



**THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY IN
E-RETAIL BUSINESSES ON CONSUMER PURCHASE
INTENTION**

**SUN HE
6517195407**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
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This Independent Study has been Approved as a Partial Fulfillment of the
Requirements for the degree at Master of Business Administration

Advisor: *Chao Qiu*
(Assoc. Prof. Dr. Qiu Chao)

Date: 9 / 7 / 2024

..... *Jomphong Mongkhonvanit*
(Associate Professor Dr. Jomphong Mongkhonvanit)
Dean, Graduate School of Business

Date: 1 / 8 / 2024

Title: The Impact of Corporate Social Responsibility in E-retail
Businesses on Consumer Purchase Intention
By: Sun He
Degree: Master of Business Administration
Major: International Business Management

Advisor:
.....
(Assoc. Prof. Dr. Qiu Chao)
..... 9 / 7 2024

ABSTRACT

Based on the Stimulus-Organism-Response (SOR) model of consumer behavior, this paper explored the relationship between the corporate social responsibility of e-retail companies and consumer purchase intention. It formulate the following research objectives: 1) To verify that consumer rights protection by enterprises has a positive impact on consumer purchase intention; 2) To verify that environmental protection by enterprises has a positive impact on consumer purchase intention; 3) To verify that workers' rights protection by enterprises has a positive impact on consumer purchase intention. 4) To verify that philanthropic engagement of enterprises has a positive impact on consumer purchase intention.

This paper adopted the quantitative research method, conducted a survey of 7,500 teachers and students from three vocational and technical colleges specializing in e-commerce in Shijiazhuang and Baoding cities, Hebei Province, China. A total of 389 questionnaires were distributed for this study. After removing questionnaires that were incorrectly filled or incomplete, 386 valid responses were obtained, resulting in a response rate of 99.2%. The data was then analyzed to validate the research hypotheses of the paper.

The study revealed that consumer rights protection, environmental protection, workers' rights protection, and philanthropic engagement had a positive significant impact on consumer purchase intention. These findings highlighted the significance of corporate social responsibility (CSR) in influencing consumer behavior, especially in the e-retail sector. The study recommended that e-retail companies enhance their efforts in CSR areas to build trust and competitiveness. It also emphasized transparent communication and active consumer engagement to foster loyalty. Additionally, it called for government support through incentives, regulations, and education to improve CSR practices, aiming to create a more sustainable and responsible business environment.

Keywords: corporate social responsibility, consumer purchase intention, internet retailing, SOR Model

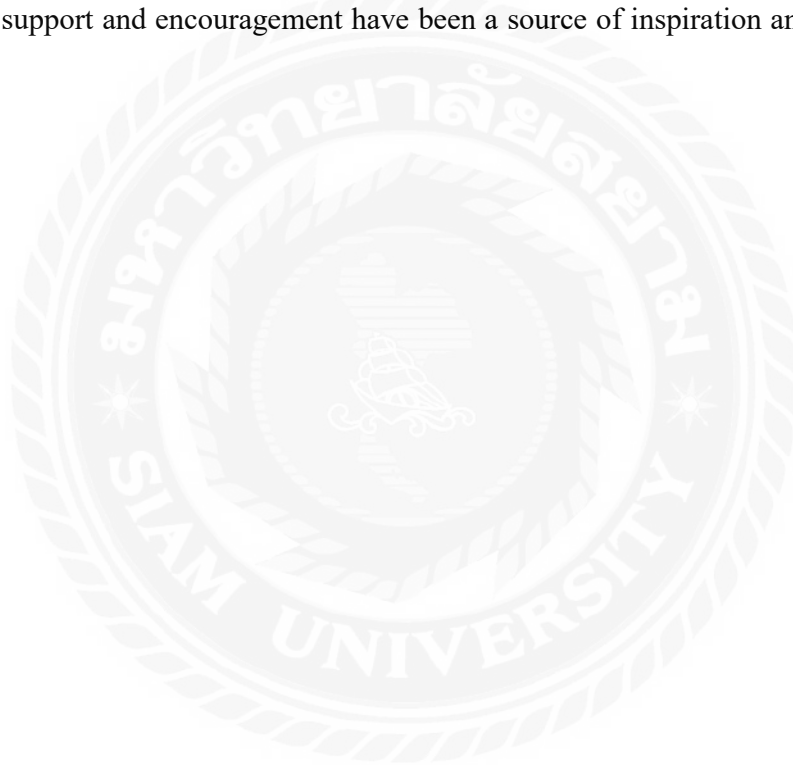
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SUN HE



Declaration

I SUN HE hereby declare that the research included in this independent study "The Impact of Corporate Social Responsibility in E-retail Businesses on Consumer Purchase Intention" is original and has not been submitted to any other university or institution for a higher degree.

.....
(Sun He)
April 29, 2024



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Chapter 1 Introduction

1.1 Background of the Study

As an emerging force in recent years, the e-commerce industry not only provides consumers with convenient shopping channels but also opens new developmental spaces for the traditional retail industry, becoming a new driver of national economic and social development. Accompanied by severe global climate events and the widespread outbreak of COVID-19, changes in the external environment are gradually altering people's values, consumption habits, and purchasing decisions (Wei & Wan, 2020). For instance, on July 21, 2021, flooding in Henan Province caused numerous disappearances and deaths in Zhengzhou and other areas. In response, the sports brand ERKE actively fulfilled its social responsibilities by donating 50 million yuan to aid the affected areas in Henan, touching countless Chinese people. As the event unfolded, ERKE's live streaming viewership surged from thousands to 2.02 million, and its fan base reached 13 million. According to "Feigua Data," from July 22 to July 23, the brand's sales in Douyin live streaming sessions reached 190 million yuan, marking a 52-fold increase compared to the previous year (Huang, 2023). This illustrates that consumers, driven by emotional stimuli, increasingly choose to purchase products from brands like ERKE, prioritizing sentiment, social responsibility, and the conscientiousness of understated enterprises over brand loyalty and price. According to relevant research reports, the social responsibility development index of the internet industry is only 30.1%, indicating a generally low level of social responsibility awareness among Chinese e-Retail businesses (Wei & Wan, 2020). Given that consumers are the most crucial stakeholders in business operations and the main drivers behind corporate social responsibility initiatives (Zhang & Wu, 2012), and since most studies show that corporate social responsibility positively influences consumer purchase intentions (Grimmer & Bingham, 2013) and customer satisfaction (LUOX & Bhattacharya, 2006), it is essential to focus on factors such as corporate ethics, environmental, and social responsibilities that impact consumers' purchasing decisions.

Moreover, with the rapid development of digital technologies, e-Retail has become one of the primary channels for consumer shopping, especially during the COVID-19 pandemic when many consumers were forced to shop online to avoid crowds, further accelerating the growth of the e-Retail industry (Sayyida, et al., 2021). However, as the e-Retail industry rapidly develops, society is increasingly focusing on corporate responsibilities and behaviors, with consumers no longer solely focusing on product quality and price but increasingly valuing corporate social responsibility and ethical conduct (Rahmanov, Mursalov, & Rosokhata, 2021). In this context, corporate social responsibility initiatives are not only a moral obligation but also a business strategy (Hamza & Jarboui, 2020). For instance, some e-Retail businesses actively fulfill their

social responsibilities by reducing packaging waste, supporting environmental projects, and participating in charitable activities (Bravi, 2021). These actions not only enhance the corporate image and build consumer trust but also stimulate consumers' purchase intentions (Zhang & Ahmad, 2022). Nevertheless, despite some businesses actively engaging in social responsibility, there are still cases where companies lack a sense of social responsibility, possibly focusing excessively on maximizing profits at the expense of contributing to society, leading to negative consumer perceptions and reducing their willingness to purchase (Rahdari, et al., 2020). Therefore, studying the impact of social responsibility in e-Retail businesses on consumer purchase intentions, understanding consumers' attitudes and reactions to corporate social responsibility, can help businesses better formulate marketing strategies, enhance customer satisfaction, and strengthen market competitiveness. Lastly, focusing on consumer-centric shopping scenarios, this study utilizes the SOR consumer behavior model (“Stimulus-Organism-Response”) as its research foundation. This model indicates that the stimulus (S) refers to factors received from the external environment, the organism (O) to the individual's internal state, and the response (R) to the outward behavior displayed by the individual. Based on this research pathway, taking 'corporate social responsibility' of e-Retail as the independent variable and 'consumer purchase intention' as the dependent variable, this study further explores the impact of e-Retail corporate social responsibility on consumer purchase intentions in the Chinese context and provides recommendations for e-Retail businesses to enhance their social responsibility awareness and promote sustainable business development.

1.2 Problems of the Study

In the rapidly evolving world of e-commerce, the role of corporate social responsibility (CSR) in shaping consumer behavior has become increasingly significant. The acceleration in digital communication and promotion has shifted consumer expectations. Unlike traditional factors such as brand loyalty and pricing, the perception of a company's commitment to social responsibility now plays a crucial role in fostering emotional connections and value alignment between consumers and businesses. These connections are instrumental in promoting the sustainable and healthy development of companies (Wei & Wan, 2020).

However, as the convenience of online shopping increases with advances in internet technology, consumers face greater challenges in making purchasing decisions amidst a plethora of options. Research indicates that consumers are more inclined to choose companies and brands that are perceived to have a strong corporate image and high social responsibility (Abdeen, Rajah, & Gaur, 2016). Despite this preference, the awareness of social responsibility within the internet sector remains relatively weak. Many companies prioritize maximizing economic benefits at the expense of their

societal duties, which not only hinders the development of e-Retail businesses but also degrades the consumer experience.

This study aims to address these issues by exploring the impact of e-retail companies' social responsibility on consumer purchase intentions. By analyzing the gaps in CSR engagement within the internet industries, this research seeks to understand how enhanced social responsibility can influence consumer choices and contribute to the long-term success of e-retailers. Therefore, the following questions are raised:

1. Does consumer rights protection by enterprises have a positive impact on consumer purchase intention?
2. Does environmental protection by enterprises have a positive impact on consumer purchase intention?
3. Does workers' rights protection by enterprises have a positive impact on consumer purchase intention?
4. Does philanthropic engagement of enterprises have a positive impact on consumer purchase intention?

1.3 Objectives of the Study

1. To verify that consumer rights protection by enterprises have a positive impact on consumer purchase intention.
2. To verify that environmental protection by enterprises have a positive impact on consumer purchase intention.
3. To verify that workers' rights protection by enterprises have a positive impact on consumer purchase intention.
4. To verify that philanthropic engagement of enterprises have a positive impact on consumer purchase intention.

1.4 Scope of the Study

This study focuses on three vocational and technical colleges specializing in e-commerce in Shijiazhuang and Baoding cities, Hebei Province, China, encompassing

7,500 teachers and students (including alumni). Several considerations have informed the choice of e-commerce students as survey participants: Firstly, these students possess a deep understanding and keen interest in the e-Retail industry, enabling them to accurately comprehend the professional terminology and context of the survey. Secondly, students from the e-commerce discipline are likely to join the industry in the future, and their perspectives could reflect future industry trends and consumption patterns. Moreover, feedback from e-commerce students can provide valuable insights for e-Retail companies on how to enhance their social responsibility practices to meet the expectations of a new generation of consumers. Thus, collecting data from this specific group not only enhances the relevance and practicality of the research but also helps to better understand the specific links between social responsibility perception and consumer behavior. Additionally, based on Yamane's (1973) formula for sample size determination, the minimum sample size for this study was set at 380 individuals. To ensure the accuracy and validity of the data, 389 questionnaires were distributed, and 386 valid responses were retrieved, resulting in a high response rate of 99.2%. This study employs the Stimulus-Organism-Response (SOR) model of consumer behavior, with corporate social responsibility of e-Retail companies as the independent variable and consumer purchase intention as the dependent variable, aiming to explore the relationship between the two in depth.

1.5 Significance of the Study

1.5.1 Theoretical Significance

The theoretical significance of this research lies in providing a new perspective and theoretical basis for consumer behavior theory. Although qualitative research methods are widely used in CSR implementation studies, relatively few studies use quantitative or mixed methods. Additionally, about 45% of the studies lack a clear theoretical foundation, and the research primarily focuses on Europe and North America, with studies in Asia and other regions being relatively scarce (Fatima & Elbanna, 2023). By exploring the mechanisms through which corporate social responsibility of e-Retail businesses affects consumer purchase intentions, a deeper understanding of consumer psychology and attitudes can be achieved, thereby expanding the scope of consumer behavior research. This contributes to optimizing and refining existing consumer behavior models by integrating social responsibility factors to create a more comprehensive and accurate theoretical framework, which better explains and predicts consumer purchasing behavior (Popa et al., 2022). Specifically, corporate social responsibility encompasses four dimensions: consumer rights protecting, environmental protection, workers' rights protection, and undertaking charitable and public welfare activities (Chen, 2018). Furthermore, this study also helps to promote the continuous development and progress in the field of corporate social responsibility research. By analyzing in depth consumer attitudes and behaviors

towards corporate social responsibility, scholars are provided with more comprehensive research perspectives, enhancing the theoretical and empirical research in the field (Shen, Du, & Huang, 2024). This aids in advancing academic consideration and discussion on corporate social responsibility issues, providing strong support for the further development of CSR theory and practice, thereby promoting social harmony, stability, and sustainable development.

1.5.2 Practical Significance

By studying the impact of corporate social responsibility of e-Retail businesses on consumer purchase intentions, business decision-makers can gain deeper insights into the extent of consumer concern and importance placed on corporate social responsibility (Huo et al., 2022). This enables businesses to adjust their social responsibility strategies to better meet consumer expectations and needs, improving their satisfaction and loyalty, thus enhancing market competitiveness and achieving sustainable development goals. Moreover, this research has positive practical implications for the implementation of government regulatory measures, such as the important role government plays in regulating and guiding corporate social responsibility. Studying consumer attitudes and behaviors towards corporate social responsibility can provide references for governments, helping them to formulate more effective policies and regulations to guide businesses in actively fulfilling their social responsibilities. Through government guidance and oversight, the further development of corporate social responsibility can be promoted, social responsibility awareness can be heightened, and the practice of corporate social responsibility can advance to higher levels.

1.6 Limitations of the Study

In this study, although some innovative results have been achieved that may serve as a reference for promoting sales growth and enhancing brand value, there are still some limitations due to personal time, energy, capability constraints, and insufficient exploration of potential variables. These limitations are detailed as follows:

1) Personal Limitations:

Researchers are constrained by personal factors such as time, energy, and capability. The possibility of undertaking other academic or work-related tasks simultaneously may limit the time and energy available for the research. This can impact the depth and breadth of the study, as well as the quality of data collection and analysis. Additionally, the researcher's professional background and skill level can influence the design, implementation, and interpretation of the research, potentially limiting its comprehensiveness and accuracy.

2) Exploration of Potential Variables:

Although quantitative research methods were used, there are still potential variables that were not considered or controlled. In practical research, there might be factors that have not been discovered or considered, which could affect the results. For instance, cultural background and psychological factors might influence perceptions and responses to corporate social responsibility, but these factors may not have been adequately considered in the study, thereby affecting its validity and accuracy.

3) Limitations of Questionnaire Survey :

While questionnaire survey is a common method of data collection, it also has certain limitations. Responses might not be genuine due to social desirability bias or the respondent's personal preferences, thus affecting the reliability and validity of the data. Additionally, there may be a sample selection bias in questionnaire survey , meaning the representativeness of the respondents may not be sufficient to represent the entire target group, thereby affecting the generalizability of the research results.

1.7 Terms and Definitions Used in This Study

1.7.1 Corporate Social Responsibility (CSR)

Corporate Social Responsibility refers to the concept and practice of businesses voluntarily fulfilling social responsibilities and pursuing sustainable development economically, socially, and environmentally during their operations. This includes the responsibilities and obligations that businesses hold towards their employees, the community, the environment, and society as a whole.

1.7.2 Consumer Right Protection

Consumer Right Protection refers to the set of laws, regulations, and measures designed to safeguard the interests and rights of consumers. This includes ensuring that products and services are safe, of good quality, and accurately advertised. It also encompasses the right to be informed, the right to choose, the right to be heard, and the right to redress. Effective consumer protection fosters trust in the marketplace, encourages fair trade, and reduces the risk of fraud and unfair practices.

1.7.3 Environmental Protection

Environmental Protection involves the practices, policies, and regulations aimed at conserving the natural environment and minimizing the impact of human activities on ecosystems. These measures include reducing pollution, managing natural resources sustainably, protecting wildlife habitats, and mitigating climate change. Environmental protection is critical for preserving biodiversity, ensuring clean air and water, and maintaining the health of the planet for future generations.

1.7.4 Workers' Right Protection

Workers' Right Protection encompasses the laws and regulations that ensure fair and safe working conditions for employees. This includes rights related to fair wages, safe and healthy working environments, non-discrimination, and freedom from exploitation and harassment. It also covers the right to form and join trade unions, collective bargaining, and protection against unfair dismissal. Protecting workers' rights is essential for promoting social justice, equality, and the overall well-being of the workforce.

1.7.5 Philanthropic Engagement

Philanthropic Engagement refers to the voluntary efforts and initiatives undertaken by individuals, organizations, or corporations to contribute to the welfare of society. This can include charitable donations, community service, funding for educational and cultural projects, and support for social causes. Philanthropic engagement often aims to address social issues, improve living conditions, and promote the common good. It reflects a commitment to social responsibility and can significantly impact communities and individuals in need.

1.7.6 Consumer Purchase Intentions

Consumer Purchase Intentions refer to the degree or tendency of consumers to purchase a specific product or service. This reflects the consumer's cognition, preference, beliefs, and intent to purchase a product or service.

1.7.7 Internet Retailing

Internet Retailing refers to the business model of buying and selling goods or services via the Internet. This model typically involves online shopping platforms, e-commerce websites, or applications where consumers can browse products, place orders, and complete purchase transactions.

Chapter 2 Literature Review

2.1 Introduction

The second chapter of this paper, the literature review, primarily focuses on the concept of corporate social responsibility and its developmental history, as well as variables such as consumer purchase intention. By reviewing and organizing the literature on various research variables, we can more accurately understand the current state of development of each variable and the research status of scholars, providing a theoretical basis for further study of these variables.

2.2 Literature Review

2.2.1 Corporate Social Responsibility

2.2.1.1 Concept and Development of Corporate Social Responsibility

Corporate Social Responsibility (CSR) refers to the role that corporations play in sacrificing their resources voluntarily to improve the overall welfare of society as stated by Kotler (2004). Zhang and Li (2009) define CSR as a comprehensive responsibility that businesses take towards their main stakeholders while pursuing profit maximization, which includes legal, ethical, economic, and philanthropic responsibilities. The development of CSR can be traced back to the early 20th century, but its concept and practices have received widespread attention and development over the past few decades. Here is an overview of the concept and development of corporate social responsibility:

1) Concept Evolution

In the 18th century, Adam Smith first explored the concept of social responsibility in his seminal work, "The Wealth of Nations," proposing that societal needs and desires are best met through the free interaction of individuals and organizations in the marketplace. He emphasized the principle of integrity in market participant behavior, laying the foundation for early CSR theory (Panda & Kanjilla, 2012). Following him, the Cadbury family introduced employee welfare practices like analytical laboratories, medical departments, pension funds, and education and training, demonstrating an early understanding of social responsibility in 18th-century business practices (Yevdokimova et al., 2019).

In the early 19th century, as the industrialization process accelerated, new technologies not only created numerous job opportunities and raised living standards but also had profound impacts on business, society, and the environment. During this period, enterprises in Europe and America rapidly developed, and industrialists accumulated immense wealth. Despite this, most of them showed little concern for the

welfare of employees, society, or the environment. For example, the establishment of Kellogg's in 1906 marked how a modern company could engage in CSR activities over a century, reflecting its social responsibility through selling nutritional products, advocating healthy lifestyles, and environmental protection (Asongu, 2007).

At the beginning of the 20th century, as large companies like Cadbury and Kellogg started to propose the concept of social responsibility, CSR further developed. In 1929, Wallace Donham, the dean of Harvard Business School, highlighted in a speech at Northwestern University the importance of businesses adapting to social changes and their responsibility for the future of civilization (Johnson, 2010). Entering the 1950s, as consumer power increased, companies began to pay more attention to the social and human aspects of the market, and scientists and environmentalists started focusing on environmental changes (Simon, Jamakiraman, & Sudhahar, 2011). Although the concept of CSR is considered to have originated in the 1930s and 1940s, it was not formally recognized until 1953 when Howard Bowen published "Social Responsibilities of the Businessman." Bowen deeply explored the social responsibilities that businessmen should undertake in his book (Report, 2010). By the late 1950s and 1960s, various legislations were introduced to regulate corporate behavior and protect employees and consumer rights, such as the Textile Fiber Products Identification Act of 1958 and the Fair Packaging and Labeling Act of 1960, while the rise of the consumer rights movement challenged corporate power and prompted businesses to seriously consider their social responsibilities (Yevdokimova et al., 2019).

Entering the 21st century, CSR has become an essential part of business operations, not only as a moral duty but also as a key factor in achieving business success. Enterprises need to consider not only their economic interests but also the interests of society, the environment, and stakeholders, aiming for comprehensive and sustainable development in economic, social, and environmental aspects (Roblek et al., 2020; Shen, 2021).

In summary, from Adam Smith's initial exploration of the CSR concept in the 18th century, to the gradual focus on employee welfare and environmental protection in the 19th and early 20th centuries, to the formal formation of CSR concepts and the introduction of legislation in the 1950s, the concept of corporate social responsibility has undergone a long development process. Entering the 21st century, CSR has become one of the key factors in business operations, brand value enhancement, and sustainable development of companies. This historical development not only reflects a deepening recognition of corporate responsibilities by society but also shows the ongoing pursuit of sustainable development in economic, social, and environmental aspects by businesses in the globalization process (Yevdokimova et al., 2019; Shen, 2021). Moreover, by reviewing this history, it is evident that the concept and practice of

corporate social responsibility have continuously evolved over time, from early honest business practices to modern comprehensive social engagement, reflecting the role of businesses in societal development and their continuous contributions to societal welfare.

2) Influencing Factors

Legal regulations (Halkos & Nomikos, 2021), stakeholder pressure (Ali et al., 2023), and the social opinion environment are the main factors influencing the practice of corporate social responsibility. For example, some countries require companies to disclose their social responsibility reports or comply with certain environmental standards and labor rights protections (Halkos & Nomikos, 2021). Stakeholders such as consumers, investors, and employees are increasingly demanding higher standards of corporate social responsibility, pushing companies to actively practice CSR to meet their expectations and needs (Nicolaidis, 2021). Moreover, Khan (2021) and other scholars, using structural equation modeling (SEM) to analyze data from 404 companies in Pakistan, found that green practices significantly promote the positive construction of company image and enhance performance. The study also highlighted the link between green practices and corporate reputation and performance, noting the importance of CSR in enhancing competitive advantage, improving customer and employee satisfaction, opening new markets, and building customer trust. This research not only provides an important perspective on the impact of CSR in emerging economies but also offers empirical evidence on how companies can enhance competitiveness through environmental awareness and CSR practices.

3) Development Trends

The future development trends of corporate social responsibility (CSR) will focus more on multi-stakeholder participation, deepening the concept of sustainable development, and the driving force of technological innovation. As societal development and stakeholder awareness increase, companies are beginning to consider the interests of employees, consumers, suppliers, society, and the environment comprehensively (Yevdokimova et al., 2019). Sustainable development has become one of the core concepts of CSR, with companies increasingly integrating CSR with sustainable development goals to pursue synergistic growth across economic, social, and environmental dimensions. Meanwhile, technological innovations have opened new avenues for companies to fulfill their social responsibilities, such as enhancing production efficiency and reducing resource waste through smart manufacturing technologies, or reducing negative environmental impacts through clean energy technologies (Carroll, 2021).

Against the backdrop of deepening globalization and increasingly severe social and environmental challenges, companies are more aware of their important role in

social responsibility. Future CSR practices will emphasize generating specific social impacts, considering a global perspective, especially applications in developing countries, and integrating CSR more deeply into the strategic level of businesses. Companies need to go beyond traditional donations or superficial acts and address social and environmental issues directly through their core business activities (Carroll, 2021). Consequently, corporate social responsibility reporting will become particularly important, with transparency and accountability posing key challenges for companies.

The global pandemic of COVID-19 has had a profound impact on corporate concepts and practices of CSR, forcing companies to reevaluate their responsibilities and roles towards society (He & Harris, 2020). Facing heightened societal expectations, companies will need to adopt more strategic and comprehensive approaches to manage their social responsibilities in the future to achieve broader societal benefits and ensure sustainable development across economic, social, and environmental dimensions (García-Sánchez & García-Sánchez, 2020).

2.2.1.2 Corporate Social Responsibility Metrics Selection

1) Consumer Rights Protection

Consumer rights protection is an important component of corporate social responsibility because consumers are at the core and a vital part of business operations. For instance, by providing safe, high-quality products and services, businesses can not only meet consumer needs but also ensure that consumer rights are fully protected (Anh, 2023). In a market economy, the right of consumers to choose and to be informed is very important, and it is the responsibility of businesses to ensure that these rights are upheld (Bello, Jusoh, & Md Nor, 2021). To ensure product quality and safety, businesses need to invest significant resources in research and development and production to meet consumer expectations. By offering safe and reliable products, businesses can gain consumer trust and loyalty, as well as establish a strong brand image and reputation, thereby enhancing competitiveness and market position (Zhao, et al., 2021).

Besides providing high-quality products and services, actively responding to consumer feedback and promptly resolving complaints and disputes are also important measures to protect consumer rights (Ariyoosu & Akangbe, 2023). Consumers may encounter various problems during the purchase of products or services, including complaints about product quality and after-sales service. Businesses should take consumer feedback seriously and take timely measures to resolve these issues, safeguarding consumers' legitimate rights. By establishing a robust customer service system and complaint handling mechanism, businesses can effectively enhance consumer satisfaction and strengthen trust and loyalty (Çelik, 2021). This proactive attitude not only helps maintain the reputation and image of the business but also

promotes long-term development and continuous success. Therefore, selecting the dimension of consumer rights protecting as a metric for measuring corporate social responsibility is not only a moral duty of businesses but also a crucial safeguard for achieving sustainable development.

2) Environmental Protection

Environmental protection is one of the core contents of corporate social responsibility, as the impact of business production and operations on the environment, including energy consumption, waste emissions, and pollution, is increasingly significant. In the context of today's severe global environmental issues, businesses should actively take responsibility for environmental protection to contribute to sustainable development (Wyszomirski & Olkiewicz, 2020). First, businesses should take measures to reduce carbon emissions and save energy. By improving production processes, enhancing energy efficiency, and promoting clean energy, businesses can reduce greenhouse gas emissions, mitigate the environmental impacts of climate change, and also reduce operational costs (Li, Chen, & Umair, 2023).

Secondly, businesses should focus on waste management and resource recycling. Effective waste management can not only reduce environmental pollution but also conserve resources and energy, achieving both economic and environmental benefits (Awogbemi, Kallon, & Bello, 2022). Therefore, this study selects the dimension of "environmental protection" as a metric to measure the development of corporate social responsibility, aiming to measure the impact of factual environmental measures and social responsibility fulfillment on consumer purchase intentions.

3) Workers' Rights Protection

Protecting employee rights is one of the core aspects of corporate social responsibility because employees are the most valuable asset of a business and a key cornerstone of its development. According to Pushkareva (2020), to achieve long-term sustainable development and enhance competitiveness, businesses should value and implement a series of measures to protect employee rights. First, businesses should provide fair and reasonable compensation, reflecting a just return for employee labor and inspiring their motivation and creativity; secondly, a safe and healthy work environment must be created, with comprehensive safety production management and occupational health protection systems to ensure the life safety and health of employees, thereby enhancing their loyalty and job satisfaction; moreover, businesses should also provide rich career development opportunities, through quality training and career advancement spaces to inspire employee potential and creativity, enhancing their career motivation and sense of belonging. These measures not only help enhance job satisfaction and loyalty among employees but also reflect the business's commitment to social responsibility, attention to employee welfare, and the creation of a harmonious

and stable work environment, which are key factors in promoting the joint development of the business and its employees.

4) Philanthropic Engagement

Undertaking charitable and public welfare activities is an important way for businesses to demonstrate social responsibility, as businesses, being part of society, should not only seek their own interests but also give back to the community and care for vulnerable groups. By sponsoring education, healthcare, and poverty alleviation projects, businesses can actively participate in public welfare activities, contributing to the improvement of the social environment and promoting social equity and stability (Geng, Li, & Ning, 2022). Education, healthcare, and poverty alleviation are critical areas in social development, and by funding these projects, businesses not only help those in need but also cultivate more talent for society, enhancing the overall quality and civility of society. Simultaneously, Hu (2024) and other scholars emphasize that involvement in charitable activities also helps enhance the social image and brand value of businesses. Public awareness of corporate social responsibility and public welfare activities is increasing, and active participation in public welfare activities can not only enhance a business's social reputation and influence but also establish a good social image, attracting more consumers and investors (Taghian, D'Souza, & Polonsky, 2015; Wan, et al., 2022). Additionally, Zafar and Ali (2016) note that participation in charitable activities can also enhance employee identification and loyalty. As part of the business, when employees participate in corporate welfare activities, it not only enhances their sense of belonging and pride but also stimulates their work passion and sense of responsibility, strengthening the cohesion and teamwork spirit within the business. Thus, undertaking charitable and public welfare activities is not only a way for businesses to give back and show care for society but also an essential safeguard for their own sustainable development, with positive social and economic benefits.

In summary, selecting the metrics of consumer rights protecting, environmental protection, workers' rights protection, and undertaking charitable and public welfare activities to measure corporate social responsibility is because these aspects cover the basic responsibilities of businesses to society, the environment, and stakeholders during their operations, reflecting the importance of businesses comprehensively fulfilling their social responsibilities.

2.2.2 Consumer Purchase Intention

2.2.2.1 Concept of Consumer Purchase Intention

Consumer purchase intention is a core aspect of consumer behavior research and is defined in psychological theories as an individual's tendency or readiness to buy a particular product or service (Wang, 2022). Numerous scholars have delved into this topic, leading to varied definitions based on different research perspectives and

objectives. For instance, Ajzen (2018) interprets it as an individual's intentional motivation before performing a specific action. Grewal (1998) and others introduced the concept of probability, quantifying purchase intention as the subjective likelihood of a consumer buying a product (Wang, 2022). Barber (2012) and colleagues believe that probability can represent consumer purchase intention, i.e., the consumer's subjective willingness, influenced by the product's value and the cost involved. Costa (2021) and others highlight that to predict whether consumers will buy a product, it is insufficient to look only at individual attitudes; one must also consider their willingness to act. Therefore, understanding consumer intentions is crucial for predicting their behaviors. Businesses need to keep abreast of consumer demands through marketing and other means to encourage purchase intentions. Hence, consumer purchase intention is not only the basis for whether consumers will buy a product but also a key factor in maintaining a business's healthy operational and production state.

According to different scholars, purchase intention can be understood as consumers' plans or thoughts about buying a particular product in a given situation, representing a planned intention that might translate into actual buying behavior (Yu, 2022). Yu (2022) defines purchase intention as a consumer's positive attitude or preference for choosing a product or service, which is part of the consumer's mental activities and can serve as a foundation and predictive indicator for buying behavior.

Moreover, consumer purchase intention is influenced by various factors, such as brand social value (Shi, Zheng, & Liang, 2022; Nuzula & Wahyudi, 2022), brand identification (Zhang & Ahmad, 2022), and product perception, directly affecting consumers' willingness to purchase products and services, thereby impacting a company's profitability. Purchase intention can be segmented and measured across multiple dimensions, such as intention to repurchase, willingness to recommend positively or negatively. These dimensions can be used to assess consumer purchase intentions and their impact on businesses (Chatzoglou et al., 2022).

Consumer purchase intention is not only a basis for whether consumers will buy a product but also a key factor for businesses to maintain healthy production and operational states. Consumers often combine a company's integrity and product quality in their purchasing decisions, indicating that consumers' recognition of a company's social responsibility and brand image directly affects their purchase intentions (Sen, 2004; Chernev & Blair, 2015). Therefore, exploring the impact of corporate social responsibility on consumer purchase intention is crucial for understanding consumer behavior and developing effective marketing strategies.

In summary, consumer purchase intention is a significant concept in consumer behavior research, encompassing individuals' tendencies and readiness for purchasing

behavior, influenced by various factors, and of significant importance to business operations and marketing strategies. A deep understanding of consumer purchase intentions and their influencing factors helps businesses better meet consumer needs and enhance market competitiveness.

2.3 Theory Review

SOR Model

In the SOR model, "S" represents the stimuli in the external environment perceived by an individual; "O" refers to the individual's internal state (i.e., organism factors); and "R" denotes the external behavioral responses exhibited by the individual. Within the context of online shopping, the "Stimulus-Organism-Response" (SOR) model demonstrates how corporate social responsibility as an external stimulus can lead to changes in consumer cognition and psychology, thereby prompting further behavioral responses from consumers. This model is widely applied in consumer-centric online shopping scenarios.



Figure 2.1 SOR Model

2.4 Research Relevant

Puriwat and Tripopsakul (2021) pointed out that during the COVID-19 pandemic, digital platforms became a significant mechanism for businesses to implement social responsibility initiatives. Their research found a significant positive correlation between Digital Social Responsibility (DSR) initiatives and brand preference and consumer purchase intention, especially among consumers with low product involvement, where this relationship is even stronger. Furthermore, Al-Haddad (2022) focused on the importance of CSR interactions with consumers through social media channels, emphasizing the significant impact of ethical and environmental responsibilities on enhancing consumer engagement and purchase intention, while also noting that philanthropic and economic responsibilities had an insignificant impact on social media engagement. Abd Elsamea and Rashed (2021) revealed that CSR in developing countries directly affects customer perception and purchase intentions, with service quality acting as a mediating variable in the positive impact of economic ethics and philanthropic responsibilities on purchase intentions. Dong and Yoon (2022) focused on CSR activities of Chinese e-commerce businesses, finding that economic, ethical, and legal responsibilities positively affect consumer purchase intentions, with corporate trust and consumer identification playing a mediating role between CSR perception and purchase intention. Lastly, Huo (2022) and others explored the impact of CSR and

corporate capabilities on e-commerce website purchase intentions and how gender acts as a moderating variable affecting the relationships between model variables, revealing the positive effects of corporate capabilities and the negative effects of CSR on enhancing customer purchase intentions on e-commerce sites, as well as the moderating role of gender in the relationships between CSR purchase intentions and corporate capability purchase intentions.

In summary, through the implementation of CSR and DSR, businesses can not only enhance brand preference and consumer purchase intentions but also further strengthen this impact by improving service quality, enhancing corporate trust, and deepening company-consumer identification. Additionally, gender and product involvement, as important moderating variables, also provide additional insights for businesses to formulate targeted strategies. These findings emphasize the need for e-commerce businesses to adopt comprehensive and multidimensional strategies when implementing social responsibility activities.

2.5 Conceptual Framework

In the literature review, corporate social responsibility (CSR) is divided into four key dimensions: Consumer Rights Protection, Environmental Protection, Workers' Rights Protection, and Philanthropic Engagement. Several scholars support these dimensions as essential components of CSR. For instance, Anh (2023) pointed out that by providing safe and high-quality products and services, companies not only meet consumer needs but also protect consumer rights. Bello, Jusoh, and Md Nor (2021) emphasized that companies have the responsibility to ensure consumers' rights to choose and to be informed, while Zhao et al. (2021) stated that providing safe and reliable products can enhance consumer trust, thereby boosting company competitiveness. Wyszomirski and Olkiewicz (2020) argued that companies should actively take responsibility for environmental protection by improving production processes and increasing energy efficiency to reduce greenhouse gas emissions (Li, Chen, and Umair, 2023) and by implementing effective waste management and resource recycling to achieve both economic and environmental benefits (Awogbemi, Kallon, and Bello, 2022). In terms of workers' rights protection, Pushkareva (2020) asserted that companies should provide fair and reasonable compensation and a safe and healthy work environment. Johnson (2010) pointed out that offering career development opportunities and high-quality training can stimulate employee potential, while Çelik (2021) emphasized the importance of creating a harmonious work environment. Regarding philanthropic engagement, Geng, Li, and Ning (2022) indicated that companies contribute to social equity and stability by funding education, healthcare, and poverty alleviation projects. Taghian, D'Souza, and Polonsky (2015)

believed that engaging in philanthropic activities enhances a company's social reputation, attracting more consumers and investors. Zafar and Ali (2016) noted that philanthropic activities also increase employee identification and loyalty. In summary, these scholars' research validates that consumer rights protection, environmental protection, workers' rights protection, and philanthropic engagement are crucial dimensions of CSR and have a positive impact on consumer purchase intention. This conceptual framework is based on a thorough analysis of existing literature, highlighting the key role of CSR in influencing consumer purchase intention. The conceptual framework of this study is constructed based on the theoretical foundations provided by the aforementioned scholars' research, as illustrated below:

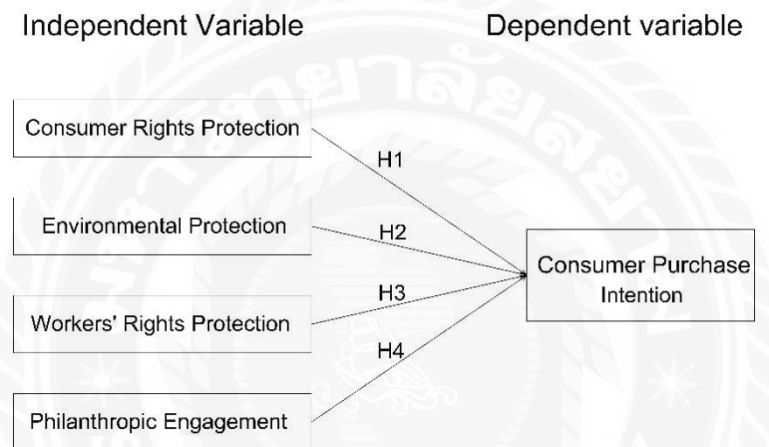


Figure 2.2 Conceptual Framework

Chapter 3 Research Methodology

3.1 Introduction

This study adopted the quantitative research method and designed a questionnaire using the Likert scale developed by scholars for measuring corporate social responsibility and consumer purchase intention under the Chinese context. Furthermore, as revealed in the literature review in Chapter Two, corporate social responsibility in the context of internet retailing is divided into four dimensions: consumer rights protection, environmental protection, workers' rights protection, and philanthropic engagement. In contrast, consumer purchase intention is measured using a unidimensional scale. Chapter Three of this study elaborates in detail the research design, research hypotheses, sampling, data collection and data analysis.

3.2 Research Design

The survey questionnaire was designed to collect data on consumers' perceptions of corporate social responsibility (CSR) and their purchase intention. The measurement indicators are based on the scale developed by Jin (2006), while the consumer purchase intention scale is adapted from Chen (2018). The questionnaire comprises the following three sections (See Tables 3.1-3.3):

Part 1: Basic Personal Information

Table 3.1 Individual Trait Variables

| Variables | | Measurement items |
|----------------------------|------------|--------------------------|
| Basic Personal Information | Gender | Male |
| | | Female |
| | Age | Under 20 years old |
| | | 20-30 years old |
| | | 30-40 years old |
| | | Over 40 years old |
| | Education | Junior college or below |
| | | Undergraduate degree |
| | | Master's degree or above |
| | Occupation | Teacher |
| | | Graduate |
| | | On campus students |

Part 2: Corporate Social Responsibility

1. Consumer Rights Protection (4 items)
2. Environmental Protection (4 items)
3. Workers' Rights Protection (4 items)
4. Philanthropic Engagement (4 items)

Table 3.2 Social Responsibility Scale

| Consumer Rights Protection | |
|----------------------------|--|
| CR1 | I believe that the business provides customers with safe and competent products |
| CR 2 | I feel that the business is able to deal with customer complaints and returns quickly |
| CR 3 | I believe that the company protects customers' personal information |
| CR 4 | I believe that the company does not engage in exaggerated and false advertising. |
| Environmental Protection | |
| EP1 | I think the enterprise focuses on pollution control in the production process |
| EP2 | I think the enterprise compensates for possible pollution treatment |
| EP3 | I think the company emphasizes on environmental protection of packaging and raw materials. |
| EP4 | I think the company is committed to producing environmentally friendly products or services. |
| Workers' Rights Protection | |
| WR1 | I believe that the company complies with its contractual obligations in accordance with the law. |
| WR2 | I believe that the company provides good remuneration and benefits for its employees. |
| WR3 | I think the company provides a safe and favorable working environment for its employees. |
| WR4 | I think the company provides good career development opportunities for its employees. |
| Philanthropic Engagement | |
| PE1 | I believe the business is actively involved in charitable causes |
| PE2 | I believe that this company gives a portion of its profits back to the community. |
| PE3 | I believe this company is actively engaged in activities that contribute to society as a whole. |
| PE4 | I believe this company is actively involved in the management of public affairs |

Part 3: Consumer Purchase Intention

Table 3.3 Consumer Purchase Intention Scale

| | |
|------|---|
| CPI1 | I would like to buy related products or services from this business |
| CPI2 | I think this business is the best choice for similar products or services |
| CPI3 | I would be willing to try a new product or service from this business |
| CPI4 | I would continue to buy similar products or services from this business |

Questionnaire Structure

Table 3.4 Questionnaire Structure

| | | Question items | N |
|---|--|----------------|---|
| Basic Personal Information | Gender, age, education, and Occupation | - | 4 |
| Corporate Social Responsibility Scale | Consumer Rights Protection | CR1- CR4 | 4 |
| | Environmental Protection | EP1- EP4 | 4 |
| | Workers' Rights Protection | WR1- WR4 | 4 |
| | Philanthropic Engagement | PE1- PE4 | 4 |
| Consumer Purchase Intention Scale | - | CPI1- CPI4 | 4 |
| Overall questionnaire total: 24 questions | | | |

3.3 Hypothesis

H1: Consumer rights protection has a positive and significant impact on consumer purchase intention.

H2: Environmental protection has a positive and significant impact on consumer purchase intention.

H3: Workers' rights protection has a positive and significant impact on consumer purchase intention.

H4: Philanthropic engagement has a positive and significant impact on consumer purchase intention.

3.4 Sampling and Sample Size

The total sample for this study consisted of 7,500 students and faculty members, including alumni, from three vocational technical colleges specializing in e-commerce in Shijiazhuang and Baoding cities in Hebei Province, China. A specific sample was used in this study, selected through cluster random sampling, and the minimum sample

size was calculated to be 380 people using Yamane's (1973) formula for sample size. However, to ensure the accuracy and validity of the sample data, 389 questionnaires were distributed. After discarding incorrectly filled or incomplete questionnaires, a total of 386 valid questionnaires were obtained, resulting in a response rate of 99.2%. This study was based on the SOR (Stimulus-Organism-Response) consumer behavior model, with corporate social responsibility as the independent variable and consumer purchase intention as the dependent variable, further exploring the impact of corporate social responsibility on consumer purchase intentions, incorporating the characteristics of e-retail businesses.

$$N = \frac{N}{1+(Ne^2)}$$

$$N = \frac{7500}{1+(7500(0.05)^2)}$$

$$N = \frac{7500}{1+18.75}$$

$$N = 379.74$$

(Equation 3-1)

3.5 Data Collection

Data collection for this sample was conducted via the "Wen Juanxing" platform (www.wjx.cn), using QR codes or links to distribute and collect questionnaires from 7,500 students and faculty members, including alumni, from three vocational technical colleges specializing in e-commerce in Shijiazhuang and Baoding cities in Hebei Province, China. Online questionnaires are a common form of survey distribution, offering more flexibility and lower cost compared to paper-based questionnaires.

The Likert 5-point scale, currently the most widely used and popular attitude scale in academia, was chosen for its advantages. It is a psychological measurement instrument with a simple scale structure, easy to read. The scale typically ranges from five to seven options, from level 1 "strongly disagree" to level 5 "strongly agree," with levels 2, 3, and 4 indicating "disagree," "neutral," and "agree," respectively. Using this scale facilitates subsequent data analysis and statistical processing in research. Thus, the Likert 5-point scale was employed to measure respondents' perceptions of corporate social responsibility and consumer purchase intention.

3.6 Reliability and Validity Analysis of the Scale

3.6.1 Reliability Analysis

When conducting a reliability test for questionnaires, Cronbach's Alpha (α coefficient) is a commonly used indicator to assess the internal consistency among the items of a questionnaire or scale. The value of Cronbach's Alpha ranges from 0 to 1. It is generally considered that an α coefficient greater than 0.7 indicates that the scale or questionnaire has good internal consistency, meaning that the items are highly correlated and can be used as a reliable tool. The analysis of the results from the questionnaire reliability test:

Table 3.5 Reliability Test of Questionnaire

| | Question items | Cronbach's Alpha |
|---------------------------------|----------------|------------------|
| Corporate Social Responsibility | 16 | 0.826 |
| Consumer Rights Protecting | 4 | 0.877 |
| Environmental Protection | 4 | 0.799 |
| Workers' Rights Protection | 4 | 0.798 |
| Philanthropic Engagement | 4 | 0.770 |
| Consumer purchase intention | 4 | 0.830 |

The study conducted an analysis of items under various themes and derived a series of Cronbach's Alpha coefficients to assess their internal consistency. Initially, in terms of corporate social responsibility, the Alpha coefficient for 16 items was 0.826, indicating that these items effectively measured the concept with good consistency. Similarly, for items addressing the protection of consumer rights protection, environmental protection, workers' rights protection, and Philanthropic Engagement activities, the Alpha coefficients were 0.877, 0.799, 0.798, and 0.770 respectively, demonstrating good internal consistency in their respective domains. Although the Cronbach's Alpha coefficient for undertaking charitable activities is the lowest, it still meets an acceptable level. Lastly, the Alpha coefficient for the four items measuring consumer purchase intentions was 0.830, showing high internal consistency in measuring consumer purchase intentions. These results provide reliable scale tools for the study to assess corporate social responsibility performances in different aspects and offer important references for future research and practice.

3.6.2 Validity Analysis

In research, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity are commonly used to assess the validity of a questionnaire. The KMO measure evaluates the proportion of common variance among observed variables, with values ranging from 0 to 1. A higher value indicates a higher proportion of common variance, suitable for factor analysis. Generally, a KMO value greater than 0.5 is considered acceptable, and the closer the value is to 1, the better the model's suitability.

Meanwhile, Bartlett's Test of Sphericity tests whether the observed correlations are statistically significant. The null hypothesis of this test is that the observed correlation matrix is an identity matrix, i.e., there is no correlation among observed variables. If the p-value is less than the predetermined significance level (usually 0.05), the null hypothesis is rejected, indicating significant correlations among observed variables, suitable for factor analysis.

The combined use of the KMO measure and Bartlett's Test of Sphericity allows for a comprehensive assessment of a questionnaire's validity. The KMO measure assesses the commonality among variables, while Bartlett's Test examines whether the correlations among these variables are statistically significant. Thus, by integrating these two methods, researchers can determine the validity of a questionnaire in measuring specific concepts, thereby ensuring the reliability and validity of the data obtained. This study primarily conducts validity tests on items related to corporate social responsibility, its dimensions, and consumer purchase intentions, as detailed in Table 3.6:

Table 3.6 Validity Testing of Various Scales in Different Parts

| | N | KMO statistic value | Bartlett's Test of Sphericity | | |
|---------------------------------|-----|---------------------|-------------------------------|-----|-------|
| | | | Approx. Chi-Square | df | Sig. |
| Corporate Social Responsibility | 386 | 0.837 | 2225.679 | 120 | 0.000 |
| Consumer Rights Protection | 386 | 0.829 | 774.171 | 6 | 0.000 |
| Environmental Protection | 386 | 0.795 | 452.639 | 6 | 0.000 |
| Workers' Rights Protection | 386 | 0.793 | 452.481 | 6 | 0.000 |
| Philanthropic Engagement | 386 | 0.784 | 370.861 | 6 | 0.000 |
| Consumer Purchase Intention | 386 | 0.804 | 552.855 | 6 | 0.000 |

According to the validity test results of the subscales in Table 3.6:

1) Corporate Social Responsibility:

The KMO statistic is 0.837, and the approximate chi-square statistic for Bartlett's Test of Sphericity is 2225.679, with df (degrees of freedom) being 120, and a p-value of 0.000. This indicates a high validity of the scale because the KMO value is greater than 0.5, and the p-value for Bartlett's Test is less than 0.05, showing that the observed correlations are statistically significant and suitable for factor analysis.

2) Other Subscales (Including: Consumer Rights Protection, Environmental Protection, Workers' Rights Protection, Philanthropic Engagement, and Consumer Purchase Intentions):

The KMO statistics for these scales range from 0.78 to 0.83, with the approximate chi-square statistics for Bartlett's Test of Sphericity ranging from 370.861 to 774.171, all with df of 6, and p-values of 0.000. This indicates that the scales used in this study

have high validity in measuring their respective concepts, as the KMO values are high and the p-values for Bartlett's Test are significantly less than 0.05, indicating that the observed correlations are significant and suitable for factor analysis.

3.7 Data Analysis

3.7.1 Independent sample t-test

It is a sample that is independent if the two samples are drawn independently from two totals, i.e., the elements in one sample are independent of the elements in the other sample. It is used to test whether two independent samples are from totals with the same mean, i.e. to test whether two normal totals have equal means. and to test whether two samples from independent totals have the same mean or center of the independent totals.

3.7.2 ANOVA

Used as a test of significance for the difference between the means of two and more samples. The data obtained from the study show fluctuation due to various factors. The causes of fluctuation can be divided into two categories, uncontrollable random factors and controllable factors imposed in the study that form an influence on the results. Analysis of variance (ANOVA) begins with the variance of the observed variables and examines which of the many controlled variables are the ones that have a significant effect on the observed variables. By analyzing the magnitude of the contribution of different sources of variance to the total variance in the study, the magnitude of the influence of the controllable factors on the results of the study is determined.

3.7.3 Descriptive Statistics Analysis

Descriptive statistics focus on three key aspects: central tendency, dispersion, and data distribution characteristics. The main measures include frequency, mean, standard deviation, variance, kurtosis, and skewness. Frequency refers to the most common value in the data set, with its proportion indicating the percentage each frequency represents in the overall sample, including effective and cumulative percentages. The mean (average) reflects the central tendency of the data, representing the general characteristics of the sample. Variance and standard deviation indicate the level of dispersion within the data set.

Skewness and kurtosis are used to describe the distributional state of the data. Skewness measures the symmetry of the data distribution, with a skewness of 0 indicating a symmetrical distribution. Positive skewness means the distribution is skewed right, while negative skewness indicates a left skew. Kurtosis describes the peakedness of the data distribution. A kurtosis of 0 aligns with the standard normal distribution, with positive kurtosis indicating a steeper, more peaked distribution, and negative kurtosis signifying a flatter distribution. The analysis of grouped variables

explores the distribution of multiple variables and their interactions, examining joint distribution characteristics to analyze relationships and correlations.

3.7.4 Correlation Analysis

Correlation analysis is to study whether there is some kind of dependence between phenomena and to explore the direction of correlation as well as the degree of correlation for phenomena with dependence, and it is a statistical method to study the correlation between random variables.

3.7.5 Regression analysis

Regression analysis is a statistical analysis method to determine the interdependent quantitative relationship between two or more variables. Used very widely, regression analysis is divided into regression and multiple regression analysis according to the number of independent variables involved; according to the number of independent variables, it can be divided into univariate regression analysis and multiple regression analysis; according to the type of relationship between the independent variable and the dependent variable, it can be divided into linear regression analysis and nonlinear regression analysis. If the regression analysis, includes only one independent variable and a dependent variable, and the relationship between the two can be approximated by a straight line, this regression analysis is called a linear regression analysis. If two or more independent variables are included in the regression analysis and the relationship between the dependent and independent variables is linear, the regression analysis is called multiple linear regression analysis. The equation about the linear regression model is shown below:

$$Y = f[(X_1, X_2, \dots, X_n), (\alpha_1, \alpha_2, \dots, \alpha_n)] + \eta$$

- 1) X_1, X_2, \dots, X_n : represents the independent variables
- 2) f : represents a well-defined function
- 3) $\alpha_1, \alpha_2, \dots, \alpha_n$: represents X_1, X_2, \dots parameters for the magnitude and contribution of the role of X_n .
- 4) " η ": refers to the relationship between Y and X_1, X_2, \dots, X_n the stochastic nature of the relationship between Y and X_1, X_2, \dots, X_n . When $\eta = 0$, the relationship is called a mathematical model, otherwise, it is called a statistical model.

Chapter 4 Findings

4.1 Introduction

This chapter aims to explore how Corporate Social Responsibility (CSR) practices in the e-retail industry influence consumer purchase intention, with a particular focus on the perceptions of students and faculty in the e-commerce majors at vocational colleges in Hebei Province. As public expectations for corporate social ethics and responsibility increase, understanding how CSR activities shape consumer purchasing behavior becomes particularly important. Through a detailed analysis of 386 sample data points, this study focused on assessing the impact of individual characteristics such as age, education, gender, and occupation on CSR perceptions, as well as how these perceptions further influence consumer purchase intention. Specifically, this research delved into how corporate social responsibility initiatives across multiple dimensions, including the protection of consumer rights protecting, environmental conservation, workers' rights protection, and participation in charitable activities, positively impact consumer purchasing intention.

4.2 Description of Statistical Variables

4.2.1 Descriptive statistical analysis of demographic variables

This paper used SPSS statistical analysis software to further develop descriptive statistical analysis of the 386 sample data in order to further understand the basic distribution of the sample data, as shown in Table 4.1:

Table 4.1 Descriptive Statistical Analysis

| variant | Frequency | Percent | variant | Frequency | Percent |
|--------------------|-----------|---------|--------------------------|-----------|---------|
| Gender: | | | Education: | | |
| Male | 212 | 54.9 | Junior college or below | 125 | 32.4 |
| Female | 174 | 45.1 | undergraduate degree | 188 | 48.7 |
| Age: | | | Master's degree or above | 73 | 18.9 |
| Under 20 years old | 24 | 6.2 | Occupation: | | |
| 21-30 years old | 266 | 68.9 | teacher | 63 | 16.3 |
| 31-40 years old | 66 | 17.1 | graduate | 190 | 49.2 |
| Over 40 years old | 30 | 7.8 | On campus students | 133 | 34.5 |

Through Table 4.1, we can observe the distribution characteristics of the variables (gender, age, education, and occupation) as shown below:

1) Gender Distribution

Males accounted for 54.9% and females accounted for 45.1% of the sample. This indicates that there are slightly more males than females in the sample, but the gender ratio is relatively balanced and not significantly skewed.

2) Education Distribution

In terms of education, those with bachelor's degree accounted for 48.7% of the total sample, which is the part of the sample with the largest distribution of education, followed by those with specialized or lower education, which accounted for 32.4%, and those with master's degree or higher education, which accounted for 18.9%. This indicates that people with bachelor's degree account for a larger proportion of the sample, reflecting the fact that people with higher educational attainment account for a certain proportion of the sample.

3) Age Distribution

In terms of age, those aged 21-30 accounted for 68.9% of the total sample, which is the largest age group in the sample, indicating that the sample is mainly composed of young people. those aged 31-40 accounted for 17.1%, those under 20 accounted for 6.2%, while those over 40 accounted for only 7.8%. This shows that the sample tends to be in the younger age group and may be related to the theme or purpose of the survey.

4) Occupation Distribution

In terms of occupational distribution, graduates accounted for 49.2%, which is the largest portion of the sample, followed by school students at 34.5% and teachers at 16.3%. This distribution further validates that the sample consists mainly of younger groups, especially students and graduates who have just entered society.

In summary, the sample in this study reflects a relatively young and educated sample group. There are slightly more males than females, but the gender distribution is relatively balanced. The distribution of education shows that people with bachelor's degree occupy an important proportion of this sample, and also reflects the proportion of people with high education level. The age distribution reveals that the sample consists mainly of young people, especially in the 21-30 age group. The occupational distribution reveals that graduates and current students are the main groups in the sample.

4.2.2 Descriptive statistical analysis of research variables

Table 4.2 Descriptive Statistical Analysis of Study Variables

| variant | N | Minimum | Maximum | Mean | Std. Deviation |
|---------------------------------|-----|---------|---------|------|----------------|
| Corporate Social Responsibility | 386 | 1 | 5 | 3.62 | 0.98 |
| Consumer Rights Protection | 386 | 1 | 5 | 4.00 | 0.77 |
| Environmental Protection | 386 | 1 | 5 | 4.08 | 0.75 |
| Workers' Rights Protection | 386 | 1 | 5 | 3.86 | 0.77 |
| Philanthropic Engagement | 386 | 1 | 5 | 3.71 | 0.89 |
| Consumer Purchase Intention | 386 | 1 | 5 | 3.62 | 0.98 |

Descriptive statistical analysis of the research variables in Table 4.2 indicates that the overall evaluation of Corporate Social Responsibility (CSR) among participants is slightly above the medium level, with an average score of 3.62 and a standard deviation of 0.98. This suggests that consumers have a positive attitude towards the social responsibilities of e-retail companies, though there are some differences in attitudes across different demographics. Specifically, the highest scores were for consumer rights protection (average score of 4.00) and environmental protection (average score of 4.08), indicating that activities in these areas are highly recognized. The score for charitable activities was slightly lower (average score of 3.71), possibly reflecting a consumer preference for CSR activities that are more directly related to their interests.

Further analysis shows that the average score for consumer purchase intentions is the same as the overall evaluation of CSR, both at 3.62. This implies that a company's performance in social responsibility may directly influence consumer purchasing decisions. Particularly, high scores in consumer rights protection and environmental protection suggest that positive performance in these areas is especially important for enhancing consumer purchase intentions. Additionally, the standard deviations of all variables are relatively close, indicating that despite some differences in consumer evaluations of e-retail companies' social responsibilities, their views are relatively concentrated. This provides valuable reference for e-retail companies when formulating and adjusting their CSR strategies.

Table 4.3 Descriptive Statistical Analysis of each Measurement Question Item of Social Responsibility

| | | Completely disagree | Disagree | Uncertain | Agree | Completely agree |
|----------------------------|-----------|---------------------|----------|-----------|-------|------------------|
| Consumer Rights Protection | | | | | | |
| CR1 | Frequency | 29.0 | 49.0 | 89.0 | 145.0 | 74.0 |
| | Percent | 7.5 | 12.7 | 23.1 | 37.6 | 19.2 |
| CR2 | Frequency | 21.0 | 51.0 | 64.0 | 148.0 | 102.0 |
| | Percent | 5.4 | 13.2 | 16.6 | 38.3 | 26.4 |
| CR3 | Frequency | 16.0 | 47.0 | 61.0 | 149.0 | 113.0 |
| | Percent | 4.1 | 12.2 | 15.8 | 38.6 | 29.3 |
| CR4 | Frequency | 29.0 | 39.0 | 81.0 | 155.0 | 82.0 |

| | | Completely disagree | Disagree | Uncertain | Agree | Completely agree |
|-----------------------------------|-----------|---------------------|----------|-----------|-------|------------------|
| | Percent | 7.5 | 10.1 | 21.0 | 40.2 | 21.2 |
| Environmental Protection | | | | | | |
| EP1 | Frequency | 10.0 | 32.0 | 86.0 | 150.0 | 108.0 |
| | Percent | 2.6 | 8.3 | 22.3 | 38.9 | 28.0 |
| EP2 | Frequency | 6.0 | 23.0 | 65.0 | 136.0 | 156.0 |
| | Percent | 1.6 | 6.0 | 16.8 | 35.2 | 40.4 |
| EP3 | Frequency | 3.0 | 12.0 | 62.0 | 144.0 | 165.0 |
| | Percent | 0.8 | 3.1 | 16.1 | 37.3 | 42.7 |
| EP4 | Frequency | 10.0 | 24.0 | 79.0 | 138.0 | 135.0 |
| | Percent | 2.6 | 6.2 | 20.5 | 35.8 | 35.0 |
| Workers' Rights Protection | | | | | | |
| WR1 | Frequency | 9.0 | 22.0 | 77.0 | 149.0 | 129.0 |
| | Percent | 2.3 | 5.7 | 19.9 | 38.6 | 33.4 |
| WR2 | Frequency | 7.0 | 18.0 | 64.0 | 130.0 | 167.0 |
| | Percent | 1.8 | 4.7 | 16.6 | 33.7 | 43.3 |
| WR3 | Frequency | 6.0 | 14.0 | 52.0 | 139.0 | 175.0 |
| | Percent | 1.6 | 3.6 | 13.5 | 36.0 | 45.3 |
| WR4 | Frequency | 7.0 | 17.0 | 73.0 | 149.0 | 140.0 |
| | Percent | 1.8 | 4.4 | 18.9 | 38.6 | 36.3 |
| Philanthropic Engagement | | | | | | |
| PE1 | Frequency | 16.0 | 37.0 | 100.0 | 138.0 | 95.0 |
| | Percent | 4.1 | 9.6 | 25.9 | 35.8 | 24.6 |
| PE2 | Frequency | 5.0 | 28.0 | 79.0 | 149.0 | 125.0 |
| | Percent | 1.3 | 7.3 | 20.5 | 38.6 | 32.4 |
| PE3 | Frequency | 4.0 | 23.0 | 71.0 | 141.0 | 147.0 |
| | Percent | 1.0 | 6.0 | 18.4 | 36.5 | 38.1 |
| PE4 | Frequency | 9.0 | 29.0 | 99.0 | 141.0 | 108.0 |
| | Percent | 2.3 | 7.5 | 25.6 | 36.5 | 28.0 |

Table 4.3 uses a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to conduct a descriptive statistical analysis on the four dimensions of Corporate Social Responsibility (CSR). The results of the public's attitudes towards companies' efforts in consumer rights protecting, environmental protection, workers' rights protection, and engaging in charitable activities are as follows:

Consumer Rights Protection (CR)

The study shows a positive trend in the protection of consumer rights. Analyzing the percentages for questions CR1 to CR4, it appears that most respondents hold a favorable view of companies' efforts in this area. Notably, in question CR4, over 60% of respondents (61.4%) expressed their approval, with 40.2% choosing "agree" and 21.2% choosing "strongly agree." This finding indicates that when companies invest resources and effort to protect consumer rights, the public can feel and positively evaluate these efforts.

Moreover, the frequency data for CR4 also corroborates this, with 155 respondents choosing "agree" and 82 choosing "strongly agree." This further reinforces our finding that respondents generally believe that companies perform well in consumer rights protection. This widespread positive feedback underscores the importance of continuously focusing on and improving measures to protect consumer rights in business practices. Not only does this enhance consumer trust and satisfaction, but it also promotes long-term sustainable development and brand image enhancement for companies.

Environmental Protection (EP)

An in-depth analysis of public evaluations of corporate environmental protection practices based on responses to questions EP1 to EP4 reveals a positive trend. Particularly in EP3, a significant proportion of respondents supported corporate environmental actions, with 37.3% choosing "agree" and 42.7% choosing "strongly agree," totaling 79.7%. This was the highest affirmation rate among all items, reflecting strong public approval of corporate engagement in environmental protection.

Comparative analysis further shows that the proportion of "strongly disagree" and "disagree" is relatively low in environmental items, further confirming the general public support for effective corporate environmental measures. This widespread positive feedback not only highlights the general concern for environmental issues but also emphasizes the importance of implementing environmental protection measures by companies. This research sends a clear message to the corporate world that investments in environmental protection not only fulfill social responsibilities but are also crucial for building brand and gaining consumer trust and support. Therefore, companies should continue to optimize and increase their efforts in environmental protection, both to meet public expectations and to promote long-term corporate development.

Workers' Rights Protection (WR)

This study provides a detailed analysis of public attitudes towards companies' efforts to safeguard employee rights, revealing a generally positive view. Especially in questions WR1 to WR4, the public recognizes the efforts made by companies in this regard, particularly in WR3 and WR4, where the proportion of respondents choosing "agree" and "strongly agree" is significant. This trend indicates that when companies take effective measures to safeguard employees' legal rights, they receive broad support and high praise from the public. This not only reflects the general concern for workers' rights protection but also highlights the crucial role of companies in fulfilling social responsibilities.

Moreover, the choice of "strongly agree" in WR3 reached a frequency of 175, making it the most approved option among all items. This underscores the deep public recognition of the efforts made by companies in workers' rights protection. The high

frequency of "strongly agree" choices points to an important finding: in modern business practices, a company's social image and brand value are greatly influenced by its attitude towards protecting employee rights. Therefore, this study suggests that companies should further strengthen their measures to protect employee rights as an effective way to enhance their sense of corporate responsibility and public trust.

Philanthropic Engagement (PE)

In analyzing public attitudes towards corporate involvement in charitable activities, the study finds that respondents generally express approval, especially in PE1 and PE4, where the public gives high ratings to corporate participation in charitable activities. This positive feedback highlights the public's expectations of corporate social responsibility, particularly in the field of charity. Although there is a certain proportion of "strongly disagree" and "disagree" choices, it does not prevent most people from supporting and recognizing the efforts made by companies in this area. Particularly in PE3, the highest number of respondents chose "strongly agree" (147), clearly indicating that the public highly values corporate positive contributions in charitable activities.

These research findings emphasize the key role of companies in social development, particularly in advancing charitable activities. The high level of public approval not only reflects affirmation of corporate philanthropic actions but also shows the expectation that companies go beyond economic interests to undertake broader social responsibilities. Therefore, encouraging companies to deeply engage in charitable activities not only helps enhance their social image and brand value but is also an important pathway to achieving sustainable development goals. This study suggests that companies should incorporate charity into their social responsibility strategy, actively seek cooperation with philanthropic organizations, and promote overall societal well-being through practical actions.

In summary, this research provides an in-depth analysis of corporate performance in various dimensions of social responsibility, revealing widespread public approval of companies in consumer rights protection, environmental protection, workers' rights protection, and engaging in charitable activities. Notably, the positive evaluations in the areas of environmental protection and workers' rights protection are particularly prominent, reflecting the high importance and support the public places on corporate actions in these areas. This phenomenon not only highlights the special attention the public pays to corporate environmental protection and workers' rights protection but also underscores the significant position of corporate social responsibility in modern society. The results emphasize an important point: in pursuing economic benefits, companies must seriously consider their social responsibilities to ensure broad public recognition and sustained support. This broad social recognition is not only key to corporate success but also a foundation for achieving long-term sustainable development.

Table 4.4 Descriptive Statistical Analysis of Individual Measurement Question Items of Consumer Purchase Intention

| | | Completely disagree | Disagree | Uncertain | Agree | Completely agree |
|------|-----------|---------------------|----------|-----------|-------|------------------|
| CPI1 | Frequency | 23.0 | 54.0 | 91.0 | 139.0 | 79.0 |
| | Percent | 6.0 | 14.0 | 23.6 | 36.0 | 20.5 |
| CPI2 | Frequency | 14.0 | 33.0 | 90.0 | 136.0 | 113.0 |
| | Percent | 3.6 | 8.5 | 23.3 | 35.2 | 29.3 |
| CPI3 | Frequency | 11.0 | 36.0 | 69.0 | 139.0 | 131.0 |
| | Percent | 2.8 | 9.3 | 17.9 | 36.0 | 33.9 |
| CPI4 | Frequency | 18.0 | 40.0 | 95.0 | 141.0 | 92.0 |
| | Percent | 4.7 | 10.4 | 24.6 | 36.5 | 23.8 |

According to Table 4.4, this study conducts a descriptive statistical analysis of consumer purchase intentions, specifically focusing on the measurement items CPI1 to CPI4, which reveal consumers' positive buying intentions towards specific products or services. The analysis shows that the responses "agree" and "strongly agree" occupy a significant proportion in most items, particularly in CPI3, where they cumulatively reach 69.9%. This highlights the positive evaluations by consumers regarding product quality, brand reputation, and marketing strategies. This finding emphasizes the significant impact of individual consumer preferences on purchase decisions and highlights the key factors that businesses need to focus on to meet market demands.

However, the study also observes a notable proportion of "undecided" responses in some items, such as 24.6% in CPI4. This indicates the presence of uncertainty in the decision-making process, which may stem from a lack of product information, considerations of price, or unfamiliarity with the brand, among other factors. Therefore, the study suggests that businesses can reduce consumer uncertainty and thus enhance their willingness to purchase products or services by enhancing information transparency, strengthening brand building, and offering price incentives.

The study further notes that although the proportions of "strongly disagree" and "disagree" are low, businesses still need to pay attention to and understand the concerns and dissatisfactions of this segment of consumers. In CPI1 and CPI2, the cumulative percentage of such negative feedback prompts businesses to explore the underlying reasons behind consumer feedback, whether it be issues with product features, market positioning, or service experience. These should be taken seriously and addressed accordingly. By doing so, businesses can not only increase consumer satisfaction and loyalty but also accurately target market demands, promoting long-term commercial success.

4.3 Variance Analysis

In this study, one-way Analysis of Variance (ANOVA) was established as the main statistical method for analyzing differences between variables. It was used to test whether there are significant differences in the means between two or more groups, aiming to evaluate the impact of categorical variables such as gender, age, education, and occupation on key indicators such as corporate social responsibility and consumer purchase intention. Although gender is a binary categorical variable, for which independent sample t-tests would typically be more appropriate, this study chose to use one-way ANOVA for all categorical variables to maintain consistency in statistical methods and simplify the analysis process. Specific analysis results are shown in Table 4.5.

Table 4.5 One-way ANOVA

| | | Mean | Std. Deviation | F | Sig. | |
|---------------------------------|-------------------------|--------------------------|----------------|-------|--------|-------|
| Corporate Social Responsibility | Gender | male | 62.56 | 8.64 | 0.598 | 0.440 |
| | | female | 61.88 | 8.55 | | |
| | Age | Under 20 years old | 53.79 | 8.66 | 31.209 | 0.000 |
| | | 21-30 years old | 64.71 | 7.29 | | |
| | | 31-40 years old | 56.63 | 8.26 | | |
| | | Above 40 | 59.66 | 9.45 | | |
| | education | Junior college or below | 60.44 | 10.08 | 5.397 | 0.005 |
| | | undergraduate course | 62.61 | 7.67 | | |
| | | Master's degree or above | 64.43 | 7.51 | | |
| | occupation | Teacher | 61.55 | 8.75 | 1.794 | 0.168 |
| Graduate | | 61.69 | 8.73 | | | |
| On campus students | | 63.39 | 8.28 | | | |
| Consumer Purchase Intention | Gender | male | 14.99 | 3.25 | 1.092 | 0.297 |
| | | female | 14.61 | 3.90 | | |
| | Age | Under 20 years old | 10.41 | .50 | 112.78 | 0.000 |
| | | 21-30 years old | 16.45 | 2.94 | | |
| | | 31-40 years old | 11.25 | 1.28 | | |
| | | Above 40 | 11.76 | 2.45 | | |
| education | Junior college or below | 13.54 | 3.63 | 18.42 | 0.000 | |

| | | | | | | |
|--|------------|--------------------------|-------|------|------|-------|
| | | undergraduate course | 15.00 | 3.36 | | |
| | | Master's degree or above | 16.54 | 3.09 | | |
| | Occupation | Teacher | 14.06 | 3.63 | 3.21 | 0.041 |
| | | Graduate | 14.68 | 3.66 | | |
| | | On campus students | 15.37 | 3.29 | | |

According to the results of the one-way ANOVA presented in Table 4.5:

1) Significant differences in personal characteristics in corporate social responsibility analysis:

Gender Analysis:

The analysis reveals that gender does not have a statistically significant impact on CSR evaluations, with an F-value of 0.598 and a significance level (Sig.) of 0.440. Specifically, the mean score for males on CSR is 62.56 (with a standard deviation of 8.64), and for females, it is 61.88 (with a standard deviation of 8.55). This result suggests that the impact of gender differences on CSR evaluations is limited. A possible explanation is that in modern society, the perception and expectations of corporate social responsibility have transcended gender boundaries, becoming universal and consistent.

Age Analysis:

The analysis of age factors shows significant differences in CSR evaluations across different age groups, with an F-value of 31.209 and an extremely low significance level ($p < 0.000$). Notably, respondents aged 21-30 years have the highest average score (64.71), indicating that this group places particular importance on corporate social responsibility. This reflects that the younger generation may be more concerned about the social and environmental impacts of businesses and have higher expectations for corporate social responsibility.

Education Analysis:

Education also significantly impacts CSR evaluations, with an F-value of 5.397 and a significance level of 0.005. The analysis shows that recognition of CSR increases with higher levels of education. Specifically, scores increase progressively from "Associate degree and below" to "Master's degree and above." This may be because individuals with higher education possess a broader knowledge base and a deeper awareness of social responsibilities, thus holding higher standards and expectations for corporate social actions.

Occupation Analysis:

The analysis of occupational categories shows that although there are differences in CSR evaluations among different professional groups, these differences are not statistically significant, with an F-value of 1.794 and a significance level (Sig.) of 0.168. This suggests that the impact of occupational background on CSR evaluations is relatively limited, possibly indicating that evaluations of corporate social responsibility are more deeply influenced by individual values and societal cultural backgrounds. This study highlights the significant roles of age and education in CSR evaluations, while the impacts of gender and occupation are relatively minor. These findings provide valuable insights for businesses in developing and implementing social responsibility strategies, especially emphasizing the need to consider the specific expectations and evaluative differences of consumers across different ages and educational levels.

2) Significant differences in personal characteristics in consumer purchase intention:

Gender Analysis:

The analysis shows that gender does not significantly affect consumer purchase intentions, with an F-value of 1.092 and a significance level (Sig.) of 0.297. Specifically, the average purchase intention score for males is 14.99 (with a standard deviation of 3.25), and for females, it is 14.61 (with a standard deviation of 3.90). This finding implies that gender differences have limited influence on consumer purchase intentions, and purchasing decisions are likely influenced more by other factors.

Age Analysis:

Age has a significant impact on consumer purchase intentions, with a high F-value of 112.78 and a very significant level ($p < 0.000$), indicating significant differences in purchase intentions among different age groups. Specifically, consumers aged 21-30 years show the highest purchase intentions (average of 16.45), possibly reflecting the robust purchasing power and demand for products or services among this age group.

Education Analysis:

Education significantly influences consumer purchase intentions, with an F-value of 18.42 and a significance level ($p < 0.000$), indicating that purchase intentions increase with higher educational levels. This result may be related to higher-educated consumers' greater ability to access and process information, as well as their likely higher income levels.

Occupation Analysis:

While the impact of occupational classification on consumer purchase intentions is relatively moderate, it is still statistically significant, with an F-value of 3.21 and a significance level of 0.041. This indicates differences in purchase intentions among consumers with different occupational backgrounds, reflecting how professional

characteristics and income levels might influence purchasing decisions. This study's analysis of factors affecting consumer purchase intentions clearly demonstrates significant positive effects of age and education, while the impact of gender is not significant, and the influence of occupation is relatively moderate. These findings provide valuable market insights for businesses, particularly emphasizing the importance of considering consumers' age and educational backgrounds when formulating marketing strategies.

In conclusion, this study, through one-way ANOVA, explored the effects of factors such as gender, age, education, and occupation on perceptions of corporate social responsibility (CSR) and consumer purchase intention, finding that age and education are significant factors influencing these variables, while the impacts of gender and occupation are more limited. Particularly, younger and more educated consumers have higher expectations of corporate social actions and are inclined to demonstrate stronger purchase intentions. These results emphasize the need for businesses to precisely consider the age and educational backgrounds of consumers when crafting social responsibility strategies and marketing plans, adopting targeted communication and value propositions to enhance the effectiveness of their social responsibility practices and the success of their market strategies. Therefore, businesses should deeply understand and utilize these insights, optimizing their social responsibility and market performance by comprehensively considering the specific characteristics of their target markets, aiming to achieve both commercial success and social contributions. Hypotheses 1 and 2 of the study are partially supported.

4.4 Inferential statistical analysis

4.4.1 Correlation Analysis

In this study, the Pearson correlation coefficient analysis method was used to quantitatively assess the linear relationships between research variables. The Pearson correlation coefficient is a statistical tool used to measure the degree of linear correlation between two quantitative variables, with its values ranging from -1 to +1. Here, a value of +1 indicates a perfect positive correlation, a value of -1 indicates a perfect negative correlation, and a value of 0 indicates that there is no linear correlation between the two variables. The application of this method aims to reveal the direction and strength of the relationships between the variables studied. The results of the correlation analysis between consumer purchase intentions, social responsibility, and its various dimensional variables are presented in Table 4.6.

Table 4.6 Correlation Analysis

| | Corporate Social Responsibility | Consumer Rights Protection | Environmental Protection | Workers' Rights Protection | Philanthropic Engagement |
|-----------------------------|---------------------------------|----------------------------|--------------------------|----------------------------|--------------------------|
| Consumer purchase intention | 0.636** | 0.495** | 0.361** | 0.438** | 0.357** |

*The correlation is significant at the 0.05 level (two-tailed),

**The correlation is significant at the 0.01 level (two-tailed).

According to the correlation analysis results in Table 4.6, a significant positive correlation exists between consumer purchase intention and various dimensions of corporate social responsibility (CSR). The highest correlation coefficient (0.636) is observed between social responsibility and consumer purchase intentions, indicating that high recognition of corporate social responsibility significantly enhances their willingness to purchase. Similarly, the dimensions of consumer rights protection (0.495), workers' rights protection (0.438), and engaging in charitable activities (0.357), although slightly lower, also demonstrate a positive influence on consumer purchase decisions. The environmental protection dimension (0.361), though weaker, is still significant, suggesting that consumers prefer to support businesses that implement environmental protection measures. These results highlight the critical role of corporate social responsibility in shaping consumer purchase intention, showing that investments in all aspects of social responsibility not only reflect a company's ethical stance but also serve as an effective strategy to enhance consumer willingness to buy and strengthen market competitiveness. Therefore, businesses should focus on strengthening the practice of social responsibility as an important way to gain consumer trust and support.

Regression analysis is an important statistical method aimed at exploring the strength and nature of the relationship between a dependent variable and one or more independent variables. This analysis involves constructing a mathematical model to predict or explain variations in the dependent variable, where linear regression is the most basic form, assuming a linear relationship between variables, expressed as $Y = a + bX + \epsilon$, with Y representing the dependent variable, X the independent variable, a and b as model parameters, and ϵ as the error term. This study utilizes linear regression analysis, as detailed in Table 4.7:

Table 4.7 Regression analysis of social responsibility and its dimensions with consumer purchase intention

| | Consumer Rights Protection | Environmental Protection | Workers' Rights Protection | Philanthropic Engagement |
|-----------------------------|----------------------------|--------------------------|----------------------------|--------------------------|
| Consumer purchase intention | 0.495** | 0.361** | 0.438** | 0.357** |

| | | | | |
|-------------------|-----------|----------|----------|----------|
| R Square | 0.245 | 0.131 | 0.192 | 0.127 |
| Adjusted R Square | 0.243 | 0.128 | 0.190 | 0.125 |
| F-value | 124.824** | 57.649** | 91.133** | 56.093** |
| T-value | 11.172** | 7.593** | 9.546** | 7.489** |
| DW | 1.935 | 1.941 | 1.917 | 2.007 |

Dependent variable: consumer purchase intention

Independent variables: consumer rights protection, environmental protection, protecting employee rights and interests, workers' rights protection

The regression analysis results in Table 4.7 explored the relationship between corporate social responsibility various dimensions-consumer rights protection ($\beta=0.495$), environmental protection ($\beta=0.361$), workers' rights protection ($\beta=0.438$), and engaging in charitable activities ($\beta=0.357$), and consumer purchase intention (dependent variable). This regression analysis emphasizes that a company's performance in core areas of social responsibility such as consumer rights protection, environmental protection, employee rights, and charitable activities not only reflects its commitment to social responsibility but protection is also a key factor in enhancing consumer purchase intention and competitive market strength. These findings provide clear guidance for companies in prioritizing and optimizing social responsibility practices in their strategy formulation to boost consumer purchase intention and promote long-term business success. Hypotheses H1, H2, H3, and H4 are supported.

According to the aforementioned data analysis, this study, focusing on teachers and students of the e-commerce department in vocational colleges in Hebei Province, China, analyzed data from 386 samples. The results show: 1) Consumer Rights Protection has a positive and significant impact on Consumer Purchase Intention; 2) Environmental Protection has a positive and significant impact on Consumer Purchase Intention; 3) Workers' Rights Protection has a positive and significant impact on Consumer Purchase Intention; 4) Philanthropic Engagement has a positive and significant impact on Consumer Purchase Intention. From these results, it is evident that active fulfillment of social responsibilities by e-retail companies helps promote consumer purchasing behavior and plays a vital role in the sustainable and healthy development of the company.

Chapter 5 Conclusion and Recommendation

5.1 Introduction

This study collected 386 sample data through the questionnaire survey and conducted detailed data analysis using SPSS to further verify the relationship between corporate social responsibility and consumer purchase intention variables.

The results of correlation and regression analyses confirm that corporate performance in the areas of consumer right protection, safeguarding employees' rights and interests, environmental protection, and undertaking charitable endeavors all have a significant positive impact on consumer purchase intentions. Such as consumer protection ($\beta=0.495$), safeguarding employees' rights and interests ($\beta=0.438$), environmental protection ($\beta=0.361$), and undertaking charitable public welfare ($\beta=0.357$), although with different degrees of influence, confirm the trend of positively influencing consumers' purchase decisions.

These findings emphasize the strategic value of active corporate social responsibility in enhancing consumers' purchase intentions. In particular, in the two core areas of consumer right protection and workers' rights protection, positive corporate behavior not only enhances consumer trust and support, but also further promotes purchase intention, thus significantly and positively affecting corporate market performance. This finding provides strategic guidance for companies to gain an advantage in an increasingly competitive market environment by enhancing their corporate image and substantially increasing consumers' willingness to purchase their products or services through positive practices in all dimensions of social responsibility. As a result, companies need to pay more attention to the planning and execution of their social responsibility activities, especially in areas that directly affect consumers and society, in order to promote long-term sustainable development and market success.

5.2 Conclusion

The positive impact of corporate social responsibility (CSR) on consumer purchase intention in its different dimensions was explored in depth. This study found that all aspects of CSR, including consumer right protection, employee right protection, environmental protection, and undertaking charitable endeavors, can significantly enhance consumers' purchase intention, with consumer right protection and employee right protection being the most critical areas. Through correlation and regression analyses, this study not only reveals the overall role of CSR in enhancing consumers' purchase intention, but also highlights the need to prioritize different CSR dimensions when implementing strategies.

5.2.1 Consumer Rights Protection has a positive impact on Consumer Purchase Intention.

The statistical analysis of the impact of consumer rights protection on consumer purchase intention shows a strong positive relationship, as confirmed by both correlation and regression analyses. The Pearson correlation coefficient of 0.495 indicates a moderate to strong positive relationship, suggesting that improvements in consumer rights protection are associated with increases in consumer purchase intention. This relationship underscores the significance of companies actively engaging in safeguarding consumer rights, including practices such as ensuring product safety, efficiently handling complaints, and protecting personal information. Such measures not only enhance consumer trust but also bolster consumer loyalty, reflecting a high evaluation of these practices by consumers. This positive correlation between the perceived effectiveness of consumer rights protection and increased purchase intention highlights the importance of these activities in influencing consumer behavior.

Furthermore, the regression analysis supports the importance of consumer rights protection as a predictor of consumer purchase intention. With a regression coefficient (β) of 0.495 and an R-squared value of 0.245, the data reveal that approximately 24.5% of the variation in purchase intention can be explained by how effectively a company protects consumer rights. This substantial impact is emphasized by the F-value of 124.824, which confirms the model's statistical significance. Such findings reinforce the hypothesis that robust consumer rights protection significantly affects consumer purchase intention. Companies that prioritize these aspects of corporate social responsibility can thus expect not only to enhance their brand reputation but also to see a tangible increase in consumer loyalty and purchase activities. These results underscore the necessity for e-retail businesses to implement and maintain high standards in consumer rights protection as a strategic approach to boost consumer confidence and market competitiveness.

5.2.2 Environmental Protection has a positive impact on Consumer Purchasing Intention.

The empirical analysis conducted on the relationship between corporate environmental protection efforts and consumer purchase intention revealed a significant positive correlation, substantiated by a Pearson correlation coefficient of 0.361. This statistic robustly indicates that consumer purchase decision is positively influenced by companies' environmental initiatives. Specifically, corporate activities focused on reducing pollution, conserving energy, and utilizing sustainable materials resonate strongly with today's environmentally conscious consumers. This trend is largely driven by a heightened public awareness of environmental issues and a burgeoning desire among consumers to support and patronize companies that prioritize ecological sustainability. The findings suggest that environmental responsibility is increasingly becoming a critical factor in shaping consumer preferences and purchasing decisions, highlighting the strategic importance of sustainable practices in business operations.

Additionally, the regression analysis further quantifies the impact of these environmental efforts on consumer purchase intention. With a regression coefficient (β) of 0.361 and an R-squared value of 0.131, the analysis demonstrates that approximately 13.1% of the variation in consumer purchase intention can be explained by how effectively a company engages in environmental protection. This significant relationship is corroborated by an F-value of 57.649, which underscores the statistical significance of the model. These results provide compelling evidence that environmental protection is not only a corporate ethical commitment but also a strategic business imperative that can significantly influence consumer behavior. Therefore, e-retail businesses that integrate strong environmental practices into their strategic operations are likely to experience enhanced consumer support and increased purchasing activity, thus improving both their market competitiveness and their alignment with contemporary consumer values. This alignment is crucial for businesses aiming to maintain relevance and achieve sustained success in the modern marketplace.

5.2.3 Workers' Rights Protection has a positive impact on Consumer Purchase Intention.

The empirical data reveals that initiatives such as providing fair wages, ensuring safe working conditions, and offering career development opportunities significantly enhance consumers' willingness to engage with a brand. Such measures not only demonstrate a company's commitment to ethical practices but also signal to consumers that the company cares about its workforce. This perception plays a pivotal role in shaping consumer behavior, as buyers are more inclined to support companies that are viewed as responsible employers.

Further analysis through regression techniques quantifies this relationship, showing that workers' rights protection is a substantial determinant of consumer purchase intention. Based on the regression analysis provided in the thesis, the correlation coefficient (β) for workers' rights protection is 0.438, indicating a strong positive impact on consumer purchase intention. The R-squared value of 0.192 suggests that approximately 19.2% of the variability in consumer purchasing behavior can be explained by the extent to which a company protects the rights of its workers. This substantial relationship is supported by an F-value of 91.133, which confirms the statistical significance of the model. These findings emphasize not only the moral imperatives of corporate conduct but also the strategic business benefits of ethical labor practices. By prioritizing workers' rights, companies not only adhere to ethical standards but also enhance their market appeal, aligning themselves with the values of a socially conscious consumer base. This alignment is crucial for companies aiming to secure a competitive edge in the increasingly value-driven global market.

5.2.4 Philanthropic Engagement has a positive impact on Consumer Purchasing Intention.

The analysis of corporate philanthropic engagement and its impact on consumer purchase intention highlights a positive correlation, though it is somewhat less pronounced than other corporate social responsibility (CSR) activities. According to the regression analysis data the correlation coefficient (β) for philanthropic engagement is 0.357, indicating a positive influence on consumer purchase decision. This positive effect, although weaker than other CSR aspects such as environmental protection and consumer rights protection, still plays a significant role in shaping consumer behavior. The R-squared value associated with philanthropic engagement is 0.127, which suggests that about 12.7% of the variation in consumer purchase intention can be accounted for by the extent of a company's involvement in charitable activities. This relationship is statistically significant, as evidenced by an F-value of 56.093.

Consumers appreciate companies that actively contribute to the community, particularly in areas such as education, healthcare, and poverty alleviation. These activities enhance the company's image and resonate with consumers' increasing expectations for businesses to play a positive role in society. The findings emphasize that while the impact of philanthropy on purchase intentions is not as strong as other CSR initiatives, it still substantially contributes to how consumers perceive and interact with a brand. This perception significantly influences their purchasing decisions, demonstrating that philanthropic engagement is an important aspect of a company's overall CSR strategy. By engaging in philanthropy, companies not only contribute to societal well-being but also appeal to the ethical considerations of their customers, thereby fostering loyalty and enhancing their competitive edge in the market.

In summary, the results of this study differ from the results of Chen (2018) in terms of the strength of employee rights and interests and environmental protection on consumer purchase intentions, the research that led to this finding may be due to the fact that students who are engaged in e-commerce majors and who are also consumers were selected for the survey in this study, and their specialization as well as as being a researcher of the profession is more concerned about the rights and interests of stakeholders, therefore, there is a difference in the employee rights and interests and the protection of the environment have a bias in the level of perception. This difference emphasizes that when implementing CSR activities, companies should not only recognize their overall positive impact on consumers' purchase intention, but also accurately allocate resources and position strategies according to the influence of each dimension. In this way, e-Retail firms are able to utilize their CSR activities more effectively, not only to achieve success in enhancing brand image and consumer trust, but also to gain a distinct advantage in a competitive market environment and achieve sustainable development and long-term success.

5.3 Recommendation

5.3.1 Recommendation for e-retail

In the current business environment, e-retail enterprises face not only fierce market competition, but also growing consumer expectations of corporate social responsibility (CSR). The results of the study show that the positive practices of enterprises in consumer right protection, environmental protection, employee rights and interests right, as well as undertaking charity and public welfare have a significant positive impact on consumers' purchase intention. This not only highlights the importance of CSR in shaping consumer behavior, but also points out the key areas that e-Retail companies need to focus on in their strategy development. In particular, in the two major areas of consumer protection and environmental protection, positive corporate behavior not only directly enhances consumer trust and satisfaction, but also demonstrates its commitment to sustainable development on a broader social level. Therefore, e-retail companies should increase their investment and efforts in these key areas to strengthen their positive image and market competitiveness in the eyes of consumers through specific social responsibility program practices, such as ensuring product safety, reducing environmental pollution, providing a fair working environment, and participating in community development projects.

At the same time, optimizing social responsibility communication strategies and deepening consumer engagement have also become key aspects for e-retail companies to enhance the effectiveness of their social responsibility practices. Effective communication strategies, such as transparently sharing the progress and effectiveness of their social responsibility activities through social media, corporate websites, and CSR reports, not only enhance corporate transparency, but also strengthen consumer trust and brand loyalty. In addition, allowing consumers to directly participate in corporate social responsibility projects, such as through the organization of environmental activities, public welfare donations and other forms, can effectively enhance the brand identity and loyalty of consumers. This sense of participation not only deepens consumers' understanding and support of the corporate brand, but also brings broader social influence to the enterprise. Therefore, e-retail enterprises should further deepen consumers' understanding and support of CSR activities through innovative communication and engagement strategies, so as to stand out in the competitive market and achieve sustainable development goals.

5.3.2 Recommendation to Government and Regulators

The government and regulators play a crucial role in promoting the fulfillment of corporate social responsibility. In order to further incentivize and guide enterprises to actively participate in social responsibility activities, the formulation and improvement of relevant policies and regulations become necessary actions. By providing incentives such as tax concessions and public recognition, the government can effectively encourage enterprises to increase their investment in consumer protection, environmental protection, employee rights and interests, as well as undertaking

charitable and public welfare activities. In addition, strengthening the regulation of CSR practices is equally important, not only to ensure the transparency and effectiveness of CSR activities, but also to help build public trust in CSR activities. These efforts by governments and regulators can not only promote substantial progress in CSR, but also contribute to sustainable development and social cohesion at the broader societal level.

In addition, governments can enhance education and training for corporate managers and employees in the area of social responsibility through the education system and professional training institutions. This will not only raise their awareness of the importance of CSR, but also enhance their ability to solve problems in practice. Through the provision of relevant courses, seminars and workshops, the professional knowledge and skills of enterprises in the practice of CSR can be effectively upgraded, thereby promoting the quality and effectiveness of CSR activities. Such education and training will not only be conducive to the building of an internal corporate culture, but will also have a positive impact on the industry as a whole, raising the overall standard of social responsibility. This initiative by the Government will help create a more responsible and sustainable business environment, which in turn will contribute to the overall progress and development of society.

5.4 Further Study

In order to deepen our understanding of the impact of e-Retail corporate social responsibility (CSR) on consumers' purchase intention, future research needs to explore more broadly the various factors that influence consumers' decisions. This includes examining how factors such as consumers' personal values, cultural backgrounds, and social identities interact with a firm's CSR activities to influence their purchase decisions. In addition, research should provide insights into how CSR activities trigger positive consumer emotions and how these emotions contribute to consumer purchase intention. These explorations will not only enrich our understanding of consumer behavior theories, but also help construct a more comprehensive and precise theoretical model to better explain and predict consumer purchase behavior.

In the context of a specific e-Retail environment, future research also needs to examine in greater depth the dissemination of CSR messages and the process of consumer perception in the online environment. This involves analyzing how different online platforms influence consumers' reception and processing of CSR information, and how these factors work together to influence consumers' purchase intentions. At the same time, it explores the diversity and innovativeness of e-Retail firms in the area of CSR, identifies those CSR activities that are more effective in attracting consumers' attention, and explores how innovative practices can enhance firms' competitiveness in the marketplace. This type of research will provide practical strategic recommendations for e-Retail companies and promote the continuous progress and development of CSR practices.

In addition, the adoption of a mixed research methodology that combines the strengths of quantitative and qualitative data and the use of big data and artificial intelligence technologies to analyze consumer online behavior will bring deeper and more comprehensive insights into the field of e-Retail CSR research. These research efforts aim to promote the development of CSR theories and practices, and help companies and society move toward the goal of sustainable development. By deepening our understanding of the role of CSR in the e-Retail environment, we can provide theoretical and practical guidance on how e-Retail companies can effectively fulfill their social responsibilities, enhance consumers' purchasing intentions and achieve long-term sustainable development.



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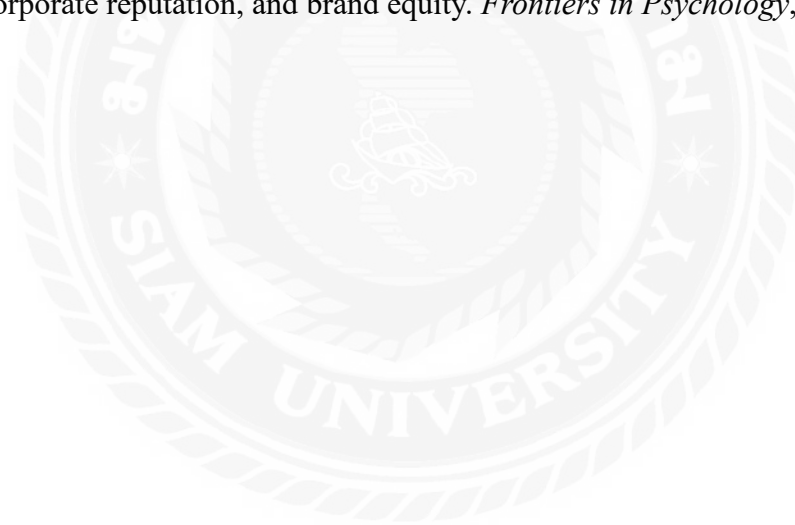
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Appendix

Ladies and Gentlemen

Hello everyone!

Thank you for taking the time to participate in our survey. The theme of this survey is "The Impact of E-Retail Corporate Social Responsibility on Consumers' Purchase Intention". With the rapid development of the Internet, e-Retail companies have become one of the major forces in today's consumer market. However, there are concerns about the social responsibility of e-tailers, such as environmental protection, labor rights, and product quality. These social responsibility initiatives not only affect corporate reputation, but may also have a significant impact on consumer purchasing intentions. Through your comments and opinions, we would like to gain a deeper understanding of the impact of e-Retail companies' social responsibility on your willingness to buy, as well as your expectations of e-Retail companies in terms of social responsibility. Your responses are crucial to our research and we assure you that they will be kept strictly confidential and used only for academic research purposes. Thank you again for your participation and support!

Part I: Basic personal information (please tick the appropriate box)

1. Your gender:

- Male
- Female

2. Your age:

- Under 20 years old
- 20-30 years old
- 30-40 years old
- Over 40 years old

3. Your highest education level:

- Junior college or below
- Undergraduate degree
- Master's degree or above

4. Your Occupation:

- Teacher
- graduate
- On campus students



Part II: Likert Scale.

Table A Social Responsibility Scale

| | | Rating level | | | | |
|----------------------------|--|--------------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| Consumer Rights Protecting | | | | | | |
| CR1 | I believe that the business provides customers with safe and competent products | 1 | 2 | 3 | 4 | 5 |
| CR 2 | I feel that the business is able to deal with customer complaints and returns quickly | 1 | 2 | 3 | 4 | 5 |
| CR 3 | I believe that the company protects customers' personal information | 1 | 2 | 3 | 4 | 5 |
| CR 4 | I believe that the company does not engage in exaggerated and false advertising. | 1 | 2 | 3 | 4 | 5 |
| Environmental Protection | | | | | | |
| EP1 | I think the enterprise focuses on pollution control in the production process | 1 | 2 | 3 | 4 | 5 |
| EP2 | I think the enterprise compensates for possible pollution treatment | 1 | 2 | 3 | 4 | 5 |
| EP3 | I think the company emphasizes on environmental protection of packaging and raw materials. | 1 | 2 | 3 | 4 | 5 |
| EP4 | I think the company is committed to producing environmentally friendly products or services. | 1 | 2 | 3 | 4 | 5 |
| Workers' Rights Protection | | | | | | |
| WR1 | I believe that the company complies with its contractual obligations in accordance with the law. | 1 | 2 | 3 | 4 | 5 |
| WR2 | I believe that the company provides good remuneration and benefits for its employees. | 1 | 2 | 3 | 4 | 5 |
| WR3 | I think the company provides a safe and favorable working environment for its employees. | 1 | 2 | 3 | 4 | 5 |
| WR4 | I think the company provides good career development opportunities for its employees. | 1 | 2 | 3 | 4 | 5 |
| Philanthropic Engagement | | | | | | |
| PE1 | I believe the business is actively involved in charitable causes | 1 | 2 | 3 | 4 | 5 |
| PE2 | I believe that this company gives a portion of its profits back to the community. | 1 | 2 | 3 | 4 | 5 |
| PE3 | I believe this company is actively engaged in activities that contribute to society as a whole. | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|-----|---|---|---|---|---|---|
| PE4 | I believe this company is actively involved in the management of public affairs | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|

Table B Consumer purchase intention Scale

| | | Rating level | | | | |
|------|---|--------------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| CPI1 | I would like to buy related products or services from this business | 1 | 2 | 3 | 4 | 5 |
| CPI2 | I think this business is the best choice for similar products or services | 1 | 2 | 3 | 4 | 5 |
| CPI3 | I would be willing to try a new product or service from this business | 1 | 2 | 3 | 4 | 5 |
| CPI4 | I would continue to buy similar products or services from this business | 1 | 2 | 3 | 4 | 5 |

