



Research Paper

Corporate Social Responsibility and Its Effects on Brand Trust in Bank: Evidence from Nigeria

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ABSTRACT

The purpose of this study is to determine how corporate social responsibility (CSR) affects consumer trust in the banking industry. The study's emphasis is on CSR's four primary facets: economic, legal, ethical, and philanthropic. A model was used in this study to demonstrate the effects of several CSR elements on brand trust. A questionnaire was distributed to 400 bank clients, and 397 responses were received, valid and entered for descriptive and cause effects as the method of gathering primary data from respondents for analysis. The results showed that clients view CSR initiatives as a key component when engaging with banks. When banks engage in these activities, their brand trust is strengthened, and CSR activities and brand trust have statistically been linked in favorable and substantial ways. Customers of banks have different perceptions of the relevance of these activities. The findings would be enhanced by a larger sample size, the inclusion of more stakeholders, such as employees and managers, and the replication of the study in other nations. In order to improve their corporate reputation, banks are encouraged to take into account the study's variables in their operations and promote CSR. The topic of CSR has been covered in a lot of research, but only a small number of them focus on the banking industry and the Dala Kano, notably in Nigeria. For a better understanding of CSR initiatives and their implications on brand trust, this study recommends further research in the field.

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1. INTRODUCTION

In the business world, corporate social responsibility (CSR) has gotten a lot of attention. The 1920s of the previous centuries marked the beginning of CSR. According to Frederick et al. (1992), businesses must take responsibility for the effects of their actions on the environment. The goal of businesses used to be to increase shareholder value and make a profit, but in the modern world, they are unable to operate without considering the community. The organization's internal elements, such as corporate culture, economic considerations, and ethical influence, all have a role in how successful CSR is. Additionally, it must include outside variables such as compliance with regulatory requirements, technology effects, and country culture (Bichta, 2003). Community development depends on CSR since it forges a close connection between the community and the organization. Businesses that are known for their CSR efforts might improve their standing in the marketplace. Additionally, when employees realize that their employer is devoted to social responsibility, their performance is improved (Ismail, 2009).

According to Tamayo and Servaes (2013), enterprises become more valuable when customer knowledge of CSR rises. Employees who work for companies that engage in CSR initiatives always report higher levels of job satisfaction, according to (Bashir et al, 2012). This improves the performance of the company. The three categories of CSR activities identified by Peloza and Shang (2011) include philanthropy, business practice, and product-related activities. Donations could be used to practice philanthropy. Business practices include things like energy conservation, recycling, and providing a secure environment. The quality of the products that are supplied to society is typically related to product-related activities. According to Bird et al. (2007), companies would profit from embracing CSR initiatives since they would have lower costs and higher profits. As a result, engaging in CSR activities. This study looks into the situation of the community that needed assistance in terms of social amenities and the cooperation operating within that community should give out a little assistance to that society at large. Meanwhile, this research used CSR to measure the contribution that this bank has made in the Dala community where the bank operates.

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According to Carroll (1991) paradigm, which includes four responsibilities economic, legal, ethical, and philanthropic is the foundation of our analysis. Profit-seeking, building a strong competitive position, and maintaining high-quality goods and services are all aspects of economic responsibility. The legal responsibility involves abiding by laws and regulations, the ethical responsibility involves conducting business in a way that upholds high moral standards and is open and transparent, and the philanthropic responsibility centers on taking part in activities that improve the quality of life in society.

The objective is to meet the following goals for this article, The following research questions were looked at: GTB- CSR has an effect on GT bank's brand trust in the Dala community, Nigeria. Nigeria has several states and developmental obstacles are thoroughly documented in the literature now in print. As a result, the Dala sample presents a distinctive setting for exploring these research issues. Whereas the Gtbank is one of the corporations operating in the area, the banking sector is one of the largest in the private sector. Industry and investment are further sectors. There aren't many studies in the literature that cover CSR in this part of the world because the concept is still relatively new. We were unable to get any precise information regarding how companies in Dala use CSR from our early research, especially in the banking sector (Sedera et al., 2022). Business plans, management techniques, and operations should take economic, legal, ethical, and environmental factors into account, claim proponents of CSR (Belal and Momin, 2009). In addition, Lee and Park (2010) pointed out that the CSR concept has been viewed as being essential to business success. In light of this, the goal of our study is to assess how CSR initiatives affect a brand's customer confidence in the banking sector. Our study adds to the body of knowledge in the area and provides banks with guidance on how to prioritize CSR projects that will enhance their reputation. The study hopes to inspire additional research in this area because there haven't been many studies in this field in Dala community as a whole.

The results showed that clients view CSR initiatives as a key component when engaging with banks. When banks engage in these activities, their brand trust is strengthened, and CSR activities and brand trust have statistically been linked in favorable and substantial ways. Customers of banks have different perceptions of the relevance of these activities. The remaining portions of the essay are structured as follows: A literature study and the creation of hypotheses are presented in Section 2. The research methodology and procedures are presented in Section 3. The results and discussion are presented in Part 4, which also serves as the paper's last section.

2. LITERATURE REVIEW

2.1. Corporate Social Responsibility

There is no agreed definition of CSR. For instance, CSR is defined by Lee (2011) as part of any organization's commitment to achieve its goals. Meanwhile, Lord and Richard (2010) defined CSR as the continuous commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. The following points were deduced from this statement above, social responsibility becomes an essential part of the wealth creation process which, if accomplished properly, would enhance the competitiveness of businesses and maximize the value creation for the society. When time gets hard, there is the incentive to practice CSR more and better if it is a philanthropic use, which is outer to the main business where it will always be the first thing to go, when push comes to shove. However, as with any process founded on the collective activities of societies of human beings as companies are, there is no "one size fits all." According to the United Nations (UN), the subsequent declaration of human rights was the basis for the generation of greater social awareness. Additionally, the birth of civil groups such as Amnesty International or Transparency International; formal business initiatives such as the Global Compact, as well as the emergence of organizations such as the Global Reporting Initiative have served as a base to raise the social and environmental construction known as CSR. Today, CSR is considered as a business management system that seeks to understand the social role of business, and identify all stakeholders, suppliers, employees, customers and shareholders (Olarenwaju, 2012). The World Business Council on Sustainability Development in 1998 pronounced CSR as the current assurance by Businesses to behave ethically and move the nation towards economic growth, whereas improving the quality of life of the labour force and their relations in addition to the local community at large. CSR is the conception that an enterprise is responsible or held responsible for its impact on all relevant stakeholders (European Union, 2006). Macmillan and Siegel (2005) mentioned that CSR is a term describing a business requirement to be accountable to all its stakeholders in all its processes and actions. Socially responsible companies will think through the full scope of their impact on communities and the environment when making decisions corresponding to the necessity of stakeholders with their need to make a profit. Firms are more concerned through the stakeholders of the firm, morally or in a socially responsible way towards the society. Also mention by Carroll and Shabana (2010) said that CSR draws attention to the ethical value of other corporations, that is, other organizations may mention some high profile stages to be considered but will be adopted and addressed in its CSR for the achievement of business, such as ethics and sustainability.

2.2. Corporate Social Responsibility

Businesses have an economic obligation to society that enables their creation and maintenance as a basic precondition or prerequisite of existence. It may seem strange to think of an economic expectation as a social responsibility at first, but that is exactly what it is because society expects indeed, demands that business organizations be able to support themselves, and the only way this is possible is by being profitable, able to motivate owners or shareholders to invest, and endowed with sufficient funds to do so. Historically, society has viewed business organizations as being places where the commodities and services it needs and wants will be produced. Society permits enterprises to reap profits as an incentive. When businesses make a profit, make profits, which benefits all of the business's stakeholders.

2.3. Legal Responsibilities

In addition to endorsing businesses as legitimate economic entities, society has also defined the basic guidelines that must be followed for them to function. These guidelines, which also include laws and regulations, effectively represent how society views "codified ethics" in that they explain core ideas of ethical business conduct that have been established by legislators at the federal, state, and municipal levels. Businesses must abide by certain rules and regulations in order to operate, and they are expected to do so. Compliance officers currently hold a significant and high-level position in the organization, and this is no coincidence. While fulfilling these legal obligations, crucial demands placed on businesses are acting in accordance with governmental and legal expectations, observing various local, state, and federal regulations, exhibiting respect for the law as corporate citizens, meeting all of their society stakeholders' legal requirements and delivering goods and services that at the very least abide by the law.

2.4. Ethical Responsibilities

Ethical norms can be interpreted through individual conscience and the anticipations of external stakeholders. The watchword of the London Stock Exchange, "My word is my bond," embodies the basic ethical principles of honesty and sincerity, which, together with trust, are customarily linked to the financial sector (Decker & Sale, 2009). The codes of ethics that personify voluntary limitations also include the basic ideologies of honesty, fair conduct, respect, and transparency in the financial sector. The ethical values and expectations of stakeholders are most apparent in the stakeholder dialogue, which puts communicative ethics into practice. Decker and Sale (2009) draw attention to the fact that the compliance approach, which is aimed at compliance with statutes, often does not favor the establishment of ethical business practices and business culture. Attention to the fact that the compliance approach, which is aimed at compliance with statutes, often does not favor the establishment of ethical business practices and business culture.

Most societies' normative expectations state that while laws are necessary, they are not sufficient. Society anticipates that businesses will operate and conduct their operations in a morally upright manner in addition to what is required by laws and regulations. Assuming ethical duties indicates that organizations will uphold the behaviors, customs, and standards that, despite not being enshrined in law, are still expected. Businesses are expected to follow both the letter and the "spirit" of the law as part of their ethical obligations. Another part of the ethical expectation is that corporations will operate fairly and objectively even in situations where regulations do not specify how to proceed or provide guidance. Consequently, ethical obligations accept socially accepted or banned behaviors, standards, regulations, and procedures even if they are not spelled down in the law. With regard to protecting the moral rights of stakeholders, it is expected that businesses will be accountable for and responsive to the full spectrum of norms, standards, values, principles, and expectations that reflect and honor what customers, employees, owners, and the community deem to be consistent (Carroll 1991).

2.5. Philanthropy Responsibilities

According to Carroll (1991), it is important for managers and employees to participate in voluntary and charitable activities within their local communities, especially in projects that enhance a community's quality of life. The distinguishing characteristic between philanthropic and ethical responsibilities is that philanthropic responsibilities are not expected in an ethical or moral sense. Philanthropy is located at the most voluntary and discretionary dimension of corporate responsibility and has not always been linked to profits or the ethical culture of the firm Ferrell, (2004). Refers to all business donating. Corporate philanthropy includes all of a company's optional or voluntary endeavors. Although philanthropy or corporate giving may not be a literal responsibility, it is now often anticipated by firms and is part of the public's general expectations. These activities are undoubtedly elective or discretionary in terms of both their scope and nature. They are motivated by the company's desire to engage in social activities that are not prescribed by legislation, demanded of business ethically, or widely expected of business. However, some companies do make charitable contributions in part for ethical reasons. They wish to act in a morally upright manner for society. The general population is aware that firms "give back," and the main distinction between the four-part model's ethical and philanthropic categories is that business donating isn't always assumed to be morally or ethically right. Although society accepts such donations, it does not categorize businesses as "unethical" based on their giving habits or if they are contributing at the appropriate level. Because of this, a business's philanthropic role is more optional or a choice. So, this category is frequently seen as being good company

citizenship despite all of this, charity has historically been one of the most crucial components of CSR definitions, and it still is.

2.6. Brand Trust

Meanwhile, Chaudhun and Holbrook (2001) define brand trust as “consumers’ readiness to depend on the capability of the brand to carry out its specified purpose.” Consequently, building and maintaining trust and long-lasting relationships with customers is critical to a brand's success in today's highly competitive global market. Owing to its importance, brand trust has drawn increasing attention from both practitioners and researchers in recent years. Barnes (2011) mentioned that the successes of brand trust can be achieved through ethics and economics way and he adds legal and employee as part of achieving to the highest position of company activity.

This is an additional validation, given the fact that technology and web-based intelligent sources assist consumers in verifying indexes about a particular company vis-a-vis its social responsibility (Haryanto et al., 2022; Haryanto & Santosa, 2022). Van Heerde et al. (2003) also suggested that brand equity can impact loyalty and these two factors in turn can be driven by CSR initiatives. In addition, Balsara (2009) called for creating a mandated CSR based on a firm's general brand strategy. This author added that CSR can be used not only to support a cause but also to assist in making sole brand equity for the company. Myers (2003) recommended that consumers have a habit of associating themselves with a specific brand based on the worth of the brand. Upon such an important connection with the brand, a firm can form a single proof of identity between the buyers and the brand. For instance, Delgado-Ballester et al (2003). Operationalize brand trust as a state of feeling secure while interacting with a brand based on the perception that the brand will remain reliable and responsible to satisfy the customer. Other scholars also view brand trust as consumers’ willingness to rely on a brand (Chaudhuri A, Holbrook MB 2001, Mobiman et al., 1993) In support of the aforementioned, Ndubisi et al. (2007) and Lewis and Soureli (2006) believe that trust is crucial to developing long-lasting connections with clients. Brand trust is viewed as a calculative phenomenon based on the brand's capacity to consistently uphold its commitments and on an evaluation of the benefits of continuing the connection (Doney , Cannon 1997). Brand trust is the confident expectations of the brand's reliability and intention in situations entailing risk to the customer (Chaudhuri, Holbrook 2001). Consequently, high levels of trust in a brand enable customers to reduce perceived risk and facilitate repeat patronage of the brand (Ramesh Kumar, Advani 2005). The overarching effect of brand trust as can be adduced from the preceding conceptualizations is to enhance consumer commitment and loyalty.

3.7. Conceptual framework and research ideas

This study's objective is to evaluate how CSR initiatives affect the corporate reputation of the Dala banking industry. A conceptual model that emphasizes the effects of four CSR components on a brand trust, economic, legal, ethical, and philanthropic was primarily modified for this purpose from Carroll (1991). It is based on the idea that consumers always favor a company that practices social responsibility since doing so makes them happy, encourages them to buy more, and encourages them to spread the news about it to other people (see Figure 1)

We develop the following research hypotheses based on the model. According to Windsor (2001), failure to uphold fiscal responsibility will prevent other obligations from being fulfilled. Businesses should offer goods and services at fair prices, compensate their employees, and increase investor value to fulfill their economic obligations to society and consider the interests of all stakeholders (Carroll's, 1979). When a company's top priorities are to maximize earnings per share, maintain high levels of operational efficiency, and retain a strong competitive position, it is acting responsibly and economically (Carroll's, 1991). While businesses in Europe prefer to express this contribution more broadly, companies in the USA tend to place a strong emphasis on profitability and earnings to shareholders. How a company interacts with its stakeholders has an impact on the economy (Crane and Matten, 2004). As a result, we postulate the following hypothesis:

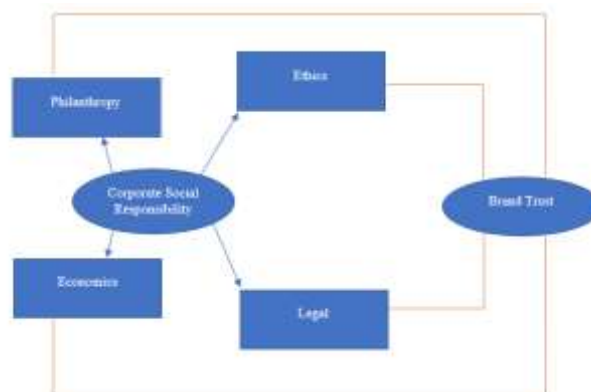


Figure 1. Design by the study

Singh and Sirdeshmukh (2000) suggested that companies must show goodwill in order to win their brand trust toward consumers, demonstrating that the companies will put the consumers' interests first before their own benefit. This image can be achieved through CSR. Philanthropic CSR involves companies contributing their resources and giving back to society on a voluntary basis (Carroll, 1991). When studying charities, Langmeyer and Shank (1993) found that those companies endorsed by celebrities were seen as more professional and trustworthy brands, and had an easier time soliciting donations, which enhances consumers' trust in their brands. Few studies have been carried out on the relationship between Philanthropic responsibility and brand trust.

Hypothesis 1: GTB- CSR has a positive effect on GT bank's brand trust in the Dala community, Nigeria

Hypothesis 1a: Philanthropic responsibility-CSR of GTB has a positive and significant effect on Brand trust products in Nigeria.

Ethical CSR means that companies do the right thing based on morals, duty, justice, and fairness, and prevent their actions from causing harm to others (Carroll, 1999). Chaudhuri and Holbrook (2001) and Doney and Cannon (1997) pointed out that consumers' brand trust helps a company which fulfils its responsibilities and obligations. Chun and Bang (2016) revealed that ethical CSR has a positive effect on brand image and trust, while each brand image and trust positively influences customer loyalty. In addition, the moderating effect of authenticity is significant. Few studies have been carried out on the relationship between ethical responsibility and brand trust.

Hypothesis 2b: The ethical responsibility-CSR of GTB has a positive and significant effect on Brand trust.

Nigeria. Hou, Fu, and Li (2010) pointed out that a company may comply with all legal regulations to win the trust of consumers. According to Fournier (1998), consumers expect responsible companies not only to comply with legal regulations, but to also adhere to the "implied" rules of contractual relationships, uphold the principles they value, and take responsibility for their actions, all of which encourage greater trust from consumers. Few studies have been carried out on the relationship between legal responsibility and brand trust.

Hypothesis 4c: The legal responsibility-CSR of GTB has a positive and significant effect on Brand trust in the Dala Community,

Carroll (1991) proposed that companies should focus on pursuing profit, while consumers need quality products at reasonable prices. If companies meet their economic CSR, they gain trust from consumers (Powell, 1990). Companies can build a sharp competitive verge through relationships of brand trust with their customers, which are strengthened through economic CSR (Esch et al., 2006). Few studies have been carried out on the relationship between economic responsibility and brand trust.

Hypothesis 4d: Economic responsibility of GTB has a positive and significant effect on Brand trust in Dala Community, Nigeria.

3. METHODS

3.1. Response Rate

Data were collected from customers of GTB in Dala community, Kano state, Nigeria as shown in Table 5-1. Out of the 400 questionnaires distributed, 397 were returned. Effective sample size of 397 was usable for the study. All the questionnaire answers were from GTB customers.

Table 1: Technical Details of the Research

Geographical Location	Dala Community, Kano State, Nigeria
Methodology	Structured questionnaire
Sampling Procedures	Simple convenience sampling
Study population	15,000 customers of Guaranty Trust Bank, Dala Branch Bachirawa
The sample size and questionnaire distributed	400 respondents
Response rate	397 (99.25%)
Unanswered items	0.75%
Confidence Interval	95%

3.2. Demographic Characteristics

As mentioned in the last chapter, the respondents' profile information will be presented in this study. The customer's sample characteristics are important because the unit of analysis used in this study is at the customer level.

Individual Profile of Respondents. The results in Table 2 indicate differences in the demographics of the respondents in terms of Gender, Age, and Level of Education.

Table 2. Respondents’ characteristics

Gender of Respondents		
Gender	Frequency	Percent
Male	266	67.0
Female	131	33.0
Total	397	100.0
Age of Respondents		
Age	Frequency	Percent
18 to 28 years	154	38.8
29 to 39 years	156	39.3
40to 59 years	72	18.1
More than 59 years	15	3.8
Total	397	100.0

Under these demographics, the level of education of the respondents in this study is shown in Figure 2. Specifically, primary school level accounted for 1.3%, Senior Secondary Certificate Examination (SSCE) level accounted for 18.4%, National Certificate in Education (NCE) at 11.6%, Diploma/OND at 14.1%, Undergraduate at 28.2%, Master at 14.9%, PhD at 9.6% and ‘Others’ at 2.0%. So, based on the above analysis, the majority of respondents were undergraduates who have accounts in GTB.

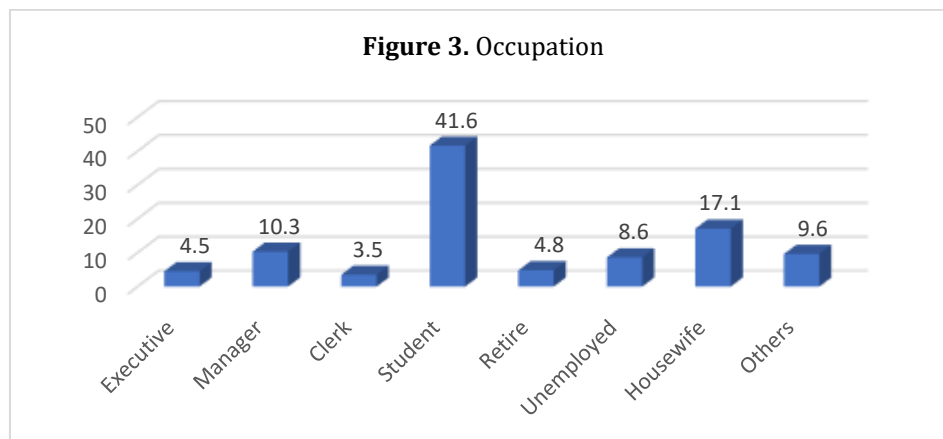


Figure 3 shows the information about the occupation of the respondents: executive (4.5%), manager (10.3%), clerk (3.5%), student (41.6%), retired (4.8%), unemployed (8.6%), housewife (17.1%) and others (9.6%). In analyzing the level of occupation, students were the majority as shown in the figure above, followed by housewives. All the respondents operated GTB accounts in the bank.

Figure 4. Length of time of customer visit to GT

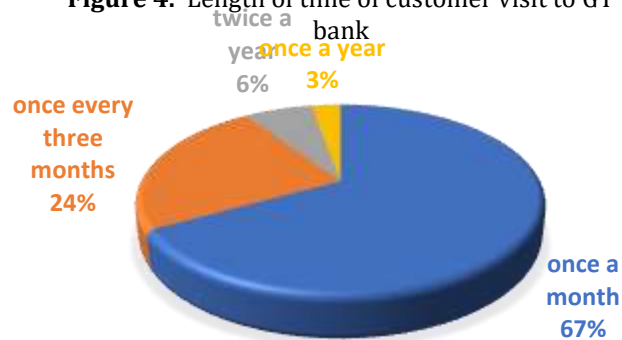
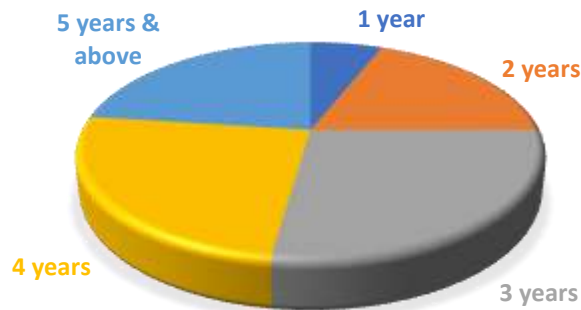


Figure 4 shows the number of times GTB customers visit GTB: once a month (66.9%), once every three months (23.7%), twice a year (6.6%) and once a year (2.8%). This analysis shows that most customers of GTB visit bank once a month followed by once every three months.

Figure 5. Length Of Banking With GTbank



Further, Figure 5 shows length of time the customers had been banking with GTB: 1 year (6.0%), 2 years (18.9%), 3 years (27.2%), 4 years (24.7%) and 5 years (22.9%). These results reflect that majority of the respondents had been banking with GTB for up to 3 years

Figure 6. Type of Account Operating in GTbank

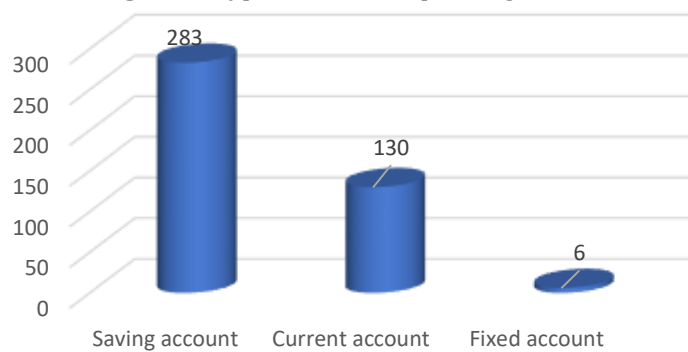


Figure 6 shows the type of account the respondents were operating with GTB, which were as follows: savings account (71%), current account (32.7%), and fixed account (1.5%). Majority of the customers operated savings accounts as opposed to other forms of accounts offered by the bank.

Table 3: Account of Customers with other Banks

c	Frequency	Percent	Valid Percent
First bank	70	17.6	17.6
Diamond bank	41	10.3	10.3
UBA	17	4.3	4.3
Sky bank	20	5.0	5.0
Zenith	30	7.6	7.6
Sterling	15	3.8	3.8

Table 3 (Continued): Account of Customers with Other Banks

c	Frequency	Percent	Valid Percent
Union	23	5.8	5.8
Unity bank	22	5.5	5.5

Fidelity bank	41	10.3	10.3
Jaiz	21	5.3	5.3
FCMBank	18	3.8	3.8
Eco bank	18	4.5	4.5
Oceanic	10	2.5	2.5

Table 3 shows profile of the account of customers with other banks. The following banks are: First Bank (17.6%), Diamond Bank (10.3%), Uba Bank (4.3%), Sky Bank (5.0 %), Zenith Bank (7.6%), Sterling Bank (3.8%), Union Bank (5.8%), Unity Bank (5.5%), Fidelity Bank (10.3%), Jaiz Bank (5.3%), FCMB Bank (4.5%), Eco Bank (4.5%) and Oceanic Bank (2.5%).

Table 4. GTB Banking Service

Products	Frequency	Percent	Valid Percent
Banking advice	9	2.3	2.3
Telephone banking	8	2.0	2.0
Banking by cellular phone	9	2.3	2.3
Credit card	29	7.3	7.3
Safety deposit boxes	5	1.3	1.3
Money transfers	28	7.1	7.1
Account link to social grant	6	1.5	1.5
Foreign exchange services	6	1.5	1.5
Insurance	8	2.0	2.0
Internet banking	48	12.1	12.1
Mobile banking	95	23.9	23.9
Banking by mail	13	3.3	3.3
Debit cards	222	55.9	55.9
Financial counselling services	3	.8	.8
Token	25	6.3	6.3

Table 4 shows other services rendered by GTB to customers. These services (and their percentage of usage) include: banking advice (2.3%), telephone banking (2.0%), banking by cellular phone (2.3%), credit card (7.3%), safety deposit boxes (1.3%), money transfer (7.1%), account link to social grant (1.5%), foreign exchange services (1.5%), insurance (2.0%), internet banking (12.1%), mobile banking (23.9%), banking by mail (3.3%), debit card (55.9%), financial counselling services (0.8%) and token (6.3%). Based on the outcomes, most of the respondents operated debit card services.

4. RESULTS

4.1. Direct Simple Regression between CSR and Brand Trust

In this study, the direct effect was tested on the relationship between CSR and Brand trust. The result of the regression analysis was shown in Table 5.

Table 5. Hypothesis Test Result of CSR and Brand Trust

	Unstandardized		Standardized	t	Sig.	Collinearity Statistics		Decision Rule
	Coefficients					Beta	Tolerance	
	B	C						
Constant	1.923	.216		8.894	.000			Positive and Significant
CSR	.541	.043	.053	10.296	.000	.000	1.000	

R=0.460a R-Square= 0.212 Adjusted R Square= 0.210 Durbin-Watson= 1.578 ANOVA: F=106.005 Sig=0.000b

Dependent variable: Brand trust

Hypothesis 1: GTB-CSR has a positive and significant effect on GTB Brand trust in Dala Community, Nigeria. (CSR-BRDT)

The hypothesis two result obtained in this study has a direct effect on CSR and brand trust. In Table 5, the results revealed that customers' brand trust can be influenced when there is Corporate social responsibility ($\beta = 0.541^{***}$, $P < 0.01$). The ANOVA is significant at $F = 106.005$, Durbin Watson = 1.578. The R2 of the construct explains 21.2% of the variance of CSR. This result is used to answer Hypothesis H1. From the above, Table 5-15 shows the direct effect between CSR and brand trust. The results of this study show that the corporate social responsibility of GTB has a significant effect on Brand trust towards GTB products. In the same direction, the findings are consistent with Shwuring and Jui-ho's (2015) result.

Table 6. The Result of Hypothesis Testing for Respected Direct Path Analysis of CSR and Brand Trust

Hypothesis Statement	Estimate	P- Value	Result
H1 : GTB-CSR has a positive and significant effect on GTB Brand trust in Dala Community, Nigeria.	.541	.000	Supported

The Relationship between Brand Trust and CSR Components

In this study the effect of the sub-hypotheses was tested between Brand Trust and CSR Components in the regression analysis as shown in Table 6. The ANOVA is significant at $F = 33.139$, Durbin Watson = 1.620. The R2 of the construct explains 25.3% of the variance of patronage intention. The tolerance level ranges from 0.539 to 0.709 and the VIF ranges from 1.421 to 1.855, which meet the required conditions stated by Menard (1995). This result is used to answer Hypotheses H 1a- H4d.

Table 7. Regression Analysis of Brand Trust and Dimension of CSR

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		Decision Rule
	B	C	Beta			Tolerance	VIF	
Constant	1.746	.215		8.105	.000			
Philanthropic	.071	.038	.098	1.880	.061	.704	1.421	Positive and Significant
Ethical	.264	.061	.259	4.360	.000	.539	1.855	Positive and Significant
Legal	.012	.047	.013	0.247	.805	.666	1.502	Positive and Not Significant
Economic	.259	.049	.285	5.260	.000	.709	1.410	Positive and Significant

R=0.503a R-Square= 0.253 Adjusted R Square= 0.245 Durbin-Watson= 1.620 ANOVA: F=33.139 Sig=0.000b

Dependent Variable: Brand Trust

Regression Equation:

$$\text{Brand Trust} = 1.746 + 0.071\text{PR} + 0.264\text{ETR} + 0.012\text{LR} + 0.259\text{ER} + 0.215$$

Hypothesis 1a: Philanthropic responsibility-CSR of GTB has a positive and significant effect on Brand trust products in Nigeria.

In Table 7, the results revealed that philanthropic responsibility can influence customers' brand trust ($\beta = 0.071^*$, $P < 0.10$). This result is used to answer Hypothesis H1a. In the above regression in Table 8, the results obtained show that the Philanthropic responsibility of CSR of GTB relationship toward brand trust of GTB products is significant. Therefore, H1a is supported.

Hypothesis 2b: Ethical responsibility of GTB has a positive and significant effect on Brand trust.

In Table 7, the results revealed that ethical responsibility can influence customers' brand trust ($\beta = 0.264^{***}$, $P < 0.01$). This result is used to answer Hypothesis H2b. In the above regression in Table 8, the results obtained show that ethical responsibility of CSR of GTB relationship toward brand trust of GTB products is significant. Therefore, H2b is supported.

Hypothesis 3c: Legal responsibility-CSR of GTB has a positive and significant effect on Brand trust in Dala Community, Nigeria.

In Table 7, the results revealed that legal responsibility does not influence customers' brand trust ($\beta = 0.012$, $P < 0.05$). This result is used to answer Hypothesis H3c. In the above regression in Table 5-18, the results obtained show that legal responsibility of CSR of GTB relationship toward brand trust of GTB products is not significant. Therefore, H3c is not supported.

Hypothesis 4d: Economic responsibility-CSR of GTB has a positive and significant effect on Brand trust in Dala Community, Nigeria.

In Table 7, the results revealed that economic responsibility can influence customers' patronage intention ($\beta = 0.259^{***}$, $P < 0.01$). This result is used to answer Hypothesis H4d. In the above regression in Table 5-18, the results obtained show that economic responsibility of CSR of GTB relationship toward brand trust of GTB products is significant. Therefore, H4d is supported.

5. CONCLUSION

GTB is one of the major banks in Nigeria and has large and wider coverage of its business activities in the major cities, towns and villages. The study established that the bank has the understanding or is partaking in Corporate Social Responsibility (CSR) in Nigeria, and determined the extent to which GTB's CSR has gone on increasing the patronage towards GTB products. The study ascertains if there is cordial relationship between the members of the public and GTB, ascertaining the extent of customer loyalty to GTB Brand and if CSR has created awareness and good image of the Company in the eye of the public.

The results show that CSR is concerned with making a profit, maintaining a strong market position, maintaining a high level of operating efficiency, adhering to the law, being a law-abiding corporate citizen, meeting legal requirements, treating stakeholders ethically, protecting stakeholders, respecting ethical norms, participating in charitable endeavors, giving to the community, and protecting the environment. If these findings are true when taken into account by the banks, it can have a favorable effect on how clients view a bank. Although all CSR elements are considered important, clients of the banks place different levels of value on each one. If banks wish to gain and maintain a high level of competitive advantage, they must recognize and include these activities in their corporate strategy.

6. LIMITATION AND SUGGESTION FOR FUTURE RESEARCH

Despite the fact that this study has made an immersed contribution to the body of knowledge, it is also faced with some limitations. However, including every possible element, review of an extended range of factors was not possible due to time and resource constraints. The scope of the study needed to be planned, and the factors used were judged appropriate to the evidence sought in terms of the objectives of the exercise and the hypotheses derived from this study. Also, this study exclusively used the quantitative data and methods, so, future research might use the qualitative method such as interview and unstructured questionnaire or possibly use the mixed methods which combine both qualitative and quantitative methods. Since this research is focusing on the quantitative techniques approach, future research should investigate other banks that this study has not covered. Further, as this study uses regression analysis, it is recommended that future research uses Structural Equation Model (Model) that will structure the whole items in a structured model.

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