

The Influence of Corporate Social Responsibility on Consumer Purchasing Behavior

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Abstract: Since 1960s, the research of corporate social responsibility in the field of international society are more and more heat, "corporate social responsibility "has been widely used in business circles, social circles, law circles, many enterprises has become the active practitioner of their own corporate social responsibility. But in recent years, with the rapid development of economy, there are many business problems contrary to the ethics, such as "Botox" incident, "Foxconn employees jumping" incident, "Starbucks tap water waste" incident, "Michelin tire environmental violations" incident and so on, and some are even the world's top 500 enterprises. The crisis is really shocking that suggesting that these companies do not fulfill their social responsibilities to employees, consumers, environment or society, its harm is immeasurable. So many bad phenomena that many enterprises still lack of social responsibility, the problem of corporate social responsibility need to be solved. In fact, the social responsibility of the enterprise has a great influence on consumer behavior, this paper in order to enhance the awareness of corporate social responsibility, and to make the research on what kind of impact on consumers' behavior with fulfilling their social responsibility.

In this paper, through qualitative (Literature) research and quantitative (questionnaire) research method, to regards the corporate social responsibility as independent variables and consumer behavior as the dependent variable, reasoned action as the intermediary variable between the independent variables and dependent variables, with the using of spss19.0, analysis the related data about the reliability, validity and regression, the effect of corporate social responsibility on consumer purchase behavior, the effect of corporate social responsibility on reasoned action, and the effect of reasoned action on consumer purchase behavior have a strong positive influence.

Through the research of this paper, on the one hand we hope to improve the understanding and implementation of corporate social responsibility. On the other hand we also hope to provide useful reference and theoretical support to our enterprises to fulfill their social responsibility.

Keywords: corporate social responsibility, consumers purchase behavior, reasoned action, and social responsibility consciousness.

1. INTRODUCTION

1.1 Research Background:

With the change of the social environment, the transformation of the economic system and the rapid development of the modern enterprises, there are many problems, such as labor, environmental pollution and human rights, which cannot be avoided, what makes the whole world more deeply aware of the development of enterprises, it has not only related to their own enterprises, and not for the maximize profits for shareholders, but related to the company's employees, consumers, suppliers and community and other stakeholders interests. In order to protect the legitimate and reasonable rights and interests of these stakeholders, enterprises must bear the corresponding social responsibility.

Enterprises fulfill their social responsibilities has the significance for the corporate stakeholders, it is especially important to the enterprise itself:

(1) Enterprises fulfill their corporate social responsibility is the objective premise of sustainable development of enterprises.

(2) Enterprises fulfill their corporate social responsibility can effectively improve their competitiveness.

In summary, based on the calling for corporate conscience and social responsibility in whole society and importance of the enterprise social responsibility, our Chinese scholars began to introduce and discuss the theory of corporate social responsibility from the last century in 80s, both sociology, economics, management and academic jurisprudence has positive and beneficial exploration on the theory of corporate social responsibility. Enterprises should fulfill the social responsibility, has become the mainstream view in the academic circles.

1.2 Research Questions:

So many bad phenomena suggest that many enterprises still lack of social responsibility, and the problem need to be solved as soon as possible. In fact, the social responsibility of the enterprise has a great influence on consumer behavior, in order to enhance the awareness of corporate social responsibility, the author attempts to study "what is the effect on the consumer purchasing based on the fulfillment of the social responsibility?", this is the original intention of this paper.

1.3 Purpose and Significance of Research:

1.3.1 Purpose of Research:

The purpose of this paper is to research the impact on consumer behavior for corporate social responsibility from the perspective of consumers, improve the understanding of corporate social responsibility for enterprises, and provide a useful reference and theoretical support for Chinese enterprises to fulfill their social responsibilities.

1.3.2 Significance of Research:

The theoretical significance of this paper is to understand the nature of corporate social responsibility, so as to reveal the connotation of corporate social responsibility further, to find out the impact of corporate social responsibility on consumers' purchase behavior. The actual value of this paper is to improve the understanding of corporate social responsibility by enterprises, it also has the important practical significance to enhance the management level of enterprises and protect the interests of all stakeholders and promote the orderly and healthy development of enterprises.

1.4 Research Methods and Ideas:

1.4.1 Research Methods:

Qualitative and Quantitative Research:

(1) Literature Research Method

This research are analyzed and summarized on the existing research results of corporate social responsibility and consumer purchase behavior, understand the latest developments the field of existing research at home and abroad, and finally determine the theme of this study, and create the theoretical model from the current research results.

(2) Questionnaire Survey Method

According to the actual situation of the study, this paper chooses the authority scale to measure the independent variables, the intermediate variables and the dependent variables, and to design a suitable questionnaire.

(3) Mathematical Statistics Analysis Method

Mainly used in the analysis of the results of the survey, this study used the statistical analysis software SPSS which is commonly used by social science, the main using of statistical analysis are reliability analysis, validity analysis, and regression analysis.

1.4.2 Research Ideas:

According to the above research ideas, this paper consists of five parts:

The first part is "Introduction". It mainly introduces the background, research purpose, research significance, research ideas and research methods of this paper.

The second part is "literature review". It mainly reviews the literature of corporate social responsibility and consumer behavior. Through the reviewing and combing of relevant literature, looking for the research innovation point, confirm the topic and put forward relevant assumptions.

The third part is "research method". The design and process of the research are introduced in this paper.

The fourth part is "empirical results". To make the SPSS statistical analysis according to the data obtained from the questionnaire, reach the data processing results and do the hypothesis testing.

The fifth part is "conclusion". Summarize the analysis of this paper, point out the deficiency of the research, and put forward the further research direction.

2. LITERATURE REVIEW

After the studying of literature knowledge, the influence of CSR on consumer purchase behavior are also effected by rational behavior, namely in the research contents, the social responsibility of the enterprise are of independent variables and consumer behavior as the dependent variable, while the rational behavior is mediator variables between the independent and dependent variables, it is described as follows:

2.1 Corporate Social Responsibility Literature

2.1.1 Dimensions of Corporate Social Responsibility:

According to the literature, the common problems of each dimension are set to: Table 2-1

Corporate Social Responsibility	The responsibility of safeguarding the rights and interests of consumers	The enterprise can provide consumers with safe and qualified products or good service
		The company did not produce false advertising, do not exaggerate the efficacy of products or services
		The company can quickly deal with consumer complaints and return requirements
		The company will not leak or illegal use of personal information of consumers
	Responsibility to safeguard the rights and interests of employees	The company provides employees with a good salary and benefits
		The company provides employees with a safe working environment and good working conditions.
		The enterprise pay attention to the staff's professional ethics
		The enterprise for the staff to improve the career management
	Responsibility for environmental protection	The enterprise can minimize the pollution of the environment in the production
		The company focused on the environmental protection of product raw materials and packaging
		The enterprise actively participate in environmental management and protection
		The company is committed to providing environmentally friendly products or services
	Undertake charitable responsibility	The enterprise often supports charitable donations and all kinds of public welfare activities
The enterprise often provides all kinds of help for the disadvantaged groups in society.		

2.2 Consumer Purchase Behavior Literature:

2.2.1 The Theory of Consumer Behavior:

According to the literature, the corresponding research questions are set to: Table 3-2

Consumer purchase behavior	I will buy most of the products or services in the enterprise
	I would prefer to buy the products or services provided by the enterprise
	I am more willing to try new products or services that the company introduced.

2.3 The Literature of Reasoned Action:

According to the literature, the commonly used analysis problem of each dimension is set to: Table 3-3

Reasoned action	Subjective norms	I think my family or friends will support me to buy the company's products or services
		Many people around me want to buy or had bought the product or service of the company.
		I buy the product or service for others agree
	Consumer attitudes	I like the company's products or services.
		I am happy to buy the company's products or services.
		I feel that the company's products or services are very good
		I think the purchase of the company's products or services to help me a lot
		I think it is worthwhile to buy the product or service of the company.

2.4 The Present Situation of the Enterprise to Fulfill the Social Responsibility:

How to win and maintain consumers is the eternal task for enterprises. The corporation of social responsibility is a good way. However, a lot of companies ignore this point, in fact, there are many enterprises lack of corporate social responsibility.

2.5 Research Hypothesis:

Based on the previous research results, this article has the following assumptions about the direct positive impact corporate social responsibility on consumer purchasing behavior.

H1: Corporate social responsibility has the direct positive impact on consumer purchasing behavior.

H1-1: Enterprises have the direct positive impact on protection consumer rights and interests of the consumer purchase behavior.

H1-2: Corporate responsibility about protecting the rights and interests of employees has a direct positive impact on consumer buying behavior.

H1-3: Corporate responsibility about protecting environment has a direct positive impact on consumer buying behavior.

H1-4: Corporate commitment about charitable public welfare has a direct positive impact on consumer buying behavior.

This paper will describe the consumers subjective norms and attitudes , as a mediating variables that corporate social responsibility influence consumer buying behavior ,so the following assumptions could be drawn:

H2: Corporate social responsibility has a positive impact on consumer subjective norms.

H2-1: Corporate responsibility has a positive impact about protecting consumers' rights and interests on subjective norms.

H2-2: Corporate responsibility has a positive impact about protecting the rights and interests of employees on the subjective norms.

H2-3: Corporate responsibility has a positive impact about protecting the environment on subjective norms.

H2-4: Corporate responsibility for charitable public welfare has a positive impact on consumer subjective norms.

H3: Consumer subjective norms have a positive impact on consumer buying behavior.

H4: Corporate social responsibility has a positive impact on consumer attitudes.

H4-1: Corporate responsibility about protecting consumer interests has a positive impact on consumer attitudes.

H4-2: Corporate responsibility about protecting the rights and interests of employees has a positive impact on consumer attitudes.

H4-3: Corporate responsibility about protecting the environment has a positive impact on consumer attitudes.

H4-4: Corporate commitment about charitable public welfare has a positive impact on consumer attitudes.

H5: Consumer attitudes have a positive impact on consumer buying behavior.

2.6 Research Innovation Point:

In this paper, combined with corporate social responsibility theory, rational behavior theory and consumer behavior theory to research. About the theories of corporate social responsibility, it combines with the four-level theory that is most widely used of corporate social responsibility, and then select the four core dimensions of corporate social responsibility as the independent variables of this paper. About the theory of consumer behavior, consumer buying behavior as the dependent. At the same time, the theory of rational behavior in the field of psychology was introduced, and selected the subjective norms and attitude factors in the theoretical as the intermediate variables in this paper. In this paper, there are two intermediary variables have been put into the empirical study of the impact of corporate social responsibility on consumer purchasing behavior, and it is based on Chinese consumers. The empirical research like this in China is still relatively rare.

3. RESEARCH METHODS

3.1 Framework of Theoretical Model:

This paper divides CSR into four dimensions(safeguarding the interests of consumers, protecting the rights and interests of employees, protecting the environment, charity) as the dependent variable, and the introduction of the two dimensions about rational behavior theory(subjective norms and attitudes) as intermediate variable, and the consumer purchase behavior as dependent variable.

3.2 Questionnaire Design:

The questionnaire design is divided into two major parts according to correlation scale.

(1) Basic Information

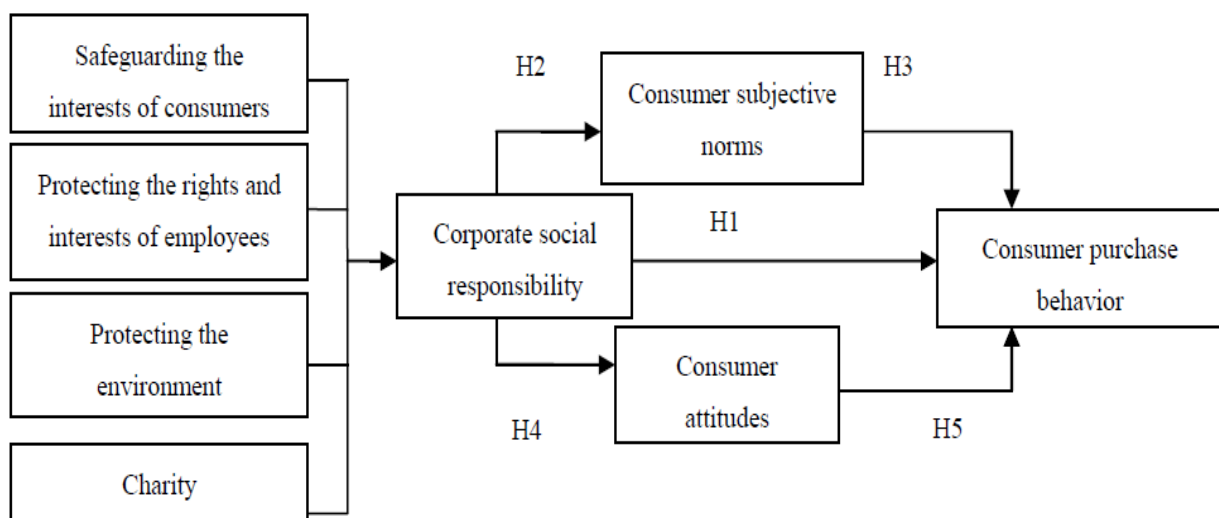


Figure 3-1 Theoretical Model Architecture

This part includes seven issues: gender, age, home location, the highest academic qualifications, work experience, the industry, the monthly income.

(2) Questionnaire Text

This part includes 25 topics: According to various factors commonly used in the literature set, divided into four areas to measure corporate social responsibility.(14 topics),subjective norm (3 topics) and purchase behavior (3 topics) .Corporate social responsibility is divided into four small aspects, include safeguarding the interests of consumers (4 topics) , protecting the rights and interests of employees (4 topics) ,protecting the environment (4 topics) and charity (2 topics) .The design was measured using the Likert scale, it is divided into 5 different levels according to the total level. Herein are defined from level 1 to level 5: 1=strongly disagree, 2=disagree, 3=uncertain,4=agree,5=strongly agree.

3.3 Data Acquisition:

In order to ensure the authenticity of the investigation, the questionnaire is distributed and collected by WeChat platform, and the survey objects are my friends and colleagues.

4. EMPIRICAL RESULTS

The total 249 survey questionnaires were recovered, of which 245 were valid, and the remaining 4 were invalid.

4.1 Regression Analysis:

The tables of each statistical results in this chapter are obtained from SPSS19.0 . The result of each analysis is shown below.

The regression equation of the relationship between corporate social responsibility and consumer behavior : $Y=0.633X_1+0.311X_2+9.984E-17$ 。

The regression equation of the relationship between corporate social responsibility and consumer's subjective norm: $M_1=0.573X_1+0.471X_2+2.851E-16$.

The regression equation of the relationship between corporate social responsibility and consumer's attitude : $M_2=0.611X_1+0.463X_2+3.073E-16$.

The regression equation of the relationship between consumer's subjective norm and consumer's purchase behavior: $Y=0.791M_1-1.099E-16$.

The regression equation of the relationship between consumer's attitudes and consumer's purchase behavior: $Y=0.806M_2-1.325E-16$.

4.2 Research hypothesis validation results:

In this study, the independent variables of corporate social responsibility related to the following dimensions: safeguarding the interests of consumers, protecting the rights and interests of employees, protecting the environment, charity. Each dimension is designed multiple problems, through the validity analysis of the recovery data, I found a suitable dimension for the study of my paper-charity and safeguarding the interests of consumers. So I will change the four original dimensions as the two dimensions.

Hypothesis	Validation results
H1: Corporate social responsibility has the direct positive impact on consumer purchasing behavior.	Significant
H1-1: Enterprises have the direct positive impact on protection consumer rights and interests of the consumer purchase behavior.	Significant
H1-2: Corporate commitment about public welfare has a direct positive impact on consumer buying behavior.	Significant
H2: Corporate social responsibility has a positive impact on consumer subjective norms.	Significant

H2-1: Corporate responsibility has a positive impact about protecting consumers' rights and interests on subjective norms.	Significant
H2-2: Corporate responsibility for public welfare has a positive impact on consumer subjective norms.	Significant
H3: Consumer subjective norms have a positive impact on consumer buying behavior.	Significant
H4: Corporate social responsibility has a positive impact on consumer attitudes.	Significant
H4-1: Corporate responsibility about protecting consumer interests has a positive impact on consumer attitudes.	Significant
H4-2: Corporate responsibility about protecting the rights and interests of employees has a positive impact on consumer attitudes.	Significant
H5: Consumer attitudes have a positive impact on consumer buying behavior.	Significant

5. CONCLUSIONS

5.1 Research Conclusion:

1. The hypothesis of this study are established;
2. Corporate social responsibility has the direct positive impact on consumer purchasing behavior.

Corporate social responsibility has the direct positive impact on consumer purchasing behavior. There are two dimensions of its impact from strong to weak followed by public welfare undertakings, safeguarding the interests of consumers, the specific analysis is as follows:

- (1) The impact of public welfare on consumers' purchasing behavior is greater, the influence coefficient is 0.633. It indicated that consumers pay more attention to the environmental protection of enterprises, as well as for the public welfare activities were done by enterprises.
- (2) The impact of safeguarding the interests of consumers on consumers' purchasing behavior is smaller, the influence coefficient is 0.311. It indicated that consumers pay more attention to the quality of the products or services ,the integrity, the after-sales service and the personal information security provided by the enterprise.

3. Corporate social responsibility has a positive impact on consumer subjective norms and attitudes.

The impact about the charity and safeguarding the consumers' interests of the enterprise on consumers' subjective norms is greater, the influence coefficient is 0.573 and 0.471.

The impact about the charity and safeguarding the consumers' interests of the enterprise on consumers' subjective norms is greater, too. The influence coefficient is 0.611 and 0.463.

4. Consumers' subjective norms and attitudes have a positive impact on consumers' purchasing behavior.

The impact of consumers' subjective norms on consumers' purchasing behavior is greater, the influence coefficient is 0.971. The impact of consumers' attitudes on consumers' purchasing behavior is greater, the influence coefficient is 0.806.

5.2 Suggestions:

Through the research, it has been hoped to provide some important revelations for the enterprises, such as the follows: fulfill social responsibility strictly, create good social images, improve social reputation, and then attract and retain consumers, take a healthy and sustainable development way.

1. Be responsible for the consumers.
2. Strengthen charity activities.
3. Attention to consumer psychological factors.

5.3 Shortcomings of the Research:

1. The distribution of samples is not widespread
2. The survey industries are not widespread enough

5.4 Future Research Directions:

1. Intermediate variable consumer attitude

The studies in the future, attitude will be divided into two dimensions, emotional attitude and evaluation attitude to study, so as to improve the accuracy of the research results.

2. Add a new reach variable

The studies in the future, the model can be further expanded, such as consumer personality traits, the understanding and recognition of corporate social responsibility .etc. So as to further explore the impact of corporate social responsibility on consumers.

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