

**Meta-Analysis on the impact of Corporate Social Responsibility Initiatives on
Consumer Attitudes and Behavior**

Supplementary Material

Contents

Appendix A: Effects Sizes and Coding of Moderator Levels

Appendix B: List of References of Articles Used in the Meta-analysis

Appendix A: Effects Sizes and Coding of Moderator Levels

Short Reference	Effect size (<i>r</i>)	Sample Size	Year	Country	HDI	Sample Type	Study Type	CSR Type	Sector	Consumer Response
Abdeen et al. 2016	-0.02	244	2016	New Zealand	0.924	NS	S	Legal	8	PI
Abdeen et al. 2016	0.44	244	2016	New Zealand	0.924	NS	S	Ethic	8	PI
Abdeen et al. 2016	0.15	244	2016	New Zealand	0.924	NS	S	Phil	8	PI
Abdeen et al. 2016	0.27	244	2016	New Zealand	0.924	NS	S	Phil	8	Engage
Abdeen et al. 2016	-0.02	244	2016	New Zealand	0.924	NS	S	Econ	8	Engage
Abdeen et al. 2016	0.18	244	2016	New Zealand	0.924	NS	S	Legal	8	Engage
Abdeen et al. 2016	0.34	244	2016	New Zealand	0.924	NS	S	Ethic	8	Engage
Ahn et al. 2020	0.812404	219	2020	USA	0.926	NS	S	Env	4	Loyal
Ahn et al. 2020	0.8	219	2020	USA	0.926	NS	S	Env	4	Loyal
Ahn et al. 2020	0.818535	219	2020	USA	0.926	NS	S	Env	4	Loyal
Ahn et al. 2020	0.8	219	2020	USA	0.926	NS	S	Social	4	Loyal
Ahn et al. 2020	0.781025	219	2020	USA	0.926	NS	S	Social	4	Loyal
Ahn et al. 2020	0.728011	219	2020	USA	0.926	NS	S	Social	4	Loyal
Ailawadi et al. 2014	0.64	1746	2014	USA	0.92	NS	S	Env	6	Attit
Ailawadi et al. 2014	0.65	1746	2014	USA	0.92	NS	S	Social	6	Attit
Ailawadi et al. 2014	0.61	1746	2014	USA	0.92	NS	S	Social	6	Attit
Ailawadi et al. 2014	0.54	1746	2014	USA	0.92	NS	S	Ethic	6	Attit
Ailawadi et al. 2014	0.21	1746	2014	USA	0.92	NS	S	Env	6	Loyal
Ailawadi et al. 2014	0.21	1746	2014	USA	0.92	NS	S	Social	6	Loyal
Ailawadi et al. 2014	0.22	1746	2014	USA	0.92	NS	S	Social	6	Loyal
Ailawadi et al. 2014	0.21	1746	2014	USA	0.92	NS	S	Ethic	6	Loyal
Akbari et al. 2019	0.66	372	2019	Iran	0.783	NS	S	MD	6	PI

Akbari et al. 2019 b	0.294	200	2019	Iran	0.783	NS	S	MD	3	Trust
Akbari et al. 2019 b	0.492	200	2019	Iran	0.783	NS	S	MD	3	Satisf
Akbari et al. 2019 b	0.287	200	2019	Iran	0.783	NS	S	MD	3	Value
Akbari et al. 2019 b	0.378	200	2019	Iran	0.783	NS	S	MD	3	Image
Akbari et al. 2019 b	0.631	200	2019	Iran	0.783	NS	S	MD	3	Loyal
Akbari et al. 2019 b	0.311	200	2019	Iran	0.783	NS	S	MD	3	Ident
Akbari et al. 2020	-0.038	348	2020	UK	0.932	NS	S	MD	4	Satisf
Akbari et al. 2020	0.281	348	2020	UK	0.932	NS	S	MD	4	Loyal
Akbari et al. 2020	0.558	348	2020	UK	0.932	NS	S	MD	4	Loyal
Aktar 2013	0.198	120	2013	Spain	0.882	S	E	Ethic	6	WTP
Al-Ghamdi & Badawi 2019	0.615	624	2019	Saudi Arabia	0.854	NS	S	MD	8	Satisf
Al-Ghamdi & Badawi 2019	0.609	624	2019	Saudi Arabia	0.845	NS	S	MD	8	Loyal
Alhouz & Hasouneh 2020	0.463	430	2020	Cyprus	0.887	NS	S	MD	4	Engage
Aljarah 2020	0.16	396	2020	Cyprus	0.887	NS	S	MD	4	Engage
Amsami et al. 2020	0.46	430	2020	Nigeria	0.539	NS	S	Phil	8	Affect
Amsami et al. 2020	0.349	430	2020	Nigeria	0.539	NS	S	Phil	8	Loyal
Amsami et al. 2020 b	0.345	430	2020	Nigeria	0.539	NS	S	MD	8	Loyal
Amsami et al. 2020 b	0.45	430	2020	Nigeria	0.539	NS	S	MD	8	Loyal
Amsami et al. 2020 b	0.311	430	2020	Nigeria	0.539	NS	S	Phil	8	Loyal
Anselmsson & Johansson 2007	0.25	200	2007	Sweden	0.91	NS	S	Env	6	PI
Anselmsson & Johansson 2007	0.35	200	2007	Sweden	0.91	NS	S	MD	6	PI
Anselmsson & Johansson 2007	0.35	200	2007	Sweden	0.91	NS	S	Social	6	PI
Aye & Kohsuwan 2019	0.348	459	2019	Myanmar	0.583	NS	S	Social	8	Ident
Aye & Kohsuwan 2019	0.204	459	2019	Myanmar	0.583	NS	S	Social	8	PI
Aye & Kohsuwan 2019	0.134	459	2019	Myanmar	0.583	NS	S	Social	8	Advoc
Aye & Kohsuwan 2019	0.086	459	2019	Myanmar	0.583	NS	S	Social	8	PI
Aye & Kohsuwan 2019	0.176	459	2019	Myanmar	0.583	NS	S	Social	8	WTP

Aye & Kohsuwan 2019	-0.001	459	2019	Myanmar	0.583	NS	S	Ethic	8	Ident
Aye & Kohsuwan 2019	0	459	2019	Myanmar	0.583	NS	S	Ethic	8	PI
Aye & Kohsuwan 2019	-0.043	459	2019	Myanmar	0.583	NS	S	Ethic	8	Advoc
Aye & Kohsuwan 2019	-0.049	459	2019	Myanmar	0.583	NS	S	Ethic	8	PI
Aye & Kohsuwan 2019	-0.05	459	2019	Myanmar	0.583	NS	S	Ethic	8	WTP
Aye & Kohsuwan 2019	0.155	459	2019	Myanmar	0.583	NS	S	Ethic	8	Ident
Aye & Kohsuwan 2019	0.213	459	2019	Myanmar	0.583	NS	S	Ethic	8	PI
Aye & Kohsuwan 2019	0.24	459	2019	Myanmar	0.583	NS	S	Ethic	8	Advoc
Aye & Kohsuwan 2019	0.306	459	2019	Myanmar	0.583	NS	S	Ethic	8	PI
Aye & Kohsuwan 2019	0.331	459	2019	Myanmar	0.583	NS	S	Ethic	8	WTP
Aye & Kohsuwan 2019	-0.006	459	2019	Myanmar	0.583	NS	S	Legal	8	Ident
Aye & Kohsuwan 2019	0.165	459	2019	Myanmar	0.583	NS	S	Legal	8	PI
Aye & Kohsuwan 2019	0.131	459	2019	Myanmar	0.583	NS	S	Legal	8	Advoc
Aye & Kohsuwan 2019	0.142	459	2019	Myanmar	0.583	NS	S	Legal	8	PI
Aye & Kohsuwan 2019	-0.101	459	2019	Myanmar	0.583	NS	S	Legal	8	WTP
Beniulytė et al. 2020	0.402	391	2020	Lithuania	0.882	NS	S	Ethic	9	PI
Beniulytė et al. 2020	0.112	391	2020	Lithuania	0.882	NS	S	Ethic	9	Loyal
Beniulytė et al. 2020	0.094	391	2020	Lithuania	0.882	NS	S	Ethic	9	Attit
Beniulytė et al. 2020	0.077	391	2020	Lithuania	0.882	NS	S	Ethic	9	Advoc
Beniulytė et al. 2020	0.148	391	2020	Lithuania	0.882	NS	S	Ethic	9	PI
Beniulytė et al. 2020	0.207	391	2020	Lithuania	0.882	NS	S	Social	9	Loyal
Beniulytė et al. 2020	0.142	391	2020	Lithuania	0.882	NS	S	Social	9	Attit
Beniulytė et al. 2020	0.191	391	2020	Lithuania	0.882	NS	S	Social	9	Advoc
Beniulytė et al. 2020	0.25	391	2020	Lithuania	0.882	NS	S	Social	9	PI
Berens et al. 2007	0.07	112	2001	Netherlands	0.886	NS	S	MD	8	Engage
Berens et al. 2007	0.23	112	2001	Netherlands	0.886	NS	S	MD	8	Engage
Berens et al. 2007	0.01	112	2001	Netherlands	0.886	NS	S	MD	8	Engage
Bhalla 2020	0.257	100	2020	India	0.645	NS	S	MD	12	Attit
Bhalla 2020	0.151	100	2020	India	0.645	NS	S	MD	12	Attit
Bhalla 2020	0.261	100	2020	India	0.645	NS	S	MD	12	PI

Bhalla 2020	-0.158	100	2020	India	0.645	NS	S	MD	12	Advoc
Bhalla 2020	-0.023	100	2020	India	0.645	NS	S	MD	12	Advoc
Bhalla 2020	0.08	100	2020	India	0.645	NS	S	MD	12	PI
Bhalla 2020	0.154	100	2020	India	0.645	NS	S	MD	12	Advoc
Bhalla 2020	0.058	100	2020	India	0.645	NS	S	MD	12	Advoc
Bhattacharya et al. 2020	0.356	801	2020	USA	0.926	n.a.	n.a.	MD	5	n.a.
Bhattacharya et al. 2020	0.419	801	2020	USA	0.926	n.a.	n.a.	MD	5	Value
Bhattacharya et al. 2020	0.2466	218	2020	USA	0.926	S	E	Social	5	Qual
Bhattacharya et al. 2020	0.0177	218	2020	USA	0.926	S	E	Social	5	Qual
Bhattacharya et al. 2020	0.2453	160	2020	USA	0.926	S	E	Social	5	PI
Bhattacharya et al. 2020	0.0151	160	2020	USA	0.926	S	E	Social	5	PI
Bianchi et al. 2019	0.36	429	2019	Argentina	0.845	NS	S	MD	5	Image
Bianchi et al. 2019	0.16	429	2019	Argentina	0.845	NS	S	MD	5	Satisf
Bianchi et al. 2019	0.11	429	2019	Argentina	0.845	NS	S	MD	5	Satisf
Bigné-Alcaniz et al. 2009	0.73	595	2010	Spain	0.872	NS	S	Social	8	PI
Bravo et al. 2009	-0.07	450	2004	Spain	0.844	NS	S	MD	8	PI
Bravo et al. 2009	0.112	450	2004	Spain	0.844	NS	S	MD	8	Satisf
Brown & Dacin 1997	0.258824	148	1997	USA	0.886	NS	E	n.a.	9	Qual
Brown & Dacin 1997	0.01	148	1997	USA	0.886	NS	E	n.a.	9	Qual
Brown & Dacin 1997	0.09	127	1997	USA	0.886	NS	E	n.a.	9	Image
Brown & Dacin 1997	-0.07778	127	1997	USA	0.886	NS	E	n.a.	9	Qual
Brown & Dacin 1997	0.175	148	1997	USA	0.886	NS	E	n.a.	9	Qual
Brown & Dacin 1997	0	148	1997	USA	0.886	NS	E	n.a.	9	Qual
Brown & Dacin 1997	-0.02	127	1997	USA	0.886	NS	E	n.a.	9	Image
Brown & Dacin 1997	0.107692	127	1997	USA	0.886	NS	E	n.a.	9	Qual
Butt et al. 2019	0.325	230	2019	Pakistan	0.557	S	S	MD	5	PI
Castaldo et al. 2009	0.28	400	2009	Italy	0.876	NS	S	Ethic	4	Loyal
Castaldo et al. 2009	0.38	400	2009	Italy	0.876	NS	S	Ethic	4	WTP
Castro-Gonzalez et al. 2019	0.48	252	2019	Spain	0.904	NS	S	MD	6	Advoc
Castro-Gonzalez et al. 2019	0.49	252	2019	Spain	0.904	NS	S	MD	6	Affect

Chang & Jai 2015	0.48	121	2015	USA	0.921	NS	S	MD	6	PI
Chang & Jai 2015	0.49	121	2015	USA	0.921	NS	S	MD	6	PI
Chang & Yeh 2017	0.303	349	2017	Taiwan	0.75	NS	S	MD	5	Qual
Chang & Yeh 2017	0.336	349	2017	Taiwan	0.75	NS	S	MD	5	Image
Chang & Yeh 2017	0.18	349	2017	Taiwan	0.75	NS	S	MD	5	Satisf
Chang & Yeh 2017	0.131	349	2017	Taiwan	0.75	NS	S	MD	5	Loyal
Chatzoudes & Chatzoglou 2015	0.62	473	2015	Greece	0.877	NS	S	MD	5	Loyal
Chatzoudes & Chatzoglou 2015	0.75	473	2015	Greece	0.877	NS	S	MD	5	Trust
Chatzoudes & Chatzoglou 2015	0.7	473	2015	Greece	0.877	NS	S	MD	5	Qual
Chatzoudes & Chatzoglou 2015	0.71	473	2015	Greece	0.877	NS	S	MD	5	Qual
Chen et al 2020	0.077	466	2020	Taiwan	0.731	NS	S	MD	12	Loyal
Chomvilailuk & Butcher 2010	0.15	219	2010	Thailand	0.724	NS	E	n.a.	8	PI
Chua et al. 2020	0.204	367	2020	Multiple	n.a.	NS	S	MD	3	Affect
Chua et al. 2020	0.171	367	2020	Multiple	n.a.	NS	S	MD	3	PI
Chung et al. 2015	0.464	276	2015	China	0.739	NS	S	Phil	5	Image
Chung et al. 2015	0.362	276	2015	China	0.739	NS	S	Ethic	5	Image
Chung et al. 2015	0.461	276	2015	China	0.739	NS	S	Legal	5	Image
Chung et al. 2015	0.358	276	2015	China	0.739	NS	S	Econ	5	Image
Chung et al. 2015	0.314	276	2015	China	0.739	NS	S	Env	5	Image
Chung et al. 2015	0.581	276	2015	China	0.739	NS	S	Ethic	5	Image
Chung et al. 2015	0.444	276	2015	China	0.739	NS	S	Phil	5	Satisf
Chung et al. 2015	0.262	276	2015	China	0.739	NS	S	Ethic	5	Satisf
Chung et al. 2015	0.442	276	2015	China	0.739	NS	S	Legal	5	Satisf
Chung et al. 2015	0.273	276	2015	China	0.739	NS	S	Econ	5	Satisf
Chung et al. 2015	0.179	276	2015	China	0.739	NS	S	Env	5	Satisf
Chung et al. 2015	0.475	276	2015	China	0.739	NS	S	Ethic	5	Satisf
Chung et al. 2015	0.415	276	2015	China	0.739	NS	S	Phil	5	Loyal

Chung et al. 2015	0.27	276	2015	China	0.739	NS	S	Ethic	5	Loyal
Chung et al. 2015	0.425	276	2015	China	0.739	NS	S	Legal	5	Loyal
Chung et al. 2015	0.199	276	2015	China	0.739	NS	S	Econ	5	Loyal
Chung et al. 2015	0.029	276	2015	China	0.739	NS	S	Env	5	Loyal
Chung et al. 2015	0.423	276	2015	China	0.739	NS	S	Ethic	5	Loyal
CLC McCain et al. 2019	0.36	251	2019	USA	0.926	NS	S	Phil	4	Loyal
CLC McCain et al. 2019	0.097	251	2019	USA	0.926	NS	S	Econ	4	Loyal
CLC McCain et al. 2019	0.51	251	2019	USA	0.926	NS	S	Ethic	4	Loyal
CLC McCain et al. 2019	0.375	251	2019	USA	0.926	NS	S	Legal	4	Loyal
Contini et al 2020	0.533962	1516	2020	Brazil	0.765	NS	S	Social	5	Loyal
Contini et al 2020	0.087911	1516	2020	Brazil	0.765	NS	S	Env	5	Loyal
Contini et al 2020	0.349733	1516	2020	Brazil	0.765	NS	S	MD	5	Loyal
Contini et al 2020	0.148018	1516	2020	Russia	0.824	NS	S	Env	5	Loyal
Contini et al 2020	0.418632	1516	2020	Russia	0.824	NS	S	MD	5	Loyal
Contini et al 2020	0.268206	1516	2020	India	0.645	NS	S	Social	5	Loyal
Contini et al 2020	0.109231	1516	2020	India	0.645	NS	S	Env	5	Loyal
Contini et al 2020	0.110384	1516	2020	India	0.645	NS	S	MD	5	Loyal
Contini et al 2020	0.491597	1516	2020	China	0.761	NS	S	Social	5	Loyal
Contini et al 2020	0.262367	1516	2020	China	0.761	NS	S	Env	5	Loyal
Contini et al 2020	0.215527	1516	2020	China	0.761	NS	S	MD	5	Loyal
Contini et al 2020	0.077076	1516	2020	South Africa	0.709	NS	S	Env	5	Loyal
Contini et al 2020	0.366066	1516	2020	South Africa	0.709	NS	S	MD	5	Loyal
Crespo & Inacio 2019	0.455	344	2019	Portugal	0.864	NS	S	MD	5	Qual
Crespo & Inacio 2019	0.667	344	2019	Portugal	0.864	NS	S	MD	5	Ident
Crespo & Inacio 2019	0.46	344	2019	Portugal	0.864	NS	S	MD	5	Loyal
Cuesta-Valiño et al. 2019	0.472	667	2019	Spain	0.904	NS	S	MD	6	Qual
Dang et al. 2020	0.03	407	2020	China	0.761	NS	S	MD	4	Trust
Dang et al. 2020	0.13	407	2020	China	0.761	NS	S	MD	4	Engage
Dang et al. 2020	0.41	407	2020	China	0.761	NS	S	MD	4	Qual

de los Salmones et al. 2005	0.54	689	2005	Spain	0.851	S	S	MD	9	Loyal
de los Salmones et al. 2005	0.68	689	2005	Spain	0.851	S	S	MD	9	Satisf
de los Salmones et al. 2009	0.71	781	2009	Spain	0.865	NS	S	Ethic	8	Trust
de los Salmones et al. 2009	0.44	781	2009	Spain	0.865	NS	S	Phil	8	Trust
de los Salmones et al. 2009	0.72	781	2009	Spain	0.865	NS	S	Ethic	8	Loyal
de los Salmones et al. 2009	0.49	781	2009	Spain	0.865	NS	S	Phil	8	Loyal
de los Salmones et al. 2009	0.71	781	2009	Spain	0.865	NS	S	Ethic	8	Satisf
de los Salmones et al. 2009	0.44	781	2009	Spain	0.865	NS	S	Phil	8	Satisf
de los Salmones et al. 2011	0.41	689	2011	USA	0.919	S	E	MD	10	Attit
de los Salmones et al. 2011	0.61	689	2011	USA	0.919	S	E	MD	10	Attit
de Matos & Rossi 2006	0.4	643	2007	Brazil	0.706	NS	S	Social	4	Qual
de Matos & Rossi 2006	0.28	643	2007	Brazil	0.706	NS	S	Social	4	Engage
de Matos & Rossi 2006	0.25	643	2007	Brazil	0.706	NS	S	Social	4	Qual
de Matos & Rossi 2006	0.23	643	2007	Brazil	0.706	NS	S	Social	4	Engage
Diallo et al. 2020	-0.23	459	2020	Tunisia	0.74	NS	S	MD	4	WTP
Diallo et al. 2020	-0.06	590	2020	France	0.901	NS	S	MD	4	WTP
Dimitriadis & Zilakaki 2019	0.19	358	2019	Greece	0.888	NS	S	MD	9	Satisf
Dimitriadis & Zilakaki 2019	0.14	358	2019	Greece	0.888	NS	S	MD	9	Loyal
Enestia et al. 2017	0.38	173	2017	South Korea	0.912	NS	S	Econ	6	Attit
Enestia et al. 2017	0.28	173	2017	South Korea	0.912	NS	S	Ethic	6	Attit
Enestia et al. 2017	0.12	173	2017	South Korea	0.912	NS	S	Legal	6	Attit
Enestia et al. 2017	0.12	173	2017	South Korea	0.912	NS	S	Phil	6	Attit
Fatma & Rahma 2016	0.43	423	2016	India	0.63	NS	S	MD	8	PI
Fernandez-Ferrin et al 2020	0.46	252	2020	Spain	0.904	NS	S	MD	6	Affect
Fernandez-Ferrin et al 2020	0.45	252	2020	Spain	0.904	NS	S	MD	6	Loyal
Fernandez-Ferrin et al 2020	0.56	252	2020	Spain	0.904	NS	S	MD	6	Loyal
Fernandez-Ferrin et al 2020	0.38	201	2020	Spain	0.904	NS	S	MD	6	Affect
Fernandez-Ferrin et al 2020	0.56	201	2020	Spain	0.904	NS	S	MD	6	Loyal
Fernandez-Ferrin et al 2020	0.35	201	2020	Spain	0.904	NS	S	MD	6	Loyal
Ferreira et al 2010	0.5331	136	2014	Brazil	0.756	NS	E	MD	4	PI

Ferreira et al 2010	0.6209	136	2014	Brazil	0.756	NS	E	MD	4	Satisf
Ferreira et al 2010	0.5287	136	2014	Brazil	0.756	NS	E	MD	4	WTP
Ferreira et al 2010	0.6027	136	2014	Brazil	0.756	NS	E	MD	4	Value
Franke 2019	-0.0223	127	2019	Multiple	n.a.	NS	E	Env	6	Qual
Franke 2019	0.2925	127	2019	Multiple	n.a.	NS	E	Env	6	Qual
Gatti et al 2012	0.85	130	2012	Italy	0.882	NS	S	MD	6	Image
Gatti et al 2012	0.84	130	2012	Italy	0.882	NS	S	MD	6	Qual
Gatti et al 2012	0.82	130	2012	Italy	0.882	NS	S	MD	6	PI
Glaveli 2020	0.11	333	2020	Greece	0.888	NS	S	Ethic	9	Trust
Glaveli 2020	0.09	333	2020	Greece	0.888	NS	S	MD	9	Trust
Glaveli 2020	0.37	333	2020	Greece	0.888	NS	S	Ethic	9	Trust
Glaveli 2020	0.1	333	2020	Greece	0.888	NS	S	Ethic	9	Ident
Glaveli 2020	0.38	333	2020	Greece	0.888	NS	S	MD	9	Ident
Glaveli 2020	0.53	333	2020	Greece	0.888	NS	S	Ethic	9	Ident
Gunawan et al. 2020	0.178	257	2020	Indonesia	0.718	NS	S	MD	6	Loyal
Gunawan et al. 2020	0.51	257	2020	Indonesia	0.718	NS	S	MD	6	Image
Han et al. 2019	0.491	310	2019	South Korea	0.916	NS	S	Env	3	Loyal
Han et al. 2019	0.638	310	2019	South Korea	0.916	NS	S	Env	3	Image
Han et al. 2019	0.488	310	2019	South Korea	0.916	NS	S	Env	3	Affect
Han et al. 2019	0.481	310	2019	South Korea	0.916	NS	S	Env	3	Image
Han et al. 2019b	0.62	310	2019	Multiple	n.a.	NS	S	MD	3	Qual
Han et al. 2019b	0.47	310	2019	Multiple	n.a.	NS	S	MD	3	Affect
Han et al. 2019b	0.54	310	2019	Multiple	n.a.	NS	S	MD	3	Loyal
Han et al. 2020	0.552	250	2020	South Korea	0.916	NS	S	Env	4	PI
Han et al. 2020 b	0.445	250	2020	n.a.	n.a.	NS	S	Env	3	Attit
Han et al. 2020 b	0.464	250	2020	n.a.	n.a.	NS	S	Env	3	PI
Hardeck et al. 2019	0.187	409	2019	Multiple	n.a.	S	E	MD	4	WTP
He & Lai 2014	0.595	254	2014	Hong Kong	0.926	NS	S	Legal	4	Image
He & Lai 2014	0.135	254	2014	Hong Kong	0.926	NS	S	Legal	4	Image
He & Lai 2014	0.109	254	2014	Hong Kong	0.926	NS	S	Legal	4	Loyal

He & Lai 2014	0.237	254	2014	Hong Kong	0.926	NS	S	Ethic	4	Image
He & Lai 2014	0.37	254	2014	Hong Kong	0.926	NS	S	Ethic	4	Image
He & Lai 2014	0.039	254	2014	Hong Kong	0.926	NS	S	Ethic	4	Loyal
He & Li 2011	0.74	268	2011	Taiwan	0.707	NS	S	MD	9	Ident
He & Li 2011	0.55	268	2011	Taiwan	0.707	NS	S	MD	9	Satisf
He & Li 2011	0.68	268	2011	Taiwan	0.707	NS	S	MD	9	Loyal
Hoang & Nguyen 2019	0.52	313	2019	Vietnam	0.704	NS	S	MD	4	Loyal
Hoang 2020	0.173	370	2020	Vietnam	0.704	NS	S	Econ	3	Loyal
Hoang 2020	0.355	370	2020	Vietnam	0.704	NS	S	Legal	3	Loyal
Hoang 2020	0.381	370	2020	Vietnam	0.704	NS	S	Ethic	3	Loyal
Hoang 2020	0.298	370	2020	Vietnam	0.704	NS	S	Phil	3	Loyal
Hoang 2020	0.156	370	2020	Vietnam	0.704	NS	S	Env	3	Loyal
Huang et al. 2014	0.532	331	2014	Taiwan	0.731	NS	S	MD	8	PI
Hwang et al 2020	0.462	572	2020	Korea	0.916	NS	E	Phil	4	Attit
Hwang et al 2020	0.312	572	2020	Korea	0.916	NS	E	Phil	4	PI
Hwang et al 2020	0.507	572	2020	Korea	0.916	NS	E	Phil	4	Advoc
Hwang et al 2020	0.527	572	2020	Korea	0.916	NS	E	Phil	4	WTP
Iglesias et al. 2020	0.7	1101	2020	Spain	0.904	NS	S	Social	8	Advoc
Iglesias et al. 2020	0.73	1101	2020	Spain	0.904	NS	S	Social	8	Trust
Iglesias et al. 2020	0.69	1101	2020	Spain	0.904	NS	S	Social	8	Loyal
Jaber & Jaber 2020	-0.0295	351	2020	USA	0.926	NS	E	Phil	9	PI
Jaber & Jaber 2020	0.5375	351	2020	USA	0.926	NS	E	Phil	9	Affect
Jeon et al. 2020	0.69	300	2020	USA	0.926	NS	S	MD	3	Attit
Jeon et al. 2020	0.77	300	2020	USA	0.926	NS	S	MD	3	Ident
Jeon et al. 2020	0.78	300	2020	USA	0.926	NS	S	MD	3	PI
Jin & Lee 2019	0.1241	200	2019	Korea	0.916	S	E	Env	5	Image
Jin & Lee 2019	-0.2229	200	2019	Korea	0.916	S	E	Phil	5	Image
Jin & Lee 2019	0.1324	200	2019	Korea	0.916	S	E	Env	5	PI
Jin & Lee 2019	-0.182	200	2019	Korea	0.916	S	E	Phil	5	PI
Jin & Lee 2019	-0.0349	200	2019	Korea	0.916	S	E	Env	5	Image

Jin & Lee 2019	-0.1909	200	2019	Korea	0.916	S	E	Phil	5	Image
Jin & Lee 2019	0.0774	200	2019	Korea	0.916	S	E	Env	5	n.a.
Jin & Lee 2019	-0.0889	200	2019	Korea	0.916	S	E	Phil	5	n.a.
Jin & Lee 2019	0.0065	200	2019	Korea	0.916	S	E	Env	5	Loyal
Jin & Lee 2019	-0.1517	200	2019	Korea	0.916	S	E	Phil	5	Loyal
Jin et al 2017	0.0036	300	2017	South Korea	0.912	NS	E	Phil	4	Attit
Jin et al 2017	0.0099	300	2017	South Korea	0.912	NS	E	Social	4	Attit
Jin et al 2017	-0.2257	300	2017	South Korea	0.912	NS	E	MD	4	Attit
Jin et al 2017	-0.0172	300	2017	South Korea	0.912	NS	E	Phil	4	Attit
Jin et al 2017	-0.0607	300	2017	South Korea	0.912	NS	E	Social	4	Attit
Jin et al 2017	-0.3733	300	2017	South Korea	0.912	NS	E	MD	4	Attit
Jin et al 2017	-0.0075	300	2017	South Korea	0.912	NS	E	Phil	4	Image
Jin et al 2017	-0.0164	300	2017	South Korea	0.912	NS	E	Social	4	Image
Jin et al 2017	-0.2405	300	2017	South Korea	0.912	NS	E	MD	4	Image
Jin et al 2017	-0.0119	300	2017	South Korea	0.912	NS	E	Phil	4	Image
Jin et al 2017	-0.0383	300	2017	South Korea	0.912	NS	E	Social	4	Image
Jin et al 2017	-0.3963	300	2017	South Korea	0.912	NS	E	MD	4	Image
Jose & Buchanan 2013	0.477	201	2013	India	0.604	NS	S	MD	8	PI
Kang & Hustvedt 2014	0.533	303	2014	USA	0.92	NS	S	Social	4	Trust
Kang & Hustvedt 2014	0.598	303	2014	USA	0.92	NS	S	Social	4	Attit
Kang & Hustvedt 2014	0.459	303	2014	USA	0.92	NS	S	Social	4	Advoc
Kang & Hustvedt 2014	0.472	303	2014	USA	0.92	NS	S	Social	4	PI
Khannan & Handayani 2019	-0.186	110	2019	Indonesia	0.718	NS	S	MD	8	Loyal
Khannan & Handayani 2019	0.604	110	2019	Indonesia	0.718	NS	S	MD	8	Loyal
Kim 2019	0.13	251	2019	China	0.761	NS	S	MD	4	Affect
Kim 2019	-0.58	251	2019	China	0.761	NS	S	MD	4	Affect
Kim 2019	-0.36	251	2019	China	0.761	NS	S	MD	4	PI
Kim et al. 2020	0.14	200	2020	South Korea	0.916	NS	S	Econ	3	Loyal
Kim et al. 2020	0.207	200	2020	South Korea	0.916	NS	S	Legal	3	Loyal
Kim et al. 2020	0.329	200	2020	South Korea	0.916	NS	S	Phil	3	Loyal

Kim et al. 2020	0.319	200	2020	South Korea	0.916	NS	S	Env	3	Loyal
Kodua 2017	0.478	350	2017	Ghana	0.602	NS	S	Ethic	9	Loyal
Kodua 2017	0.183	350	2017	Ghana	0.602	NS	S	Phil	9	Loyal
Kodua 2017	0.113	350	2017	Ghana	0.602	NS	S	Legal	9	Loyal
Kong et al. 2016	0.307	245	2016	South Korea	0.91	S	S	MD	4	Attit
Kong et al. 2016	0.063	245	2016	South Korea	0.91	S	S	MD	4	Engage
Latif et al. 2020	0.678	315	2020	Pakistan	0.557	NS	S	MD	4	Qual
Latif et al. 2020	0.694	315	2020	Pakistan	0.557	NS	S	MD	4	Satisf
Latif et al. 2020	0.548	315	2020	Pakistan	0.557	NS	S	MD	4	Image
Latif et al. 2020	0.61	315	2020	Pakistan	0.557	NS	S	MD	4	Image
Latif et al. 2020	0.586	315	2020	Pakistan	0.557	NS	S	MD	4	Loyal
Latif et al. 2020	0.708	278	2020	China	0.761	NS	S	MD	4	Qual
Latif et al. 2020	0.717	278	2020	China	0.761	NS	S	MD	4	Satisf
Latif et al. 2020	0.734	278	2020	China	0.761	NS	S	MD	4	Image
Latif et al. 2020	0.707	278	2020	China	0.761	NS	S	MD	4	Image
Latif et al. 2020	0.715	278	2020	China	0.761	NS	S	MD	4	Loyal
Latif et al. 2020	0.662	181	2020	Italy	0.892	NS	S	MD	4	Qual
Latif et al. 2020	0.666	181	2020	Italy	0.892	NS	S	MD	4	Satisf
Latif et al. 2020	0.725	181	2020	Italy	0.892	NS	S	MD	4	Image
Latif et al. 2020	0.644	181	2020	Italy	0.892	NS	S	MD	4	Image
Latif et al. 2020	0.668	181	2020	Italy	0.892	NS	S	MD	4	Loyal
Lee & Johnson 2019	0.54	759	2019	USA	0.926	NS	S	Social	4	Image
Lee & Tao 2020	0.604	221	2020	USA	0.926	NS	E	Social	5	PI
Lee 2015	0.74	243	2015	China	0.739	NS	S	Econ	4	PI
Lee 2015	0.66	243	2015	China	0.739	NS	S	Legal	4	PI
Lee 2015	0.63	243	2015	China	0.739	NS	S	Ethic	4	PI
Lee 2015	0.74	243	2015	China	0.739	NS	S	Phil	4	PI
Lee 2019	0.656	311	2019	Taiwan	0.731	NS	S	Econ	8	Loyal
Lee 2019	0.687	311	2019	Taiwan	0.731	NS	S	Legal	8	Loyal
Lee 2019	0.598	311	2019	Taiwan	0.731	NS	S	Ethic	8	Loyal

Lee 2019	0.579	311	2019	Taiwan	0.731	NS	S	Ethic	8	Loyal
Lee 2019	0.726	311	2019	Taiwan	0.731	NS	S	Econ	8	Image
Lee 2019	0.758	311	2019	Taiwan	0.731	NS	S	Legal	8	Image
Lee 2019	0.64	311	2019	Taiwan	0.731	NS	S	Ethic	8	Image
Lee 2019	0.616	311	2019	Taiwan	0.731	NS	S	Ethic	8	Image
Lee 2019	0.686	311	2019	Taiwan	0.731	NS	S	Econ	8	Satisf
Lee 2019	0.705	311	2019	Taiwan	0.731	NS	S	Legal	8	Satisf
Lee 2019	0.653	311	2019	Taiwan	0.731	NS	S	Ethic	8	Satisf
Lee 2019	0.616	311	2019	Taiwan	0.731	NS	S	Ethic	8	Satisf
Lee 2020	0.2	307	2020	USA	0.926	NS	S	Env	4	Affect
Lee 2020	0.11	307	2020	USA	0.926	NS	S	Env	4	Ident
Lee 2020	0.17	307	2020	USA	0.926	NS	S	Env	4	Loyal
Lee et al. 2017	0.67	362	2017	Taiwan	0.75	NS	S	Econ	8	Loyal
Lee et al. 2017	0.68	362	2017	Taiwan	0.75	NS	S	Legal	8	Loyal
Lee et al. 2017	0.65	362	2017	Taiwan	0.75	NS	S	Ethic	8	Loyal
Lee et al. 2017	0.66	362	2017	Taiwan	0.75	NS	S	MD	8	Loyal
Lee et al. 2017	0.757	362	2017	Taiwan	0.75	NS	S	Econ	8	Image
Lee et al. 2017	0.747	362	2017	Taiwan	0.75	NS	S	Legal	8	Image
Lee et al. 2017	0.769	362	2017	Taiwan	0.75	NS	S	Ethic	8	Image
Lee et al. 2017	0.727	362	2017	Taiwan	0.75	NS	S	MD	8	Image
Lee et al. 2017	0.699	362	2017	Taiwan	0.75	NS	S	Econ	8	Image
Lee et al. 2017	0.703	362	2017	Taiwan	0.75	NS	S	Legal	8	Image
Lee et al. 2017	0.724	362	2017	Taiwan	0.75	NS	S	Ethic	8	Image
Lee et al. 2017	0.594	362	2017	Taiwan	0.75	NS	S	MD	8	Image
Lee et al. 2019	0.222	200	2019	South Korea	0.916	NS	S	Econ	3	Loyal
Lee et al. 2019	0.207	200	2019	South Korea	0.916	NS	S	Legal	3	Loyal
Lee et al. 2019	0.275	200	2019	South Korea	0.916	NS	S	Ethic	3	Loyal
Lee et al. 2019	0.311	200	2019	South Korea	0.916	NS	S	Env	3	Loyal
Lee et al. 2020	0.49	300	2020	South Korea	0.916	S	S	MD	4	Image
Lee et al. 2020	0.424	300	2020	South Korea	0.916	S	S	MD	4	Attit

Lee et al. 2020	0.481	300	2020	South Korea	0.916	S	S	MD	4	Loyal
Lho et al. 2019	0.694	332	2019	South Korea	0.916	NS	S	Legal	4	Image
Lho et al. 2019	0.746	332	2019	South Korea	0.916	NS	S	Econ	4	Image
Lho et al. 2019	0.758	332	2019	South Korea	0.916	NS	S	Phil	4	Image
Lho et al. 2019	0.775	332	2019	South Korea	0.916	NS	S	Ethic	4	Image
Lho et al. 2019	0.633	332	2019	South Korea	0.916	NS	S	Legal	4	Image
Lho et al. 2019	0.708	332	2019	South Korea	0.916	NS	S	Econ	4	Image
Lho et al. 2019	0.646	332	2019	South Korea	0.916	NS	S	Phil	4	Image
Lho et al. 2019	0.721	332	2019	South Korea	0.916	NS	S	Ethic	4	Image
Lho et al. 2019	0.66	332	2019	South Korea	0.916	NS	S	Legal	4	Loyal
Lho et al. 2019	0.691	332	2019	South Korea	0.916	NS	S	Econ	4	Loyal
Lho et al. 2019	0.675	332	2019	South Korea	0.916	NS	S	Phil	4	Loyal
Lho et al. 2019	0.714	332	2019	South Korea	0.916	NS	S	Ethic	4	Loyal
Liu et al 2014	0.565685	616	2014	China	0.731	NS	S	MD	4	Value
Liu et al 2014	0.4	616	2014	China	0.731	NS	S	MD	4	Loyal
Liu et al 2020	0.26	946	2020	China	0.761	NS	S	Ethic	5	Attit
Liu et al. 2019	0.5	298	2019	China	0.761	NS	S	Ethic	4	Image
Liu et al. 2019	0.54	298	2019	China	0.761	NS	S	Ethic	4	Image
Liu et al. 2019	0.55	298	2019	China	0.761	NS	S	Social	4	Image
Liu et al. 2019	0.52	298	2019	China	0.761	NS	S	Ethic	4	Trust
Liu et al. 2019	0.52	298	2019	China	0.761	NS	S	Ethic	4	Trust
Liu et al. 2019	0.52	298	2019	China	0.761	NS	S	Social	4	Trust
Liu et al. 2019	0.51	298	2019	China	0.761	NS	S	Ethic	4	Loyal
Liu et al. 2019	0.46	298	2019	China	0.761	NS	S	Ethic	4	Loyal
Liu et al. 2019	0.42	298	2019	China	0.761	NS	S	Social	4	Loyal
Lombart & Louis 2014	0.219	352	2014	France	0.893	NS	S	MD	5	Attit
Lombart & Louis 2014	0.332	352	2014	France	0.893	NS	S	MD	5	Trust
Lombart & Louis 2014	0.159	352	2014	France	0.893	NS	S	MD	5	Engage
Lombart & Louis 2014	0.163	352	2014	France	0.893	NS	S	MD	5	Satisf

Louis et al. 2019	0.549	213	2019	Canada	0.929	NS	S	Phil	5	Trust
Louis et al. 2019	0.229	213	2019	Canada	0.929	NS	S	Env	5	Trust
Louis et al. 2019	0.09	213	2019	Canada	0.929	NS	S	Ethic	5	Trust
Louis et al. 2019	0.107	213	2019	Canada	0.929	NS	S	Ethic	5	Trust
Louis et al. 2019	0.192	213	2019	Canada	0.929	NS	S	Phil	5	Loyal
Louis et al. 2019	0.101	213	2019	Canada	0.929	NS	S	Env	5	Loyal
Louis et al. 2019	0.061	213	2019	Canada	0.929	NS	S	Ethic	5	Loyal
Louis et al. 2019	0.094	213	2019	Canada	0.929	NS	S	Ethic	5	Loyal
Louis et al. 2019	0.167	213	2019	Canada	0.929	NS	S	Phil	5	Image
Louis et al. 2019	0.49	213	2019	Canada	0.929	NS	S	Env	5	Image
Louis et al. 2019	0.093	213	2019	Canada	0.929	NS	S	Ethic	5	Image
Louis et al. 2019	0.103	213	2019	Canada	0.929	NS	S	Ethic	5	Image
Louis et al. 2019	0.328	168	2019	Canada	0.929	NS	S	Phil	5	Trust
Louis et al. 2019	0.086	168	2019	Canada	0.929	NS	S	Env	5	Trust
Louis et al. 2019	0.085	168	2019	Canada	0.929	NS	S	Ethic	5	Trust
Louis et al. 2019	0.135	168	2019	Canada	0.929	NS	S	Ethic	5	Trust
Louis et al. 2019	0.167	168	2019	Canada	0.929	NS	S	Phil	5	Loyal
Louis et al. 2019	0.098	168	2019	Canada	0.929	NS	S	Env	5	Loyal
Louis et al. 2019	0.058	168	2019	Canada	0.929	NS	S	Ethic	5	Loyal
Louis et al. 2019	0.068	168	2019	Canada	0.929	NS	S	Ethic	5	Loyal
Louis et al. 2019	0.101	168	2019	Canada	0.929	NS	S	Phil	5	Image
Louis et al. 2019	0.351	168	2019	Canada	0.929	NS	S	Env	5	Image
Louis et al. 2019	0.091	168	2019	Canada	0.929	NS	S	Ethic	5	Image
Louis et al. 2019	0.166	168	2019	Canada	0.929	NS	S	Ethic	5	Image
Louis et al. 2019	0.154	166	2019	Canada	0.929	NS	S	Phil	5	Trust
Louis et al. 2019	0.193	166	2019	Canada	0.929	NS	S	Env	5	Trust
Louis et al. 2019	0.097	166	2019	Canada	0.929	NS	S	Ethic	5	Trust
Louis et al. 2019	0.062	166	2019	Canada	0.929	NS	S	Ethic	5	Trust

Louis et al. 2019	0.145	166	2019	Canada	0.929	NS	S	Phil	5	Loyal
Louis et al. 2019	0.074	166	2019	Canada	0.929	NS	S	Env	5	Loyal
Louis et al. 2019	0.095	166	2019	Canada	0.929	NS	S	Ethic	5	Loyal
Louis et al. 2019	0.06	166	2019	Canada	0.929	NS	S	Ethic	5	Loyal
Louis et al. 2019	0.162	166	2019	Canada	0.929	NS	S	Phil	5	Image
Louis et al. 2019	0.272	166	2019	Canada	0.929	NS	S	Env	5	Image
Louis et al. 2019	0.103	166	2019	Canada	0.929	NS	S	Ethic	5	Image
Louis et al. 2019	0.079	166	2019	Canada	0.929	NS	S	Ethic	5	Image
Lu et al 2020	0.1145	364	2020	Pakistan	0.557	NS	S	MD	4	Image
Lu et al 2020	0.0134	364	2020	Pakistan	0.557	NS	S	MD	4	Loyal
Lu et al 2020	0.0544	364	2020	Pakistan	0.557	NS	S	MD	4	Image
Lu et al 2020	0.047	364	2020	Pakistan	0.557	NS	S	MD	4	Loyal
Lu et al 2020	0.0812	364	2020	Pakistan	0.557	NS	S	Social	4	Image
Lu et al 2020	0.1342	364	2020	Pakistan	0.557	NS	S	Social	4	Loyal
Lu et al 2020	0.1933	364	2020	Pakistan	0.557	NS	S	Phil	4	Image
Lu et al 2020	0.1463	364	2020	Pakistan	0.557	NS	S	Phil	4	Loyal
Lu et al 2020	0.0543	364	2020	Pakistan	0.557	NS	S	Social	4	Image
Lu et al 2020	0.1056	364	2020	Pakistan	0.557	NS	S	Social	4	Loyal
Lu et al 2020	0.1841	364	2020	Pakistan	0.557	NS	S	Social	4	Image
Lu et al 2020	0.2419	364	2020	Pakistan	0.557	NS	S	Social	4	Loyal
Magnusson & Zdravkovic 2015	0.51	251	2015	USA	0.921	NS	S	Social	4	Attit
Magnusson & Zdravkovic 2015	0.52	251	2015	USA	0.921	NS	S	Social	4	PI
Mahrinasari 2020	0.316	664	2020	Indonesia	0.718	NS	S	MD	6	Image
Manimalar & James 2019	0.743	168	2019	n.a.	n.a.	NS	S	Ethic	5	Loyal
Manimalar & James 2019	0.391	168	2019	n.a.	n.a.	NS	S	Legal	5	Loyal
Manimalar & James 2019	0.392	168	2019	n.a.	n.a.	NS	S	Phil	5	Loyal
Manimalar & James 2019	0.797	168	2019	n.a.	n.a.	NS	S	Econ	5	Loyal
Marin et al. 2009	0.53	400	2009	Spain	0.865	S	E	MD	8	Ident
Marin et al. 2009	0.3	400	2009	Spain	0.865	S	E	MD	8	Ident

Marinković et al. 2019	0.558	180	2019	Serbia	0.806	NS	S	Ethic	9	Satisf
Marinković et al. 2019	0.217	180	2019	Serbia	0.806	NS	S	Env	9	Satisf
Marinković et al. 2019	0.344	180	2019	Serbia	0.806	NS	S	Social	9	Satisf
Marinković et al. 2019	0.455	180	2019	Serbia	0.806	NS	S	MD	9	Satisf
Marinković et al. 2019	0.726	180	2019	Serbia	0.806	NS	S	Ethic	9	Trust
Marinković et al. 2019	0.331	180	2019	Serbia	0.806	NS	S	Env	9	Trust
Marinković et al. 2019	0.438	180	2019	Serbia	0.806	NS	S	Social	9	Trust
Marinković et al. 2019	0.533	180	2019	Serbia	0.806	NS	S	MD	9	Trust
Marinković et al. 2019	0.508	180	2019	Serbia	0.806	NS	S	Ethic	9	Loyal
Marinković et al. 2019	0.201	180	2019	Serbia	0.806	NS	S	Env	9	Loyal
Marinković et al. 2019	0.383	180	2019	Serbia	0.806	NS	S	Social	9	Loyal
Marinković et al. 2019	0.514	180	2019	Serbia	0.806	NS	S	MD	9	Loyal
Martinez & delBosque	0.39	382	2013	Spain	0.882	NS	S	MD	4	Ident
Martinez & delBosque	0.22	382	2013	Spain	0.882	NS	S	MD	4	Trust
Martinez & delBosque	0.35	382	2013	Spain	0.882	NS	S	MD	4	Satisf
Martinez & delBosque	0.29	382	2013	Spain	0.882	NS	S	MD	4	Loyal
Martinez & Nishiyana 2019	0.338	382	2019	Spain	0.904	NS	S	MD	4	Image
Martinez & Nishiyana 2019	0.52	382	2019	Spain	0.904	NS	S	MD	4	Qual
Martinez & Nishiyana 2019	0.19	382	2019	Spain	0.904	NS	S	MD	4	Image
Martinez & Nishiyana 2019	0.201	382	2019	Spain	0.904	NS	S	MD	4	Loyal
Martinez et al. 2014	0.27	1921	2013	Multiple	n.a.	NS	S	MD	4	Image
Martinez et al. 2014	0.45	1921	2013	Multiple	n.a.	NS	S	MD	4	Affect
Martinez et al. 2014	0.488	1921	2013	Multiple	n.a.	NS	S	MD	4	Loyal
Matute-Vallejo et al. 2011	0.466	300	2011	Spain	0.878	NS	S	MD	8	WTP
Matute-Vallejo et al. 2011	0.402	300	2011	Spain	0.878	NS	S	MD	8	Satisf
Matute-Vallejo et al. 2011	0.292	300	2011	Spain	0.878	NS	S	MD	8	Loyal
Melé et al. 2020	0.3079	221	2020	Spain	0.904	NS	S	Env	5	PI
Melé et al. 2020	0.362	221	2020	Spain	0.904	NS	S	Env	5	Trust
Mohammed & Al-Swidi 2019	0.3	389	2019	Malaysia	0.81	NS	S	Env	4	Advoc

Mohammed & Al-Swidi 2019	0.355	389	2019	Malaysia	0.81	NS	S	Social	4	Advoc
Mohammed & Al-Swidi 2019	0.225	389	2019	Malaysia	0.81	NS	S	Ethic	4	Advoc
Mohammed & Al-Swidi 2019	0.487	389	2019	Malaysia	0.81	NS	S	Env	4	Value
Mohammed & Al-Swidi 2019	0.275	389	2019	Malaysia	0.81	NS	S	Social	4	Value
Mohammed & Al-Swidi 2019	0.192	389	2019	Malaysia	0.81	NS	S	Ethic	4	Value
Mohammed & Al-Swidi 2019	0.289	389	2019	Malaysia	0.81	NS	S	Env	4	Loyal
Mohammed & Al-Swidi 2019	0.135	389	2019	Malaysia	0.81	NS	S	Social	4	Loyal
Mohammed & Al-Swidi 2019	0.082	389	2019	Malaysia	0.81	NS	S	Ethic	4	Loyal
Moisescu & Béracs	-0.057	1461	2015	Romania	0.815	NS	S	Econ	6	Loyal
Moisescu & Béracs	0.478	1461	2015	Romania	0.815	NS	S	Ethic	6	Loyal
Moisescu & Béracs	0.062	1461	2015	Romania	0.815	NS	S	Ethic	6	Loyal
Moisescu & Béracs	0.112	1461	2015	Romania	0.815	NS	S	Env	6	Loyal
Moisescu & Béracs	0.198	1461	2015	Romania	0.815	NS	S	Social	6	Loyal
Moisescu & Béracs	0.082	1461	2015	Romania	0.815	NS	S	MD	6	Loyal
Moisescu & Béracs	0.142	1461	2015	Romania	0.815	NS	S	Legal	6	Loyal
Moisescu 2017	-0.053	1449	2017	Romania	0.821	NS	S	Econ	8	Loyal
Moisescu 2017	0.111	1449	2017	Romania	0.821	NS	S	Ethic	8	Loyal
Moisescu 2017	0.1	1449	2017	Romania	0.821	NS	S	Env	8	Loyal
Moisescu 2017	0.14	1449	2017	Romania	0.821	NS	S	Social	8	Loyal
Moisescu 2017	0.116	1449	2017	Romania	0.821	NS	S	Legal	8	Loyal
Moisescu et al. 2019	0.301	1465	2020	Romania	0.828	NS	S	Ethic	6	Loyal
Moisescu et al. 2019	0.276	1465	2020	Romania	0.828	NS	S	Ethic	6	Loyal
Moisescu et al. 2019	0.323	1465	2020	Romania	0.828	NS	S	Ethic	8	Loyal
Moisescu et al. 2019	0.276	1465	2020	Romania	0.828	NS	S	Ethic	9	Loyal
Moisescu et al. 2019	0.29	1465	2020	Romania	0.828	NS	S	Ethic	6	Ident

Moiescu et al. 2019	0.396	1465	2020	Romania	0.828	NS	S	Ethic	6	Ident
Moiescu et al. 2019	0.289	1465	2020	Romania	0.828	NS	S	Ethic	8	Ident
Moiescu et al. 2019	0.32	1465	2020	Romania	0.828	NS	S	Ethic	9	Ident
Molinillo et al. 2020	0.3249	421	2020	Spain	0.904	NS	E	Phil	4	Satisf
Molinillo et al. 2020	0.375	421	2020	Spain	0.904	NS	E	Phil	4	Satisf
Mombeuil & Fotiadis 2017	0.648	220	2017	Haiti	0.505	NS	S	MD	10	Trust
Mombeuil & Fotiadis 2017	0.401	220	2017	Haiti	0.505	NS	S	MD	10	Qual
Mombeuil & Fotiadis 2017	0.55	220	2017	Haiti	0.505	NS	S	MD	10	Satisf
Moon et al. 2015	0.583	240	2015	Multiple	n.a.	S	S	MD	9	Loyal
Morrison et al 2020	0.47	209	2020	Canada	0.929	NS	S	Social	4	PI
Morrison et al 2020	0.49	209	2020	Canada	0.929	NS	S	Social	4	PI
Morrison et al 2020	0.59	209	2020	Canada	0.929	NS	S	Social	4	Advoc
Morrison et al 2020	0.65	209	2020	Canada	0.929	NS	S	Social	4	Advoc
Morrison et al 2020	0.53	209	2020	Canada	0.929	NS	S	Social	4	PI
Morrison et al 2020	0.5	209	2020	Canada	0.929	NS	S	Social	4	PI
Morrison et al 2020	0.43	209	2020	Canada	0.929	NS	S	Social	4	PI
Morrison et al 2020	0.5	209	2020	Canada	0.929	NS	S	Social	4	PI
Morrison et al 2020	0.54	209	2020	Canada	0.929	NS	S	Social	4	Ident
Morrison et al 2020	0.55	209	2020	Canada	0.929	NS	S	Social	4	Ident
Muniz et al. 2019	0.2687	147	2019	USA	0.926	S	S	MD	4	Loyal
Muniz et al. 2019	0.2687	147	2019	USA	0.926	NS	S	MD	4	Loyal
Muniz et al. 2019	0.2635	153	2019	Australia	0.944	NS	S	MD	4	Loyal
Muniz et al. 2019	0.2635	153	2019	Australia	0.944	S	S	MD	4	Loyal
Muniz et al. 2019	0.2669	149	2019	Spain	0.904	S	S	MD	4	Loyal
Muniz et al. 2019	0.0421	149	2019	Spain	0.904	S	S	MD	4	Loyal
Myint & Kohsuwan 2019	0.053	450	2019	Myanmar	0.583	NS	S	MD	8	Loyal
Myint & Kohsuwan 2019	0.363	450	2019	Myanmar	0.583	NS	S	Ethic	8	Loyal
Myint & Kohsuwan 2019	0.153	450	2019	Myanmar	0.583	NS	S	Ethic	8	Loyal
Myint & Kohsuwan 2019	0.118	450	2019	Myanmar	0.583	NS	S	MD	8	Loyal
Nae et al 2020	0.657	304	2020	Romania	0.828	NS	S	MD	6	Image

Nae et al 2020	0.603	304	2020	Romania	0.828	NS	S	MD	6	Loyal
Nae et al 2020	0.599	304	2020	Romania	0.828	NS	S	Econ	6	Image
Nae et al 2020	0.539	304	2020	Romania	0.828	NS	S	Econ	6	Loyal
Nae et al 2020	0.623	304	2020	Romania	0.828	NS	S	Social	6	Image
Nae et al 2020	0.561	304	2020	Romania	0.828	NS	S	Social	6	Loyal
Nae et al 2020	0.56	304	2020	Romania	0.828	NS	S	Env	6	Image
Nae et al 2020	0.762	304	2020	Romania	0.828	NS	S	Env	6	Loyal
Neequaye et al. 2019	0.14	266	2019	Ghana	0.611	S	S	Econ	9	PI
Neequaye et al. 2019	0.24	266	2019	Ghana	0.611	S	S	Legal	9	PI
Neequaye et al. 2019	0.22	266	2019	Ghana	0.611	S	S	Ethic	9	PI
Neequaye et al. 2019	0.22	266	2019	Ghana	0.611	S	S	Phil	9	PI
Nguyen et al. 2020	0.22	622	2020	Vietnam	0.704	NS	S	Ethic	6	Attit
Nguyen et al. 2020	-0.253	622	2020	Vietnam	0.704	NS	S	Env	6	Attit
Nguyen et al. 2020	0	622	2020	Vietnam	0.704	NS	S	Ethic	6	Attit
Nguyen et al. 2020	0.185	622	2020	Vietnam	0.704	NS	S	Ethic	6	Attit
Nochai & Nochai 2014	-0.013	414	2014	Thailand	0.749	NS	S	Econ	5	PI
Nochai & Nochai 2014	0.212	414	2014	Thailand	0.749	NS	S	Legal	5	PI
Nochai & Nochai 2014	0.163	414	2014	Thailand	0.749	NS	S	Ethic	5	PI
Nochai & Nochai 2014	-0.03	414	2014	Thailand	0.749	NS	S	Phil	5	PI
Nosi et al 2020	0.356	158	2020	Italy	0.892	NS	S	Ethic	6	Attit
Nosi et al 2020	0.239	158	2020	Italy	0.892	NS	S	Ethic	6	Engage
Nosi et al 2020	0.374	158	2020	Italy	0.892	NS	S	Social	6	Attit
Nosi et al 2020	0.274	158	2020	Italy	0.892	NS	S	Social	6	Engage
Osei-Bonsu 2019	0.57	280	2019	Ghana	0.611	NS	S	MD	6	Loyal
Öztay & Birinci 2020	0.335	167	2020	Turkey	0.82	NS	S	Legal	2	Engage
Öztay & Birinci 2020	0.218	167	2020	Turkey	0.82	NS	S	Ethic	2	Engage
Öztay & Birinci 2020	0.399	167	2020	Turkey	0.82	NS	S	Ethic	2	Engage
Palacios-Florencio 2018	0.34	629	2018	Spain	0.905	NS	S	MD	4	Image
Palacios-Florencio 2018	0.42	629	2018	Spain	0.905	NS	S	MD	4	Qual
Palacios-Florencio 2018	0.44	629	2018	Spain	0.905	NS	S	MD	4	Trust

Palihawadana et al. 2016	0.38	319	2016	Vietnam	0.693	NS	S	MD	5	Image
Park & Kim 2018	0.322	910	2019	South Korea	0.916	NS	S	MD	9	Satisf
Park & Kim 2018	0.076	910	2019	South Korea	0.916	NS	S	MD	9	Trust
Park & Kim 2018	0.274	910	2019	South Korea	0.916	NS	S	MD	9	Loyal
Park 2019	0.433	967	2019	South Korea	0.916	NS	S	Econ	3	Attit
Park 2019	0.26	967	2019	South Korea	0.916	NS	S	Social	3	Attit
Park 2019	0.436	967	2019	South Korea	0.916	NS	S	Env	3	Attit
Park 2019	0.407	967	2019	South Korea	0.916	NS	S	Econ	3	Satisf
Park 2019	0.181	967	2019	South Korea	0.916	NS	S	Social	3	Satisf
Park 2019	0.111	967	2019	South Korea	0.916	NS	S	Env	3	Satisf
Park 2019	0.473	967	2019	South Korea	0.916	NS	S	Econ	3	Image
Park 2019	0.261	967	2019	South Korea	0.916	NS	S	Social	3	Image
Park 2019	0.222	967	2019	South Korea	0.916	NS	S	Env	3	Image
Park et al. 2014	0.49	594	2014	South Korea	0.904	NS	S	Econ	5	Trust
Park et al. 2014	0.37	594	2014	South Korea	0.904	NS	S	Legal	5	Trust
Park et al. 2014	0.44	594	2014	South Korea	0.904	NS	S	Ethic	5	Trust
Park et al. 2014	0.42	594	2014	South Korea	0.904	NS	S	Phil	5	Trust
Park et al. 2014	0.54	594	2014	South Korea	0.904	NS	S	Econ	5	Trust
Park et al. 2014	0.6	594	2014	South Korea	0.904	NS	S	Legal	5	Trust
Park et al. 2014	0.73	594	2014	South Korea	0.904	NS	S	Ethic	5	Trust
Park et al. 2014	0.68	594	2014	South Korea	0.904	NS	S	Phil	5	Trust
Park et al. 2014	0.63	594	2014	South Korea	0.904	NS	S	Econ	5	Trust
Park et al. 2014	0.64	594	2014	South Korea	0.904	NS	S	Legal	5	Trust
Park et al. 2014	0.75	594	2014	South Korea	0.904	NS	S	Ethic	5	Trust
Park et al. 2014	0.84	594	2014	South Korea	0.904	NS	S	Phil	5	Trust
Park et al. 2014	0.57	594	2014	South Korea	0.904	NS	S	Econ	5	Image
Park et al. 2014	0.57	594	2014	South Korea	0.904	NS	S	Legal	5	Image
Park et al. 2014	0.64	594	2014	South Korea	0.904	NS	S	Ethic	5	Image
Park et al. 2014	0.62	594	2014	South Korea	0.904	NS	S	Phil	5	Image
Pérez et al. 2013	0.52	296	2013	Spain	0.882	NS	S	MD	5	Satisf

Pérez et al. 2015	0.5	1124	2014	Spain	0.888	NS	S	MD	8	Ident
Pérez et al. 2015	0.424264	1124	2014	Spain	0.888	NS	S	MD	8	Affect
Pérez et al. 2015	0.374166	1124	2014	Spain	0.888	NS	S	MD	8	Affect
Pérez et al. 2015	0.565685	1124	2014	Spain	0.888	NS	S	MD	8	Satisf
Pérez et al. 2015	0.538516	1124	2014	Spain	0.888	NS	S	MD	8	Loyal
Pino et al. 2016	0.52	260	2016	Italy	0.884	NS	S	Phil	6	PI
Pino et al. 2016	0.16	260	2016	Italy	0.884	NS	S	Legal	6	PI
Pivato et al. 2008	0.29	400	2006	Italy	0.87	NS	S	MD	6	Trust
Plewa et al. 2015	0.6	357	2015	Australia	0.938	NS	S	Social	9	Loyal
Plewa et al. 2015	0.57	357	2015	Australia	0.938	NS	S	Social	9	Loyal
Plewa et al. 2015	0.61	357	2015	Australia	0.938	NS	S	Social	9	Image
Plewa et al. 2015	0.59	357	2015	Australia	0.938	NS	S	Social	9	Advoc
Podnar & Golob 2007	-0.09	350	2007	Slovenia	0.88	NS	S	Econ	5	Engage
Podnar & Golob 2007	0.11	350	2007	Slovenia	0.88	NS	S	Legal	5	Engage
Rahim et al. 2011	0.3	193	2011	Malaysia	0.778	NS	S	Econ	5	Engage
Rahim et al. 2011	0.2	193	2011	Malaysia	0.778	NS	S	Legal	5	Engage
Rahim et al. 2011	0.22	193	2011	Malaysia	0.778	NS	S	Ethic	5	Engage
Rahim et al. 2011	0.26	193	2011	Malaysia	0.778	NS	S	Phil	5	Engage
Ramkissoon et al 2020	0.084	436	2020	Multiple	n.a.	NS	S	MD	4	Satisf
Ramkissoon et al 2020	-0.194	436	2020	Multiple	n.a.	NS	S	Ethic	4	Satisf
Ramkissoon et al 2020	0.84	436	2020	Multiple	n.a.	NS	S	Ethic	4	Satisf
Ramkissoon et al 2020	0.028	436	2020	Multiple	n.a.	NS	S	MD	4	Affect
Ramkissoon et al 2020	-0.126	436	2020	Multiple	n.a.	NS	S	Ethic	4	Affect
Ramkissoon et al 2020	0.31	436	2020	Multiple	n.a.	NS	S	Ethic	4	Affect
Raza et al. 2020	0.767	280	2020	Pakistan	0.557	NS	S	MD	8	Advoc
Raza et al. 2020	0.664	280	2020	Pakistan	0.557	NS	S	MD	8	Ident
Raza et al. 2020	0.725	280	2020	Pakistan	0.557	NS	S	MD	8	Loyal
Rehan & Qureshi 2019	0.52	356	2019	Pakistan	0.557	NS	S	MD	8	Trust
Rivera et al. 2016	0.26	351	2016	Spain	0.899	NS	S	MD	4	Satisf
Rivera et al. 2016	0.25	351	2016	Spain	0.899	NS	S	MD	4	Attit

Saedi et al. 2015	0.38	205	2015	Iran	0.774	NS	S	Ethic	5	Image
Saedi et al. 2015	0.41	205	2015	Iran	0.774	NS	S	Ethic	5	Satisf
Saedi et al. 2015	0.43	205	2015	Iran	0.774	NS	S	Econ	5	Image
Saedi et al. 2015	0.39	205	2015	Iran	0.774	NS	S	Econ	5	Satisf
Saedi et al. 2015	0.37	205	2015	Iran	0.774	NS	S	MD	5	Image
Saedi et al. 2015	0.46	205	2015	Iran	0.774	NS	S	MD	5	Satisf
Saedi et al. 2015	0.34	205	2015	Iran	0.774	NS	S	Legal	5	Image
Saedi et al. 2015	0.43	205	2015	Iran	0.774	NS	S	Legal	5	Satisf
Safi & Ramay 2013	0.46	313	2013	Pakistan	0.523	NS	S	Econ	5	Engage
Safi & Ramay 2013	0.41	313	2013	Pakistan	0.523	NS	S	Legal	5	Engage
Safi & Ramay 2013	0.4	313	2013	Pakistan	0.523	NS	S	Ethic	5	Engage
Safi & Ramay 2013	0.45	313	2013	Pakistan	0.523	NS	S	Phil	5	Engage
Sagheb et al. 2020	0.329	384	2020	Iran	0.783	NS	S	MD	6	Affect
Sagheb et al. 2020	0.277	384	2020	Iran	0.783	NS	S	MD	6	Image
Sagheb et al. 2020	0.312	384	2020	Iran	0.783	NS	S	MD	6	Attit
Sagheb et al. 2020	0.242	384	2020	Iran	0.783	NS	S	MD	6	Value
Sagheb et al. 2020	0.203	384	2020	Iran	0.783	NS	S	MD	6	Loyal
Schramm-Klein et al 2016	0.21	3313	2016	Germany	0.941	NS	S	MD	6	Loyal
Schramm-Klein et al 2016	0.14	3313	2016	Germany	0.941	NS	S	MD	6	PI
Schramm-Klein et al 2016	0.16	3313	2016	Germany	0.941	NS	S	MD	6	Loyal
Schramm-Klein et al 2016	0.24	3313	2016	Germany	0.941	NS	S	MD	6	PI
Servera-Francés & Piqueras-Tomás 2019	0.32	480	2019	Spain	0.904	NS	S	MD	6	Trust
Servera-Francés & Piqueras-Tomás 2019	0.11	480	2019	Spain	0.904	NS	S	MD	6	Affect
Servera-Francés & Piqueras-Tomás 2019	0.31	480	2019	Spain	0.904	NS	S	MD	6	Value
Servera-Francés & Piqueras-Tomás 2019	0.25	480	2019	Spain	0.904	NS	S	MD	6	Satisf
Servera-Francés & Piqueras-Tomás 2019	0.28	480	2019	Spain	0.904	NS	S	MD	6	Loyal
Severt et al. 2020	0.6	557	2020	USA	0.926	NS	S	MD	4	Qual

Severt et al. 2020	0.58	557	2020	USA	0.926	NS	S	MD	4	WTP
Severt et al. 2020	0.66	557	2020	USA	0.926	NS	S	MD	4	Satisf
Severt et al. 2020	0.63	557	2020	USA	0.926	NS	S	MD	4	Loyal
Shabib & Ganguli 2017	0.26	274	2017	Bahrain	0.854	NS	S	MD	5	PI
Shabib & Ganguli 2017	-0.03	274	2017	Bahrain	0.854	NS	S	MD	5	Attit
Sharma et al. 2020 b	0.344	243	2020	India	0.645	NS	S	MD	4	WTP
Sharma et al. 2020 b	0.479	243	2020	India	0.645	NS	S	MD	4	Loyal
Sharma et al. 2020 b	0.284	243	2020	India	0.645	NS	S	MD	4	PI
Shea & Hawn 2019	0.6947	102	2019	USA	0.926	NS	E	Ethic	5	Affect
Shea & Hawn 2019	0.2095	102	2019	USA	0.926	NS	E	Ethic	5	Qual
Shea & Hawn 2019	0.3402	102	2019	USA	0.926	NS	E	Ethic	5	PI
Shea & Hawn 2019	0.6274	102	2019	USA	0.926	NS	E	Ethic	5	Image
Shea & Hawn 2019	0.942	572	2019	USA	0.926	NS	E	Ethic	5	PI
Shea & Hawn 2019	0.8661	572	2019	USA	0.926	NS	E	Ethic	5	PI
Shea & Hawn 2019	0.8475	572	2019	USA	0.926	NS	E	Ethic	5	PI
Shea & Hawn 2019	0.9655	572	2019	USA	0.926	NS	E	Ethic	5	PI
Shea & Hawn 2019	0.942	572	2019	USA	0.926	NS	E	Ethic	5	Image
Shea & Hawn 2019	0.911	572	2019	USA	0.926	NS	E	Ethic	5	Image
Shea & Hawn 2019	0.9471	572	2019	USA	0.926	NS	E	Ethic	5	Image
Shea & Hawn 2019	0.9797	572	2019	USA	0.926	NS	E	Ethic	5	Image
Shea & Hawn 2019	-0.2722	100	2019	USA	0.926	S	E	Ethic	5	WTP
Shea & Hawn 2019	0.6317	100	2019	USA	0.926	S	E	Ethic	5	WTP
Shea & Hawn 2019	-0.3846	100	2019	USA	0.926	S	E	Ethic	5	WTP
Shea & Hawn 2019	0.6247	100	2019	USA	0.926	S	E	Ethic	5	WTP
Shea & Hawn 2019	-0.1871	100	2019	USA	0.926	S	E	Ethic	5	Qual
Shea & Hawn 2019	0.1314	100	2019	USA	0.926	S	E	Ethic	5	Qual
Shea & Hawn 2019	-0.4657	100	2019	USA	0.926	S	E	Ethic	5	Qual
Shea & Hawn 2019	0.6623	100	2019	USA	0.926	S	E	Ethic	5	Qual
Sparks et al. 2013	0.58	537	2013	Australia	0.938	S	E	MD	4	Attit
Sparks et al. 2013	0.57	537	2013	Australia	0.938	S	E	MD	4	PI

Stanisavljević 2017	0.264	200	2017	Serbia	0.798	NS	S	Econ	9	Loyal
Stanisavljević 2017	0.19	200	2017	Serbia	0.798	NS	S	Ethic	9	Loyal
Stanisavljević 2017	0.37	200	2017	Serbia	0.798	NS	S	Phil	9	Loyal
Stanisavljević 2017	-0.105	200	2017	Serbia	0.798	NS	S	Legal	9	Loyal
Stanton et al 2019	0.21	329	2019	USA	0.926	NS	E	MD	4	Affect
Sukhu & Scharff 2018	0.457	588	2018	USA	0.925	NS	S	Social	4	Loyal
Sun et al. 2020	0.51	489	2020	Pakistan	0.557	NS	S	MD	8	Advoc
Sun et al. 2020	0.49	489	2020	Pakistan	0.557	NS	S	MD	8	Loyal
Tandir & Redzik 2020	0.599	432	2020	Bosnia and Herzegovina	0.78	NS	S	MD	5	Trust
Tandir & Redzik 2020	0.273	432	2020	Bosnia and Herzegovina	0.78	NS	S	MD	5	Trust
Tariq et al. 2020	0.625	384	2020	Pakistan	0.557	NS	S	MD	9	Affect
Tariq et al. 2020	0.545	384	2020	Pakistan	0.557	NS	S	MD	9	Affect
Tariq et al. 2020	0.485	384	2020	Pakistan	0.557	NS	S	MD	9	Affect
Tariq et al. 2020	0.576	384	2020	Pakistan	0.557	NS	S	MD	9	Affect
Tariq et al. 2020	0.62	384	2020	Pakistan	0.557	NS	S	MD	9	Affect
Tariq et al. 2020	0.645	384	2020	Pakistan	0.557	NS	S	MD	9	Loyal
Teng 2019	0.581	283	2019	Taiwan	0.731	S	S	MD	9	Qual
Teng 2019	0.357	283	2019	Taiwan	0.731	S	S	MD	9	Qual
Teng 2019	0.335	283	2019	Taiwan	0.731	S	S	MD	9	PI
Teng 2019	0.505	283	2019	Taiwan	0.731	S	S	MD	9	n.a.
Thaithavorn 2019	0.581	385	2019	Thailand	0.777	NS	S	Env	8	Loyal
Thaithavorn 2019	0.55	385	2019	Thailand	0.777	NS	S	Phil	8	Loyal
Thaithavorn 2019	0.624	385	2019	Thailand	0.777	NS	S	Ethic	8	Loyal
Thaithavorn 2019	0.604	385	2019	Thailand	0.777	NS	S	Econ	8	Loyal
Tian et al. 2011	0.32	1022	2011	China	0.707	NS	S	MD	5	PI
Tran & Kohsuwan (2020)	0.285	595	2020	Vietnam	0.704	NS	S	Env	6	Trust
Tran & Kohsuwan (2020)	0.165	595	2020	Vietnam	0.704	NS	S	Env	6	Qual
Tran & Kohsuwan (2020)	-0.255	595	2020	Vietnam	0.704	NS	S	Social	6	Trust
Tran & Kohsuwan (2020)	-0.129	595	2020	Vietnam	0.704	NS	S	Social	6	Qual

Tran & Kohsuwan (2020)	0.367	595	2020	Vietnam	0.704	NS	S	Ethic	6	Trust
Tulcanaza-Prieto et al. 2020	0.643	228	2020	Ecuador	0.759	NS	S	Econ	8	Trust
Tulcanaza-Prieto et al. 2020	0.537	228	2020	Ecuador	0.759	NS	S	Legal	8	Trust
Tulcanaza-Prieto et al. 2020	0.616	228	2020	Ecuador	0.759	NS	S	Ethic	8	Trust
Tulcanaza-Prieto et al. 2020	0.532	228	2020	Ecuador	0.759	NS	S	Phil	8	Trust
Tulcanaza-Prieto et al. 2020	0.615	228	2020	Ecuador	0.759	NS	S	Econ	8	Loyal
Tulcanaza-Prieto et al. 2020	0.503	228	2020	Ecuador	0.759	NS	S	Legal	8	Loyal
Tulcanaza-Prieto et al. 2020	0.536	228	2020	Ecuador	0.759	NS	S	Ethic	8	Loyal
Tulcanaza-Prieto et al. 2020	0.409	228	2020	Ecuador	0.759	NS	S	Phil	8	Loyal
Tulcanaza-Prieto et al. 2020	0.567	228	2020	Ecuador	0.759	NS	S	Econ	8	Qual
Tulcanaza-Prieto et al. 2020	0.559	228	2020	Ecuador	0.759	NS	S	Legal	8	Qual
Tulcanaza-Prieto et al. 2020	0.613	228	2020	Ecuador	0.759	NS	S	Ethic	8	Qual
Tulcanaza-Prieto et al. 2020	0.46	228	2020	Ecuador	0.759	NS	S	Phil	8	Qual
Tulcanaza-Prieto et al. 2020	0.668	228	2020	Ecuador	0.759	NS	S	Econ	8	Satisf
Tulcanaza-Prieto et al. 2020	0.596	228	2020	Ecuador	0.759	NS	S	Legal	8	Satisf
Tulcanaza-Prieto et al. 2020	0.657	228	2020	Ecuador	0.759	NS	S	Ethic	8	Satisf
Tulcanaza-Prieto et al. 2020	0.569	228	2020	Ecuador	0.759	NS	S	Phil	8	Satisf
Ullah & Siddiqui 2020	0.25	300	2020	Pakistan	0.557	NS	S	MD	5	PI
Ullah & Siddiqui 2020	0.34	300	2020	Pakistan	0.557	NS	S	MD	5	Advoc
Viana 2020	0.3542	302	2020	Multiple	n.a.	NS	E	Social	10	Engage
Viana 2020	0.3767	302	2020	Multiple	n.a.	NS	E	Social	10	PI
Viana 2020	0.3399	302	2020	Multiple	n.a.	NS	E	Env	10	PI
Viana 2020	0.3164	302	2020	Multiple	n.a.	NS	E	Env	10	Engage
Walker & Kent 2009	0.09	297	2009	USA	0.912	NS	S	MD	4	PI
Walker & Kent 2009	0.2	297	2009	USA	0.912	NS	S	MD	4	Advoc
Walker & Kent 2009	0.12	297	2009	USA	0.912	NS	S	MD	4	PI
Wang 2020	0.71	491	2020	Taiwan	0.731	NS	S	MD	4	Image
Wang 2020	0.72	491	2020	Taiwan	0.731	NS	S	MD	4	Satisf
Wang 2020	0.62	491	2020	Taiwan	0.731	NS	S	MD	4	PI
Wang 2020	0.43	491	2020	Taiwan	0.731	NS	S	MD	4	WTP

Wu & Wang 2014	0.249	624	2014	n.a.	n.a.	NS	S	Ethic	4	Image
Wu & Wang 2014	0.225	624	2014	n.a.	n.a.	NS	S	Ethic	4	Image
Wu & Wang 2014	0.081	624	2014	n.a.	n.a.	NS	S	Ethic	4	Image
Wu & Wang 2014	0.495	624	2014	n.a.	n.a.	NS	S	Ethic	4	Image
Wu & Wang 2014	0.357	624	2014	n.a.	n.a.	NS	S	Ethic	4	Image
Wu & Wang 2014	0.426	624	2014	n.a.	n.a.	NS	S	Ethic	4	Image
Wu & Wang 2014	-0.004	624	2014	n.a.	n.a.	NS	S	Env	4	Image
Wu & Wang 2014	-0.237	624	2014	n.a.	n.a.	NS	S	Env	4	Image
Wu & Wang 2014	-0.013	624	2014	n.a.	n.a.	NS	S	Env	4	Image
Wu & Wang 2014	0.319	624	2014	n.a.	n.a.	NS	S	Econ	4	Image
Wu & Wang 2014	0.414	624	2014	n.a.	n.a.	NS	S	Econ	4	Image
Wu & Wang 2014	0.353	624	2014	n.a.	n.a.	NS	S	Econ	4	Image
Wu & Wang 2014	0.162	624	2014	n.a.	n.a.	NS	S	Social	4	Image
Wu & Wang 2014	0.166	624	2014	n.a.	n.a.	NS	S	Social	4	Image
Wu & Wang 2014	0.206	624	2014	n.a.	n.a.	NS	S	Social	4	Image
Xu 2014	0.463	320	2014	China	0.731	NS	S	MD	4	Loyal
Yazid et al. 2020	0.48	300	2020	Jordan	0.729	NS	S	MD	9	Satisf
Yazid et al. 2020	0.4	300	2020	Jordan	0.729	NS	S	MD	9	Loyal
Yuen et al 2016	0.11	212	2016	Singapore	0.935	NS	S	MD	3	WTP
Yuen et al 2016	0.41	212	2016	Singapore	0.935	NS	S	MD	3	Satisf
Zulu-Chisanga 2019	0.023	348	2019	Zambia	0.584	S	S	MD	8	Trust
Zulu-Chisanga 2019	0.4	348	2019	Zambia	0.584	S	S	MD	8	Satisf
Zulu-Chisanga 2019	0.401	348	2019	Zambia	0.584	S	S	MD	8	Loyal

Note. In sample type: S = students, NS = non-students; In study type, S = survey; E = experimental; In sectors: 1 = energy; 2 = materials; 3 = industrials; 4 = consumer discretionary; 5 = unspecified; 6 = consumer staples; 7 = healthcare; 8 = financials; 9 = informational technologies; 10 = communication services; 12 = real state; In consumer response: Satisf = Satisfaction; Loyal = Loyalty; Advoc = Advocacy; Engage = Engagement; Att = Attitude; Ident = Identification; Qual = Quality; PI = Purchase Intentions; Affect = Affective Evaluation.

Appendix B: List of References of Articles Used in the Meta-analysis

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