

Research on the Impact of Corporate Social Responsibility Perception on Consumers' Purchase Intention

—At the Example of Internet Enterprises

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Abstract—This article takes Internet enterprises as an example to explore the influence mechanism of CSR perception on consumers' purchase intention. Through the literature review method, CSR perception is divided into three dimensions: charity responsibility perception, consumer rights perception responsibility, and network environmental responsibility perception, as the independent variable. consumers' purchase intention is the dependent variable, and consumer recognition is introduced as the intermediary variable. After collecting data through the questionnaire method, SPSS statistical software finally shows that the three dimensions of CSR perception can positively affect consumer' purchase intention and consumer recognition plays some intermediary between the three dimensions of CSR perception and consumer purchase intention. Finally, according to the research conclusion, Internet enterprises are put forward suggestions for management.

Keywords-CSR perception; consumer recognition; internet enterprises

1 INTRODUCTION

With the continuous economic and social development, the social contract continuous integration and evolution, people's requirements for enterprises are also constantly improving.^[1] Enterprises should not only achieve their profit goals but also fulfill their responsibilities to society. For enterprises, the performance of Corporate Social Responsibility (CSR) has gradually become a development factor. Since the 21st century, China's Internet technology has developed rapidly. The Internet enterprises are booming, which means that the Internet enterprises should assume more social responsibilities and escort the development of the industry with a standard code of conduct. However, in the pursuit of high profits, the problems such as false publicity, information disclosure of Internet enterprises have been frequently exposed, which will undoubtedly affect the CSR perception, that is, the performance of corporate social responsibility felt by consumers, which is not conducive to the sustainable development of enterprises.

Nowadays, the moral lack of some enterprises in China is attracting widespread attention. The behavior of many enterprises touches the bottom line of society and morality and plays a negative role in the development of society. Therefore, it is very necessary to explore the social responsibilities that enterprises should perform, and clarifying the social responsibility is the

key to improving their sense of responsibility. There has been relatively comprehensive research on corporate social responsibility, but there are still few studies specifically on CSR perception, and even few studies from the perspective of consumer and CSR perception. Internet enterprises as the leading role of the era of big data should cause our attention, this article is the Internet enterprises as an example, build the concept of the relationship between CSR perception and consumer purchase intention, deeply explore the influence of CSR perception on its purchase intention, thus supplement the CSR perception this research field, has certain theoretical significance. In the terms of practical significance, first of all, this research is very helpful to rectify enterprises and actively fulfill their corporate social responsibility. Secondly, this study is conducive to clarifying the extent of various factors of CSR perception on consumers' purchase intention, promoting Internet enterprises to influence CSR perception through the development of CSR strategy, and enhancing consumers' purchase intention.

2 MATERIALS AND METHODS

2.1 Study design

For the main research problems, namely, the CSR perception influence on consumer purchase intention mechanism, this paper combined with the characteristics of Internet companies to divide CSR perception into three dimensions and select a mediation variable for a more comprehensive analysis of the influence mechanism between the two. The paper mainly used factor analysis, regression analysis, and the mediation effect testing method, and SPSS statistical software was used for hypothesis testing analysis.

2.2 Characteristics of Internet enterprises

The Internet is highly interactive. So, Internet enterprises have great instability in the network public opinion, intellectual property rights, and other aspects. Therefore, to win the recognition of users, Internet enterprises must pay more in the performance of social responsibilities, especially by participating in charitable activities and public welfare undertakings, and other events that are vulnerable to the attention of users, to establish a good corporate image.

The Internet is open to information. The Internet gathers a large amount of information from all sides, changes the way of information transmission, and becomes a resource-sharing platform. But the Internet has made many users' personal information transparent. Many platforms freely disclose personal information without consumers' permission and, in turn, increase consumers' perception that companies are protecting their personal information.

The Internet has the universality of users. The large network audience makes Internet users become the main consumers. As consumers, Internet users are bound to pay attention to the protection of their consumer rights and interests by Internet enterprises. From product recognition, to purchase, to after-sales service, every process involves the interests of consumers themselves. Therefore, enterprises must fully protect the rights and interests of consumers, to retain consumers and achieve sustainable development.

2.3 Literature review method

Through literature review, this study clarified the dimensions of CSR perception. Xu Xiangyue (2019) defined environmental responsibility as network environmental responsibility after analyzing the characteristics of Internet enterprises^[2], so this paper selected the network environmental responsibility perception as one of the dimensions. Liu Fengjun and Zhang Mengyang (2019) also selected Internet enterprises as research objects, exploring their CSR perception dimension based on full consideration of the characteristics of Internet enterprises.^[3] Since this paper studies the influence on consumers' purchasing intention, consumers' rights should also be considered, so the consumers' rights responsibility perception is selected. Almost every paper related to CSR has mentioned the charitable responsibility of enterprises, and the importance of charity responsibility in the implementation of CSR has been demonstrated in the research. To sum up, this paper selects charity responsibility perception, network environmental responsibility perception, and consumer rights responsibility perception as the three dimensions of CSR perception of Internet enterprises.^[4]

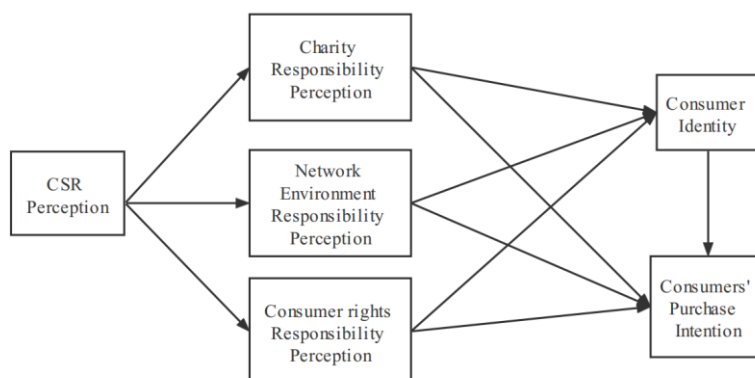
At the same time, based on the literature review method, this paper selected consumer recognition as the mediating variable. Naveedullah Mulaessa, HongWang (2017) selected consumer recognition as a mediating variable to explore the impact of corporate social responsibility on consumer attitudes and analyze the impact of corporate social responsibility^[5]. According to the selection of mediating variables in several papers, this paper finally chooses "consumer recognition" as the mediating variable.

2.4 Variable concept

- 1) Charity Responsibility: the responsibility of enterprises to make contributions to social charity and public welfare undertakings.
- 2) Network environment responsibility: Internet users are the main consumers of Internet enterprises, the consumer environment of such consumers is the network environment, and the network environment's responsibility is to provide a good network environment for consumers.
- 3) Consumer rights and interests responsibility: refers to enterprises to safeguard the rights and interests of consumers and earnestly fulfill their obligations to consumers.
- 4) Consumer recognition: refers to the consumer recognition of the enterprise, indicating the consumers' recognition of the enterprise behavior, characteristics, culture, and other aspects of the enterprise.^[6]
- 5) Consumer purchase intention: refers to the possibility of consumers to implement the purchase behavior.

2.5 Model construction

This article selects CSR perception as the independent variable. And the consumer purchase intention is the dependent variable. At the same time, consumer recognition is selected as an intermediary variable, we need to probe into its intermediary role. Finally, the paper builds the conceptual model of the influence mechanism (figure 1).



Figures 1 The conceptual model

At the same time, the following hypotheses are proposed [7]:

H1: CSR perception can positively affect consumers' purchase intention.

H2: CSR perception can positively affect consumer recognition.

H3: Consumer recognition plays an intermediary role between CSR perception and consumer purchase intention.

2.6 Sample sources and questionnaires

Sample data comes from a questionnaire survey, which mainly targets consumers who use Internet platforms for shopping. The survey content is divided into two parts. The first part is the personal information of respondents, including gender, age, education level, monthly disposable income, and frequency of Internet use. The second part is the investigation part of the research content. The respondents first select familiar enterprises, and then investigate the CSR perception, consumer recognition, and purchase intention of the selected enterprises based on various indicators. A 5-level Likert scale was used in the questionnaire, ranging from strongly disagree, somewhat disagree, general, somewhat agree to strongly agree, with values 1-5 respectively, indicating the evaluation of CSR performance of the selected enterprises.

Table 1 questionnaire

Dimension	Indicator	Item
Charity responsibility perception	Charitable donations	A11 actively donates to a charity
		A12 provides financial assistance for charitable activities
	Public welfare undertakings	A21 dedicates a portion of the profits to the public good
		A22 Actively undertake activities that contribute to the community as a whole
Network environmental responsibility perception	Web content	B11 actively clean up undesirable content on the network
		B12 Correctly guide online public opinion
	Network culture	B21 promotes the healthy development of

		network culture
		B22 Internet companies have measures to prevent Internet addiction
Consumer rights responsibility Perception	Marketing authenticity	C11 does not carry out exaggerated false publicity
		C12 accurately conveys information about the company or product to consumers in a reliable way
	After-sales service	C21 handles customer complaints and exchange requests quickly
		C22 timely compensate consumers for losses caused by the use of products or services
	Privacy protection	C31 safeguards the security of consumer data and information
		C32 will use consumers' personal information only after confirming that it has given consent

3 RESULTS & DISCUSSION

3.1 Results

Among the 200 respondents, there are 95 males and 105 females, accounting for 47.50% and 52.5% of the total number respectively. The age of the respondents was mostly 21-35 years old, accounting for 77.5% of the total population, 10.50% under 20 years old, and 12% over 36 years old. The age distribution tended to be normal. In terms of education level, 64.5% of the respondents had bachelor's degrees and the sample size was the largest. Factor analysis was conducted on 14 items in three dimensions of CSR perception. Through the test, $KMO=0.904>0.6$, $P=0.000<0.05$, the data passed the Bartlett sphericity test, proving that the data can be factor analyzed. After factor analysis, the three factors in Table 2 were obtained, which were the three dimensions of CSR perception. Factor scores were calculated to obtain the score of each factor in the three dimensions of CSR perception. Factor scores were subsequently used for regression analysis.

Table 2 Factor analysis

name	Factor load factor			Common degree (common factor variance)
	factor 1	factor 2	factor 3	
A11	0.352	0.749	0.182	0.718
A12	0.240	0.699	0.310	0.642
A21	0.250	0.771	0.238	0.714
A22	0.213	0.779	0.213	0.697
B11	0.789	0.323	0.000	0.727
B12	0.791	0.295	0.114	0.726
B21	0.637	0.396	0.251	0.626
B22	0.640	0.237	0.270	0.538
C11	0.063	0.209	0.733	0.585
C12	0.192	0.214	0.785	0.699
C21	0.384	0.275	0.579	0.558
C22	0.385	0.429	0.478	0.561

name	Factor load factor			Common degree (common factor variance)
	factor 1	factor 2	factor 3	
C31	0.099	0.200	0.731	0.584
C32	0.619	0.004	0.508	0.641
Eigenroot values (before rotation)	6.627	1.364	1.025	-
Variance interpretation rate of% (before rotation)	47.336%	9.743%	7.321%	-
Cumulative variance interpretation rate of% (before rotation)	47.336%	57.079%	64.401%	-
Eigenroot values (after rotation)	3.082	3.045	2.889	-
The variance interpretation rate was% (after rotation)	22.017%	21.747%	20.637%	-
Cumulative variance interpretation rate of% (after rotation)	22.017%	43.763%	64.401%	-

$$\text{Factorscore1(NetworkEnvironmentalResponsibility)} = -0.052 * A11 - 0.127 * A12 - 0.132 * A21 - 0.154 * A22 + 0.389 * B11 + 0.380 * B12 + 0.229 * B21 + 0.279 * B22 - 0.149 * C11 - 0.078 * C12 + 0.056 * C21 + 0.023 * C22 - 0.123 * C31 + 0.303 * C32 \quad (1)$$

$$\text{Factorscore2(CharityResponsibility)} = 0.346 * A11 + 0.322 * A12 + 0.382 * A21 + 0.404 * A22 - 0.040 * B11 - 0.083 * B12 + 0.004 * B21 - 0.107 * B22 - 0.038 * C11 - 0.088 * C12 - 0.065 * C21 + 0.059 * C22 - 0.055 * C31 - 0.306 * C32 \quad (2)$$

$$\text{Factorscore3(ConsumerRightsResponsibility)} = -0.15 * A11 - 0.013 * A12 - 0.071 * A21 - 0.080 * A22 - 0.199 * B11 - 0.128 * B12 - 0.047 * B21 - 0.003 * B22 + 0.362 * C11 + 0.369 * C12 + 0.207 * C21 + 0.117 * C22 + 0.357 * C31 + 0.186 * C32 \quad (3)$$

Model 1 was constructed by using the FactorScore3, FactorScore2, and FactorScore1 three-factor scores as independent variables, while the purchase intention performed linear regression as the dependent variable.

Table 3 Model 1

	Non-standardized coefficients		Standardization coefficient	<i>t</i>	<i>p</i>	VIF	R ²	adjust R ²
	<i>B</i>	standard error	<i>Beta</i>					
constant	3.786	0.030	-	128.306	0.000	-	0.671	0.666
Consumer rights responsibility perception	0.237	0.030	0.328	8.016	0.000	1.000		
Charity responsibility perception	0.382	0.030	0.528	12.898	0.000	1.000		
Network environment responsibility perception	0.385	0.030	0.533	13.015	0.000	1.000		
D-W value: 2.014								

The final model 1 formula is:

$$\text{Purchase intention} = 3.786 + 0.237 * \text{Consumer rights responsibility perception} + 0.382 * \text{Charity responsibility perception} + 0.385 * \text{Network environmental responsibility perception}.$$

In conclusion, all three dimensions of CSR perception have a significant positive impact on purchase intention. Thus, hypothesis H1 is proved.

Factor scores of three dimensions of CSR perception, namely FactorScore3, FactorScore2, and FactorScore1, are taken as independent variables, and consumer identification is selected as dependent variables to conduct linear regression analysis and build model 2.

Table 4 Model 2

	Non-standardized coefficients		Standardization coefficient	<i>t</i>	<i>p</i>	VIF	R ²	adjust R ₂
	<i>B</i>	standard error	<i>Beta</i>					
constant	3.586	0.033	-	108.075	0	-	0.672	0.667
consumer rights responsibility perception	0.312	0.033	0.384	9.389	0	1		
charity responsibility perception	0.327	0.033	0.402	9.826	0	1		
Network environment responsibility perception	0.490	0.033	0.603	14.733	0	1		
D-W value: 1.811								

The formula of Model 2 is as follows:

Consumer recognition = 3.586 + 0.312 * Consumer responsibility perception + 0.327 * Charity responsibility perception + 0.490 * Network environmental responsibility perception. It means that all three dimensions of CSR perception have a significant positive impact on consumer recognition. Therefore, hypothesis H2 can be proved.

The three dimensions of CSR perception and consumer recognition are simultaneously taken as independent variables, while consumer purchase intention is taken as the dependent variable. Model 3 is constructed and shown in Table 5. Where B value is the regression coefficient.

Table 5 Model 3

	purchase intention				consumer recognition				purchase intention			
	<i>B</i>	standard error	<i>t</i>	<i>p</i>	<i>B</i>	standard error	<i>t</i>	<i>p</i>	<i>B</i>	standard error	<i>t</i>	<i>p</i>
constant	3.786	0.030	128.306	0	3.586	0.033	108.075	0	2.867	0.221	13.000	0
consumer rights responsibility perception	0.237	0.030	8.016	0	0.312	0.033	9.389	0	0.157	0.034	4.592	0
charity responsibility perception	0.382	0.030	12.898	0	0.327	0.033	9.826	0	0.298	0.035	8.582	0
Network environment	0.385	0.030	13.015	0	0.490	0.033	14.733	0	0.259	0.041	6.290	0

	purchase intention				consumer recognition					purchase intention		
	B	standard error	t	p	B	standard error	t	p	B	standard error	t	p
responsibility perception												
consumer recognition perception									0.256	0.061	4.205	0
R ²	0.671				0.672					0.698		
adjust R ²	0.666				0.667					0.692		
F-value	F (3, 196)=133.330, p=0.000				F (3, 196)=133.921, p=0.000					F (4, 195)=112.931, p=0.000		

Model 3: Purchase intention = 2.867 + 0.157 * Consumer rights responsibility perception + 0.298 * Charity responsibility perception + 0.259 * Network environmental responsibility perception + 0.256 * Consumer recognition

It can be seen that after adding consumer recognition as an independent variable into Model 1 and becoming Model 3, the B values decrease. The B value of consumer perception of rights decreases from 0.237 to 0.157 (P = 0 < 0.5), and the B value of charity responsibility decreases from 0.382 to 0.298 (P = 0 < 0.5). B value of perceived network environmental responsibility decreased from 0.385 to 0.259 (P = 0 < 0.5), suggesting that consumer recognition plays an intermediary role between perceived CSR and purchase intention.

3.2 Discussion

In general, for any enterprise, CSR perception will affect consumers' purchase intention to some extent. However, according to the model conclusions, it can be found that when studying the relationship between CSR perception and consumer purchase intention, the different study subjects will also lead to some different conclusions. I analyzed this and concluded the following:

The charity responsibility of any enterprise is valued by consumers. Among the three dimensions of CSR perception of Internet enterprises, the influence degree of charity responsibility ranks second. No matter which kind of enterprise, consumers will pay very close attention to the performance of corporate charity responsibilities.

Charity responsibility is the main way for enterprises to fulfill social responsibilities. For any enterprise, the social responsibilities for consumers are charity activities and public welfare undertakings done by enterprises. These impressions have shaped consumers' sense of charity and improved the social reputation of enterprises. So, the performance of charity responsibility is extremely important for any enterprise.

Consumers' network environment responsibility perception has the most significant impact on their intention to purchase. The network environment undoubtedly has a huge impact on users, including the transformation of its spiritual and cultural levels. Nowadays, online language is integrated into people's daily lives, but at the same time, online violence may also induce juvenile crime. Therefore, the difference between Internet enterprises and general enterprises

lies in that the shaping of the user spiritual and cultural level of Internet enterprises is incomparable to any other enterprise.

Internet enterprise consumers pay relatively little attention to the sense of responsibility of consumers' rights and interests. After the analysis, it can be found that with the improvement of various rules and regulations, the consumers' rights perception to the whole transaction process is reduced, and the impact on the willingness to purchase is reduced.

4 CONCLUSIONS

CSR perception has a positive effect on consumers' purchase intention. CSR perception has a positive effect on consumer recognition. consumer recognition plays an intermediary role between CSR perception and consumer purchase intention.

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