entrepreneurship, knowing that sustainability-driven entrepreneurship may have a distinctive approach to balancing the objectives

of the three main components of sustainability: social, economic, and ecological (Schlange, 2009). The attractiveness of the venture depends on the similarities between its identity and the identity of its customers (Park et al., 2016). For customers with strong social orientation, social cause-related activities can enhance customer-company identification, differentiate the enterprise, and establish long-term relationships (Homburg et al., 2013).

Customer commitment is a willingness and desire to protect and maintain an ongoing strong correlation with the sustainability-driven enterprise. When customers identify their socially-driven ventures, they remain engaged in causes of social activities to emphasize harmony and seek common ground with social ventures (Park et al., 2016). Carefully targeted activities of society-driven businesses can foster customer loyalty. Furthermore, these activities can increase customers' trust and identification (Homburg et al., 2013). This maintains congruence between their concepts and values and venture image. In addition, customers will be highly motivated to expand their efforts on voluntary activities that benefit the organization (Park et al., 2016). Accordingly, "when consumers purchase from the social venture and become committed to the relationship, they internalize this behavior into their value system and are willing to continuously participate in cause-related activities" (Park et al., 2016). Consequently, it is expected that customers who identify a sustainability-driven venture with economic, social, and ecological causes be characterized by intense reluctance to switch to other ventures. This is considered an indicator of commitment to the sustainability venture. Customers may also find it challenging to find a venture that shares their values, beliefs, and goals. In general, it is suggested that customers who identify a sustainability-driven organization will be hesitant to change and switch to other organizations. That may give a customer a sense of oneness with the sustainability venture. Oneness is belonging to the venture's values, beliefs, and ideas. It is a trade-off between short-term and long-term gains (Park et al., 2016).

Therefore, the current study aims to investigate how customer loyalty created through customers' identification, involvement, and commit-

ment to sustainability affects entrepreneurship. Sustainability includes economic, social, and ecological responsibility. Therefore, when customers are highly involved with the sustainability-driven venture's causes, they will be committed to sustainability. Accordingly, the following hypotheses are developed:

- H1: There are relationships between consumers' level of involvement, identification, and commitment and the sustainability-driven venture at $\alpha = 0.05$.*
- H2: There are relationships between consumers' level of involvement, identification, and commitment and the economic-driven venture at $\alpha = 0.05$.*
- H3: There are relationships between consumers' level of involvement, identification, and commitment and the social-driven sustainability venture at $\alpha = 0.05$.*
- H4: There are relationships between consumers' level of involvement, identification, and commitment and the ecological-driven sustainability at $\alpha = 0.05$.*
- H5: Customers' involvement, identification, and commitment affect customers' intention toward sustainability at $\alpha = 0.05$.*
- H6: Customers' involvement, identification, and commitment affect customers' behavior toward sustainability at $\alpha = 0.05$.*

2. METHODOLOGY

This study uses a quantitative cross-sectional approach and descriptive research design illustrated by primary data collected through an online questionnaire.

Considering the importance of collecting data from a representative sample, respondents were qualified using a 3-step process. First, the questionnaire of this study was structured based on a questionnaire and the research model of customer loyalty provided by Park et al. (2016). The questionnaire structure is combined with:

- (1) Customers' characteristics relevant to their level of involvement in sustainability-related causes;
- (2) The characteristics of sustainability-driven ventures.

Second, definitions of "social responsibility program" and "eco-label" were provided. Third, Jordan customers who have experience purchasing products and/or services from conventional, social, and/or ecological-driven ventures were invited to a structured-web survey. This procedure resulted in a total of 400 respondents who completed the main body of the research questionnaire. The questionnaire was distributed online, and the responses were returned, valid for further analysis, and coded against SPSS. The factors of cause participation intentions and opinion-forwarding behavior were excluded from the final model due to large standardized residuals.

All constructs used in this study were evaluated using a five-point Likert scale, where one indicates high significance, and five is high insignificance. After checking the validity and reliability of the tool, multiple regressions were carried out to test the effect of independent variables on dependent variables. The analysis shows that around 67% of participants ranged from 26 to 45 years old, while 22% ranged from 16 to 25 years old. More than two-thirds of the respondents (around 72%) are females.

Table 1. Descriptive analysis

Factors	N	Minimum	Maximum	Mean	Std. Deviation
Involvement in economic-related causes	400	1.75	5.00	3.966	0.625
Identification with economic-related causes	400	2.00	5.00	4.114	0.539
Commitment to economic-related causes	400	2.00	5.00	4.120	0.749
Involvement in social-related causes	400	1.00	5.00	3.508	0.762
Identification with social-related causes	400	1.00	5.00	3.490	0.752
Commitment to social-related causes	400	1.00	5.00	3.693	0.815
Involvement in ecologically-related causes	400	2.33	5.00	3.993	0.550
Identification with ecologically-related causes	400	2.00	5.00	3.700	0.679
Commitment to ecologically-related causes	400	2.00	5.00	3.796	0.639
Cause participation intention	400	1.00	5.00	3.559	0.639
Opinion forwarding behavior	400	1.00	5.00	3.573	0.656
Involvement in sustainability-related causes	400	2.23	5.00	3.873	0.444
Identification with sustainability-related causes	400	2.50	5.00	3.803	0.486
Commitment to sustainability-related causes	400	2.10	5.00	3.840	0.569
Valid N (listwise)	400				

3. RESULTS

Table 1 shows the results of descriptive analysis, mean, standard deviation, minimum, and maximum values for each variable.

A Pearson Correlation Coefficient was used to test the correlation between independent and dependent variables (Djamba & Neuman, 2002; Hair et al., 2010; Sekaran & Bougie, 2016).

Table 2 shows a correlation between consumers' level of involvement, identification, and commitment and the sustainability-driven venture, where r equals 0.648, 0.572, and 0.723 at a significance level of 0.01.

Table 2. Pearson correlation of loyalty to sustainability-related causes

Sustainability	Involvement	Identification	Commitment
Involvement in sustainability			
Identification of sustainability	0.648**		
Commitment to sustainability	0.572**	0.723**	

Note: ** Correlation is significant at the 0.01 level (2-tailed).

Table 3 shows a correlation between customers' level of involvement, identification, and commitment and the economic-driven venture, where r equals 0.328, 0.371, and 0.480 at a significance level of 0.01.

Table 3. Pearson correlation of loyalty to economy-related causes

	Economy	Involvement	Identification	Commitment
Involvement in economy				
Identification with economy		0.328**		
Commitment to economy causes		0.371**	0.480**	

Note: ** Correlation is significant at the 0.01 level (2-tailed).

Table 4. Pearson correlation of loyalty to society-related causes

	Customer Loyalty	Involvement	Identification	Commitment
Involvement in society				
Identification of society		0.639**		
Commitment to society		0.518**	0.672**	

Note: ** Correlation is significant at the 0.01 level (2-tailed).

Table 5. Pearson correlation of loyalty to ecology-related causes

	Variable	Involvement	Identification	Commitment
Involvement in ecological matters				
Identification with ecological matters		0.598**		
Commitment to ecological matters		0.653**	0.698**	

Note: ** Correlation is significant at the 0.01 level (2-tailed).

Table 4 shows a correlation between consumers' level of involvement, identification, and commitment and the social-driven sustainability venture, where r equals 0.639, 0.518, and 0.672 at a significance level of 0.01.

Table 5 shows a correlation between consumers' level of involvement, identification, and commitment and ecologically-driven sustainability, where r equals 0.598, 0.653, and 0.698 at a significance level of 0.01.

Table 6 shows that when regressing the customers' involvement, identification, and commitment

against customers' intention toward sustainability, the results indicate that commitment has the highest effect on customers' intention toward sustainability ($\beta = 0.307$, $t = 3.267$, sig. = 0.001), and then identification ($\beta = 0.262$, $t = 2.731$, sig. = 0.007), Finally involvement does not significantly affect customers' intention toward sustainability ($\beta = 0.062$, $t = 0.781$, sig. = 0.436).

Table 7 shows that when regressing the customers' involvement, identification, and commitment against customers' behavior toward sustainability, the results indicate that commitment has the highest effect on customers' behavior toward sus-

Table 6. Customer loyalty and customer intention coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.576	0.344		1.677	0.095
	Involvement	0.090	0.115	0.062	0.781	0.436
	Identification	0.345	0.126	0.262	2.731	0.007
	Commitment	0.344	0.105	0.307	3.267	0.001

Table 7. Customer loyalty and customer behavior coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.447	0.352		1.268	0.206
	Involvement	0.137	0.117	0.093	1.170	0.243
	Identification	0.343	0.129	0.254	2.648	0.009
	Commitment	0.336	0.108	0.291	3.109	0.002

tainability ($\beta = 0.291$, $t = 3.109$, sig. = 0.002), and then identification ($\beta = 0.254$, $t = 2.648$, sig. = 0.009), Finally involvement does not significantly affect customers' behavior towards sustainability ($\beta = 0.093$, $t = 1.170$, sig. = 0.243).

4. DISCUSSION

This study suggests and tests a model for exploring factors of consumers' loyalty to sustainability-driven ventures. The findings prove a significant correlation between consumer involvement and the identification of economic, social, and ecological causes of sustainability-driven ventures. Consequently, the results show that loyalty to sustainability-driven ventures is limited to three key constructs: customer involvement, identification, and commitment to sustainability-driven ventures.

The research results show that customer involvement in sustainability-related causes positively correlates with their identification of sustainability entrepreneurship. Furthermore, their identification of sustainability-related causes positively correlates with a commitment to sustainability ventures. Therefore, the positive correlation of consumer involvement with identification and commitment was confirmed. Moreover, intention and opinion-forwarding behavior positively correlate with factors of consumer involvement and loyalty. Generally, the results support the importance and relevance of enhancing strong customer-sustainability venture correlations to maintain customer loyalty and gain ongoing support. This result is supported by previous studies, such as individual perception driving the behavior of entrepreneurs who seek an opportunity to start their own businesses (Schlange, 2009). Personal orientation to sustainability affects defining opportunity and sustainability of entrepreneur intention (Sung & Park, 2018). Customer commitment and identification mediate the correlation between loyalty and customer characteristics; this result supports Park et al. (2016). Sustainability orientation dimensions, including commitment to environmental sustainability, affect sustainable entrepreneurship intention (Bapoo et al., 2022). Entrepreneurship sustainability affects entrepreneurship attitude and behavior (Sundawa et al.,

2020). Sustainability intention mediates the correlation between sustainable entrepreneurship and sustainability behavior (Kimuli et al., 2020). The control of sustainability behavior and sustainable intention affects sustainable entrepreneurship (Sugianto & Selamat, 2021). Green entrepreneurship intention positively influences green entrepreneurship behavior (Amankwah & Sesen, 2021).

Moreover, the findings highlight the loyalty process, where customers preserve long-term relationships with sustainability-driven ventures. The characteristics of highly involved customers in sustainability-related causes influence their relationship with sustainability-driven ventures. Therefore, the findings indicate that customers' commitment and identification play an important role in behavioral loyalty. One of the vital loyalty behaviors derived from the commitment and identification of sustainability-driven ventures is opinion forwarding. The results also indicate that the ongoing relationship between highly involved customers in social, ecological, and economic causes will lead to higher engagement in sustainability-driven ventures that embrace the exact causes. The highly involved customers in sustainability-related causes are more likely to maintain strong, long-term relationships with sustainability-driven ventures. Customers who are more involved represent a more promising market segment for ongoing relationships with sustainability-driven ventures. Therefore, ventures that combine the triple-bottom-line social, ecological, and economic goals should focus their efforts on highly involved customers in sustainability-related causes. Such highly involved consumers are considered a primary target segment. To identify and reach highly involved customers, sustainability-driven ventures should be dedicated to the same goals, values, and beliefs as customers. Therefore, managers are advised to apply best business practices to differentiate corporate engagement in social activities. Managers should ensure customers' awareness of social cause-related activities. At the same time, distinct engagement will lead to distinct customer benefits. If the enterprise's primary goal is to foster the customers' trust and identification, it should concentrate on developing an effective strategy for social cause-related activities (Homburg et al., 2013). The virtuous circle between customers' 'trust' and 'purchasing decisions' can enhance op-

opportunities for raising customer loyalty through awareness campaigns, marketing initiatives, and special offers (Testa et al., 2015).

Furthermore, to increase the customer base and motivate them to spread positive opinions about the sustainability-driven venture, it is crucial to develop a strong emotional bond between both parties. For developing ongoing relationships with customers, social, ecological, and economic problems need to be identified. Moreover, mes-

sages that emphasize the long-term benefits of sustainability-related causes may be conveyed, which in turn strengthens the relationship between consumer beliefs and the sustainability image, leading to long-term customer commitment. Therefore, marketing tactics are crucial, such as engaging in the social-media community, issuing virtual badges, and requesting consumer pledges, where successful membership programs may improve customers' identification and commitment.

CONCLUSION

To contribute to the prevailing debates on sustainability-driven entrepreneurship and how it interacts with customers' intentions and behavior, this study investigated the effect of customer loyalty (involvement, identification, and commitment) to sustainability (social, economic, and ecological responsibilities) on customers' intention and behavior toward sustainability. The paper used a quantitative, cross-sectional, descriptive, and cause-effect method. Data were collected through the online survey from 400 customers from Jordan, then coded in SPSS. The validity and reliability of the tool were assured before further analysis, which used multiple regressions.

The findings show a relationship between consumers' loyalty (involvement, identification, and commitment) and the sustainability-driven venture, where r equals 0.648, 0.572, and 0.723. Furthermore, the relationship exists between customers' loyalty (involvement, identification, and commitment) and the economic-driven venture, where r equals 0.328, 0.371, and 0.480, and with the social-driven sustainability venture, where r equals 0.639, 0.518, and 0.672; finally, with the ecological-driven sustainability, where r equals 0.598, 0.653, and 0.698.

Moreover, customers' involvement, identification, and commitment affect customers' intention toward sustainability. The results indicate that commitment has the highest effect on customers' intention toward sustainability ($\beta = 0.307$), then identification ($\beta = 0.262$), while involvement does not significantly affect customers' intention toward sustainability (sig. = 0.436). Moreover, customers' involvement, identification, and commitment affect customers' behavior toward sustainability. The results indicate that commitment has the highest effect on customers' behavior toward sustainability ($\beta = 0.291$), then identification ($\beta = 0.254$); finally, involvement does not significantly affect customers' behavior toward sustainability (sig. = 0.243).

The study highlighted the loyalty process and the characteristics of the highly involved customers in sustainability-oriented ventures, where customers' commitment and identification play critical roles in behavioral loyalty. The highly involved customers in social, ecological, and economic causes will lead to higher engagement in sustainability-driven ventures that embrace the exact causes. The highly involved customers are more engaged in sustainability-related activities. Finally, a key loyalty driver is a customer-enhanced commitment to sustainability-driven ventures derived from sustainability-related cause involvement and identification. To increase the customer base, resources should be well allocated to develop a marketing strategy that converts interested customers into emotionally bonded and committed ones.

Based on these results, the study recommends that all organizations consider the sustainability variables within their strategies and daily activities to gain customer intention and direct their behavior toward sustainable products and services. In addition, the study recommends conducting similar studies

in other countries, especially Arab countries, because they are similar in their culture to Jordan. Other studies are needed to confirm the results about involvement's insignificant effect on customers' intentions and behavior toward sustainability.

AUTHOR CONTRIBUTIONS

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