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Perceived CSR in Mobile Commerce: How Trusting Beliefs and Satisfaction Drive Purchase Intention

David Wilson[1], Emily Carter[1]*, Andrew Collins[1]

1. Department of Management, Alliance Manchester Business School, University of Manchester, Manchester, United Kingdom.

Abstract

Purpose – Prior research suggests that corporate social responsibility (CSR) initiatives can enhance consumer perceptions of a company, leading to favorable buying behaviors. Yet, there is limited evidence on how this applies in mobile commerce. Using social exchange theory, this study investigates how trusting beliefs and satisfaction mediate the influence of CSR on mobile purchase intention. Design/methodology/approach – A cross-sectional survey was carried out with 314 students from Keimyung University, Korea, employing a nonprobability convenience sampling method. Confirmatory factor analysis was performed with SPSS-Amos, and the study hypotheses were evaluated through structural equation modeling. Findings – Results reveal that two dimensions of trusting beliefs—benevolence and competence—positively affect the link between CSR and purchase intention in mobile shopping apps. Trusting beliefs were found to partially mediate this effect. Additionally, satisfaction partially mediated the influence of CSR on purchase intention. Originality/value – This research extends social exchange theory to mobile commerce by explaining the pathways through which CSR impacts purchase intention. It incorporates both trusting beliefs and satisfaction into the CSR–purchase intention framework and investigates the individual roles of the three trusting beliefs dimensions. Practical recommendations for mobile shopping platforms to enhance CSR outcomes are provided.

Keywords: Mobile commerce, Mobile shopping applications, Social exchange theory, Perceived CSR, Trusting beliefs, Benevolence, Integrity, Competence, Purchase intention

Introduction

Mobile commerce, a branch of e-commerce, enables transactions using smartphones and other mobile devices. By January 2022, mobile commerce accounted for approximately 65.7% of global e-commerce retail sales. Despite its growth, most academic research has concentrated on general e-commerce, with relatively few studies focusing on mobile shopping apps [1].

Previous literature has explored factors influencing purchase intention in both online and offline contexts. CSR perceptions have consistently been found to positively influence consumer purchase behavior. A survey by Certus Insights (2019) found that 51% of US millennials consider a company's CSR when making purchasing decisions, and 70% are interested in learning about CSR practices of the brands they engage with. Despite this evidence, research examining CSR effects in mobile commerce remains limited.

Chopdar and Balakrishnan [1] highlighted that mobile shopping applications require distinct research consideration, as the absence of face-to-face interactions can shape consumer behavior differently than traditional online or mobile websites. This

study examines how perceived CSR affects purchase intention in mobile commerce, focusing on Coupang, a leading Korean mobile shopping platform offering millions of products with same-day delivery. Mobile Index reported that Coupang had 11 million users in 2019. Its success is attributed not only to fast delivery but also to strong customer care, which is a key factor. CSR initiatives help companies establish credibility, which can enhance consumer trust and satisfaction [2]. Consequently, trusting beliefs and satisfaction are often considered alongside CSR when studying purchase intention. Prior studies have found that trusting beliefs mediate CSR's impact on purchase decisions (e.g., Hameed *et al.*, [3]), while satisfaction also mediates the CSR–purchase intention relationship [4].

However, research combining trusting beliefs and satisfaction in the CSR–purchase intention pathway is scarce. Furthermore, most studies treat trusting beliefs as a single construct, although it is widely recognized to comprise benevolence, competence, and integrity [5]. This study proposes a model to address these gaps.

Based on this, the first objective of our study is to examine the direct relationship between perceived CSR and purchase intention within mobile shopping applications. The second objective is to explore the unique mediating role of the three dimensions of trusting beliefs in the connection between perceived CSR and purchase intention. The third objective is to assess whether satisfaction functions as a mediator in the relationship between perceived CSR and purchase intention in mobile shopping apps.

The findings of this study are expected to make several contributions to the literature. From a theoretical standpoint, incorporating both trusting beliefs and satisfaction into the CSR–purchase intention framework will provide a comprehensive perspective, enhancing our understanding of the causal processes that link CSR perception to purchase intention in mobile commerce. Additionally, examining the three components of trusting beliefs separately will offer distinct theoretical insights into their individual roles. Practically, identifying the specific influence of each dimension of trust can guide businesses in recognizing the importance of each trust element. Overall, this research aims to improve understanding of how corporate CSR initiatives can drive consumer behavior and provide actionable recommendations for increasing the effectiveness of CSR in shaping mobile commerce purchase decisions.

Literature Review

Conceptual framework
Social exchange theory has been frequently applied to explain the influence of CSR on purchase intention. According to the theory, individuals weigh the potential benefits and costs of social exchanges, continuing interactions when perceived rewards exceed costs and withdrawing when costs surpass rewards [6, 7].

CSR activities serve as a form of socio-economic resource that companies can deliberately "offer" to consumers in anticipation of reciprocal behavior [8]. Prior research indicates that favorable exchanges encourage customers to reciprocate with positive actions, thereby strengthening the ongoing relationship [9]. These constructive interactions foster interdependence between the company and the customer. Accordingly, this study examines the impact of consumer perceptions of CSR on their trust and satisfaction toward the mobile shopping platform, which ultimately influences purchase intention.

CSR and purchase intention in mobile shopping applications
Since the mid-twentieth century, businesses have increasingly considered the social implications of their operations, leading to multiple conceptualizations of CSR. Despite these differences, the literature generally agrees on two key aspects: CSR involves responsibilities that go beyond economic objectives, and it requires accountability to stakeholders, including customers. Additionally, consumers regard a company as socially responsible when it demonstrates respect for human rights, including consumer rights [10].

Many scholars have treated customer-oriented CSR as a distinct dimension in their research (e.g., Martínez *et al.* [11]; Úbeda-García *et al.* [12]). Following this approach, our study conceptualizes CSR from a customer-oriented perspective, aligning with Perez and Rodríguez del Bosque [13], who define it as "CSR oriented to customers basically includes the complete and honest communication of corporate products and services and the management of customer complaints."

Many theorists have argued that a person's intention functions as a precursor to later behavior (e.g., Ajzen [14]; Venkatesh and Davis [15]). Following this line of thought, we conceptualize intention to purchase via mobile shopping apps as the user's readiness to initiate a monetary exchange on these platforms, which subsequently manifests as real purchasing conduct.

A substantial body of work has demonstrated that perceived CSR exerts a favorable influence on buying intention. In their experimental research, Liu *et al.* [16] explored how individuals' CSR evaluations shape purchasing decisions. Their results indicated that consumers showed greater willingness to buy products associated with strong CSR practices rather than goods linked to weak CSR initiatives (p. 1654). They also found that buyers who value CSR are more inclined to convert intention into actual purchases. In the same vein, Dincer and Dincer [17] observed that consumers often base their choice between competing products on the CSR information available. A comparable outcome was reported by Popa *et al.* [18], whose

investigation of cosmetic products in an e-commerce environment revealed that companies involved in CSR tend to attract higher customer purchase intention. These insights motivate our hypothesis:

H1. CSR will positively influence consumers' intention to purchase on mobile shopping applications.

Mediating role of trusting beliefs

Trust is widely regarded as essential for cultivating and maintaining enduring consumer–business relationships [19]. Within e-commerce research, the notion of trust has been defined from multiple angles, partly because scholars tailor the construct to suit the purpose of each study [5]. To bring conceptual clarity, McKnight *et al.* [20] proposed a five-part trust framework consisting of disposition to trust, institution-based trust, trusting beliefs, trusting intention, and trust-related behaviors. In the present work, trusting beliefs are employed as the mediating construct.

Prior literature has repeatedly noted that trusting beliefs operate as important mediators that give rise to favorable behavioral responses [21]. In this study, trusting beliefs refer to users' confidence that the mobile shopping platform possesses qualities advantageous to them [5]. These qualities encompass competence, benevolence, and integrity. Competence reflects users' perception that the mobile commerce service can reliably execute transactions [20] and that its products and services are delivered appropriately. Benevolence concerns the extent to which consumers perceive the vendor's actions as genuinely oriented toward customer benefit. Integrity pertains to the platform's adherence to honesty and promise-keeping [5].

As noted earlier, the reciprocity principle within social exchange theory helps explain how CSR shapes trusting beliefs [22]. According to SET, relationships are sustained when reciprocal exchanges—whether attitudinal or behavioral—are present [22]. Based on this logic, we propose that consumers respond to CSR practices enacted by mobile shopping platforms with heightened trusting beliefs, effectively returning the firm's socially responsible behavior with trust. Furthermore, CSR acts as a positive signal that shapes users' evaluations of the platform and its offerings [22]. Research assessing the direct link between CSR and trusting beliefs has verified that CSR efforts reinforce consumer confidence in a company's competence, benevolence, and integrity [23]. For instance, a study conducted with South Korean participants by Park *et al.* [24] confirmed positive associations between CSR initiatives and all three trusting-belief dimensions. Similarly, Puwirat and Tripopsakul [25] reported that CSR significantly and positively predicted trust within social commerce contexts.

Trusting beliefs have long been recognized as a driving force behind a range of favorable customer outcomes, including satisfaction, loyalty, and—most notably—purchase intention (e.g., Xu *et al.* [26]). Since digital and mobile commerce remove the face-to-face contact usually present in traditional exchanges, shoppers must operate under considerable uncertainty when deciding to transact online [27]. These trust-related beliefs help reduce ambiguity by increasing users' confidence that the mobile shopping provider will behave dependably and responsibly [20, 27]. As a result, potential buyers form judgments about the vendor's competence, benevolence, and integrity before choosing whether to proceed with a purchase through a mobile app [27]. Prior research consistently shows that such beliefs serve as powerful predictors of consumer intention. McKnight and Chervany [5] argue that users who possess "high beliefs in the competence, integrity and benevolence" of an online vendor are substantially more willing to rely on that service, which enhances their intention to buy. In a similar vein, Lu *et al.* [28] demonstrated that trusting beliefs influence purchase intention both directly and indirectly within social commerce environments, stressing that shoppers require "a significant degree of trusting beliefs in sellers' traits of integrity, benevolence and competence" before they commit to a transaction.

Although research on trust in digital commerce is extensive, relatively little work has focused on how the individual dimensions of trusting beliefs operate between CSR and purchase intention. Accordingly, our study suggests that each component of trusting beliefs plays a role in strengthening purchase intention in mobile shopping contexts. Based on previous theoretical and empirical findings, we propose that CSR initiatives undertaken by mobile shopping companies cultivate user perceptions of benevolence, competence, and integrity, which in turn elevate consumers' intentions to buy through the platform. These ideas lead us to the hypotheses below:

H2. Perceived CSR will increase consumers' buying intention on mobile applications through an enhanced sense of benevolence.

H3. Perceived CSR will influence intention to purchase on mobile platforms indirectly by improving users' competence perceptions of the vendor.

H4. Perceived CSR will support purchase intention via its positive effect on consumers' beliefs about the vendor's integrity.

Mediating role of satisfaction

Satisfaction is typically defined as the process through which customers assess how effectively a firm's performance corresponds to their expectations and requirements [29], making it a perception-driven outcome. Perceived CSR has repeatedly been identified as an important antecedent of satisfaction, with strong CSR evaluations linked to higher satisfaction in numerous fields. Across two separate studies, Rivera *et al.* (2016) documented a positive and direct association between CSR and satisfaction. Similarly, Shiau and Luo (2012) noted that firms perceived as more socially responsible tend to earn higher satisfaction scores from their customers.

Satisfaction also plays a vital role in sustaining long-term relationships and serves as a major signal of future positive customer behaviors [30]. A range of studies has demonstrated its contribution to consumer purchasing activity. For instance, Shiau and Luo (2012), working with survey data from 215 respondents, observed that satisfaction was the strongest driver of intention to participate in online group buying, surpassing trust and seller activity. Complementing this, Nisar and Prabhakar [31] found that increased e-satisfaction among American shoppers led to more spending and stronger loyalty in e-commerce environments. Drawing from these insights, our study adopts the model depicted in **Figure 1** and proposes the following hypothesis:

H5. Customer satisfaction will act as a mediating mechanism linking perceived CSR to purchase intention within mobile shopping applications.

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Figure 1. Conceptual framework

Method

Participants and data collection

To evaluate the proposed hypotheses, we gathered data from students enrolled at Keimyung University (KMU) in South Korea using a nonprobability recruitment procedure. This population was chosen because South Korea ranks among the countries with the largest proportion of mobile-commerce transactions [32], and smartphone ownership reaches 99% among individuals aged 20–59 [33]. Participants completed an online questionnaire employing a 7-point Likert response format (1 = Strongly Agree; 7 = Strongly Disagree).

Although 324 surveys were initially collected, only 316 respondents passed the screening item verifying their use of mobile shopping applications. After removing incomplete or invalid submissions, we retained 304 usable cases for analysis.

The demographic section asked about gender, age, education level, and the frequency of both mobile app shopping and credit-card use in m-commerce. The final sample consisted of 59% women and 41% men. A large majority (87.2%) were 20–29 years old, and most were undergraduate students (77.9%).

Measurements

The study used previously validated measurement instruments sourced from earlier research. All items were translated from English into Korean by four bilingual specialists following a back-translation approach [34]. Minor adjustments were made to align with the specific research context. Each measurement scale has a strong empirical record regarding reliability and validity **(Table 3)**.

Table 3. Measurement model

Construct	Items	AVE	CR	SE	Cronbach's alpha
PCSR	The mobile shopping application has formal processes to handle all consumer complaints regarding social, environmental, and ethical matters	0.670	0.859	0.773	0.855
	The mobile shopping application goes beyond legal requirements to protect consumer rights			0.854	
	The mobile shopping application delivers complete and accurate product information to customers			0.828	
TBLF – Benevolence		0.537	0.701		0.711
	If I needed assistance, the mobile shopping application would make its best effort to help me			0.800	
	The mobile shopping application shows concern for my personal well-being			0.658	
TBLF – Integrity		0.646	0.845		0.845

Construct	Item				
	Promises made by the mobile shopping application are generally trustworthy			0.802	
	I believe this mobile shopping application acts honestly toward its customers			0.807	
	The mobile shopping application behaves in a sincere and genuine manner			0.801	
TBLF – Competence		0.556	0.787		0.768
	The mobile shopping application possesses good knowledge of its products			0.760	
	The mobile shopping application knows how to deliver excellent service			0.848	
	I believe this mobile shopping application has sufficient expertise for online business			0.610	
Satisfaction	Overall, I am satisfied with shopping through the mobile shopping application	0.671	0.859	0.774	0.855
	I am satisfied with my decision to use the mobile shopping application			0.860	
	Using the mobile shopping application is an enjoyable experience			0.821	
Purchase Intention	I plan to continue using the mobile shopping application in the future	0.514	0.760	0.684	0.760
	I prefer using the mobile shopping application over online shopping malls for buying products			0.681	
	My intention to make purchases through the mobile shopping application is very strong			0.781	

Note(s): PCSR = perceived corporal social responsibility; TBLF = trusting beliefs
Source(s): Authors' table

CSR was assessed using three items adapted from Perez & Rodríguez del Bosque [13] and Turker [35]. These indicators reflect users' perceptions of a mobile shopping platform's ethical conduct, its procedures for addressing environmental, social, or consumer-rights complaints, and its overall integrity. An example statement is: "The mobile shopping application has procedures for dealing with consumer complaints related to social, environmental, ethical, and related issues."

Trusting beliefs were measured using nine items originally developed by McKnight *et al.* [20], spanning perceived benevolence, integrity, and competence (three items each). One competence item was discarded in the confirmatory factor analysis because of inadequate loading. Illustrative items include: "I believe the mobile shopping application would act in my best interest," "Promises made by the mobile shopping application are generally dependable," and "The mobile shopping applications are competent and effective." Because our hypotheses concern trust at a general level, the three dimensions were aggregated into a unified trusting-beliefs factor, consistent with prior work [36, 37]. The second-order factor structure was confirmed through CFA.

Satisfaction was captured with three items adapted from Oliver [38] and Russell-Bennett *et al.* (2007), tapping overall satisfaction with the app and satisfaction with the decision and experience of using the service. A sample item is: "I am satisfied with my decision to use mobile shopping applications."

Purchase intention within mobile shopping applications was measured using three items taken from Gefen & Straub [39] and Lu *et al.* [28]. These items evaluate users' anticipated continued purchasing behavior. An example is: "I will keep use of the mobile shopping applications in the future."

Analysis method

The analytical strategy followed the two-phase procedure recommended by Anderson and Gerbing [40]. Phase one consisted of estimating the confirmatory factor analysis (CFA) with SPSS-AMOS 21.0 and assessing reliability with SPSS 21.0, including tests of model fit, convergent and discriminant validity, and internal consistency. Phase two tested the hypotheses using structural equation modeling (SEM).

Guidelines indicate that CFA and SEM require approximately 10–20 participants per observed variable [41]. Our dataset contained 17–20 observed indicators and 304 valid respondents, confirming that the sample size was fully adequate for both CFA and SEM.

Results

Common method bias

To evaluate whether common method variance might distort the findings, two diagnostic procedures were applied. First, all indicators were included in an exploratory factor analysis using Harman's single-factor technique. The dominant factor explained 35.73% of the total variance, remaining well below the 50% threshold. Second, a single-factor CFA model was

estimated, which showed a substantially poorer fit relative to the proposed model (χ^2/df = 1056.177, GFI = 0.640, CFI = 0.630, NFI = 0.603, TLI = 0.580, RMSEA = 0.160). Based on these outcomes, common method bias was unlikely to compromise the results [42-44].

Descriptive statistics

Descriptive outcomes for all variables are provided in **Table 1**. Across constructs, mean scores fell between **4.60** and **5.71**.

<p align="center">**Table 1.** Descriptive statistics</p>

Constructs	SD	Mean
PCSR	1.04	4.60
Benevolence	1.06	5.12
Integrity	1.03	4.56
Competence	0.93	4.94
SAT	0.87	5.47
INT	0.93	5.71

Note(s): n = 304, PCSR = perceived corporal social responsibility
Source(s): Authors' compilation

Measurement model

A confirmatory factor analysis was conducted in SPSS-Amos 21.0 to examine how well the hypothesized measurement structure **(Figure 2)** aligned with the data. Because the chi-square statistic is sensitive to larger samples, additional fit indices—χ^2/df, CFI, NFI, TLI, and RMSEA—were used to assess adequacy.
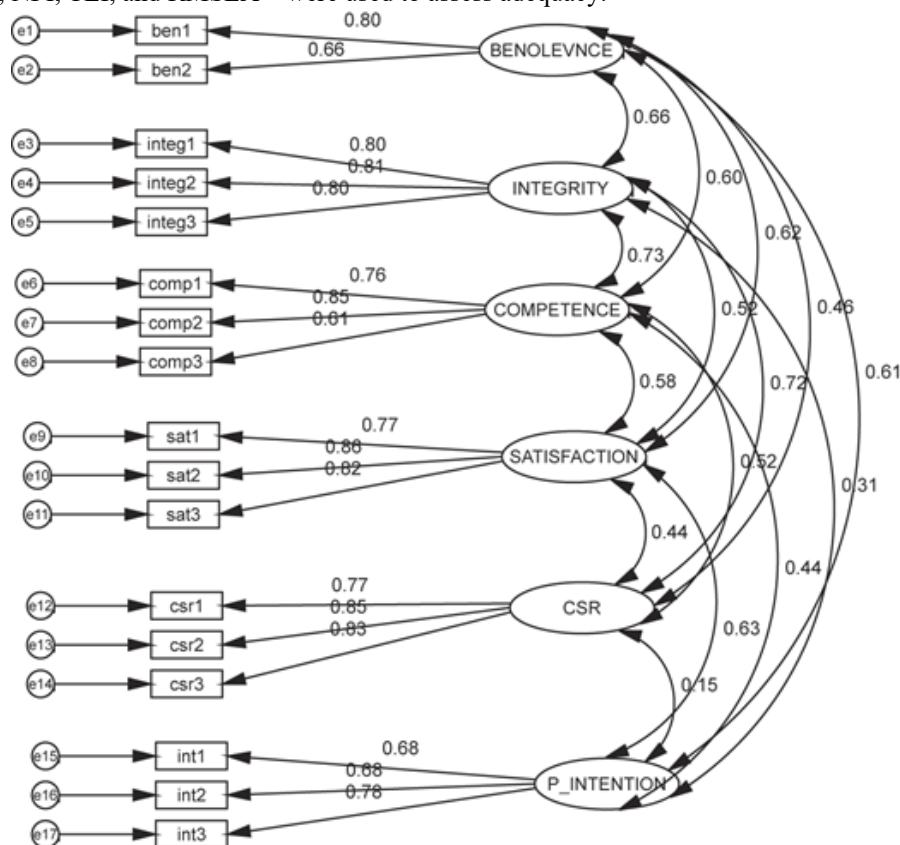
Source(s): Figure by authors

<p align="center">**Figure 2.** Confirmatory factor analysis</p>

The results demonstrated that the model yielded acceptable and strong fit indicators. The χ^2/df ratio was 2.088, with a significant p = 0.000, rejecting the null hypothesis. Fit indices were: CFI = 0.953, NFI = 0.914, TLI = 0.941, and RMSEA = 0.06, jointly reflecting a well-fitting measurement model.

To conduct a more in-depth validity assessment, we relied on the Master Validity Tool within Amos, which provided estimates for Composite Reliability (CR), Average Variance Extracted (AVE), the square root of AVE, and all inter-construct correlations. These metrics enabled comprehensive evaluation of convergent and discriminant validity. Reliability was additionally checked using Cronbach's alpha, confirming internal consistency.

Tables 2 **and** 3 present reliability and validity indices. For discriminant validity, squared correlations were compared to AVE scores, following Cheung *et al.* [45], who state that discriminant validity is supported when each construct's AVE exceeds its shared variance (SV). Moreover, confidence intervals for correlations should exclude 1. As shown in **Table 2**, all AVE values surpassed their corresponding squared correlations, and none of the correlation intervals included 1, affirming discriminant validity.

Table 2. Discriminant validity

Construct	PCSR	INTEG	COMP	BEN	SAT	P_Intention
PCSR	0.670	[0.668, 0.768]	[0.520, 0.619]	[0.327, 0.589]	[0.432, 0.525]	[0.049, 0.250]
Benevolence	*0.212****	[0.590, 0.717]	[0.540, 0.654]	0.537	[0.573, 0.665]	[0.518, 0.683]
Integrity	*0.516****	0.646	[0.617, 0.748]	*0.436****	[0.588, 0.726]	[0.468, 0.572]
Competence	*0.271****	*0.540****	0.556	*0.358****	[0.511, 0.642]	[0.403, 0.566]
Satisfaction	*0.191****	*0.270****	*0.336****	*0.389****	0.671	[0.558, 0.696]
P_Intention	*0.023**	*0.094****	*0.190****	*0.368****	*0.401*	0.760

Note(s): *p < 0.05, **p < 0.01, ***p < 0.001
Above diagonal: underlined = AVE; bracketed = correlation intervals
Below diagonal: squared correlations
Source(s): Authors' table

Table 3 reports factor loadings as well as CR, AVE, and Cronbach's alpha values. All alpha coefficients were above 0.700, consistent with Nunally & Bernstein [46]. Likewise, CR values exceeded 0.7, and all AVE scores were above 0.5, indicating strong convergent validity. Thus, the study's measures demonstrated sound validity and reliability overall [47].

Hypothesis testing

Structural equation modeling was executed in SPSS-Amos, using maximum likelihood estimation and a bootstrapping approach with 5,000 samples **(Tables 4 and 5; Figure 3)**. The analysis of direct effects indicates that all relationships were statistically significant except the path linking integrity to purchase intention ($\beta = -0.786$, $p = 0.770$).

Hypothesis H1 posited that perceived CSR would positively influence purchase intention in mobile shopping contexts. This hypothesis was supported, as the path from perceived CSR to purchase intention was statistically significant ($\beta = 0.0478$, $p = 0.021$).
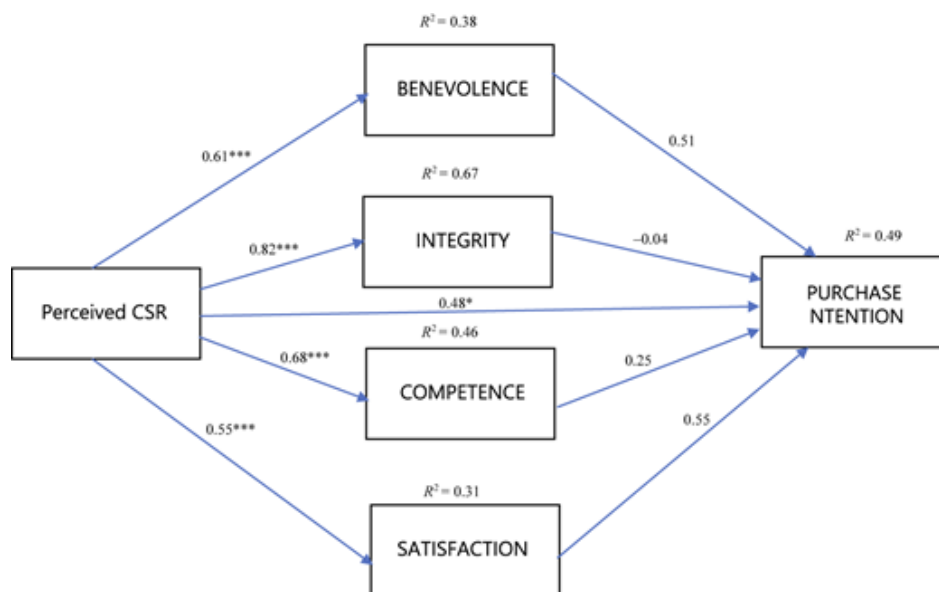
Note(s): *p < 0.05, **p < 0.01, ***p < 0.00
Source(s): Figure by authors

Figure 3. Structural equation model

Table 4. Direct effects

Path	Estimate	SE	*p*-value	*t*-value
CSR→Benevolence	0.656	0.082	0.000	8.019
CSR→Integrity	0.786	0.076	0.000	10.393
CSR→Competence	0.706	0.079	0.000	8.927
CSR→Satisfaction	0.503	0.065	0.000	7.732

Path	Estimate	SE	*p*-value	*t*-value
CSR→P_Intention	0.356	0.154	0.021	2.316
Benevolence→P_Intention	0.360	0.085	0.000	4.243
Integrity→P_Intention	−0.031	0.106	0.770	−0.293
Competence→P_Intention	0.177	0.073	0.015	2.430
Satisfaction→P_Intention	0.455	0.078	0.000	5.821

Source(s): Table by authors

Table 5. Indirect effects

Path	Estimate	SE	*t*-value	CI Lower	CI Upper	*p*-value
CSR→Benevolence→P_Intention	0.079	0.023	3.216	0.035	0.132	0.000
CSR→Integrity→P_Intention	−0.053	0.042	1.276	−0.133	0.032	0.851
CSR→Competence→P_Intention	0.070	0.032	2.208	0.005	0.132	0.028
CSR→Satisfaction→P_Intention	0.138	0.030	4.631	0.093	0.215	0.000

Source(s): Table by authors

Across the indirect pathways, every mediator except Integrity showed evidence of partial mediation between perceived CSR and Purchase Intention. More precisely, benevolence ($\beta = 0.316$, p = 0.00), competence ($\beta = 0.168$, p = 0.028), and satisfaction ($\beta = 0.306$, p = 0.00) each transmitted part of the influence of perceived CSR. Consequently, H2, H4, and H5 were verified. Integrity did not show a significant indirect contribution ($\beta = -0.003$, p = 0.851), leading to the rejection of H3.

Discussion

The objective of this research was to develop and test a framework explaining how perceptions of CSR translate into purchase-related decisions in the realm of mobile shopping. The analysis addressed both the direct path linking perceived CSR to purchase intention and the mediating roles assigned to the trusting-belief components and satisfaction.

With respect to the direct association, perceptions of CSR produced a positive impact on intentions to buy through mobile shopping apps. This observation aligns with earlier scholarly findings, likely because CSR initiatives shape favorable impressions of the platform, which, in turn, encourage users to continue or increase their purchasing activity.

Considering the mediators, two trust-related beliefs—benevolence and competence—acted as partial conduits between perceived CSR and the outcome variable. This is consistent with earlier research positioning trust as a central mechanism explaining how CSR fosters desired behavioral outcomes. The result may stem from users' evaluations of whether the mobile shopping service genuinely looks out for their interests, as well as whether it is capable of performing reliably—both of which influence their willingness to commit financially.

Conversely, the analysis found no mediating role for integrity, nor a significant direct influence of integrity on purchase intention. This mirrors the findings of Xu *et al.* [48]. One theoretical explanation involves the truth-bias assumption, which suggests that individuals generally expect others to adhere to honest and professional norms. Because of this baseline expectation, integrity may not stand out as a decisive factor in consumers' purchase choices within mobile shopping environments.

Satisfaction, on the other hand, demonstrated a partial mediating function between perceived CSR and purchase intention, supporting a pattern commonly documented in the literature (e.g., Hameed *et al.* [3]; Bianchi *et al.* [4]).

Theoretical implications

This study makes several contributions to academic research. First, it applies social exchange theory to the perceived CSR–purchase intention link specifically within mobile shopping platforms, an area that has seen far less exploration compared with traditional e-commerce or offline settings. Second, by incorporating the separate components of trusting beliefs—benevolence, competence, and integrity—along with satisfaction as mediators, the study clarifies the internal mechanisms through which CSR perceptions influence consumer behavior. Third, the results highlight the distinctive roles of individual trust dimensions and satisfaction, demonstrating that each operates differently in shaping the CSR-to-purchase pathway. Overall, the findings reinforce the importance of including both trusting beliefs and satisfaction when modeling the behavioral outcomes of CSR in mobile commerce.

Another important contribution of this study is that, unlike most prior research which analyzed trusting beliefs as a single composite construct, we investigated the influence of each individual dimension of trusting beliefs—benevolence, competence, and integrity—on the relationship between perceived CSR and purchase intention. While it is well-established that trust facilitates exchanges and helps both parties in a transaction extend cooperation into future interactions, the extent to

which consumers' beliefs in a seller's benevolence, capability, and ethical conduct are shaped by CSR, and how each dimension separately impacts purchasing behavior, has been largely unexplored. By distinguishing the roles of different trusting-belief components, this study fills this gap and enhances understanding of the mechanisms through which CSR affects purchase intention in the mobile shopping context.

Practical implications

The findings reveal that perceived CSR influences consumers' intention to purchase on mobile shopping platforms both directly and indirectly via trusting beliefs and satisfaction. This underscores the importance of CSR initiatives for fostering consumer trust and satisfaction, which subsequently enhance purchase intention. Accordingly, mobile shopping platform operators are encouraged to actively strengthen consumers' perception of their CSR efforts by engaging more in socially responsible practices. Since transparency in information has been shown to affect consumer behavior in mobile commerce [49], apps should implement clear and accessible transparency policies for their vendors.

Additionally, mobile commerce managers should recognize that consumers weigh different trust dimensions differently. Our results indicate that benevolence and competence are more influential in shaping purchase intentions than integrity. Therefore, platforms should highlight their benevolence, for example, by providing robust customer support. This could include an in-app support system allowing users to receive immediate answers without leaving the app, or a chat feature offering real-time assistance through text or voice interactions. Likewise, building competence-based trust can be achieved by presenting detailed product information that clearly conveys the quality and functionality of offered items.

Limitations and directions for future research

Several limitations of this study suggest avenues for future research. First, we treated CSR in mobile shopping applications from a general perspective. Future studies could model CSR as a multidimensional construct to explore how different CSR facets specifically affect purchase intention.

Second, because our sample consisted primarily of students, the age range was limited. Subsequent research could test the model with broader age groups to assess generalizability. Finally, data were collected solely in South Korea, which may limit cross-cultural applicability. Future research should examine whether these findings hold across other countries and cultural contexts.

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