



Influence of Travel Enterprise Public Welfare Marketing and Brand Attitude on Brand Trust

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Abstract

Brand trust is one of the ways that enterprises do to influence consumers' attitude towards their own brand, while public service marketing can effectively show the positive image of enterprises, to improve consumers' high trust in enterprises or their products. This paper uses a variety of research methods to carry out this study, The statistics reveals that: (1) Public welfare promotes its positive effect on brand attitudes, brand trust; (2) Social marketing has positive impact on consumer attitudes towards brand awareness and brand trust; (3) Consumer awareness of their products (services) relates positively to brand awareness, attitude and attitudes; (4) Welfare marketing has positive relationship with consumer brand awareness, brand attitudes and brand trust; (5) Brand awareness attitude and emotional attitude are correlated positively to increase consumers' confidence to brand. The results show that most consumers have a relatively high brand trust in the enterprises that use public service

marketing. Combined with the previous research done by scholars finally combined with the actual situation to put forward corresponding management and suggestions for enterprises.

Keywords: public marketing; brand attitude; brand trust

1. Introduction

Public welfare marketing is to communicate with consumers in the way of public welfare activities, to establish a good corporate image in the hearts of consumers, so that consumers really like their own brands and products, and have a good sense of trust in the enterprise itself. Many companies have done a great job in public service marketing, such as Starbucks. It often increases the loyalty of consumers through various public welfare activities, thereby expanding and marketing the brand. In Taiwan, Starbucks has raised its own corporate reputation and reputation through “publicity education for aboriginal children” and “children’s student aid programs”, and has established a good corporate image. Improve the consumer's goodwill towards their own brand, and ultimately improve consumers' trust in their own brand. When developing public welfare marketing, sometimes to achieve the most idealized publicity effect. It is often necessary to use relevant non-profit organizations to implement their own public welfare marketing, and to achieve the optimization of the effectiveness of public welfare marketing through resource integration. The goal is mutual benefit and win-win with the public and non-profit organizations.

While the enterprise conducts public welfare marketing to improve consumers' trust in their own brands, the theoretical community has also conducted relative research on them. Scholars follow four major directions to study public welfare marketing. First is extending the concept of public welfare marketing theory. The second is understanding how consumers react to public welfare marketing. Third, business and public welfare face problems such as a mutually beneficial and win-win partner. Fourth, the brand attitude as an intermediary will directly affect consumers' brand trust. Relatively speaking, the most researched issue is brand or product attitude of enterprise after consumers cognitive public welfare marketing. Public welfare marketing is a kind of marketing strategy for enterprises to gain consumers' trust in their own brands. Consumers' reaction directly affects their brand attitude and final purchase

behavior. Therefore, the quality of consumers' evaluation of enterprises, brands and products has become an important factor affecting consumers' trust in corporate brands.

Brand trust is a multi-level, multi-dimensional concept, which is a kind of recognition and trust of consumers to enterprises. Brand trust is a commitment of the company to show its unique personality to consumers, so that consumers understand that the core values of the company are "customer-oriented, service-oriented". If a company or brand wants to gain the trust of consumers, it must first consider whether it can be psychologically recognized by consumers. With the continuous development of interactive media, diversified communication methods, and the increasing demand of consumers, it is not only the pursuit of material satisfaction brought by products and services, but also the satisfaction of enterprises in the spirit. And public welfare marketing is an effective marketing model that can be widely recognized and trusted by the public. Its role is to improve brand image, improve corporate economic efficiency, close the relationship with consumers and improve social benefits. Therefore, enterprises display themselves to consumers through public welfare marketing. Enterprises make contributions in various public welfare undertakings that consumers pay attention to, thus affecting consumers' emotions, and getting consumers' recognition of themselves from the psychological, and ultimately gaining consumers' trust in their own brands.

At present, the relative effects of public welfare marketing in different forms are less studied, that is, the difference in the influence of different public welfare marketing forms on consumer brand trust. There are three independent variables that need to be focused on the research on the differences in consumer attitudes towards different forms of public welfare marketing. The first is the brand, that is, the impact of public welfare marketing on corporate brands. The second is attitude, that is, the change of public welfare marketing. The brand attitude of consumers to enterprises; the third is the public welfare undertakings, that is, some characteristics related to corporate public welfare marketing and public welfare undertakings. The development of various public welfare activities is an important marketing strategy for enterprises to achieve sustainable development and enhance consumers' trust in corporate brands. Under the circumstance of consumer brand awareness, if companies can understand the impact of consumers on brand trust through public welfare activities, it will help enterprises to better build their brands. The main purpose of this research is to try to empirically study the various public welfare activities of enterprises, whether to find out the influencing factors affecting consumers' trust in corporate brands, and provide an analysis

basis and good suggestions for enterprises to carry out brand building, to effectively guide Through the development of public welfare marketing activities, enterprises can achieve mutual benefit and win-win between enterprises and society.

2. Literature review

2.1 Public welfare marketing

Varadarajan and Menon (1988) defined public welfare marketing as: when planning and running marketing activities, enterprises based on the actual sales of products and the total income they bring, and give a certain proportion of support to a public welfare undertaking. To achieve the goal of mutual benefit and win-win for the three parties of the enterprise and non-profit organizations and consumers. Sue Adkins (2009) believed that all promotions, advertising, public relations, or direct sales and sponsorships related to charities and charities can be called public service marketing. Ptacek & Salazer (1997) thought that public service marketing is a way of selling a company or company's products in combination with a matter or activity. Therefore, public welfare marketing is a promotion, not a charity. Mandina, Maravire, and Masere (2014) indicated that public welfare marketing is a strategic alliance between corporate social responsibility and corporate interests. It is the enterprise that binds its own brand or product to a related business. Enterprises establish a good corporate brand image in the minds of consumers, thereby further creating differentiated consumption strategies.

Andreasen (1996) mentioned that public welfare marketing can be divided into three types. The first is a transaction-based promotion, that is, a public welfare marketing campaign aimed at promoting enterprise products or projects, and then the company will re-sell Some of them are donated to charities. The second is joint issue advocacy, that is, enterprises and non-profit organizations jointly solve social problems of concern to the public by distributing their products, publicity materials or broadcasting public service advertisements. Authorization, that is, a non-profit charity that allows a name or trademark to be used by an enterprise in an authorized manner, and then receives a relative fee or a percentage of the company's revenue as a return, while the company uses a non-profit organization's supporters as a marketing target.

This method of division only summarizes some of the forms of public welfare marketing, not all. Public relations, advertising, or sponsorship-led public service marketing programs are

also important forms of public service marketing. Public welfare marketing can also be classified according to the geographical scope of the public welfare activities involved and the type of donation of the enterprise. Sue Adkins (2006) concluded that public service marketing can be divided into advertising, product (service) promotions, public relations or public awareness campaigns, sponsorship, franchise marketing campaigns, direct sales.

In summary, scholars generally accept that the types of public welfare marketing can be mainly divided from the length of public welfare marketing, the type of cooperation between enterprises and charitable organizations, and the way of donation. This study defines the public welfare marketing in a broad sense, and considers that it refers to all the marketing activities that the enterprise can promote to promote social development. The enterprise fulfills the obligation of “corporate citizenship” through the marketing activities related to it. At the same time, the long-term interests of enterprises can achieve a good situation of mutual benefit and win-win with the whole society. This paper believes that the classification of public welfare marketing is mainly divided into the types of cooperation between enterprises and charitable organizations and the way of donation. It can be divided into: transaction-based promotion activities, joint issue advocacy, franchise authorization, and advertising, public relations or sponsorship. Leading public welfare marketing project. In fact, judging from some relevant successful cases, the most direct role of public service marketing is to establish a good image of the company's courage to undertake social responsibility, so that consumers can psychologically identify with the company.

2.2 Brand attitude

Brand attitude refers to the habitual tendency of consumers to react to the brand in a way that they like or dislike, through learning and reinforcement. It is the basis for forming consumer brand behavior (such as brand selection) and represents consumers. An overall evaluation of a brand. Brand attitudes include cognitive, emotional, and behavioral tendencies. Cognitive component is the consumer's evaluation of the relevant elements of the brand (especially the perceived quality). It is the sum of the consumer's brand knowledge, the beliefs and impressions of the brand, and the conscious thinking part of the brand's attitude. Emotional components are emotions and feelings of likeness or not, and are not always based on objective facts. The behavioral component is the state of preparation for consumer behavior, manifested as a reaction to the brand's avoidance, is the intention of the consumer's behavior, but it is not a real behavior. These three components of brand attitude are usually consistent, but sometimes there are contradictions.

Brand attitude not only affects consumers' brand purchase intentions and purchase behavior, but also affects brand communication effects and consumers' understanding of other aspects of the brand. Moreover, once the brand attitude is formed, it will be more stable and not easy to be changed. Therefore, it is very important to encourage consumers to form a good brand attitude. There are many attribute formulation methods and reaction time methods for measuring brand attitudes. The multi-attribute method is to measure the probability of the subject's outstanding attributes and value possessed by the teste, as well as the praise of the outstanding attribute and value, and then use the product of the two to express the overall brand attitude. The reaction time method is to measure the brand attitude by using the test subject's response time to the attitude object evaluation question. If a person can quickly evaluate an attitude to an object, the attitude of the object is very easy to form.

2.3 Brand trust

Lau and Lee (1999) defined brand trust as the desire of the brand to generate positive results and consumers' willingness to trust the brand in the face of risk. This identification emphasizes consumer expectations of brand performance under risk conditions. Chaudhuri and Holbrook (2010) believed that brand trust refers to a consumer's trust in the brand and the ability to fulfill its promised value. This definition emphasizes the ability of an organization to deliver on its capabilities and reduces the chances of consumers being harmed in an uncertain environment. Ballester, Munuera-Alemán, and Yagüe (2003) believed that brand trust is the confidence and expectation of the brand in the presence of risk, including the two elements of the brand's ability and goodwill. Chaudhuri and Holbrook (2001) defined brand trust as “the willingness of the average consumer to rely on the brand's ability to perform its claimed function”. On the one hand, this definition emphasizes that consumers are very concerned about the functions claimed by the brand; on the other hand, it emphasizes that consumers are more concerned with the ability to achieve brand functions. Morris B Holbrook pointed out that because consumers believe they can trust brands that are trustworthy, brand trust can reduce the uncertainty of those in a vulnerable environment.

In summary, scholars hold different views and attitudes on brand trust. This paper concludes that a brand is an identification symbol that includes not only tangible elements such as names, terms, marks, and symbols, but also intangible elements such as more important corporate values, cultural connotations, and corporate personalities. Brands exist for the purpose of facilitating consumers to identify an enterprise product or service for the purpose of distinguishing it from similar products or services. Enterprises understand consumers through

public welfare marketing, and whether the trust of the brand products will decline or disappear. Based on the theories and conclusions given by the predecessors, this paper explores the impact of consumers' brand trust on corporate public welfare marketing.

2.4 Research model and hypotheses

This paper not only analyzes the direct impact of corporate public welfare marketing on consumer brand trust, but also uses brand cognition attitude and brand emotional attitude as mediators to study the indirect impact of corporate public welfare marketing activities on consumer brand trust. Brand cognition is a manifestation of the company's competitiveness, and sometimes it becomes a core competitiveness, especially in the mass consumer goods market. The quality of products and services provided by various competitors is not much different. At this time, consumers will tend to Decide on the purchase behavior based on the familiarity of the brand. The relationship between the variables in the model is shown in Figure 1. This study proposes the following hypothesis:

(1) Relationship hypotheses between independent variables and mediator variables (brand cognition attitudes)

H1: Public welfare propaganda is positively affecting consumers' brand cognition attitude.

H2: Public welfare related marketing is positively affecting consumers' brand cognition attitude.

H3: Social marketing is positively affecting consumers' brand cognition attitudes.

H4: Consumers' perception of corporate products (services) positively affects brand cognition attitude.

(2) Relationship hypotheses between independent variables and mediator variables (brand emotional attitudes)

H5: Public welfare propaganda is affecting the emotional attitude of the brand.

H6: Public welfare related marketing positively affects the brand's emotional attitude.

H7: Social marketing is positively affecting the emotional attitude of the brand.

H8: Consumers' perception of corporate products (services) positively affects brand's emotional attitudes.

(3) The hypotheses of the relationship between mediator variables and dependent variables

H9: Brand Cognitive Attitude Positively Affects Consumers' Brand Trust.

H10: Brand emotional attitude positively affects consumers' brand trust in enterprises.

(4) The hypothesis of the relationship between independent variables and dependent variables

H11: Public welfare propaganda, public welfare related marketing, social marketing and consumer awareness of corporate public welfare marketing are positively affecting consumers' brand trust.

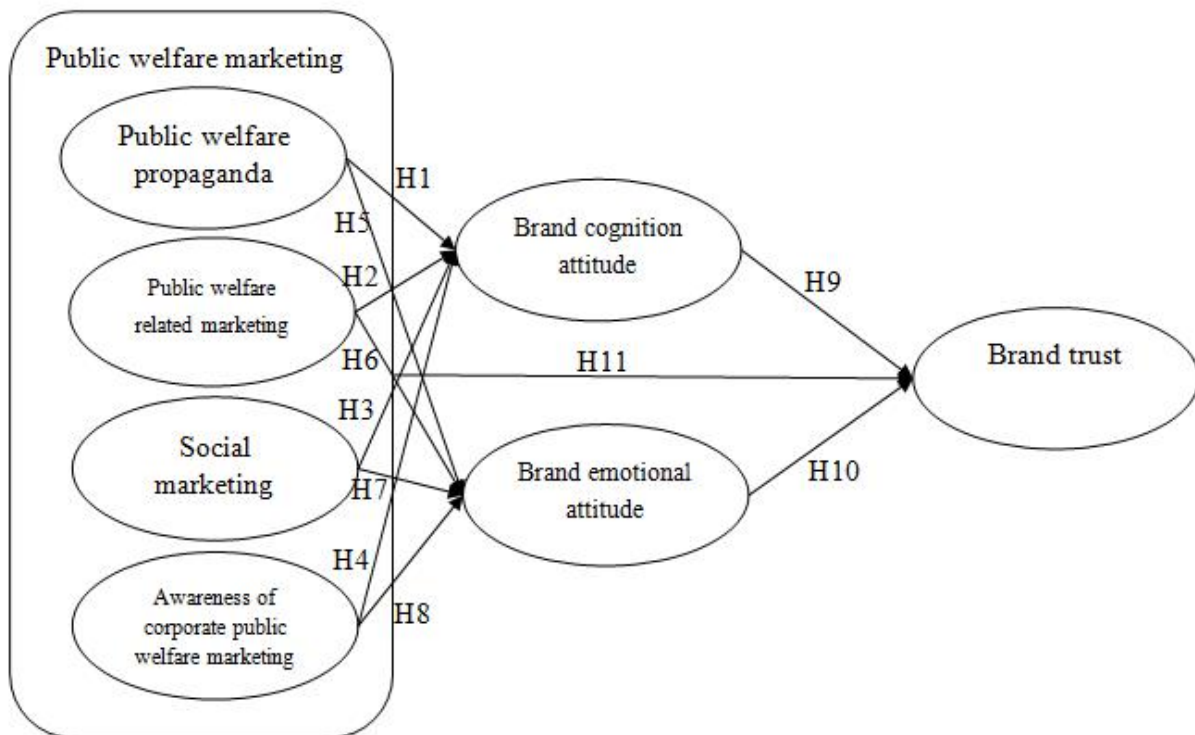


Figure 1 Hypothesis model

3 Research methods

This study develops questionnaire items based on relevant literature and expert opinions. Public welfare promotion refers to Lau and Lee (1999) and Sue Adkins (2006), a total of 4 questions. Public welfare related marketing reference Chaudhuri & Holbrook (2010), Lau and Lee (1999) and Sue Adkins (2006), a total of 3 questions. Social marketing reference Huo (2010) and Ma (2013), a total of 3 questions. Consumers' knowledge of corporate public welfare marketing is referenced by Huo (2010) and Chaudhuri & Holbrook (2001). Brand Cognitive Attitudes refer to Huo (2010) and Kim, Kim & Han (2010) for a total of three questions. Brand Emotional Attitude Refer to Huo (2010) for a total of 3 questions. Brand trust refers to Lau and Lee (1999) and Yu (2014), a total of 3 questions.

To ensure the authenticity and validity of the questionnaire and the rationality of the measurement, the study was pre-tested. The pre-test was mainly distributed on WeChat, QQ and Facebook. A total of 50 copies were distributed and 42 valid questionnaires were obtained. After that, the researcher explored the contents of the subjects and made appropriate modifications to the questionnaire. The reliability analysis results showed that the Cronbach's α coefficient exceeded 0.8, between 0.81 to 0.88. Therefore, the questionnaire construct has internal consistency, so a formal questionnaire can be conducted.

This study used SPSS for statistical analysis to test reliability, validity, and relevance. This study also uses AMOS statistical analysis software to study the causal relationship between the independent variable and the dependent variable.

4. Results

4.1 Demographic profile

This study investigates the consumers of an international travel agency in China. Investigate information about the brand's trust and brand attitudes in the travel agency's charity marketing campaign. The survey was based on intentional sampling. The researchers distributed a total of 450 questionnaires, 412 questionnaires, 384 valid questionnaires, and the questionnaire efficiency was 85%.

The basic data of the sample of this research survey are shown in Table 1. The gender proportion of the study sample was balanced. The age distribution is consistent with the relevant age characteristics of new consumers. The educational distribution is in line with the academic characteristics of new consumption. The occupations involved in the sample are the main industries of consumption theory, and the industry is evenly distributed.

Table 1 Demographic profile

		number	%
Gender	Male	235	49.2
	Female	245	50.8
Age	18-25 years old	225	44.6
	26-35 years old	255	55.4
Education level	Bachelor	260	56.3

		number	%
Occupation	Master or Doctor	220	43.7
	Government agency	55	16.9
	Students	81	24.9
	Others	29	8.9

4.2 Correlation analysis

Correlation analysis is a method that analyzes the signs that are indeed relevant in the population. It is used as a method to determine the closeness of the relationship between variables. It is mainly used to measure the correlation between variables and the correlation. The significance of the relationship. This study used Pearson correlation analysis to verify the relevance of corporate public welfare marketing and brand trust. The specific results are shown in Table 2.

Table 2 Correlation analysis

	Public welfare propaganda	Public welfare related marketing	Social marketing	Awareness of corporate public welfare marketing
Public welfare propaganda	1	.338**	.230**	.119*
Public welfare related marketing	.084*	1	.172*	.048*
Social marketing	.265**	.274**	1	.466**
Awareness of corporate public welfare marketing	.419**	.453**	.266**	1

Note: *p < 0.05, **p < 0.01.

4.3 Hypotheses testing

This study first performed model fitting analysis. The specific test results were $\chi^2/df=2.876$, NFI=0.86, CFI=0.86, IFI=0.87, RMSEA=0.08. The indicators basically meet the relevant requirements, which indicates that the preset model has good goodness of fit and can be used for the next step analysis. Secondly, a statistical test is performed on the path coefficients or load coefficients between the dimensions of the preset model. The criterion for judging

whether the regression coefficient is significantly different from zero is the critical ratio value C.R. It is generally believed that when the absolute value of C.R. is greater than or equal to 2, the regression coefficient value can be significantly different from zero at a significance level of 0.05.

Next step, we used the structural equation model to test the causal relationship between the various dimensions of corporate public welfare marketing and brand trust. This study uses AMOS 17.0 to regard the public welfare propaganda, business related marketing, social marketing, consumer awareness of public welfare and consumer perception of the enterprise as the independent variables, and the brand trust as Dependent variable. The mediating role of brand attitudes was tested by a four-step measurement method proposed by Baron and Kenny (1986) to determine whether a mediator variable was established or not. Firstly, the effect of independent variables on the mediation variables is determined, that is, the influence of corporate public welfare marketing on brand attitudes. The specific results are shown in Table 3.

The regression coefficient of public welfare related marketing, social marketing, consumers' awareness of public welfare marketing and brand recognition attitude is significant. The regression coefficient of public welfare propaganda, social marketing, consumers' awareness of corporate public welfare marketing and the emotional attitude of the brand is significantly different from zero.

The specific conclusions of this research hypotheses are summarized as follows. All hypotheses are supported except for H1 and H7.

Table 3 The path analysis of corporate public welfare marketing on brand attitude

Independent variable	Dependent variable	Regression coefficients	Standard regression coefficients	C.R.	p
	Public welfare propaganda	.026	.030	.571	.568
Brand cognition attitude	Public welfare related marketing	.272	.348	5.720	***
	Social marketing	.202	.242	4.192	***
	Awareness of corporate public welfare marketing	.201	.258	4.575	***

Independent variable	Dependent variable	Regression coefficients	Standard regression coefficients	C.R.	p
Brand emotional attitude	Public welfare propaganda	.122	.147	2.471	*
	Public welfare related marketing	.040	.052	.877	.381
	Social marketing	.223	.274	4.287	***
	Awareness of corporate public welfare marketing	.215	.339	5.195	***
Brand trust	Public welfare propaganda	.121	.145	2.451	*
	Public welfare related marketing	.270	.348	5.716	***
	Social marketing	.203	.245	4.226	***
	Awareness of corporate public welfare marketing	.215	.338	5.215	***
	Brand cognition attitude	.199	.256	4.551	***
	Brand emotional attitude	.122	.160	2.709	**

$\chi^2 /df=3.31$, NFI=0.826, CFI=0.829, IFI=0.831, RMSEA=0.085					

Note: * $p < 0.05$, *** $p < 0.001$.

4.4 Interpretation of results

4.4.1 Public welfare related

(1) Public welfare propaganda

Through this research, we can find that public welfare propaganda can have an impact on the emotional attitude of consumers' brands, but it cannot influence their brand's cognitive attitude and purchasing intention.

(2) Public welfare related marketing

Public welfare related marketing can influence the consumer's brand perception attitude in

this study, and it can't influence the brand's emotional attitude and purchasing intention.

(3) Social marketing

In this study, social marketing has a significant correlation between consumer cognition and emotional attitudes, and at the same time, under the intermediary role of brand trust factors, it affects consumers' purchasing intentions.

4.4.2 Consumer trust

(1) Consumer awareness of public welfare

In this study, consumers' awareness of public welfare has a positive correlation with consumer brand perception and emotional attitude. It is also related to the complexity of the high-intervention product decisions chosen in this paper.

(2) Consumer trust in the brand

In this study, consumers' perceptions of corporate products (services) have a causal relationship with consumers' perceptions and emotional attitudes. Consumers tend to generate better brand trust and generate purchase intentions.

5. Conclusions and recommendations

5.1 Conclusion

Based on the theoretical research of the previous people, this paper proposes a more specific and time-oriented concept of public welfare marketing. Taking an enterprise as the research object, it examines the difference of the influence of different public welfare marketing methods on brand trust. Through research, it is found that in addition to the four public welfare marketing methods of enterprises, it will have certain influence on brand attitudes. The product-related public welfare marketing methods are more likely to affect consumers' brand trust, and the public welfare marketing methods that are more closely integrated with public welfare undertakings are easier. Affect the consumer's brand emotional attitude.

5.2 Management implications

With the rise of the consumer group, companies should realize that they should not only provide material benefits to consumers, but also meet the psychological and spiritual needs of

consumers. Consumers are complete individuals who pursue independent thinking and desire inner satisfaction.

From the consumer's point of view, its requirements for the company are no longer just to provide high-quality products and services, but also to require the company's mission and values to reflect the human spirit.

From the perspective of brand management, enterprises should regard public welfare marketing as an important part of brand management. The Public Welfare Marketing Committee has determined that marketing objectives and audiences provide a new perspective. The public welfare marketing behavior of the enterprise will also increase the trust of consumers to the enterprise and help the corporate brand to obtain the spiritual identity of the consumer.

5.3 Research Limitations and Future Research Recommendations

This paper obtains the relevant information about the brand trust and brand attitude of the public welfare marketing enterprise through questionnaires, and empirically studies the influencing factors of corporate public welfare marketing behavior on consumer brand trust through quantitative methods.

According to the relevant theories of consumer behavior and applied psychology, different types of consumers are different in each stage in terms of contact with brands, degree of brand influence, brand attachment from occurrence to development, and complete establishment. Can research on public welfare marketing be conducted in terms of consumer segmentation? In short, the relevant research on public welfare marketing activities is a study of both enterprises and consumers. There are many intermediary influence factors between enterprises and consumers, which can be refined for different influencing factors. Different types of enterprises and consumers can also be divided into different types. Therefore, the research on public welfare marketing activities can be subdivided in many aspects, to obtain more comprehensive and in-depth research results.

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Appendix: Measurements

Constructs	Items	Sources
Public welfare propaganda	1. I think this public welfare activity has a big social impact.	Lau & Lee (1999), Sue Adkins (2006), Lafferty (2009)
	2. I think the charity event is successful.	
	3. I am very supportive of this charity event.	
	4. I hope to make others understand the real product information by reprinting or commenting.	
Public welfare related marketing	5. I think this charity event will change my view of the brand.	Chaudhuri & Holbrook (2001), Sue Adkins (2006), Lau & Lee (1999)
	6. I think the charity event is successful.	
	7. I hope to participate in it.	
Social marketing	8. I think this charity event will have a big social impact.	Huo (2010), Ma (2013)
	9. I think this charity event has established a good image of the company.	
	10. I think that through this charity event, I have a sense of identity with the company.	
Consumers' awareness of corporate public welfare marketing	11. The quality of the brand is very good.	Huo (2010), Chaudhuri & Holbrook (2010)
	12. brand products are very good value for money	
	13. Using this product is health and safety.	

Constructs	Items	Sources
Brand cognition attitude	14. I understand the public welfare business chosen by the company.	Huo (2010), Kim, Kim & Han (2010)
	15. I am interested in the public welfare business chosen by the company.	
	16. I think the brand's products are worth the money.	
Brand emotional attitude	17. I like the brand more.	Huo (2010)
	18. I think the brand is satisfactory	
	19. I am more interested in the brand rather than others.	
Brand trust	20. I will continue to trust the brand when it is at risk.	Geok Theng Lau (2012), Yu (2014)
	21. I want to trust the brand even more.	
	22. I will generate quality trust, good faith and ability to trust the company.	

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