

Study on the Influence Mechanism of Corporate Social Responsibility (CSR) on the Purchase Intention of Consumer Clothing Products in Chengdu Area

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Abstract: The clothing industry is closely related to people's lives, and it is also the most closely connected. With the improvement of people's living standards, the development of the economy, the people are more and more confident, more and more faith, I observed that the demand of clothing is more and more diverse, people in addition to the quality of clothing products higher and higher, to the enterprise brand, reputation and other cultural and spiritual demand also more and more attention, and corporate social responsibility is an important factor affecting the consumer purchase intention. At present, China has become one of the largest garment producers in the world. Under the current background, this paper conducts an empirical study on the purchase intention of corporate social responsibility on garment consumers from the perspective of stakeholders, which has important theoretical and practical significance.

Keywords: Corporate Social Responsibility; Purchase Intention; Chengdu Clothing Consumers

1. Background

Since the reform and opening up in the 21st century, China's economy has developed rapidly. At the same time, problems such as food hygiene, environment, resources, society and safety have also emerged, which has triggered the re-examination, thinking and attention of "corporate social responsibility" from all sectors of society. As a result, the CSR movement has developed and rapidly spread to countries around the world, and the United Nations, non-governmental organizations and multinational corporations have also vigorously promoted the development of CSR. In the early last century, the American clothing manufacturers in bad working conditions abuse of young women after the media exposure, to save the corporate image established the world's first corporate social responsibility code, then, wal-mart, Disney and other world famous enterprises have also established enterprise internal production rules, mainly to urge itself to fulfill the relevant social responsibility, but also establish the enterprise responsible social image.

2. Research objectives

Economic impact of consumer clothing products in Chengdu area.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of various factors, so as to provide great reference suggestions for the business philosophy and decision-making ideas of clothing enterprises.

3. Study scope

3.1 Meaning and value

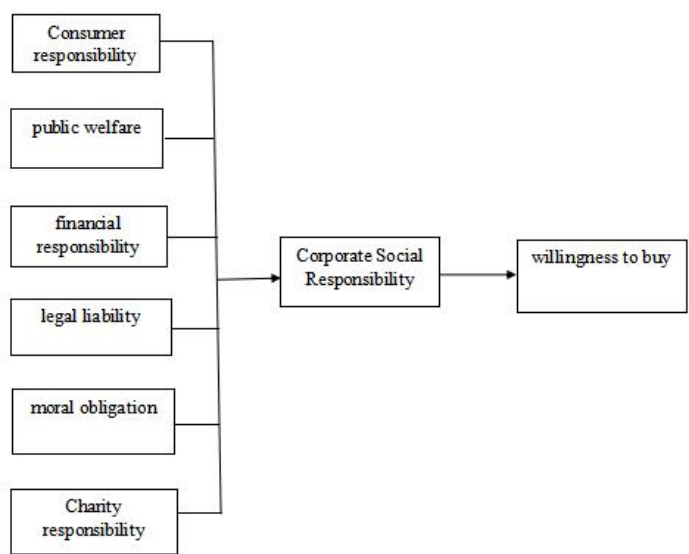
Under the current environment, the social public's awareness of corporate social responsibility is generally enhanced, and more

and more attention is paid to the various decisions and behaviors made by enterprises, and the requirements for the performance of corporate social responsibility are also getting higher and higher. However, for present, enterprises do not pay enough attention to social responsibility. For example, the "Xinjiang cotton" problem in the garment industry and the "Li Ning military uniform" incident occurred in the garment industry. After the exposure, the enterprise not only suffered huge losses from its wealth, but also was severely punished by the law and paid a heavy price. The purchase intention of consumers directly affects the survival and development of enterprises, and enterprises should pay enough attention to the corporate social responsibility proposed by consumers, so as to achieve the behavior of strengthening consumers' purchasing intention. Through the study of the influence of consumers' purchase intention, this paper makes enterprises realize that fulfilling social responsibility is an important measure to ensure the interests of stakeholders, and a way for consumers, enterprises and the government to achieve multi-win. Through the research of consumers with different dimensions of social responsibility and different characteristics of consumers, corresponding suggestions are put forward for enterprises, so as to help enterprises to make more targeted social responsibility behaviors.

3.2 Regional demographic characteristics of the study

Based on the topic selection of this study, the scope of the research area is strictly restricted. According to my research ability and available social resources, the scope of sample collection is mainly limited to Chengdu area.

4. The conceptual framework of the study:



5. Theoretical Foundation: If you have done or have ideas, please list them

Liao Zhihang (2016) defined the corporate social responsibility based on the four-level model of corporate social responsibility, which is widely accepted at home and abroad, that is, the corporate social responsibility is stratified by economic responsibility, legal responsibility, moral responsibility and charitable responsibility. Scholar Chen Chaohua (2017) uses the theory of social identity to build a relationship model of corporate social responsibility (CSR), consumer enterprise identity (CCI), consumer purchase intention (CPI) and consumer altruism. Wu Maoguang (2012) proposed a theoretical model of the impact of corporate social responsibility on consumers' purchase intention based on TRA theory.

6. Correlation studies

Modic (1988) divided the corporate social responsibility activities into the following eight categories: First, the responsibility in manufacturing products, Production safe, reliable and high quality products; second, responsibility in marketing activities, Such as doing honest advertising, And so on; third, the responsibility in staff education and training, By educating and training employees who

are not yet in place of new technology, Etc on; fourth, the responsibility to protect the environment; fifth, provide good employee relations and welfare, Such as improving employees' work satisfaction, Etc. and so on; sixth, providing equal opportunities for employment, There is no gender or racial discrimination; seven, attention to the safety and health of employees, Provide comfortable and safe working environment for employees; 8, participate in charity activities, Such as sponsoring education, arts, cultural activities and protecting vulnerable groups, wait a minute. Carroll (1979) The corporate social responsibility movement is divided into four abstract categories: economic responsibility, legal responsibility, ethical responsibility and charitable responsibility. In order to better reflect the value of enterprises in fulfilling their social responsibilities, he also advocated that on the basis of these four abstract categories, specific corporate activities such as "protecting consumer rights and interests" and "protecting the environment" should be included in the scope of corporate social responsibility movement.

Conclusion

Consumer responsibility, legal responsibility, charity responsibility, social welfare and moral responsibility have a significant positive impact on corporate social responsibility, and corporate social responsibility has a significant positive impact on the purchase intention.among, In the consumer responsibility dimension, Consumers think that the products provided by enterprises are safe, reliable, Often launch new products, Be able to treat every consumer fairly, Be able to timely solve consumer complaints, Returns and compensation claims, Can increase the recognition of corporate social responsibility, Thus increasing the purchase intention; In the dimension of legal liability, Consumers' belief that companies do not violate the law to improve economic performance can increase their recognition of corporate social responsibility, Thus increasing the purchase intention; In the social welfare dimension, Consumers believe that companies will return a share of the profits, Active contributing to society will increase consumers' recognition of CSR, Thus increasing the purchase intention; In the dimension of charitable responsibility, Consumers believe that businesses regularly donate to charitable organizations, Construction of public facilities to promote the development of regional society will increase consumers' recognition of corporate social responsibility, Thus increasing the purchase intention; in addition, Consumers think that the business has not obtained its consent, Little disclosure of consumer personal information, To the product information provided, No misleading phenomenon will increase the recognition of corporate social responsibility and thus increase consumers' purchase willingness; In the end, If the enterprise assumes the social responsibility, Consumers will buy most of the business's products, And will take the company as the first choice to buy products, And a willingness to buy new products from the company.

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