

# THE STUDY ON THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY PERCEPTION ON CONSUMER PURCHASE INTENTION IN THE E-COMMERCE INDUSTRY \*

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## Abstract

With the development of big data information age, Chinese e-commerce enterprises have developed rapidly as a new industry. However, at the same time, there are many phenomena of lack of social responsibility. The construction of social responsibility in e-commerce industry needs to be improved. Consumers' corporate identity to e-commerce enterprises will also have an impact on consumer purchase intention. On the one hand, we take the specific corporate social responsibility as the research object to understand the consumer's attitude towards corporate social responsibility and the relationship with purchase intention. In the dimension of corporate social responsibility, we also combine the characteristics of e-commerce industry to select a more appropriate dimension direction, that is, the responsibility to protect consumers' economic interests, the responsibility to protect employees' rights and interests, the responsibility to maintain transaction information and environmental security, and the responsibility to undertake public welfare charity. In addition, this paper introduces consumer enterprise identity as an intermediary variable to study this problem. The results of this study show that the four dimensions of corporate social responsibility, protecting consumers' economic interests, protecting employees' rights and interests, maintaining transaction information and environmental security, and undertaking public welfare charity have positive effects on consumers' purchase intention, and also on consumer enterprise identity. Consumer enterprise identity plays an intermediary role in the model of social responsibility and consumer purchase intention of e-commerce enterprises.

**Keywords:** E-commerce Industry, Corporate Social Responsibility, Consumer Enterprise Identity, Customer Purchase Intention

## Introduction

As a brand-new business model, e-commerce is an important part of China's strategic emerging industries and has made great contributions to improving the quality of life of the masses. In the past ten years, while China's e-commerce has flourished, there have also been some disharmonious phenomena, including the production and sale of fake and inferior commodities, infringement of intellectual property rights such as business patents, and damage to consumer rights and interests. This makes the society pay more and more attention to the corporate social responsibility of e-commerce industry.

With the advent of the big data information age, E-commerce industry is booming, E-commerce enterprises have gradually become the focus of attention. In recent years, Negative news about the social responsibility of e-commerce companies, for example, Taobao Jing Dong

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and other platforms out of the sale of fake and inferior products, How to solve the problem of social responsibility has become a hot topic of discussion between enterprises and society. From the Wenchuan earthquake in 2008 to the outbreak of the new crown virus at the end of 2019, Social problems give corporate the opportunity to face the masses, Corporate responsibility or shirking is seen as real. The sudden outbreak of new crown pneumonia at the end of 2019 became the focus of attention in China, Many enterprises have invested in the fight against the epidemic. Tencent Charity Foundation immediately announced a donation of 300 million yuan; La Cara Group donated 12 million yuan to participate in the joint launch of the "Peking University Entrepreneur Club White Angel Guardian Fund "; Jing Dong donated 1 million medical masks and 60,000 medical supplies to Wuhan. The Wenchuan earthquake more than ten years ago opened the first year of Chinese corporate social responsibility, awakened the social responsibility consciousness of Chinese enterprises, and the enterprise war epidemic action in the new crown crisis of e-commerce enterprises has played a great role in the anti-epidemic disaster relief because of its characteristics of big data information concentration and efficient logistics, which has aroused widespread concern in the society.

As the final purchasing group of enterprise products and services, consumers play an increasingly important role in the implementation of corporate social responsibility behavior. With the strengthening of consumers' subjective cognition and the increasing of social propaganda, the factors that affect consumers' consumption and purchase of e-commerce enterprises are no longer limited to the price and quality of products. More and more consumers pay attention to corporate charitable activities and social responsibility behavior to create welfare for society.

## Objectives of study

In the e-commerce industry, consumers can collect information about enterprises and products through the Internet, such as brand background, popularity, product specifications, etc., but the network prevents consumers from communicating directly with sellers and lacks a sense of experience. Therefore, they may be more inclined to pay attention to the public image and social responsibility of enterprises. The consumer's purchase intention is affected by many factors, including product price, product quality, personal preference and so on, and the consumer's corporate identity to e-commerce enterprises may also have an impact on the final purchase intention.

Many scholars have studied the impact of corporate social responsibility on consumers' purchase intention, but few have studied the impact of corporate social responsibility on consumers' purchase intention. Chinese e-commerce enterprises are a new industry in the past ten years, so the research on corporate social responsibility in Chinese e-commerce industry is relatively few.

In China's e-commerce industry, will corporate social responsibility directly affect consumers' purchase intention? Which dimension of e-commerce corporate social responsibility has a greater impact on the purchase intention? Is the intermediary role of consumer identity thus affecting the consumer's purchase intention? Therefore, this paper takes the enterprises of Chinese e-commerce industry as the research object, explores the influence of corporate social responsibility on consumers' purchase intention, and takes consumer identity as the intermediary variable to study the influence of corporate social responsibility on consumers' purchase intention.

## Relevant literature reviews

### 1. Concept Definition

E-commerce enterprises--Wikipedia defines it as a company with e-commerce as its business organization model, with an emphasis on e-commerce. Combined with Wikipedia and previous studies, this thesis defines e-commerce enterprises as companies that will use network technology to carry out economic activities.

Corporate Social Responsibility--For the first time, the concept of corporate social responsibility was put forward by Oliver Sheldon, a famous British scholar in the philosophy of management. This thesis combines the ideas of many experts and scholars to define corporate social responsibility as the social responsibility of the company in the process of maximizing economic benefits. It also needs to ensure the rights and interests of external and internal stakeholders in the maximum level of effective compliance with mainstream social values. And assume the social responsibility of improving the social comprehensive welfare level.

The connotation of corporate social responsibility includes four dimensions: economic responsibility, legal responsibility, moral responsibility and charitable responsibility. Based on Carroll's dimensional division method, which is recognized by the industry, this thesis combines the characteristics of e-commerce industry to make the dimension of social responsibility of e-commerce enterprises divided into four dimensions: the responsibility to safeguard the economic interests of consumers, the responsibility to protect the rights and interests of employees, the responsibility to maintain transaction information and environmental security, and the responsibility to undertake public welfare and charity.

Consumer Enterprise Identity--This thesis combines the analysis concept of experts and scholars, and defines the consumer's corporate identity as the psychological resonance or self-demand definition of some characteristics or characteristics of the company, and then constructs a close relationship between the company and the consumer. The point of consumer's enterprise identity is the consumer's own group concept, which is manifested in the consumer's identity to the organization.

Consumer Purchase Intention--The intention of purchase is the psychological presentation of consumer's subjective concept, and it forms the basis and premise of purchase behavior for consumers. This thesis combines the concept of experts and scholars before, defines the consumer's purchase intention as whether the consumer will purchase a service or product subjective tendency, and uses this tendency to judge and measure the purchase behavior.

### 2. Previous Research

Bhattacharya and Sen (2004) believe that consumers believe that the behavior of enterprises to actively fulfill their social responsibilities is consistent with their own values and expectations, so as to enhance their self-awareness and identity to the enterprise. Therefore, the positive performance of social responsibility is an important way for consumers to enhance their corporate identity. Consumer identity will also create more wealth for enterprises and help to establish corporate reputation image. Mohr and Webb (2005) pointed out that fulfilling social responsibility is a very effective way to strengthen consumers' sense of corporate identity. This thesis combining previous studies, provides a new dimension to explore the influence of corporate social responsibility on consumer identity in e-commerce industry.

Research about The Influence of Consumer Identity on Consumer Purchase Intention - Carroll (1979) pointed out that when consumers' own values are similar to organizational characteristics, they will have a social impact on their self-identity, thus creating a sense of identity to the enterprise, and finally making the behavior of supporting the organization and

express the recognition of the enterprise with action. Charles et al. (1991) point out that the number of times consumers recommend enterprises to others increases with their identity to the enterprise, which can potentially affect the purchase intention behavior of others. This thesis will combine the characteristics of e-commerce industry to explore the impact of consumer identity on consumer purchase intention, and improve the theory of the influence of consumer enterprise identity on consumer purchase intention.

Research about The Influence of Corporate Social Responsibility on Consumer Purchase Intention - Dodds (1991). asked the subjects to read a public service marketing advertisement and then test their response to it. The results of the study found that the test was more willing to buy the advertising company's products after reading the advertisement.

### 3. Theoretical Basis--Planning Behavior Theory

Planning behavior theory can help us understand how people change their behavior patterns. It believes that human behavior is the result of a deliberate plan. According to the theory of planned behavior, people's behavior pattern is influenced by three internal factors: personal behavior attitude, that is, an individual's view of the possible results of his own behavior, subjective norms, Subjective perception of others' standardized behavior patterns; Behavior control cognition refers to the cognition of factors that promote or hinder the effect of behavior.

Planning Behavior Theory is widely used in the study of consumer behavior and purchase intention behavior, and has high applicability and effectiveness in the study. This thesis will also use the Planning Behavior Theory model to study the influence of e-commerce corporate social responsibility perception on consumer purchase intention.

### 4. Theoretical Framework

Setting of independent variables--Based on the dimension of independent variable corporate social responsibility, this paper draws lessons from Carroll (1979) four dimensions of economic responsibility, legal responsibility, moral responsibility and charitable responsibility. Because the research object of this thesis is the corporate social responsibility of e-commerce industry, and it provides a more specific direction dimension in these four dimensions. There are the responsibility to safeguard the economic interests of consumers, to protect the rights and interests of employees, to maintain transaction information and environmental safety, and to undertake the responsibility of public welfare and charity.

This thesis studies the influence of e-commerce corporate social responsibility on consumers' purchase intention from two aspects. On the one hand, it directly analyzes the direct influence of four dimensions of e-commerce corporate social responsibility on consumers' purchase intention. On the other hand, the four dimensions of e-commerce corporate social responsibility may through the intermediary variables of consumer identity indirectly affect consumers' purchase intention. To sum up, the theoretical framework of this paper is constructed, as shown in Figure 1.

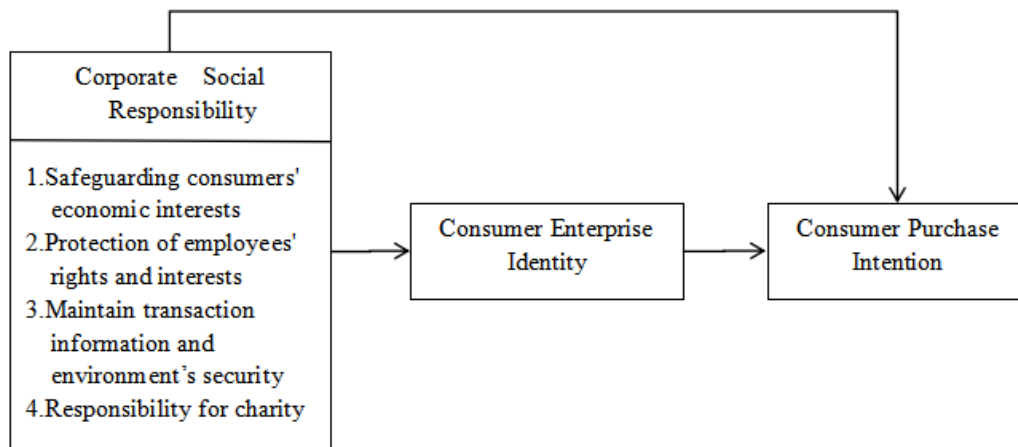


Figure 1 Theoretical Framework

## Research Hypothesis and Methods

### 1. Research Hypothesis

Based on the analysis of previous studies and the characteristics of e-commerce industry, this thesis puts forward the following assumptions:

(1) The Hypothesis of the Relationship between Corporate Social Responsibility and Consumer Purchase Intention:

H1: E-commerce corporate social responsibility has a positive impact on consumer purchase intention.

H1a: The responsibility of e-commerce enterprises to protect the economic interests of consumers has a positive impact on consumer purchase intention.

H1b: The responsibility of e-commerce enterprises to protect the rights and interests of employees has a positive impact on consumer purchase intention.

H1c: The responsibility of e-commerce enterprises to maintain transaction information and environmental security has a positive impact on consumer purchase intention.

H1d: The responsibility of e-commerce enterprises to undertake public welfare charity has a positive impact on consumers' purchase intention.

(2) The Hypothesis of the Relationship between Corporate Social Responsibility and Consumer Enterprise Identity:

H2: E-commerce corporate social responsibility has a positive impact on consumer enterprise identity.

H2a: the responsibility of e-commerce enterprises to protect the economic interests of consumers has a positive impact on consumer enterprise identity.

H2b: the responsibility of e-commerce enterprises to protect the rights and interests of employees has a positive impact on consumer enterprise identity.

H2c: the responsibility of e-commerce enterprises to maintain transaction information and environment security has a positive impact on consumer enterprise identity.

H2d: The responsibility of e-commerce enterprises to undertake public welfare charity has a positive impact on consumer enterprise identity.

(3) The Hypothesis of the Relationship between Consumer Enterprise Identity and

Consumer Purchase Intention:

H3: consumer enterprise identity has a positive impact on consumer purchase intention.

H4: consumer enterprise identity plays an intermediary role in the impact of corporate social responsibility on consumer purchase intention.

H4a: consumer enterprise identity plays an intermediary role in the influence of the responsibility of e-commerce enterprises to protect consumers' economic interests on consumers' purchase intention.

H4b: consumer enterprise identity plays an intermediary role in the influence of the responsibility of e-commerce enterprises to protect the rights and interests of employees on consumers' purchase intention.

H4c: consumer enterprise identity plays an intermediary role in the influence of the responsibility of e-commerce enterprises to maintain transaction information and environmental security on consumer purchase intention.

H4d: consumer enterprise identity plays an intermediary role in the influence of the responsibility of e-commerce enterprises to bear charity on consumers' purchase intention.

2. Methods and Questionnaire distribution and recovery

This thesis collects the data through the way of network questionnaire, and then analyzes the age and education level of the sample by descriptive analysis to explore whether the questionnaire has better feasibility. Then the validity of the questionnaire is tested to prove whether the item setting of the questionnaire is reasonable. In this paper, the correlation analysis method is used to analyze the correlation between the variables, then the regression analysis method is used to test whether there is a causal relationship between the variables, Finally, through the Bootstrap sampling method, using the structural equation model to analyze the intermediary function of consumer enterprise identity, to test the hypothesis and to calculate the corresponding value.

Subjects in this study were mainly 20-30 years old and 30-40 years old groups, using electronic questionnaire form, through network platforms to distribute and fill in. In order to ensure the correctness and reliability of the research conclusions, 246 questionnaires were distributed, and 208 valid questionnaires were collected, and the recovery rate was 84.55.

## Results and Discussion

### 1. Descriptive statistical analysis

In order to understand the basic situation of the subjects and ensure the validity of the data, this paper makes a statistical analysis of the gender, age, education level, address location and monthly income expenditure of the sample, as shown in Table 1.

Table 1 Descriptive statistics

Descriptive statistical analysis				
Item	Options	Frequency	Percent(%)	Accumulative perception (%)
Gender	Male	107	51.44	51.44
	Female	101	48.56	100.00
Age	Below 20	33	15.87	15.87
	20-30	79	37.98	53.85
	30-40	64	30.77	84.62
	Over 40	32	15.38	100.00
Level of education	High School and below	50	24.04	24.04
	Junior college education	41	19.71	43.75
	Undergraduate course	96	46.15	89.90
	Graduate and above	21	10.10	100.00
Address location	First-tier city	75	36.06	36.06
	Second and third tier cities	58	27.88	63.94
	Town	47	22.60	86.54
	Countryside	28	13.46	100.00
Monthly disposable income	Less than\$1000	33	15.87	15.87
	\$1000-3000	26	12.50	28.37
	\$3000-6000	59	28.37	56.73
	\$6000-10000	56	26.92	83.65
	\$10000 and above	34	16.35	100.00
Average monthly consumption expenditure	Less than\$1000	64	30.77	30.77
	\$1000-3000	67	32.21	62.98
	\$3000-5000	63	30.29	93.27
	\$5000-8000	9	4.33	97.60
	\$8000 and above	5	2.40	100.00
Total		208	100.0	100.0

From the above table, for gender, The highest proportion of male was 51.44. There are also 48.56% of the samples for female. In terms of age distribution, Most samples are "20-30", The ratio is 37.98, and the 30-40 sample ratio is 30.77. Age levels are mainly distributed in 20-30 and 30-40. More than 40% of the educated samples choose "undergraduate course ". More than 30% of the home address sites choose "first-tier cities ". From the distribution of monthly disposable income, most of the samples are "3000-6000 yuan ", a total of 59, accounting for 28.37 percent. The proportion of "1000-3000 yuan "is 32.21. There are also 30.77% of the samples below 1000 yuan. From the data, The sample matches the two main types of subjects, Therefore, the results of the questionnaire have good reliability.

## 2. Difference Analysis

(1) Gender and independent sample t test of study variables, as shown in Table 2.

Table 2 Gender independent sample t test

Independent sample t test				
Items	Gender (average $\pm$ standard deviation)		<i>t</i>	<i>p</i>
	Male( <i>n</i> =107)	Female( <i>n</i> =101)		
Safeguarding Consumer Economic interests	3.52 $\pm$ 0.91	3.55 $\pm$ 0.85	-0.214	0.831
Protection of employees' rights	3.55 $\pm$ 0.89	3.49 $\pm$ 0.89	0.459	0.646
Maintain transaction information and environment security	3.54 $\pm$ 0.83	3.50 $\pm$ 0.91	0.409	0.683
Charity behavior	3.52 $\pm$ 0.85	3.57 $\pm$ 0.87	-0.384	0.701
Corporate social responsibility	3.53 $\pm$ 0.79	3.53 $\pm$ 0.80	0.077	0.939
Consumer Identity	3.46 $\pm$ 0.85	3.54 $\pm$ 0.85	-0.755	0.451
Consumer purchase intention	3.54 $\pm$ 0.81	3.53 $\pm$ 0.88	0.064	0.949
* $p < 0.05$ ** $p < 0.01$				

An independent sample t test is used to study the status of gender in safeguarding the economic interests of consumers, protecting the rights and interests of employees, maintaining transaction information and environment security, public welfare charitable behavior, social responsibility of e-commerce enterprises, purchase intention and consumer identity. There are 7 variables. From the above table, we can see that different gender samples do not show significant ( $p > 0.05$ ) for safeguarding consumer economic interests, protecting employee rights and interests, maintaining transaction information and environment security, charitable behavior, social responsibility of e-commerce enterprises, and consumer identity. That is, the gender samples showed consistency for 7 variables, and there was no difference, indicating that the results were effective.



(2) Age and Variance analysis of variables, as shown in Table 3.

Table 3 Age and Variance analysis of variables

Age and Variance analysis of variables						
Items	Age (average $\pm$ standard deviation)				<i>F</i>	<i>p</i>
	20 below( <i>n</i> =33)	20-30( <i>n</i> =79)	30-40( <i>n</i> =64)	40 above( <i>n</i> =32)		
Safeguarding Consumer Economic interests	2.00 $\pm$ 0.41	3.89 $\pm$ 0.52	3.75 $\pm$ 0.63	3.81 $\pm$ 0.72	94.365	0.000**
Protection of employees' rights	2.02 $\pm$ 0.26	3.86 $\pm$ 0.61	3.75 $\pm$ 0.74	3.76 $\pm$ 0.51	80.695	0.000**
Maintain transaction information and environment security	2.01 $\pm$ 0.30	3.87 $\pm$ 0.52	3.75 $\pm$ 0.66	3.77 $\pm$ 0.66	93.899	0.000**
Charity behavior	1.90 $\pm$ 0.32	3.88 $\pm$ 0.50	3.84 $\pm$ 0.49	3.82 $\pm$ 0.52	155.072	0.000**
Corporate social responsibility	1.98 $\pm$ 0.18	3.88 $\pm$ 0.41	3.77 $\pm$ 0.49	3.79 $\pm$ 0.46	177.389	0.000**
Consumer Identity	1.97 $\pm$ 0.36	3.84 $\pm$ 0.42	3.67 $\pm$ 0.63	3.89 $\pm$ 0.65	113.416	0.000**
Consumer purchase intention	2.00 $\pm$ 0.32	3.91 $\pm$ 0.50	3.70 $\pm$ 0.61	3.87 $\pm$ 0.43	122.936	0.000**
* $p < 0.05$ ** $p < 0.01$						

Analysis of variance is used to study the differences of age in protecting consumers' economic interests, protecting employees' rights and interests, maintaining transaction information and environment security, charitable behavior, social responsibility, consumer identity and purchase intention of e-commerce enterprises. That is, the samples of different ages are different for 7 variables, and the results show that the questionnaire is effective.

### 3. Correlation analysis

Before multiple regression analysis, it was necessary to make a correlation analysis on the selected variables. Pearson correlation analysis method is used to explore the relationship among independent variable e-commerce corporate social responsibility and its four dimensions and dependent variable consumer purchase intention and intermediary variable consumer identity. Data show that Corporate Social Responsibility and its four dimensions are correlated with consumer purchase intention and consumer identity at  $P < 0.01$  level, and it can be considered that the selected variables are reasonable, and regression analysis can be carried out. The results were shown in Table 4.

In order to facilitate the drawing of tables, this study abbreviated the variables and represented them by symbols:

PCEI=Protecting consumer economic interests, PER=Protection of employees' rights, MTIES=Maintain transaction information and environment security, CB=Charity behavior,

ECSR=E-commerce corporate social responsibility, CEI=Consumer enterprise identity, CPI=Consumer purchase intention.

Table 4 Correlation analysis between variables

Correlation between variables							
	PCEI	PER	MTIES	CB	ECSR	CEI	CPI
PCEI	1						
PER	0.794**	1					
MTIES	0.714**	0.765**	1				
CB	0.773**	0.789**	0.776**	1			
ECSR	0.903**	0.922**	0.895**	0.917**	1		
CEI	0.749**	0.784**	0.750**	0.821**	0.854**	1	
CPI	0.772**	0.807**	0.754**	0.802**	0.862**	0.788**	1

\*  $p < 0.05$  \*\*  $p < 0.01$

#### 4. Regression Analysis

##### (1) Regression Analysis of Corporate Social Responsibility and Purchase Intention.

E-commerce corporate social responsibility as an independent variable, and purchase intention as a dependent variable for linear regression analysis, as shown in Table 5.

Table 5 Regression analysis of ECSR and CPI.

ECSR and CPI linear regression								
	Non-standardized coefficient		Standardized coefficients	<i>t</i>	<i>p</i>	$R^2$	Adjusted $R^2$	<i>F</i>
	<i>B</i>	Standard error	<i>Beta</i>					
Constant	0.311	0.135	-	2.296	0.023*	0.743	0.742	$F(1,206)=596.439, p=0.000$
ECSR	0.914	0.037	0.862	24.422	0.000**			

Dependent variables: CPI

\*  $p < 0.05$  \*\*  $p < 0.01$

Four dimensions of ECSR and CPI linear regression								
	Non-standardized coefficient		Standardized coefficients	<i>t</i>	<i>p</i>	<i>R</i> <sup>2</sup>	Adjusted <i>R</i> <sup>2</sup>	<i>F</i>
	<i>B</i>	Standard error	<i>Beta</i>					
Constant	0.928	0.154	-	6.020	0.000**	0.596	0.594	<i>F</i> (1,206)=303.775, <i>p</i> =0.000
PCEI	0.738	0.042	0.772	17.429	0.000**			
Constant	0.844	0.142	-	5.951	0.000**	0.650	0.649	<i>F</i> (1,206)=383.330, <i>p</i> =0.000
PER	0.765	0.039	0.807	19.579	0.000**			
Constant	0.961	0.161	-	5.974	0.000**	0.569	0.567	<i>F</i> (1,206)=271.767, <i>p</i> =0.000
MTIES	0.731	0.044	0.754	16.485	0.000**			
Constant	0.748	0.149	-	5.028	0.000**	0.644	0.642	<i>F</i> (1,206)=372.021, <i>p</i> =0.000
CB	0.787	0.041	0.802	19.288	0.000**			

Dependent variables: CPI

\* *p*<0.05 \*\* *p*<0.01

The F test of the model shows that the four independent variables have passed the F test, which shows that the four independent variables will have an impact on the purchase intention dependent variable. The regression coefficient values of the four dimensions of e-commerce corporate social responsibility are 0.738, 0.765, 0.731, 0.787, that is, consumer economic interest variable, employee rights and interests maintenance variable, transaction environment security variable and charity variable will have a positive impact on the purchase intention, so hypothesis H1a, H1b, H1c and H1d are verified.

### (3) Regression Analysis of E-commerce Corporate Social Responsibility and Consumer Enterprise Identity

E-commerce corporate social responsibility and consumer enterprise identity are introduced into the regression model. The data analysis results show that the overall social responsibility of e-commerce enterprises is positively correlated with consumer identity at the level of  $p < 0.01$ . The results of the analysis are shown in Table 7.

Table 7 Regression analysis of ECSR and CEI

ECSR and CEI linear regression								
	Non-standardized coefficient		Standard ized coefficie nts	$t$	$p$	$R^2$	Adjustme nt $R^2$	$F$
	$B$	Standard error	$Beta$					
Constant	0.278	0.140	-	1.984	0.049*	0.729	0.728	$F(1,206)=553.764, p=0.000$
ECSR	0.912	0.039	0.854	23.532	0.000**			
Dependent variables: CEI								
* $p<0.05$ ** $p<0.01$								

According to the above table, the R square value of the model is 0.729, that is, the social responsibility of e-commerce enterprises can explain the 72.9% change of identity. The F test of the model shows that the model passed the F test ( $F=553.764$ ,  $p < 0.05$ ), so it illustrates that the social responsibility of e-commerce enterprises has an impact on the identity situation. According to the parameter test, the regression coefficient of e-commerce corporate social responsibility is 0.912, that is, e-commerce corporate social responsibility will have a significant positive impact on the consumer enterprise identity. so the hypothesis H2 is established.

### (4) Regression Analysis of Four Dimensions of E-commerce Corporate Social Responsibility and Consumer Enterprise Identity.

The four dimensions of e-commerce corporate social responsibility are taken as independent variables, and the consumer enterprise identity is taken as dependent variable for linear regression analysis to verify the correlation between the research variables. Consumer economic interest variable, employee's rights and interests variable, transaction environment security variable and charity variable are introduced into the model. The data analysis results

show that each variable presents a positive correlation at the level of  $P < 0.01$ . The results are shown in Table 8.

Table 8 Regression analysis of four dimensions of ECSR and CEI

Four dimensions of ECSR and CEI linear regression								
	Non-standardized coefficient		Standardized coefficient	<i>t</i>	<i>p</i>	<i>R</i> <sup>2</sup>	Adjusted <i>R</i> <sup>2</sup>	<i>F</i>
	<i>B</i>	Standard error	<i>Beta</i>					
Constant	0.947	0.162	-	5.844	0.000**	0.561	0.559	<i>F</i> (1,206)=263.515, <i>p</i> =0.000
PCEI	0.722	0.044	0.749	16.233	0.000**			
Constant	0.859	0.150	-	5.724	0.000**	0.615	0.613	<i>F</i> (1,206)=329.293, <i>p</i> =0.000
PER	0.750	0.041	0.784	18.146	0.000**			
Constant	0.916	0.163	-	5.608	0.000**	0.563	0.561	<i>F</i> (1,206)=265.227, <i>p</i> =0.000
MTIES	0.734	0.045	0.750	16.286	0.000**			
Constant	0.620	0.143	-	4.327	0.000**	0.675	0.673	<i>F</i> (1,206)=427.557, <i>p</i> =0.000
CB	0.813	0.039	0.821	20.677	0.000**			
Dependent variables: CEI								
* <i>p</i> <0.05 ** <i>p</i> <0.01								

The F test of the model shows that the four independent variables have passed the F test, which shows that the four independent variables will have an impact on the consumer enterprise identity dependent variable. The regression coefficient values of the four dimensions of e-commerce corporate social responsibility are 0.722, 0.750, 0.734, 0.813, that is, consumer economic interest variable, employee rights and interests maintenance variable, transaction environment security variable and charity variable will have a positive impact on the consumer enterprise identity, so hypothesis H2 a, H2b, H2c and H2d are verified.

(5) Regression Analysis of Consumer Enterprise Identity and Consumer Purchase Intention.

Consumer enterprise identity and Consumer purchase intention are introduced into the regression model. The data analysis results show that the overall social responsibility of

Consumer enterprise identity is positively correlated with Consumer purchase intention at the level of  $p < 0.01$ . The results of the analysis are shown in Table 9.

Table 9 Regression analysis of CEI and CPI

CEI and CPI linear regression								
	Non-standardized coefficient		Standardize d coefficients	$t$	$p$	$R^2$	Adjustme nt $R^2$	$F$
	$B$	Standard error	$Beta$					
Constant	0.803	0.153	-	5.242	0.000**	0.620	0.618	$F(1,206)=336.407, p=0.000$
CEI	0.781	0.043	0.788	18.341	0.000**			
Dependent variables: CPI								
* $p<0.05$ ** $p<0.01$								

According to the above table, the *R* square value of the model is 0.620, that is, the Consumer enterprise identity can explain the 62.0% change of Consumer purchase intention. The *F* test of the model shows that the model passed the *F* test ( $F=336.407$ ,  $p < 0.05$ ), so it illustrates that the Consumer enterprise identity has an impact on Consumer purchase intention. According to the parameter test, the regression coefficient of Consumer enterprise identity is 0.781, that is, Consumer enterprise identity will have a significant positive impact on the Consumer purchase intention. So the hypothesis H3 is established.

#### (6) Results of testing of mediating effect of CEI

Four dimensions of E-commerce corporate social responsibility are introduced into the intermediary effect model of Consumer enterprise identity, the analysis is shown in table 10.

Table 10 Results of testing of mediating effect of CEI

Results of testing of mediating effect of CEI							
Items	c gross effect	a	b	a*b mediating effect	a*b (95% BootCI)	c' direct effect	inspect the conclusion
PCEI=>CEI=>CPI	0.186**	0.128*	0.180**	0.023	0.010 ~ 0.068	0.163**	Partial intermediary
PER=>CEI=>CPI	0.285**	0.223**	0.180**	0.040	0.005 ~ 0.100	0.245**	Partial intermediary
MTIES=>CEI=>CPI	0.155**	0.153*	0.180**	0.028	0.000 ~ 0.076	0.128*	Partial intermediary
CB=>CEI=>CPI	0.285**	0.409**	0.180**	0.074	0.015 ~ 0.146	0.211**	Partial intermediary
* $p < 0.05$ ** $p < 0.01$							

An independent variable of four dimensions of E-commerce corporate social responsibility as X, Consumer purchase intention as dependent variable Y, Consumer identity as intermediary variable M, Then the c represents the regression coefficient when X pair of Y, which is Total effect; Then 'a' represents the regression coefficient when X pair of M, 'b' the regression coefficient when the pair is Y, which is the intermediary effect; The 95% BootCI represents the 95% confidence interval of the a\*b obtained by Bootstrap sampling calculation, and if the interval does not include 0, then it shows significant; When the 'a' and 'b' are significant and the c' is not significant, it is a complete intermediary; if the 'a' and 'b' are significant and the c' is significant, and the same sign as the c', it is a partial intermediary.. As can be seen from the table above, Mediate variables in four X to Y paths, The mediating effect exists, And part of the intermediary. So, the intermediary role of Consumer identity is effective. That is, in the four dimensions of E-commerce corporate social responsibility to the influence mechanism of Consumer purchase intention, Consumer enterprise identity plays an intermediary role. So hypothesis H4 a, H4b, H4c, H4d and H4 are verified.

## (7) Summary of Test Results

The results of this hypothesis test in this study are shown in Table 11.

Table 11 Summary of research hypotheses results

Research Hypothesis	Result
H1:E-commerce corporate social responsibility has a positive impact on consumer purchase intention.	established
H1a:The responsibility of e-commerce enterprises to protect the economic interests of consumers has a positive impact on consumer purchase intention.	established
H1b:The responsibility of e-commerce enterprises to protect the rights and interests of employees has a positive impact on consumer purchase intention.	established
H1c:The responsibility of e-commerce enterprises to maintain transaction information and environmental security has a positive impact on consumer purchase intention.	established
H1d:The responsibility of e-commerce enterprises to undertake public welfare charity has a positive impact on consumers' purchase intention.	established
H2: E-commerce corporate social responsibility has a positive impact on consumer enterprise identity.	established
H2a: the responsibility of e-commerce enterprises to protect the economic interests of consumers has a positive impact on consumer enterprise identity.	established
H2b: the responsibility of e-commerce enterprises to protect the rights and interests of employees has a positive impact on consumer enterprise identity.	established
H2c: the responsibility of e-commerce enterprises to maintain transaction information and environment security has a positive impact on consumer enterprise identity.	established
H2d: The responsibility of e-commerce enterprises to undertake public welfare charity has a positive impact on consumer enterprise identity.	established
H3:consumer enterprise identity has a positive impact on consumer purchase intention.	established
H4:consumer enterprise identity plays an intermediary role in the impact of corporate social responsibility on consumer purchase intention.	established
H4a:consumer enterprise identity plays an intermediary role in the influence of the responsibility of e-commerce enterprises to protect consumers' economic interests on consumers' purchase intention.	established
H4b:consumer enterprise identity plays an intermediary role in the influence of the responsibility of e-commerce enterprises to protect the rights and interests of employees on consumers' purchase intention.	established
H4c:consumer enterprise identity plays an intermediary role in the influence of the responsibility of e-commerce enterprises to maintain transaction information and environmental security on consumer purchase intention.	established
H4d:consumer enterprise identity plays an intermediary role in the influence of the responsibility of e-commerce enterprises to bear charity on consumers' purchase intention.	established



## Conclusion and Advise

(1) E-commerce corporate social responsibility and its four dimensions have a direct positive impact on consumer purchase intention.

From the point of view of the responsibility of protecting the economic interests of consumers, the results of regression analysis show that the product quality, after-sales service and enterprise integrity of e-commerce enterprises are paid more attention to by consumers, indicating that e-commerce enterprises not only need to ensure the quality of products or services, but also should pay attention to strengthening the management of after-sales service, enhance their own integrity, and resolutely do not let things that harm the economic interests of consumers happen.

From the point of view of the responsibility of protecting employees' rights and interests, the analysis results show that whether e-commerce enterprises can abide by the contract to guarantee the basic rights and interests of employees, whether they can provide employees with excellent salary and benefits, whether they can provide safe and comfortable working conditions and working environment, and whether they can provide employees with better training and promotion opportunities will likely affect consumers' willingness to choose the enterprise to purchase.

From the point of view of the responsibility of maintaining transaction information and environmental security, the analysis results show that consumers pay more attention to the security of trading environment, the protection of personal information and the protection of privacy in daily life. In the era of big data information explosion, consumers' personal information is easy to be leaked. E-commerce enterprises should focus on improving the transaction safety factor, protecting consumers' personal information, protecting consumers' personal privacy, respecting and protecting consumers at the moral level, make it more reliable to the enterprise, and ultimately benefit the enterprise.

From the point of view of the responsibility of public welfare charity, the analysis results show that consumers value whether e-commerce enterprises participate in public welfare charity, whether to give some profits back to the society, whether to actively participate in activities conducive to society, and so on.

With the development of modern society, the evaluation standard of excellent enterprises is higher and higher, among which the contribution to charity is a main consideration index. In order to enhance consumer recognition of enterprises, so that consumers have the desire to buy enterprise products.

(2) E-commerce corporate social responsibility and its four dimensions has a positive effect on consumer identity

With the development of economy, the homogeneity of product market is becoming more and more prominent, and modern consumers pay more and more attention to all kinds of background information behind enterprise products, including the protection of enterprises' economic interests to consumers, the protection of internal employees' rights and interests, the protection of consumer personal information and the guarantee of trading environment security, and the performance of corporate public welfare and charitable social responsibility. E-commerce enterprises should pay more attention to fulfilling social responsibility to retain consumers. When the personal values of consumers are consistent with the business philosophy and development direction of enterprises on social responsibility, they will produce a sense of trust and identity to the enterprises. Thus spontaneously safeguard the interests of enterprises.

(3) Consumer enterprise identity has a positive effect on Consumer purchase intention

The influence of many factors, including corporate image, organizational culture, corporate social responsibility, etc. In addition to the quality of the enterprise's products or services, the consumer's sense of trust and identity to the enterprise will of consumers to some extent, and ultimately affect their purchase behavior. Therefore, e-commerce enterprises should adjust their management strategy to improve their corporate image, reputation and strengthen the construction of organizational culture, so as to enhance consumers' identity and loyalty to the organization, and ultimately affect their purchase intention.

(4) Consumer corporate identity plays an intermediary role in the influence of E-commerce corporate social responsibility and its four dimensions on consumer purchase intention

The data analysis show that consumer identity plays an intermediary role in the relationship between the responsibility of protect the economic interests of consumers, the responsibility to protect the rights and interests of employees, the responsibility to maintain transaction information and environmental security, and the responsibility to undertake public welfare. The performance of corporate social responsibility can be reflected in the consumer's identity to the enterprise, which will affect the consumer's purchase decision will, thus affecting their purchase behavior. Consumers take their own actions to support recognized enterprises, and ultimately make enterprises gain benefits. are charity have an impact to consumer purchase intention. Therefore, E-commerce enterprises should enhance consumers' identity and loyalty to enterprises by improving their corporate image, reputation and social responsibility, and establish close cooperation and win-win relationship with them. Maintain a favorable position in the competition of the same industry.

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