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This study proposes and tests a model of corporate social responsibility (CSR) that specifies relationships among (1) four categories of CSR initiatives as independent variables, (2) three types of consumer trust as mediating variables, and (3) corporate reputation as the dependent variable. Results show that the firm's fulfillment of economic and legal CSR initiatives had a direct positive effect on corporate reputation, whereas neither ethical nor philanthropic CSR initiatives did. In the CSR-trust link, economic performances fostered consumer expertise trust, legal and ethical CSR activities affected integrity trust, and philanthropic CSR activities influenced social benevolence trust in the firm. This study confirms that all three types of trust partially or fully mediate the effect of the four CSR initiatives on corporate reputation. This outcome indicates that CSR activities create and nurture consumers' trust in the company, which will, in turn, bring about consumers' positive or improved perceptions of the firm.

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