An investigation on the effect of CSR advertising on building customer satisfaction and trust

By

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Abstract

Corporate social responsibility (CSR) has emerged as a pivotal dimension of contemporary business strategy, shaping organizational legitimacy and influencing consumer perceptions. This study examines the interrelationship between CSR initiatives, customer satisfaction, and customer trust, with particular emphasis on the mediating role of satisfaction in fostering trust. In contrast to prior scholarship, which has predominantly adopted managerial perspectives, this research adopts a customer-centric lens, recognizing consumers as critical stakeholders in evaluating corporate social responsibility practices.

The study investigates the influence of CSR-oriented advertising across diverse industries, including telecommunications, automotive retail, and consumer electronics. It explores how CSR messages embedded within advertisements contribute to shaping customer satisfaction and, in turn, enhance trust in corporate entities. By shifting the focus from the consequences of trust to its antecedents, this research positions CSR as a key determinant of trust formation.

Moreover, the study highlights the scarcity of CSR research within the context of emerging and developing economies, where such practices are often underexplored despite their growing significance. By situating the analysis in Egypt, the research provides empirical insights into how CSR communication operates in a developing-country setting, thereby addressing a critical gap in the literature.

Findings are expected to advance theoretical understanding of the CSR–satisfaction–trust nexus while offering practical implications for organizations aiming to cultivate stronger consumer relationships. In doing so, the study underscores the strategic value of CSR communication as a tool for enhancing customer engagement, sustaining trust, and reinforcing long-term business competitiveness.

Keywords

CSR Advertising, social media, customer satisfaction, customer trust, Egypt context.

1. Introduction

In today's socially conscious climate, corporate social responsibility (CSR) has emerged as a central topic of discussion among businesses. The contemporary concept of CSR began to take shape as early as the 1950s (Carroll, 2021; Hartmann et al., 2021; Subedi et al., 2024). CSR can be described as a self-regulating business approach whereby companies commit to being accountable for their social, economic, and environmental impacts on stakeholders and society at large (Matten and Moon, 2020; Rasoolimanesh et al., 2023).

Crosby et al. (1990), Yoon and Kim (2000), and Dabholkar and Sheng (2012) conducted studies revealing a significant correlation between trust and satisfaction. In contrast, Lin and Wang (2006), Ercis et al. (2012), Chang (2012), and Gul (2014) argued that trust precedes satisfaction, asserting that customer trust in organizations is influenced by factors that subsequently impact satisfaction. The literature thus reflects a relationship between satisfaction and trust (Susanto, 2024). Notably, research suggests that a company's engagement in Corporate Social Responsibility (CSR) activities enhances customer satisfaction and trust (Van Huy *et al.*, 2025). Despite extensive discussions on the social responsibilities of businesses, minimal research has been conducted on customers' trust and satisfaction regarding the contribution of CSR (Obeng *et al.*, 2025). Scholars contend that CSR initiatives serve as precursors to customer satisfaction, aiming to explore how customer satisfaction functions as a mediating factor in the relationship

between corporate social responsibility (CSR) and customer trust. (Liu *et al.*, 2024).

While studies on brand trust have predominantly focused on the consequences of trust, such as loyalty and re purchase, the inquiry into the antecedents of trust from the consumer perspective remains largely unanswered (Chakraborty *et al.*, 2024). This study uniquely explores the impact of CSR from the customer's viewpoint rather than the corporate perspective, challenging the prevalent focus on managers' observations in CSR studies. CSR explanations often rely on managers' perceptions of social responsibility, neglecting the distinct perspectives of various stakeholders, such as customers, employees, and unions (Battaglia *et al.*, 2025). Recognizing the importance of customers in any organization, this research aims to bridge the gap by not only informing customers about business actions in the CSR domain but also seeking their opinions on companies' CSR performance (Lyra *et al.*, 2017).

The research delves into the influence of corporate social responsibility initiatives on customer satisfaction and trust through advertisements. Advertisements from diverse industries, including the telecommunication sector, car retail, and electronic productions, were selected for analysis. Notably, there is a scarcity of studies on CSR in the context of emerging or underdeveloped countries, emphasizing the necessity for such research in a developing country like Egypt (Milhem *et al.*, 2025).

1.1 Research Problem

Although corporate social responsibility (CSR) has become a central theme in business and marketing literature, much of the research has primarily examined CSR from the perspective of managers or firms. Less attention has been paid to customers' views, particularly regarding how CSR advertising influences their satisfaction and trust. Furthermore, while CSR is well studied in developed economies, there remains a scarcity of empirical research in emerging and developing countries, where CSR adoption is relatively new and often underexplored. In Egypt, where consumer expectations of corporate accountability are increasing, there is a pressing need to understand whether CSR advertising can effectively enhance customer satisfaction and trust. Therefore, the central research question guiding this study is:

How do CSR advertising initiatives on social media influence customer satisfaction and trust in Egypt?

1.1.2 Research objectives

This research aims to:

1. Investigate the impact of CSR advertising initiatives on customer satisfaction.

2. Examine the influence of CSR advertising initiatives on customer trust.

3. Assess the mediating role of customer satisfaction in the relationship between CSR advertising and trust.

4. **Contribute empirical insights into the role of CSR communication in a developing-country context, with Egypt as a case study.**

2. Literature Review

2.1 Corporate Social Responsibility

Corporate Social Responsibility (CSR) has emerged as a vital component across all sectors of the global economy (Shah & Khan, 2020). In modern business environments, CSR is no longer a peripheral activity; it has evolved into a key strategic tool that many organizations integrate into their operations (Palazzo et al., 2020). Engaging in CSR has become a fundamental part of doing business today. Given its broad scope, CSR is often interpreted in multiple ways (Garcia de los Salmones et al., 2005), with scholars offering varied perspectives on what it entails (Mohr et al., 2001). One of the earliest and widely accepted definitions describes CSR as a managerial duty to enhance both societal welfare and organizational interests (Blomstrom & Davis, 1975). Meanwhile, Brown and Dacin (1997) portray CSR through a broader societal lens, defining it as the firm's actions and reputation in relation to its societal obligations. Many consumers now expect businesses to go beyond serving shareholders and extend their responsibility to the communities they operate in. Consequently, extensive academic efforts have sought to define CSR, examine its implementation in business settings, and explore the factors

influencing consumer responses to CSR initiatives (Drumwright & Murphy, 2004).

Conversely, from a classical liberalism standpoint, it has been argued that a business executive's only duty is to generate profits for shareholders (Friedman, 1970). Carroll (1991) expanded the definition of CSR, presenting it as a multidimensional concept encompassing economic, legal, ethical, and philanthropic responsibilities. This comprehensive model has gained wide recognition (Mohr et al., 2001; Garcia de los Salmones et al., 2005). According to Carroll (1979), philanthropic responsibilities involve contributions to the well-being of society through initiatives related to education, the arts, and the public good. Ethical responsibilities reflect social expectations that go beyond legal compliance, including adherence to implicit norms and values. Legal responsibilities refer to abiding by laws and regulations. Economic responsibilities center on the production and delivery of valuable and competitive goods or services that fulfill societal needs.

In recent years, CSR has attracted growing interest from both scholars and practitioners (Youn et al., 2015; Maqbool & Zameer, 2018; Ghaderi et al., 2019). The topic has become central to business research and strategic decision-making (Boulouta & Pitelis, 2014; Liu et al., 2014; Youn et al., 2018). It is widely believed that CSR has a beneficial impact on organizations, promoting the welfare of consumers and society as a whole (Milgrom & Roberts, 1986; Kotler, 1997; Sen & Bhattacharya, 2001; Luo & Bhattacharya, 2006). As a result, CSR is seen as a contributor to business success (Paek et al., 2013; Maqbool & Zameer, 2018) and is considered an integral element in corporate marketing plans (Pirsch et al., 2007). Numerous studies

have highlighted the positive correlation between CSR practices and improved financial performance from the corporate viewpoint (McWilliams et al., 2006; Lee et al., 2012).

Organizations strive to meet the expectations of both their internal (e.g., employees, managers, and business partners) and external stakeholders (e.g., customers, government bodies, civil society, and environmental groups) through CSR efforts (Paek et al., 2013; Park et al., 2014). CSR can serve as a strategic advantage by helping businesses distinguish themselves in a competitive landscape (Porter & Kramer, 2006; El-Garaihy et al., 2014).

CSR also contributes to building a positive brand image, strengthening brand identity, and enhancing brand value (Fu et al., 2014; Li et al., 2015). It has the potential to boost consumer loyalty and attract new customers (Reich et al., 2010). Marketing literature consistently shows that CSR can shape consumer perceptions favorably, influencing their attitudes towards the brand and its offerings (Brown & Dacin, 1997; Folkes & Kamins, 1999; McWilliams & Siegel, 2001; Mohr et al., 2001; Bhattacharya & Sen, 2003; Lichtenstein et al., 2004; Luo & Bhattacharya, 2006).

Over the past decade, consumer expectations regarding CSR have heightened as more companies adopt socially responsible strategies (Snider et al., 2003). As Green and Peloza (2011) observe, customers evaluate CSR actions based on their personal priorities, values, and

interests. These initiatives shape the consumer's overall perception of a company (Sen & Bhattacharya, 2001; Luo & Bhattacharya, 2006).

Numerous studies have demonstrated that customers are increasingly willing to support companies that engage in meaningful CSR efforts (Berger & Kanetkar, 1995; Creyer, 1997; Barone et al., 2000). Research by Becker-Olsen et al. (2006) suggests that consumers value authentic CSR initiatives and often reward such companies by choosing their products or services (Swaen & Chumpitaz, 2008). Therefore, the current study seeks to investigate how different CSR advertising approaches influence customer satisfaction and trust across various industries.

2.2 Advertising effect of CSR

Corporate Social Responsibility (CSR) advertising significantly impacts how consumers form attitudes, perceive brands, and make purchasing decisions. With the rise of digital marketing, businesses now leverage online advertising to communicate their CSR initiatives effectively. Online platforms such as mobile phones, tablets, and computers provide an interactive and engaging space for companies to showcase their social responsibility efforts (Juska, 2021). Unlike traditional advertising, digital CSR campaigns allow brands to foster one-on-one interactions with consumers, enhancing transparency and trust (Sharabati *et al*., 2024).

Research indicates that CSR-focused online advertising positively impacts customer satisfaction and brand loyalty is strengthened as consumers show a growing preference for companies that reflect ethical and socially responsible principles. (Nwokah and Ngirika,

2017). Over the past two decades, the rapid expansion of internet advertising has reshaped the way businesses engage with their audience. The digital transformation has enabled companies to integrate CSR messaging into their marketing strategies, reinforcing their commitment to sustainability and social causes while expanding their global reach (Taherdoost, 2024).

Historically, advertising relied on mass media channels such as television, magazines, and newspapers to reach large audiences (Okon *et al.*, 2016). However, the digital revolution has positioned online advertising especially social media marketing, as a dominant force in promoting CSR initiatives (Dundua, 2024). The internet has transformed traditional top-down marketing approaches into a more consumer-driven, reciprocal communication process. Online platforms like Facebook allow businesses to create compelling CSR campaigns, directly engaging consumers and strengthening brand credibility. The accessibility of these platforms ensures that CSR efforts reach a diverse and widespread audience, even in remote locations (Dundua, 2024).

This research specifically investigates the impact of Facebook CSR advertising across different industries, analyzing how digital CSR messaging influences consumer trust, engagement, and purchasing behavior.

2.3 Link Between Online Ads and Customer Contentment

Online advertising plays a pivotal role in shaping customer satisfaction by enhancing engagement, personalization, and accessibility (Noor *et al.*, 2024). Various digital platforms, including emails, social media,

and web banners, allow businesses to establish direct communication channels with consumers, ultimately influencing their purchasing decisions and brand perceptions (Schivinski and Dabrowski, 2016). The evolution of internet-based advertising has transformed traditional marketing approaches, shifting from one-way promotional messages to interactive, customer-driven experiences (Behl *et al.*, 2022).

Emails, for instance, have become a fundamental tool in online marketing, offering a cost-effective and highly targeted way to reach consumers. Businesses leverage email campaigns to deliver personalized content, tailored offers, and relevant updates, fostering stronger connections with their audience (Juska, 2021). This level of customization enhances customer satisfaction by addressing individual preferences and expectations, ultimately increasing brand loyalty and trust (Sharabati *et al*., 2024). Additionally, email marketing enables businesses to reach a vast customer base while maintaining a high response rate, making it a crucial component of digital engagement strategies (Patil, 2024).

Affiliate marketing is another key driver of customer satisfaction, allowing companies to expand their reach through strategic partnerships. Through structured commission-based programs, affiliates promote a merchant's products to niche audiences, ensuring efficient targeting and maximizing return on investment (Taherdoost, 2024). This model benefits both businesses and consumers—customers gain access to relevant products through trusted sources, while companies reduce advertising costs and improve conversion rates (Okon *et al*., 2016). When executed effectively, affiliate marketing

strengthens consumer trust and fosters long-term brand advocacy (Piliana and Maradona, 2024).

Similarly, web banners remain a significant aspect of online advertising, despite consumers often being preoccupied with other digital activities. While some argue that banners have limited influence, well-designed and strategically placed ads can still attract attention and drive engagement (Kushwaha *et al.*, 2022). These visual advertisements contribute to brand recognition and reinforce messaging, subtly shaping consumer perceptions and purchase intentions over time. Even in highly competitive digital environments, banners serve as an essential touchpoint in an integrated advertising strategy (Juska, 2021).

Social media advertising, particularly on platforms like Facebook, has further strengthened the relationship between online advertising and customer satisfaction (Taherdoost, 2024). By enabling real-time interactions, social media campaigns allow businesses to communicate their values, respond to customer inquiries, and engage users through compelling content. This interactive nature of social media fosters a more personalized customer experience, enhancing brand credibility and consumer trust (Susiang *et al.*, 2023). Companies that integrate CSR messaging into their social media ads often experience heightened consumer engagement, as socially responsible advertising resonates with today's ethically conscious consumers (Chae, 2021).

These digital advertising methods collectively create an interconnected marketing ecosystem that prioritizes customer satisfaction (Aksoy, 2023). By leveraging targeted communication, interactive content, and strategic placement, businesses can enhance consumer trust,

strengthen brand loyalty, and ultimately drive long-term success (Sutrisno *et al.*, 2024). This research specifically examines how CSR-focused Facebook advertising contributes to customer satisfaction by fostering deeper consumer engagement and brand affinity.

2.4 Customer satisfaction

Customer satisfaction is commonly understood as the overall judgment a consumer forms about a product or service, shaped by their experiences with purchasing and using it over an extended period (Fornell, 1992; Anderson et al., 2004). Within marketing research, customer satisfaction is widely acknowledged as a core element of business strategy (Fornell et al., 2006) and a key factor influencing a company's long-term profitability and market performance (Gruca & Rego, 2005). It serves as a crucial measure of success across various organizations (Fornell et al., 1996; Hunt, 1977; Brickley et al., 2002; Lange et al., 2011). As Chandler (2006) emphasized, all businesses are expected to operate in a manner that responsibly addresses customer needs.

The link between Corporate Social Responsibility (CSR) and customer satisfaction (CS) can be examined through the lens of equity theory, which is based on the perception of fairness in exchanges among individuals or groups. When consumers perceive fair treatment from a business, their satisfaction tends to increase (Galbreath, 2010). According to this theory, a company's responsible behavior toward its stakeholders—customers included—enhances customers' perception of fairness and consequently boosts satisfaction (Martínez et al., 2014; Oliver, 2014; Pérez & Del Bosque, 2015). Organizations that prioritize social responsibility are more likely to stand out from competitors by

influencing consumer perceptions positively, thereby increasing customer satisfaction (Pivato et al., 2008). Given the growing societal expectations, firms are increasingly being urged to operate responsibly (Mohr et al., 2001). As a result, consumers are more inclined to support brands that they perceive as ethically and socially responsible (Lichtenstein et al., 2004).

Moreover, CSR has been identified as a catalyst for customer satisfaction and, ultimately, an enhancer of market value (Luo & Bhattacharya, 2006; Rhou et al., 2016). Several studies have established that CSR initiatives contribute positively to customer satisfaction across different sectors, such as telecommunications (He & Li, 2011) and the banking industry (Arıkan & Güner, 2013). Despite the importance of satisfaction in marketing literature (Anderson et al., 2004; Gruca & Rego, 2005; Fornell et al., 2006; McDonald & Rundle-Thiele, 2008), the specific role CSR plays in driving customer satisfaction remains underexplored. This study seeks to address this gap by comparing CSR advertising practices across various industries.

Empirical findings have highlighted the positive influence of economic CSR factors—such as fair pricing—on customer satisfaction (Akroush, 2012; Kukar-Kinney et al., 2007). Likewise, legal dimensions of CSR have been shown to correlate positively with satisfaction levels (Mohammed & Rashid, 2018). In addition, ethical business conduct has consistently been associated with improved customer satisfaction (Galbreath, 2010; Lee et al., 2012; Hassan et al., 2013). Studies also confirm that philanthropic actions, including corporate donations and community engagement, contribute to higher levels of customer satisfaction (Lev et al., 2010).

In summary, engaging in CSR activities represents a strategic pathway to enhancing customer satisfaction (Rivera et al., 2016). CSR involvement plays a crucial role in influencing how customers perceive and relate to a company (Koch et al., 2020; Latif et al., 2020; Vu et al., 2022; Cuesta-Valiño et al., 2023). Based on this understanding, the current research puts forward the following hypothesis:

H1: Corporate Social Responsibility advertising initiatives positively influence customer satisfaction.

2.5 Customer Trust

From the standpoint of the consumer, trust refers to the belief that a business will act in accordance with expected norms of professionalism, integrity, and goodwill (Park et al., 2014). This trust is rooted in the confidence consumers have that the company will honor its promises and act in their best interest (Chaudhuri & Holbrook, 2001; Erdem & Swait, 2004). In recent decades, academic interest in the role of trust in the consumer-business relationship has grown significantly (Sirieix & Dubois, 1999; Frisou, 2000; Chaudhuri & Holbrook, 2001; Gurviez & Korchia, 2002; Delgado-Ballester, 2004), with a strong focus on how trust supports long-term customer loyalty (Chaudhuri & Holbrook, 2001; Erdem & Swait, 2004).

Consumer trust has been defined by Pavlou and Fygenson (2006) as the degree to which people believe that a company acts responsibly across the main dimensions of CSR—economic, legal, ethical, and philanthropic. Earlier studies further show that when consumers trust a company, they tend to form more favorable opinions about

its brand (Pavlou & Chai, 2002; Pavlou & Fygenson, 2006). In today's global business environment, CSR is increasingly viewed as a strategic mechanism for building trust-based relationships with consumers (Torres et al., 2012). A wide body of empirical research confirms that CSR practices positively influence the level of consumer trust (Lagace et al., 1991; Kennedy et al., 2001). Scholars regard both CSR and consumer trust as foundational elements for maintaining long-term, mutually beneficial relationships between firms and their customers (Santini et al., 2023), with perceptions of socially responsible conduct enhancing trust (Islam et al., 2021).

When a business is seen as trustworthy, consumers are more likely to evaluate its offerings positively and associate the brand with high ethical and social standards (Gefen et al., 2000). Building on this body of literature, the current study aims to investigate whether CSR-driven advertising initiatives can effectively strengthen consumer trust. Therefore, the following hypothesis is proposed:

H2: CSR advertising initiatives have a direct and significantly positive impact on consumer trust.

2.6. Mediating influence of Customer Satisfaction on CSR advertising initiatives and Customer Trust

To the best of the researchers' knowledge, there is currently a lack of empirical studies that examine customer satisfaction as a mediating factor between CSR advertising initiatives and consumer trust. In response, this study seeks to fill that gap in the literature. Customer satisfaction has been widely recognized as a key antecedent to the development of trust in consumer relationships

(Bowden et al., 2013). Research has shown that satisfaction is essential in fostering ongoing consumer trust (Martínez & Del Bosque, 2013). Additionally, previous studies by Garbarino and Johnson (1999) and Fassnacht and Köse (2007) highlight that satisfaction is a foundational condition for trust to form. Geyskens et al. (1999) also identified satisfaction as a critical precursor to trust.

Further evidence from scholars such as Ribbink et al. (2004), Sahadev and Purani (2008), Chiu et al. (2012), and San-Martín and López-Catalán (2013) supports the notion that satisfaction significantly influences consumer trust. The relationship between satisfaction and trust has been a recurring focus across various research domains (Sirdeshmukh et al., 2002; Wetsch, 2006; Cyr, 2008; Fang et al., 2014; Islam et al., 2021). Based on these insights, the current study proposes that customer satisfaction serves as a mediating variable between CSR initiatives and consumer trust.

H3: Customer satisfaction mediates the relationship between CSR advertising initiatives and customer trust.

Based on the previous studies, the subsequent conceptual model/ research model has been shown in figure (1).

Figure (1): Conceptual Framework

This study draws on stakeholder theory and Habermas's notion of legitimacy in corporate communication to frame the CSR–satisfaction–trust relationship. The framework proposes that CSR advertising shapes consumer perceptions of fairness, responsibility,

and goodwill, which in turn enhances satisfaction and builds trust. Satisfaction is further positioned as a mediating factor, linking CSR communication to trust development.

The conceptual model (Figure 1) illustrates the hypothesized relationships:

- **CSR advertising influences both customer satisfaction and customer trust.**

- **Customer satisfaction has a direct impact on customer trust.**

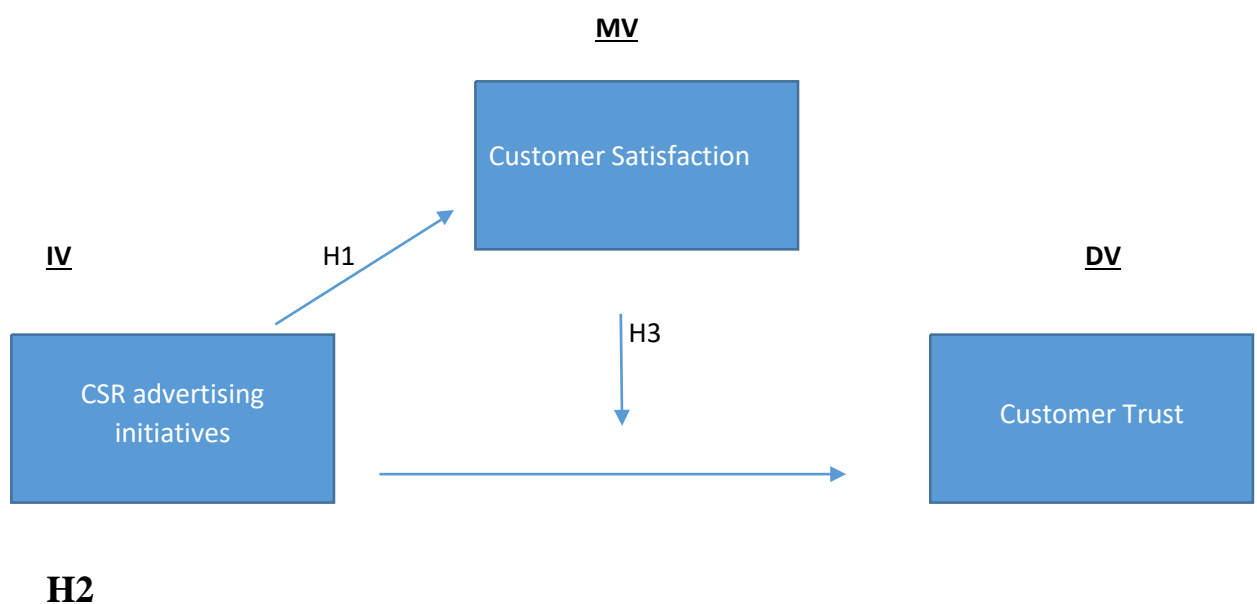- **Satisfaction mediates the CSR–trust relationship.**

Fig. (1): Research Model

3.Methodology

A quantitative research approach was adopted to assess customer perceptions and test the proposed hypotheses. The study utilized a convenience non-probability sampling method due to its practical advantages in terms of cost, speed, and ease of access to participants. The sample included individuals who had previously viewed advertisements and subsequently responded to an online questionnaire. The decision to use a digital survey format was motivated by its ability to overcome geographic and time-related constraints, the respondents' familiarity with digital tools, ease of data entry, and the streamlined storage and monitoring of results. Furthermore, the design ensured that only completed responses were recorded, minimizing missing data that could compromise statistical analysis.

The questionnaire was distributed via Google Forms, with the survey link shared through social media platforms such as WhatsApp and Facebook. Respondents were prompted to select a specific advertisement and complete the survey based on their experience with that ad. A five-point Likert scale was used to measure responses (1 = strongly disagree to 5 = strongly agree).

The survey instrument was divided into three main sections, each corresponding to one of the research variables: Corporate Social Responsibility (CSR), customer satisfaction, and customer trust, in addition to a demographic section. All items for the variables were adapted from established literature and refined to align with the current study context. A total of 26 measurement items were drawn

from previous validated studies. The content validity of the questionnaire was ensured by selecting well-established measurement scales supported by earlier research (Steenkamp & Baumgartner, 1995). These constructs—CSR, satisfaction, and trust—are extensively studied in both commercial (Morgan & Hunt, 1994; Hosmer, 1995; Gruen et al., 2000) and nonprofit settings (Gruen et al., 2000; Sargeant & Lee, 2004; Sargeant & Shang, 2010).

Specifically, eight items were adapted from studies by Morgan & Hunt (1994), Carroll (1999), Sen & Bhattacharya (2001), Sirdeshmukh et al. (2002), and Kang & Hustvedt (2014) to assess CSR perceptions. Customer trust was measured using nine items taken from Delgado-Ballester & Aleman (2001), Chaudhuri & Holbrook (2001), Bowden et al. (2013), and Martinez & Del Bosque (2013). Customer satisfaction was evaluated using nine items adapted from Oliver (1980), Loureiro et al. (2012), and Martinez & Del Bosque (2013). Additionally, the design of the satisfaction scale drew on the American Customer Satisfaction Index (Sriamornrattanakul, 2016) and its theoretical foundation (Fornell et al., 1996).

The second part of the questionnaire gathered demographic data across six variables: age, gender, marital status, income, occupation, and education level.

To ensure relevance and clarity, the survey was reviewed and refined by three academic experts in marketing and digital media. A pilot test was then conducted with 50 respondents, allowing the

researchers to evaluate and enhance the instrument before full deployment. This preliminary phase helped optimize the quality, clarity, and effectiveness of the survey items.

For the main study, a total of 400 questionnaires were distributed. The sample size was determined using a 95% confidence level based on an estimated population of 1,000,000, consistent with quantitative research guidelines (Mooi et al., 2018).

4.Results and Analysis

4.1 Validity and Reliability

Before proceeding with the data analysis, construct validity was examined to verify how effectively each measurement item reflected the theoretical constructs intended for study. As part of this assessment, particular attention was given to evaluating discriminant validity.

In general, validity refers to the extent to which a measurement tool accurately captures the underlying concept it is designed to measure (Twycross & Shields, 2004). It evaluates whether the items or scale used in a study genuinely represent the targeted theoretical construct.

Construct validity specifically assesses the degree to which a measurement instrument aligns with the theoretical framework it is intended to represent. In contrast, discriminant validity ensures that each construct within the model remains distinct and separate. It checks whether the indicators measuring different constructs are

not excessively correlated, thereby confirming that respondents could differentiate among the various constructs included in the survey (Hair et al., 2012).

Following the guidelines proposed by Ab Hamid et al. (2017), discriminant validity is established when the squared correlation between any two constructs is less than the Average Variance Extracted (AVE) of each individual construct. In this study, this condition was met across all latent variables. The squared inter-construct correlations were consistently lower than the corresponding AVE values, confirming the presence of discriminant validity for all measured constructs.

4.1.2 Reliability Analysis

Cronbach's alpha is a widely accepted statistical indicator used to evaluate the internal consistency of instruments composed of multiple Likert-scale items. In this study, Table 1 displays the Cronbach's alpha coefficients for each of the measured constructs, with values ranging from 0.869 to 0.933, signifying strong reliability for each individual scale. Additionally, the overall Cronbach's alpha for the entire instrument was found to be 0.957, which reflects an excellent level of internal consistency across all items included in the questionnaire.

Table 1: Reliability Coefficient

Variable	Cronbach's Alpha	No of items
Corporate Social Responsibility (CSR)	**0.869**	**8**

Variable	Cronbach's Alpha	No of items
Customer Satisfaction (CS)	**0.933**	**9**
Customer Trust (CT)	**0.919**	**9**
Overall Reliability	**0.957**	**26**

4.2 Descriptive Statistics for the Research Sample

The sample size of the research was 400 respondents. Customer selected from a pool of advertisement. Customer who selected the Chevrolet advertisement constituted (19.7%) of the total sample, the Samsung advertisement constituted (35%) of the total sample. Finally, the Telecom Egypt Advertisement constituted (45.3%) of the total sample.

Participants in this study were residents in Egypt. Most of participants were active internet users and are aware of the brands proposed in the advertisement. Data was collected over a period of one month in December 2024.

4.3 Statistical Analysis Tools

Data collected from 400 questionnaires was analyzed by means IBM SPSS 24 software. The data collected was analyzed in order to obtain insights into the sample frequency and description analysis, factors relations and regression analysis.

The Data analysis made by means of (SPSS 24). The researchers used the following statistical tools:

1) **Cronbach's Alpha for Reliability Statistics.**

2) **Demographic Analysis.**

3) **Descriptive analysis and Pearson Correlation Coefficient for Validity.**

4) **Multiple Linear Regression Model.**

4.4 Demographic Analysis

The demographic analysis of the selected sample implemented with respect to age, gender, marital status, income, current occupation, and level of education. The results of the demographic analysis as presented in Table 2.

Table 2: Demographic analysis

		Frequency	Percent	Cumulative
Age	**26 to 40**	131	32.0	32.0
	41 to 50	81	19.8	51.7
	Less than 25	168	41.0	92.7
	over 50	30	7.3	100.0
Gender	**Female**	289	70.5	70.5
	Male	121	29.5	100.0
Marital Status	**Divorced**	20	4.9	4.9
	Married	127	31.0	35.9
	Single	252	61.5	97.3
	Widowed	11	2.7	100.0
Income	**Less than 5,000**	113	27.6	27.6
	From 5,000 to less than	142	34.6	62.2

		Frequency	Percent	Cumulative
	From 10,000 to less than	100	24.4	86.6
	More than 15,000	55	13.4	100.0
Current Occupation	**Academics**	87	21.2	21.2
	Clerks	71	17.3	38.5
	Managers	87	21.2	59.7
	Professionals	90	22.0	81.7
	Self-employed	18	4.4	86.1
	Technicians	6	1.5	87.6
	Other	51	12.4	100.0
Level of Education	**Bachelor degree**	188	45.9	45.9
	High school diploma	62	15.1	61.0
	Intermediate degree or	6	1.4	62.4
	Post graduate degree	154	37.6	100.0

4.5 Descriptive and Correlation Analysis

Table 3 below shows the results of the descriptive statistic for each variable. Table 3 shows the min, max, mean, and standard deviation for each variable. It indicates that the subject agreed positively on all variables presented in the questionnaire, because their means are more than the virtual mean (3) in all of the questions.

Table 3: Descriptive Statistics

	Minimum	Maximum	Mean	Std. Deviation
Q1.1	2.00	5.00	4.5732	.66396
Q1.2	1.00	5.00	4.3732	.87885
Q1.3	1.00	5.00	4.4098	.80821
Q1.4	1.00	5.00	4.4000	.86835
Q1.5	2.00	5.00	4.5854	.60864
Q1.6	2.00	5.00	4.4829	.68226
Q1.7	2.00	5.00	4.4341	.73462
Q1.8	2.00	5.00	4.4000	.76666
Q2.1	1.00	5.00	4.3878	.73896
Q2.2	1.00	5.00	4.5024	.79192
Q2.3	1.00	5.00	4.3537	.79994
Q2.4	1.00	5.00	4.3951	.81548
Q2.5	1.00	5.00	4.4366	.78002
Q2.6	1.00	5.00	4.3073	.81441
Q2.7	1.00	5.00	4.3683	.82353
Q2.8	1.00	5.00	4.4561	.78449
Q2.9	1.00	5.00	4.3683	.86974
Q3.1	1.00	5.00	4.4561	.72959
Q3.2	2.00	5.00	4.4829	.71720
Q3.3	1.00	5.00	4.4366	.86334
Q3.4	1.00	5.00	4.4341	.87721
Q3.5	1.00	5.00	4.4537	.81192
Q3.6	1.00	5.00	4.4171	.78445

Q3.7	1.00	5.00	4.3829	.86903
Q3.8	1.00	5.00	4.3146	.89608
Q3.9	1.00	5.00	4.3902	.99579

Table 4 presents the mean values, standard deviations, and Pearson correlation coefficients for the study variables. As shown in Table 5, there was a positive, strong, and statistically significant linear relationship between customer satisfaction and CSR *(r = 0.606, p < 0.01)*. Similarly, the correlation between customer satisfaction and customer trust was also strong, positive, and significant *(r = 0.770, p < 0.01)*. Furthermore, a significant and strong positive correlation was identified between CSR and customer trust *(r = 0.714, p < 0.01)*.

Table 4: Descriptive and correlation analysis

Variable	Mean	Standard deviation	Pearson Correlation		
			CSR	Customer Satisfaction	Customer Trust
CSR	4.457	0.547	1	.606**	.714**
	Sig. (2-tailed)			0.000	0.000
Customer Satisfaction	4.397	0.648	.606**	1	.770**
	Sig. (2-tailed)	0.000			0.000

Customer Trust	4.419	0.657	.714**	.770**	1
	Sig. (2-tailed)		0.000	0.000	

4.6 Testing Research Hypothesis

Table 5 below shows the results of the first two hypotheses.

Table 5: Testing Research Hypothesis

Hypothesis		Beta	S.E.	t-value	p-value	Result	R	R-Square	F	Sig.
H1	Constant	1.193	0.210	5.688	0.00	Accept	0.606	0.367	236.95	0.00
	CSR	0.719	0.047	15.393	0.00					
H2	Constant	0.987	0.142	6.950	0.00	Accept	0.770	0.594	596.04	0.00
	CS	0.780	0.032	24.414	0.00					

Table 5 shows the following results:

For the first hypothesis R = 0.606 and R-Square = 0.367, which indicates that 36.7% of the variation in customer satisfaction is explained by the independent variable CSR. The ANOVA test for the regression model F = 236.95, Sig.= 0.000, therefore there is a significant relationship between the dependent variable customer satisfaction (CS) and the independent variables corporate social responsibility (CSR).

The regression equations for the first hypothesis as follows:

$$Y_1 = 1.193 + 0.719 \, x_1 + \varepsilon_1$$

Where:

- Y_1 = customer satisfaction

- x_1 = CSR, and

- ε_1 = error (0.047)

For the second hypothesis R = 0.770 and R-Square = 0.594, which indicates that 59.4% of the variation in customer trust (CT) is explained by the independent variable customer satisfaction (CS). The ANOVA test for the regression model F = 596.04, Sig. = 0.000, therefore there is a significant relationship between the dependent variable customer trust (CT) and the independent variables customer satisfaction (CS).

The regression equations for the second hypothesis as follows:

$$Y_3 = 2280.167 + 15.171x_3 + 39.951x_4 + 13.943x_3x_4 + \varepsilon_3$$

Where:

- Y_2 = customer trust

- x_2 = customer satisfaction, and

- ε_2 = error (0.032)

Table 6 shows the results of the third hypothesis, the results indicates that the interaction "CSR × Customer satisfaction" had a statistically significant interaction, which indicates that customer satisfaction (CS) has an intervening effect on the relationship between CSR and customer trust (CT).

The result indicates that the third hypothesis was accepted and the regression equations for the hypothesis as follows:

$$Y_3 = 2280.167 + 15.171x_3 + 39.951x_4 + 13.943x_3x_4 + \varepsilon_3$$

Where:

- Y_3 = customer trust

- x_3 = corporate social responsibility

- x_4 = customer satisfaction

- ε_2 = error (12.461)

Table 6: Third Hypothesis testing result

Dependent Variable: Customer Trust					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	163.942a	78	2.102	55.830	.000
Intercept	2280.167	1	2280.167	60567.051	.000
CSR	15.171	15	1.011	26.866	.000
Customer Satisfaction	39.951	20	1.998	53.060	.000
CSR * Customer Satisfaction	13.943	40	.349	9.259	.000
Error	12.461	331	.038		
Total	8181.775	410			
Corrected Total	176.403	409			
a. R Squared = .929 (Adjusted R Squared = .913)					

5. Research implications

The current study aims to investigate the effect of CSR advertising on building customer satisfaction and trust, highlighting both academic and practical implications. By examining the effects of CSR-focused advertisements, this research contributes to the understanding of how socially responsible marketing influences consumer perceptions. Specifically, it provides valuable insights into constructing effective CSR advertisements tailored for the Egyptian online community, particularly on social media.

Social media platforms have evolved beyond being just another communication channel for advertisers; they have become the dominant medium for consumer engagement. Unlike traditional advertising, where messages are passively received, social media encourages interactive experiences. When consumers engage with a brand's content online, they actively participate in shaping their perception of the product or service. This interaction-based experience is a defining characteristic that sets social media apart from other marketing channels. The empirical aspects of social media consumption significantly drive customer trust and satisfaction, making it a crucial factor in CSR advertising effectiveness.

This research further sheds light on consumer reactions to online CSR advertising and their level of satisfaction with products and services promoted across multiple platforms. Findings suggest that consumers highly respect, trust, and recommend brands that actively engage in CSR initiatives. Supporting previous literature, the current study supports that CSR advertising plays a vital role in enhancing customer satisfaction. Within the Egyptian market, consumers tend to show greater respect for and loyalty toward companies that integrate CSR into their operations, reinforcing the link between corporate responsibility and brand credibility.

Beyond academic contributions, this study also offers critical practical implications for advertisers. Marketers must recognize the significant impact of CSR advertising in digital spaces and leverage online features that enhance consumer engagement beyond static images and text. CSR advertising not only strengthens the bond

between consumers and brands but also fosters transparency and credibility. The interactive nature of online platforms allows customers to share feedback, which serves as valuable data for advertisers to refine their strategies. Additionally, entertainment-driven content enhances user engagement, making CSR campaigns more impactful. Ultimately, effective CSR advertising not only elevates consumer trust and satisfaction but also strengthens brand advocacy, ensuring long-term success in the digital marketplace.

6.Conclusion

This research contributes to the broader understanding of CSR advertising in Egypt by exploring its application across various industries that engage in and promote corporate social responsibility. Establishing customer satisfaction serves as a fundamental pillar for achieving a long-term competitive advantage (Chung et al., 2015). The study investigates how CSR-related advertising efforts influence both customer satisfaction and trust within the Egyptian context. Additionally, it explores how customer trust moderates the relationship between CSR initiatives and satisfaction.

Consumers' perceptions of companies as socially responsible play a significant role in shaping their satisfaction and trust levels. Although CSR is known to impact organizational outcomes, there remains a gap in the literature concerning its effects—particularly within specific industry settings (Jose et al., 2018).

While previous research has explored the influence of CSR on various consumer behaviors—such as word-of-mouth, brand loyalty, purchase intentions, emotional bonds, in-store behavior, and brand

association—there has been limited focus on how CSR directly affects customer satisfaction (McDonald and Rundle-Thiele, 2008). This study aims to address that gap. Findings suggest that consumers develop more favorable perceptions of CSR when they recognize a company's active role in addressing social challenges.

Trust is a cornerstone of all social interactions, and its absence can compromise the effectiveness of any relationship. It is broadly defined as the expectation that another party's behavior will be dependable (Leninkumar, 2017). In the context of this study, customer trust encompasses emotional and behavioral responses that emerge when consumers believe a company is acting in their best interest and genuinely engaging in socially responsible initiatives. Therefore, this study examines how customer trust can be fostered across industries through meaningful CSR engagement. The findings reveal a direct and positive relationship between CSR and customer trust.

7. Limitations and future research

Despite the contributions mentioned, this research also has its recognized limitations and avenues for further research. This study focused on CSR advertisements initiatives in different industries operating in Egypt, such as the Telecommunication sector, Car Retail, and electronic productions, future research can test the proposed model using a larger sample size and a wider range of advertisements in other sectors whether in Egypt or other countries as well. Customers could have been biased after viewing the advertisement, so future study should involve a longitudinal study design to shed additional insights.

This study explored customer satisfaction both as a precursor and an outcome of CSR advertising efforts, while also examining the role of such initiatives in fostering customer trust. Future research is encouraged to investigate additional determinants of customer satisfaction, including perceived brand quality and trust, as well as factors that may influence the development of CSR advertising strategies. Moreover, examining the outcomes of customer satisfaction—such as brand equity and corporate reputation—could provide a more holistic understanding.

Further research should also evaluate how CSR advertising activities shape consumer perceptions of service quality and influence firms' financial outcomes. It would be beneficial to consider additional variables like corporate reputation and individual consumer characteristics (e.g., age, lifestyle, gender, and education) to create a broader and more inclusive conceptual framework. This would offer deeper insights into how different segments of consumers interpret CSR advertising.

While the current study treated CSR advertising as a single, unified construct, future research could benefit from exploring it as a multi-dimensional concept. This includes distinguishing between its economic, legal, ethical, and philanthropic components, and assessing how each dimension individually affects customer satisfaction and trust.

Additionally, this study focused exclusively on the consumer perspective. Future investigations should expand the scope to include other key stakeholders—such as employees—whose

perceptions could contribute meaningfully to overall corporate performance. Since the methodology employed in this study was quantitative, subsequent research might adopt a qualitative approach to gain richer insights and a deeper understanding of consumer attitudes toward CSR advertising.

The use of a convenience sample in this research, necessitated by limitations in accessing a comprehensive customer database, may have influenced the findings due to potential bias in consumer awareness levels. However, efforts were made to mitigate this by utilizing an online survey to broaden reach. Future studies should consider employing probability sampling techniques to enhance generalizability across sectors and regions. Finally, because the survey was conducted within the Egyptian context, caution should be taken in applying these findings globally, as cultural and industrial differences may limit their relevance in other countries.

Furthermore, the measurement instrument itself presents certain limitations. Although the survey was carefully designed and adapted from validated scales, the reliance on self-reported data through an online questionnaire may have introduced response bias, such as social desirability or limited comprehension of some items. In addition, the absence of a controlled environment means that participants could have been distracted or rushed while completing the survey, potentially affecting the reliability of their responses. Future research should refine the measurement tool by conducting pre-tests and pilot studies, incorporating mixed methods, or combining self-reported measures with observational or experimental data to minimize such biases and strengthen validity.

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