

Influencing Mechanism of Corporate Social Responsibility on Sichuan Consumer Purchase Intention in Food and Beverage Products

Shufeng Deng

North Bangkok University, Bangkok 10220, Thailand.

Abstract: Corporate Social Responsibility (CSR) has become essential for organizations to run their business. Consumers are increasingly aware of this and expect it from organizations. Businesses and consumers are increasingly concerned about environmental protection, food safety, and health issues. Consumer engagement in social media's CSR activities positively impacts purchase intention. The three objectives are to explore the behavioral factors towards food and beverage products in Sichuan, evaluate the effect of CSR on food and beverage purchase intention, and suggest improving management policies and social acceptance concepts.

Keywords: Corporate Social Responsibility; Purchase Intention; Food and Beverage Products

1. Introduction

Since the reform and opening up in the 19th century, China's economy has developed rapidly. At the same time, issues such as food hygiene, environment, resources, society, and safety have also appeared, which has led to re-examination and reflection on the issue of "corporate social responsibility" from all walks of life and attention. The internal production code of the enterprise is mainly used to urge itself to fulfill relevant social responsibilities and to establish a responsible social image of the enterprise. Many businesses have lost their ethics in pursuing profits and ignored corporate social responsibility. In the context of this era, this paper links corporate social responsibility and consumers' willingness to purchase, finds the relationship between the two through empirical evidence, provides a basis for corporate decision-making, and provides information for promoting "satisfying people's yearning for a better life" strong support.

2. Theoretical Basis

2.1 Theoretical significance and value

Among the current research trends, the research on the relationship between the theory of stakeholder benefit maximization and corporate social responsibility has received extensive attention from scholars. This article enriches this theory by examining restaurant consumer responses to corporate social responsibility. On the other hand, from the perspective of current research, most start from the macro level, and the research from the micro-level focuses on the catering industry. Hence, it is necessary to study this to enrich the impact of corporate social responsibility on consumers' purchase intentions in different sectors and product types (Liu: et al. 2015)^[1].

2.2 Practical meaning and value

Under the current environment, the public has generally increased awareness of corporate social responsibility, paid more attention to various decisions and behaviors made by enterprises, and has higher and higher requirements for the performance of corporate social responsibility. But for now, companies don't pay enough attention to social responsibility. Enterprises should pay enough attention to the corporate social responsibility proposed by consumers to strengthen consumers' willingness to buy. Through the research on the influence of consumers' purchase intention, social responsibility is an important measure to ensure stakeholders' interests. It is a way for consumers, enterprises, and the government to achieve a win-win situation. Through the research on different

dimensions of social responsibility, this study suggests helping enterprises make more targeted social responsibility behaviors (Kim: et al. 2020)^[2].

3. Understanding the Influencing Mechanism of Corporate Social Responsibility on Sichuan Consumer Purchase Intention in Food and Beverage Products

3.1 Research on stakeholder theory

"Stakeholders refer to all individuals and groups that can affect the achievement of an organization's goals, or are affected by the process of an organization's goals." Compared with traditional shareholder supremacy, stakeholder theory holds that the development of any company is independent without the input or participation of various stakeholders; the enterprise pursues the overall interests of the stakeholders, not just the interests of some subjects. The emergence of the stakeholder theory has fundamentally changed people's cognition of the main body of the enterprise (He; & Li. 2011)^[3].

3.1.1 Mission of corporate management

In a critical organization embedded in the social system, the management goal of an enterprise should not only be profit maximization. On the one hand, the enterprise is the main body of social activities, and the operation of the enterprise is limited by other individuals and groups in the enterprise environment. The process of the enterprise is inseparable from the input of various stakeholders, and the enterprise is responsible for protecting these stakeholders' interests.

3.1.2 Operational behavior

The business activities of an enterprise also affect the behavior of other stakeholders, and the enterprise obtains its legitimacy by establishing a social contract with other social actors entitled to the moral rights enshrined in the social contract, such as fairness and justice, and equality.

3.1.3 Corporate responsibility

Corporate social responsibility is built on the interdependence between organizations and society. Companies can integrate social responsibility into strategies, resources, flow, and stakeholder interactions through element design to create value for business and society.

3.1.4 Corporate core value

The business activities of an enterprise are inseparable from the input or participation of all stakeholders. At the same time, it is inevitable for the enterprise's business activities to impact all stakeholders. Therefore, the enterprise should take responsibility for all its actions and must be responsible for these stakeholders.

3.2 Research on the corporate social responsibility mandates

While creating profits and being responsible for the interests of shareholders, enterprises must also undertake social responsibilities to employees, consumers, the community, and the natural environment, mainly including compliance with business ethics, production safety, occupational health, and protection of the legitimate rights and interests of workers, protect the environment, support charities, donate to social welfare, protect vulnerable groups and other activities (Liu: et al. 2015)^[4].

4. The Conceptual Framework for the Research Study

4.1 Influencing factors of CSR in food and beverage purchase intention

The corporate image presents two characteristics. One is the company's capabilities and financial performance, and the other is more emotionally driven, such as social responsibility and the organization's unique personality. Because the company shows a solid and convincing good image through marketing, it will attract more customers' attention and psychological needs to achieve customer satisfaction (Yang; & Guo. 2014)^[5].

4.2 Influencing factors of CSR on customer satisfaction

Satisfaction is an individual's response to feelings, the degree to which consumers perceive expectations for products and services. When customer expectations for a product or service match reality, they are satisfied. Otherwise, they are disappointed. In the marketing process, customer satisfaction is often the focus of strategies such as corporate social responsibility.

5. Influencing Mechanism of Corporate Social Responsibility on Sichuan Consumer Purchase Intention in Food and Beverage Products

5.1 Protection of consumer rights

Consumer protection is the practice of protecting buyers of goods and services and the public from unfair practices in the marketplace. Laws or social standards usually establish consumer protection measures.

5.2 Participation in public charity

Public charities use publicly raised funds to support their initiatives directly, and corporate participation could usually increase a higher positive image in the marketplace.

5.3 Protection of environmental issues

Current environmental issues may include climate change, pollution, environmental degradation, and resource depletion. Conservation campaigns lobby for the protection of endangered species and the protection of any natural areas of ecological value, genetically modified foods, and global warming.

6. Conclusion

This research takes the catering consumers to the research object, takes the stakeholder theory as the basic framework, and integrates the evaluation index system of the corporate social responsibility movement to study the purchasing intention of catering consumers. According to scholars and literature, it is roughly predicted: to protect the rights and interests of consumers, give back to the society in charitable activities, actively participate in social welfare undertakings, protect the environment, and assume economic responsibilities. The five dimensions have a significant positive impact on corporate social responsibility, and corporate social responsibility has a significant positive effect on purchase intention.

References

- [1] Liu F. et al. (2015). Research on the internalization mechanism of corporate social responsibility on consumer boycott - Empirical evidence based on AEB theory and discount principle. *Nankai Management Review*. Vol 1, p.52-63.
- [2] Kim M. et al. (2020). The effect of CSR on corporate image, customer citizenship behaviors, and customers' long-term relationship orientation. *International Journal of Hospitality Management*. Vol 88, p.22-31.
- [3] He H. and Li Y. (2011). CSR and service brand: The mediating effect of brand identification and the moderating effect of service quality. *Journal of Business Ethics*. Vol 100, p.673-688.
- [4] Liu Y. et al. (2015). Research on corporate social responsibility evaluation system of dairy supply chain. *China Dairy Industry*. Vol 43(05), p.46-50.
- [5] Yang L. and Guo Z. (2014). Evolution of CSR Concept in the West and China. *International Review of Management and Business Research*. Vol 3(2), p.819-826.