



## Exploring Consumer Loyalty through Emotional Responses to Marketing Innovations

**Uslan**

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### ABSTRACT

Consumer behavior research, particularly in response to marketing innovations, has become increasingly important in understanding how consumers interact with new products and services. Despite significant studies on external product attributes, little attention has been paid to the subjective experiences and emotional responses consumers have to innovations. This gap in knowledge raises the question of how perceived value and emotional responses shape consumer loyalty to innovative products. This study uses a phenomenological approach to uncover the deep, lived experiences of consumers, shedding light on how these factors influence their loyalty. Through in-depth interviews with 15 participants, thematic analysis revealed that perceived value, emotional attachment, and perceived risk significantly impacted consumer loyalty toward innovative products. Consumers' emotional connections to innovation were influenced by their perceptions of value and previous brand experiences, while risk perception acted as a moderating factor. Our findings provide valuable insights into the emotional and cognitive dimensions of consumer loyalty, offering a more comprehensive understanding of how consumers engage with innovations. These results contribute to the field by highlighting the importance of subjective experiences and suggest potential directions for future research on consumer behavior and innovation.



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## INTRODUCTION

The phenomenon of consumer behavior in response to marketing innovations has garnered significant attention in recent years, driven by the rapid advancement of digital technologies and the growing integration of innovation in marketing strategies (Adu dkk., 2022). In a world where technological advancements continue to shape the consumer landscape, understanding how individuals perceive and interact with new products and services is critical for businesses seeking to foster loyalty and engagement. This research focuses on the subjective experience of consumers as they navigate the ever-evolving landscape of marketing innovations. The context of this phenomenon is deeply rooted in the intersection of consumer psychology, marketing strategies, and technological influence.

The relevance of studying consumer responses to innovations is heightened by the fact that the modern consumer is no longer just a passive recipient of marketing efforts but an active participant in the co-creation of value through their interactions with innovative products. As companies increasingly rely on innovation as a means of differentiation in the marketplace, understanding how consumers emotionally and cognitively engage with these innovations has become essential for developing effective marketing strategies (Alkaraan dkk., 2024). Furthermore, the subjective nature of consumer experiences, influenced by personal perceptions of value, risk, and utility, calls for a deeper exploration of how these experiences shape consumer loyalty in the long term.

There is a growing recognition that understanding consumer behavior requires more than just analyzing external factors like product features or advertising. It necessitates a closer examination of the lived experiences of individuals—the meanings they attach to innovations and the ways these meanings influence their decisions. This research aims to address the gap in existing literature by exploring the subjective experiences of consumers with marketing innovations, particularly the perceived value and emotional responses that drive loyalty (Bhatti dkk., 2020). By adopting a phenomenological approach, this study seeks to uncover the essence of consumer experiences, offering insights that go beyond conventional consumer behavior models. Such an exploration is crucial to understanding how consumers truly perceive and respond to innovations, allowing for a more nuanced understanding of consumer loyalty in the context of rapidly changing market dynamics.

Research on the subjective experiences of individuals in relation to marketing innovations has emerged as a critical area within consumer behavior studies. Understanding how consumers perceive and respond to innovations is essential for brands seeking to enhance customer loyalty and adapt to evolving market demands. However, capturing the depth of these experiences has proven challenging due to the inherently subjective and personal nature of individual perceptions. Previous research has largely relied on quantitative approaches, which, while useful in measuring general trends and patterns, often fail to fully capture the nuanced, emotional, and cognitive experiences of consumers when interacting with new products or marketing strategies. These methods tend to focus on external factors such as product features, pricing, or advertising campaigns, often overlooking the complex internal processes that guide consumer decision-making.

One of the primary challenges in researching consumer behavior regarding innovations is the difficulty in quantifying subjective experiences. While quantitative methods can provide broad insights, they often miss the underlying motivations, emotions, and meanings that consumers attribute to innovations. The use of surveys, for example, may offer a snapshot of consumer preferences, but it cannot delve into the intricate, lived experiences that shape those preferences (Chevrollier dkk., 2020). As a result, existing methodologies have limitations in fully understanding how consumers' emotional responses, perceived risks, and value judgments influence their loyalty to innovative products. These methodological constraints make it evident that a more qualitative and experiential approach is necessary to explore the deeper meanings behind consumer behaviors.

Phenomenological research offers a promising solution to these challenges by focusing on the lived experiences of individuals. Through in-depth interviews and a focus on subjective meaning, phenomenology allows for a richer, more comprehensive understanding of how consumers experience and interpret innovations. By moving beyond surface-level assessments and exploring the personal meanings consumers attach to innovations, this study aims to uncover insights that quantitative methods alone cannot provide. Thus, the limitations of prior research underscore the need for a phenomenological approach to grasp the essence of consumer experiences with marketing innovations.

While existing research on consumer behavior towards marketing innovations often employs practical, quantitative approaches to assess broad trends, these methods have significant limitations when it comes to capturing the deep, subjective experiences that underpin consumer loyalty. Quantitative data, typically derived from surveys or metrics-based studies, can measure general preferences and behaviors, but they fall short of exploring the personal meanings consumers attach to their interactions with innovative products (De Masi dkk., 2021). These methods focus primarily on external factors, such as product features or price, without adequately addressing the internal emotional and cognitive processes that shape consumer decisions. As such, the existing literature provides a limited understanding of how consumers truly perceive, experience, and respond to innovations at a personal level.

The gap in knowledge lies in the inability of these common methodologies to capture the richness and complexity of consumer experiences with innovations. Current studies fail to explore the essence of consumer perceptions, emotions, and the personal significance of marketing innovations in a holistic manner. This results in a superficial understanding of loyalty and decision-making that neglects the nuanced factors influencing consumer behavior. Thus, the existing research fails to

provide a comprehensive understanding of how innovations shape consumer loyalty through emotional and cognitive dimensions.

An alternative approach that can provide deeper insights is phenomenology, which is designed to explore the lived experiences of individuals. By focusing on the subjective experiences of consumers, phenomenology offers the potential to uncover the underlying meanings and emotional responses associated with marketing innovations (Galletta dkk., 2021). This approach allows for a more thorough and holistic understanding of how consumers perceive value, assess risk, and form emotional connections with innovations, which is essential for advancing our understanding of consumer loyalty in the context of new product offerings. Therefore, adopting a phenomenological approach is crucial for addressing the limitations of existing research and gaining a deeper, more meaningful understanding of consumer behavior toward innovations.

Previous research has primarily focused on understanding consumer behavior towards marketing innovations through quantitative methods, often measuring external factors such as product features or price points. Studies have explored the role of perceived value, emotional responses, and loyalty, but these approaches have limited our understanding of the deeper, subjective experiences of consumers. Theoretical frameworks such as the Technology Acceptance Model (TAM) and the Diffusion of Innovations Theory have been commonly applied to explain consumer adoption of new products. However, these theories do not adequately address the lived experiences and personal meanings that consumers attribute to their interactions with innovative products. This gap highlights the need for a more holistic, phenomenological approach to explore how consumers internalize and emotionally engage with innovations.

The phenomenological approach adopted in this study is particularly suitable for uncovering the lived experiences of consumers interacting with marketing innovations. By focusing on participants' subjective perspectives, phenomenology allows for a deeper exploration of the meanings they attach to innovations and the emotional responses that influence their loyalty. This method directly addresses the knowledge gap identified earlier, as it allows for an in-depth analysis of personal experiences, rather than relying on external measurements alone (Hu dkk., 2021). The use of semi-structured interviews ensures that participants can express their thoughts freely, providing rich, qualitative data that reflects the complexity of their experiences. Phenomenology's emphasis on understanding meaning at an individual level offers a more nuanced and comprehensive view of consumer behavior.

This article is structured to provide a clear, systematic exploration of the research process. The introduction outlines the background of the phenomenon, including the limitations of previous research and the rationale for adopting a phenomenological approach. The methods section explains the detailed process of data collection and analysis, including the use of thematic analysis to identify key themes from participant interviews. The findings are presented in a narrative format, highlighting the main themes that emerged from the data, followed by a discussion that contextualizes these findings within the broader literature. Finally, the conclusion summarizes the implications of the research and suggests directions for future studies.

## **RESEARCH METHODS**

### **Study Design**

This study employed a phenomenological approach to explore the subjective experiences of consumers in relation to innovations in marketing (Kumar dkk., 2021). The phenomenological design was selected because it provides a rich, in-depth understanding of how individuals experience and interpret a particular phenomenon, which in this case, is the impact of perceived value on consumer loyalty toward innovative products. Phenomenology is particularly suitable for this study as it emphasizes the exploration of personal experiences, meaning, and the essence of a phenomenon, allowing for an authentic portrayal of consumer perceptions and emotional responses to marketing innovations. This study utilized a descriptive phenomenological approach, which focuses on

describing the lived experiences of participants without interpreting them through theoretical frameworks or assumptions. By using this approach, the research aimed to capture the detailed, lived experiences of consumers and their personal meanings attributed to their interactions with innovative products.

### **Participants**

Participants in this study were selected using purposive sampling, ensuring that those involved had direct experience with innovative products and had formed opinions regarding the value and loyalty associated with these innovations. Purposive sampling was chosen because it allows for the selection of participants who are specifically knowledgeable and experienced with the phenomenon under study, ensuring that the data collected are rich and relevant to the research question. The inclusion criteria required participants to be adults, aged between 25 and 45 years, who had at least one year of experience with purchasing and using innovative products (Lassoued & Khanchel, 2023). Exclusion criteria included individuals with no history of purchasing innovative products or those with minimal engagement with technological marketing innovations. A total of 15 participants were involved, consisting of 8 females and 7 males, with an average age of 32. The demographic diversity ensured a range of perspectives on consumer loyalty and innovation, particularly in the context of value perception and emotional responses to product innovations.

### **Data Collection**

Data were collected through semi-structured in-depth interviews, which allowed participants to freely express their personal experiences and insights while providing a framework for consistency across interviews. The interviews were conducted in-person, lasting approximately 45 minutes each. The interviews took place in a quiet, comfortable environment, such as a private room, to ensure that participants felt at ease and could freely share their thoughts. The interview guide was designed to explore the participants' experiences with innovative products, their perceptions of value, emotional responses, and the factors influencing their loyalty to such products. The guide was adapted from established protocols for consumer behavior research but was modified to specifically address the context of innovative marketing. All interviews were audio-recorded with the participants' consent to ensure accuracy in transcription and analysis.

### **Data Analysis**

Data were analyzed using thematic analysis, which is appropriate for identifying and interpreting patterns of meaning within the qualitative data. The analysis involved several systematic steps. First, the audio recordings of the interviews were transcribed verbatim. Next, significant statements and phrases that revealed participants' lived experiences were identified and coded. The coded data were then grouped into categories based on emerging themes related to consumer loyalty, perceived value, and emotional responses to innovations (Martinez-Sanchez dkk., 2020). Themes were refined through an iterative process of reviewing and revising the data to ensure that the findings accurately represented the participants' experiences. The analysis was supported by qualitative data analysis software, such as NVivo, which facilitated the organization and management of large volumes of text data. The final step in the analysis was the identification of key themes that encapsulated the essential meaning of participants' experiences.

### **Ethics**

Ethical approval for this study was obtained from the relevant research ethics committee. All participants provided written informed consent before participation. They were fully informed about the study's objectives, the voluntary nature of participation, and their right to withdraw at any time without consequence (Mas-Tur dkk., 2020). To protect their privacy, pseudonyms were used throughout the study, and all data were anonymized. Confidentiality was maintained by securely storing all data and ensuring that only authorized personnel had access. The study adhered to international ethical standards for research involving human participants, ensuring that all procedures respected participants' rights and well-being.

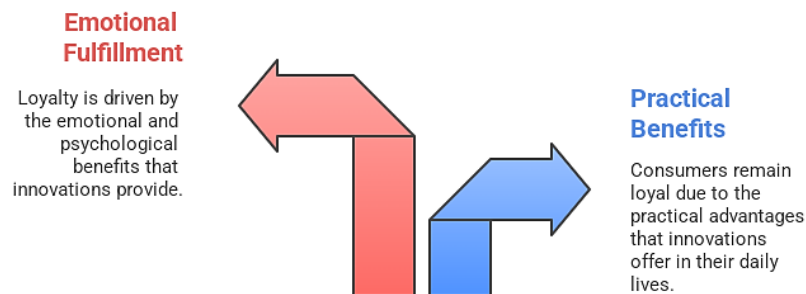
## RESULTS

### Consumer Perceptions of Value in Response to Product Innovations

The first theme that emerged from the interviews was the strong influence of perceived value on consumer loyalty toward innovative products. Several participants emphasized how their perceptions of a product's value directly shaped their willingness to remain loyal to a brand offering new innovations. As one participant described, "When a product promises something valuable and actually delivers on it, I feel a sense of trust and loyalty. If I see the innovation as something that truly benefits me, I'm more likely to stick with the brand even after trying other options." This perception of value seemed to go beyond the physical attributes of the product and extended to the emotional and psychological benefits that the innovation offered. Participants expressed that the perceived utility and long-term benefits of the innovation played a significant role in their decision-making process.

Another participant stated, "It's not just about the new features; it's about how those features make my life easier. I tend to stay loyal to brands that continually surprise me with improvements that feel necessary to me." This aligns with the idea that consumers are not just attracted to novelty, but also to the deeper value that the innovation offers in their daily lives. Hence, the perception of value acted as a key driver of loyalty, with consumers focusing on practical advantages as well as emotional fulfillment derived from the innovation.

#### How does perceived value influence loyalty to innovative products?



### Emotional Responses to Innovation and Their Impact on Consumer Loyalty

A second prominent theme was the emotional response consumers have to innovations, which also influenced their loyalty. Many participants shared that their initial emotional reaction to a new product significantly impacted whether they would continue using it. One participant noted, "When I first used a new product that I felt emotionally connected to, it was an instant bond. I had this sense of excitement and curiosity that kept me coming back." The excitement and curiosity surrounding innovative products were recurrent emotional responses mentioned by many participants. This emotional connection often led to a sense of attachment, which reinforced their loyalty to the brand.

Moreover, some participants conveyed that their emotional responses were linked to the innovation's uniqueness. "I feel more loyal to a brand when its innovation stands out from everything else out there. It's like finding something special that makes me feel different from the crowd," one participant said. This suggests that emotional connection, fostered by uniqueness, is a key element driving long-term consumer loyalty to innovative products.

### The Role of Risk Perception in Loyalty to Innovative Products

The third theme that emerged was the role of perceived risk in determining consumer loyalty to innovative products. While some participants acknowledged the benefits of new innovations, they also expressed concerns about potential risks associated with adopting them. One participant shared, "When a product seems too new or too different, I hesitate. There's always that fear it won't live up to expectations or might be too complicated to use." This indicates that, for some consumers, the perceived risk associated with innovations could inhibit their loyalty, especially if the product did not meet the anticipated value.

Interestingly, some participants revealed how their risk tolerance varied depending on their past experiences with the brand. "If I've had good experiences with a brand before, I'm willing to take more risks and try their new products," one participant remarked. This suggests that brand trust and previous positive experiences with innovation played a critical role in mitigating the perceived risk and reinforcing consumer loyalty.

The findings reveal a complex relationship between perceived value, emotional responses, and risk perceptions in shaping consumer loyalty to innovative products. Perceived value was a dominant factor in loyalty, with consumers aligning their emotional connections to the perceived usefulness and benefits of the innovation. The emotional attachment fostered by unique innovations was also crucial in promoting long-term loyalty. However, the perception of risk remained a barrier for some consumers, though this could be mitigated by previous positive experiences with the brand. These themes collectively illustrate that consumer loyalty is not simply a matter of novelty but is deeply rooted in the perceived personal value and emotional resonance of the innovation, as well as the perceived risk involved.

## **DISCUSSION**

### **Summary of Key Findings**

The findings of this study highlight the central role of perceived value, emotional responses, and perceived risk in shaping consumer loyalty toward innovative products. The participants consistently expressed that their decision to remain loyal to brands offering innovative products was primarily influenced by how valuable they perceived these innovations to be, both in practical and emotional terms. Furthermore, emotional attachment and perceived risk also played significant roles in determining the depth and durability of their loyalty to these products.

### **Contribution of Findings to the Research Question**

The study offers valuable insights into the subjective experiences of consumers when interacting with marketing innovations, addressing the question of how perceived value and emotional responses influence consumer loyalty. By focusing on the lived experiences of participants, the research uncovers how consumers evaluate innovations not only through rational assessments but also through emotional connections and perceived personal benefits. This study contributes to the literature by emphasizing the importance of perceived value, emotional connection, and risk perception in fostering long-term consumer loyalty to innovative products—factors that have not been sufficiently explored in previous research.

### **Relation to Literature and Previous Theories**

The findings align with existing consumer behavior theories that emphasize the importance of emotional connections and perceived value in driving loyalty, such as those proposed by Mattera dkk.(2020) on the emotional aspects of customer loyalty. This study further reinforces the relevance of these theories by demonstrating how emotional connections and perceived value specifically contribute to loyalty in the context of innovations, offering a clearer link to the Theory of Planned Behavior (Ajzen, 1991), which addresses how attitudes and emotional responses influence behavioral intentions. However, this study offers a more nuanced understanding by illustrating how these factors specifically apply to innovative products and marketing innovations. In contrast to prior quantitative studies that focus on external product attributes, this research emphasizes the subjective nature of consumer experiences, supporting phenomenological perspectives on how consumers internalize their interactions with innovations. Additionally, while some studies (Mattera & Soto, 2023) highlight the role of perceived risk in consumer behavior, this study reveals that risk perception is moderated by past brand experiences, providing a deeper understanding of how previous interactions with a brand can influence consumer willingness to adopt innovations.

### **Implications of the Findings**

The findings of this study provide significant implications both scientifically and practically. From an academic perspective, this research underscores the critical role that subjective experiences, such as perceived value, emotional responses, and risk perceptions, play in shaping consumer loyalty to innovative products (Oyewo dkk., 2023). These findings challenge the traditional focus on external attributes like product features or advertising strategies, offering a deeper understanding of the psychological and emotional factors that influence consumer behavior. Practically, businesses seeking to develop and maintain customer loyalty in an increasingly competitive and innovation-driven market should consider not only the functional value of their products but also how these products resonate emotionally with consumers. The emotional attachment that consumers form with innovative products can create long-term loyalty, suggesting that marketing strategies should aim to foster these emotional connections. Moreover, understanding the role of perceived risk and the moderating effect of prior brand experience can help marketers design strategies that reduce consumer anxiety and encourage the adoption of new innovations.

### **Limitations of the Study**

While the study provides valuable insights, several limitations should be acknowledged. First, the sample size was relatively small (15 participants), which may limit the generalizability of the findings to a broader population. Additionally, the study focused on consumers in a specific demographic group, which may not fully represent the diversity of consumer experiences with marketing innovations across different age groups, cultures, or regions. The study also relied on qualitative methods, which, while rich in depth, are subjective and may not capture the full range of consumer responses across different contexts. These limitations highlight the need for future research that includes a more diverse sample and explores different types of innovations across various industries and consumer segments. Further studies could also examine the long-term effects of emotional connections and perceived value on consumer loyalty, particularly in industries where innovation plays a central role.

### **Prospective Directions for Future Research**

This study lays the foundation for further exploration into the emotional and psychological dimensions of consumer loyalty toward innovative products (Nguyen & Zhao, 2021). Future research could expand upon these findings by exploring how cultural differences influence the perception of value and emotional attachment to innovations, as well as the role of digital transformations in shaping these experiences. Moreover, longitudinal studies could provide insights into the long-term impact of emotional connections on brand loyalty and the consumer decision-making process. By extending this research to other consumer segments and different market contexts, scholars could deepen our understanding of the complex relationship between innovation, consumer behavior, and brand loyalty, offering valuable contributions to both academic theory and practical marketing strategies.

## **CONCLUSION**

This study explored the impact of perceived value and emotional responses on consumer loyalty to innovative products, addressing the gap in understanding the subjective experiences of consumers in the context of marketing innovations. The findings revealed that perceived value, emotional attachment, and perceived risk are key drivers of consumer loyalty, highlighting the importance of both practical benefits and emotional connections in fostering long-term brand loyalty. By focusing on the lived experiences of consumers, this research offers new insights that go beyond traditional, quantitative measures of consumer behavior, addressing the limitations of prior studies. These results contribute to a deeper understanding of consumer behavior in innovation-driven markets, providing valuable implications for marketing strategies. Future research could further explore how cultural differences and long-term emotional connections affect consumer loyalty, as well as examine other industries where innovation plays a central role. Expanding on these insights will help refine strategies for engaging consumers in an increasingly competitive and innovation-centric marketplace.

**CONFLICT OF INTEREST**

The authors declare that there is no conflict of interest regarding the publication of this paper.

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