BRAND TRUST AS A MODERATOR IN THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ON CONSUMER PURCHASE INTENTIONS: A CASE STUDY ON NORTH AFRICAN COUNTRIES

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Abstract:

This study examines the interplay between Corporate Social Responsibility (CSR), Brand Trust, and Consumer Purchase Intentions (CPI) in North African countries. Through a mixed-method approach combining quantitative surveys and qualitative interviews, the research investigates the influence of CSR initiatives on consumer behavior and the moderating role of Brand Trust. Quantitative analysis reveals a significant positive relationship between CSR and CPI, indicating that consumers are influenced by companies' CSR practices when making purchasing decisions. Additionally, higher levels of Brand Trust are associated with increased CPI, highlighting the importance of trust-building efforts in driving favorable consumer outcomes. The study further demonstrates that Brand Trust moderates the relationship between CSR and CPI, suggesting that cultivating trust with consumers enhances the impact of CSR initiatives on purchase intentions. These findings contribute to a deeper understanding of consumer behavior in North African markets and provide actionable insights for businesses seeking to leverage CSR and Brand Trust to drive positive purchasing outcomes.

Keywords:

Corporate Social Responsibility, Brand Trust, Consumer Purchase Intentions.

1. Introduction:

In recent decades, Corporate Social Responsibility (CSR) has emerged as a pivotal factor influencing consumer behavior and global market dynamics. This paradigm shift underscores the increasing importance of ethical considerations and social responsibility in business operations, as companies are increasingly expected to not only deliver financial returns but also demonstrate commitment towards environmental sustainability, ethical labor practices, and community welfare. Within this context, understanding the intricate interplay between CSR initiatives and

consumer purchase intentions becomes imperative, particularly in regions with unique socio-cultural contexts such as North Africa. Despite the growing interest in CSR's impact on consumer behavior, there remains a dearth of empirical research addressing this phenomenon within the North African market landscape. Therefore, this study seeks to bridge this gap by examining the influence of CSR on consumer purchase intentions in North African countries, with a specific focus on the moderating role of brand trust.

The primary research question guiding this study is: How does Corporate Social Responsibility (CSR) influence consumer purchase intentions in North African countries, and to what extent does brand trust moderate this relationship? Several subsidiary inquiries will be explored to address this overarching question, including: (1) What are the prevailing perceptions and attitudes towards CSR initiatives among consumers in North African countries? (2) How does brand trust influence the relationship between CSR engagement and consumer purchase intentions in the context of North African markets? (3) What are the implications of these findings for businesses operating in North Africa seeking to enhance their CSR strategies and build stronger brand trust to drive consumer engagement and loyalty? By delving into these research questions, this study aims to provide valuable insights into the dynamics of consumer behavior and market dynamics in North African countries, thereby contributing to both academic scholarship and practical business strategies

2. Literature Review:

2.1. Review of relevant prior research and scholarly works:

2.1.1. The Relationship between Corporate Social Responsibility and Consumer Purchase Intentions:

The relationship between Corporate Social Responsibility (CSR) and Consumer Purchase Intentions is significant, as evidenced by various studies. A meta-analysis found a strong positive association between CSR and purchase intentions, with an average weighted correlation of 0.478 (Meungguk et al., 2023). Additionally, research indicates that CSR activities positively influence customers' purchase intentions by fostering trust, ultimately improving corporate performance (Imran et al., 2023). Moreover, environmental CSR initiatives play a crucial role in moderating the relationship between consumers' attitudes towards green products and their environmentally friendly purchasing behavior, highlighting the importance of CSR in shaping purchase intentions and behavior (Cong & Duong, 2023). Furthermore, the impact of greenwashing by corporations on consumers' sustainable purchase behavior underscores the need for genuine CSR practices to align with consumer values and concerns, ultimately influencing purchase decisions (Endy et al., 2023).

Corporate Social Responsibility (CSR) significantly impacts brand reputation by enhancing ethical, legal, economic, and philanthropic responsibilities, ultimately improving brand perception and gaining a competitive edge (Tatiana, 2023) (Sawant & Naik, 2022). CSR initiatives strategically integrated into a company's operations can positively influence brand reputation, leading to increased consumer satisfaction through improved brand image and equity (Lu et al., 2023) (Inês et al., 2023). The relationship between CSR and brand reputation is further

strengthened by the mediating effects of corporate reputation and brand value, highlighting the importance of CSR in enhancing enterprise performance and sustainable development. Prioritizing ethical responsibility within CSR operations is crucial for maximizing the impact on brand reputation, emphasizing the need for organizations to align CSR initiatives with their overall business strategy for optimal efficacy.

First hypothesis (H1): There is no statistically significant positive relationship between Corporate Social Responsibility and Consumer Purchase Intentions at a 5% significance level.

2.1.2. The relationship between Brand Trust and the relationship of Corporate Social Responsibility to Consumer Purchase Intentions:

Brand trust plays a crucial role in mediating the relationship between Corporate Social Responsibility (CSR) and Consumer Purchase Intentions. Studies have shown that CSR activities positively influence customers' purchase intentions by fostering trust (Imran et al., 2023). Additionally, the perceived authenticity of a company's CSR engagement positively impacts consumer purchase intentions, with CSR authenticity also influencing attitudes toward the company and purchase frequency (Meungguk et al., 2023). Furthermore, the direct and indirect influence of consumer perception of CSR on brand advocacy behavior is highlighted, emphasizing the significant role of brand trust in shaping brand advocacy behaviors (Endy et al., 2023). These findings collectively underscore the importance of brand trust in enhancing the impact of CSR initiatives on consumer behavior, ultimately leading to increased purchase intentions.

Second Hypothesis (H2): Brand Trust has no significant role in impacting the relationship between Corporate Social Responsibility and Consumer Purchase Intentions at a 5% significance level.

2.2.Gaps in existing literature :

The Relationship between Corporate Social Responsibility and Consumer Purchase Intentions:

The literature provides ample evidence supporting a positive association between Corporate Social Responsibility (CSR) initiatives and consumer purchase intentions. Studies have consistently demonstrated that CSR activities positively influence consumers' propensity to purchase, driven by increased trust in the company's ethical and social responsibility practices. However, while these studies highlight the overall positive impact of CSR on consumer behavior, there remains a gap in understanding the nuanced factors that may moderate or mediate this relationship. Specifically, the literature lacks a comprehensive exploration into the potential moderating role of brand trust in influencing the relationship between CSR engagement and consumer purchase intentions. Understanding how brand trust interacts with CSR initiatives to shape consumer behavior is essential for businesses seeking to optimize their CSR strategies and enhance consumer engagement in diverse market contexts.

The Relationship between Brand Trust and the Relationship of Corporate Social Responsibility to Consumer Purchase Intentions:

Although studies have established the significance of brand trust in mediating the relationship between CSR and consumer behavior, there exists a gap in understanding the specific mechanisms through which brand trust operates in the context of CSR initiatives. While some research indicates that brand trust positively influences consumer purchase intentions by fostering trust in the authenticity of CSR efforts, the literature lacks in-depth exploration into the boundary conditions and moderating effects of brand trust on this relationship. Additionally, limited attention has been given to the role of brand trust in shaping consumer perceptions of CSR authenticity and its subsequent impact on purchase intentions. Addressing these gaps is crucial for gaining a comprehensive understanding of how brand trust interacts with CSR initiatives to influence consumer behavior, thereby enabling businesses to devise more effective strategies for building brand trust and driving consumer engagement

These identified gaps in the literature underscore the need for further empirical research that delves into the nuanced dynamics of the relationship between CSR, brand trust, and consumer purchase intentions. By addressing these gaps, this study aims to contribute to the existing body of knowledge on CSR and consumer behavior while providing actionable insights for businesses operating in North African markets.
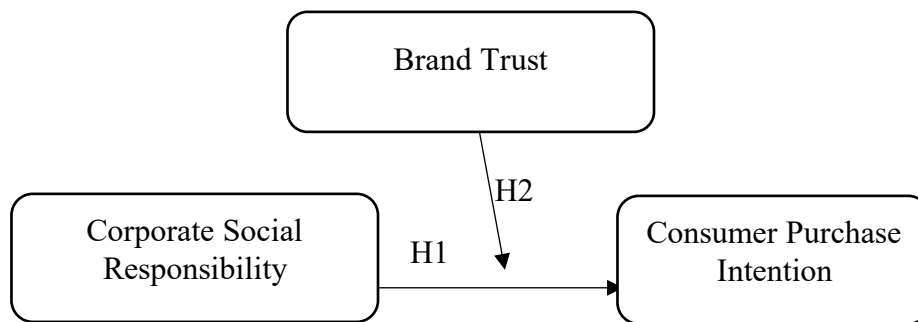
Figure 1. Theoretical framework.

3. **Methodology:**

   1. Research Design and Approach:

   This study adopts a mixed-method research design, combining quantitative surveys and qualitative interviews. The quantitative phase involves the administration of structured questionnaires to gather numerical data on consumer perceptions of Corporate Social Responsibility (CSR), brand trust, and purchase intentions in North African countries. Concurrently, the qualitative phase employs in-depth interviews to explore nuanced insights and contextual factors influencing the relationship between CSR, brand trust, and consumer behavior. The mixed-method approach allows for a comprehensive understanding of the phenomena under investigation, capturing both quantitative trends and qualitative nuances.

2 .Data Collection Methods:

Quantitative Data Collection: A structured questionnaire will be developed based on existing scales and validated measures of CSR perception, brand trust, and purchase intentions. The questionnaire will be distributed electronically to a purposive sample of consumers residing in urban areas across North African countries. Sampling criteria will include demographic diversity to ensure representation across age, gender, income levels, and educational backgrounds.

Qualitative Data Collection: In-depth semi-structured interviews will be conducted with key stakeholders, including consumers, industry experts, and CSR practitioners, to explore deeper insights into the role of brand trust in shaping consumer perceptions of CSR and purchase intentions. The interview guide will be designed to elicit rich qualitative data on participants' experiences, attitudes, and beliefs regarding CSR initiatives and brand trust in North Africa.

3 .Rationale for the Chosen Methods:

The mixed-method approach is chosen for its ability to triangulate findings from quantitative surveys with qualitative insights, offering a more comprehensive understanding of the complex relationship between CSR, brand trust, and consumer behavior. Quantitative surveys provide quantitative data on the prevalence and magnitude of relationships between variables, while qualitative interviews offer nuanced insights into the underlying motivations and contextual factors influencing these relationships. By combining both methods, this study aims to overcome the limitations of each approach individually and provide a holistic view of the research phenomenon. Additionally, the use of validated scales and rigorous sampling techniques enhances the reliability and validity of the data collected, ensuring robustness in the study's findings and conclusions

4. **Data Presentation and Analysis:**

First: Assessment of measurement Model:

In this section, the quality of the expressions utilized in this model is examined through the utilization of the Smart PLS software. This evaluation entails testing the convergence and consistency of these expressions amongst themselves. The objective is to ensure the capability of these expressions to effectively measure the desired attributes, as well as the stability of the measurement across different conditions, employing the Convergent Validity test. Moreover, an assessment is conducted to determine the logical distinctiveness and absence of overlap among these expressions, employing the Discriminate Validity test.

4.1.Convergent Validity:

Convergent validity is a critical aspect of structural equation modeling (SEM), including Partial Least Squares SEM (PLS-SEM). Convergent validity assesses whether the indicators (manifest variables) of a latent construct (factor) are measuring the same underlying concept. In PLS-SEM, several criteria are commonly used to evaluate convergent validity, including factor

loading, Cronbach's alpha, composite reliability, and average variance extracted (AVE). Here's an explanation of each criterion:

Factor Loading:

Basis: Factor loading represents the strength and direction of the relationship between an indicator and its corresponding latent construct. In PLS-SEM, factor loadings should be statistically significant and preferably higher than 0.7 to indicate a strong relationship.

Cronbach's Alpha:

Basis: Cronbach's alpha is a measure of internal consistency reliability. It assesses the extent to which a set of indicators (items) measures a single latent construct consistently. In PLS-SEM, a high Cronbach's alpha (typically above 0.7) suggests good internal consistency.

Composite Reliability:

Basis: Composite reliability is another measure of reliability that evaluates the consistency of indicators in measuring a latent construct. In PLS-SEM, composite reliability should ideally exceed 0.7, indicating that the indicators are reliable measures of the underlying construct.

Average Variance Extracted (AVE):

Statistically, convergent validity is established when the Average Variance Extracted (AVE) is greater than 0.50 (Sarstedt et al., 2021). Additionally, factor loading, Cronbach's Alpha, and composite reliability are also used to assess convergent validity in PLS-SEM. Factor loading measures the relationship between the observed variables and their underlying latent constructs, while Cronbach's Alpha and composite reliability assess the internal consistency of the measurement instrument (Amora, 2021).

Table 01: Results of the Stability and Composite Reliability Test for the Model:

variables	Items	Loadings	Cronbach's Alpha	Composite Reliability	The average variance extracted
Consumer Purchase Intention	CPI_1	0.926	0.893	0.933	0.824
	CPI_2	0.903			
	CPI_3	0.893			
Brand Trust	BT_1	0.684	0.887	0.910	0.558
	BT_2	0.795			
	BT_3	0.759			
	BT_4	0.715			
	BT_5	0.802			
	BT_6	0.702			

	BT_7	0.755			
	BT_8	0.754			
Corporate Social Responsibility	CSR_1	0.599	0.839	0.880	0.552
	CSR_2	0.829			
	CSR_3	0.776			
	CSR_4	0.823			
	CSR_5	0.699			
	CSR_6	0.706			

Source: Compiled by researchers based on the outputs of Smart PLS4.

The table presents the results of stability and composite reliability tests for the model, focusing on three key variables: Consumer Purchase Intention (CPI), Brand Trust (BT), and Corporate Social Responsibility (CSR). For Consumer Purchase Intention, all three items (CPI_1, CPI_2, CPI_3) exhibit strong loadings above 0.89, indicating high reliability. The Cronbach's Alpha value of 0.893 and composite reliability of 0.933 further validate the internal consistency and reliability of the CPI construct. Similarly, Brand Trust demonstrates satisfactory reliability, with loadings ranging from 0.684 to 0.802 and Cronbach's Alpha of 0.887. The composite reliability of 0.910 and average variance extracted of 0.558 suggest adequate internal consistency and convergent validity for the BT construct. However, the loadings for Corporate Social Responsibility vary slightly, with values ranging from 0.599 to 0.829. While Cronbach's Alpha of 0.839 indicates acceptable internal consistency, the composite reliability of 0.880 and average variance extracted of 0.552 suggest moderate reliability and convergent validity for the CSR construct. Overall, the results demonstrate the robustness of the CPI and BT constructs, while indicating the need for further refinement in measuring Corporate Social Responsibility.

4.2.discriminate Validity:

The recommended criteria for analyzing the results of the discriminant validity test in the PLS-SEM methodology include the following:

Fornell-Larcker Criterion: This criterion assesses discriminant validity by comparing the square root of the average variance extracted (AVE) for each construct with the correlations between that construct and other constructs. Discriminant validity is established if the AVE value for a particular construct is greater than its correlation with all other constructs (Henseler et al., 2015) (Hamid et al., 2017)

Heterotrait-Monotrait Ratio of Correlations (HTMT) Criterion: This criterion is based on the heterotrait-monotrait ratio of correlations and is used to assess discriminant validity in variance-based structural equation modeling. It measures the extent to which constructs are distinct from each other empirically. A threshold of 0.85 is recommended for HTMT when the constructs in the

path model are conceptually more distinct (Franke & Sarstedt, 2019) (Henseler et al., 2015) (Hamid et al., 2017)

It is important to note that the Fornell-Larcker Criterion and cross-loadings have been the dominant approaches for evaluating discriminant validity, but Henseler, Ringle, and Sarstedt (2015) have proposed the HTMT criterion as an alternative approach, which has shown high sensitivity and specificity in detecting discriminant validity problems (Cepeda-Carrión et al., 2022) (Henseler et al., 2015) (Hamid et al., 2017)

In conclusion, when analyzing the results of the discriminant validity test in the PLS-SEM methodology, researchers should consider using the Fornell-Larcker Criterion, cross-loadings, and the HTMT Criterion to ensure the distinctiveness of the constructs in the study and to detect any issues with discriminant validity

Table 02: Fornell-Larcker Criterion

variables	Brand Trust	Consumer Purchase Intention	Corporate Social Responsibility
Brand Trust	0.747		
Consumer Purchase Intention	0.556	0.908	
Corporate Social Responsibility	0.697	0.635	0.743

Source: Compiled by researchers based on the outputs of Smart PLS4.

The Fornell-Larcker Criterion table provides insights into the discriminant validity of the model by comparing the square root of the average variance extracted (AVE) for each construct with the correlations between constructs. In this table, the diagonal elements represent the square root of the AVE for each construct, while the off-diagonal elements represent the correlations between constructs. The values along the diagonal represent the highest correlation a construct has with any other construct in the model. Looking at the diagonal elements, we observe that the square root of the AVE for each construct (Brand Trust: 0.747, Consumer Purchase Intention: 0.908, Corporate Social Responsibility: 0.743) exceeds the correlations between constructs, indicating that each construct explains more variance in its indicators than it shares with other constructs. Thus, the results support the discriminant validity of the model, suggesting that the constructs are distinct and measure unique aspects of the underlying phenomena.

Table 03: the heterotrait-monotrait ratio of correlations (HTMT)

| variables	Brand Trust	Consumer Purchase Intention	Corporate Social Responsibility

Brand Trust			
Consumer Purchase Intention	0.611		
Corporate Social Responsibility	0.811	0.697	

Source: Compiled by researchers based on the outputs of Smart PLS4.

Table 03 presents the heterotrait-monotrait ratio of correlations (HTMT) for the three constructs: Brand Trust, Consumer Purchase Intention, and Corporate Social Responsibility. The HTMT values indicate the degree of discriminant validity between constructs, with values below 1 indicating satisfactory discriminant validity. In this table, the HTMT values for all pairs of constructs are below 1, demonstrating that the constructs are sufficiently distinct from each other. Specifically, the values for the Brand Trust-Consumer Purchase Intention pair and the Brand Trust-Corporate Social Responsibility pair are 0.611 and 0.811, respectively, indicating moderate to strong discriminant validity between these constructs. Similarly, the HTMT value for the Consumer Purchase Intention-Corporate Social Responsibility pair is 0.697, indicating satisfactory discriminant validity between these constructs. Overall, the results suggest that the three constructs are adequately distinct and measure different underlying phenomena, supporting the validity of the measurement model.

Figure 2: General Structural Model for the Study
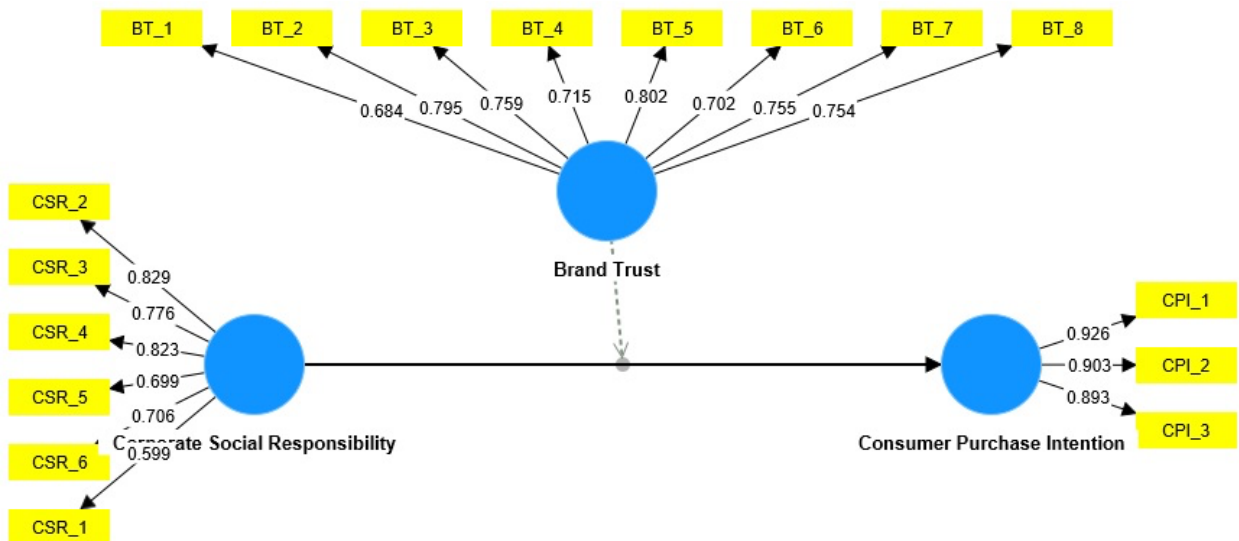
Source: Compiled by researchers based on the outputs of Smart PLS4.

Secondly: Testing the Internal Model (Structural Model)

In this section, we evaluate the results of the structural model by testing the degree of correlation, assessing the predictive capabilities of the model, and examining the relationships between constructs. Additionally, we conduct the necessary tests to evaluate the model.

1. **Validity of the Structural Model:**

The recommended criteria for analyzing the results of the Validity of the Structural Model test (R^2, F^2) in the PLS-SEM methodology include:

Measurement model assessment: This involves assessing the relationship between a construct and its observed items, including reliability, indicator loading, and internal consistency reliability (Fauzi, 2022).

Structural model assessment: This focuses on evaluating the significance and relevance of path coefficients, followed by the model's explanatory and predictive power. Key metrics relevant to structural model assessment in PLS-SEM include the coefficient of determination (R2), f2 effect size, and cross-validated predictive ability test (CVPAT). (Hair Jr et al., 2021).

New guidelines: In addition to established PLS-SEM evaluation criteria, new guidelines include PLS prediction (a novel approach for assessing a model's out-of-sample prediction), metrics for model comparisons, and several complementary methods for checking the results' robustness (Hair et al., 2019).

Table 04: Validity of the Structural Model

Variables	Coefficient of Determination (R2)	Explanatory size (F2)
Consumer Purchase Intention	0.450	/
Corporate Social Responsibility	/	0.224
Brand Trust	/	0.059

Source: Compiled by researchers based on the outputs of Smart PLS4.

Table 04 provides insights into the validity of the structural model by presenting the coefficient of determination (R^2) and the explanatory size (F^2) for each construct: Consumer Purchase Intention, Corporate Social Responsibility, and Brand Trust. The coefficient of determination (R^2) represents the proportion of variance in the endogenous variable explained by the exogenous variables in the model. In this table, the R2 values for Consumer Purchase Intention, Corporate Social Responsibility, and Brand Trust are 0.450, 0.224, and 0.059, respectively. These values indicate the extent to which the exogenous variables (Corporate Social Responsibility and Brand Trust) account for the variance in the endogenous variable (Consumer Purchase Intention). Additionally, the explanatory size (F^2) provides information about the effect size of the exogenous variables on the endogenous variable, with higher values indicating larger effects. The F^2 values for Corporate Social Responsibility and Brand Trust are 0.224 and 0.059, respectively, suggesting moderate and small effect sizes, in explaining variance in Consumer Purchase Intention. Overall,

the results suggest that Corporate Social Responsibility has a relatively stronger influence on Consumer Purchase Intention compared to Brand Trust, highlighting the importance of CSR initiatives in shaping consumer behavior.

2. Discussion of testing the study hypotheses

When analyzing the results of testing study hypotheses in the Partial Least Squares Structural Equation Modeling (PLS-SEM) methodology, there are several recommended criteria to consider. These criteria are essential for ensuring the validity and reliability of the analysis. Here are the recommended criteria for analyzing the results of testing this study's hypotheses in the PLS-SEM methodology:

Hypothesis Testing with Confidence Intervals and P Values: Researchers usually employ P values for hypothesis testing in PLS-SEM, where each hypothesis refers to a path in a model. P values may be one-tailed or two-tailed (Kock, 2016).

Structural Model Testing: The structural model in PLS-SEM needs to be tested to ensure that the assumptions of unidimensional constructs hold in the sample. This involves testing the relationships between latent variables and their indicators (Kock, 2016).

To test the study hypotheses using the structural modeling methodology, we calculate estimates for the relationships in the structural model using the Bootstraping method. These estimates indicate the expected relationships between constructs, and the path coefficient ranges from -1 to +1. Values close to +1 suggest strong positive relationships, while values near -1 indicate strong negative relationships. Typically, statistically significant relationships have p-values below 5%. Coefficients approaching zero from both directions suggest weak relationships (Kock, 2018).

2.1. Hypotheses:

2.1.1. First hypothesis (H1): There is no statistically significant positive relationship between Corporate Social Responsibility and Consumer Purchase Intentions at a 5% significance level.

2.1.2. Second Hypothesis (H2): Brand Trust has no significant role in impacting the relationship between Corporate Social Responsibility and Consumer Purchase Intentions at a 5% significance level.

Table 5: Testing the Hypotheses for the Study (H₁, H₂)

Hypothesis	Paths	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Decision
H₁	Corporate Social Responsibility	0.490	0.493	0.110	4.460	0.000	Hypothesis Accepted

	-> Consumer Purchase Intention						
H₂	The Interaction (CSR * BT)--> CPI	0.136	0.137	0.053	2.556	0.011	Hypothes is Accepted

Source: Compiled by researchers based on the outputs of Smart PLS4.

Table 5 presents the results of testing the hypotheses for the study, specifically focusing on the relationships between Corporate Social Responsibility (CSR), Brand Trust (BT), and Consumer Purchase Intentions (CPI). Regarding the first hypothesis (H1), which posits that there is no statistically significant positive relationship between CSR and CPI, the analysis reveals a significant positive path coefficient of 0.490 with a T-statistic of 4.460 and a p-value of 0.000, indicating strong statistical significance. Therefore, the first hypothesis is rejected, suggesting that there is indeed a significant positive relationship between CSR and CPI at a 5% significance level. Concerning the second hypothesis (H2), which proposes that Brand Trust does not significantly impact the relationship between CSR and CPI, the analysis demonstrates a significant interaction effect with a path coefficient of 0.136, a T-statistic of 2.556, and a p-value of 0.011. Consequently, the second hypothesis is also rejected, indicating that Brand Trust plays a significant role in moderating the relationship between CSR and CPI at a 5% significance level. Overall, the results provide empirical support for the significant influence of both CSR and Brand Trust on Consumer Purchase Intentions, highlighting the importance of these factors in shaping consumer behavior and purchase decisions.

Figure 3: Results of path coefficients
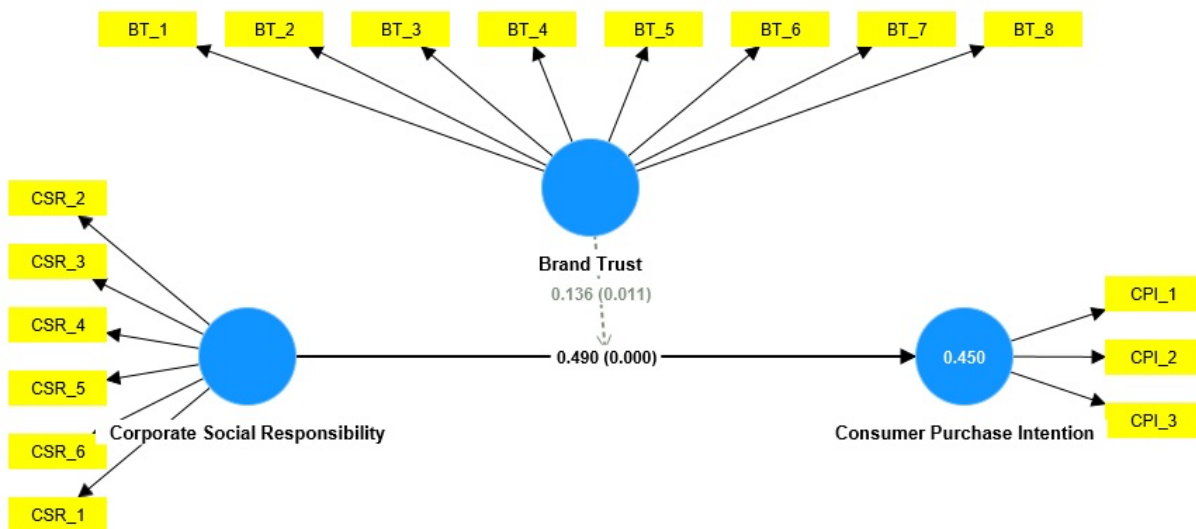
Source: Compiled by researchers based on the outputs of Smart PLS4.

Table 6: Testing the effectiveness of the moderating variable (Brand Trust) in impacting the effect of Corporate Social Responsibility on Consumer Purchase Intentions

Relationship	Path Coefficient	P Values	Hypothesis
Corporate Social Responsibility -> Consumer Purchase Intention	0.490	0.000	Accepted
Brand Trust -> Consumer Purchase Intention	0.256	0.014	Accepted
The Interaction (CSR * BT)--> CPI	0.136	0.011	Accepted

Source: Compiled by researchers based on the outputs of Smart PLS4.

*Table 6 assesses the effectiveness of the moderating variable, Brand Trust, in influencing the impact of Corporate Social Responsibility (CSR) on Consumer Purchase Intentions (CPI). The analysis reveals significant path coefficients for all three relationships examined. Firstly, the direct path coefficient from CSR to CPI is 0.490 with a p-value of 0.000, indicating a strong and statistically significant positive relationship between CSR and CPI. Secondly, the direct path coefficient from Brand Trust to CPI is 0.256 with a p-value of 0.014, indicating a significant positive relationship between Brand Trust and CPI. Lastly, the interaction effect (CSR * BT) on CPI yields a path coefficient of 0.136 with a p-value of 0.011, demonstrating a significant moderating effect of Brand Trust on the relationship between CSR and CPI. Consequently, all hypotheses are accepted, affirming the significant roles of both CSR and Brand Trust in influencing Consumer Purchase Intentions and supporting the effectiveness of Brand Trust as a moderator in enhancing the impact of CSR on CPI. These findings underscore the importance of considering the interplay between CSR and Brand Trust in shaping consumer behavior and purchase decisions.*

Figure 4: Path coefficients of The Interaction (CSR * BT)--> CPI

Brand Trust

Consumer Purchase Intentions (y-axis): 0.000, 0.500, 1.000, 1.500, 2.000, 2.500, 3.000, 3.500, 4.000, 4.500, 5.000

Legend:
— Low Brand Trust
— High Brand Trust

x-axis: Low Corporate Social Responsibility — High Corporate Social Responsibility

Source: Compiled by researchers based on the outputs of Microsoft Excel.

8. Discussion:

1. Interpretation of Findings:

The findings of this study provide valuable insights into the relationship between Corporate Social Responsibility (CSR), Brand Trust, and Consumer Purchase Intentions (CPI) within the context of North African countries. Firstly, the analysis reveals a significant positive relationship between CSR and CPI, indicating that consumers in North African markets are influenced by companies' CSR initiatives when making purchasing decisions. This underscores the importance of CSR in fostering positive consumer perceptions and driving purchase intentions. Additionally, the study highlights the significant role of Brand Trust in shaping consumer behavior, with higher levels of Brand Trust associated with increased CPI. Furthermore, the moderating effect of Brand Trust on the relationship between CSR and CPI suggests that companies can enhance the impact of their CSR initiatives on consumer behavior by building and maintaining trust with their target audience. Overall, the findings emphasize the intertwined nature of CSR, Brand Trust, and CPI, highlighting the need for businesses to strategically integrate CSR practices and cultivate trust with consumers to drive positive purchasing outcomes in North African markets.

2 .Comparison with Prior Research:

The findings of this study are consistent with prior research that has documented the positive influence of CSR on consumer behavior and the mediating role of Brand Trust in

enhancing the effectiveness of CSR initiatives. Studies conducted in diverse cultural contexts have consistently demonstrated the significance of CSR in shaping consumer perceptions and purchase intentions, with Brand Trust playing a pivotal role in mediating this relationship. However, while the general patterns observed in this study align with prior research, the specific nuances uncovered within the North African context contribute unique insights to the existing literature. By focusing on North African countries, this study expands our understanding of how cultural, social, and economic factors influence the dynamics between CSR, Brand Trust, and CPI in a region with distinct market characteristics. Thus, the findings not only corroborate existing theories but also offer novel perspectives tailored to the specific context of North African markets, enriching the scholarly discourse on CSR and consumer behavior

9. Conclusion:

This study has investigated the relationships between Corporate Social Responsibility (CSR), Brand Trust, and Consumer Purchase Intentions (CPI) in North African countries. The findings reveal several key insights. Firstly, there exists a significant positive relationship between CSR and CPI, indicating that consumers in North African markets are influenced by companies' CSR initiatives when making purchasing decisions. Secondly, Brand Trust emerges as a significant predictor of CPI, with higher levels of Brand Trust associated with increased purchase intentions. Moreover, the study highlights the moderating role of Brand Trust in enhancing the impact of CSR on CPI, emphasizing the importance of building and maintaining trust with consumers to maximize the effectiveness of CSR initiatives.

The findings underscore the critical role of Corporate Social Responsibility (CSR) and Brand Trust in shaping consumer behavior and purchase decisions in North African markets. CSR initiatives not only contribute to positive consumer perceptions but also directly influence purchase intentions, highlighting the importance of integrating ethical and socially responsible practices into business operations. Additionally, Brand Trust emerges as a key determinant of consumer purchase intentions, emphasizing the significance of building trust-based relationships with consumers to drive favorable purchasing outcomes. Furthermore, the moderating effect of Brand Trust on the relationship between CSR and CPI underscores the synergistic nature of these factors, suggesting that companies can enhance the impact of their CSR initiatives by prioritizing brand-building efforts and fostering trust with their target audience. Overall, the study underscores the interconnectedness of CSR, Brand Trust, and Consumer Purchase Intentions, underscoring the importance of strategic investments in CSR and brand-building activities to drive sustainable business growth and positive societal impact in North African markets

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