**Table 1. Descriptive Statistics and Correlations (n=191)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Variablesa | mean | SD | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1 BI | 4.954 | 1.384 |  1 |  |  |  |  |  |  |  |
| 2 SR | 4.542 | 1.524 | 0.328\*\* | 1 |  |  |  |  |  |  |
| 3 IC | 4.951 | 1.397 | 0.552\*\* | 0.406\*\* | 1 |  |  |  |  |  |
| 4 SQ | 5.068 | 1.236 | 0.291\*\* | 0.331\*\* | 0.186\*\* | 1 |  |  |  |  |
| 5 RL | 4.956 | 1.472 | 0.531\*\* | 0.400\*\* | 0.380\*\* | 0.332\*\* | 1 |  |  |  |
| 6 NL | 5.181 | 1.226 | 0.486\*\* | 0.197\*\* | 0.509\*\* | 0.407\*\* | 0.538\*\* | 1 |  |  |
| 7 CL  | 5.091 | 1.128 | 0.435\*\* | 0.185\* | 0.424\*\* | 0.401\*\* | 0.508\*\* | 0.674\*\* | 1 |  |
| 8 EG | 4.727 | 1.282 | 0.465\*\* | 0.408\*\* | 0.469\*\* | 0.361\*\* | 0.622\*\* | 0.587\*\* | 0.643\*\* | 1 |

aNotes:BI-brand image,SR-social responsibility,IC-innovation capability,SQ-staff quality,RL-regulative legitimacy,NL- normative legitimacy,CL-cognitive legitimacy,EG-enterprise growth.

Source: own study based on survey data in China.

**Table 2. Multiple Linear Regression**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Variablesb | Model1(EG) | Model2(RL) | Model3(NL) | Model4(CL) | Model5(EG) | Model6(RL mediate CR&EG) | Model7(NL mediate CR&EG) | Model8(CL mediate CR&EG) |
| CONS | 1.352\*\*\* | 1.273\*\*\* | 1.045\*\*\* | 1.453\*\*\* | 1.521\*\*\* | 2.186\*\*\* | 2.351\*\*\* | 2.068\*\*\* |
| BI | c0.185\* | 0.362\*\*\* | 0.222\*\* | 0.207\*\* |  | 0.125+ | 0.151\* | 0.134\* |
| SR | 0.262\*\*\* | 0.269\*\*\* | 0.014 | 0.016 |  | 0.203\*\*\* | 0.171\* | 0.177\*\* |
| IC | 0.210\*\* | 0.029 | 0.340\*\*\* | 0.249\*\*\* |  | 0.189\*\*\* | 0.134\* | 0.101+ |
| SQ | 0.269\*\*\* | 0.222\*\*\* | 0.279\*\*\* | 0.295\*\*\* |  | 0.412\*\*\* | 0.261\*\*\* | 0.469\*\*\* |
| RL |  |  |  |  | 0.357\*\*\* |  |  |  |
| NL |  |  |  |  | 0.154\* |  |  |  |
| CL |  |  |  |  | 0.358\*\*\* |  |  |  |
| Adj-R2 | 0.376 | 0.327 | 0.379 | 0.317 | 0.536 |  |  |  |
| F | 29.583 | 29.082 | 29.918 | 21.559 | 74.018 | 40.426 | 33.359 | 43.578 |

bNotes: CONS-Constant, BI-brand image, SR-social responsibility, IC-innovation capability, SQ-staff quality, RL-regulative legitimacy, NL- normative legitimacy, CL-cognitive legitimacy, EG-enterprise growth, CR-corporate reputation.

cNotes: + *p <*.1,\* *p <*.05,\*\* *p <*.01,\*\*\* *p <*.001

Source: own study based on survey data in China.