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The Influence of Super-Centers' Social Responsibility Activities and Authenticity On Consumer Attitude and Purchase Intention*

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Abstract

Purpose – In this study, corporate social responsibility activities as perceived by customers visiting super-centers and the influence of the authenticity of such social responsibility activities on trust have been examined while attempting to verify how trust would influence consumers' attitude and purchase intention.

Research design, data, and methodology – For data collection, a questionnaire survey has been conducted on 200 consumers who would visit super-centers, and 161 effective samples have been used for the final analysis. Methodologies such as Cronbach's α , factor analysis, correlation analysis, and structural equation modeling were used.

Results – Among corporate social responsibility activities, legal responsibility in particular has turned out to influence consumers rather greatly. Thus, law observance has turned out to be a necessity rather than merely an economic or ethical responsibility; as for trust, trust in the product has turned out to exert more influence on consumers than trust in the enterprise.

Conclusions – Corporate social responsibility activities can mean that the complete fulfillment of natural and proper corporate responsibility will secure consumer trust, thus influencing consumer attitude and purchase intention positively

Keywords: CSR. CSR Authenticity, Trust. Consumer Attitude, Purchase Intentions.

JEL Classifications: M14, M31, A14, D12, D30.

1. Introduction

Now, at the time when about two decades have passed since the emergence of the super-centers that have been leading our country's distribution industry, issues are being raised with regard to the erosion of competitiveness of small-scale stores caused by the excessive growth of large-scale super-stores, and with regard to the possibility of unfair trade with manufacturers. Hence, in recent days, together with the expanded range of super-centers' mandatory holidays, limitation of business hours, designation of traditional commerce preservation regions, etc, protective systems as in the enactment of the Law for the Development of Distribution Industry, etc. with social needs and pressure reflected, are being prepared so that they can protect consumers and contribute to the national economic development.

Such a change in the domestic distribution industry is also one of the results obtained from going along with the atmosphere in which corporate social responsibility is emphasized. According to Wood & Jones (1995), enterprises should carry out their social responsibilities and achieve social outcomes separately from their objectives of creating profits. If an enterprise becomes to carry out its social responsibilities, it may cause short-term cost burden, thus making it difficult to create a quantitative profit. However, if it fulfills its social responsibilities that conform to social values and purposes, such activities will eventually induce positive behaviors from consumers, thus contributing to consequential creation of profits for that enterprise from a long-term perspective.

Consumers would evaluate super centers while they are looking at and hearing about social responsibility activities carried out by super-centers, and become to perceive the authenticity of such social responsibility activities. Therefore, there exists a need for super centers to carry out their social responsibility activities rather positively not at the aspect of profit-seeking only, but at the aspect of profit-sharing with or profit-returning to consumers.

Therefore, the purpose of this study was to identify the influence that would be exerted by trust upon consumer attitude and purchase intention through examining corporate social responsibility activities as perceived by super-center visiting consumers and also by examining the influence on trust of the authenticity

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formed by such social responsibility activities. In particular, it is aimed to find out ways to cooperate for achieving a win-win situation between the society and enterprises by carrying out, on the part of enterprises, social responsibility activities with authenticity rather than carrying out such corporate social responsibility activities merely for seeking profits.

2. Theoretical Background

2.1. Corporate Social Responsibility (CSR)

Corporate social responsibility (CSR) is being used in varied names such as Corporate Citizenship, Corporate Commitment Activity, Corporate Philanthropic Activity, Corporate Community Participant, Community Development, Social Marketing, Cause-Related Marketing, etc. in accordance with interested areas of researchers (Kotler & Lee, 2005), while it is defined diversely in accordance with different approaches.

About the corporate social responsibility, Jones (1980) was defined to include all of the economic, legal, ethical and discretionary expectations with respect to various stakeholders, including shareholders, and such a definition of corporate social responsibility has been expanded even as more comprehensive and proactive social responsibility rather from the economic aspect that is the most basic corporate responsibility (McGee, 1998).

Enterprises are carrying out social responsibilities through managerial activities that are in conformance with economic, legal, ethical and philanthropic responsibilities as anticipated by society members including their stakeholders. And Carrol (1991) has classified a pyramid model of corporate social responsibilities into the 4 stages of economic responsibility, legal responsibility, ethical responsibility and philanthropic responsibility. The economic responsibility which is a basic corporate responsibility is to seek profits for an enterprise's self survival, and the legal responsibility means that an enterprise will not commit illegal acts while carrying out economic activities by observing laws and regulations that are compulsively required to follow. Also the ethical responsibility is referred to as refraining from committing an act that may not be specified by a law but exceeds an ethically required level, whereas the philanthropic responsibility is the activities contributing positively to the development of the local society to which an enterprise belong and this means to be a responsibility that is entrusted to an enterprise's option. According to this pyramid model, the economic responsibility is the most important one while the order of importance is followed sequentially by legal, ethical and philanthropic responsibilities. In other words, only when the philanthropic responsibility like social donations will be carried out after the economic, legal and ethical responsibilities have been fulfilled, the motive of those donations will not be suspected, thus enabling it to realize a positive effect therefrom. In such a context, the importance of the economic responsibility among social responsibility types as well as the order of priority about social responsibilities have been pre-

sented (Amalric & Hauser, 2005).

In recent days, an attempt to differentiate the corporate social contribution activities into the five(5) dimensions like stakeholder dimension, social dimension, economic dimension, voluntary dimension and environmental dimension is under achievement (Dahlsrud, 2008), and studies on the direct effects of the four(4) dimensions of corporate social responsibilities upon employees' dedication, customer loyalty, ROI, ROA and profit growth rate (Maignan et al., 1999; Maignan & Ferrell, 2001) and studies on the recognition of relative importance among cultures of the four(4) dimensions of consumers' social responsibilities (Maignan & Ferrell, 2003) are well under way.

In addition, Park Jong-Cheol, Kim Gyeong-Jin and Lee Han-Joon (2010) have measured the corporate social responsibility dimensions as in separate forms of economic, ethical, legal and philanthropic responsibilities in their research on developing the scale for measuring the Korean-style corporate social responsibility activities. They have asserted that, on the part of enterprises, they should recognize the importance of economic, ethical and philanthropic responsibility activities, and particularly with regard to the economic responsibility activities, enterprises should build up a system for coping with customer complaints and should be able to provide better quality and service through continued improvement of the products of their own.

2.2. CSR Authenticity

If an enterprise utilizes the CSR activities merely as a means or tool for managerial purposes, the possibility for a negative outcome will become high. This is because most customers will require CSR activities to be carried out by authenticity rather than being carried out only under given obligations of an enterprise. Even though it may be known that most customers have a favorable attitude toward corporate social responsibility activities, it has recently been verified that the effect is varied depending upon the appropriateness between the corporate characteristics and the subject of corporate social responsibility activities (Becker-Olsen & Hill, 2006).

Also, it has been found out that, when corporate characteristics are consistent with its social contribution activity area, a positive effect will be given to corporate image, and that, when the appropriateness is high, it will induce an altruistic motive and a positive effect will be given to trust in the applicable enterprise and then to corporate image (Drumwright, 1996; Rifon et al., 2004). And studies have been carried out on what would be the social responsibility that an enterprise would be able to maximize shareholders' profit while at the same time being faithful to stakeholders' expectations, whereas discussions have been continued actively on the issues that what is important regardless of the purposes of corporate social responsibility activities is how consumers perceive the motives of corporate social responsibility activities, in other words, the fact that, given the same social responsibility activities, their motives may be interpreted variedly by different persons (Kim Ja-Kyung, Kim Jung-Hyun, 2001).

About authenticity, Taylor (1991) said that it is important as an ethical ideal with ethics requiring each individual's responsible thought. Beverland (2005) said that it is the faithfulness to the essentials and covers promised businesses and everlasting value orientation as perceived by consumers, while Ryan et al. (2005) said that, with more opportunities for participating in social roles being given to an individual, the individual will make an untruthful self, thus becoming to lose a balance in its own authenticity (Lee Kyung-Ja, Kim Jung-Hee, 2013). Also, Batson et al. (2006) said that authenticity takes place when a certain subject is recognized as a true expression about a social value or belief, which they called the ethical authenticity. In other words, it means that an organization where values or ethics of founders, owners, members, etc. are realized, but not by customs, will become a authenticity-holding organization .

Nowadays, consumers want to be provided with not artificial services but authentic services, and as such, the stage has been reached where not a visible interaction but an authentic interaction has to be delivered. Also, corporate donation activities can be said to be strategic social contribution activities only when economic and social values are created at the same time, and the appropriateness of an activity itself should be verified, while an enterprise should be able to answer the fundamental question about whether it must contribute to the society or not. Therefore, it should be recognized that the social goal is not different from the economic goal while the social investment can be acquired without sacrificing economic achievements, and also that corporate social responsibility activities will bring about greater achievements than social responsibility activities of individuals (Beverland et al., 2008; Gilmore & Pine II, 2007; Porter & Kramer, 2006; Kim, Jong-Keun, Kim, Seong-jin, 2012).

2.3. Trust

Trust means the confidence that comes from exchange partner's belief and honesty, with the belief and expectation that the other party's words, behavior and promises are trustworthy and the other party will fulfill every obligation and responsibility (Morgan & Hunt, 1994; Schurr & Ozanne, 1985). In other words, it can be said to be the expression of confidence and belief that an individual or organization is fair and trustworthy, while being ethical and appropriate without causing a threat (Schoorman et al., 2007; Caldwell & Calpham, 2003; Carnevale, 1995; Mayer et al., 1995).

Also, Doney et al. (1998) have defined it as a favor that depends upon the belief in the other party, and Anderson & Narus (1990) have defined it as the belief that the other trading party will commit such acts that will exert a positive influence on achievements, while not committing any unexpected acts that will cause negative results, and also Chaudhuri & Holbrook (2001) have defined it as the tendency of general consumers who believe the capabilities of the brand that will carry out expected functions.

Johnson & Grayson (2000) classified four types of trust and they are the generalized trust that takes place on the basis of

social criteria, the system-based trust that is formed on the basis of an enterprise's overall structure and administrative system, the process-based trust that is based upon the process which arises from the repetitive trade relationship among trade parties, and the personality-based trust that is based upon the personality as related to the overall tendency about trust/distrust which is determined by personality characteristics.

On the other hand, Planket al. (1999) have divided the subject of trust into three dimensions including not only the enterprises and salespersons but even the products, where the enterprise trust and the salesperson trust mean the belief, in a purchaser's position, in that the enterprise and the sales person will carry out all of their obligations well, whereas the product trust is referred to as the belief, in a purchaser's position, in that the products and services will perform their functions properly.

2.4. Consumer Attitude and Purchase Intention

About attitude, a variety of different definitions have been made by different scholars. Ajzen & Fishbein (1980) have discriminated belief from attitude on the notion that attitude is emotional but belief is cognitive, saying that value, which is inseparably related to attitude, is judgment or evaluation owned by individuals about important goals in life or criteria of life conduct that individuals have in mind. Mitchell & Olson (1981) have defined it as an individual's internal evaluation about product, insisting that continuity and stability of attitude are important in marketing surveys as they become an indicator in predicting consumer behavior. Also, differently from the viewpoint that attitude is viewed emotional, there are opinions that try to explain the complexity of attitude and even the attitude itself more extensively, while attitude can be defined as continuous cognitive evaluation, feeling and behavioral tendency that people become to make or have favorably or unfavorably about a certain object or idea (Yeo Un-Seung, 2001).

Association about corporate CSR activities influences the evaluation on an enterprise and the evaluation on the products and services of that enterprise. As such, those consumers who have recognized the CSR activities being carried out by a specific enterprise while recognizing the relevant information as well will become to have a positive attitude about the products and services of that relevant enterprise (Brown & Dacin, 1997; Murray & Vogel, 1997). On the other hand, Sen & Bhattacharya (2001) have proposed that the effect of social responsibility activities can be different in accordance with the degree of consumers' interest about CSR. Also, Jill & Niraj (2004) have studied on whether consumers take a tolerant attitude or not about an enterprise's mistake, when an accident has happened to a product of the enterprise, thanks to the halo effect displayed by the CSR activities that had been carried out prior to such an accident.

According to such research findings, corporate social responsibility (CSR) causes a positive image for an enterprise, which not only appears in consumers' specific behavioral pattern or attitude but also influences the purchase intention about products.

In the meantime, Blackwell et al. (2001) have said about intention that it is a subjective judgment about how a consumer will behave in the future, and that purchase intention is the expression of a consumer's thought about what he/she would purchase. According to Fishbein & Ajzen (1975), as an intermediate variable between an individual's attitude and behavior, intention means an individual's state in the subjective possibility dimension including the relationship between the individual itself and its behavior.

Also, Engel & Blackwell (1982) have said that intention is the degree of personal inclination to purchase a specific product or the subjective possibility that belief and attitude have been converted into a behavior, while Aaker (1997) has said that it means consumers' future behavior and the possibility that belief and attitude will constitute a behavior.

Morwitz et al (2007) have said that a marketer utilizes purchase intention mainly for forecasting sales, and have identified the factors that will increase or decrease the relationship between purchase intention and practical purchasing behavior. Homer & Yoon (1992) have said that intention is a consumer's tendency to purchase products/services, and have enunciated the relationship that emotion-based brand attitude would influence purchase intention, which would exert a direct influence upon the purchase again.

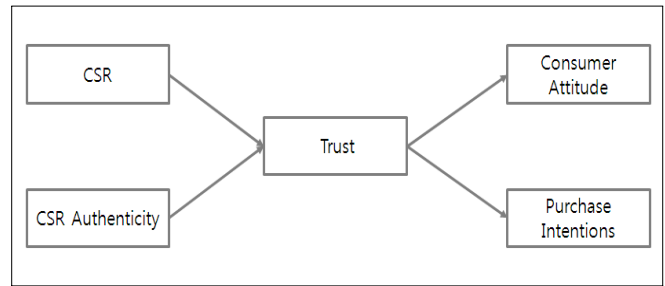
3. Establishment of Hypotheses and Study Models

Corporate social responsibility activities have been reported to enable consumers to form an attitude about the relevant enterprise (Yoon et al., 2006; Dean, 2004; Brown & Dacin, 1997; Murray & Vogel, 1997), and Swaen & Chumpitaz(2008) have ascertained that the social responsibility activities of a consumer-cognitive enterprise will exert a direct influence upon consumers' trust. Besides, domestic and overseas diversified studies (Castaldo et al., 2009; O'Malley, 1999; Park Jong-Chul, Lee, Sang-Yup, Lee Chul-Han, 2011; Hwang Soo-Hyun, Lee Sang-Hwan, Park Hyun-Jung, 2011) have identified that corporate social responsibility is related to trust.

In addition, it has been confirmed that when the characteristics of an enterprise are consistent with the area of social contribution activities, trust of a relevant enterprise will be influenced with altruistic motives being induced (Beverland et al., 2008; Gilmore & Pine II, 2007; Becker-Olsen & Hill, 2006; Rifon et al., 2004; Porter & Kramer, 2002; Drumwright, 1996; Kim Ja-Kyung, Kim Jung-Hyun, 2001).

Besides, with regard to the relationship between trust and consumer attitude/purchase intention, a number of studies have supported this relationship and in general trust is viewed to exert a positive influence upon both consumer attitude and purchase intention (Turker, 2009; Schoorman et al., 2007; Brammer et al., 2005; Peterson, 2004; Caldwell & Clapham, 2003; Mayer et al., 1995; Kim Mi-Song, Choi Hyung-Kyu, Kim Dong-Hwan, 2013).

A study model and hypotheses established on the basis of such preceding studies are as in the following <Fig. 1>:



<Figure 1> Study Model

- <Hypothesis 1> Corporate social responsibility activities will exert a positive(+) influence upon trust.
- <Hypothesis 2> Authenticity of corporate social responsibility activities will exert a positive(+) influence upon trust.
- <Hypothesis 3> Trust will exert a positive(+) influence upon consumer attitude.
- <Hypothesis 4> Trust will exert a positive(+) influence upon purchase intention.

As resulted from reviews on preceding studies, the following hypotheses have been established because there exists a possibility for trust to be acting as a mediating variable also in relationship between corporate social responsibility activities and consumer attitude, and there exists a possibility for trust to be acting as a mediating variable in relationship between corporate social responsibility activities and purchase intention as well, and in addition, there exists a possibility for trust to be acting as a mediating variable also in relationship between authenticity of corporate social responsibility activities and consumer attitude, and there exists a high possibility for trust to be acting as a mediating variable in relationship between authenticity of corporate social responsibility activities and purchase intention as well.

- <Hypothesis 5> Trust will mediate between corporate social responsibility activities and consumer attitude.
- <Hypothesis 6> Trust will mediate between corporate social responsibility activities and purchase intention.
- <Hypothesis 7> Trust will mediate between authenticity of corporate social responsibility activities and consumer attitude.
- <Hypothesis 8> Trust will mediate between authenticity of corporate social responsibility activities and purchase intention.

With the above hypotheses, in this study, the goodness-of-fit has been identified through analyzing the structural equation about the study model off <Fig. 1>.

4. Empirical Analysis

4.1. Research Designs and Data Collection

For data collection of this study, a questionnaire survey has been conducted for 200 consumers who would visit super-centers and a total of 161 effective samples have been used for the final analysis. The demographic characteristics of these samples and the characteristics of visiting super-centers are given in the following table:

	Hanaro	11	6.8
	Others	10	6.2
Visiting Period	2 times per week or over	14	8.7
	Once a week	45	28.0
	Once for two weeks	60	37.3
	Once per month	34	21.1
	Once for every 2~3 months	8	5.0
Expenditur	Max. Amount	500,000 Won	
	Min. Amount	10,000 Won	
	Average Amount	149,565 Won	

<Table 1> Demographic Characteristics of Samples

Category		Frequency (Persons)	Ratio(%)
Total		161	100.0
Sex	Male	72	44.7
	Female	89	55.3
Age	20's	40	24.8
	30's	38	23.6
	40's	42	26.1
	50's	35	21.7
	60's and over	6	3.7
Education	Below middle school graduates	6	3.7
	High school graduates	28	17.4
	Junior college graduates	43	26.7
	University graduates	59	36.6
	Graduate school and above	25	15.5
Marriage	Unmarried	63	39.1
	Married	98	60.9
Occupation	Student	42	26.1
	Housewife	23	14.3
	Co, employee	38	23.6
	Civil servant	5	3.1
	Professional	19	11.8
	Self-employed	26	16.1
	Other	8	5.0
Families	1 Person	1	0.6
	2 Persons	7	4.3
	3 Persons	32	19.9
	4 Persons	98	60.9
	5 Persons & over	23	14.3
Monthly Income	Below 2.00 million	14	8.7
	2.00~2.99 million	20	12.4
	3.00~3.99 million	48	29.8
	4.00~4.99 million	32	19.9
	5.00 million & over	47	29.2
Visiting Mart	E-Mart	74	46.0
	Lotte Mart	38	23.6
	Homeplus	28	17.4

4.2. Composition of questionnaire

For measuring corporate social responsibility activities, a total of 28 questions for economic responsibility (7 Q's), legal responsibility (7 Q's), ethical responsibility (7 Q's), and philanthropic responsibility (7 Q's) have been measured by using the 6-point Likert scale, as quoted from the research findings of Park Jong-Chul, Kim Kyung-Jin and Lee Han-Joon (2010). Authenticity of social responsibility activities has been measured by using a 7-point scale on the basis of the studies of Alexander (2009), Beverland et al. (2008), Beverland (2005), Park Sung-Hyun (2012) and so on. As for trust, product trust (4 Q's) and enterprise trust (5 Q's) have been measured by using a 7-point scale as quoted from research findings of Swaen & Chumpitza (2008), Castaldo et al. (2009), Chaudhuri & Holbrook (2001), Newell & Goldsmith (2001) and so on. As for consumer attitude and purchase intention, consumer attitude (5 Q's) and purchase intention (4 Q's) have been measured by using a 7-point scale on the basis of the studies from Hendarto (2009), Grewal et al. (1998), Zeithaml et al. (1996), Holbrook & Batra (1987), Yoon Gak, Cho Jae-Soo (2007) and so on.

4.3. Reliability and Validity

In this study, reliability has been verified by using Cronbach α so as to evaluate whether measurement items are maintaining their internal consistency or not. Nunnally (1980) has insisted in a basic study that the Cronbach α coefficient should exhibit a numerical value of 0.7 or over and in this study, a satisfactory reliability has been obtained with the coefficient of 0.779 obtained at minimum. As a result of a confirmatory factor analysis which was conducted for validity verification of variables, it can be safely said that the construct validity has been secured because the standardized regression weight of each variable has turned out to be 0.5 or over and that the convergent validity has also been secured with each variable's average variance extracted (AVE) of 0.5 or over in all cases.

In this study, analyses have been performed by applying a 1-factor model without using a 2-factor model of which the factors are sub-factors of each variable.

<Table 2> Reliability and Validity

Name of Variable	Sub-Factor	No. of Q's	Cronbach's α	Construct Reliability	Average Variance Extracted
Corporate Social Responsibility (CSR)	Economic	4	0.825	0.828	0.543
	Legal	4	0.808	0.791	0.514
	Ethical	3	0.779	0.780	0.539
	Philanthropic	4	0.934	0.917	0.780
Authenticity of CSR		7	0.927	0.887	0.648
Trust	Product Trust	4	0.920	0.888	0.752
	Enterprise Trust	4	0.903	0.853	0.704
Consumer Attitude		5	0.910	0.877	0.735
Purchase Intention		4	0.927	0.866	0.763

4.3. Correlation Analysis

With regard to each factor of the variables that have been identified through an exploratory factor analysis, in order to determine what sort of relationship and directional nature will be taken by these factors with each other, an analysis of correlation has been conducted, and as a result, the discriminant validity has also been secured. The results are given in <Table 3>:

<Table 3> Result of Correlation Analysis (Pearson Correlation Coefficient)

	Avg.	Standard Deviation	1	2	3	4	5
1. Social Resp.	3.45	0.66					
2. Authenticity	3.51	1.06	.600**				
3. Trust	4.44	1.07	.626**	.446**			
4. Consumer Attitude	4.71	1.10	.576**	.401**	.793**		
5. Purchase Intention	4.95	1.31	.454**	.183**	.537**	.649**	

* $p < 0.05$, ** $p < 0.01$

4.4. Hypothesis Test

As a result of conducting a regression analysis after controlling demographic variables of sex, age, occupation education and income for a direct effect hypothesis verification, it has been confirmed that, for all cases of corporate social responsibility activities upon trust ($\beta = 0.626$, $p < 0.01$), authenticity of corporate social responsibility activities upon trust ($\beta = 0.446$, $p < 0.01$), trust upon consumer attitude ($\beta = 0.793$, $p < 0.01$), and trust upon purchase intention ($\beta = 0.537$, $p < 0.01$), a positive(+) influence has been exerted statistically significantly. Therefore, all the hypotheses of <Hypothesis 1>, <Hypothesis 2>, <Hypothesis 3> and <Hypothesis 4> have been adopted.

Without being established as a hypothesis, as a result of a multiple regression analysis for verifying which factors of corporate social responsibility activities would influence product trust, only the legal responsibility ($\beta = 0.344$, $p < 0.01$) and the ethical responsibility ($\beta = 0.227$, $p < 0.01$) have shown a statistically significant positive(+) influence and the economic responsibility ($\beta = 0.145$, $p < 0.01$) and the philanthropic responsibility ($\beta = 0.042$, $p < 0.01$) were not shown to be significant, while as a result of a multiple regression analysis carried out for verifying whether factors of corporate social responsibility activities would influence enterprise trust or not, only the legal responsibility ($\beta = 0.416$, $p < 0.01$) has shown a statistically significant positive(+) influence, and the economic responsibility ($\beta = 0.118$, $p < 0.01$), the ethical responsibility ($\beta = 0.137$, $p < 0.01$) and philanthropic responsibility ($\beta = 0.124$, $p < 0.01$) were not shown to be significant.

Also, as a result of a regression analysis for verifying which factors of trust factors would influence consumer attitude and purchase intention, both the product trust ($\beta = 0.597$, $p < 0.01$) and the enterprise trust ($\beta = 0.247$, $p < 0.01$) have shown a statistically significant positive(+) influence upon consumer attitude. On the other hand, while the product trust ($\beta = 0.618$, $p < 0.01$) has shown a statistically significant positive(+) influence upon the purchase intention, the enterprise trust ($\beta = -0.047$, $p < 0.01$) has turned out to be not significant to the purchase intention.

The results from the Baron & Kenny's (1986) three-step mediated regression analysis conducted after controlling demographic characteristics that had been controlled at the direct effect for verifying the mediating effect are presented in the tables of <Table 4> and <Table 5>:

<Table 4> Mediating Effect Verification Result 1

Independent Variable	Step	Mediating Variable (Trust)	R^2	F
Corporate Social Responsibility (CSR) Activities	1 (β_1)	0.626**	0.635	140.171
	2 (β_2)	0.576**		
	3 (β_3 , Independent)	0.131*		
	3 (β_4 , Mediating)	0.711**		
Authenticity of CSR Activities	1 (β_1)	0.446**	0.627	135.611
	2 (β_2)	0.401**		
	3 (β_3 , Independent)	0.059		
	3 (β_4 , Mediating)	0.767**		

Notes> Independent Variable: Consumer Attitude,

* $p < 0.05$, ** $p < 0.01$

As shown in <Table 4>, between corporate social responsibility activities and consumer attitude, and between authenticity of corporate social responsibility activities and consumer attitude, trust has been verified to mediate completely in both cases. Therefore, the hypotheses of <Hypothesis 5> and <Hypothesis 7> have been adopted. Also, as resulted in <Table 5>, between corporate social responsibility activities and purchase intention,

trust has been verified to mediate partly and between authenticity of corporate social responsibility activities and purchase intention, trust has been verified to mediate completely. Therefore, <Hypothesis 6> and <Hypothesis 8> have also been adopted.

<Table 5> Mediating Effect Verification Result 2

Independent Variable	Step	Mediating Variable (Trust)	R ²	F
Corporate Social Responsibility (CSR) Activities	1 (β1)	0.626**	0.302	35.633
	2 (β2)	0.454**		
	3 (β3, Independent)	0.193*		
	3 (β4, Mediating)	0.416**		
Authenticity of CSR Activities	1 (β1)	0.446**	0.283	32.612
	2 (β2)	0.183*		
	3 (β3, Independent)	-0.071		
	3 (β4, Mediating)	0.568**		

Notes> Independent Variable: Purchase Intention, * p<0.05, ** p<0.01

The analysis results of the structure model about the study model are χ² = 13.539, d.f = 4, p = .009, GFI = .968, AGFI = .880, CFI = .976, NFI = .967, IFI = .977 and RMR = .039, which are shown to be of a satisfactory level in overall, and the results of the whole model's path are presented in <Table 6>.

<Table 6> Path Coefficient Results of Study Model

Path	Coefficient	Std. Deviation	t-Value	p-Value
Trust ← CSR Activities	.560	0.124	7.323	.000
Trust ← Authenticity of CSR Activities	.110	0.077	1.434	.152
Consumer Attitude ← Trust	.793	0.050	16.475	.000
Purchase Intention ← Trust	.537	0.082	8.049	.000

Notes> * p<0.01

5. Discussion and Limitations

5.1. Conclusions & Implication

In this study, attempts have been made to identify what sort of influences would be exerted by both the social responsibility activities as perceived by super-center visiting consumers and the authenticity to be held from such social responsibility activities upon such consumer responses as trust, consumer attitude, purchase intention, etc, and as a result of the study, the following conclusions and implications could be obtained.

First, super-centers' social responsibility activities and the au-

thenticity of such social responsibility activities have been identified to exert a positive(+) influence upon trust. This is the result of an empirical analysis based on the fact that the higher the super-center visiting consumers' perception about the actually performed social responsibility activities and their authenticity, the higher the trust in those super-centers and in their products being sold will be enhanced. Therefore, it is implied that super-centers should carry out social responsibility activities being focused upon the value and authenticity demanded by the society rather than carrying out social responsibility activities only for making profits, and it is thought to be the result from the appropriateness that has been given in carrying out more positive social responsibility activities.

Second, the trust that has been built up for super-centers was identified to exert a positive influence upon consumer attitude and purchase intention, and through verifications of mediating effects, trust has been identified to mediate partially between corporate social responsibility activities and consumer attitude as well as between authenticity of social responsibility activities and consumer attitude. Also, trust has been identified to mediate partially between corporate social responsibility activities and purchase intention as well as between authenticity of social responsibility activities and purchase intention. Such findings mean that trust should not be fallen down by monitoring consumers continuously about social responsibility activities and their authenticity of consumer-cognitive super-centers, and it is thought to imply that, in order to obtain consumers' trust, corporate social responsibility activities are very important and necessary.

This study is a research and to target existing businesses or catering companies generally can be said that the meaning of a study on CSR activities and CSR authenticity of the super centers. Especially, empirical analyses have been carried out that, in the keenly competitive situation of our country's distribution industry and in the changed legal environment, consumers' trust is necessary with regard to the direction for super-centers' continued development in future, and also that trust will eventually be very important in forming consumer attitude and purchase intention. Consequently, in order for super-centers to create an unvaried competitiveness in the domestic markets, the key is to secure consumers' trust, and it can be said that a strategic approach for achieving such a goal will be the practice of social responsibility activities. Even for establishing long-term goals and for establishing an organic and affirmative relationship between markets and consumers rather than sticking to the creation of short-term outcome of an enterprise, it is judged that the importance of super-centers' social responsibility activities cannot be overemphasized.

5.2. Limitations

In view of the limitations and future study subjects, they are given as below:

First of all, as the study concepts of the super-centers' social responsibility activities and their authenticity have been measured rather limitedly in this study, a measurement method in

which behavioral experience can be involved may be taken into consideration in future studies. In addition, the survey consisted of customers who visited the supermarket visit frequency, visit reason, age, etc. should be made also studied demographic variables are considered part that can serve as extra variables.

Second, as the consumers in this study have been limited to those who live only in the Seoul and Gyeonggi area, it is somewhat difficult to generalize such study results as if they were representing all super-center visiting consumers. Therefore, more precise study results would be expected to be obtained by expanding the subject range to include more diversified areas in consideration of the geographical distribution with regard to consumers' visiting of super-centers in the future.

Third, this study influence of CSR upon CSR authenticity, and consumer attitudes did not made a review of what they can have an impact on purchase intention, which is expected to be reflected in future studies if you become a better studies.

Finally, this study not only has limitations in inferring the cause-and-effect relationship between variables due to the transverse study design, but may have the common method variance caused by the questionnaire-dependent data collection. Therefore, in future studies, such limitations should be overcome through utilizing diversified methods.

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