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## **The impact of DSR initiatives on Brand Perception and Consumer Trust with the Consumer awareness as the moderator**

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### **Abstract**

The DSR incorporates moral, social, and ecological obligations. It has become imperative to consumer awareness and brand image. As they consolidate monetary objectives with social impact, firms should comprehend the consumer perception of corporate social obligation drives, brand image, and consumer awareness. The prevailing study aimed to identify the impact of DSR initiatives on brand perception and consumer trust with consumer awareness as the moderator. The research design was comprised of quantitative and cross-sectional methods and the data was collected from 500 consumers with the help of a convenient sampling technique. The sample was comprised of 250 men and 250 women. The instruments were self-developed and results were statistically analyzed through SPSS. The analysis used in the current study was descriptive, with Correlation analysis for the relationship among the independent variable Digital social responsibility initiatives, the dependent variable Brand perception and Consumer Trust, and the moderator variable Consumer Awareness. T-test analysis for demographic variables, multiple linear regression analysis for moderation as well as Sobel test for mediation and One-Way ANOVA. The results indicated all the instrument's reliabilities lie in an acceptable range. A significant positive relationship among DSR initiatives, Brand Perception, consumer trust, and consumer awareness was observed. Consumer awareness positively moderates the relationship between DSR initiatives (brand perception and consumer trust). The current study incorporates ways to improve DSR initiatives for further increase in brand perception and consumer trust for brands in the future.

*Key Words: DSR, Brand Perception, Consumer Trust, Consumer Awareness, Mediation, Moderation*

## Introduction

Scientists are researching the way that organizations behave and how cultural assumptions interface with the evolving economy. DSR incorporates moral, social, and ecological obligations. It has become imperative to consumer awareness and brand image. As they consolidate monetary objectives with social impact, firms should comprehend the mind boggling linkages between corporate social obligation drives, brand image, and purchaser awareness. This study researches the convoluted elements that administer consumer insights and awareness with respect to DSR exercises (Rodrigues et al., 2021). As of late, consumers have focused on the moral and worth frameworks of the organizations they support over their items and administrations. DSR addresses a social pattern toward purposeful utilization, where customers attempt to coordinate their qualities with those of organizations they work with. This study investigates the confounded connection between DSR endeavors, consumer awareness, and brand image (Balqiah et al., 2023). To give a total and useful examination, this study investigates the elements and cycles that interface scholarly talk with business system. In a few examinations, DSR has been associated with a positive brand view. Research shows that consumers trust and backing socially capable firms. Chan et al., (2020) demonstrated that DSR helps brand insight. Morals influence consumer demeanor. As per experimental examinations, trust additionally influences DSR ways of behaving and brand discernment. Social trade and mental disharmony hypotheses show how DSR drives modify consumer insights and how trust intervenes. As indicated by Khan and Fatma (2023), trust intercedes DSR-brand discernment. The investigation discovered that consumer information moderates DSR, brand discernment, and customer awareness. Liao et al., (2021) stress the need to comprehend consumer responses in light of their perspectives and concerns. These associations are delicate and subordinate. Our review utilizes the observational information above to look at the confounded connections between corporate social obligation, consumer awareness, and brand insight. The perplexing organization of variables influencing DSR, brand discernments, and consumer awareness is analyzed in this review. These characteristics are significant to understanding what DSR means for brand-consumer connections. The attention is on DSR. Alongside practical business methodologies, □firms give backing to social and ecological causes. Lee et al., (2020) uncovered that DSR programs significantly impact consumer suppositions. An organization's image and purchaser trust improve with DSR exercises. The subsequent variable is brand insight, or how consumers see an organization's DSR endeavors. DSR drives have been associated with brand positivity (Xie & Wang,2022). Validity and trustworthiness attract consumers to socially dependable ventures. Trust is imperative to DSR and its image notoriety. Stauropoulou et al., (2023) show what DSR rehearses mean for consumers' confidence in an organization. Consequently, corporate social obligation should initiatives trust to increment brand notoriety. Third, consumer awareness is the way consumers respond to an organization's DSR exercises. Observational examination like Sung and Lee (2023) relates consumer awareness and DSR. Consumers' impression of a brand's social obligation expands their likelihood of advancing or purchasing. Research shows that DSR endeavors support brand discernment. Chan et al. (2020)

found that DSR helps brand insights. This shows that purchasers esteem morals. Balqiah et al. (2023) say consumers incline toward organizations with imperative DSR drives. Trust intercession in DSR has been generally analyzed. DSR and mark discernment rely upon trust research shows that DSR activities make consumers like a brand. Khan and Fatma (2023) found that DSR further develops brand insight through trust. DSR exercises normally further develop consumer awareness past brand discernment, as indicated by research. Brunen and Laubach (2022) found that socially mindful organizations gain consumers.

## **Objectives**

To intricate how DSR drives, for example, online manageability crusades, corporate social obligation through virtual entertainment, moral web-based publicizing, and computerized local area commitment, impact brand perception.

To evaluate how much DSR drives cultivate as well as support consumer trust in the brand.

To investigate how consumer awareness directs the connection between DSR drives and both brand perception as well as consumer trust.

To assess which computerized channels (e.g., virtual entertainment, web journals, sites, online PR crusades) are best in making familiarity with DSR drives.

To fragment purchasers given their reaction to DSR drives, with an emphasis on how different segments or psychographic bunches see the brand and trust levels.

To foster significant systems for brands to further develop their DSR endeavors in a manner that improves brand discernment and constructs more grounded customer trust, especially by utilizing purchaser mindfulness.

## **Literature Review**

Business writing centers more on DSR, meaning a change from supportive of it-centered to comprehensive techniques that incorporate social and ecological viewpoints. Much scholastic examination has concentrated on what DSR means for corporate results and partner cooperation. Scholastic examination uncovers that DSR programs influence buyer awareness, brand discernment, and partner certainty (Joo et al, 2019). Numerous examinations show that how consumers might interpret a business' social and moral practices extraordinarily impacts their buys and brand dependability. Scientists concentrated on trust to figure out how DSR further develops brand perception and consumer awareness. Trust in partner connections helps DSR benefits spread and last (Frohlich & Knobloch, 2021). Consumer awareness and DSR reactivity were investigated to decide how they moderate. As per this review, consumer appreciation of DSR projects might adjust brand insight and awareness. The mind-boggling connections between DSR, consumer cognizance, trust, and corporate execution have been completely inspected (Sharabati et al., 2023). Notwithstanding, ecological, modern, and social elements need further review. Researchers have

scrutinized projects' goals and impacts on society. These issues ought to be analyzed to see better DSR in current organizations and its effect on the brand the board and consumer contribution. Reck et al., (2022) say DSR makes consumers like a firm, further developing the brand perception. This connection is positive because socially dependable endeavors further develop society and brand notoriety. Consumer impression of socially dependable organization tasks as legit and authentic expands the brand's standing. Past outer partners, DSR influences brand discernment. Basic inside parts incorporate staff. Socially dependable organizations help workers with devotion and fulfillment, agreeing to (Salam et al., 2022). Staff brand advocates are shaped through collaborations and support. DSR activities support brand discernment yet may hurt it. Organizations' DSR ef-fortifications should mirror their center business. Cowan and Guzman (2020) found that consumers trust the firm more when DSR activities are intently attached to its items or administrations. It further develops the brand perception. As indicated by Chan et al. (2020), DSR endeavors might influence brand impressions in an unexpected way. Bianchi et al. (2019) tracked down a more grounded connection among's DSR and brand discernment in enterprises with extreme social and ecological difficulties. The modern climate altogether influences DSR's apparent effect on brand discernment. DSR advertising strategies influence brand discernment and the business climate. Transparency and truthfulness in correspondence influence purchaser discernment (Bodur et al., 2023). Ongoing interest in DSR drives has expanded as organizations perceive their obligation to affect society emphatically. Since consumers drive market elements, researchers and financial specialists have concentrated on what DSR drives mean for customer awareness. DSR drives and consumer discernments have been concentrated widely. Blanco-Gonzalez et al., (2023) found that consumers like socially dependable organizations. Positive surveys might impact consumer unwaveringness to a brand or item. Consumers have more certain thoughts and goals of organizations that effectively partake in DSR drives, (Joo et al., 2019). Consumer certainty and DSR drives have likewise been entirely examined. A few scholastics accept DSR drives to help initiatives and keep up with consumer trust, imperative to consumer independent direction (Kim & Park, 2020). Socially capable organizations and items are trusted by consumers. This lifts steadfastness and informal. Furthermore, DSR drives might impact consumer buys. A few examinations have inspected consumer buying awareness and DSR. Purchasers pick socially dependable items, even at additional staggering costs. DSR might give organizations an upper hand. The social personality hypothesis inspects what DSR means for customer awareness. This hypothesis expresses that individuals join similar gatherings. At the point when a firm is socially capable, consumers are likelier to feel that its qualities and activities concur (Ahn et al., 2021). Customers accept DSR drives to support an organization's cultural obligations and morals. These activities increment corporate generosity and consumer certainty (Muller, 2022). Sure consumers are bound to partake in the brand since they share its convictions. Bigne et al., (2023) exhibited that consumer trust in the organization impacts DSR's positive effect on brand discernment. Consumer trust relies upon an organization's straightforwardness and truthfulness in DSR exercises. Straightforward DSR activities increment consumer trust in a firm

and its image (Khan & Fatma, 2023; Radhakrishnan et al., 2019). Trust relates brand discernment to DSR. Consumers may not get a handle on DSR programs or ecological advantages, however, their confidence in the organization makes them like the brand (Kumar et al., 2021; Jam et al., 2010). Studies show that DSR initiatives consumer trust. Corporate social obligation consumer awareness is trust-based. Their conviction vigorously impacts consumer awareness in an association's social obligation. The observational examination uncovers that trust intercedes DSR drives and customer awareness. Consumers' mentalities and goals decidedly corresponded with their confidence in an organization's DSR drives, (Spieth et al., 2019; Purba & Yenny, 2017). Trust joins purchaser awareness to DSR drives. Trust intercedes the consumer relationship, as indicated by the friendly character hypothesis. As indicated by Newman et al., (2015), consumers draw in organizations with comparative qualities. Shared values work on consumers' view of an organization's social obligation, helping trust and awareness. This supports that consumers are bound to collaborate decidedly with organizations they trust for their DSR endeavors. Balqiahet al. (2023) found that consumers' everyday encouragement for an organization's DSR drives supports consumer certainty. Positive feelings influence consumers' way of behaving, expanding faithfulness and supporting DSR drives are bound to be adulated by socially and earth-cognizant customers (Suttikun & Maha-suweerachai, 2023; Sissing et al., 2017). The power and bearing of the connection between drives and consumer cognizance rely upon customer awareness, which influences brand insight. The social personality hypothesis reasonable system takes into consideration researching what buyer cognizance means for DSR and brand insight. As indicated by Konuk (2019), individuals join similar associations' buyers with high information support socially capable firms, impacting their image point of view of DSR. DSR exercises may not be indifferent to faithful consumers while assessing associations. In consumer navigation, Lee and Laborer (2020) stress consumer cognizance. Their examination shows that in-shaped consumers are more disposed to consider DSR while picking an organization. Consumer awareness influences what DSR exercises mean for brand insight. Associations' close-to-home outcomes from purchaser cognizance are decreased by consumer awareness. Rodrigues et al. (2021) discovered that DSR-aware consumers had a superior brand assessment. An investigation discovered that consumer understanding impacts DSR activities and brand discernment. DSR endeavors appeal to additional faithful purchasers. Less-cognizant individuals see the impact less.

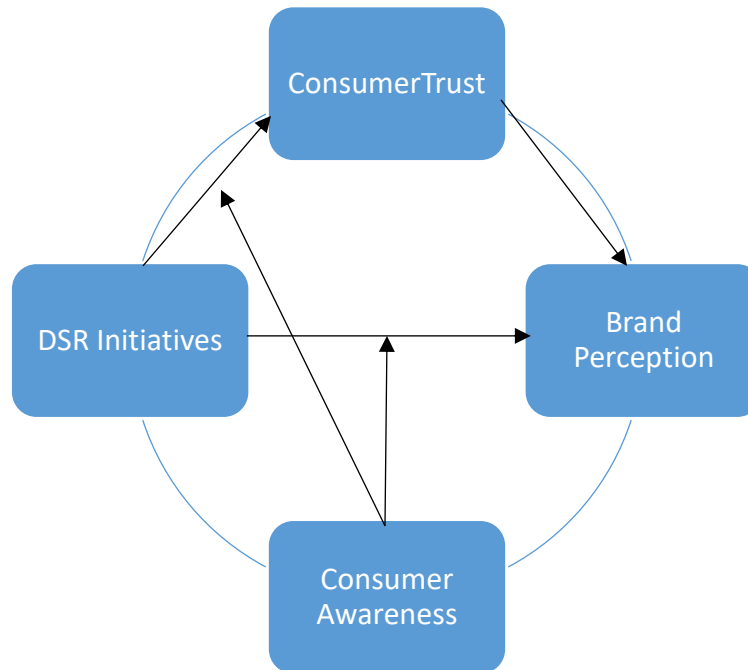
Consumer awareness is remembered to diminish DSR's effect on consumer conduct. Huang (2023) found that people who care about friendly and ecological issues are bound to help DSR. Accordingly, consumer data straightforwardly influences the force and bearing of the DSR-consumer conduct collaboration. The social personality hypothesis shows that consumer awareness moderates. Wagner-Egger, Bangerter et al., (2022) found that individuals join similar gatherings. Consumers with more awareness are bound to help socially capable organizations' DSR endeavors, which influences their way of behaving. Nonetheless, less-educated consumers may not be impacted by DSR drives. Rahamat et al., (2022) likewise stress the significance of consumer awareness in purchaser navigation. The investigation discovered that aware purchasers

are bound to think about DSR while purchasing. This shows that consumer information straightforwardly influences what DSR programs mean for consumer conduct. Consumer awareness influences consumer feelings. Schaefer et al., (2019) discovered that proficient consumers presented to DSR exercises have more good sentiments and act better. Taking everything into account, research uncovers that consumer understanding influences the connection between DSR projects and customer conduct. Consumers with more significant levels of information commonly answer well to DSR exercises, however those with lesser degrees of awareness might see less of an effect.

### **Problem statement**

In the present progressively computerized and socially cognizant commercial center, organizations are feeling the squeeze to take part in DSR drives to upgrade their standing and encourage consumer trust. In any case, the viability of these drives in forming brand discernment and building shopper trust is only partially perceived. While DSR initiatives are frequently expected to emphatically influence how shoppers see a brand and their confidence in it, the job of customer mindfulness as a directing element remains challenging. In particular, it is fundamental to explore whether buyer perception enhances or decreases the impact of DSR drives on brand discernment and trust. Without a reasonable comprehension of these elements, brands might battle to successfully use DSR endeavors, possibly subverting their capacity to construct trust and improve their picture according to progressively mindful and socially cognizant consumers. This study expects to look at the effect of DSR initiatives on brand discernment and customer trust, with consumer mindfulness as a directing variable, to give experiences that can direct brands in upgrading their computerized social obligation systems.

## Framework of the Study



**Figure 1**

*Framework of study*

## Hypotheses

1. DSR initiatives would have a significant positive correlation with brand perception
2. DSR initiatives would have a significant positive correlation with consumer trust
3. Consumer trust directly correlates with brand perception
4. Consumer trust would significant positively mediate DSR initiatives and brand perception
5. Consumer awareness would significant positively moderate DSR initiatives and consumer trust
6. Consumer awareness would significant positively moderate DSR initiatives and brand perception

## Methodology

The design of the current research was quantitative research design and the nature of the study was cross-sectional. The sampling technique used in the study was convenient sampling and the data was collected by using online procedures such as Google Forms, E-mail, social media platform, etc. The population of the current study was comprised of 500 participants of which there were 250 males and 250 females. The inclusion criteria of the study were participants who regularly shop from different kinds of brands which mainly include clothing brands, food items, shoes, and

groceries. The measures used in the study to assess variables were self-developed for DSR initiatives, Brand Perception, Consumer Trust, and Consumer awareness. All the scales used were 1-5 Likert-type scales.

**Analysis**

The quantitative analysis was conducted using statistical software which includes Cronbach Alpha reliability analysis for all variables and descriptive analysis. Correlation analysis for the relationship among independent variable Digital social responsibility initiatives, dependent variable Brand perception and Consumer Trust, and moderator variable Consumer Awareness. T-test analysis for demographic variables, multiple linear regression analysis for moderation as well as Sobel test for mediation and One-Way ANOVA.

**Results**

**Table 1**

*Cronbach Alpha Reliability Analysis for Each Study Variable on Sample of 500 Consumers*

Variable	$\alpha$
DSR Initiatives	.76
Brand Perception	.71
Consumer Trust	.80
Consumer Awareness	.72

Table 1 shows initiates Cronbach alpha reliability of the independent variable DSR initiatives, dependent variable brand perception and consumer trust as well as consumer awareness as moderators. The results depicted that all the reliabilities of study variables reside in an acceptable range while consumer trust had overall very good reliability (.80). DSR initiatives reliability lies also in a good range (.76).

**Table 2**

*Descriptive Analysis for Demographic Variables for 500 Consumers.*

Variables	<i>N</i>	<i>M</i>	<i>SD</i>	Skewness	Kurtosis
Age	500	3.00	.93	-.43	-.93
Gender	500	1.50	.50	.00	2.00
YOAB	500	1.64	.52	-.15	-1.05
MUB	500	2.50	1.06	.10	-1.22
SES	500	1.62	.66	.59	-.66

YOAB= Years of Attachment with Brand, MUB, Most Used Brand, SES= Socio-Economic Status



Descriptive statistics of demographic variables such as age, gender, years of attachment with brand of consumers, most used brand, and socio economic status are revealed in Table 2. The results obtained results predicted that all the variables are normally distributed and the values of skewness for all variables lie within the range of  $\pm 2$ , however, the values of kurtosis for all demographic variables lie within the range of  $\pm 7$  which also indicated that data is normally distributed.

**Table 3**

*Descriptive Analysis for Independent, Dependent Variables and Moderator for 500 Consumers*

Variables	N	M	SD	Skewness	Kurtosis
DSRI	500	47.64	2.85	-.76	-.37
BP	500	48.26	2.05	-1.48	2.45
CT	500	42.98	2.35	-.70	-.65
CA	500	48.36	2.02	-1.39	1.92

DSRI = DSR initiatives, BP = Brand Perception, CT = Consumer Trust, CA = Consumer Awareness

Table 3 is comprised of descriptive analysis of independent, dependent, and moderator variables. It is observed that mean scores for DSRI (47.64), BP (48.26), as well as CA (48.36), are somewhat high, showing by and large certain consumer reactions towards the brand's social obligation drives, brand discernment, and familiarity with these endeavors. Consumer Trust (CT) has a somewhat lower mean (M = 42.98), proposing trust levels may be marginally lower contrasted with different factors. The standard deviations (SD) are low across all factors, showing negligible variety in reactions. The skewness values for DSRI (- .76), BP (- 1.48), CT (- .70), and CA (- 1.39) are negative, recommending that the circulations of reactions are somewhat slanted towards higher scores, especially for BP and CA. The kurtosis values show that BP (2.45) and CA (1.92) dispersions are more crested than a typical conveyance (leptokurtic), while DSRI (- .37) and CT (- .65) have marginally compliment disseminations (platykurtic). By and large, consumers for the most part see the brand emphatically regarding social obligation and mindfulness, with marginally lower trust levels.

**Table 4**

*Correlation Analysis of Study Variables (Independent, Dependent And Moderator Variables) For 500 Consumers.*

Variables	1	2	3	4
DSRI	-	-	-	-
BP	.82**	1	-	-
CT	.97**	.76**	1	-
CA	.84**	.91**	.84**	1

DSRI = DSR initiatives, BP = Brand Perception, CT = Consumer Trust, CA = Consumer Awareness

Table 4 articulated the relationship among the independent variable (DSRI), dependent variable (BP & CT), and moderator (CA). It is observed that DSR initiatives had a significant positive relationship or correlation with brand picture (.82\*\*), also a significant positive correlation with consumer trust (.97\*\*) as well as with consumer awareness (.84\*\*). The results also suggested that brand perception had a significant positive correlation with consumer trust (.76\*\*) as well as consumer awareness (.91\*\*). It is also observed that consumer trust and consumer awareness also had a significant positive correlation with each other (.84\*\*).

**Table 5**

*Regression Analysis for Consumer Awareness as Moderator between DSR Initiatives and Consumer Trust for 500 Consumers*

Variables	B	$\beta$	t	p	95% CL	
					LL	UL
Constant	38.35		4.79	.00	22.64	54.06
DSRI	-.07	-.08	-.39	.69	-.42	.28
CA	0.62	-.53	-3.80	.00	-.95	-.30
DSRI X CA	.01	1.55	4.51	.00	.00	.02
R <sup>2</sup>	.95					
F	3557.96					

DSRI = DSR initiatives, CA = Consumer Awareness

Regression analysis in Table 5 demonstrates consumer awareness as a moderator between digital social responsibility initiatives and consumer trust. The results demonstrated that the current model is a perfect fit overall as the reported value of R<sup>2</sup> is .95 which explains 95% variance in the model for consumer trust. The engagement between digital social responsibility initiatives and consumer awareness is significant as the value of  $\beta$  is 1.55 and the p-value is .00, which suggests that consumer awareness significantly moderates the relationship between digital social responsibility initiatives and consumer trust. In particular, as consumer awareness expands, the DSRI impacts on consumer trust become more articulated. The immediate effect of DSRI on CT isn't huge ( $\beta = -.08$ ,  $p = .69$ ), showing that DSRI alone doesn't firmly anticipate consumer trust disregarding the directing impact of customer awareness. The huge adverse consequence of consumer awareness ( $\beta = -.53$ ,  $p = .00$ ) on Customer Trust recommends that higher consumer awareness alone may decrease trust, possibly because of expanded examination, except if overseen through digital social responsibility initiatives.

**Table 6**

*Regression Analysis for Consumer Awareness as Moderator between DSR Initiatives and Brand Perception for 500 Consumers*

Variables	B	$\beta$	t	p	95% CL	
					LL	UL
Constant	-26.12		-2.04	.04	-51.25	-.99
DSRI	.80	1.11	2.80	.00	.24	1.37
CA	1.41	1.3	5.35	.00	.89	1.92
DSRI X CA	-.01	-1.49	-2.38	.01	-.02	-.00
R <sup>2</sup>	.85					
F	946.57					

DSRI = DSR initiatives, CA = Consumer Awareness

Regression analysis in Table 6 demonstrates consumer awareness as a moderator between digital social responsibility initiatives and brand perception. The results demonstrated that the current model is a perfect fit overall as the reported value of R<sup>2</sup> is .85 which explains 85% variance in the model for brand perception. The engagement between digital social responsibility initiatives and consumer awareness is significant as the value of  $\beta$  is -1.49 and the p-value is .01, which suggests that consumer awareness significantly moderates the relationship between digital social responsibility initiatives and brand perception. In particular, as consumer awareness expands, the DSRI impacts on consumer perception become more articulated. The immediate effect of DSRI on CP isn't huge ( $\beta = 1.11$ ,  $p = .00$ ), showing that DSRI alone doesn't firmly anticipate consumer perception disregarding the directing impact of customer awareness. The huge adverse consequence of consumer awareness ( $\beta = 1.3$ ,  $p = .00$ ) on Customer Perception recommends that higher consumer mindfulness alone may decrease perception, possibly because of expanded examination, except if overseen through digital social responsibility initiatives.

**Table 7**

*Sobel Test Analysis for Consumer Trust as Mediator between DSR Initiatives as Independent Variable and Brand Perception as Dependent Variable*

	B	$\beta$	F	t	p
Constant	19.98		1033.89	22.68	.00
DSRI	.59	.82		32.15	.00
Constant	.50		722.231	.31	.75
BP	.88	.76		26.87	.00
Sobel test	t		p		
	20.61		0.00		

DSRI = DSR initiatives, BP = Brand Perception

Sobel test analysis in table 7 demonstrates consumer trust as a mediator between digital social responsibility initiatives and brand perception. The outcomes show that DSRI affects CT ( $B = 0.59, \beta = 0.82, p = .00$ ), implying that viable DSRI endeavors altogether upgrade CT. Thus, CT meaningfully affects BP ( $B = 0.88, \beta = 0.76, p = .00$ ), recommending that higher CT prompts a better impression of the brand. The Sobel test itself yields a huge outcome ( $t = 20.61, p = .00$ ), affirming that Consumer Trust essentially intervenes the connection among DSRI and BP. This suggests that DSRI further develops brand discernment to a great extent by first expanding consumer trust.

**Table 8**

*T-Test Analysis for Gender Differences among Study Variables for 500 Consumers*

Variable	Male (250)		Female (250)		F	p	t	CL 95%	
	M	SD	M	SD				LL	UL
DSRI	47.48	2.84	47.81	2.85	.00	.99	-1.30	-.83	.16
BP	48.50	1.45	48.02	2.50	66.79	.00	2.57	.11	.83
CT	42.82	2.48	43.14	2.21	17.74	.00	-1.48	-.72	.10
CA	48.58	1.55	48.14	2.38	19.99	.00	2.40	.07	.78

DSRI = DSR initiatives, BP = Brand Perception, CT = Consumer Trust, CA = Consumer Awareness

The table 8 presents a similar examination of DSRI, BP, CT, and CA among men and women respondents, with 250 members in each gathering. The outcomes show no huge distinction in DSRI scores between guys ( $M = 47.48, SD = 2.84$ ) and females ( $M = 47.81, SD = 2.85$ ), as demonstrated by the independent sample t-test ( $t = -.83, p = .99$ ). Notwithstanding, massive contrasts are noticed for BP, CT, and CA. Females report somewhat higher BP ( $M = 48.50, SD = 1.45$ ) contrasted with guys ( $M = 48.02, SD = 2.50$ ), with a huge distinction ( $t = 2.57, p = .00$ ) and a certainty span (CL 95%) of 0.11 to 0.83. Essentially, females likewise score higher on CT ( $M = 43.14, SD = 2.21$ ) than guys ( $M = 42.82, SD = 2.48$ ), with a huge contrast ( $t = -1.48, p = .00$ ) and a certainty period 0.72 to 0.10. In conclusion, females have somewhat lower CA ( $M = 48.14, SD = 2.38$ ) contrasted with guys ( $M = 48.58, SD = 1.55$ ), with a huge distinction ( $t = 2.40, p = .00$ ) and a certainty timespan of 0.78. These outcomes propose that while DSRI discernments are comparative across sexual orientations, females will quite often have better brand insight, higher consumer trust, and marginally lower awareness as compared to men.

**Table 9**

*One Way Anova for Age Comparison among Study Variables (N = 500)*

Variable	16-25		26-35		36-45		46-55		F	p	95% CL	
	M	SD	M	SD	M	SD	M	SD			LL	UL

DSRI	46.67	2.39	47.08	3.08	48.33	2.36	47.63	2.98	5.94	.00	47.39	47.89
BP	47.00	.83	47.92	2.27	48.80	1.17	48.26	2.43	8.72	.00	48.08	48.44
CT	42.00	2.19	42.69	2.56	43.53	2.10	42.89	2.34	5.35	.00	42.77	43.19
CA	46.67	1.26	48.23	2.05	49.07	1.18	48.16	2.37	15.15	.00	48.18	48.54

DSRI = DSR initiatives, BP = Brand Perception, CT = Consumer Trust, CA = Consumer Awareness

Table 9 illustrates the age comparison among study variables through One-Way ANOVA analysis. The outcomes show tremendous contrasts across all age bunches for every variable. For DSRI, the mean scores increment with age, with the 36-45 age bunch detailing the most elevated DSRI score (M = 48.33, SD = 2.36), and a huge F-esteem (F = 5.94, p = .00). BP likewise shows a huge contrast (F = 8.72, p = .00), with the most elevated mean score in the 36-45 age bunch (M = 48.80, SD = 1.17). Likewise, CT increments with age, with the 36-45 age bunch again detailing the most elevated mean score (M = 43.53, SD = 2.10), and a huge F-esteem (F = 5.35, p = .00). CA shows the most articulated contrast (F = 15.15, p = .00), with the most elevated mindfulness in the 36-45 age bunch (M = 49.07, SD = 1.18). These discoveries propose that more seasoned age bunches will generally have a higher view of the brand's social obligation endeavors, more prominent trust, and higher mindfulness contrasted with more youthful age groups.

**Figure 2**

*Frequency Distribution of Age Comparison of Participants (N=500)*

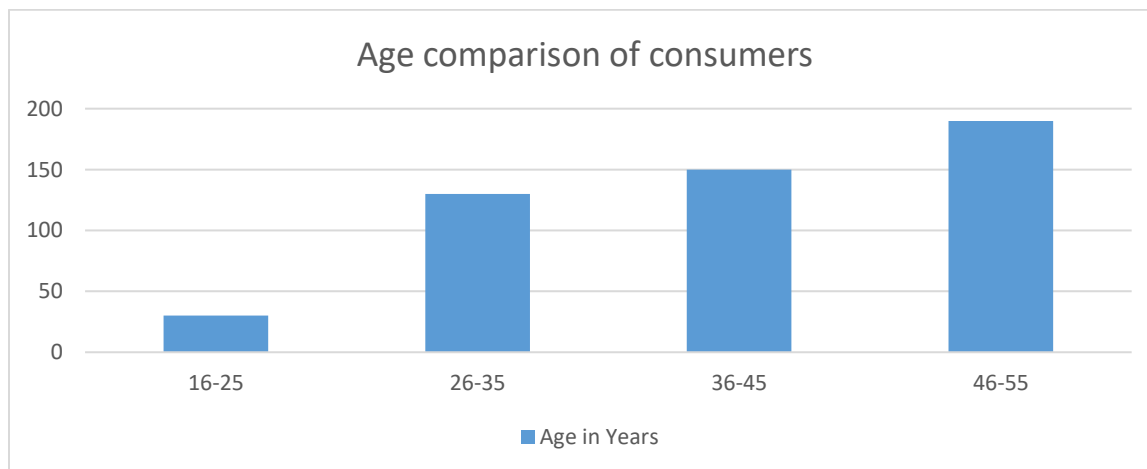


Figure 2 illustrates the age comparison of consumers who participated in the study, it is observed that the highest number of participants' age was 46-55 years old and the least participated age group was 16 to 25 years old consumers.

**Figure 3**

*Frequency Distribution of Most Used Brands by participants (N = 500)*

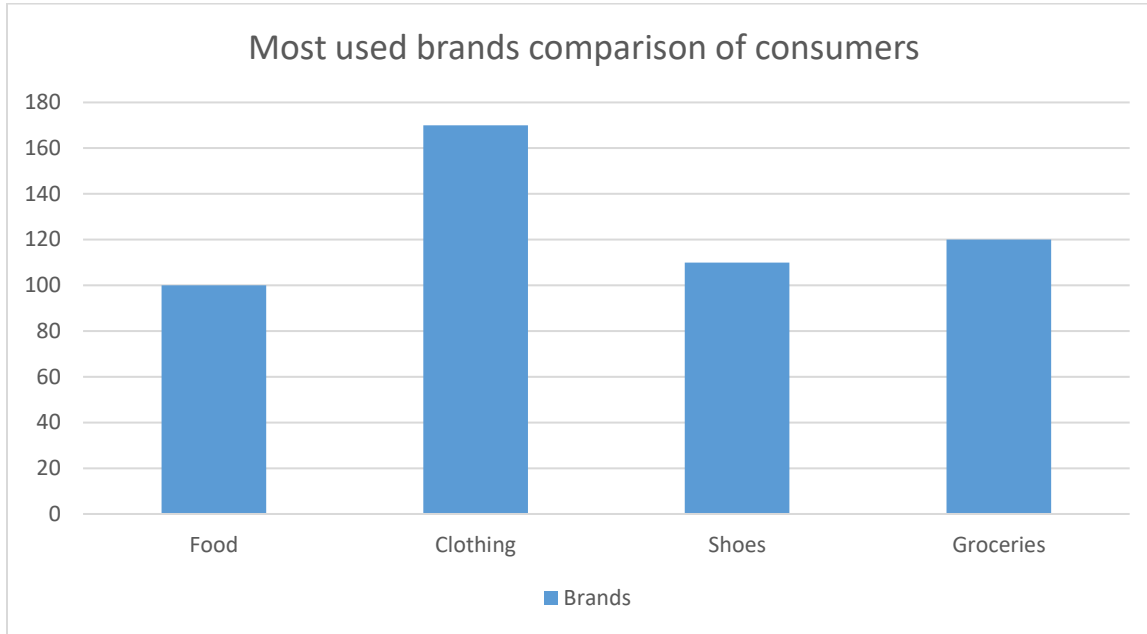


Figure 3 demonstrates the comparison between the most used brand categories by consumers who participated in the current study. Results suggested that the grocery brands had the highest ratio of consumption by consumers while food brands had the lowest ratio of consumption by consumers.

**Figure 4**

*Frequency Distribution of Years of Attachment with Brands of Consumers (N=500)*

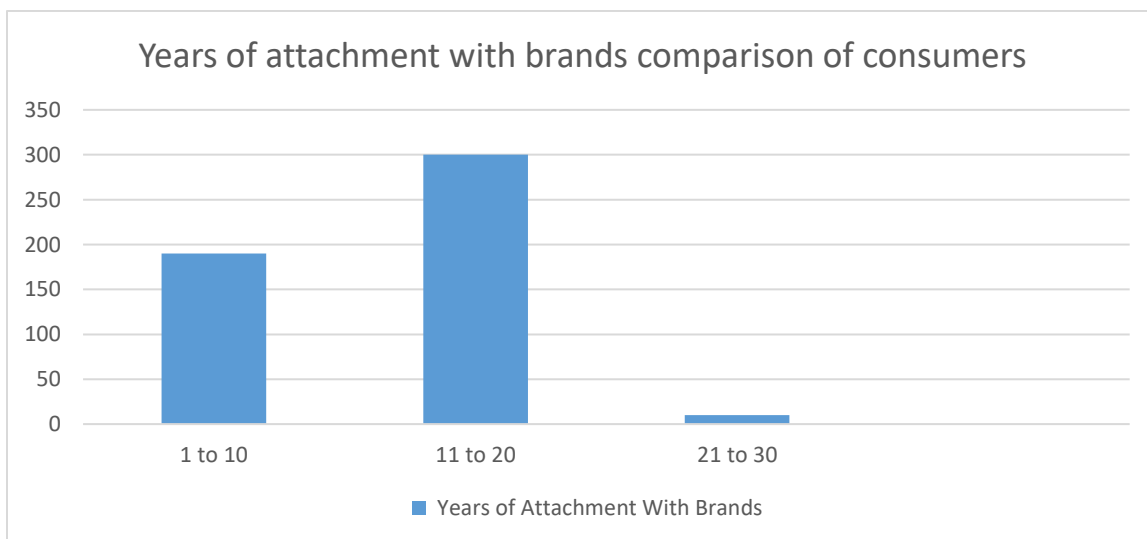


Figure 4 shows the frequency distribution of years of attachment with brands of consumers. The results demonstrated that the highest ratio of consumers had 11 to 20 years of attachment with specific brands whereas the least years of attachment with brands by consumers were 21 to 30 years.

**Figure 5**

*Frequency Distribution of Socio-Economic Status of Consumers (N = 500)*

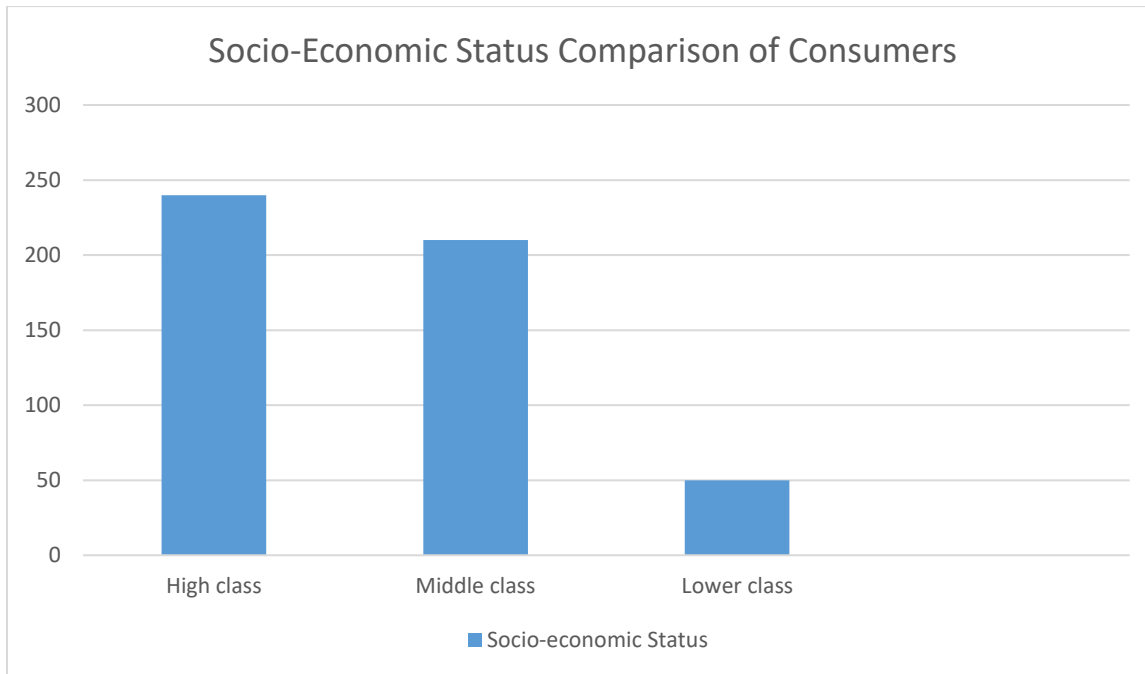


Table 5 demonstrates the comparison of the socio-economic status of participants in the current study. It is observed that the highest number of participants belongs to the high class whereas the least number of participants belongs to the lower class.

**Discussion**

Several studies show that how consumers might interpret a business' social and moral practices extraordinarily impacts their buys and brand dependability. Scientists concentrated on trust to figure out how DSR further develops brand perception and consumer awareness. Trust in partner connections helps DSR benefits spread and last (Frohlich & Knobloch, 2021). Consumer awareness and DSR reactivity were investigated to decide how they moderate. As per this review, consumer appreciation of DSR projects might adjust brand insight and awareness. The mind-boggling connections between DSR, consumer cognizance, trust, and corporate execution have been completely inspected (Sharabati et al., 2023). Notwithstanding, ecological, modern, and social elements need further review. Researchers have scrutinized projects' goals and impacts on society. These issues ought to be analyzed to see better DSR in current organizations and its effect

on the brand the board and consumer contribution. Reck, et al., (2022) say DSR makes consumers like a firm, further developing the brand perception. This connection is positive because socially dependable endeavors further develop society and brand notoriety. Consumer impression of socially dependable organization tasks as legit and authentic expands the brand's standing. Past outer partners, DSR influences brand discernment. Basic inside parts incorporate staff. Socially dependable organizations help workers with devotion and fulfillment, agreeing to (Salam, et al., 2022). The results of the current study are supported by many previous researches, the results suggested that there is a significant positive relationship between the independent variable digital social responsibility initiative with dependent variables brand perception and consumer trust. Furthermore, consumer trust positively mediates the relationship between digital social responsibility initiatives and brand perception however, consumer awareness positively moderates the relationship between digital social responsibility initiatives with brand perception and consumer trust (Sharabati et al., 2023). The gender differences on study variables concluded that massive contrasts are noticed for BP, CT, and CA. Females report somewhat higher BP ( $M = 48.50$ ,  $SD = 1.45$ ) contrasted with guys ( $M = 48.02$ ,  $SD = 2.50$ ), with a huge distinction ( $t = 2.57$ ,  $p = .00$ ) and a certainty span (CL 95%) of 0.11 to 0.83. Essentially, females likewise score higher on CT ( $M = 43.14$ ,  $SD = 2.21$ ) than guys ( $M = 42.82$ ,  $SD = 2.48$ ), with a huge contrast ( $t = - 1.48$ ,  $p = .00$ ) and a certainty period 0.72 to 0.10. In conclusion, females have somewhat lower CA ( $M = 48.14$ ,  $SD = 2.38$ ) contrasted with guys ( $M = 48.58$ ,  $SD = 1.55$ ), with a huge distinction ( $t = 2.40$ ,  $p = .00$ ) and a certainty timespan of 0.78. These outcomes propose that while DSRI discernments are comparative across sexual orientations, females will quite often have better brand insight, higher consumer trust, and marginally lower awareness as compared to men. The huge adverse consequence of consumer awareness ( $\beta = -.53$ ,  $p = .00$ ) on Customer Trust recommends that higher consumer awareness alone may decrease trust, possibly because of expanded examination, except if overseen through digital social responsibility initiatives.

## **Conclusion**

The current study proved the significant positive relationships between independent variable DSR initiatives and dependent variables brand perception and consumer trust. Consumer awareness positively moderates the role between DSR initiatives and consumer trust and brand perception whereas consumer trust plays a mediator role between DSR initiatives and brand perception.

## **Limitations and recommendations**

The current study also bears some limitations. The many demographic variables and confounding variables were ignored in the current study for further study it is suggested to include the impact of confounding and demographic variables as well. The second limitation of the study includes the period of study. The nature of the study was cross-sectional and conducted over a short period for better results it is suggested to conduct a longitudinal study in the future.

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