Corporate social responsibility activities, consumers' trust and gender: an analysis of Islamic banks in Somalia

Mohamud Said Yusuf, Khadar Ahmed Dirie, Md. Mahmudul Alam and Isyaku Salisu

Mohamud Said Yusuf and Khadar Ahmed Dirie are both based at the Islamic Business School, Universiti Utara Malaysia, Sintok, Malaysia.
Md. Mahmudul Alam is based at the Economic and Financial Policy Institute, School of Economics, Finance and Banking, Universiti Utara Malaysia, Sintok, Malaysia.
Isyaku Salisu is based at the Department of Management Information Systems, University of Ha'il, Ha'il, Saudi Arabia.

Received 5 February 2023
Revised 24 July 2023
17 October 2023
9 February 2024
23 February 2024
Accepted 27 February 2024

Abstract

Purpose – *The purpose of this study is to investigate the link between corporate social responsibility (CSR) and the amount of trust customers have in Somali Islamic banks. Furthermore, the role of gender in CSR activities and Islamic bank clientele is evaluated.*

Design/methodology/approach – *Throughout February and March 2022, 410 clients of Islamic banks in Somalia were surveyed using a questionnaire. The partial least squares approach and the structural equation model are applied to examine the data.*

Findings – *Findings indicate that all variables of CSR activities, such as social product, social legal, social needs, social environment and social employees' responsibility, are influential and significant predictors of trust in Islamic banks in Somalia. Gender inequalities moderate the relationship between social product, social needs, social environment, social employee and trust. Conversely, only social legal responsibility was unaffected by gender differences in Somalia regarding people's trust in Islamic banks.*

Practical implications – *A sample from a developing country such as Somalia is useful for shedding light on the outcomes of consumers' perceptions of and trust in businesses' CSR in the developing world. Furthermore, this study contributes to knowledge regarding CSR and how it can help the Islamic banking industry. Its findings will be useful to policymakers and regulatory bodies in the banking industry in their efforts to improve CSR.*

Originality/value – *To the best of the authors' knowledge, this study is the first empirical investigation of its kind about the understudied relationship among customer trust, CSR efforts and gender in Somalia context. Furthermore, it investigates how gender specifically moderates CSR in the Islamic banking sector in a developing country.*

Keywords *Gender inequality, Trust, Corporate social responsibility, Islamic banks, Somalia*

Paper type *Research paper*

1. Introduction

Corporate social responsibility (CSR) has been the focus of research and a major topic of discussion among academics and policymakers for more than a decade (Ahmad *et al.*, 2022; Elgadi and Ghardallou, 2022; Hassan *et al.*, 2023; Lu *et al.*, 2021; Nave and Ferreira, 2019; Shah and Khan, 2020; Zainuldin and Lui, 2021). According to the Commission of European Communities (CEC, 2001), CSR is defined as a proactive notion in which corporations, outside of their legal requirements, incorporate social and environmental considerations into their operations and relationships with consumers. Therefore, implementing CSR properly in the banking industry increases consumer trust and the frequency with which they use banks' services (Dell'Atti *et al.*, 2017; Forcadell and Aracil, 2017; Gangi *et al.*, 2019; Laguir *et al.*, 2021; Pérez and del Bosque, 2015; Uslu and Şengün, 2021). It should be noted that financial collapses have radically altered the operations and expectations of worldwide financial sectors (Notteboom *et al.*, 2021), and Islamic banks are not immune to this. They have become a prominent topic of research

among scholars in different fields of finance (Oladapo *et al.*, 2022; Hussien *et al.*, 2019; Muda *et al.*, 2019; Said *et al.*, 2017; Alam *et al.*, 2015). This was primarily due to the rising lack of trust in financial institutions (Jureviciene and Skvarciany, 2013) and the damage done to the prestige of several banking institutions (Changchit *et al.*, 2020; Malaquias and Hwang, 2016). Trust is an intricate phenomenon that has been and continues to be investigated through various economic, psychological and sociological perspectives and on multiple fronts (Fulmer and Gelfand, 2012). Trust assumes that all parties involved in the company will adhere to the norms of acceptable behaviour in the face of uncertainty. Thus, trust is a tactical aspect that enables any bank and the wider financial system to retain operational consistency and integrity (Aljarah *et al.*, 2020; Kartika *et al.*, 2020; Laguir *et al.*, 2021; Shahid *et al.*, 2022; Shaw, 2014). Adopting and communicating CSR is one way to increase trust in the banking industry (Roberto *et al.*, 2012).

CSR in Islamic banking operates within the institutional framework defined by Islamic rules, tenets, restrictions and standards. Islamic banking conforms to a unique paradigm with well-defined guidelines for moral behaviour and careful investment strategies. The institutional structure of Islamic banking prohibits explicitly immoral actions that impede social and economic progress. This novel structure compels businesses to operate in accordance with both human reason and divine guidance. Shariah, which incorporates Islamic ethics and finance, is the authoritative source of guidance and governance for Islamic banks, ensuring compliance with its guiding principles in their day-to-day operations (Zafar and Sulaiman, 2020). Five distinctive characteristics distinguish Islamic banking from its conventional counterparts. These include underlying principles and beliefs, the provision of interest-free products and services, regulations on Islamically permissible transactions, an emphasis on social and developmental objectives and increased Shari'ah Supervisory Board oversight (Haniffa and Hudaib, 2007). Therefore, Islamic institutions are required to act in accordance with these five qualities derived from both Shari'ah and commercial ethics as economic and social organizations. Thus, the observance of Shari'ah principles distinguishes Islamic institutions and influences their approach to CSR. The Islamic ethical framework not only governs their financial activities but also affects their societal and environmental responsibilities. This unique Islamic context necessitates an in-depth understanding of CSR within Islamic banking institutions and their commitment to societal welfare.

CSR provides banks with a way to advance their "image" or social and economic standing, credibility and sustainability in the wider community (Quick and Inwinkl, 2020; Pérez and del Bosque, 2015), in addition to a strategy for corporations to provide details that might establish their credibility with all parties (Hur *et al.*, 2020; Abu Zayyad *et al.*, 2021). Prior research on the connection between CSR and confidence is subdivided into two categories. The first section comprises studies of CSR in banks (Tahri and El Khamlichi, 2019; Dorasamy, 2013). The majority of studies have either investigated the link among CSR and notions like reputation, performance and satisfaction (Ali *et al.*, 2023; AlAjmi *et al.*, 2023; Kabir and Chowdhury, 2023; Ghardallou and Alessa, 2022; Sobhani *et al.*, 2021; Paluri and Mehra, 2018), the scale of trust (Bögel, 2019) or moderating role of CEO tenure and education in the nexus of CSR and performance (Ghardallou, 2022). The second section has explored the relationship between customers' perceptions of CSR and confidence in various industries, including banking (Bugandwa *et al.*, 2021; Ajina *et al.*, 2020; Pratihari and Uzma, 2019; Fatma *et al.*, 2015; Zaman and Nadeem, 2019; Sindhu and Arif, 2017). The results of previous research indicate that a company's reputation for social responsibility influences public confidence in the organisation. Studies frequently draw the conclusion that banks must engage in CSR to enhance their reputation, bolster customers' confidence (Fatma *et al.*, 2015) and restore the faith that economic downturns generally undermine (Sobhani *et al.*, 2021).

On the other hand, one could argue that CSR activities which can either raise or dent confidence of customers in a bank may vary depending on gender. However, no study has

yet looked at how gender may moderate the link between CSR actions and consumers' trust in the Islamic banking sector. Based on existing available research on the disparities between genders in how clients receive information and behave (Jones *et al.*, 2017), as well as promoting ideas (Sharma and Kiran, 2012), there are robust arguments favouring the contention that gender-balanced CSR initiatives guide customers' trust in banks. Banks will find this information particularly helpful in their efforts to retain and satisfy clients and to develop appropriate strategies for gaining customer trust. Given the aforementioned gap in our knowledge, the following questions are asked: Is there any relationship between CSR and consumers' trust? Does gender influence the link between CSR and clients' trust in Islamic banks?

In an attempt to address these questions, this study empirically investigates the nexus among CSR, customer' trust and gender in people's relationships with Somalia's Islamic banks. In the light of Somalia's ongoing turnaround from instability and conflict, the CSR scenario in the Somalia's banking sector is still evolving and garnering considerable academic interest. As a result, this study is exceptionally unique in the context of Somalia. Since the beginning of time, Somalia has been a patriarchal nation in which men hold the majority of power and women confront significant restrictions and gender-based challenges (UNDP, 2022). The promotion of gender equality has made strides in recent years, but significant obstacles still persist because of prevalent societal dynamics and gender roles influenced by culture, which is in turn shaped by Islamic principles and nomadic values. Thus, this study provides an intriguing context for examining the gender dimension in relation to CSR and trust in Islamic banking, thereby providing a novel perspective on the topic. In addition, this country was selected due to the fact that Somalia's Islamic financial services sector has experienced one of the highest rates of growth over the past decade, and it currently has 13 Islamic banks, making the study more relevant (Warsame, 2016). This kind of expansion has the potential to boost public acceptance of Islamic banking in terms of its products and services. It is crucial to have empirical data on the link between Islamic banks' CSR activities and clients' trust. The ability of Islamic banks to better comprehend these interactions will assist managers and policymakers in providing better services, sustaining customer relationships and expanding their global market share.

This study's significance is supported by two distinct reasons. First, trust and CSR activities moderated by gender have gotten very little, if any, consideration in the settings of nations that are developing, particularly in the African context. Therefore, the most recent study on this subject is Bugandwa *et al.*'s (2021) study, which focused solely on trust and CSR in the African banking sector. Wilson (2007) suggests that the paucity of CSR-based studies may be partially justified by a perplexing reasoning that leads some researchers to assert that developing nations are unable to endure the high standard of CSR used by their advanced economies counterparts. This study demonstrates that CSR studies are applicable in developing nations, particularly in Africa and Somalia, where an active financial industry is emerging. Second, this study focuses on Somalia, a country where armed conflict, a lengthy period of poor economic governance and other political conflicts have jeopardised the normal functioning of the financial system as well as eroding confidence in the banking industry. Consequently, CSR may enable consumers to identify themselves with banks and demonstrate greater confidence in them.

Therefore, this study also contributes to the knowledge in two ways. First, following Carroll (1991), we conceptualise CSR from the standpoint of banking consumers using a multidimensional scale. Even though the criteria used in this study have been identified in the literature, the needs of society, product and employee responsibilities have been overlooked or not addressed in developing nations in Africa, especially Somalia. Thus, this study aids African CSR research. We demonstrate that banking CSR demands customer-centric financial goods and services that add value. Banks must create and manage financial services to attract customers. Thus, this study enhances Bugandwa *et al.* (2021) research on

respecting the consumer's perspective and increasing the possibility of meaningful and implementable ideas. Second, we use gender as a moderating factor of CSR activities in the Islamic banking sector. By examining CSR practises in this gender-dynamic, cultural and religious context this study adds to the literature on CSR in Islamic banking and illuminates how CSR initiatives affect male and female consumers' trust-building processes. Thus, this study will be first of its kind to initiate all financial institution associates to refocus their evaluations of banks on CSR and become demanding about ecological and social issues, gender equality, respectable labour and other ethical issues. Stakeholder demands may cause banks to rethink how they perform. Finally, a study of this kind will help both academics and practitioners concentrate their CSR investments and efforts more efficiently and understand what is happening in the developing world. The study will further aid Islamic banks in Somalia and policymakers in shaping their CSR strategies, increasing consumer trust and promoting gender-inclusive practises in the financial sector.

2. Literature review

2.1 Theoretical background and hypothesis development

On the subject of what defines CSR, there is a wide range of literature (Aguinis and Glavas, 2012; Dahlsrud, 2008). Certain groups think of CSR as a one-dimensional concept (Brammer *et al.*, 2007; Goll and Rasheed, 2004; Lichtenstein *et al.*, 2004; Vitell *et al.*, 2010; Wang *et al.*, 2008). To emphasize that CSR is only presented in one dimension, the most important instances in the area of CSR and Islamic banking are the asserted CSR programs of Islamic banks (Dusuki and Abdullah, 2007; Maulan *et al.*, 2016; Mostafa and ElSahn, 2016) and specific social-led funding used as a stand-in for CSR (Menne, 2016). This approach's primary flaw is that it does not fully define the scope of CSR (Turker, 2009). However, many authors support the multi-dimensionality of CSR (El Akremi *et al.*, 2018; Fatma *et al.*, 2014; Gallardo-Vázquez and Sanchez-Hernandez, 2014). The research in the context of CSR and Islamic banking also heavily promotes the authors' claim about the multifaceted nature of CSR (Zafar *et al.*, 2022; Amran *et al.*, 2017; Aribi and Arun, 2015; Belal *et al.*, 2015; Darus *et al.*, 2014; El-Halaby and Hussainey, 2016; Nobanee and Ellili, 2016; Platonova *et al.*, 2018).

The Carroll (1979) model, sustainable development (van Marrewijk, 2003) and descriptive-stakeholder theory (Donaldson and Preston, 1995; Freeman, 1984) are examples of valid multi-dimensional theories. These three solid theories on the multifaceted nature of CSR have been put out in a number of earlier research, and their authors have thoroughly examined both their strengths and weaknesses (Fatma *et al.*, 2014; Pérez *et al.*, 2013; Turker, 2009). The most important is Carroll's (1979) model of CSR, which divides responsibility into four categories: economic, legal, ethical and discretionary or charitable. Basic economic units in society are the commercial institutions. Therefore, producing goods and services and making a profit from their sale constitutes business's main obligation. This presumption is the basis for the other duties. Businesses also have a duty to uphold the laws that have been established by society as guidelines for how economic activities should be conducted. Beyond what is required by law, the society also has ethical expectations of corporate entities. These ethical obligations, however, are not well defined and differ amongst civilizations. Last but not least, a company's decision to take on discretionary or philanthropic responsibilities is entirely voluntary; these roles are motivated solely by a company's desire to fulfill a social responsibility; they are not mandated by law and are not even typically expected to fall under the area of ethical responsibility. Soon after, Aupperle *et al.* (1985) provided the first empirical support for this paradigm, and it has since been acknowledged in several additional empirical investigations (Maignan, 2001; Maignan and Ferrell, 2000).

The Carroll CSR model, however, has also come under harsh criticism from the authors; chief among its flaws is the fact that it does not distinguish between the business components that are considered to be economically and socially beneficial. It is a well-known truth that

corporations are formed for commercial and financial gain; in this instance, the economic component should be viewed as the main motivation for the organization's existence rather than its obligation to the community (Turker, 2009, p. 413). Similarly, in a broader sense, CSR illustrates the function of corporations in society that extends beyond just commercial interests (Eells and Walton, 1974, p. 247). Pérez *et al.* (2013, p. 464) note that while the Carroll model shares similarities with and deviates from solely focusing on the economic component, which is considered one of its drawbacks. This perspective aligns with other authors who have merged its dimensions, such as Podnar and Golob (2007), who combined the ethical and philanthropic aspects. Although Carroll views generosity as a choice, the Islamic notion views it as a social obligation and believers are obliged to engage in charitable and philanthropic acts regardless of personal preference (Awang *et al.*, 2018).

Both exchange theory and shareholder theory are based on the interaction between CSR and trust. According to stakeholder theory, an institution is "a group or an individual who can impact or be impacted by the accomplishment of the organisation's mission" (Freeman, 1984, p. 46). Consequently, companies must be able to create connections and desires with different parties or groups to get the desired return (Freeman *et al.*, 2004). Entrepreneurs anticipate that by becoming involved in socially responsible activities, they will meet the requirements of stakeholders more effectively by obtaining their commitment and trust. Social exchange theory emphasises the connections among stakeholders and organisations so that businesses are seen as forums for valid and trusted transactions (Cropanzano *et al.*, 2002). Companies engaging in social responsibility activities will be advantageous to various stakeholders, and as a result, client trust will improve (Kang and Hustvedt, 2014).

The importance of theories such as Carroll's model, stakeholder theory and social exchange theory in the Somali Islamic banking industry is due to their capacity to offer a framework for recognising and assessing the distinct dynamics of CSR practices and their influence on consumer trust in this particular setting. Carroll's CSR approach, which categorises responsibilities into economic, legal, ethical and discretionary domains, is very applicable in the Somali Islamic banking sector. This model serves to delineate the varied societal obligations imposed on organisations, particularly Islamic banks. Islamic banks in Somalia must have a thorough awareness of the cultural and religious norms that influence community expectations. This knowledge is essential for them to effectively fulfil their roles and responsibilities in the realm of CSR. Furthermore, by analysing the discretionary or philanthropic endeavours undertaken by Islamic banks, we can get valuable understanding of their impact on the socio-economic development of Somalia. Furthermore, within the specific context of Somalia, where community bonds and connections hold great importance, stakeholder theory provides valuable perspectives on how Islamic banks engage with and address the requirements and anticipations of diverse stakeholders. Through the identification and analysis of stakeholders in the Somali Islamic banking business, such as Islamic bank consumers, we may get insight into the intricate web of relationships that impact CSR practices and results. Comprehending this concept is crucial for Islamic banks to establish confidence and credibility within their populations. Lastly, social exchange theory highlights the mutual and reciprocal aspects of social interactions, proposing that individuals and organisations participate in exchanges with the goal of maximising their advantages. Within the Somali Islamic banking sector, where trust is of utmost importance, the application of social exchange theory allows for an analysis of how CSR initiatives contribute to the development and sustenance of trust between Islamic banks and their clientele. Through active participation in socially responsible initiatives, Islamic banks can bolster their standing and goodwill, cultivating trust and loyalty among their clientele.

Therefore, in the context of Somali Islamic institutions, it is crucial to comprehend these theoretical perspectives on CSR. It assists in situating the study on CSR activities,

consumer trust and gender within Somalia's distinctive cultural and religious context. By incorporating these theories into the study's design, this research aims to contribute to the existing literature on CSR in the Somali Islamic banking industry and cast light on the interplay between CSR, trust and gender in this particular context.

2.1.1 Corporate social responsibility. Zheng *et al.* (2022) depicted CSR in the banking sector as the obligation to help societies and communities improve how they operate, with respect to the environment, charitable causes, community projects, etc. It is expected of venture capitalists and entrepreneurs to pay a fair wage to their employees, engage in sound and ethical business practices and make a solid contribution to society's well-being. CSR responsibility generally refers to business efforts to save the environment through better banking operations, such as products or services, but also improving people's or certain social groups' lives and living standards. Banks are expected to now engage in issues of sustainability and not just making a profit or business expansion.

Recent studies by Abdelmoety *et al.* (2022), Ahmad *et al.* (2022), Hassan *et al.* (2023), Laguir *et al.* (2021), Li *et al.* (2022), Miralles-Quirós *et al.* (2019), Park (2019), Sana (2020) and Zainuldin and Lui (2021) on CSR activities in various industries have attracted a great deal of academic and policymaker interest. CSR theory has a long and extensive history, with its roots in the Industrial Revolution. According to Barauskaite and Streimikiene (2021) and Sharma (2019), CSR refers to the dedication of corporations to society-building initiatives that go beyond their immediate business activities and profits. CSR denotes a firm's accountability to a wide range of stakeholders, including its customers, suppliers, workers and the public at large. Based on Ahmad *et al.* (2022), it is viewed that CSR balances and combines business operations by using social, environmental and economic considerations in such a way that benefits both individuals and societies. The thought of CSR revolves around the interaction between commercial and social interests. For instance, if Islamic banks are viewed as doing well for societies and communities, for example, through the process of *Zakat*, they will find more support for their products and services. Research conducted by Japutra *et al.* (2016) and Shin and Thai (2015) confirmed that CSR assists with establishing a better image and public relations for a business entity, which stems from fulfilling what clients expect and demand, and when this occurs, the "good name" of a corporation will be spread.

On the client side, CSR activities are geared towards accomplishing well-being, altering buyer behaviour and producing perfect customer trust in finance and banking firms. CSR activities also aim to improve customers' well-being and alter people's attitudes to Islamic banks (Shin and Thai, 2015; Japutra *et al.*, 2016). On the other hand, trust has been conceptualised in various ways in some studies. As stated by Choi and La (2013), trust is confidence, faith or probability of an expected outcome regarding the credibility of an exchange between partners that lead to guarantees of credibility, experience and intention. In an effort to differentiate between trustworthiness and trust, Serdeshmukh *et al.*'s (2002) model was a multifaceted one with which incorporated several behavioural techniques of trustworthiness to investigate its impact on client trust. In their theoretical framework, trustworthiness is viewed as a means of activating trust, as it is defined as encompassing behaviours that demonstrate an incentive to honour customers' interests.

2.1.2 Social product responsibility and trust. The nexus between socially responsible products and trust should be favourable. According to Salmones *et al.* (2005), socially responsible businesses can build client confidence by providing and establishing socially responsible goods and services. Clients' positive perceptions of a company will rise if they observe banks or businesses making efforts to enhance social responsibility and accountability (Kang and Hustvedt, 2014). Given that asymmetrical information can be harmful to customers' welfare, it is anticipated that clients will view all their financial transactions with the firm as honest and comprehensible. Offering a socially responsible commodity enables users to engage in transactions they are familiar with (Bugandwa *et al.*, 2021). According to

these perspectives, product liability permits consumers to protect themselves from careless or reckless behaviour and over-indebtedness related to the financial banking system and strengthens the sense of trust between banks and their customers. Industries that are perceived as providing sustainable products will enjoy several benefits over those that do not: "consumer perceptions of other valued attributes, which in turn impact product choice and customer trust" (Luchs *et al.*, 2010, p. 19). According to a study involving six commercial banks in the Democratic Republic of the Congo, social product responsibility has a positive and substantial effect on client trust. Consequently, banks that develop and offer diverse items rooted in social responsibility are more likely to instil client confidence (Bugandwa *et al.*, 2021):

H1. Social product responsibility positively affects customers' trust.

2.1.3 Social legal responsibility and trust. Bugandwa *et al.* (2021) examined the connection between social legal responsibility and trust in a survey answered by 300 participants from six commercial banks in the Democratic Republic of the Congo. Their study revealed that social legal responsibility is crucial and greatly helps bank clients' trust. User's confidence will increase when banks adhere to their own policies, procedures and national legislation and regulations. It suggests that banks are able to enhance their long-term activities and safeguard their funds against uncertain risks. As stated by Carroll (1991, p. 41), "legal responsibilities represent a view of codified ethics in that they embody the fundamental concepts of fair operations as established by legislators". Clients may have more faith in banks that comply with their requests because they are deemed more able to protect deposits. Therefore, the CSR's legal component is anticipated to increase client confidence (Choi and La, 2013). Consequently, the legal obligation of Islamic banks is viewed as a strategic advantage that enables them to obtain the backing of regulatory bodies and weather macroeconomic recessions, in addition to demonstrating to customers that banks are preserving their investments. With this in mind, the following hypothesis is posited:

H2. Social legal responsibility exerts a positive effect on customers' trust.

2.1.4 Social needs responsibility and trust. Social needs responsibility refers to a superior comprehension of the necessities of customers to improve their lives. Businesses must assign resources to improve a specific community or, indeed, the wider society (Mandhachitara and Poolthong, 2011). What a financial institution offers is more likely to improve its clients' interests and, as a result, have a direct impact on people's quality of life. Customers will react favourably to social responsibility programs if they are successful and meaningful, thus encouraging people to buy the institution's services (Fatma and Rahman, 2016). Clients will decide to conduct all of their financial dealings with one particular institution they are familiar with and have a huge amount of confidence in. It is thought that financial institutions have the greatest social responsibility because they must ensure what they offer to people are truly reflective of what they want. This ensures sustained, solid ties between the company and its clients. Consequently, communication and mutual comprehension will increase confidence among the parties; "clients who communicate closely with suppliers are likely to value the value provided and the expenses incurred by suppliers" (Tuli *et al.*, 2007, p. 14). The responsibility of supplying social necessities does have positive and significant influence on client trust in banks (Bugandwa *et al.*, 2021). Likewise, Kang and Hustvedt (2014) asserted that clients' positive evaluation of banks increases their trust in these institutions. This leads to the following hypothesis being put forward:

H3. Social needs responsibility activities positively influence customers' trust.

2.1.5 Social environmental responsibility and trust. According to prior studies, there is a positive link between environmental social responsibility and trust. According to Pellizzoni (2005), financial institutions that put money into resolving environmental issues will earn the trust of various stakeholder and activist groups. This mainly relates to banks wanting to curtail all adverse publicity, actions and consequences that stakeholders may experience, but not all such adverse circumstances can be avoided. Banks that invest in environmental

activities are viewed as having an altruistic attitude, which demonstrates that in addition to their own self-interest, they are motivated by environmental and social welfare concerns (Barron, 2001). So, banks share the same interests as their clients and societies in saving the environment for the enjoyment of current and the next generations (Orlitzky *et al.*, 2011). Here the relevant hypothesis is put forward:

H4. Social environmental responsibility activities positively influence customers' trust.

2.1.6 Employees' social responsibility and trust. Social responsibility as carried out by workers covers all aspects to do with employment and equipping workers who are given the resources necessary to effectively deal with customers and people in the wider society. Trust and workers' social duties are thought to be positively correlated. The internal marketing theory states that salespeople and how they do their jobs are positively correlated with client trust in the vendor, which in turn is strongly positively correlated with customer trust in the company (Bugandwa *et al.*, 2021). Hence, workers who engage with customers in an ethical way will earn clients' trust because they are seen to act in the latter's interests (Choi and La, 2013). This translates into customers having trust in the staff who work in the banking sector (McShane and Cunningham, 2012). Research conducted in the Democratic Republic of the Congo investigated the nexus between CSR and trust in the banking sector. It found that investing more in workers' social responsibility activities has a significant influence on client confidence and a corporation's bottom line (Bugandwa *et al.*, 2021). The fifth hypothesis is documented here:

H5. Social employee responsibility activities positively influence customers' trust.

2.1.7 Moderating impacts of gender on corporate social responsibility dimensions and customers' trust. The distinctions between the genders in terms of their behaviours and habits have been extensively examined on numerous topics, with major theories trying to understand the discrepancy. Gender roles are largely the result of social and biological factors. The link between gender disparities and CSR has been studied. Numerous CSR-based research on gender differences contend that women tend to behave more sustainably and with greater ethical and environmental responsibility than men (Alonso-Almeida, 2013; Aouina Mejri and Bhatli, 2014). Research conducted by Panwar *et al.* (2010) demonstrates that gender differences are evident in terms of social responsibility. According to the survey by Smith *et al.* (2001), women are more interested in corporate moral responsibility than men. Moreover, in the survey performed by Elias (2004), compared to male students, female students considered that social responsibility was more crucial to effectiveness both before and after bankruptcies. The questionnaire answered by 908 customers of an Italian bank regarding their CSR expectations reported that the mean assumptions of men and women did not significantly vary, although women reported higher mean values than men (Calabrese *et al.*, 2016). On the other hand, the CSR discussions in the developing countries are continuously developing and attracting significant scholarly interest as these nations continue their transition away from instability and lack of development towards more sustainable and inclusive economic transitions (Dobers and Halme, 2009). Prior studies analysed gender discrepancies in CSR expectations. However, the moderating impact of gender discrepancies on CSR aspects and client trust in the banking industry, and more precisely, Islamic banks, is lacking. In the context of Somalia as a Muslim majority nation, this research is unique. In addition, culturally in Somalia, men have been holding onto power for centuries, and women have faced obstacles because of this power dynamic (UNDP, 2022). While there has been progress in recent years towards gender equality, substantial barriers remain due to entrenched societal dynamics and gender roles created by culture, which in turn are affected by Islamic ideals and nomadic traditions. Thus, this research offers a fresh viewpoint on the problem by offering a compelling setting in which to investigate the role of gender in the relationships between CSR and trust in Islamic banking. Bugandwa *et al.* (2021) wrote that more evidence is required to determine how gender influences the relationship between CSR and people's

trust in banks. Consequently, this study will analyse the moderating effect of gender differences in CSR as it applies to Islamic banks in Somalia. The following hypothesis is posited to answer this question:

H6. Gender has a moderating effect on CSR and customers' trust in Islamic banks.

2.2 Empirical studies

On the other hand, the previous empirical studies conducted in the context of developing countries in Africa, particularly Somalia, have not concentrated on the role of gender in the nexus of CSR and customer's trust in Islamic banks. A study carried out in Somalia investigated the impact of brand loyalty and customer satisfaction on the quality of Islamic banking services provided there, as well as the mediating function that trust plays. According to a study that polled 370 consumers of Islamic banks in the Somalian towns of Mogadishu and Hargeisa, trust is a key factor in whether or not customers continue to use Islamic banking's various products (Barre *et al.*, 2023). Another study assessed the indices of business performance, such as turnover and profitability, and the variables that contributed to the success of these institutions to determine if the informal financial institutions in Somalia are successful. The study made use of an empirical survey in which information was gathered from both the owners and customers of Somalia's informal financial institutions. According to the study's findings, mutual trust is thought to play a crucial role in the development of Somalia's informal financial institutions (Nor, 2012). The research examined how social responsibility and corporate governance impacted the financial performance of banks in Mogadishu, Somalia. The results of the study show that corporate governance had a significant influence on the financial performance of the banks in Mogadishu, Somalia, whereas CSR had a nonsignificant impact (Abdulle, 2020). The study concentrated on how Islamic microfinance impacted small and medium-sized enterprises in Mogadishu. The survey concluded that one of the challenges for small company businesses is a lack of customer and bank trust (Abdi and Uluyol, 2022). Therefore, this study will fill this gap by investigating the link between CSR and the amount of trust customers have in Somali Islamic banks. Furthermore, gender plays a role in CSR activities.

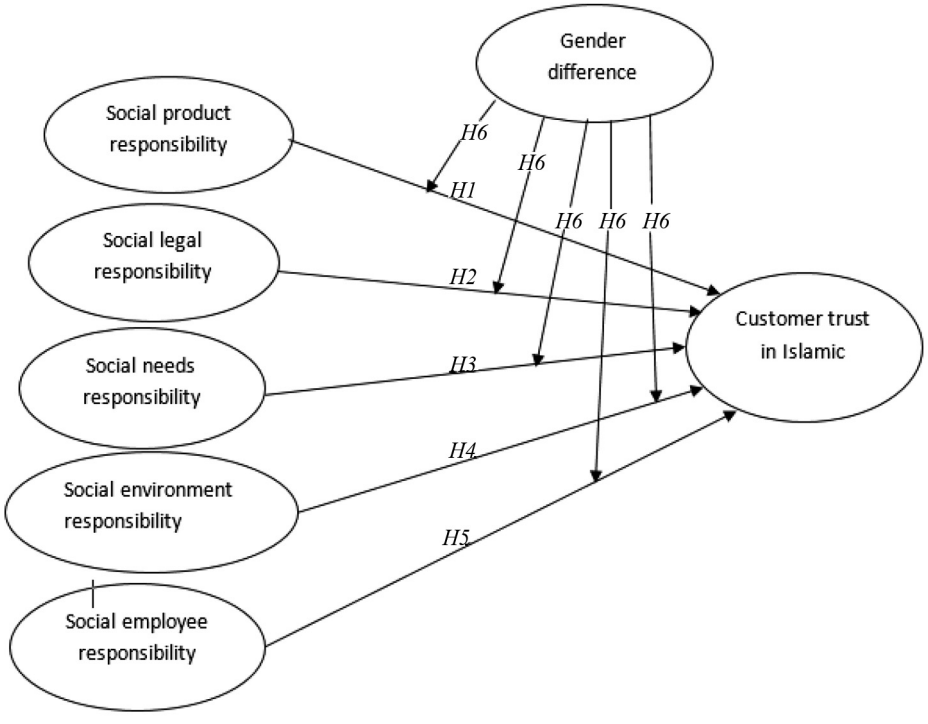
Empirical studies relating trust to CSR have combined research methodologies in which a generated index of CSR is meant to reflect the gauge of trust. Such a technique depends on interpretations of how various CSR dimensions affect institutional trust. Consequently, a significant contribution made by this study is its examination of how each CSR component affects trust. Gender plays a moderating role as it may lead to improved managerial strategies regarding CSR and generate more confidence in what a bank does (see Figure 1).

3. Methodology

3.1 Data collection process and sampling design

Using a designed questionnaire strategy, the research collected data from relevant people (Kelly, 2000), and this meant direct administration of the questionnaire to a bank's clients in Somalia. The study was only performed among clients who had used the bank's services for a minimum of one year, as they would have a greater understanding of the bank and be able to ascertain both CSR activities and trust. The survey was done within the bank's branches and head office. To prevent bias or being identified in their responses, participants were guaranteed that their comments would be kept completely confidential and anonymous (Podsakoff *et al.*, 2003). The first method was implemented after the study team received formal permission to use it with clients. In this manner, customers were kept informed while they awaited a service. If the formal authorisation was not granted, a second method was applied. Surveyors were stationed throughout the bank and met with clients after they had completed a transaction. From 10 February 2022 to 2 March 2022, a 20-day survey was conducted. The study team distributed 450 questionnaires, of which 410 were handed back after ongoing checking.

Figure 1 Framework of the study



Source: Created by authors

3.2 Measurement scale and variables

Previously validated scales were adapted to assess the primary construct of interest. We used five-point Likert scale measures that allowed responders to indicate how much they concur with the statement from 1 to 5, which signified "strongly disagree" and "strongly agree", respectively. This is because trust was used to gauge trustworthiness (Sirdeshmukh *et al.*, 2002). The constructs of CSR were measured using 13 items adopted from Bugandwa *et al.* (2021) and categorised into five themes: product responsibility, legal responsibility, social needs responsibility, environmental responsibility and employees' social responsibility. Specifically, we applied the SmartPLS3 software program that was devised by Ringle *et al.* (2015). An ethics committee reviewed the questionnaire, and it was subjected to a pre-test study before it was finalised. After designing the questionnaire, it was first tested in a pilot survey consisting of 40 clients from three banks to ensure the questions were valid, made sense and could be answered. The sample banks are selected based on a criterion of the biggest Islamic banks that operate in all regions in Somalia. According to the bank scope database, there are 13 full-fledged licensed Islamic banks in Somalia. For the sake of consistency in the research sample, Islamic banks that do not operate in all regions in Somalia are excluded.

3.3 Data analysis methods

The partial least squares-structural equation model (PLS-SEM) method was a good fit for this study and especially to validate the model since it is sophisticated enough to evaluate the projecting power of the model (Sarstedt *et al.*, 2017). PLS-SEM has been effectively

applied in other research done on the banking industry (Avkiran and Ringle, 2018; Avkiran *et al.*, 2018).

4. Results and data analysis

4.1 Descriptive statistics and correlation analysis

Descriptive statistics, according to Cooksey (2020), refer to the mean values of research variables as they apply to participants. These variables were subdivided into mean and standard deviation. According to Table 1, the mean and standard deviations were: social product responsibility (mean = 3.59, SD = 0.86), social legal responsibility (mean = 3.02, SD = 0.920), social needs responsibility (mean= 2.78, SD = 0.979), social environmental responsibility (mean = 2.61, SD = 0.962), employees' social responsibility (mean = 2.77, SD = 0.991), trust (mean = 3.87, SD = 0.598) and gender (mean = 1.35, SD = 0.477). The descriptive statistics reveal a high response rate because all of the variable's results are above average. In the inter-construct correlation study, Table 1 reveals that the correlation among social employees and social environment (0.699) is the largest but still achieves a level of acceptability as recommended by Cooksey (2020). As the values are under the rule of thumb, there is no multicollinearity concern (Hair *et al.*, 2017). Alternatively, the variance-inflated factor and tolerance were evaluated to investigate the inter-item correlations, revealing that correlation between all items is less than 5, following Tabachnick *et al.* (2013). Therefore, the correlation analysis reveals there is no problem.

4.2 Assessment of the measurement and structural model

This study was undertaken using a two-way methodology consisting of a measuring model and structural model analysis. Using these techniques, the measurement model helped to ascertain the model's validity and reliability. In contrast, the structural model was analysed using the bootstrap method.

4.3 Assessment of the measurement model

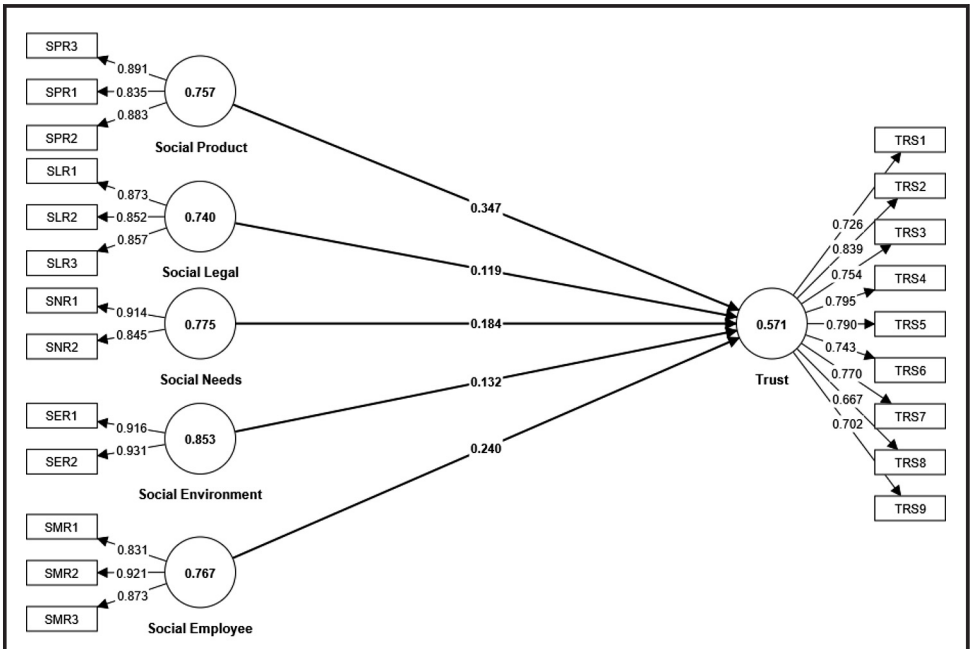
The measurement model was assessed using several parameters (Figure 2). Internal consistency reliability was inspected using Cronbach's alpha (CA) and composite reliability (CR). As shown in Table 2, they all exceeded the benchmark of 0.70 (Hair *et al.*, 2017), strongly suggesting acceptable reliability amongst the indicators. It is important to note here that in reflective measurement model, indicators must be interrelated to portray substantial outer loading values (Hair *et al.*, 2017). Convergent validity was evaluated by average variance extracted (AVE), which should be above 0.5; indicator loadings, which should be greater than 0.6; and CR, which should be above 0.70 (Hair *et al.*, 2017; Hair *et al.*, 2020). In this study, as shown in Table 2, convergent validity was achieved as all these thresholds were achieved.

Table 1 Correlation analysis and descriptive statistics

Constructs	*Mean*	*SD*	*SPR*	*SLR*	*SNR*	*SER*	*SMR*	*TRS*	*GDR*
Social product resp.	3.5951	0.8626	1						
Social legal resp.	3.0211	0.9207	0.364**	1					
Social Needs Resp.	2.7866	0.9797	0.241**	0.674**	1				
Social environ. resp.	2.6183	0.9626	0.244**	0.442**	0.517**	1			
Social employee resp.	2.7789	0.9911	0.314**	0.570**	0.510**	0.699**	1		
Trust	3.8721	0.5981	0.307**	0.155**	0.243**	0.137**	−0.011	1	
Gender	1.35	0.477	−0.007	−0.017	0.005	0.091	−0.021	0.220**	1

Notes: **0.01 threshold of significance for correlation (two-tailed)
Source: Created by authors

Figure 2 Illustration of the measurement model



Source: Created by authors

Table 2 Synopsis of the measurement model

Constructs	*Items*	*Loadings*	*Cronbach's alpha*	*Composite reliability*	*AVE*
Social environment	SER1	0.916	0.854	0.908	0.767
	SER2	0.931			
Social legal	SLR1	0.873	0.827	0.895	0.740
	SLR2	0.852			
	SLR3	0.857			
Social employee	SMR1	0.831			
	SMR2	0.921			
	SMR3	0.873			
Social needs	SNR1	0.914	0.715	0.873	0.775
	SNR2	0.845			
Social product	SPR1	0.835	0.839	0.903	0.757
	SPR2	0.883			
	SPR3	0.891			
Trust	TRS1	0.726	0.907	0.923	0.571
	TRS2	0.839			
	TRS3	0.754			
	TRS4	0.795			
	TRS5	0.790			
	TRS6	0.743			
	TRS7	0.770			
	TRS8	0.667			
	TRS9	0.702			

Source: Created by authors

4.4 Discriminant validity

According to Ab Hamid *et al.* (2017), discriminant validity refers to the level to which constructions vary from one another. Due to its great sensitivity in detecting correlation concerns, the heterotrait-monotrait (HTMT) ratio was used to evaluate the discriminant

validity (Voorhees *et al.*, 2016). The HTMT rule of thumb value is 0.90. Thus, if the HTMT value is less than 0.90, then there is no correlation issue. Table 3 reveals that the total correlations amongst all the variables were lower than the threshold. This confirmed there was adequate discriminant validity.

4.5 Assessment of model fit

This paper uses model fit to evaluate the model's overall validity based on three factors. This consists of the standardised root mean square residual (SRMR) Chi-square, as well as the normed fit index (NFI). According to Hair *et al.* (2020), the threshold value is 0.080, whereas SRMR levels for the saturated and estimated models are 0.075 and 0.075, respectively. The NFI value for both the saturated and appraised models amounts to 0.727, which is close to the benchmark value of 0.90, thus demonstrating a superior match. Additionally, the Chi-square values for the saturated model and the predictable model are 1196.69 and 1196.69, respectively. The findings confirm that the model meets the requirements for conducting this research, as indicated in Table 4 below.

4.6 Assessment of the structural model

The structural model may be used to test our hypotheses if the measurement model is acceptable. To examine the structural model, Stone-Q^2, Geisser's coefficient of determination (R^2) and path coefficients were used. These were obtained using the PLS-SEM method based on SmartPLS 4. Following Streukens and Leroi-Werelds' (2016) recommendation for the PLS-SEM context, the boot-strapping method was carried out using 10,000 randomly generated sub-samples to increase the degree of accuracy. This was done to assess the statistical significance of the route coefficients. The model fits the data well in the SRMR, with a value of 0.073, below the cutoff of 0.08 (Henseler, 2017; Hu and Bentler, 1998). Last but not least, the R^2 coefficients show that the modelled constructs explain a significant portion of trust variance, which is at a reasonable level considerably of 0.21 (Cohen, 1992). The value of Q^2 is 0.28, indicating that the model has predictive relevance.

Table 3 Heterotrait–monotrait (HTMT) ratio

Constructs	*Social employee*	*Social environment*	*Social legal*	*Social needs*	*Social product*	*Trust*
Social employee						
Social environment	0.831					
Social legal	0.672	0.534				
Social needs	0.649	0.672	0.872			
Social product	0.373	0.293	0.438	0.311		
Trust	0.175	0.230	0.308	0.330	0.423	

Source: Created by authors

Table 4 Assessment of model fit

Criterias	*Saturated model*	*Estimated model*
SRMR	0.075	0.075
d_ULS	1.172	1.172
d_G	0.493	0.493
Chi-Square	1,196.691	1,196.691
NFI	0.727	0.727

Source: Created by authors

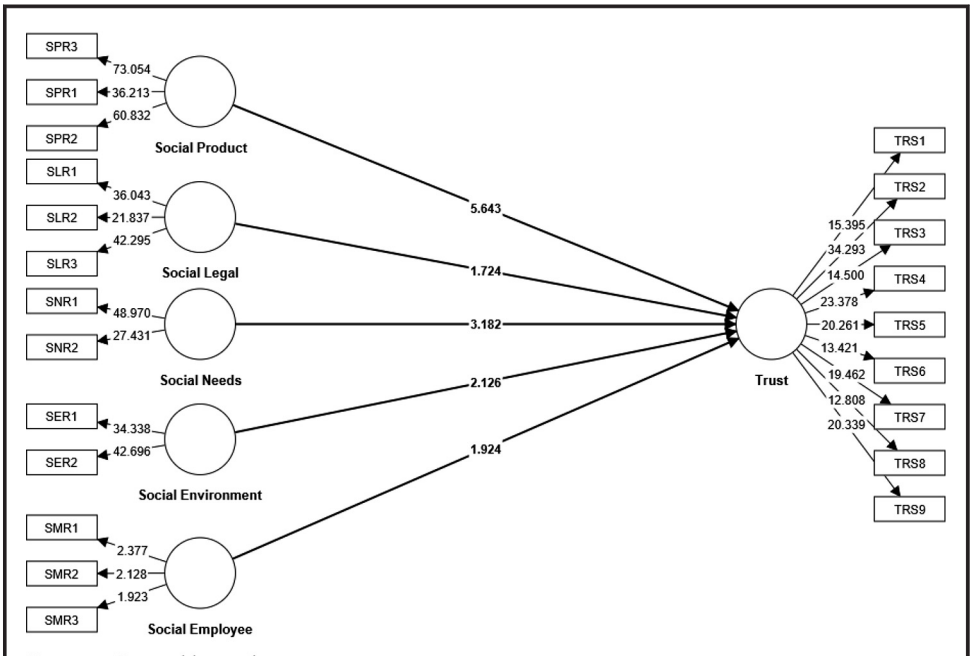
Table 5 showed that the path coefficients (β) and *t*-value for the direct influence. It should be noted that all the direct hypotheses tested in this study were significant, and hence, supported. Specifically, hypothesis *H1* demonstrates that social product responsibility is significantly associated with trust in Islamic banks in Somalia ($\beta = 0.347$; $t = 5.643$; $p = <$ 0.01). The hypothesis is therefore supported. The outcome for hypothesis *H2* indicates that social legal responsibility has a significant association with trust in Islamic banks in Somalia ($\beta = 0.119$; $t = 1.72$; $p = 0.044$). It is also highlighted that this link may be influenced by other variables. Furthermore, hypothesis *H3* anticipated that social need responsibility is positively associated with trust in Somalia's Islamic banks. The outcome (Table 5, Figure 3) demonstrated that social need responsibility had a significant link with trust in Islamic banks ($\beta = 0.184$, $t = 3.182$, $p \leq 0.01$), hence confirming the hypothesis supported. Regarding the influence of social environment responsibility on trust in Islamic banks in Somalia, the results (Table 5, Figure 3) suggested a significant association between social environment responsibility and trust in Islamic banks ($\beta = 0.132$, $t = 2.126$, $p = 0.018$). Thus, *H4* hypothesis was also supported. Likewise, Hypothesis *H5* anticipated that employees' social responsibility is positively associated with trust in Somalia's Islamic banks. As illustrated in Table 5, there was a significant positive association between employees' social responsibility and trust in Islamic banks in Somalia ($\beta = 0.240$, $t = 1.924$, $p = 0.029$),

Table 5 The outcome of the structural model

Hypothesis path	*Coef.*	*SE*	*t-value*	*p-value*	*LLCI*	*ULCI*	*Decision*
Social product → trust	0.347	0.062	5.643	0.000	0.217	0.423	Supported
Social legal → trust	0.119	0.069	1.724	0.044	0.016	0.208	Supported
Social needs → trust	0.184	0.058	3.182	0.001	0.098	0.282	Supported
Social environment → trust	0.132	0.062	2.126	0.018	0.053	0.238	Supported
Social employee → trust	0.240	0.125	1.924	0.029	0.137	0.335	Supported

Source: Created by authors

Figure 3 Structural model



Source: Created by authors

meaning that this particular hypothesis is supported. Therefore, all variables of CSR activities proved to be influential in determining the trustworthiness of its Islamic banks in Somalia.

4.7 Moderating analysis

After assessing the direct impact of this study, the indirect influence was analysed by using gender as a moderator of the relationship between CSR activities and trust in Islamic banks in Somalia. As shown in Figures 4 and 5, as an outcome of this interaction, the R^2 improved from 21% to 31%.

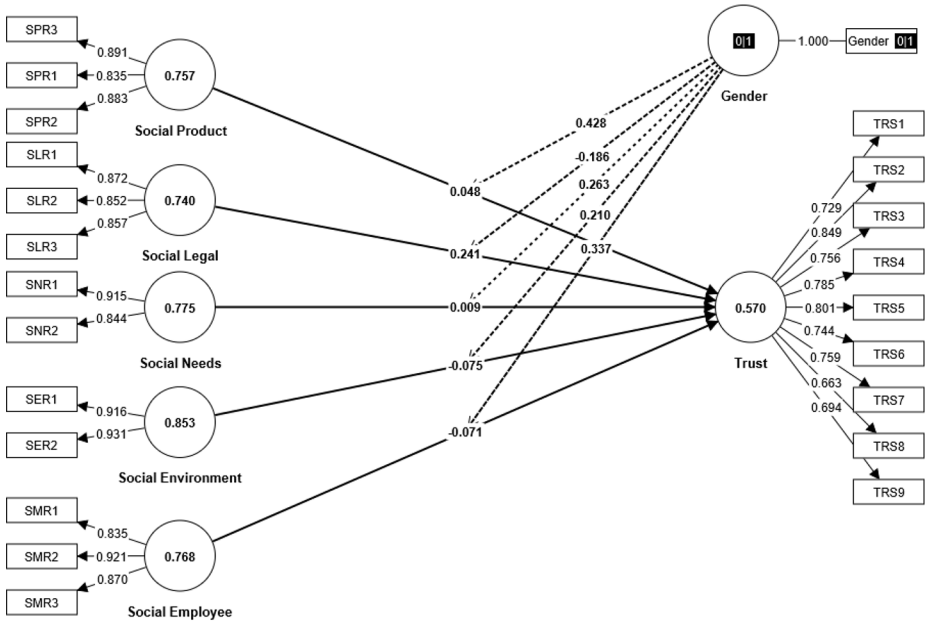
The findings reported in Table 6 suggest gender moderates the association between CSR activities and Islamic banks' trustworthiness in Somalia. As shown by the data, this indicates that gender does to some extent affect the perception of CSR operations and people's confidence in Islamic banks in Somalia. Specifically, gender moderates the link between social product and trust ($\beta = 0.428$, $t = 4.107$, $p = <0.001$), social need and trust ($\beta = 0.263$, $t = 2.150$, $p = 0.017$), social environment and trust ($\beta = 0.210$, $t = 2.116$, $p = 0.018$) and social employee responsibility and trust ($\beta = 0.337$, $t = 2.466$, $p = 0.008$). However, only social legal responsibility was unaffected by gender in Somalia regarding clients' trust in Islamic banks ($\beta = -0.186$, $t = 1.406$, $p = 0.081$).

All the significant interactions were plotted in the interaction plot (Figure 6), as recommended by Dawson (2014). Considering the steepness of the gradient, the figures indicated that gender played a significant role in influencing these relationship.

5. Findings and discussions

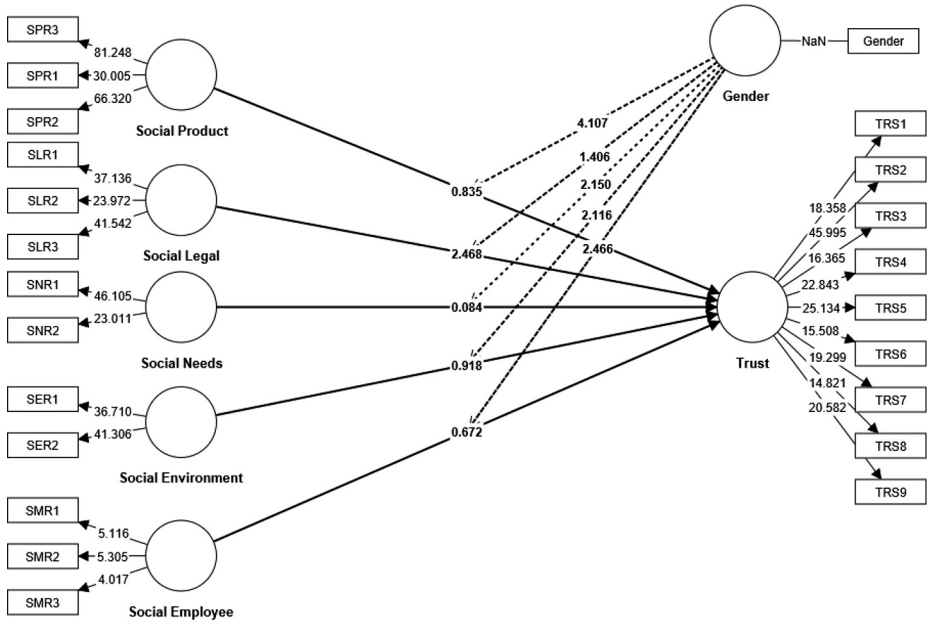
Based on the analysis undertaken in this study, the results show that the model satisfies the criteria established here. Trust in Islamic banks in Somalia is significantly and positively

Figure 4 Moderating effect (PLS algorithm)



Source: Created by authors

Figure 5 Moderating effect (bootstrapping)



Source: Created by authors

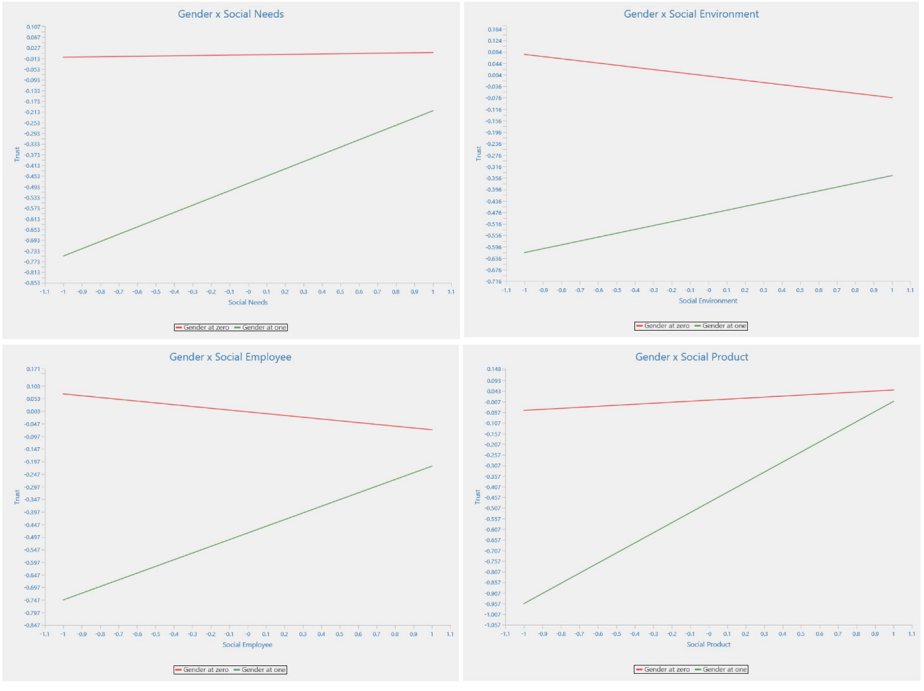
Table 6 Results of the moderating effect of gender

Relationships	*Coef.*	*SE*	*t-value*	*p-value*	*Confidence intervals* *LLCI*	*ULCI*	*Decision*
Gender × social environment → trust	0.210	0.099	2.116	0.018	0.051	0.343	Supported
Gender × social product → trust	0.428	0.104	4.107	0.000	0.297	0.594	Supported
Gender × social legal → trust	−0.186	0.132	1.406	0.081	−0.392	−0.001	Not supported
Gender × social employee → trust	0.337	0.137	2.466	0.008	0.145	0.516	Supported
Gender × social needs → trust	0.263	0.122	2.150	0.017	0.068	0.468	Supported

Source: Created by authors

related to social product responsibility. This was in line with earlier research like Bugandwa *et al.* (2021), who discovered that social product responsibility had a positive and significant influence on clients' trust. Banks that create and offer a variety of products anchored in social responsibility are more likely to inspire customers' trust and confidence. In addition, the outcomes displayed a significant and positive link between social legal responsibility and trust in Islamic banks. This outcome is in line with work by Choi and La (2013) which highlighted the importance of social legal responsibility and how it affects bank customers' trust. This illustrates how users' confidence would rise when banks abide by their own rules and those of the nation's government. Furthermore, as predicted by the hypotheses, a positive relationship between social needs responsibility and trust in Somalia's Islamic banks was discovered. Our findings corroborated earlier findings like those of Bugandwa *et al.* (2021) and Kang and Hustvedt (2014), who observed that the fulfilment of social demands has been shown to have a positive and significant influence on client trust in the banking industry. It was also emphasised that it is effective to use positive assessment to change customers' perceptions, which also increases their trust in a bank. As our hypotheses further predicted, employees' social responsibility is positively related to

Figure 6 Moderating graphs



Source: Created by authors

trust in the Islamic banks, which echoes other research by Choi and La (2013), McShane and Cunningham (2012) and Bugandwa *et al.* (2021). They discovered that workers' social responsibilities improve customers' trust in the banking industry positively and significantly. By investing more in employees' responsibilities, a corporation greatly improves customer trust in its business in a socially acceptable way.

However, our research further showed a connection between social environmental responsibility and consumer trust in Islamic banks in Somalia. This finding is in agreement with the work of Orlitzky *et al.* (2011) and Barron (2001), which found that the financial institution with the highest level of trust is the one that promotes care for the environment. This relationship is facilitated by the compatibility of Islamic banking practises with Somali consumers' beliefs, such as disclosing environmental impact assessments, the establishment of openness and accountability, the improvement of reputation and the power of word-of-mouth marketing. Islamic banks will probably see an increase in consumer trust as they continue to put social environmental responsibility first, which will encourage long-term relationships and sustainable growth in the financial sector. It is also important to note that Somalia is prone to devastating weather conditions and precarious climate that, at times, can devastate some of the most crucial sectors, such as livestock and agriculture. It is a country routinely beset by either extreme drought or floods, leading to famine and much infrastructure dislocation. Thus, the country's financial institutions should feel obligated to finance environment-related operations with or without any form of government assistance and collaboration.

Our findings on the moderating influence of gender show that its differences attenuate the association between social product and trust, social need and trust, social environment and trust and employees' social responsibility and trust. However, only social legal duties were unaffected by gender variations in Somalia regarding clients' faith in Islamic banks. This

means that clients have little faith that Islamic financial institutions in Somalia will adhere to both protective and non-protective laws pertaining to banking. Social legal duties include adherence to Shariah principles, obedience to ethical standards and compliance with legal requirements. Thus, this particular finding could imply that Somali customers, of either gender, view these duties as essential elements of Islamic banking without noticing any appreciable distinctions. Prior studies have investigated the effect of CSR activities on client trust in Islamic banks (Shin and Thai, 2015; Japutra *et al.*, 2016; Kang and Hustvedt, 2014; Bugandwa *et al.*, 2021). For instance, according to Shin and Thai (2015) and Japutra *et al.* (2016), CSR efforts promote financial well-being, eco-friendly initiatives which influence consumer buying behaviour and build customer trust in finance and banking organisations, while social legal duty is vital and increases bank clients' trust. Social product accountability has a good and large effect on client trust (Bugandwa *et al.*, 2021), and socially responsible companies will benefit stakeholders and increase client trust (Kang and Hustvedt, 2014). Therefore, it is evident from the study, findings that gender disparities moderate the association between CSR activities and trust in Somalia's Islamic banks. Consequently, this study helps to strengthen the currently weak theoretical framework in CSR operations and provides a guide for comprehending what trust in Islamic banks in Somalia and abroad looks like. Lastly, this study's synthesis expands our understanding of CSR activities and contributes to the current literature on this subject. This work serves as a foundation for future research and invites more academic arguments to further refine the proposed hypotheses and how they can be evaluated in developing economies.

The banking industry in Somalia and other developing nations is recommended to invest heavily in CSR activities and meet the needs and expectations of their customers. Receptive banks can do more than just offer formal services and should help impoverished clients through charitable or philanthropic initiatives. The role of banks in reducing poverty in underdeveloped countries is to function as an economic and social development agent. They should be doing more to assist their consumers of services and the wider population if they want to gain a great level of trust and confidence. Trust underpins banking services. Customers will not continue with transactions with their bank if they cannot deliver what people want.

Investing in CSR will boost banks' reputations in developing nations, especially Somalia. In post-conflict Somalia, where public faith in the banking system has plummeted in recent times, the government must find some way to devise measures to alleviate this scepticism about banks so that customers trust their services. In a nation with harsh and repeated drought seasons, starvation and political/economic insecurity, responsible bank actions, including planting trees, ensuring water supplies on a massive scale and being involved in environmental awareness programmes, are essential. Access to loans must be simplified so that people can safeguard their properties or lands. This requires a large-scale and real commitment of Somalia's Islamic banks to social responsibility and requires an overhaul of both the tax system and preventing unfair competition. It can also be achieved through the bank's unique attention to its products and services, such as guaranteeing clients the right to withdraw their money at any time (savings security) and properly clarifying lending and borrowing restrictions. Social responsibility requires banks to embrace customer-focused social strategies by offering affordable healthcare and education loans. The bank should also strive to meet its workers' needs, such as a safe working environment, good pay and training as needed. Banks must convey their socially responsible operations convincingly to the public if their business is to survive as a trusted brand. Communication about the achievements of the banks' CSR programmes can be done through social media channels such as Facebook and Twitter, which will demonstrate the level of commitment that banks have to important issues.

Lastly, it is suggested that bank managers and policymakers focus on building relationships with various stakeholders throughout Somalia. One of the primary characteristics of bank trust is each bank's engagement with local players, including the government, big enterprises and other banks (stakeholder orientation), but this must be compatible with

people's trust and what they want from CSR initiatives. This means the banks can only acquire customers' trust if and when they invest in community projects. Banks could form strategic agreements with microfinance institutions to expand financial inclusion. This would lessen end-of-month bank line-ups, boost customers' perceptions of a bank's sense of fair play and compassion and strengthen the bank's collaboration with other economic stakeholders in the community.

7. Conclusions

CSR in the banking sector increases client trust and usage. CSR enables banks to preserve their social and economic standing, their legitimacy and their sustainability. Hence, it is essential to boost CSR efforts to increase clients' confidence in Islamic banks in Somalia and other developing nations. This research looked at the influence of CSR efforts on customers' trust in Islamic banks, as well as the moderating effect of gender on trust. This study found that social product responsibility, social legal responsibility, social need responsibility, social environment responsibility and employees' social responsibility are positively associated with customers' confidence in Somalia's Islamic banks. On the other hand, gender variations modified the interaction between social product, social need and employees' social responsibility and social environment responsibility regarding trust. Nevertheless, only social legal duty did not moderate gender in Somalia when it came to having trust in Islamic banks. This discovery is particularly significant because it occurred in a developing nation where research on CSR and trust is scarce. Banks that focus on delivering all CSR obligations to consumers and society at large usually offer customer-focused services and products, which can ensure the success of a market-oriented management style. In this way, they can address clients' requirements and improve their overall economic and social well-being.

7.1 Theoretical implications

This study expands upon stakeholder and exchange theories within the realm of theoretical implications. In this way, fill the knowledge gap by trying to enhance our understanding of the relationship between the CSR initiatives and trust among customers of Islamic banking in Somalia, a developing sub-Saharan African nation. It is worth noting that CSR applications are relatively scarce in this particular context. Therefore, the use of stakeholder theory provides valuable insights into the strategies that Islamic banks might use to enhance their interactions with diverse stakeholders, such as consumers, to cultivate trust by means of CSR initiatives. Moreover, the utilisation of exchange theory aids in conceptualising trust as a mutually beneficial association between financial institutions and clientele, emphasising the significance of CSR in cultivating this trust.

One notable addition of this study is its investigation of the specific effects of different components of CSR, such as social products, social legal, social needs, social environment and employees' social responsibility, on customers' trust. The meticulous examination of data aids both managers and researchers in grasping the particular dimensions of CSR that exert the greatest impact on trust. Moreover, through the investigation of the moderating influence of gender, this research expands our understanding of the impact of social variables on trust dynamics within the banking industry. The expansion of stakeholder and exchange theories not only broadens their scope of application but also presents new opportunities for future research. Subsequent inquiries could potentially examine additional moderating factors, such as age or educational attainment, to offer a more all-encompassing perspective on the process of trust formation within this particular setting. Thus, the findings of this study have potential implications for other industries and explore how similar ideas and theories could be adapted or applied in diverse organisational contexts.

7.2 Practical implications

This study has two main practical implications. Firstly, it offers valuable information to policymakers who are involved in decision-making processes. Secondly, it provides actionable insights specifically tailored for Islamic banking institutions that are functioning within the context of Somalia.

The empirical evidence presented in the study reveals a definitive correlation between CSR initiatives and the level of trust exhibited by customers in the Islamic banking sector in Somalia. This finding holds significant implications for policymakers. The above statement emphasises the need to formulate policy interventions that are informed by accurate information and are in accordance with the genuine demands and preferences of customers. Policymakers have the potential to facilitate the engagement of Islamic banks in socially responsible activities that truly benefit society by customising legislation to promote CSR projects that align with the values and preferences of the local community. The synchronisation of policy and practise would enable banks to enhance their ability to establish confidence, creating a favourable atmosphere for both financial institutions and their clientele.

This study provides various practical insights that Islamic banking institutions in Somalia can extract. The study highlights the significant influence that Islamic banks can exert on clients' daily lives and their commitment to Islamic principles. Therefore, it is imperative for banks to recognise their role not only as providers of financial services but also as contributors to the overall welfare of their clients and the community. Furthermore, the study suggests that allocating resources towards socially responsible initiatives yields benefits in the form of increased customer loyalty and trust. Therefore, it is imperative for bank management to properly spend resources to provide support for programmes that showcase a strong dedication to the broader community. Developing and cultivating strong, enduring relationships with consumers is of utmost importance, as this will enhance trust and foster loyalty in the long run.

7.3 Limitations and scope of future research

The research has certain limitations. This study focuses on the banking sector; thus, similar theoretical frameworks and concepts could be applied to different industries such as retail or service. The participants are restricted to users of Islamic banks in Somalia. Thus, future studies should involve a large number of Islamic finance and banking industry stakeholders with larger samples. This could result in more precise and accurate outcomes, and if a comparison with other regions or countries is made. Additional moderator variables, such as level of education, age and income, should be considered in future research. Furthermore, other studies should determine the group-specific differences using the multigroup analysis. Despite the data being gathered by a questionnaire survey, it would have been more comprehensive if interviews were also conducted so that qualitative data was added to the quantitative set of answers. Adopting alternative methods or combining them will provide much more complete evidence that the results are valid. In addition, using other methods and software's apart from SEM and SMART-PLS should be used by future studies. The study also suggests that future studies should conduct longitudinal research, where the data will be collected at different points in time.

Acknowledgments

Funding: The authors received no funding for this work.

Author contributions/CRediT author statement: Mohamud Said Yusuf: Roles/Writing – original draft, conceptualization; data collection; investigation; methodology; formal analysis; Khadar Ahmed Dirie: Roles/Writing – original draft, formal analysis; validation; Md. Mahmudul Alam:

Roles/Writing – review & editing; conceptualization; methodology; supervision; Isyaku Salisu: Analysis and remodelling.

Declarations of interest: none.

Availability of data and material: The authors confirm that the data supporting the findings of this study are available on request.

Ethical consideration: The authors understand the Ethical Guidelines and adhere to all the statements regarding Ethics in Publishing of Emerald. The authors also confirm that the paper is not submitted or under review in any other journal.

Disclaimer: The views and opinions expressed in this article are those of the authors and do not necessarily reflect the official policy or position of any affiliated agency of the authors.

References

Ab Hamid, M.R., Sami, W. and Sidek, M.M. (2017), "Discriminant validity assessment: use of Fornell and Larcker criterion versus HT MT criterion", *Journal of Physics: Conference Series*, IOP Publishing, Vol. 890 No. 1, p. 12163.

Abdelmoety, Z.H., Aboul-Dahab, S. and Agag, G. (2022), "A cross cultural investigation of retailers commitment to CSR and customer citizenship behaviour: the role of ethical standard and value relevance", *Journal of Retailing and Consumer Services*, Vol. 64, p. 102796, doi: 10.1016/j.jretconser.2021.102796.

Abdi, A.M. and Uluyol, B. (2022), "The impact of Islamic microfinance on small and medium enterprises (SMEs) in Somalia", 16. Uluslararası Bilgi, Ekonomi ve Yönetim Kongresi/16th International Conference on Knowledge, Economy and Management. MİM Danışmanlık, Eğitim ve Yayıncılık.

Abdulle, A.K. (2020), "Corporate governance and social responsibility in banking-case study Mogadishu-Somalia", Master's thesis, Finans Enstitüsü.

Abu Zayyad, H.M., Obeidat, Z.M., Alshurideh, M.T., Abuhashesh, M., Maqableh, M. and Masa'deh, R.E. (2021), "Corporate social responsibility and patronage intentions: the mediating effect of brand credibility", *Journal of Marketing Communications*, Vol. 27 No. 5, pp. 510-533.

Aguinis, H. and Glavas, A. (2012), "What We know and don't know about corporate social responsibility: a review and research agenda", *Journal of Management*, Vol. 38 No. 4, pp. 932-968, doi: 10.1177/0149206311436079.

Ahmad, Z., Chao, L., Chao, W., Iqbal, W., Muhammad, S. and Ahmed, S. (2022), "Assessing the performance of sustainable entrepreneurship and environmental corporate social responsibility: revisited environmental nexus from business firms", *Environmental Science and Pollution Research*, Vol. 29 No. 15, pp. 1-14.

Ajina, A.S., Roy, S., Nguyen, B., Japutra, A. and Al-Hajla, A.H. (2020), "Enhancing brand value using corporate social responsibility initiatives: evidence from financial services brands in Saudi Arabia", *Qualitative Market Research: An International Journal*, Vol. 23 No. 4, pp. 575-602, doi: 10.1108/QMR-11-2017-0145.

AlAjmi, J., Buallay, A. and Saudagaran, S. (2023), "Corporate social responsibility disclosure and banks' performance: the role of economic performance and institutional quality", *International Journal of Social Economics*, Vol. 50 No. 3, pp. 359-376, doi: 10.1108/IJSE-11-2020-0757.

Alam, M.M., Hassan, S. and Said, J. (2015), "Performance of Islamic microcredit in perspective of maqasid Al-Shariah: a case study on amanah ikhtiar Malaysia", *Humanomics*, Vol. 31 No. 4, pp. 374-384, doi: 10.1108/H-12-2014-0072.

Ali, M., Mehfooz Khan, S., Puah, C.-H., Mubarik, M.S. and Ashfaq, M. (2023), "Does stakeholder pressure matter in Islamic banks' corporate social responsibility and financial performance?", *International Journal of Ethics and Systems*, Vol. 39 No. 2, pp. 236-263, doi: 10.1108/IJOES-10-2021-0183.

Aljarah, A., Emeagwali, L., Ibrahim, B. and Ababneh, B. (2020), "Does corporate social responsibility really increase customer relationship quality? A meta-analytic review", *Social Responsibility Journal*, Vol. 16 No. 1, pp. 28-49, doi: 10.1108/SRJ-08-2018-0205.

Alonso-Almeida, M.M. (2013), "Environmental management in tourism: students' perceptions and managerial practice in restaurants from a gender perspective", *Journal of Cleaner Production*, Vol. 60, pp. 201-207, doi: 10.1016/j.jclepro.2012.11.034.

Amran, A., Fauzi, H., Purwanto, Y., Darus, F., Yusoff, H., Zain, M.M., Naim, D.M.A. and Nejati, M. (2017), "Social responsibility disclosure in Islamic banks: a comparative study of Indonesia and Malaysia", *Journal of Financial Reporting and Accounting*, Vol. 15 No. 1, pp. 99-115, doi: 10.1108/JFRA-01-2015-0016.

Aouina Mejri, C. and Bhatli, D. (2014), "CSR: consumer responses to the social quality of private labels", *Journal of Retailing and Consumer Services*, Vol. 21 No. 3, pp. 357-363, doi: 10.1016/j.jretconser.2013.08.001.

Aribi, Z.A. and Arun, T. (2015), "Corporate social responsibility and Islamic financial institutions (IFIs): management perceptions from IFIs in Bahrain", *Journal of Business Ethics*, Vol. 129 No. 4, pp. 785-794, doi: 10.1007/s10551-014-2132-9.

Aupperle, K.E., Carroll, A.B. and Hatfield, J.D. (1985), "An empirical examination of the relationship between corporate social responsibility and profitability", *Academy of Management Journal*, Vol. 28 No. 2, pp. 446-463, available at: www.jstor.org/stable/pdf/256210.pdf

Avkiran, N.K. and Ringle, C.M. (Eds) (2018), "Partial least squares structural equation modeling: recent advances in banking and finance", *International Series in Operations Research & Management Science (ISOR)*, Springer, Cham, Vol. 267.

Avkiran, N.K., Ringle, C.M. and Low, R. (2018), "Monitoring transmission of systemic risk: application of partial least squares structural equation modeling in financial stress testing", *Journal of Risk*, Vol. 20 No. 5, pp. 83-115.

Awang, S.A., Muhammad, F., Borhan, J.T. and Mohamad, M.T. (2018), "The concept of charity in Islam: an analysis on the verses of quran and hadith", *Journal of Usuluddin*, Vol. 45 No. 1, pp. 141-172, doi: 10.22452/usuluddin.vol45no1.6.

Barauskaite, G. and Streimikiene, D. (2021), "Corporate social responsibility and financial performance of companies: the puzzle of concepts, definitions and assessment methods", *Corporate Social Responsibility and Environmental Management*, Vol. 28 No. 1, pp. 278-287.

Barre, G.M., Warsame, A.A., Hussein, H.A. and Mohamed, I.I. (2023), "Islamic banks' service quality in Somalia: customer loyalty, satisfaction, and the role of trust as a mediator", *Asian Economic and Financial Review*, Vol. 13 No. 5, pp. 320-337.

Belal, A.R., Abdelsalam, O. and Nizamee, S.S. (2015), "Ethical reporting in Islami bank Bangladesh limited (1983–2010)", *Journal of Business Ethics*, Vol. 129 No. 4, pp. 769-784, doi: 10.1007/s10551-014.2133–8.

Bögel, P.M. (2019), "Company reputation and its influence on consumer trust in response to ongoing CSR communication", *Journal of Marketing Communications*, Vol. 25 No. 2, pp. 115-136.

Brammer, S., Millington, A. and Rayton, B. (2007), "The contribution of corporate social responsibility to organizational commitment", *The International Journal of Human Resource Management*, Vol. 18 No. 10, pp. 1701-1719, doi: 10.1080/09585190701570866.

Bugandwa, T.C., Kanyurhi, E.B., Bugandwa Mungu Akonkwa, D. and Haguma Mushigo, B. (2021), "Linking corporate social responsibility to trust in the banking sector: exploring disaggregated relations", *International Journal of Bank Marketing*, Vol. 39 No. 4, pp. 592-617, doi: 10.1108/IJBM-04-2020-0209.

Calabrese, A., Costa, R. and Rosati, F. (2016), "Gender differences in customer expectations and perceptions of corporate social responsibility", *Journal of Cleaner Production*, Vol. 116, pp. 135-149, doi: 10.1016/j.jclepro.2015.12.100.

Carroll, A.B. (1991), "The pyramid of corporate social responsibility: toward the moral management of organizational stakeholders", *Business Horizons*, Vol. 34 No. 4, pp. 39-48.

Carroll, A.B. (1979), "A Three-Dimensional conceptual model of corporate performance", *The Academy of Management Review*, Vol. 4 No. 4, pp. 497-505, doi: 10.5465/amr.1979.4498296.

CEC (2001), "Green paper: promoting an European framework for corporate social responsibility", available at: http://europa.eu.int/comm/employment_social/soc-dial/csr.htm (accessed 4 April 2024).

Changchit, C., Klaus, T., Lonkani, R. and Sampet, J. (2020), "A cultural comparative study of mobile banking adoption factors", *Journal of Computer Information Systems*, Vol. 60 No. 5, pp. 484-494.

Choi, B. and La, S. (2013), "The impact of corporate social responsibility (CSR) and customer trust on the restoration of loyalty after service failure and recovery", *Journal of Services Marketing*, Vol. 27 No. 3, pp. 223-233.

Cohen, J. (1992), "Statistical power analysis", *Current Directions in Psychological Science*, Vol. 1 No. 3, pp. 98-101.

Cropanzano, R., Prehar, C.A. and Chen, P.Y. (2002), "Using social exchange theory to distinguish procedural from interactional justice", *Group & Organization Management*, Vol. 27 No. 3, pp. 324-351.

Dahlsrud, A. (2008), "How corporate social responsibility is defined: an analysis of 37 definitions", *Corporate Social Responsibility and Environmental Management*, Vol. 15 No. 1, pp. 1-13, doi: 10.1002/csr.132.

Darus, F., Fauzi, H., Purwanto, Y., Yusoff, H., Amran, A., Zain, M.M., Naim, D.M.A. and Nejati, M. (2014), "Social responsibility reporting of Islamic banks: evidence from Indonesia", *International Journal of Business Governance and Ethics*, Vol. 9 No. 4, p. 356, doi: 10.1504/IJBGE.2014.066275.

Dell'Atti, S., Trotta, A., Iannuzzi, A.P. and Demaria, F. (2017), "Corporate social responsibility engagement as a determinant of bank reputation: an empirical analysis", *Corporate Social Responsibility and Environmental Management*, Vol. 24 No. 6, pp. 589-605.

Dobers, P. and Halme, M. (2009), "Corporate social responsibility and developing countries", *Corporate Social Responsibility and Environmental Management*, Vol. 16 No. 5, pp. 237-249.

Donaldson, T. and Preston, L.E. (1995), "The stakeholder theory of the corporation: concepts, evidence, and implications", *The Academy of Management Review*, Vol. 20 No. 1, pp. 65-91, available at: www.jstor.org/stable/258887

Dorasamy, N. (2013), "Corporate social responsibility and ethical banking for developing economies", *Journal of Economics and Behavioral Studies*, Vol. 5 No. 11, pp. 777-785.

Dusuki, A.W. and Abdullah, N.I. (2007), "Why do Malaysian customers patronise Islamic banks?", *International Journal of Bank Marketing*, Vol. 25 No. 3, pp. 142-160, doi: 10.1108/02652320710739850.

Eells, R. and Walton, C. (1974), *Conceptual Foundations of Business*, 3rd ed., Irwin.

El Akremi, A., Gond, J.P., Swaen, V., De Roeck, K. and Igalens, J. (2018), "How do employees perceive corporate responsibility? Development and validation of a multidimensional corporate stakeholder responsibility scale", *Journal of Management*, Vol. 44 No. 2, pp. 619-657.

Elgadi, E. and Ghardallou, W. (2022), "Gender diversity, board of director's size and Islamic banks performance", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 15 No. 3, pp. 664-680, doi: 10.1108/IMEFM-09-2019-0397.

El-Halaby, S. and Hussainey, K. (2016), "Determinants of compliance with AAOIFI standards by Islamic banks", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 9 No. 1, pp. 143-168, doi: 10.1108/IMEFM-06-2015-0074.

Elias, R.F. (2004), "An examination of business students' perception of corporate social responsibilities before and after bankruptcies", *Journal of Business Ethics*, Vol. 52 No. 3, pp. 267-281.

Fatma, M. and Rahman, Z. (2016), "The CSR's influence on customer responses in Indian banking sector", *Journal of Retailing and Consumer Services*, Vol. 29, pp. 49-57.

Fatma, M., Rahman, Z. and Khan, I. (2014), "Multi-Item stakeholder based scale to measure CSR in the banking industry", *International Strategic Management Review*, Vol. 2 No. 1, pp. 9-20, doi: 10.1016/j.ism.2014.06.001.

Fatma, M., Rahman, Z. and Khan, I. (2015), "Building company reputation and brand equity through CSR: the mediating role of trust", *International Journal of Bank Marketing*, Vol. 33 No. 6, pp. 840-856.

Forcadell, F.J. and Aracil, E. (2017), "European banks' reputation for corporate social responsibility", *Corporate Social Responsibility and Environmental Management*, Vol. 24 No. 1, pp. 1-14.

Freeman, E. (1984), *Strategic Management: A Stakeholder Approach*, Pitman, Boston.

Freeman, R.E., Wicks, A.C. and Parmar, B. (2004), "Stakeholder theory and the corporate objective revisited", *Organization Science*, Vol. 15 No. 3, pp. 364-369.

Fulmer, C.A. and Gelfand, M.J. (2012), "At what level (and in whom) we trust: trust across multiple organizational levels", *Journal of Management*, Vol. 38 No. 4, pp. 1167-1230.

Gallardo-Vázquez, D. and Sanchez-Hernandez, M.I. (2014), "Measuring corporate social responsibility for competitive success at a regional level", *Journal of Cleaner Production*, Vol. 72, pp. 14-22.

Gangi, F., Meles, A., D'Angelo, E. and Daniele, L.M. (2019), "Sustainable development and corporate governance in the financial system: are environmentally friendly banks less risky?", *Corporate Social Responsibility and Environmental Management*, Vol. 26 No. 3, pp. 529-547.

Ghardallou, W. (2022), "Corporate sustainability and firm performance: the moderating role of CEO education and tenure", *Sustainability*, Vol. 14 No. 6, p. 3513, doi: 10.3390/su14063513.

Ghardallou, W. and Alessa, N. (2022), "Corporate social responsibility and firm performance in GCC countries: a panel smooth transition regression model", *Sustainability*, Vol. 14 No. 13, p. 7908, doi: 10.3390/su14137908.

Goll, I. and Rasheed, A.A. (2004), "The moderating effect of environmental munificence and dynamism on the relationship between discretionary social responsibility and firm performance", *Journal of Business Ethics*, Vol. 49 No. 1, pp. 41-54, doi: 10.1023/B:BUSI.0000013862.14941.4e.

Hair, J.F. Jr., Howard, M.C. and Nitzl, C. (2020), "Assessing measurement model quality in PLS-SEM using confirmatory composite analysis", *Journal of Business Research*, Vol. 109, pp. 101-110.

Hair, J.F. Jr., Matthews, L.M., Matthews, R.L. and Sarstedt, M. (2017), "PLS-SEM or CB-SEM: updated guidelines on which method to use", *International Journal of Multivariate Data Analysis*, Vol. 1 No. 2, pp. 107-123.

Haniffa, R. and Hudaib, M. (2007), "Exploring the ethical identity of Islamic banks via communication in annual reports", *Journal of Business Ethics*, Vol. 76 No. 1, pp. 97-116, doi: 10.1007/s10551-006-9272-5.

Hassan, M.K., Rabbani, M.R., Brodmann, J., Bashar, A. and Grewal, H. (2023), "Bibliometric and scientometric analysis on CSR practices in the banking sector", *Review of Financial Economics*, Vol. 41 No. 2, pp. 177-196.

Henseler, J. (2017), "Partial least squares path modeling", *Advanced Methods for Modeling Markets*, Springer, Cham, pp. 361-381.

Hu, L.T. and Bentler, P.M. (1998), "Fit indices in covariance structure modeling: sensitivity to underparameterized model misspecification", *Psychological Methods*, Vol. 3 No. 4, p. 424.

Hur, W.M., Moon, T.W. and Kim, H. (2020), "When and how does customer engagement in CSR initiatives lead to greater CSR participation? The role of CSR credibility and customer–company identification", *Corporate Social Responsibility and Environmental Management*, Vol. 27 No. 4, pp. 1878-1891.

Hussien, M.E., Alam, M.M., Murad, M.W. and Wahid, A.N.M. (2019), "The performance of Islamic banks during the 2008 global financial crisis: evidence from the Gulf cooperation council countries", *Journal of Islamic Accounting and Business Research*, Vol. 10 No. 3, pp. 407-420, doi: 10.1108/JIABR-01-2017-0011.

Japutra, A., Ekinci, Y. and Simkin, L. (2016), "Tie the knot: building stronger consumers' attachment toward a brand", *Journal of Strategic Marketing*, Vol. 26 No. 3, pp. 1-18.

Jones III, R.J., Reilly, T.M., Cox, M.Z. and Cole, B.M. (2017), "Gender makes a difference: investigating consumer purchasing behavior and attitudes toward corporate social responsibility policies", *Corporate Social Responsibility and Environmental Management*, Vol. 24 No. 2, pp. 133-144.

Jurevičienė, D. and Skvarciany, V. (2013), "Satisfaction of small and medium-sized companies with the policy of banks", *Intellectual Economics*, Vol. 7 No. 4, pp. 486-496.

Kabir, M.A. and Chowdhury, S.S. (2023), "Empirical analysis of the corporate social responsibility and financial performance causal nexus: evidence from the banking sector of Bangladesh", *Asia Pacific Management Review*, Vol. 28 No. 1, pp. 1-12, doi: 10.1016/j.apmrv.2022.01.003.

Kang, J. and Hustvedt, G. (2014), "Building trust between consumers and corporations: the role of consumer perceptions of transparency and social responsibility", *Journal of Business Ethics*, Vol. 125 No. 2, pp. 253-265.

Kartika, T., Firdaus, A. and Najib, M. (2020), "Contrasting the drivers of customer loyalty; financing and depositor customer, single and dual customer, in Indonesian Islamic bank", *Journal of Islamic Marketing*, Vol. 11 No. 4, pp. 933-959, doi: 10.1108/JIMA-04-2017-0040.

Kelly, P. (2000), "Questionnaire design, printing, and distribution", *Government Information Quarterly*, Vol. 17 No. 2, pp. 147-159.

Laguir, I., Stekelorum, R., Laguir, L. and Staglianò, R. (2021), "Managing corporate social responsibility in the bank sector: a fuzzy and disaggregated approach", *Corporate Social Responsibility and Environmental Management*, Vol. 28 No. 4, pp. 1324-1334.

Li, Y., Chen, R. and Xiang, E. (2022), "Corporate social responsibility, green financial system guidelines, and cost of debt financing: evidence from pollution-intensive industries in China", *Corporate Social Responsibility and Environmental Management*, Vol. 29 No. 3, pp. 593-608.

Lichtenstein, D.R., Drumwright, M.E. and Braig, B.M. (2004), "The effect of corporate social responsibility on customer donations to corporate-supported nonprofits", *Journal of Marketing*, Vol. 68 No. 4, pp. 16-32, doi: 10.1509/jmkg.68.4.16.42726.

Lu, J., Liang, M., Zhang, C., Rong, D., Guan, H., Mazeikaite, K. and Streimikis, J. (2021), "Assessment of corporate social responsibility by addressing sustainable development goals", *Corporate Social Responsibility and Environmental Management*, Vol. 28 No. 2, pp. 686-703.

Luchs, M.G., Naylor, R.W., Irwin, J.R. and Raghunathan, R. (2010), "The sustainability liability: potential negative effects of ethicality on product preference", *Journal of Marketing*, Vol. 74 No. 5, pp. 18-31.

McShane, L. and Cunningham, P. (2012), "To Thine own self be true? Employees' judgments of the authenticity of their organization's corporate social responsibility program", *Journal of Business Ethics*, Vol. 108 No. 1, pp. 81-100.

Maignan, I. (2001), "Consumers' perceptions of corporate social responsibilities: a cross-cultural comparison", *Journal of Business Ethics*, Vol. 30 No. 1, pp. 57-72, doi: 10.1023/A:1006433928640.

Maignan, I. and Ferrell, O.C. (2000), "Measuring corporate citizenship in two countries: the case of the United States and France", *Journal of Business Ethics*, Vol. 23 No. 3, pp. 283-297.

Malaquias, R.F. and Hwang, Y. (2016), "An empirical study on trust in mobile banking: a developing country perspective", *Computers in Human Behavior*, Vol. 54, pp. 453-461.

Mandhachitara, R. and Poolthong, Y. (2011), "A model of customer loyalty and corporate social responsibility", *Journal of Services Marketing*, Vol. 25 No. 2, pp. 122-133.

Maulan, S., Omar, N.A. and Ahmad, M. (2016), "Measuring halal brand association (HalBA) for Islamic banks", *Journal of Islamic Marketing*, Vol. 7 No. 3, pp. 331-354, doi: 10.1108/JIMA-09-2014-0058.

Menne, F. (2016), *Evidence of CSR Practices of Islamic Financial Institutions in Indonesia*, Dilip, M.R.

Miralles-Quirós, M.M., Miralles-Quirós, J.L. and Redondo-Hernández, J. (2019), "The impact of environmental, social, and governance performance on stock prices: evidence from the banking industry", *Corporate Social Responsibility and Environmental Management*, Vol. 26 No. 6, pp. 1446-1456.

Mostafa, R.B. and ElSahn, F. (2016), "Exploring the mechanism of consumer responses to CSR activities of Islamic banks", *International Journal of Bank Marketing*, Vol. 34 No. 6, pp. 940-962, doi: 10.1108/IJBM11-2015-0179.

Muda, R., Alam, M. and Mohamad, S. (2019), "The impact of interest rate changes on the Islamic foreign exchange forward in the Malaysian derivative market", *Jurnal Pengurusan*, Vol. 56, pp. 27-37, doi: 10.17576/pengurusan-2019-56-03.

Nave, A. and Ferreira, J. (2019), "Corporate social responsibility strategies: past research and future challenges", *Corporate Social Responsibility and Environmental Management*, Vol. 26 No. 4, pp. 885-901.

Nobanee, H. and Ellili, N. (2016), "Corporate sustainability disclosure in annual reports: evidence from UAE banks: Islamic versus conventional", *Renewable and Sustainable Energy Reviews*, Vol. 55, pp. 1336-1341, doi: 10.1016/j.rser.2015.07.084.

Nor, M.I. (2012), "The nature and operations of the informal financial institutions in Somalia: an empirical survey", *Academic Research International*, Vol. 2 No. 2, p. 661.

Notteboom, T., Pallis, T. and Rodrigue, J.P. (2021), "Disruptions and resilience in global container shipping and ports: the COVID-19 pandemic versus the 2008–2009 financial crisis", *Maritime Economics & Logistics*, Vol. 23 No. 2, pp. 179-210.

Oladapo, I.A., Hamoudah, M.M., Alam, M.M., Olaopa, O.R. and Muda, R. (2022), "Customers' perceptions of FinTech adaptability in the Islamic banking sector: comparative study on Malaysia and Saudi Arabia", *Journal of Modelling in Management*, Vol. 17 No. 4, pp. 1241-1261, doi: 10.1108/JM2-10-2020-0256.

Orlitzky, M., Siegel, D.S. and Waldman, D.A. (2011), "Strategic corporate social responsibility and environmental sustainability", *Business & Society*, Vol. 50 No. 1, pp. 6-27.

Paluri, R.A. and Mehra, S. (2018), "Influence of bank's corporate social responsibility (CSR) initiatives on consumer attitude and satisfaction in India", *Benchmarking: An International Journal*, Vol. 25 No. 5, 5, pp. 1429-1446, doi: 10.1108/BIJ-01-2017-0010.

Panwar, R., Hansen, E.N. and Anderson, R. (2010), "Students' perceptions regarding CSR success of the US Forest products industry", *Social Responsibility Journal*, Vol. 6 No. 1, pp. 18-32.

Park, E. (2019), "Corporate social responsibility as a determinant of corporate reputation in the airline industry", *Journal of Retailing and Consumer Services*, Vol. 47, pp. 215-221.

Pellizzoni, L. (2005), "Trust, responsibility and environmental policy, sociology", *European Societies*, Vol. 7 No. 4, pp. 567-594.

Pérez, A. and del Bosque, I.R. (2015), "How customer support for corporate social responsibility influences the image of companies: evidence from the banking industry", *Corporate Social Responsibility and Environmental Management*, Vol. 22 No. 3, pp. 155-168.

Pérez, A., Martínez, P. and Rodríguez del Bosque, I. (2013), "The development of a stakeholder-based scale for measuring corporate social responsibility in the banking industry", *Service Business*, Vol. 7 No. 3, pp. 459-481.

Platonova, E., Asutay, M., Dixon, R. and Mohammad, S. (2018), "The impact of corporate social responsibility disclosure on financial performance: evidence from the GCC Islamic banking sector", *Journal of Business Ethics*, Vol. 151 No. 2, pp. 451-471, doi: 10.1007/s10551-016-3229-0.

Podnar, K. and Golob, U. (2007), "CSR expectations: the focus of corporate marketing", *Corporate Communications: An International Journal*, Vol. 12 No. 4, pp. 326-340, doi: 10.1108/13563280710832498.

Podsakoff, P.M., MacKenzie, S.B., Lee, J.-Y. and Podsakoff, N.P. (2003), "Common method variance in behavioral research: a critical review of the literature and recommended remedies", *Journal of Applied Psychology*, Vol. 88 No. 5, pp. 879-903.

Pratihari, S.K. and Uzma, S.H. (2019), "A survey on bankers' perception of corporate social responsibility in India", *Social Responsibility Journal*, Vol. 16 No. 2, pp. 225-253.

Quick, R. and Inwinkl, P. (2020), "Assurance on CSR reports: impact on the credibility perceptions of non-financial information by bank directors", *Meditari Accountancy Research*, Vol. 28 No. 5, pp. 833-862.

Ringle, C.M., Wende, S. and Becker, J.M. (2015), "SmartPLS 3. SmartPLS GmbH, boenningstedt", *Journal of Service Science and Management*, Vol. 10 No. 3, pp. 32-49.

Roberto Scharf, E., Fernandes, J. and Diego Kormann, B. (2012), "Corporate social responsibility to build strong Brazilian bank brand", *International Journal of Bank Marketing*, Vol. 30 No. 6, pp. 436-451.

Said, J., Alam, M.M., Ramli, M. and Rafidi, M. (2017), "Integrating ethical values into fraud triangle theory in assessing employee fraud: evidence from the Malaysian banking industry", *Journal of International Studies*, Vol. 10 No. 2, pp. 170-184, doi: 10.14254/2071-8330.2017/10-2/13.

Salmones, M.M., Herrero, A., Ignacio, C. and Del Bosque, R. (2005), "Influence of corporate social responsibility on loyalty and valuation of services", *Journal of Business Ethics*, Vol. 61 No. 4, pp. 369-385.

Sana, S.S. (2020), "Price competition between green and non-green products under corporate social responsible firm", *Journal of Retailing and Consumer Services*, Vol. 55, p. 102118.

Sarstedt, M., Ringle, C.M. and Hair, J.F. (2017), "Partial least squares structural equation modelling", in Homburg, C., Klarmann, M. and Vomberg, A. (Eds), *Handbook of Market Research*, Springer, Cham, pp. 1-40.

Shah, S.S.A. and Khan, Z. (2020), "Corporate social responsibility: a pathway to sustainable competitive advantage?", *International Journal of Bank Marketing*, Vol. 38 No. 1, pp. 159-174, doi: 10.1108/IJBM-01-2019-0037.

Shahid, S., Islam, J.U., Malik, S. and Hasan, U. (2022), "Examining consumer experience in using m-banking apps: a study of its antecedents and outcomes", *Journal of Retailing and Consumer Services*, Vol. 65, p. 102870.

Sharma, E. (2019), "A review of corporate social responsibility in developed and developing nations", *Corporate Social Responsibility and Environmental Management*, Vol. 26 No. 4, pp. 712-720.

Sharma, A. and Kiran, R. (2012), "Corporate social responsibility initiatives of major companies of India with focus on health, education and environment", *African Journal of Basic and Applied Sciences*, Vol. 4 No. 3, pp. 95-105.

Shaw, N. (2014), "The mediating influence of trust in the adoption of the mobile wallet", *Journal of Retailing and Consumer Services*, Vol. 21 No. 4, pp. 449-459.

Shin, Y. and Thai, V.V. (2015), "The impact of corporate social responsibility on customer satisfaction, relationship maintenance and loyalty in the shipping industry", *Corporate Social Responsibility and Environmental Management*, Vol. 22 No. 6, pp. 381-392.

Sindhu, M.I. and Arif, M. (2017), "Corporate social responsibility and loyalty: intervening influence of customer satisfaction and trust", *Cogent Business & Management*, Vol. 4 No. 1, p. 1396655.

Sirdeshmukh, D., Singh, J. and Sabol, B. (2002), "Consumer trust, value, and loyalty in relational exchanges", *Journal of Marketing*, Vol. 66 No. 1, pp. 15-37.

Smith, W., Wokutch, R., Harrington, K. and Dennis, B. (2001), "An examination of the influence of diversity and stakeholder role on corporate social orientation", *Business & Society*, Vol. 40 No. 3, pp. 266-294.

Sobhani, F.A., Haque, A. and Rahman, S. (2021), "Socially responsible HRM, employee attitude, and bank reputation: the rise of CSR in Bangladesh", *Sustainability*, Vol. 13 No. 5, p. 2753.

Tabachnick, B.G., Fidell, L.S. and Ullman, J.B. (2013), *Using Multivariate Statistics*, Pearson, Boston, MA, Vol. 6, pp. 497-516.

Tahri, W. and El Khamlichi, A. (2019), "Disclosure and communication of the corporate social responsibility (CSR) in Morocco: the case of a bank", in Baghdadi, Y. and Harfouche, A. (Eds), *ICT for a Better Life and a Better World: The Impact of Information and Communication Technologies on Organizations and Society*, Springer, Cham, pp. 247-261.

Tuli, K., Kohli, A.K. and Sundar, B.G. (2007), "Rethinking customer solutions: from product bundles to relational processes", *Journal of Marketing*, Vol. 71 No. 3, pp. 1-17.

Turker, D. (2009), "Measuring corporate social responsibility: a scale development study", *Journal of Business Ethics*, Vol. 85 No. 4, pp. 411-427, doi: 10.1007/s10551-008-9780-6.

UNDP (2022), "Gender equality and social inclusion, an overview", available at: www.undp.org/somalia/genderequality#:~:text=Somalia%20has%20long%20been%20a,gender%20equality%2C%20significant%20challenges%20remain (accessed May 2023).

Uslu, A. and Şengün, H.İ. (2021), "The multiple mediation roles of trust and satisfaction in the effect of perceived corporate social responsibility on loyalty", *Business, Management and Economics Engineering*, Vol. 19 No. 1, pp. 49-69.

van Marrewijk, M. (2003), "Concepts and definitions of CSR and corporate sustainability: between agency and communion", *Journal of Business Ethics*, Vol. 44 No. 2, pp. 95-105, doi: 10.2307/25075020.

Vitell, S.J., Ramos, E. and Nishihara, C.M. (2010), "The role of ethics and social responsibility in organizational success: a Spanish perspective", *Journal of Business Ethics*, Vol. 91 No. 4, pp. 467-483, doi: 10.1007/s10551-009-0134.

Voorhees, C.M., Brady, M.K., Calantone, R. and Ramirez, E. (2016), "Discriminant validity testing in marketing: an analysis, causes for concern, and proposed remedies", *Journal of the Academy of Marketing Science*, Vol. 44, pp. 119-134.

Wang, H., Choi, J. and Li, J. (2008), "Too little or too much? Untangling the relationship between corporate philanthropy and firm financial performance", *Organization Science*, Vol. 19 No. 1, pp. 143-159, doi: 10.1287/orsc.1070.0271.

Warsame, M. (2016), "Can Islamic banks flourish in Somalia after 25 years of the collapse of the country's entire financial system", *European Journal of Business and Management*, Vol. 8 No. 15, pp. 2222-2839.

Wilson, A. (2007), "Rising to the challenge: how to develop responsible leaders", *Leadership in Action*, Vol. 27 No. 1, pp. 7-11.

Zafar, M.B. and Sulaiman, A.A. (2020), "CSR narrative under Islamic banking paradigm", *Social Responsibility Journal*, Vol. 17 No. 1, pp. 15-29, doi: 10.1108/SRJ-09-2018-0230.

Zafar, M.B., Sulaiman, A.A. and Nawaz, M. (2022), "Does corporate social responsibility yield financial returns in Islamic banking?", *Social Responsibility Journal*, Vol. 18 No. 7, pp. 1285-1310, doi: 10.1108/SRJ-04-2020-0160.

Zainuldin, M.H. and Lui, T.K. (2021), "A bibliometric analysis of CSR in the banking industry: a decade study based on Scopus scientific mapping", *International Journal of Bank Marketing*, Vol. 40 No. 1, pp. 1-26.

Zaman, U. and Nadeem, R.D. (2019), "Linking corporate social responsibility (CSR) and affective organizational commitment: role of CSR strategic importance and organizational identification", *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, Vol. 13 No. 3, pp. 704-726.

Zheng, Y., Rashid, M.H.U., Siddik, A.B., Wei, W. and Hossain, S.Z. (2022), "Corporate social responsibility disclosure and firm's productivity: evidence from the banking industry in Bangladesh", *Sustainability*, Vol. 14 No. 10, p. 6237.

About the authors

Mohamud Said Yusuf is a visiting lecturer at the East Africa University, Somalia. He earned his Master's degree (Islamic banking and finance) in Islamic Business Studies from Universiti Utara Malaysia, AACSB global accredited and Eminent Management University in Malaysia. His interests include Islamic banking and finance, energy economics, environmental economics, financial markets and corporate sustainability.

Khadar Ahmed Dirie is a PhD candidate at Universiti Utara Malaysia. He completed his master's degree in Islamic Business Studies, specialising in Islamic Economics, and a bachelor's degree in economics from Universiti Utara Malaysia (AACSB global accredited and Eminent Management University in Malaysia). His research areas include Islamic economics, Islamic social finance, fintech, environmental economics and economic development.

Md. Mahmudul Alam is an Associate Professor of Finance and Senior Research Fellow at Universiti Utara Malaysia and an Associate Fellow at University Technology MARA, Malaysia. He is a certified financial planner and certified expert in climate adaptation finance. He was awarded the AFFP Research Fellowship from Frankfurt School (Germany) and TDRI (Thailand) and was also recognised by the BDRC (USA) as one of the "Top Bangladesh Development Researchers of the Millennium". He has more than one million readers on different online repository platforms. His research interests include financial markets, financial literacy, Islamic finance, sustainable finance and sustainable development. Md. Mahmudul Alam is the corresponding author and can be contacted at: rony000@gmail.com

Isyaku Salisu is an Assistant Professor at the Department of Management Information Systems, University of Ha'il, Ha'il, Kingdom of Saudi Arabia. He received his PhD in entrepreneurship from University Utara Malaysia (UUM). He obtained his B.Sc. M.Sc. at Bayero University, Kano. This year, he completed another PhD in Decision Sciences/ Operation Research at UUM. His research interest is entrepreneurship and business analytics.

For instructions on how to order reprints of this article, please visit our website:
www.emeraldgrouppublishing.com/licensing/reprints.htm
Or contact us for further details: permissions@emeraldinsight.com