

# The Expert CSR Communication Strategy for Fit Level in Digital YouTube In-Stream Skippable Ads and Its Effect on Consumer's Trust

Shimaa Salah Sadek Sedek

Associate Professor, Advertising department, faculty of applied arts, Benha University, Qalyubia, Egypt.

Submit Date: 2022-12-24 09:24:07 | Revise Date: 2023-03-30 10:20:20 | Accept Date: 2023-03-30 20:32:06

DOI: 10.21608/jdsaa.2023.182925.1243

## KEYWORDS:

Corporate Social Responsibility, CSR, Fit Level, YouTube In-Stream Skippable Ads, The Expert CSR Communication Strategy.

## ABSTRACT:

YouTube advertisements become highly significant in the digital advertising world. It is important to express the social responsibility of these ads relying on the diversity of social initiatives forms. Social responsibility practices have a direct impact. Therefore, doubts about the credibility of the companies were raised. The problem of the study is summarized that advertising companies adopt unsuccessful advertising strategies when they declare their social responsibility (to support Egyptian football sports matches), especially in cases of low fit between the nature of the company and its activity in YouTube shippable advertisings, which raises skepticism. The purpose of a study is to examine the possibilities of companies' supportive expert strategy at the company's low fit levels and its social activity verses high fitting levels in the YouTube shippable advertising method with a view to supporting user's trust. The research follows the experimental method by using a set of YouTube skippable ads. The research reached several results. The most important result is that the percentage of validity increases in case of enhancing the low fit levels between the company and its social responsibility activity through the use of the advertising expert strategy which supports the level of trust and honesty in the company, consequently, the user's trust.

## 1- Introduction

For all users, in a digital world, it becomes easy to see what they need when they want. After pressing the bottom or touching the screen of any device, people are connected to the whole world. Therefore, it is not easy to attract their attention. It is harder to turn their attention into advertising impact.

Based on Nielsen's report, more than half of the users 18--49 aged years old do not watch or subscribe T.V. Over 90% of them watch YouTube. (thinkwithgoogle)

[https://www.thinkwithgoogle.com/\\_qs/document/s/5679/YT\\_Effectiveness\\_Guide.pdf](https://www.thinkwithgoogle.com/_qs/document/s/5679/YT_Effectiveness_Guide.pdf)

Also, based on a biometric analysis of personal mobile feed consumption, participants looked at videos 5 times longer than at static images on Facebook and Instagram. Adding simple things, such as motion or animation, to the text is important to make a big difference. (facebook.com/business)

To study the efficiency of attitudes towards advertising, Ducoffe (1995), (Martins, 2018) focused on three values of advertising on the internet: entertainment, informativeness, and irritation. Entertainment is a positive indicator to advertising because audiences consider advertising a way for fun and joy (Bauer et al., 2005). Informativeness is the advertising ability to provide the audience with information related to the product. Irritation is a negative indicator reflecting advertisers' techniques which can irritate, offend, criticize or manipulate the audience (Sundar & Marathe, 2010).

In accordance with the great importance of YouTube skippable advertisings, they are used by companies and organizations to broadcast and promote their social responsibility to the users, especially young users (the research sample). According to the importance of consumers' trust in the efficiency of corporate social responsibility, it is important to express the social responsibility of those advertising (Bronn & Vrioni, 2001). Forehand and Grier (2003)

describe doubts as the opposite of trust. Trust is the customer's belief that the company is reliable and honest, keeps its words, and fulfills its promises (Vlachos et al.,:2009). Vlachos et al. (2009) tackle trust as a pivotal element of the effectiveness of corporate social responsibility.

For users it is important that they consider the company and its CSR engagement to be trustworthy (Bronn & Vrioni, 2001) Shaub (1996) as well as Forehand and Grier (2002) characterize skepticism as the opposite of trust. Trust is the customer's belief that the firm is sincere and reliable, stands by its word, fulfills its promises (Vlachos et al., :2009). Vlachos et al. (2009) described trust as the center to CSR efficiency (Lacey & Kennett-Hensel, 2010).

Recently, the phenomenon of corporate social responsibility has taken increasing attention by marketing men, public policy makers, academicians and stakeholders because of its impact on business and economic practices, evaluation processes and customer reactions towards companies. The practices of social responsibility have become a priority for companies. There is a variety of social initiatives types. They have included supporting sport matches as a type of community entertainment, non-profitable social issues, or different kinds of donations. The companies have launched these initiatives to enhance their reputation and image and spread the corporate social awareness among stakeholders and customers. It is positively reflected in achieving the company's tangible profitable gains. (Menichini and Rosati, 2014).

In addition to market surveys, recent academic research papers show that most of consumers these days express their preference to companies which make a worldwide positive difference and call for a higher level of corporate social responsibility. Literature studies the strength of corporate social responsibility programs on consumer responses in different contexts including the image of the sponsoring corporate among consumers in times of crises or negative information (Schmeltz, 2012, Tian & Wang & Yang, 2011, Menichini and Rosati, 2014). Recent academic research and marketplace polls suggest that nowadays the majority of today's consumers express that they prefer companies which

make a positive difference in the world. Globally, consumers request an upper level of corporate social responsibility (CSR) (Becker-Olsen et al., 2011; Schmeltz, 2012,2017; Tian, Wang, and Yang, 2011).

A lot of marketing literature said that the increasing interest in corporate social responsibility is generally attributed to the reputation of the company (Brammer & Millington, 2005, Lichtenstein, Drumwright, & Braig, 2004). Marketing literature stressed that an essential element in any research conducted on corporate social responsibility is how company's skippable advertising promotes the concept of corporate social responsibility regardless of the type of corporate social responsibility practices implemented by companies, or how corporate social responsibility initiatives or the fit level for types of community activities. Consequently, corporate social responsibility initiatives may adversely affect consumer's behavior.

Furthermore, the literature review on Corporate Social Responsibility and consumers explored the impact of Corporate Social Responsibility on corporate reputation (Brammer & Millington, 2005; Lichtenstein, Drumwright, & Braig, 2004) and asserted that any study on Corporate Social Responsibility should concentrate on how corporations report the Corporate Social Responsibility and consumer perception. It is important to define the type of Corporate Social Responsibility or how companies involve in the Corporate Social Responsibility to avert the negative influence of Corporate Social Responsibility on consumer behavior (Du, Bhattacharya & Sen, 2010).

Corporate social responsibility is described as a double-edged sword (Morsing & Schultz, 2006) and a highly sensitive issue (Du and et al., 2010). It depends on how the effect of these initiatives is communicated. Otherwise, its effect shall be void and null in addition to hesitation for fear of criticism and anxiety about false expectations (Schlegelmilch & Pollach, 2005) the potential reactions to skepticism or rejection of these messages (Lii & Lee, 2012; Elving, 2013) complicates the communication between corporate social responsibility and an interesting topic of research.

Therefore, the use of the appropriate context for the nature of fit between the company and its societal activity plays a very important role in consumer's responses (Van Reijmersdal et al. 2010).

Several studies have uncovered more skepticism about the company's motivations and have reported adverse effects of suitable attitude towards the company (Forehand and Grier, 2003; Yoon et al., 2006). A study (Till & Nowak, 2000) has found that companies in relation to social responsibility which is low fit to the companies' actual nature which resulted in consumers' gloomy reactions.

In brief, the problem of the study is that advertising companies and organizations adopt unsuccessful advertising strategies. That is because they declare their social responsibility (to support Egyptian football sports matches), especially in cases of low fit between the nature of the company and its activity (Egyptian football matches). As a result, YouTube skip advertisings raise skepticism and decrease credibility. It makes the advertisement unbelievable. Therefore, it affects response. The research problem is summarized in answering the following questions:

Q1: How can the expert's communication strategy be used as a supportive strategy for advertisements of social responsibility activities in the low fitting levels between the company and its social activity for the skippable ads of the YouTube platform?

Q2: Does the use of the expert's communication strategy at the low fitting levels of corporate social responsibility ads and its community activity enhance the user's trust towards the advertisement?

The purpose of this study is to examine the possibilities of companies' supportive communication strategy (the communicative expert strategy) and their social responsibility activities at the company's low fit levels and its social activity in exchange for high fit levels using the YouTube shippable advertising method with a view to supporting user's trust towards the advertisement.

This research provides a new angle in studying the fit level between the company and its advertising activity on social responsibility and its orientations affects the level of the trust of the user who receives YouTube skippable advertisement. Subsequently, companies in relation to low fit social responsibility may lead to adverse reactions which may lead to negative reactions towards this advertisement because it has special specifications which must be considered on making the design. That is because it

may affect the credibility of the advertisement. Consequently, it affects the user's trust. Therefore, the study proposes a supporting communication strategy, the expert strategy, to lend credibility for the skippable advertisement in case of declaring its social responsibility. The research hypotheses are:

H1: In the case of the company's high fit level and its YouTube skippable advertisement on social responsibility, consumer acceptance becomes higher than in the case of low fit level.

H2: Consumers trust in the image of the sponsoring company is higher in the case of the company's high fit level and its YouTube skippable advertisement on social responsibility compared to a low fit level.

H3: In the case of the company's low fit and its YouTube skippable advertisement on social responsibility, consumers' acceptance becomes higher after viewing the company's audio-visual ad using an advertising of expert strategy.

H4: Consumers' evaluation for the image of the sponsoring company is higher in the research sample for YouTube skippable ad on CSR applying an advertising expert theory in low fit cases.

The limits of research are confined to select CSR campaigns published on YouTube (for youth aged 16-35 years old). The actual measurement period of the questionnaire is as from 5/7/2022 till 15/9/2022. The research follows the experimental method by using a set of YouTube skippable ads having a high fit level between their companies and their community activities, and advertisements of low fit level between the companies and their community activity.

## 2- Theoretical background

### 3- YouTube Channel

In a world of many different choices, videos are still the most popular choice. YouTube is highly viewed by over 2 billion monthly active users. It is assumed that YouTube has a diverse user base and your business can be connected to your targeted audiences. YouTube is a promising advertising platform. In the fourth quarter of 2021, YouTube made advertisement profits of \$8.6 billion. Daily, people see over 1 billion hours of YouTube video content. YouTube has a tremendous base of users. Every day, over 1 billion hours of video content is viewed. (sproutsocial)

YouTube has attracted the attention of advertisers who link their advertisements to specific video

contents throughout the world. (Pikas, Sorrentino & Adage, 2014) YouTube provides the "in-video advertising" and "in-stream video advertising". All YouTube advertisements are relevant to one of the two advertising categories. In-video advertisement contents are shown on the bottom of the video. Viewers can close the content of the advertisement at any time. In-video advertisements usually take 15 seconds. As for in-stream advertisements, they are shown within the video. Viewers can skip this type of advertisements after five seconds. If he wants, a viewer can watch the whole advertisement (Pikas, Sorrentino & Adage, 2014;).

YouTube becomes a worldwide video platform competing for advertising profits. Increasingly, marketers are bound to YouTube to be connected to the so-called YouTube generation and social media users (Ghosh, 2016).

YouTube provides a mean of marketing video content, which was non-existent in the past. As YouTube is viewed by over a billion users (YouTube, n.d.), studies of media systems and their management will not be completed without more understanding of the characteristics of YouTube as a media channel aiming at marketing communications. (YouTube, n.d.)

To have access to the right audience, YouTube uses a different means from other channels to target its audience. It goes beyond targeting specific demographic population. The platform uses signals for which an internet user is searching. The signals help advertisers to target people according to their intent. Compared to campaigns targeting demography of population, campaigns on mobile which target people according to their intent, are 20% higher in recalling advertisements and 50% higher in having knowledge of brands. (thinkwithgoogle)

## 4- Type of YouTube ads in 2022

- Overlay Ads
- Video Discovery Ads
- TrueView In-stream Skippable Ads
- Non-Skippable In-Stream Ads
- Bumper Ads

### 4-1: Overlay Ads

Video overlay advertisements suddenly appear after the video starts playing. They can be as simple as text

(example 1 below) or image advertisement (example two below): (mygreatlearning)

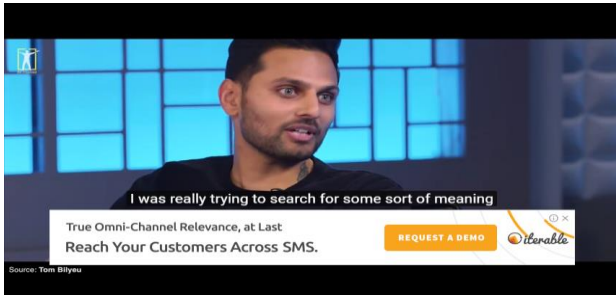


Figure (1,2): YouTube Overlay Ads (instapage)

An overlay advertisement, a text or image, appears as a pop-up displayed across the bottom 20% of the video window. Therefore, it is not an intrusive advertisement like other larger pop-ups. Users can see the advertisement while watching the video on which they clicked. Additionally, they can close the advertisement at any time by clicking the “X” in the top-right corner. If users click on the advertisement, it takes them to URL out of YouTube like a dedicated post-click landing page to promote the offer. Advertisers only get paid when viewers click the overlay advertisement so as to view and expand the advertising campaign. (instapage)

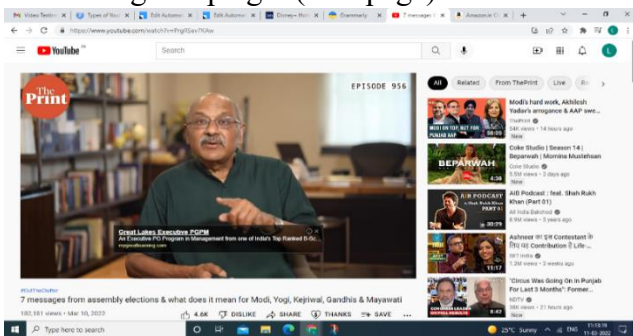


Figure (3) YouTube Overlay ad (mygreatlearning)

#### 4-:٢ Video Discovery Ads

An example of a YouTube discovery ad that appears on the page of search results / Home Page after you type your topic:

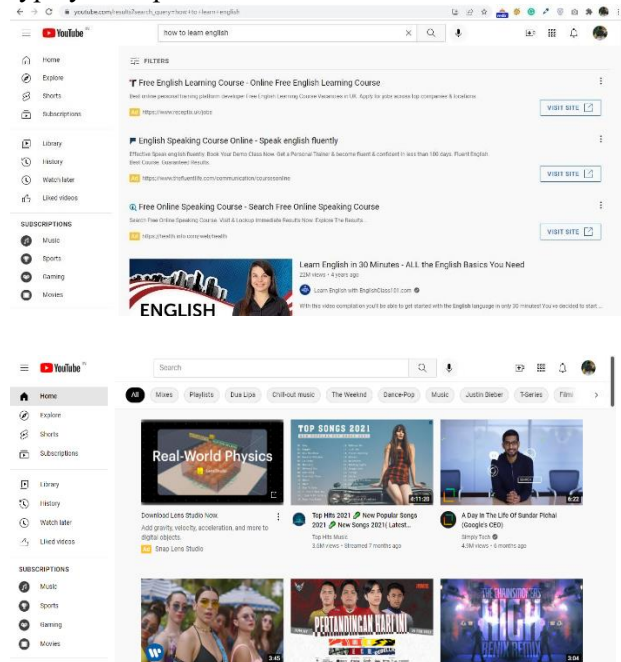


Figure (4,5) Video Discovery Ads (mygreatlearning)

#### 4-3: TrueView In-stream Skippable Ads

On YouTube, TrueView In-stream Skippable Advertisements are some of the most popular types of advertisements. For TrueView advertisements, advertisers pay if users watch the advertisement for 30 seconds at least or if they view the advertisement for 30 seconds at least or if advertising is completely played. The viewer clicks on the CTA to move to the next step.

It is good revenue of investment. As per YouTube, the TrueView In-stream Skippable Ads must be between 12 seconds to 360 seconds in length.

These ads are played before the video if the user clicks on a video in relation to the search term for which ads are being played. The title indicates that viewers are able to skip these advertisements. If the two conditions are met, users have to pay. (mygreatlearning)

An example of skippable in-stream ads is below:

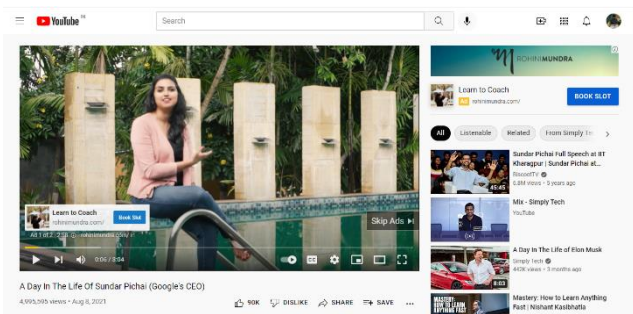


Figure (6) TrueView In-stream Skippable Ads (mygreatlearning)

In the above image, the skippable video ad is 3 minutes in length. The CTA is Learn to Coach- Book Slot, which redirects to the advertiser’s page. Being skippable, advertisers have to give the audience the reason for staying and watching the advertisement completely. In addition, advertisers use the TrueView in-stream skippable ads to have advantage of far-sighted visions relevant to the performance of their ads which can assist in testing and optimization. (mygreatlearning)

#### 4-5: Non-Skippable In-Stream Ads

These types of ads are played anywhere during the video. From the title, the user cannot skip the advertisement at the time of playing. The duration of these types of ads lasts between 15 and 20 seconds. There is no option to skip the advertisement. These types of advertisements are displayed for videos lasting a minimum of 10 minutes in length. Before playing the non-skippable in-stream ads, viewers are given a 5-second countdown notification. These ads are charged on a pay-per-click (PPC) basis. (mygreatlearning)

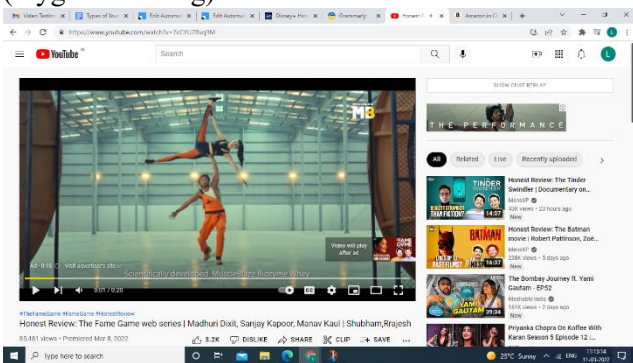


Figure (7) Video Discovery Ads (mygreatlearning)

#### 4-6: Non-Skippable In-Stream Ads

By the name, these ads bump into the video of the viewer for a maximum of six seconds per ad. The Bumper ads, which are the shortest type of YouTube, are non-skippable. Although they are short, bumper advertisements can be used effectively to promote a brand or service or product. (mygreatlearning)

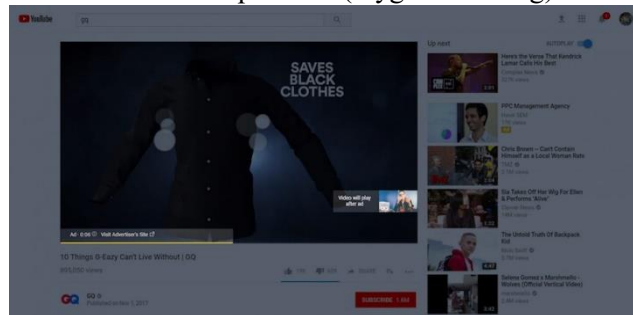


Figure (8) Video Discovery Ads (mygreatlearning)

### 5- Corporate Social Responsibility (CSR)

The literature review has handled the concept of Corporate Social Responsibility in several disciplines. Marketing scholars have tackled how to use the concept in marketing communications activities as a practice to be resorted to meet the needs of the global community and ask for a higher level of social responsibility (Dolnicar & Pomeroy, 2007). Studies have shown that social responsibility initiatives may enhance Brand Loyalty and Reputation Building (Brønn & Vrioni 2015;1997) and considered them a market differentiation strategy that may in turn provide a group of competitive advantages (Lichtenstein, Drumwright, & Braig, 2004; Maignon ,2001; McWilliams & Siegel, 2001; Du et al., 2010; Till & Nowak 2000; Klein & Dawar 2004). The literature review has mainly focused on analyzing how to prevent skepticism so as to get positive consumer responses toward Corporate Social Responsibility (Morsing & Schultz, 2006; Yoon et al., 2006; Pomeroy & Johnson, 2009).

The literature review has many different definitions for Corporate Social Responsibility. Generally, it is defined as “the status and activities of the company in relation to its perceived societal obligations” (Brown and Dacin 1997). Bowen (1953) defined it as "the obligations of businessmen to follow these policies, make those decisions, or follow the desired lines of business in terms of meeting the aims and values of society." Therefore, companies shall bear their responsibilities towards a lot of customers and stakeholders in society taking into

consideration their aim to make profit. These relationships include many interests, mainly, sporting matches, and social and environmental issues (Russo and Perrini, 2009: 21, Spence 2014).

According to different studies that provided evidence of the role of social responsibility initiatives in creating tangible benefits (Bezares et al., 2017; McWilliams, 2001), companies experiment different methods and design different strategies to get the highest revenue of investment from Corporate Social Responsibility projects. Frequently, corporate social responsibility is discussed because the public ask companies to take responsibility for their actions and misconducts and partly because companies realize that they need to manage their obligations towards different stakeholder groups more consciously and strictly (Wines, 2008; Banerjee 2008).

Pursuant to recipient reactions and his expected intelligence, who easily deduces the potential processes and the original hidden reasons behind social responsibility, the importance of the study shows the concept of fit lying in estimating the fit between the nature of the company and its social responsibility activity. The ratio of the fit between the company and its activities affects to what extent recipients accept information in the advertisement. If the fit is high, it shows greater compatibility between the company and its activities. If the fit is low, it shows less compatibility between the company and its activities. The factor of recipient's skepticism is likely shown strongly in the company's motives toward this activity, which may lead the company to be exposed to reduce purchasing intentions towards the company (Becker-Olsen et al. 2006), which may affect consumers' evaluation for the sponsoring company. Evaluation will become negative (Forehand & Grier 2003).

#### 6- The perceived level of fit between the company and its advertising activity for its social responsibility:

The perceived fit is defined in the course of corporate social responsibility as the perceived connection between the company's nature, product lines, brand image, and its activity in the targeted market (Becker-Olsen, Cudmore, and Hill 2006). For example, the fit to the sign of corporate social responsibility is high if the brand and social cause have a similar value. For example, Dove's 'True Beauty' campaign can be seen

as adopting a positive message with a view to change women's attitudes towards their concept of beauty.

In 2004, Dove launched the Real Beauty Campaign in response to the findings of a major global study, The Real Beauty, a worldwide report, showed that only 2% of women throughout the world describe themselves as beautiful women (Etcoff, Orbach, Scott, & D'Agostino, 2004). The main message of Dove's campaign was that the unique differences between women should be praised instead of ignoring them, and that physical appearance should be changed from a source of interest to a source of trust. This message was delivered through a variety of means of communication including television advertisements, and online global conversation. Although the declared aim is to defend all forms of women's beauty and accept the beauty of difference, the campaign has faced severe criticism. The company has shown the theory of social comparison from the perspective of goodness in Dove's campaign, but that campaign is directly inconsistent with the products of Dove's parent company, Ax and Fair & Lovely, which offers a renowned brand mainly marketed to black women. The product promotes the desire for skin lightening. Providing products aiming to make all women more alike is in contrast with Dove's message to accepting the beauty of all women. For example, an advertisement for Fair & Lovely depicts an image for a dark-skinned woman whose skin color prevents her from getting her dream job. Once she uses the product, she gets her dream job. Therefore, there is incongruity in the fit level between the nature of the company and the declaration of its social responsibility, which affects the users' trust in the company (in-mind).





Figure (9)(10): Dove Real Beauty Campaign  
(in-mind.org)

Additionally, General Motors Campaign of Road Safety:

General Motors has launched a campaign to change the way the world views electric vehicles by changing the way the world thinks about road safety.



Figure (11): Dove Real Beauty Campaign  
(in-mind.org)

GM introduced Periscope as a new safety brand combining research and technology. It is an invitation to help explain the way in which the company works so that it can achieve its vision of an accident-free future. The "Pleasant Surprises" campaign sheds light on the fact that we experience, in life, pleasant surprises, but, on the road, there is no such thing. Through GM's comprehensive approach to safety, brought by Periscope, GM seeks to celebrate the happy moments that happen in life when unhappy luck is avoided. (lbonline) (youtube)

Moreover, if McDonald's implements AIDS prevention campaign, the fit of the brand for corporate social responsibility will be relatively low because (AIDS) seems to have no relation to McDonald's service or its brand image. Perceived fit is important because it has influence on how much people think about the relationship, such as in terms of increasing elaboration about the company, the

social initiative, and the relationship itself when there are marked contradictions with prior expectations and information (Forehand and Grier, 2003)

Torelli, Monga, and Kaikati (2012) suggest that low fit between a company and information on its social responsibility can make social responsibility information unclear and decline evaluations. Additionally, they suggested that informed correlation creates positive attitudes towards companies or brands because consumers consider the company's actions honest and fit (Speed and Thompson, 2000).

To support good fit between the company and corporate social responsibility activity effectively in user's ongoing cognitive structure strengthens the relation between the company and the social cause (Becker-Olsen & Hill, 2006), which results in an increase in cognitive detail and making the exterior motivations clearer. Thus, it reduces the negative reactions of users and stakeholders towards corporate social responsibility activities. According to (Forehand and Grier, 2002), consumers are likely to perceive internal motives if the company has no benefits to there are no benefits to. They are the remarkable and exterior motivations when the benefits are notable. (essay)

## 7- CSR & the Expert CSR Communication Process

Matten and Moon (2004, 2008) employed rhetorical strategies which provide the notions of implicit and explicit Corporate Social Responsibility communication. Many of research papers conducted to explore the rhetorical strategies of Corporate Social Responsibility have tackled these concepts. Morsing et al. (2008) and Morsing and Schultz (2006) see that credibility is implicitly gained by clever ways of communication. They highly employ an inside-out approach engaging and binding employees so as to increase trustworthiness (Morsing et al., 2008).

To deal with experts, the only way that the companies should communicate is Corporate Social Responsibility because credibility increases if communication is made by using credible channels in a traditional way, such as secret reports and corporate websites.



Morsing et al. (2008) say that the accredited Corporate Social Responsibility is communicated to deal with the public and customers. Corporate Social Responsibility communication process is used through third-party experts in order to lend their credibility to the company behind the corporate social responsibility communication.

Furthermore, it is expected that the influence of the explanatory link to be more clarified for low-fit cases. 'Low fit' implies that there is a lack of previous explanatory link. For high-fit cases, the explanatory link is marginally influenced as consumers have already recognized that there is a cohesive relation between the company and its CSR activity.

### 8- Perceived CSR Motives

Perceived CSR motives are defined as the consumers' perceptions of the motive behind the activities of corporate CSR (Yoon, Y.; 2006). In other words, perceived CSR motivations refer to what extent of honesty or hypocrisy consumers believe about the activities of corporate CSR. Previous research has said that perceived CSR motives have positively affected evaluating the company by consumers (Yoon, Y.; 2006) (Karaosmanoglu, E et,al : 2016). The influence of CSR is promoted if a company's motives for CSR are conceived as honest (Yoon, Y.; 2006).

Forehand and Grier said that the perceptions of public-serving motives result in positive responses of consumers to the company are stronger. (Alhouti, Johnson, and Holloway, 2016) found that if consumers perceive CSR motives as public-serving, they feel credibility in CSR which resulted in a positive intention to purchase and loyalty to the company. They reached a result that if consumers perceived CSR motives as self-serving, CSR has a negative influence on the perceptions of authenticity, intention to purchase, and loyalty to the company. (Park, Lee, and Kim, 2014) described the motives of perceived CSR as Social Charitable Trust, and argued that perceived CSR motives positively affect corporate reputation. He and Lai (He, Y.; Lai, K.K., 2014) (Dongho and Jieun, 2018).

### 9- Processes of social responsiveness

The response of corporate social is a company's capacity to respond to social pressures. It shows the

business organization ability to survive via being adapted to its business environment. Therefore, the company must know its business environment, able to analyze its data, and react to the findings of the analysis. The environment of business is complicated and changeable. In contrast, business environment cannot be changed for decades or centuries. Then, it is rapidly reformed. The ability to achieve a successful reaction to the business environment needs complex mechanisms. There are three key elements of the CSR model:

- Business environment scanning: It leads to collecting production information and transmitting collected information to the organization.
- Stakeholder management: a stakeholder is defined as any group or individual that can influence or be affected by achieving the goals of the company for example: owners, suppliers, employees, client, competitors, and local and foreign governments.
- Issues management: After defining the principles of motivation for the company and the possibility of their determination, the identities, relationships, and power of stakeholders, the researcher (Hopkins, M., 2005).

### 10- High Fit Levels

They refer to the fit between the company's character and the self-image of its own social responsibility activities. Studies focusing on consumer's attitude concerned clarifying the links between the individual's image of his activity and himself, these studies show the theory of self-image developed by motivational psychologists: Rodgers and Maslow, and Freud's work on the ego (Achouri & Bouslama, 2010).

It suggests that correlation or similarity has effect on stored and recovered information from memory. The more congruity, the higher connectedness between the company and its advertising activity as a social responsibility. (Lafferty 2007). Thus, when there is a good harmony between corporate social responsibility activities and the nature of the company supported by consumers' perceptions and expectations related to the company, consumers can easily integrate their corporate social responsibility activities into their cognitive structure, which is highly similar to the

cognitive structure of other people (Bagozzi & Cha: 2015; Bergami and Bagozzi 2000).

Orth, Limon, and Rose (2010) proved that the characteristics of the brand personality facilitate the brand attachment. If the corporate social responsibility activity is fit to its brand, consumers will feel the brand more attractive and credible.

Accredited high fit adopted by the company as a strategy in its approach to advertising communication refers to a direct correlation between the company and the nature of its activity as a social responsibility. The congruity with the self-image of the company's activity is clear in the similarity between its symbols and the self-image of the activity nature known in the advertising messages. (Achouri & Bouslama, 2010). Zinkhan and Hong (1991) define the high fit level as the degree of credibility between the expression of the advertisement of the activity of social responsibility and the self-image. (Achouri & Bouslama, 2010).

#### 11- Low Fit Levels:

As for the activities of low-fit social responsibility which call to adverse reactions which may reach the extent of doubts, the use of credible and believable experts or renowned people may represent an excellent strategy. In this case, It is expected that the advertisement creates the trust and credibility from the expert which leads to creating a new relatedness stimulating acceptance and believing in the advertisement. Consequently, the advertising expert strategy focuses on the positive aspects and the charitable nature of the social responsibility activity in the advertisement itself.

It is assumed that the expert strategy focuses on subjective information on social responsibility activities leading to more positive findings than what is between the nature of the company and its social responsibility activity in low-fit cases. The expert strategy includes focusing on the social responsibility activities themselves, while high fitting focuses on to what extent is the congruity and similarity between the nature of the company and the activities of social responsibility (Achouri & Bouslama, 2010).

#### 12- Study

An experiment was conducted to test hypotheses through the adoption of social responsibility campaigns with the application of the questionnaire

after these campaigns on YouTube to investigate the influence of social response campaign on user's trust.

The sample consisted of 200 respondents from a random sample of YouTube. 24 respondents were dropped due to incomplete responses which resulted in 226 respondents.

#### 13- Stimuli

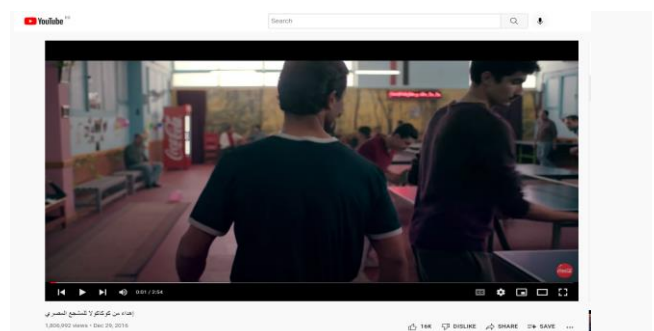
Social responsibility campaigns (to support Egyptian football sports matches), especially in cases of low fit between the nature of the company and its very activity (Egyptian football matches) in YouTube skippable advertisings were used to study the effect of the user's trust and to make sure that the ads options were suitable for this research as a pre-test, 15 specialists were demanded to watch the ads, and five minutes later, they were tested to recall social responsibility messages.

#### 14- Tools of the Study

Preparing the statistical analyses of social sciences (SPSS 25) to conduct statistical analyses and methods used in the study:

- Pearson correlation coefficient.
- Cronbach's alpha coefficient.
- Computational average and standard deviation.
- Ka2" Test to study the differences between frequent responses of the sample individuals.

#### 14-1- First Ad: Coca Cola TrueView In-stream Skippable Ads, Dec 29, 2016, 1,806,992 views,



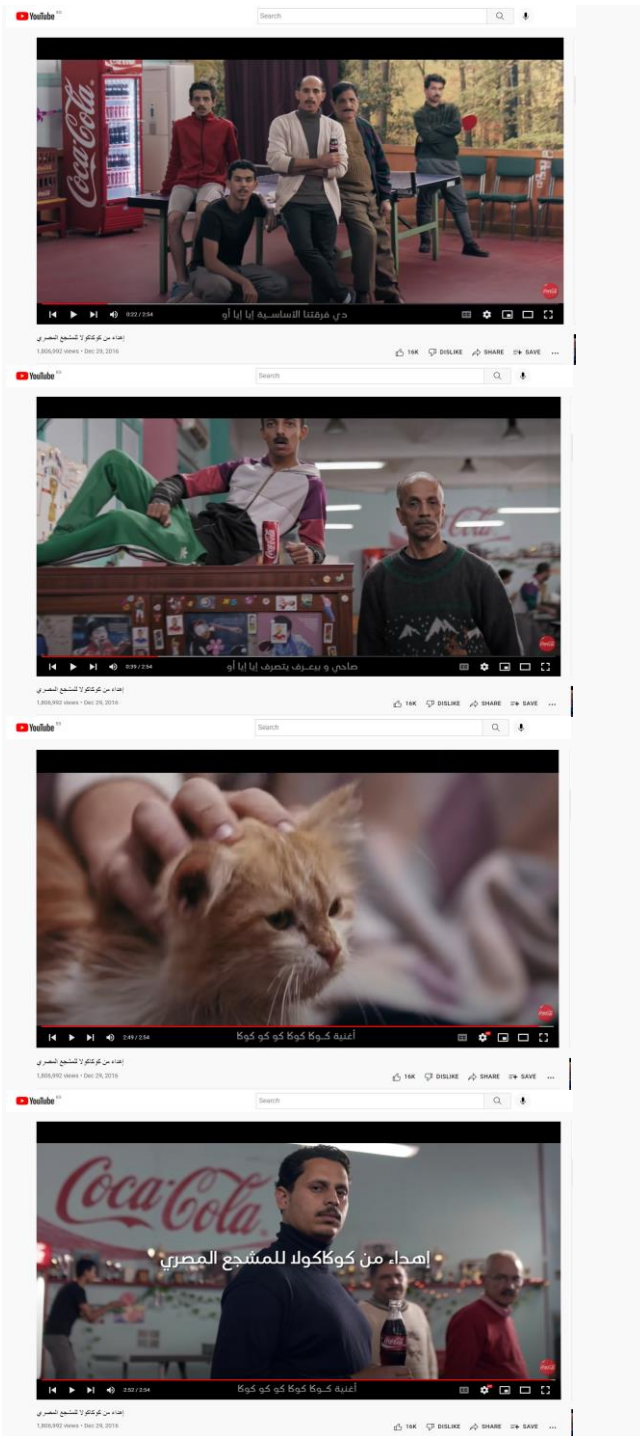
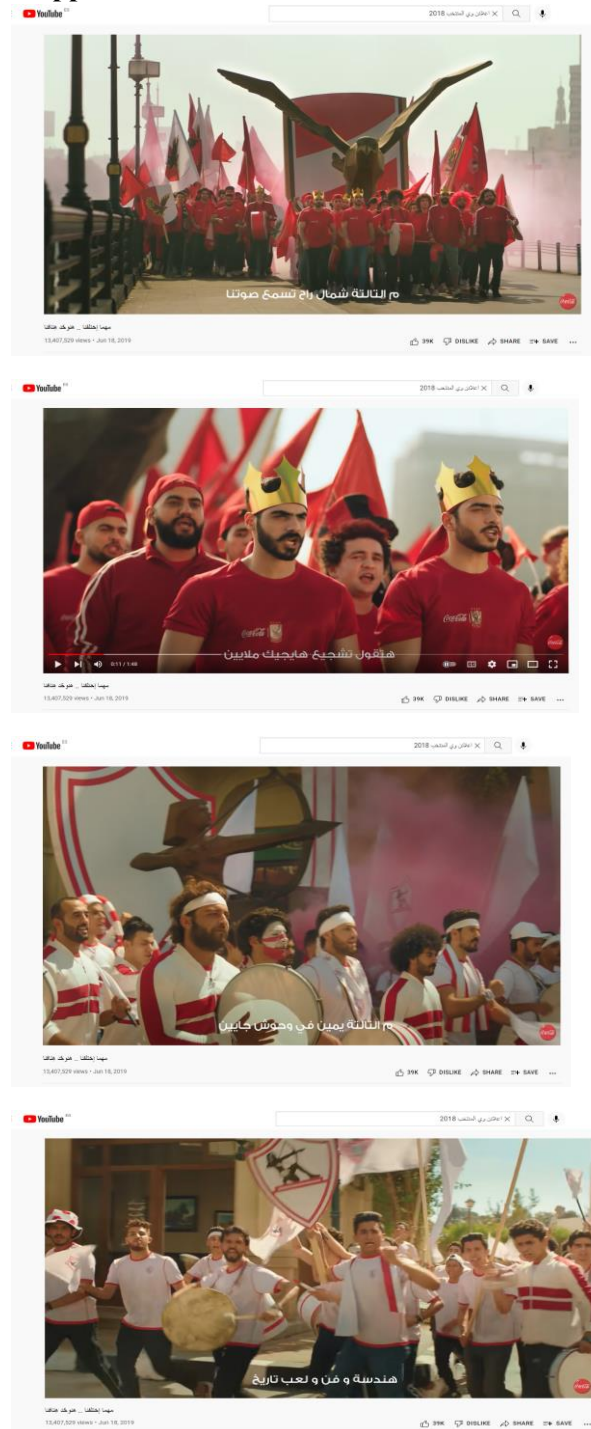


Figure (١2): From Coca-Cola to the Egyptian fan, Coca Cola TrueView In-stream Skippable Ads (Duration: 2:54) (Youtube)

## 14-٢- Second Ad: Coca Cola TrueView In-stream Skippable Ads, Jun 18, 2019, 13,407,529 views



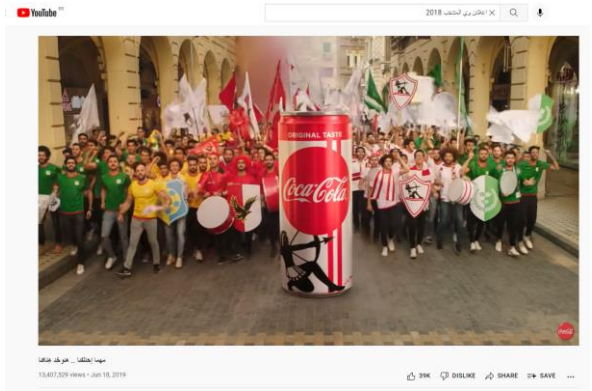
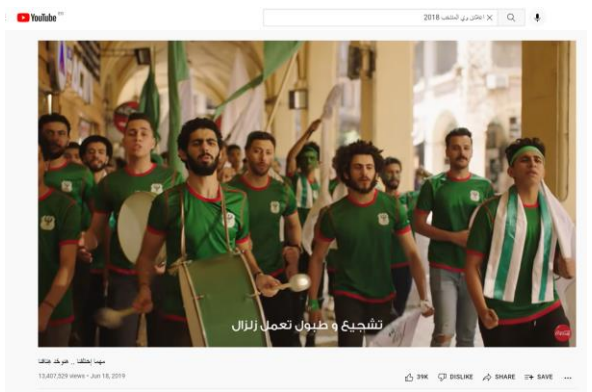


Figure (13): No matter how different we are, we will unite our cheer, Coca Cola TrueView In-stream Skippable Ads (Duration: 1:48) (Youtube)

**14-٣- Third Ad: Orange TrueView In-stream Skippable Ads, - World Cup - Cheer up Coach, Jun 10, 2018, 16,115,640 views**





Figure (١4): Cheer up, Coach, Orange - World Cup TrueView In-stream Skippable Ads (Duration: 1:18) (Youtube)

14-4- Fourth Ad: Vodafone TrueView In-stream Skippable Ads, - World Cup - Cheer up Coach, Mar 25, 2022, 47,111 views

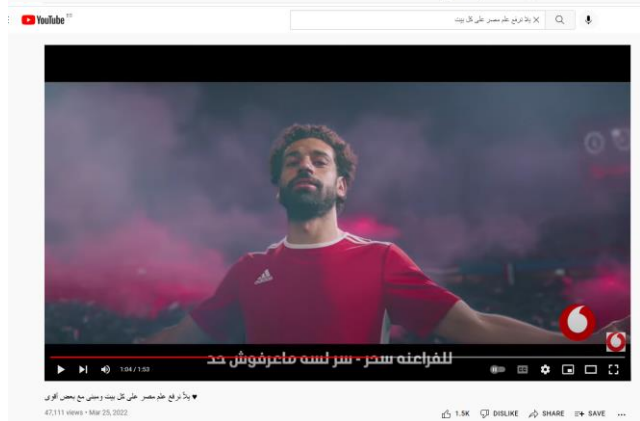
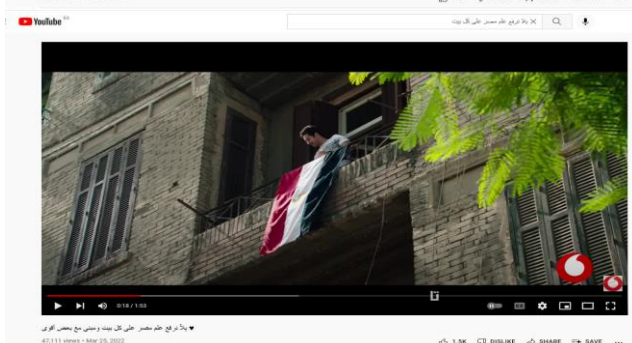
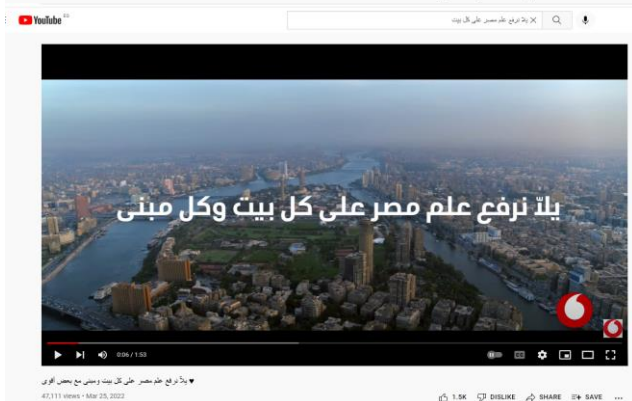
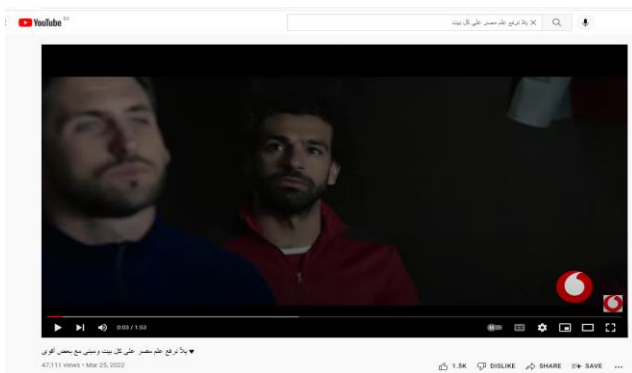


Figure (١٥): Let's raise the Egyptian flag on every house, we are stronger together, Vodafone TrueView In-stream Skippable Ads (Duration: 1:53) (Youtube)

**14-5- Fifth Ad: Pepsi TrueView In-stream Skippable Ads, - World Cup - Cheer up Coach, Feb 22, 2020, 160,150 views (Playing never stops with Pepsi)**

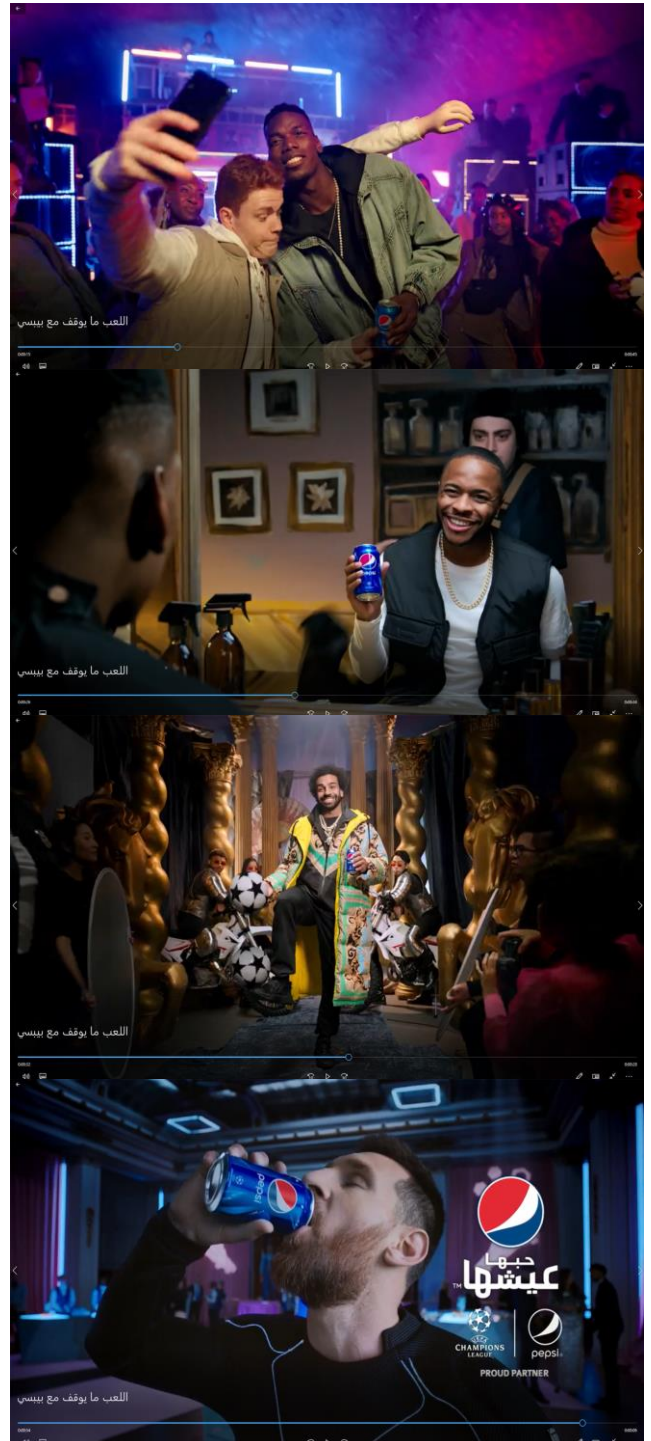
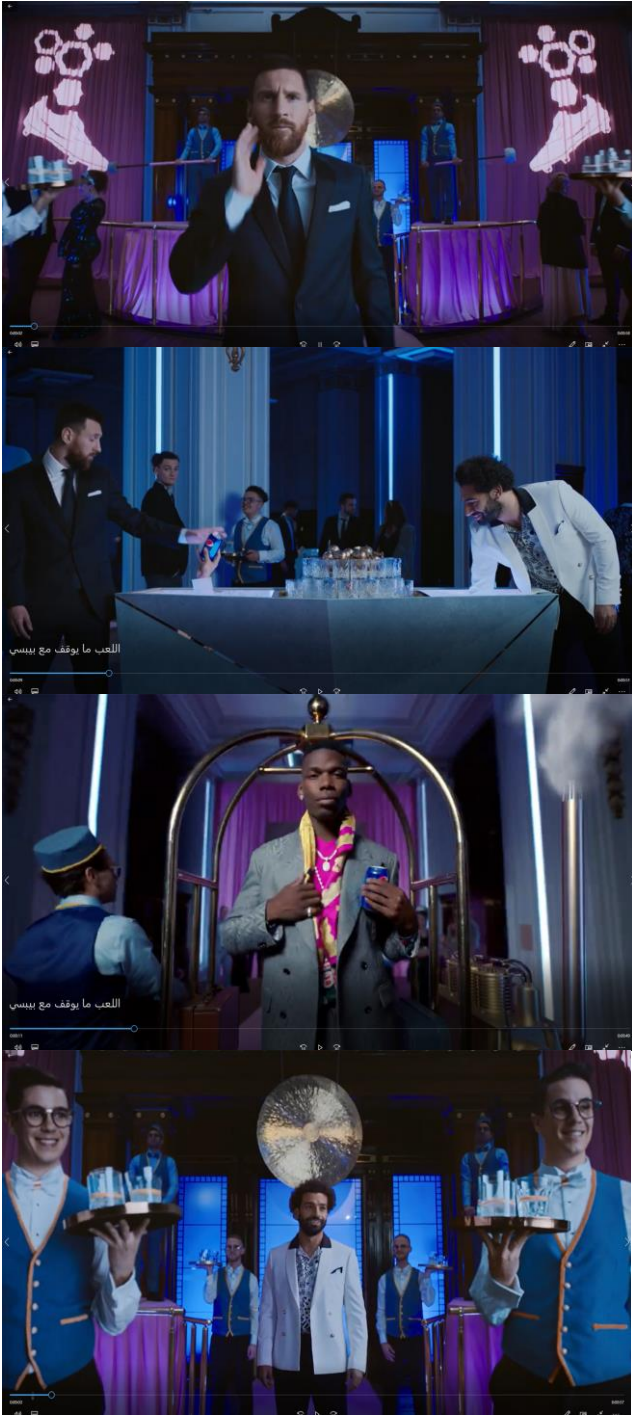


Figure (٦): Unstoppable Playing with Pepsi, Pepsi TrueView In-stream Skippable Ads (Duration: 1:٠٠) (Youtube)

**149-6- Six Ad: Coca-Cola TrueView In-stream Skippable Ads, - World Cup - Cheer up Coach, Jan 11, 2022, 11,324,644 views**

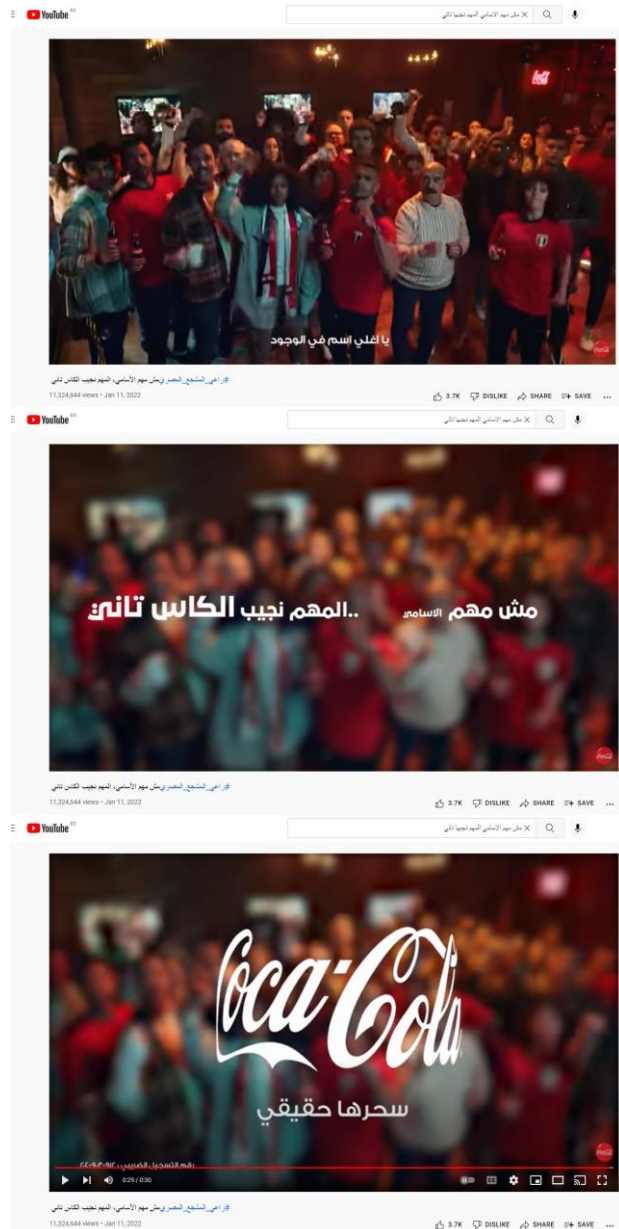
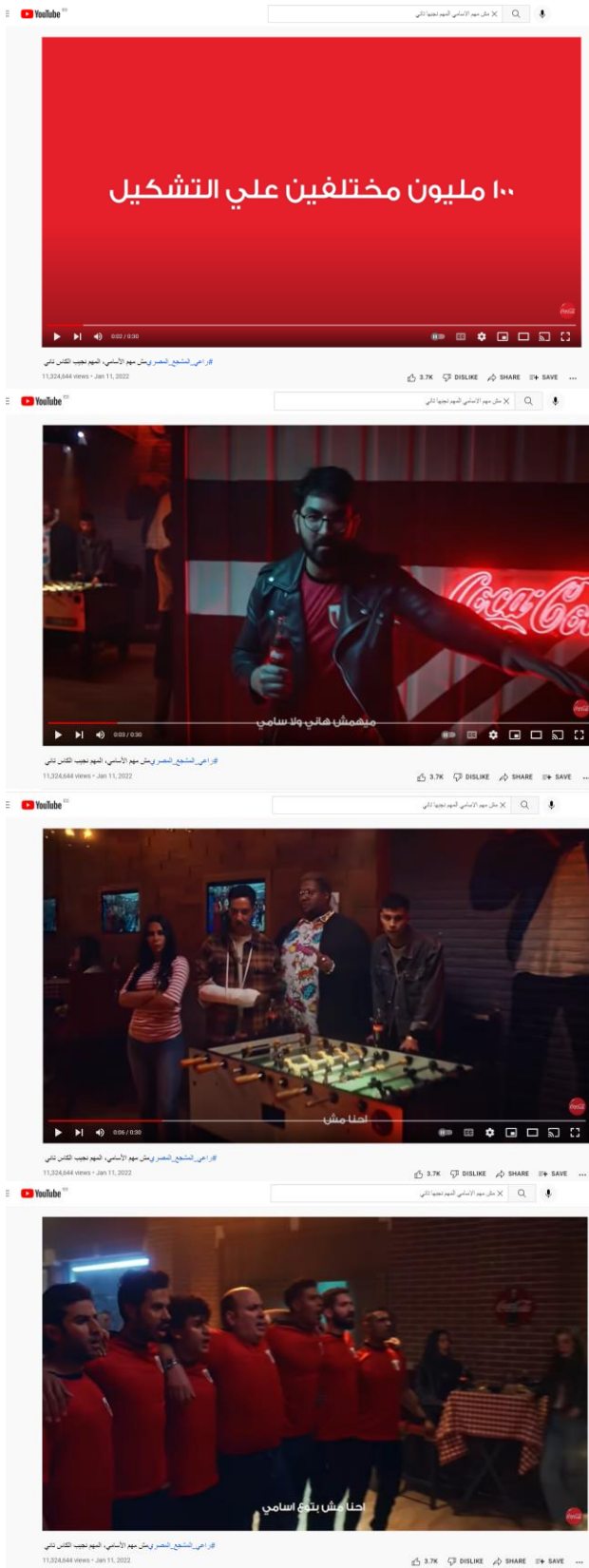


Figure (19): Names don't matter, the only thing that matters that we win the cup again, Coca-Cola TrueView In-stream Skippable Ads (Duration: 0:30) (Youtube)

### 15- Measures

The study adopted a measure (Berens et al.,2005, Schaefer and Pettijohn: 2006, Kim, S., & Lee, H.: 2019, metz, German, and Hunt: 2003, Bolton and Mattila: 2015, Yoon et al.,2006) to assess the influence on user trust on the 5-Point Likert scale using base points, I strongly disagree, I strongly agree. All authentic elements are listed in appendix (1). The scale includes three sections. The first identifies respondents'

demographic characteristics. The second section includes the questions of the questionnaire.

CSR fit defines the concepts adopted in (Berens et al.2005) as follows: CSR activity fits into this company', 'CSR activity fits well with its industry characteristics. CSR activity is in relation to the company's industry characteristics. CSR authenticity is defined on the basis of the research by (Schaefer and Pettijohn, 2006) is amended to reflect the context of the research: this company commits to social prosperity through the activities of social responsibility. I think the company's social contribution activities are artificial '(reverse item). The company's social responsibility activities are authentic. The definition of Brand attitude is a consumer's attitude to a brand and it is adjusted according to the context of the study: The service quality of this company is good, I like this company's service, I like the service of this company and I trust the service of this industry'. In addition, CSR involvement is known as the interest or importance given to CSR by individuals on the basis of the studies of (Kim et al., 2019). It is measured with two items: I am usually concerned with the company's sponsorship. Social entrepreneurial activity is important for the assessment of companies. CSR support is defined according to the research of (Arnett et al., 2003) that it is measured with four items: CSR activity name is crucial part of who I am. CSR activity name is something about which I do not have clear feeling (reverse-code)'. CSR activity name is something about which I have no clear feeling (reverse-coded). [CSR activity name] is something I rarely think about (reverse-coded). Perceived CSR motives are defined on the basis of the research conducted by (Bolton and Mattila, 2015) that it is measured with three items: Company participates in CSR because it originally concerns the welfare of the others. Company compliance to CSR is authentic'. Company engages in CSR to benefit itself (reverse-coded)'. Company Trust is measured with four items adopted from Mran Ali et al., 2020) with four items: Company makes credible ads, Company is honest with its customers, The Company always meets the promises it makes and If there is any problem, the Company supports me. The Company's assessments adopted (Yoon et al., 2006) with four items: 'How good or bad is (company name)?, How is (company name) is liked?, Is (company name) positive or negative?, Is (company name) favorable?.

All items are measured on a 5-point Likert scale (1 point, not at all; 5 points, very much). In this research, the researcher has employed the statistical analysis for social sciences (SPSS 25) in the statistical analyses and methods exploited by the study:

- Pearson correlation coefficient.
- Cronbach's alpha coefficient.
- Computational average and standard deviation.
- Ka2 Test to study the differences between frequent responses of the sample individuals.

**16- Validity and Reliability of the Questionnaire Findings**

**16-1 Internal Consistency Validity Results**

To verify the internal unity of the questionnaire, the researcher has calculated the correlation coefficient between the scores of each item of the questionnaire and the total scores of the measurement item to which the item belongs. The results are as laid down in Table (1):

Table (1): it shows the correlation coefficients between the scores of each item in the questionnaire and the total scores of the measurement item to which the questionnaire item belongs.

| No. | Correlation Coefficient   | Items of the Measurement |
|-----|---|--------------------------|
| 1   | The fit level between advertising activity and the nature of the company. | .681                     |
| 2   |   | .840                     |
| 3   |   | .848                     |
| 4   | Corporate Social Responsibility Authenticity.                             | .696                     |
| 5   |   | .860                     |
| 6   |   | .823                     |
| 7   | Corporate Social  | .916                     |



|    |   |      |
|----|---|------|
| 8  | Responsibility Participation  | .902 |
| 9  | Supporting Corporate Social Responsibility from the Research Sample | .747 |
| 10 |   | .785 |
| 11 |   | .734 |
| 12 | Perceived Corporate Social Responsibility of the Companies          | .781 |
| 13 |   | .862 |
| 14 |   | .708 |
| 15 | Trust in the company  | .789 |
| 16 |   | .682 |
| 17 |   | .684 |
| 18 |   | .744 |
| 19 | Company's Evaluation  | .857 |
| 20 |   | .831 |
| 21 |   | .735 |
| 22 |   | .739 |

Table (1) The Significance level is 0.01.

Table (1) shows the correlation coefficients between the scores of each of the questionnaire items and the total scores of the measurement item to which the questionnaire item belongs. They ranged from (0.681 - 0.916). All of them are statistically significant. Therefore, the statements of the questionnaire items are valid for what it measures.

### 16-2 Findings of the Structural Validity of the Questionnaire

In order to verify the structural validity of the questionnaire, the researcher calculated the correlation coefficient between the total scores for each item of the measurement and the total score of the questionnaire. The results are as shown in Table (2).

Table (2): it shows the correlation coefficients between the total scores for each item of measurement and the total score for the questionnaire.

| No. | Items of Measurement   | Correlation Coefficient |
|-----|--|-------------------------|
| 1   | The fit level between advertising activity and the nature of the company | 0.831                   |
| 2   | Corporate Social Responsibility Authenticity                             | 0.756                   |
| 3   | Corporate Social   | 0.828                   |

| Responsibility Participation |  |       |
|------------------------------|--|-------|
| 4                            | Supporting Corporate Social Responsibility from the Research Sample      | 0.710 |
| 5                            | Perceived Corporate Social Responsibility of the Companies               | 0.912 |
| 6                            | Trust in the company   | 0.840 |
| 7                            | Company's Evaluation   | 0.863 |
| 8                            | The fit level between advertising activity and the nature of the company | 0.831 |

Table (2) The Significance level is 0.01.

Table (2) shows the correlation coefficients between the degrees of each item of the measurement and the total degree of the questionnaire. They ranged from (0.710 to 0.912). All coefficients are statistically significant. It indicates the validity and similarity of the measurement items.

### 16-3- The Reliability of the Questionnaire Findings

To verify the reliability of the questionnaire, the researcher adopted the Cronbach's alpha coefficient method. The results are as set out in Table (3).

Table (3): it shows the results of the Cronbach's alpha test for the questionnaire.

| No. | Items of Measurement  | Cronbach Alpha Coefficient | Number of the Utterances |
|-----|---|----------------------------|--------------------------|
| 1   | The fit level between advertising activity and the nature of the company. | 3                          | 0.71                     |
| 2   | Corporate Social Responsibility Authenticity.                             | 3                          | 0.72                     |
| 3   | Corporate Social Responsibility Participation.                            | 2                          | 0.70                     |
| 4   | Supporting Corporate Social Responsibility for the Research Sample.       | 3                          | 0.81                     |
| 5   | Perceived Corporate Social Responsibility of the Companies.               | 3                          | 0.73                     |

|   |                               |    |      |
|---|-------------------------------|----|------|
| 6 | Trust in the company.         | 4  | 0.74 |
| 7 | Company's Evaluation,         | 4  | 0.80 |
| 8 | The questionnaire as a whole. | 22 | 0.93 |

Table (3) shows the reliability coefficients of the questionnaire which ranged between (0.70 - 0.81) for the items of the measurement.

The reliability coefficient of the questionnaire as a whole is (0.93). They are high percentages of reliability which the researcher reassures for the results of the questionnaire.

**17- Result**

**17-1- Internal Consistency Validity Results**

The study shows and analyzes the opinions of the research sample members in a questionnaire on “the communication expert strategy to enhance the low fit level for YouTube skippable digital corporate social responsibility advertisements and their relation to the user's trust.”

The arithmetic mean, standard deviation, relative weight, and "Ka2" test indicate the differences between the opinions of the study sample individuals on the questionnaire statements according to a five-sliding scale as follows:

| N o. | Team               |                     |           |           |           |                 |
|------|--------------------|---------------------|-----------|-----------|-----------|-----------------|
|      | Opini on           | Level of agreement  |           |           |           |                 |
|      |                    | Stron gly disag ree | Disag ree | Neut ral  | Agr ee    | Stron gly agree |
| 1    | Opini on           |                     |           |           |           |                 |
| 2    | Weig ht            | 5                   | 4         | 3         | 2         | 1               |
| 3    | weigh ted avera ge | 4.20-5              | 3.4—4.19  | 2.60—3.39 | 1.80—2.59 | 1—1.79          |

Table (4): A five-sliding scale for positive utterances

| N o. | Team     |                     |           |          |        |                 |
|------|----------|---------------------|-----------|----------|--------|-----------------|
|      | Opini on | Level of agreement  |           |          |        |                 |
|      |          | Stron gly disag ree | Disag ree | Neut ral | Agr ee | Stron gly agree |
| 1    | Opini on |                     |           |          |        |                 |

|   |                    |        |           |           |           |        |
|---|--------------------|--------|-----------|-----------|-----------|--------|
| 2 | Weig ht            | 1      | 2         | 3         | 4         | 5      |
| 3 | weigh ted avera ge | 1—1.79 | 1.80—2.59 | 2.60—3.39 | 3.40—4.19 | 4.20—5 |

Table (5): A five-sliding scale for negative utterances

**17-2- Statistical Findings of the Fit Level between Advertising Activity and the Nature of the Company.**

Table (6): Arithmetic means, standard deviations, relative weights, and findings of the "Ka2" test for the opinions of the research sample members towards the fit level of between the advertising activity and the nature of the company.

| N o. | Uttra nce             | Arit hme tic Me an | Sta nda rd De viat ion | Re lati ve Weig ht (%) | Lev el of Agr eem ent | O rder | Ka2 test            |                 |
|------|-----------------------|--------------------|------------------------|------------------------|-----------------------|--------|---------------------|-----------------|
|      |                       |                    |                        |                        |                       |        | signif icance level | K a 2 v a l u e |
| 1    | Adve rtise ment No. 1 | 1.34               | .71                    | 26.80%                 | Stro ngly disa gree   | 6      | 197.92              | .001            |
| 2    | Adve rtise ment No. 2 | 1.58               | .83                    | 31.60%                 | Stro ngly disa gree   | 5      | 86.56               | .001            |
| 3    | Adve rtise ment No. 3 | 1.99               | .76                    | 39.70%                 | disa gree             | 4      | 7.63                | .022            |
| 4    | Adve rtise ment No. 4 | 4.86               | .44                    | 97.10%                 | Stro ngly agree       | 1      | 279.37              | .001            |
| 5    | Adve rtise ment No. 5 | 4.67               | .65                    | 93.30%                 | Stro ngly agree       | 2      | 2168.07             | .001            |
| 6    | Adve rtise            | 4.04               | .76                    | 80.80%                 | agre e                | 3      | 8.89                | .012            |

|               |  |  |   |  |  |  |
|---------------|--|--|---|--|--|--|
| ment<br>No. 6 |  |  | % |  |  |  |
|---------------|--|--|---|--|--|--|

Table 6: shows the levels of opinions of the research sample members towards the fitness level between the advertising activity and the nature of the company in the executed advertisements

Table (6) shows the levels of opinions of the research sample individuals towards the fit level between the advertising activity and the nature of the company in the executed advertisements. The values of “Ka2” of all the evaluation items are statistical significance, which indicates that there are statistically significant differences between the levels of opinions of the members of the research sample towards the fit level between the advertising activity and the nature of the company. The advertisement No. 4 ranks first by an arithmetic mean of (4.86) and a relative weight of (97.10%) opinions are at the level of “strongly agree”, followed by advertisement No. (5) which ranks second by an arithmetic mean of (4.67) and a relative weight of (93.30%) and opinions are at the level of "strongly agree". The advertisement No. 6 ranks third by an arithmetic mean of (4.04) and a relative weight of (80.80%) at the level of "agree" opinions. As for the advertisement No. 3, the level of opinions of "disagree" is by an arithmetic mean of (1.99) and a relative weight of (39.70%). For, advertisement No. 2, the opinions fall at the level of “strongly disagree” by an arithmetic mean of (1.58) and a relative weight of (31.60%), In advertisement No. 1, the opinions are at the level of “strongly disagree” are by an arithmetic of (1.34) and a relative weight of (26.80%).

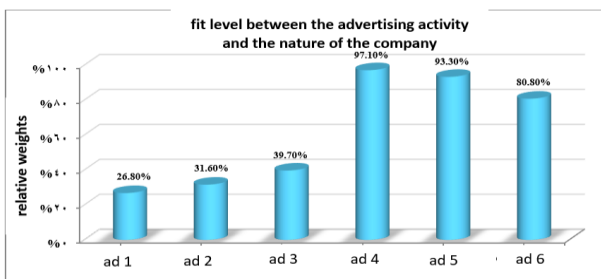


Diagram (1): It shows the relative weights of the items of evaluating the fit level between the advertising activity and the nature of the company.

Table (3) and its findings, and diagram (1) show that the advertisements (4, 5, 6) have achieved a high fit level between the advertising activity and the

nature of the company while the advertisements (1, 2, 3) have had a low fit level between advertising activity and the nature of the company.

The researcher says that it is attributed to the fact that advertisement (4) used the expert strategy. It used (Mo Salah) because he represents a world expert in football and a good example for many Egyptian football players.

It is followed by the advertisement (5) of PEPSI Co., which also used the expert strategy using many world football players, such as Mo Salah, Messi, and others. This advertisement is also highly acceptable by the research sample, the Egyptian young people. The researcher says that the finding shows little less difference from the previous advertisement because it uses several experts in the advertisement. Therefore, the sample's support for this advertisement is highly attributed to the presence of their favorite players although there are players competing with the favorite player, Mo Salah, of the research sample, the Egyptian youth.

As for the advertisement (6) of the Orange Company, it adopts expert strategy in a different way. He uses the “make-up of the personalities of the football coaches, but their real personalities do not appear in the advertisement. In addition to this, there is a written sentence on the advertisement to thank the coaches because they supported the idea of the advertisement. It gives an insinuation that they support football. As a result, they support the brand of the advertisement. Therefore, the idea of the advertisement deliberately fascinates the audience by the quality of the make-up. It shows that "We are all coaches in football" so as to reflect the required meaning that the Egyptian society lives in the state of training and gives many directives to the players during the football game. The society exaggerates in discussing the way of playing and criticizing the decisions of training many times. It gives the idea that the audience is emotionally linked to this game. However, coaches do not frankly appear in the advertisement. It resulted in reducing the influence of using the strategy of hiring expert. It is assisted by the meaning of the experts rather than the experts themselves. It may support the nature of the advertisement. The meaning is used, but the essence of the experts themselves is not used. It may further enhance the nature of the advertisement. It is possible for the real coach to appear in a scene combining him

|       |  |  |   |  |  |  |  |
|-------|--|--|---|--|--|--|--|
| ment  |  |  | % |  |  |  |  |
| No. 6 |  |  |   |  |  |  |  |

Table 6: shows the levels of opinions of the research sample members towards the fitness level between the advertising activity and the nature of the company in the executed advertisements

Table (6) shows the levels of opinions of the research sample individuals towards the fit level between the advertising activity and the nature of the company in the executed advertisements. The values of “Ka2” of all the evaluation items are statistical significance, which indicates that there are statistically significant differences between the levels of opinions of the members of the research sample towards the fit level between the advertising activity and the nature of the company. The advertisement No. 4 ranks first by an arithmetic mean of (4.86) and a relative weight of (97.10%) opinions are at the level of “strongly agree”, followed by advertisement No. (5) which ranks second by an arithmetic mean of (4.67) and a relative weight of (93.30%) and opinions are at the level of "strongly agree". The advertisement No. 6 ranks third by an arithmetic mean of (4.04) and a relative weight of (80.80%) at the level of "agree" opinions. As for the advertisement No. 3, the level of opinions of "disagree" is by an arithmetic mean of (1.99) and a relative weight of (39.70%). For, advertisement No. 2, the opinions fall at the level of “strongly disagree” by an arithmetic mean of (1.58) and a relative weight of (31.60%), In advertisement No. 1, the opinions are at the level of “strongly disagree” are by an arithmetic of (1.34) and a relative weight of (26.80%).

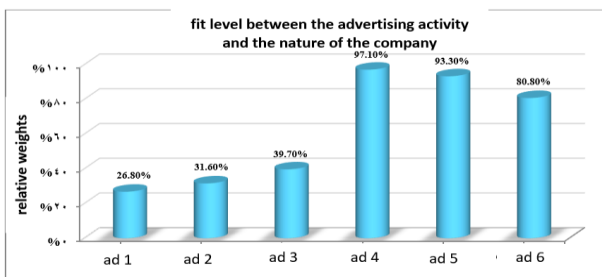


Diagram (1): It shows the relative weights of the items of evaluating the fit level between the advertising activity and the nature of the company.

Table (3) and its findings, and diagram (1) show that the advertisements (4, 5, 6) have achieved a high fit level between the advertising activity and the

nature of the company while the advertisements (1, 2, 3) have had a low fit level between advertising activity and the nature of the company.

The researcher says that it is attributed to the fact that advertisement (4) used the expert strategy. It used (Mo Salah) because he represents a world expert in football and a good example for many Egyptian football players.

It is followed by the advertisement (5) of PEPSI Co., which also used the expert strategy using many world football players, such as Mo Salah, Messi, and others. This advertisement is also highly acceptable by the research sample, the Egyptian young people. The researcher says that the finding shows little less difference from the previous advertisement because it uses several experts in the advertisement. Therefore, the sample’s support for this advertisement is highly attributed to the presence of their favorite players although there are players competing with the favorite player, Mo Salah, of the research sample, the Egyptian youth.

As for the advertisement (6) of the Orange Company, it adopts expert strategy in a different way. He uses the “make-up of the personalities of the football coaches, but their real personalities do not appear in the advertisement. In addition to this, there is a written sentence on the advertisement to thank the coaches because they supported the idea of the advertisement. It gives an insinuation that they support football. As a result, they support the brand of the advertisement. Therefore, the idea of the advertisement deliberately fascinates the audience by the quality of the make-up. It shows that "We are all coaches in football" so as to reflect the required meaning that the Egyptian society lives in the state of training and gives many directives to the players during the football game. The society exaggerates in discussing the way of playing and criticizing the decisions of training many times. It gives the idea that the audience is emotionally linked to this game. However, coaches do not frankly appear in the advertisement. It resulted in reducing the influence of using the strategy of hiring expert. It is assisted by the meaning of the experts rather than the experts themselves. It may support the nature of the advertisement. The meaning is used, but the essence of the experts themselves is not used. It may further enhance the nature of the advertisement. It is possible for the real coach to appear in a scene combining him

relative weight of (93.10%) at the opinions level of “Strongly agree”. The advertisement No. (6) ranked third by arithmetic mean (4.07) and a relative weight (81.40%) and the opinions were at the level of “agree”, while the opinions were at the level of “disagree” in the advertisement No. 3 which has arithmetic mean (1.85). and a relative weight of (36.90%). In the advertisement No. 2, the opinions fell at the level of “strongly disagree” by arithmetic mean (1.74) and a relative weight of (34.70%), In advertisement No. (1), the opinions were at the level of “strongly disagree” by arithmetic mean (1.42) and a relative weight of (28.30%).

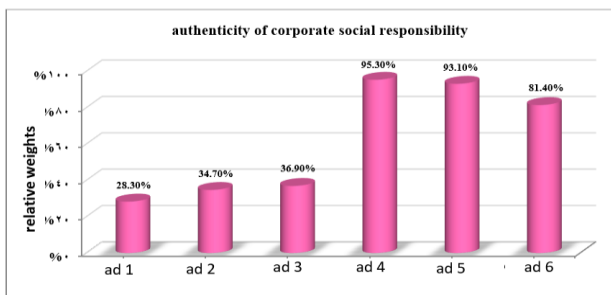


Diagram (2) shows the relative weights of the items of the assessment of the authenticity of corporate social responsibility

Table (4) and its results, and diagram (2) show that advertisements (4, 5, 6) achieved the authenticity of corporate social responsibility at a high level, while advertisements (1, 2, 3) had a low level of corporate social responsibility authenticity.

#### 17-4- The Statistical Findings of the Participation of Corporate Social Responsibility:

Table (8): Arithmetic means, standard deviations, relative weights, and "Ka2" test findings for the opinions of the research sample individuals towards the participation of corporate social responsibility.

| No. | Uttrance              | Arit hme tic Me an | Sta nda rd De viat ion | Re lati ve We ight (%) | Lev el of Agr eem ent | O rd er | Ka2 test            |               |
|-----|-----------------------|--------------------|------------------------|------------------------|-----------------------|---------|---------------------|---------------|
|     |                       |                    |                        |                        |                       |         | signif icance level | K a 2 v al ue |
| 1   | Adve rtise ment No. 1 | 1.49               | .74                    | 29.30%                 | Str ongly disa        | 6       | 94.03               | .001          |

|   |                       |      |     |        |                      |   |        |      |
|---|-----------------------|------|-----|--------|----------------------|---|--------|------|
| 2 | Adve rtise ment No. 2 | 1.62 | .68 | 32.30% | Str ongly disa gre e | 5 | 47.89  | .001 |
| 3 | Adve rtise ment No. 3 | 2.05 | .74 | 40.90% | disa gre e           | 4 | 13.93  | .001 |
| 4 | Adve rtise ment No. 4 | 4.70 | .59 | 93.90% | Str ongly agr ee     | 1 | 170.41 | .001 |
| 5 | Adve rtise ment No. 5 | 4.52 | .66 | 90.40% | Str ongly agr ee     | 2 | 82.81  | .001 |
| 6 | Adve rtise ment No. 6 | 4.15 | .74 | 83.00% | agr ee               | 3 | 15.16  | .001 |

Table (8) shows the levels of opinions of the research sample members towards the participation of corporate social responsibility in the implemented advertisements.

The “Ka2” values for all evaluation items were statistically significant. It indicates that there are statistically significant differences between the levels of opinions of the research sample individuals to the participation of corporate social responsibility. The advertisement No. 4 ranked first by arithmetic mean (4.70) and a relative weight (93.90%) and the opinions were at the level of “strongly agree”. It is followed by the advertisement No. 5 in the second rank by arithmetic mean (4.52) and a relative weight of (90.40%) and the opinions were at the level of “strongly agree”. The Advertisement No. (6) ranked third by an arithmetic mean of (4.15) and a relative weight (83.00%) and the opinions were at the level of “agree”. In the advertisement No. 3, the opinions were at the level of “disagree” by arithmetic mean (2.05) and a relative weight of (40.90%). In the advertisement No. 2, the opinions were at the level of “strongly disagree” by arithmetic mean (1.62) and a relative weight (32.30%). As for the advertisement No. 1, opinions were at the level of “strongly

disagree” by arithmetic mean (1.49) and a relative weight of (29.80%). In advertisement No. (1), the opinions were at the level of “strongly disagree” by arithmetic mean (1.49) and a relative weight of (29.80%).

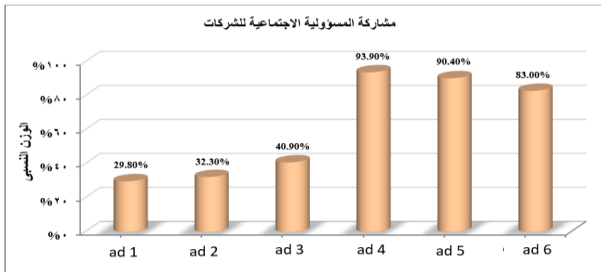


Diagram (3) shows the relative weights of the items of the evaluation of corporate social responsibility participation

From Table (5) and its findings, and diagram (3), it is clear that advertisements (4, 5, 6) achieved a high level of corporate social responsibility participation, but advertisements (1, 2, 3) had a low level of corporate social responsibility participation. The researcher attributes this to the users' ability to distinguish the fit level between the company and the nature of the advertised social activity.

### 17-5- The Statistical results to support corporate social responsibility from the research sample

Table (9): Arithmetic means, standard deviations, relative weights, and "Ka2" test findings for the opinions of the research sample individuals to the participation of corporate social responsibility.

| No. | Ultra nce             | Arit hme tic Me an | Sta nda rd De viat ion | Re lati ve We igh t (%) | Lev el of Agr eem ent | O rder | Ka2 test            |                |
|-----|-----------------------|--------------------|------------------------|-------------------------|-----------------------|--------|---------------------|----------------|
|     |                       |                    |                        |                         |                       |        | signif icance level | K a 2 v al u e |
| 1   | Adve rtise ment No. 1 | 1.6 4              | .83                    | 32. 70 %                | Str ong ly disa gre e | 6      | 62. 53              | .00 1          |
| 2   | Adve rtise            | 1.7 45             | .75                    | 34. 90                  | Str ong               | 5      | 21. 07              | .00 1          |

|   |                       |       |     |          |                   |   |         |       |
|---|-----------------------|-------|-----|----------|-------------------|---|---------|-------|
|   | ment No. 2            |       |     | %        | ly disa gre e     |   |         |       |
| 3 | Adve rtise ment No. 3 | 2.0 3 | .74 | 40. 60 % | disa gre e        | 4 | 14. 71  | .00 1 |
| 4 | Adve rtise ment No. 4 | 4.7 6 | .51 | 95. 10 % | Str ong ly agr ee | 1 | 193 .57 | .00 1 |
| 5 | Adve rtise ment No. 5 | 4.5 8 | .72 | 91. 50 % | Str ong ly agr ee | 2 | 127 .81 | .00 1 |
| 6 | Adve rtise ment No. 6 | 3.9 8 | .76 | 79. 60 % | agr ee            | 3 | 6.8 8   | .03 2 |

Table (9) shows the levels of opinions of the research sample members towards enhancing corporate social responsibility from the research sample in the implemented advertisements

The “Ka2” values for all evaluating items are statistically significant. It indicates the existence of statistically significant differences between the levels of opinions of the research sample individuals to promoting corporate social responsibility from the study sample. The advertisement No. 4 ranked first by arithmetic mean (4.76) and a relative weight (95.10%) by a level of “strongly agree” opinions. It is followed by advertisement No. 5 which ranked second by arithmetic mean (4.58) and a relative weight of (91.50%) at an opinion level of "strongly agree". The advertisement No. 6 ranked third by arithmetic mean (3.98) and a relative weight of (79.60%). The opinions were at the level of "agree". In the advertisement No. 3, the opinions were at the level of "disagree" by arithmetic mean (2.03) and a relative weight of (40.60%). The opinions were at the level of “strongly disagree” in the advertisement No. 2 by arithmetic mean (1.75) and a relative weight of 34.90%. In the advertisement. No. 1, the opinions were at the level of “strongly disagree”

by arithmetic mean 1.64 and a relative weight of 32.70%.

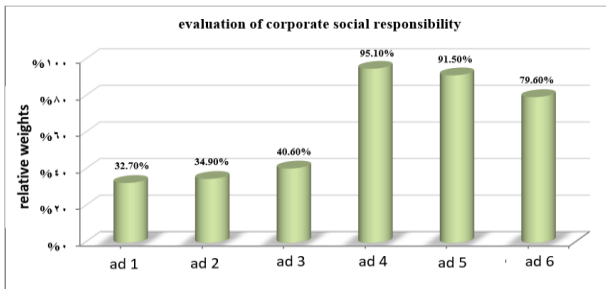


Diagram (4): It shows the relative weights of the items of the evaluation of supporting corporate social responsibility from the research sample.

From Table (6) and its results and diagram (4), it is clear that the advertisements (4, 5, 6) realized the support of corporate social responsibility from the research sample at a high level. The advertisements (1, 2, 3) were at the low level of supporting corporate social responsibility of the research sample, the researcher attributes this to the fact that users support the social activity of the same company when they have a lower level of doubt about the advertising company.

#### 17-6- Statistical results of perceived corporate social responsibility motivations

| No. | Ultra nce             | Arit hme tic Mea n | Sta nda rd Dev iation | Rela tive We ight (%) | Lev el of Agr eem ent | O rder | Ka2 test             |             |
|-----|-----------------------|--------------------|-----------------------|-----------------------|-----------------------|--------|----------------------|-------------|
|     |                       |                    |                       |                       |                       |        | sign ifca nce leve l | Ka 2 val ue |
| 1   | Adve rtise ment No. 1 | 1.52               | .69                   | 30.40%                | Stro ngly disa gree   | 6      | 70.81                | .01         |
| 2   | Adve rtise ment No. 2 | 1.75               | .73                   | 35.00%                | Stro ngly disa gree   | 5      | 22.75                | .01         |

|   |                       |      |     |        |                  |   |        |     |
|---|-----------------------|------|-----|--------|------------------|---|--------|-----|
| 3 | Adve rtise ment No. 3 | 1.89 | .74 | 37.70% | disa gree        | 4 | 15.19  | .01 |
| 4 | Adve rtise ment No. 4 | 4.82 | .45 | 96.30% | Stro ngly agre e | 1 | 234.67 | .01 |
| 5 | Adve rtise ment No. 5 | 4.09 | .67 | 92.10% | Stro ngly agre e | 2 | 129.61 | .01 |
| 6 | Adve rtise ment No. 6 | 3.98 | .75 | 81.80% | agre e           | 3 | 10.84  | .04 |

Table (10) shows the levels of opinions of the research sample members towards the perceived corporate social responsibility motivations in the implemented advertisements.

The "Ka2" values for all items were statistically significant. It indicates that there are statistically significant differences between the levels of opinions of the research sample individuals to the motivations of social responsibility of perceived companies. The advertisement No. 4, ranked first by arithmetic mean (4.82) and a relative weight of (96.30%) and the opinions were at the level of "strongly agree". It is followed by advertisement No. 5 which ranked second by arithmetic mean (4.61) and a relative weight of (92.10%) and the opinions were at a level of "Strongly agree".

The advertisement No. (6) ranked third by arithmetic mean (4.09) and a relative weight of (81.80%) and opinions were at the level of "agree", meanwhile, in the advertisement No. 3, the opinions were at the level of disagree by arithmetic mean (1.89) and a relative weight of (37.70%). In the advertisement No. 2, the opinions were at the level of "strongly disagree" by arithmetic mean (1.75) and a relative weight of (35.00%). In advertisement No. 1, the opinions were at the level of "strongly disagree" by arithmetic mean (1.52) and a relative weight (30.40%).

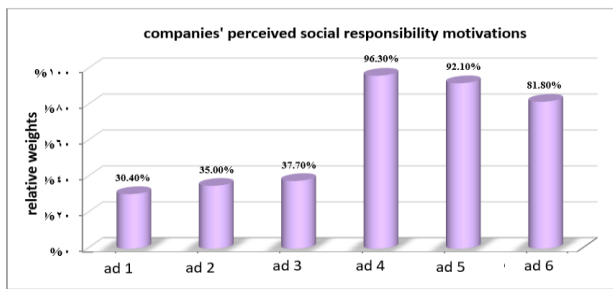


Diagram (5): it shows the relative weights of the items of assessing of the companies' perceived social responsibility motivations.

From Table (7) and its results, and diagram (5), it is shown that the advertisements No. (4, 5, 6) fulfilled the user's awareness of the positive external motives towards the activity of the company's perceived social responsibility at high level. In the advertisements No. (1, 2, 3), the level of the user's awareness of internal motives of corporate profits was high while users realized that the company's motivation towards its perceived social responsibility activity was low.

17-7- Statistical Findings of trust in the company

| No. | Uttrance             | Aritmetic Mean | Standard Deviation | Relative Weight (%) | Level of Agreement | Order | Ka2 test           |           |
|-----|----------------------|----------------|--------------------|---------------------|--------------------|-------|--------------------|-----------|
|     |                      |                |                    |                     |                    |       | significance level | Ka2 value |
| 1   | Advertise ment No. 1 | 1.45           | .68                | 28.90%              | Strongly disagree  | 6     | 10.11              | .001      |
| 2   | Advertise ment No. 2 | 1.66           | .70                | 33.10%              | Strongly disagree  | 5     | 39.13              | .001      |
| 3   | Advertise ment No. 3 | 1.91           | .76                | 38.20%              | disagree           | 4     | 9.19               | .001      |
| 4   | Advertise ment No. 4 | 4.84           | .47                | 96.70%              | Strongly agree     | 1     | 26.46              | .001      |

|   |                      |      |     |        |                |   |       |      |
|---|----------------------|------|-----|--------|----------------|---|-------|------|
| 4 | Advertise ment No. 4 | 4.84 | .47 | 96.70% | Strongly agree | 1 | 26.46 | .001 |
| 5 | Advertise ment No. 5 | 4.62 | .65 | 92.40% | Strongly agree | 2 | 13.38 | .001 |
| 6 | Advertise ment No. 6 | 4.10 | .76 | 82.00% | agree          | 3 | 8.29  | .016 |

Table (11) shows the levels of opinions of the research sample members towards trust in the company in the executed advertisements

The “Ka2” values for all evaluating items were statistically significant. It indicates the existence of statistically significant differences between the levels of opinions of the research sample individuals towards trust in the company. The advertisement No. (4) ranked first by arithmetic mean (4.84) and a relative weight of (96.70%). The opinions were at a level of “strongly agree”. It is followed by the advertisement No. (5) which ranked second by arithmetic mean (4.62) and a relative weight of (92.40%) and the opinions were at a level of "strongly agree". The advertisement No. (6) ranked third by arithmetic mean (4.10) and a relative weight of (82.00%). The opinions were at the level of “agree”. In advertisement No. (3), the opinions were at the level of “disagree” by arithmetic mean (1.91) and a relative weight of (38.20%). The opinions were at the level of “strongly disagree”. In regard of the advertisement No. 2, it was by arithmetic average (1.66) and a relative weight of (33.10%). The opinions were at the level of “strongly disagree”. With respect to the advertisement No. (1), it was by arithmetic mean (1.45) and a relative weight of (28.90%).

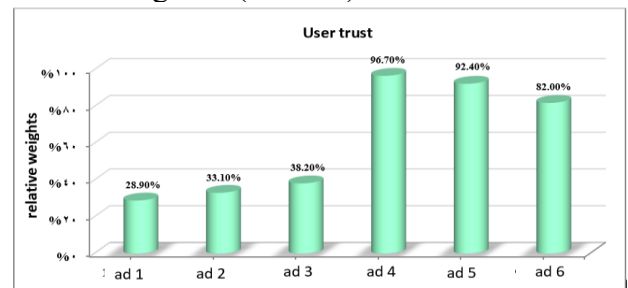




Diagram (6): it shows the relative weights of the items of the assessment of trust in the company

From Table (8) and its results and diagram (6), it is clear that advertisements (4, 5, 6) have a high level of trust in the company, while advertisements No. (1, 2, 3) have a low level of trust in the company.

The researcher says that it is attributed to the fact that the percentage of trust increases in case of enhancing the low fit levels between the company and the activity of its social responsibility through the use of the advertising expert strategy. It supports the level of trust and honesty in the company. Consequently, it supports the level of trust and honesty in the user's trust, In contrast, the level of suspicion and pure profitable conspiracy in cases of low levels increases. The internal profitable motives of the company appear to users, which resulted in low levels of trust and honesty.

#### 17-8- Statistical Findings of the evaluation of the company

| No. | Uttrance              | Arit hme tic Mean | Sta nda rd Dev iati on | Rel ati ve We igh t (%) | Lev el of Agr eem ent | O rder | Ka2 test             |                |
|-----|-----------------------|-------------------|------------------------|-------------------------|-----------------------|--------|----------------------|----------------|
|     |                       |                   |                        |                         |                       |        | sign ifca nce leve l | K a 2 v al u e |
| 1   | Adve rtise ment No. 1 | 1.55              | .71                    | 30.90%                  | Stro ngl y disa gree  | 6      | 63.43                | .001           |
| 2   | Adve rtise ment No. 2 | 1.74              | .75                    | 34.80%                  | Stro ngl y disa gree  | 5      | 21.49                | .001           |
| 3   | Adve rtise ment No. 3 | 1.86              | .81                    | 37.10%                  | disa gree             | 4      | 6.37                 | .001           |
| 4   | Adve rtise ment No. 4 | 4.87              | .43                    | 97.40%                  | Stro ngl y            | 1      | 294.31               | .001           |

|   |                       |      |     |        |                   |   |        |      |
|---|-----------------------|------|-----|--------|-------------------|---|--------|------|
| 5 | Adve rtise ment No. 5 | 4.77 | .50 | 95.40% | Stro ngl y agre e | 2 | 204.91 | .001 |
| 6 | Adve rtise ment No. 6 | 4.18 | .72 | 83.50% | agre e            | 3 | 22.51  | .001 |

Table (12) shows the levels of opinions of the research sample members towards evaluating the company in the implemented advertisements

The “Ka2” values for all assessment items were statistically significant. It indicates that there are statistically significant differences between the levels of opinions of the research sample individuals towards assessing the Company. The advertisement No. 4 ranked first by arithmetic mean (4.87) and a relative weight of (97.40%). The opinions were at the level of “strongly agree” followed by the advertisement No. 5. It ranked second by arithmetic mean (4.77) and a relative weight of (95.40%). The opinions were at the level of “strongly agree”.

The advertisement No. 6 ranked third by arithmetic (4.18) and a relative weight of (83.50%). The opinions were at the level of “agree”. In advertisement No. 3. the opinions were at the level of “disagree” by arithmetic mean (1.86) and a relative weight of (37.10 %). In the advertisement No. 2, the opinions were at the level of "strongly disagree" by arithmetic mean (1.74) and a relative weight of (34.80%). For the advertisement No. 1, the opinions were at the level of "strongly disagree" by arithmetic mean (1.55) and a weight Relative of (30.90%).

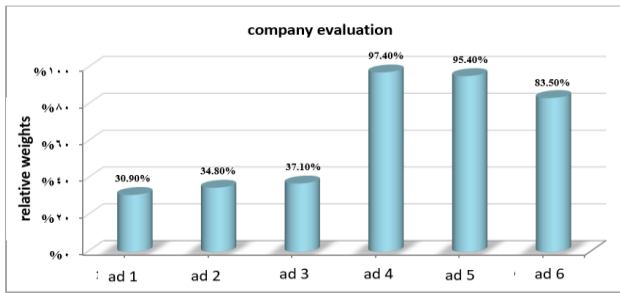


Diagram (7): it shows the relative weights of the items of evaluating the company

From Table (9) and its results and diagram (7), it is clear that the company has a high evaluation for advertisements No. 4, 5, 6 while the company gave low evaluation for advertisements No. 1, 2, 3.

The researcher attributes this to the fact that the user is convinced of the fit between the company and its social activities and highlights the company’s motives to support this community activity. It affects the user’s trust in the company, as a consequence the company’s evaluation rate.

**17-9- Statistical results of the overall evaluation of the executed advertisements**

| No. | Uttrance              | Arit hmetic Mean | Standa rd Deviation | Relati ve We ight (%) | Lev el of Agr eement | O rder | Ka2 test             |                |
|-----|-----------------------|------------------|---------------------|-----------------------|----------------------|--------|----------------------|----------------|
|     |                       |                  |                     |                       |                      |        | sign ificance leve l | K a 2 v al u e |
| 1   | Adve rtise ment No. 1 | 1.48             | .72                 | 29.60%                | Stro ngl y disa gree | 6      | 63.43                | .000           |
| 2   | Adve rtise ment No.2  | 1.69             | .75                 | 33.80%                | Stro ngl y disa gree | 5      | 94.81                | .000           |
| 3   | Adve rtise ment       | 1.94             | .75                 | 38.80%                | disa gree            | 4      | 29.08                | .000           |

|   |                       |      |     |        |                   |   |        |      |
|---|-----------------------|------|-----|--------|-------------------|---|--------|------|
|   | No. 3                 |      |     | %      |                   |   |        | 9    |
| 4 | Adve rtise ment No. 4 | 4.80 | .49 | 96.00% | Stro ngl y agre e | 1 | 9.49   | .000 |
| 5 | Adve rtise ment No. 5 | 4.63 | .65 | 92.50% | Stro ngl y agre e | 2 | 232.96 | .000 |
| 6 | Adve rtise ment No. 6 | 4.09 | .76 | 81.80% | agre e            | 3 | 136.99 | .010 |

Table (13) shows the levels of opinions of the research sample members towards the overall evaluation of the implemented advertisements.

The "Ka2" values for all evaluation items were statistically significant. It indicates the existence of statistically significant differences between the levels of opinions of the research sample individuals to the comprehensive assessment. The advertisement No. 4 ranked first by arithmetic mean (4.80) and a relative weight (96.00%). The opinions were at the level of “strongly agree”. It is followed by the advertisement No. (5) which ranked second by arithmetic mean (4.63) and a relative weight (92.50%). The opinions were at the level of “strongly agree”. The advertisement No. 6 ranked third by arithmetic mean (4.09) and a relative weight (81.80%). Opinions were at the level of “agree”. In advertisement No. 3, the opinions were at the level of disagree by arithmetic mean (1.94) and a relative weight (38.80%). In advertisement No. 2, the opinions were at the level of "strongly disagree" by arithmetic mean (1.69) and a relative weight (33.80%), The opinions on advertisement No. 1 were at the level of "strongly disagree" by arithmetic average (1.48) and a relative weight (29.60).

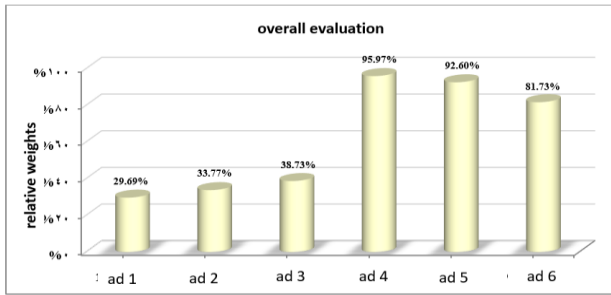


Diagram (8): it shows the relative weights of the implemented advertisements according to the overall evaluation from the point of view of the research sample members

From Table (13) and its results and diagram (8), it is clear that the comprehensive evaluation of advertisements (4, 5, 6) was high, while the overall assessment of the advertisements (1, 2, 3) was low.

The researcher attributes this to the use of expert strategy appropriately, which is enhanced by the nature of the advertisement recipients in low fit levels between the company and its social responsibility activity which enhances the trust of the users. Therefore, it increases the positive evaluation rate of the company. It is because the user is easily aware of the internal profitable motives of the companies which affect his decision towards the company.

## 18- References

- Achouri, M.A., A. M, Bouslama, A, M. (2010) 'The Effect of the Congruence between Brand Personality and Self-Image on Consumer's Satisfaction and Loyalty: A Conceptual Framework'. *IBIMA Publishing*, [Online] 6, 1242-1249. Available from: DOI: 10.5171/2010.627203 [Accessed: 26 June 2022].
- Alhouti, S., Johnson, C.M., Holloway, B.B. (2016) 'Corporate social responsibility authenticity: Investigating its antecedents and outcomes' *J. Bus. Res.* [Online] 69 (3), 1242-1249. Available from: DOI: 10.1016/j.jbusres.2015.09.007 [Accessed: 14th May 2022].
- Arnett, D.B., German, S.D., Hunt, S.D. (2003) 'The Identity Salience Model of Relationship Marketing'. *The Case of Nonprofit Marketing. The Journal of Marketing*, [Online] 67, 89-105. Available from: DOI: <https://doi.org/10.1509/jmkg.67.2.89.18614> [Accessed: 4 th February 2022].
- Bagozzi, R. P. & Cha, M.-K., Yi, Y., (2015) 'Effects of Customer Participation in Corporate Social Responsibility (CSR) Programs on the CSR-Brand Fit and Brand Loyalty'. *Cornell Hospitality Quarterly*. [Online] 57(3), 235–249. Available from: DOI: doi:10.1177/1938965515620679 [Accessed: 9 th March 2022].
- Banerjee, S. B. (2008). 'Corporate Social Responsibility: The Good, the Bad and the Ugly' *Critical Sociology*. [Online] 34(1), 51–79. Available from: DOI: doi:10.1177/0896920507084623 [Accessed: 17 th April 2022].
- Bauer, H. H., T. Reichhardt, S. J. Barnes, and M. M. Neumann. (2005) 'Driving consumer acceptance of mobile marketing. A theoretical framework and empirical study'. *Journal of Electronic Commerce*. [Online] 6(3), 181–192. Available from: [https://www.researchgate.net/publication/228355112\\_Driving\\_consumer\\_acceptance\\_of\\_mobile\\_marketing\\_A\\_theoretical\\_framework\\_and\\_empirical\\_study](https://www.researchgate.net/publication/228355112_Driving_consumer_acceptance_of_mobile_marketing_A_theoretical_framework_and_empirical_study) [Accessed: 12 th April 2022].
- Becker-Olsen, K. L., B. A. Cudmore, and R. P. Hill. (2006) 'The impact of perceived corporate social responsibility on consumer behavior'. *Journal of Business Research*. [Online] 59 (1): 46-61. Available from: DOI: <http://dx.doi.org/10.1016/j.jbusres.2005.01.001> [Accessed: 28 June 2022].
- Berens, G.; van Riel, C.B.M.; van Bruggen, G.H. (2005). 'Corporate associations and consumer product responses: The moderating role of corporate brand dominance' *Journal of Marketing*. [Online] 69, 35–48. Available from: DOI: <https://doi.org/10.1509/jmkg.69.3.35.66357> [Accessed: 18 April 2022].
- Bergami, M., and R. P. Bagozzi. (2000). 'Self-categorization, affective commitment and group self-esteem as distinct aspects of social identity in the organization'. *British Journal of Social Psychology*. [Online] 39 (4): 555-77. Available from: DOI: 10.1348/014466600164633 [Accessed: 22 July 2022].
- Bezares, F., Przychodzen, W., & Przychodzen, J. (2017). 'Bridging the gap: How sustainable development can help companies create shareholder value and improve financial performance'. *Business Ethics: A European Review*. [Online] 26(1), 1–17. Available from:

- DOI:10.1111/beer.12135 [Accessed: 22 th July 2022].
11. Bolton, L. E., & Mattila, A. S. (2015) 'How Does Corporate Social Responsibility Affect Consumer Response to Service Failure in Buyer–Seller Relationships?'. *Journal of Retailing*, [Online] 91(1), 140–153. Available from: DOI: [10.1016/j.jretai.2014.10.001](https://doi.org/10.1016/j.jretai.2014.10.001) [Accessed: 8 th January 2022].
  12. Brammer, S., & Millington, A. (2005) 'Corporate Reputation and Philanthropy: An Empirical Analysis'. *Journal of Business Ethics*. [Online] 4 61(1), 29–44. Available from: DOI:10.1007/s10551-005-7443-4. [Accessed: 14 th April 2022].
  13. Brønn, P. S., & Vrioni, A. B. (2015) 'Corporate social responsibility and cause-related marketing: an overview'. *International Journal of Advertising*. [Online] 20(2), 207- 222. Available from: DOI: 10.1080/02650487.2001.11104887 [Accessed: 1 th May 2022].
  14. Bronn, P.S. and Vrioni, A.B. (2001) 'Corporate Social Responsibility and Cause-Related Marketing: An Overview'. *International Journal of Advertising*. [Online] 20, 207-222. Available from: DOI: <https://doi.org/10.1080/02650487.2001.11104887> [Accessed: 4 th July 2022].
  15. Brown, T.J. & Dacin, P.A. (1997) 'The company and the product: corporate associations and consumer product responses'. *Journal of Marketing*, [Online] 61(1), 68–84. Available from: DOI: 10.1080/02650487.2001.11104887 [Accessed: 1 th May 2022].
  16. Dolnicar & Pomeroy. (2007) 'Consumer response to corporate social responsibility initiatives: an investigation of two necessary awareness states'. [Online] .Available from: <https://ro.uow.edu.au/cgi/viewcontent.cgi?article=1450&context=commpapers>. [Accessed: 8 th June 2022].
  17. Dongho Yoo and Jieun Lee (2018) 'The Effects of Corporate Social Responsibility CSR, Sustainability'. [Online] 10, 2956. Available from: doi:10.3390/su10082956. [Accessed: 14 th May 2022].
  18. Du, S., Bhattacharya, C. B., & Sen, S. (2010) 'Maximizing Business Returns to Corporate Social Responsibility (CSR): The Role of CSR Communication'. *International Journal of Management Reviews*, [Online] 12(1), 8–19. Available from doi:10.1111/j.1468-2370.2009.00276.x [Accessed: 6 th March 2022].
  19. Elving, W.J.L. (2013) 'Scepticism and corporate social responsibility communications: the influence of fit and reputation'. *Journal of Marketing Communications*. [Online] 19 (4), 277- 292. Available from DOI: <https://doi.org/10.1080/13527266.2011.631569> [Accessed: 28 th May 2022].
  20. Etcoff, N., Orbach, S., Scott, J., & D'Agostino, H. (2006) 'Beyond stereotypes: Rebuilding the foundation of beauty beliefs: Findings of the 2005 Dove Global Study'. [Online] publication at: <http://www.campaignforrealbeauty.com/DoveBeyondStereotypesWhitePaper.pdf>. [Accessed: 7 th July 2022].
  21. Forehand, M.R. & Grier, S. (2003) 'When is honesty the best policy? The effects of stated company intent on consumer skepticism'. *Journal of Consumer Psychology*, [Online] 13(3), 349–356. Available from DOI: [10.1207/S15327663JCP1303\\_15](https://doi.org/10.1207/S15327663JCP1303_15) [Accessed: 11 th April 2022].
  22. Ghosh, S. (2016) 'Coke turns to YouTube to reconnect with consumers'. Campaign. <http://www.campaignlive.co.uk/article/cole-turns-youtube-reconnect-consumers/1401438>
  23. He, Y.; Lai, K.K. (2014) 'The effect of corporate social responsibility on brand loyalty: The mediating role of brand image'. *Total Quality Management & Business Excellence*. [Online] 25, 249–263. Available from DOI: <https://doi.org/10.1080/14783363.2012.661138> [Accessed: 11 th April 2022].
  24. Hopkins, M. (2005) 'Measurement of corporate social responsibility'. *International Journal of Management and Decision Making*. [Online] 6(3/4), 213. Available from DOI:10.1504/ijmdm.2005.006549 [Accessed: 2th April 2022].
  25. Karaosmanoglu, E.; Altinigne, N.; Isiksal, D.G (2016) 'CSR motivation and customer extra-role behavior: Moderation of ethical corporate identity'. *J. Bus. Res.* [Online] 69, 4161–4167. Available from DOI: <https://doi.org/10.1016/j.jbusres.2016.03.035> [Accessed: 25th July 2022].
  26. Kim, S., & Lee, H. (2019) 'The Effect of CSR Fit and CSR Authenticity on the Brand Attitude. Sustainability', [Online] 12(1), 275. Available

- from DOI:10.3390/su12010275 [Accessed: 15 July 2022].
27. Klein, J. & Dawar, N. (2004) 'Corporate social responsibility and consumers' attributions and brand evaluations in a product-harm crisis'. *International Journal of Research in Marketing*. [Online] 21(3), 203–217. Available from DOI: <https://doi.org/10.1016/j.ijresmar.2003.12.003> [Accessed: 5 May 2022].
  28. Lacey, R., & Kennett-Hensel, P. A. (2010) 'Longitudinal Effects of Corporate Social Responsibility on Customer Relationships'. *Journal of Business Ethics*. [Online] 97(4), 581–597. Available from DOI: [10.1007/s10551-010-0526-x](https://doi.org/10.1007/s10551-010-0526-x) [Accessed: 26 March 2022].
  29. Lafferty, B. A. (2007) 'The relevance of fit in a cause–brand alliance when consumers evaluate corporate credibility'. *Journal of Business Research*. [Online] 60 (5): 447-53. Available from DOI: <https://doi.org/10.1016/j.jbusres.2006.09.030> [Accessed: 5 th April 2022].
  30. Lichtenstein, D. R., Drumwright, M. E., & Braig, B. M. (2004) 'The Effect of Corporate Social Responsibility on Customer Donations to Corporate-Supported Nonprofits'. *Journal of Marketing*, [Online] 68(4), 16–32. Available from DOI:10.1509/jmkg.68.4.16.42726 [Accessed: 15 th May 2022].
  31. Lii, Y. S. & Lee, M. (2012) 'Doing right leads to doing well: When the type of CSR and reputation interact to affect consumer evaluations of the firm'. *Journal of Business Ethics*. [Online] 105 (1), 69 –81. Available from DOI:10.1007/S10551-011-0948-0. [Accessed: 23 th March 2022].
  32. Maignan, I. (2001) 'Consumers' Perceptions of Corporate Social Responsibilities: A Cross-Cultural Comparison'. *Journal of Business Ethics*, [Online] 30(1), 57-72 Available from DOI:10.1023/a:1006433928640 [Accessed: 7 th March 2022].
  33. Martins, J., Costa. C., Oliveira. T., Goncalves. R., and Branco F. (2018) 'How smartphone advertising influences consumers' purchase intention, *Journal of Business Research*. [Online] 94 (1), 378-387. Available from DOI: <https://doi.org/10.1016/j.jbusres.2017.12.047> [Accessed: 18 th April 2022].
  34. Matten D and Moon J (2004) 'Implicit' and 'Explicit' CSR: A conceptual framework for understanding CSR in Europe'. *ICCSR Research Paper Series*. [Online] [33\(2\)](https://doi.org/10.1016/j.jbusres.2017.12.047), 404-424. Available from DOI: [10.1016/j.jbusres.2017.12.047](https://doi.org/10.1016/j.jbusres.2017.12.047) [Accessed: 24 th May 2022].
  35. McWilliams, A., & Siegel, D. (2001) 'Corporate Social Responsibility: A Theory of the Firm Perspective'. *The Academy of Management Review*. [Online] 26(1), 117. Available from DOI:10.2307/259398. [Accessed: 4 th April 2022].
  36. Menichini, T., & Rosati, F. (2014) 'The Strategic Impact of CSR Consumer-company Alignment. *Procedia' Social and Behavioral Sciences*. [Online] 109, 360–364. Available from DOI:10.1016/j.sbspro.2013.12.472 [Accessed: 15 th March 2022].
  37. Morsing, M. and Schultz, M. (2006) 'Corporate social responsibility communication: Stakeholder information, response and involvement strategies'. *Business Ethics: A European Review*. [Online] 15(4): 323–338. Available from DOI: <https://doi.org/10.1111/j.1467-8608.2006.00460.x>. [Accessed: 16 th January 2022].
  38. Morsing, M., Schultz, M. and Nielsen, K.U. (2008) 'The catch 22 of communicating CSR: Findings from a Danish study'. *Journal of Marketing Communications*. [Online] 14(2): 97–111. Available from DOI: [10.1080/13527260701856608](https://doi.org/10.1080/13527260701856608). [Accessed: 24 th March 2022].
  39. Mran A., Mohammad N., Sulphay M. M. (2020) "Do trust and corporate social responsibility activities affect purchase intentions? An examination using structural equation modeling". *Innovative Marketing*, [Online] 16(4), 62- 73. Available from DOI: 10.21511/im.16(4).2020.06. [Accessed:5 th February 2022].
  40. Orth, U. R., Limon, Y., & Rose, G. (2010). 'Store-evoked affect, personalities, and consumer emotional attachments to brands'. *Journal of Business Research*. [Online] 63(11), 1202–1208. Available from DOI: [DOI:10.1016/j.jbusres.2009.10.018](https://doi.org/10.1016/j.jbusres.2009.10.018) [Accessed: 8 th March 2022].
  41. Park, J.; Lee, H.; Kim, C. (2014) 'Corporate social responsibilities, consumer trust and corporate reputation: South Korean consumers'. *perspectives. J. Bus. Res.* [Online] 67, 295–302. Available from, DOI:

- <https://doi.org/10.1016/j.jbusres.2013.05.016>  
[Accessed: 14 th March 2022].
42. Pikas, B., Sorrentino, G., (2014) 'The Effectiveness of Online Advertising: Consumer's Perceptions of Ads on Facebook, Twitter and YouTube'. *Journal of Applied Business and Economics*, [Online]. 16, (4), 70-81. Available from:  
<https://www.semanticscholar.org/paper/The-Effectiveness-of-Online-Advertising%3A-Consumer%E2%80%99s-Pikas-Sorrentino/b424c988db655d39d53c55fcf260a3fd643a43e> [Accessed: 1th May 2022].
43. Pomeroy, A., & Johnson, L. W. (2009) 'Constructing a corporate social responsibility reputation using corporate image advertising'. *Australasian Marketing Journal (AMJ)*. [Online] 17(2), 106–114. Available from: doi:10.1016/j.ausmj.2009.05.006 [Accessed: 5th May 2022].
44. Russo, A., & Perrini, F. (2009) 'Investigating stakeholder theory and social capital: CSR in large firms and SMEs'. *Journal of Business Ethics*. [Online] 91, 207-221. Available from: DOI:10.1007/s10551-009-0079-z [Accessed: 22 th March 2022].
45. Schaefer, A. D., & Pettijohn, C. E. (2006) 'The Relevance of Authenticity in Personal Selling: Is Genuineness an Asset or Liability?'. *Journal of Marketing Theory and Practice*, [Online] 14(1), 25–35. Available from: DOI: doi:10.2753/mtp1069-6679140102 [Accessed: 4 th June 2022].
46. Schlegelmilch BB, Pollach I. (2005) 'The perils and opportunities of communicating corporate ethics'. *Journal of Marketing Management*. [Online] 3-4(21), 267–290. Available from: DOI:10.1362/0267257053779154 [Accessed: 15 th June 2022].
47. Schmeltz, L. (2012) 'Consumer-oriented CSR communication: focusing on ability or morality?. Corporate Communications'. *An International Journal*. [Online] 17 (1), 29-49. Available from: DOI:10.1108/13563281211196344 [Accessed: 8 th April 2022].
48. Schmeltz, L. (2017). 'Getting CSR communication fit: A study of strategically fitting cause, consumers and company in corporate CSR communication'. *Public Relations Inquiry*. [Online] 6(1), 47–72. Available from: DOI: <https://doi.org/10.1177/2046147X16666731>. [Accessed: 18 th May 2022].
49. Sen, S., & Bhattacharya, C.B. (2001) 'Does doing good always lead to doing better? Consumer reactions to corporate social responsibility'. *Journal of Marketing Research*. [Online] 38(2), 225–243. Available from: DOI: <https://doi.org/10.1509/jmkr.38.2.225.18838>. [Accessed: 22 th June 2022].
50. Sohn, M., Sohn, W., Klaas-Wissing, T., & Hirsch, B. (2015) 'The influence of corporate social performance on employer attractiveness in the transport and logistics industry: Insights from German junior talent'. *International Journal of Physical Distribution & Logistics Management*. [Online] 45(5), 486-505. Available from: DOI: 10.1108/ijpdlm-07-2014-0150. [Accessed: 16 th June 2022].
51. Speed, R. & Thompson, P. (2000) 'Determinants of sports sponsorships response'. *Journal of Advertising Research*, [Online] 36, 22-27. Available from: DOI: 10.1177/0092070300282004. [Accessed: 24 th June 2022].
52. Spence, L. J. (2014) 'Small Business Social Responsibility. Business & Society', [Online] 55(1), 23–55. Available from: DOI: 10.1177/0007650314523256. [Accessed: 2 th May 2022].
53. Sundar, S.S., and S. S. Marathe (2010) 'Personalization versus customization: The importance of agency, privacy, and power usage'. *Human Communication Research*. [Online] 36, 298–322, Available from: DOI: <https://doi.org/10.1111/j.1468-2958.2010.01377.x>. [Accessed: 11 th March, 2022].
54. Tian, Z., Wang, R., & Yang, W. (2011). 'Consumer responses to corporate social responsibility (CSR) in China'. *Journal of Business Ethics*. [Online] 101 (2), 197-212. Available from: DOI:10.1007/s10551-010-0716-6 [Accessed: 8 th April, 2022].
55. Till, B.D. & Nowak, L.I. (2000) 'Toward effective use of cause-related marketing alliances'. *Journal of Product and Brand Management*. [Online] 9(7), 474–484. Available from: DOI: 10.1108/10610420010351394 [Accessed: 16 th June, 2022].
56. Torelli, C. J., Monga, A. B., & Kaikati, A. M. (2012) 'Doing poorly by doing good: Corporate social responsibility and brand concepts'. *Journal of Consumer Research*. [Online] 38(5), 948–963. Available from:

- DOI: <https://doi.org/10.1086/660851>. [Accessed: 8 th June, 2022].
57. Van Reijmersdal EA, Buijzen M, Owen LH. (2010) 'Introducing the PCMC model: An investigative framework for young people's processing of commercialized media content. *Communication Theory*'. [Online] 20(4):427–450. Available from DOI: 10.1111/j.1468-2885.2010.01370.x. [Accessed: 8 th April, 2022].
  58. Vlachos, P. A., Tsamakos, A., Vrechopoulos, A. P., & Avramidis, P. K. (2009) 'Corporate social responsibility: attributions, loyalty, and the mediating role of trust'. *Journal of the Academy of Marketing Science*. [Online] 37(2), 170–180. Available from DOI: 10.1007/s11747-008-0117-x. [Accessed: 5 th May, 2022].
  59. Wang, X., & Yang, Z. (2011) 'The impact of brand credibility and brand personality on purchase intention: An empirical study in China'. *International Marketing*. [Online] 137–153. Available from DOI:10.1108/s1474-7979(2011)000002100. [Accessed: 14 th March, 2022].
  60. Wines, W. A. (2008) 'Seven Pillars of Business Ethics: Towards a Comprehensive Framework, *Journal of Business Ethics*'. [Online] 79: 483 – 499. Available from DOI: 10.1007/s10551-007-9411-7. [Accessed: 3 th April, 2022].
  61. Yoon, Y., Gürhan-Canli, Z., & Schwarz, N. (2006) 'The effect of corporate social responsibility (CSR) activities on companies with bad reputations'. *Journal of Consumer Psychology*. [Online] 16(4), 377–390. Available from [https://doi.org/10.1207/s15327663jep1604\\_9](https://doi.org/10.1207/s15327663jep1604_9). [Accessed: 7 th May, 2022].
  62. YouTube. (n.d.). Statistics—[YouTube](https://www.youtube.com/yt/press/statistics). <https://www.youtube.com/yt/press/statistics>. [Html](#)  
Web sites:
  63. Design Council, University of Kentucky, (Accessed: 4 July 2016),  
URL:<http://www.uefap.com/writing/referenc/harvard.pdf> [Accessed: 15 July 2016].
  64. Thinkwithgoogle URL: [https://www.thinkwithgoogle.com/qs/documents/7366/YT\\_Effectiveness\\_Guide\\_CEE\\_Final\\_-\\_Interactive\\_Version\\_heFslE1.pdf](https://www.thinkwithgoogle.com/qs/documents/7366/YT_Effectiveness_Guide_CEE_Final_-_Interactive_Version_heFslE1.pdf) [Accessed: 11 th April, 2022].
  65. Thinkwithgoogle URL: [https://www.thinkwithgoogle.com/qs/documents/5679/YT\\_Effectiveness\\_Guide.pdf](https://www.thinkwithgoogle.com/qs/documents/5679/YT_Effectiveness_Guide.pdf) [Accessed:6 May 2022].
  66. Facebook URL: <https://www.facebook.com/business/m/verticals/technology-telecom/creative-that-connects>
  67. sproutsocial URL: <https://sproutsocial.com/insights/youtube-stats/> [Accessed:6 January 2022].
  68. Instapage URL: <https://instapage.com/blog/youtube-overlay-ads>
  69. Mygreatlearning URL: <https://www.mygreatlearning.com/blog/types-of-youtube-ads/>[Accessed:6 July 2022].
  70. In-mind.org URL: <https://www.in-mind.org/article/the-good-the-bad-and-the-ugly-of-the-dove-campaign-for-real-beauty> [Accessed:6 May 2022].
  71. Lbbonline URL: <https://www.lbbonline.com/news/general-motors-periscope-safety-measures-make-space-for-lifes-pleasant-surprises> [Accessed:28January 2022].
  72. Youtube URL: <https://www.youtube.com/watch?v=LKaZ7HGP SrA> [Accessed:22 May 2022].
  73. Essay.utwente URL: [https://essay.utwente.nl/62190/1/MSc\\_K\\_Schiefelbein.pdf](https://essay.utwente.nl/62190/1/MSc_K_Schiefelbein.pdf) [Accessed:14 March 2022].
  74. Instapage URL: <https://instapage.com/blog/youtube-overlay-ads> [Accessed: 12 May 2022].
  75. Mygreatlearning URL: <https://www.mygreatlearning.com/blog/types-of-youtube-ads/> [Accessed: 14 May 2022].
  76. Mygreatlearning URL: <https://www.mygreatlearning.com/blog/types-of-youtube-ads/> [Accessed:15 June 2022].
  77. Mygreatlearning URL: <https://www.mygreatlearning.com/blog/types-of-youtube-ads/> [Accessed:18 June2022].
  78. Mygreatlearning URL: <https://www.mygreatlearning.com/blog/types-of-youtube-ads/>[Accessed:6 May 2022].
  79. Mygreatlearning URL: <https://www.mygreatlearning.com/blog/types-of-youtube-ads/>[Accessed:6 May 2022].
  80. In-mind.org URL:<https://www.in-mind.org/article/the-good-the-bad-and-the-ugly-of-the-dove-campaign-for-real-beauty>[Accessed:18 July 2022].

81. In-mind.org URL:<https://www.in-mind.org/article/the-good-the-bad-and-the-ugly-of-the-dove-campaign-for-real-beauty>[Accessed:28 January 2022].
82. YouTube URL:  
<https://www.youtube.com/watch?v=l-pXKjCbPkk> [Accessed:28 January 2022].
83. YouTube URL:  
<https://www.youtube.com/watch?v=FuHKxZG8H4o&t=2s>[Accessed:18 July 2022].
84. YouTube URL:  
<https://www.youtube.com/watch?v=bcIDT7Rj0aI&t=1s>[Accessed:18 July 2022].
85. YouTube URL:  
<https://www.youtube.com/watch?v=S4S2Ufanzlw> [Accessed:12 January 2022].
86. YouTube URL:  
<https://www.youtube.com/watch?v=Ep1Wir3TpAE&t=1s> [Accessed: 6 January 2022].
87. YouTube URL:  
<https://www.youtube.com/watch?v=UELAL-1Hu5s> [Accessed:11 May 2022].



| Team No. | Items of the Measurement  | Title  | Strongly Disagree | Disagree | Neutral | Agree | Strongly agree | References                                      |
|----------|---|--|-------------------|----------|---------|-------|----------------|---|
| 1        | The fit level between advertising activity and the nature of the company. | Corporate Social Responsibility activity appropriates this company.  |                   |          |         |       |                | (Berens, et al., 2005, Kim & Lee, 2019)         |
|          |   | Corporate Social Responsibility activity appropriates the characteristics of the service or industry it provides.          |                   |          |         |       |                |   |
|          |   | Corporate Social Responsibility activity is not related to the characteristics of the company's industry (reverse coding). |                   |          |         |       |                |   |
|          |   | Corporate Social Responsibility activity appropriates this company.  |                   |          |         |       |                |   |
| 2        | Corporate Social Responsibility Authenticity                              | This company is committed to social care through social responsibility activities.   |                   |          |         |       |                | (Schaefer and Pettijohn, 2006, Kim & Lee, 2019) |
|          |   | I think that the company's social contribution activities are fabricated (reverse coding).                                 |                   |          |         |       |                |   |
|          |   | Corporate Social Responsibility Activities are not true (Reverse coding).  |                   |          |         |       |                |   |
| 3        | CSR involvement   | I am usually interested in corporate sponsorship.  |                   |          |         |       |                | (Kim & Lee, 2019)                               |
|          |   | Social entrepreneurial activity is important for evaluating companies.   |                   |          |         |       |                |   |
| 4        | Supporting Corporate Social Responsibility                                | Corporate Social Responsibility activity is an important part of my personality  |                   |          |         |       |                | (Arnett, German, and Hunt, 2003)                |

Appendix (1) :Measurement adopted from (Berens et al.,2005, Schaefer and Pettijohn: 2006, Kim, S., & Lee, H.: 2019, Rnett, German, and Hunt: 2003, Bolton and Mattila: 2015, Yoon et al.,2006) to assess the influence on user trust on the 5-Point Likert scale

| Team No. | Items of the Measurement                                   | Title   | Strongly Disagree | Disagree | Neutral | Agree | Strongly agree | References                  |  |
|----------|--|---|-------------------|----------|---------|-------|----------------|-----------------------------|--|
|          |  | Corporate Social Responsibility activity is something I don't have a clear feeling about (reverse coding)       |                   |          |         |       |                |                             |  |
|          |  | I rarely think of Corporate Social Responsibility activity (reverse coding)                                     |                   |          |         |       |                |                             |  |
| 5        | Perceived Corporate Social Responsibility of the Companies | The company participates in Corporate Social Responsibility because it honestly cares of the welfare of others. |                   |          |         |       |                | (Bolton and Mattila , 2015) |  |
|          |  | The company's commitment to social responsibility is true   |                   |          |         |       |                |                             |  |
|          |  | The company is really works in corporate social responsibility to benefit itself (reverse coding).              |                   |          |         |       |                |                             |  |
| 6        | Trust in the company                                       | The company provides credible advertisements.   |                   |          |         |       |                | (mran Ali, Mohammad,2020)   |  |
|          |  | The company is not honest with its customers (reverse encryption).  |                   |          |         |       |                |                             |  |
|          |  | The company doesn't always keep the promises it makes (reverse coding).   |                   |          |         |       |                |                             |  |
|          |  | If there is any problem, the company supports me.   |                   |          |         |       |                |                             |  |
| 7        | Company's Evaluation                                       | The company is characterized by the quality   |                   |          |         |       |                | (Yoon, et al., 2006)        |  |
|          |  | I strongly disagree the company's activity (reverse coding).  |                   |          |         |       |                |                             |  |
|          |  | The company is very positive.   |                   |          |         |       |                |                             |  |
|          |  | I prefer this company to its competitors.   |                   |          |         |       |                |                             |  |