# The Research of the Impact of Perceptions of Corporate Social Responsibility on Purchase Intention

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## Abstracts

Based on consumers' mentality, taking values as the starting point, this study deduces the process of perceptions of corporate social responsibility（PCSR） affecting consumers' psychological cognition and changes, aiming to explore the internal mechanism of PCSR on customers' purchase intentions. To this objective, this paper establishes a SOR model of the relationship between PCSR、moral identity and purchase intention.

Analyzing the data collected from 46 alternative corporates in China ,the paper finds that PCSR positively affects customers' purchase intention, and in this process, the explicit dimension of moral identity has a mediating role. It is found that in the relationship between moral identity and customers' purchase intention, consumer attribution has a moderating effect.

**Keywords：** Perceptions of Corporate; Social Responsibility; Purchase Intention; Moral identity; Attribution

## Introduction

Sen and Bhattacharya (2001) found that the ultimate effectiveness of CSR activities mostly related to consumers' grasp and perception of CSR behaviors、motivational attribution and behavioral responses such as consumer trust and support, rather than being limited to CSR activities themselves. In other words, there is a difference between the effect of CSR activities and the effect perceived by consumers. Lichtenstein et al. (2004) put forward the concept of consumer CSR perception on the basis of existing research, he believes that it is the perception of social responsibility that really determines the response of consumers, rather than the actual social responsibility of enterprises, and then scholars gradually began to study the perception of corporate social responsibility, they concluded the essence of PCSR as consumers' attitudes and views on the performance of corporate social responsibilities, which reflects consumers' perception of the enterprise itself based on impressions, and is also subjectively influenced by consumers themselves (Chen Le, 2019). Scholars emphasize that it is more effective to replace corporate social responsibility with corporate social responsibility perception in specific research. In different contexts, customers with different beliefs in social responsibility have different changes in their purchase intentions in the face of corporate social responsibility(Li Junwei ,2010). If a company gains the trust of consumers, or consumers expressed their agreement with CSR behavior , their purchase intention was stronger. (Chen Le,2019; Yu Li and Hou Na ,2023). Based on the existing research results, enterprises that better implement social responsibility activities will be more likely to obtain positive responses from consumers, but consumers' responses include complex internal psychological activities and consciousness, whether purchase intentions can accurately predict purchase behavior, there are also

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differences in the academic community. This paper starts from consumer psychology, studies the relationship between CSR perception and customer purchase intention, refers to Meng Fanfu (2012) ranking of CSR factors based on consumer survey, and combines the main contents of this study, and finally selects three aspects of corporate environmental responsibility perception, corporate public welfare responsibility perception and enterprise consumer responsibility perception to carry out research, deeply analyze the changes of psychological activities after consumers' perception of CSR behavior, and study the influence of CSR perception on customers' purchase intention.

Purchase intention refers to the subjective probability (Fishbein & Ajzen, 1975; Li Xingxin, 2022) or likelihood (Wang Xiaoyan, 2022; Dodds etal., 1991), specifically, the combination of consumer interest, intention and likelihood to purchase a product (Schiffman & Kanuk, 2000).Relevant research confirms that the individual characteristics of consumers will have an important impact on customers' purchase intentions and should be considered (Chen Le, 2019), these characteristics include consumers' gender, age, occupation, education level, income, etc., situational factors of consumption can also trigger changes in customers' purchasing decisions (Zhuang Guijun and Zhu Meiyan, 2009; He Aizhong and Li Yu, 2010; Chang Yaping, 2011; Jin Xiaotong et al., 2017). Moral identity is a personality trait, also known as moral self-identity, it is closely related to the current socio-cultural environment, and is the value formed by individuals after perceiving the sociocultural environment (Aquino, 2002).Combined with the Chinese research environment, it argues that moral identity is a personal moral belief constructed by an individual after integrating social morality, and when activated in a certain situation, it affects the individual's moral judgment and willingness to act. Considering the dimension of moral identity, this paper studies the impact of corporate social responsibility perception on customers' purchase intentions from the two dimensions of implicit and explicit in the research, and whether moral identity plays an intermediary effect.

This paper makes several important contributions to the literature, it has great significance for enterprises to enhance social responsibility awareness and enhance social value. First, it enriches the research on corporate social responsibility in China based on the perspective of consumers. China's research on CSR theory mainly focuses on the development, classification and evaluation indicators of CSR (Yu Xinqian, 2022), and the internal mechanism of consumers' response to CSR behavior still needs to be revealed and explored. This paper deduces the process of deducing the influence of social responsibility perception on consumers' psychological cognition and change from the dynamic changes of consumers' moral identity, makes up for the lack of previous research to a certain extent. Second, it enriches the study of moral identity and its value. This paper deeply discusses how moral identity and its two dimensions play a mediating effect in the process of the influence of corporate social responsibility perception on customers' purchase intention, expands the research field of the dynamic change of moral identity and its value, and enriches the relevant research theories of moral identity. At the same time, this study also systematically discusses the moderating role of CSR attribution with customers' personal characteristics, which enriches the theoretical research on CSR consumer response at the micro level. Finally, the conclusions of this study will have practical guiding significance in the three aspects of government social governance, enterprise development and consumer social responsibility, which is conducive to the establishment of a harmonious society in China. This research focuses on the psychological changes in the process of consumer response, which helps enterprises to grasp consumer psychology, and improve the image of enterprises and enhance the competitiveness of

enterprises through consumers' perception, communication and communication with social responsibility awareness through consumer perception, communication and communication with social responsibility awareness.

## Research Objective

This paper studies the influence mechanism of Chinese consumers' CSR perception on purchase intention, aiming to explore how consumers' CSR perception affects consumers' purchase intention, and what role consumers' moral identity and attribution play in this process. Based on a large number of literature studies, this paper will clarify the concept and connotation of the research problems in this paper, construct a theoretical model, obtain data such as consumers' corporate social responsibility perception and purchase intention through questionnaire design and survey, carry out empirical analysis, and verify the rationality of the model, in order to achieve the following research goals:

1. Clarify the relevant concepts and meanings of CSR and perception, and sort out the CSR perception factors from the perspective of Chinese consumers;

2. Taking consumer psychology as the starting point, through the dynamic changes of consumers' values and moral identity, to deduce the psychological cognition process of consumers' social responsibility behavior, and uncover the mechanism of this process affecting customers' purchase intention; moral identity plays an intermediary role in the relationship between consumers' corporate social responsibility perception and customers' purchase intentions.

3.According to the research results, put forward specific and feasible suggestions and references from the aspects of government management, enterprise decision-making, and consumer social responsibility awareness.

## Research Methodology

In the stage of theoretical research and writing preparation, take "corporate social responsibility perception"、 "attribution"、"moral identity" as keywords, relevant literature retrieval is carried out in authoritative databases such as CNKI, focusing on journals, academic papers, master's and doctoral theses indexed by CSSCI. Sorted out the literature on corporate social responsibility systematically, combined with the reality of Chinese trendy consumption and moral identity to think deeply, grasp the research status and research context, explore the gaps in existing research through induction and combination with reality, condense research questions, and establish theoretical models.

In quantitative study, this paper designed scales and send out questionnaires to collect data of research variables. The maturity scale is used for each variable, and the Likrt five-point scale method is used for all measurements, which is convenient for the respondent to answer according to his true response. Respondents were presented with 46 reference companies, they selected one company to do the questionnaire. The 46 reference companies are all representative of the industry: clothing, electrical appliances, travel, food, dairy, liquor, commercial real estate and others (China Tobacco, China Post, Sinopec, China Mobile). The class is divided into high-end, mid-end and low-end sampling, and sampling takes into account the nature of enterprises (state-owned enterprises and private enterprises), which is convenient for enterprises to perceive the differences of enterprises in the later stage.

**Source of Data**

In formal research, questionnaires were distributed both on-line and off-line, 526 questionnaires were obtained from 13 prefecture-level cities、Beijing and Shanghai, eliminated 67 invalid questionnaires，459 questionnaires were obtained, and the recovery rate was 87.3%.

## Research Scope

**Theory and hypotheses**

(1) PCSR and Purchase Intention

A survey by Porter Novell in 2019 showed that more than ninety percent of respondents expect companies to assume social responsibility, and believe that companies that fulfill social responsibility have a better corporate image. When consumers learn that enterprises actively assume responsibility for individuals or society, in response, they will have the intention to purchase products or services of enterprises (Zhou Jia, 2016), and even help enterprises to spread positive word-of-mouth (Zhang Nan and Li Xuexin, 2022). As an important stakeholder of enterprises, consumers' behavior intentions will change according to the degree of social responsibility when purchasing goods (Ye Jie ling et al., 2014), Sen and Bhattacharya (2001) found in research that the higher the level of corporate social responsibility, the more trusted and higher the purchase intention of the products produced by consumers, that is, enterprises actively undertake social responsibility activities and can mobilize consumers' purchase intentions (Yu Xin qian, 2022). Zhou Zu and Zhang Yijie (2007) and other studies found that consumers' purchase intention for a company's products is equal to the relative level of social responsibility of enterprises in their own industry, and as long as enterprises perform more social responsibilities than their peers, they will obtain relatively higher purchase intentions from consumers than in the same industry.Based on the above analysis, the following hypotheses are proposed:

H1: PCSR positively influences purchase intention .

With the long-term edification of Chinese traditional culture and mainstream culture, Chinese consumers have their own unique perspectives on the understanding, expectations and perception of corporate social responsibility, and they will intuitively perceive and evaluate corporate social responsibility according to some specific behaviors of enterprises such as environmental protection and social donations. They hope that enterprises can assume the responsibility of assisting and rescuing vulnerable groups in society through charitable activities, and also expect that enterprises will pay attention to social hot issues such as "public health care", "development of education" and "environmental protection", and can assume certain responsibilities for them. From the three aspects of environmental responsibility, public welfare charity responsibility and consumer responsibility, this paper discusses the influence of consumers' perception of corporate social responsibility on customers' purchase intentions.

Research by Mohr and Webb (2005) shows that manufacturers with better environmental responsibility also increase customers' willingness to buy, because consumers also seek environmentally friendly lifestyles, environmental protection concepts make them have a preference for brands related to environmental protection behaviors (Liu Tingchi et al., 2014), and companies with good moral and charitable responsibilities tend to increase consumer trust, consumer identification and satisfaction, and purchase intentions, because they will think that these companies have a social conscience(Ali et al.2020) and can contribute to society (Yu Li and Hou Na 2023). When consumer rights and interests are harmed, if enterprises can actively protect the rights and interests of consumers in a timely manner and recover consumers' losses as much as possible, it will directly echo consumers' purchase intentions, and many consumers said that they will make their own purchase decisions with reference to the assumption and contribution of corporate environmental responsibilitie.

Based on the above-mentioned information, the following hypotheses are proposed:

H1a: The perception of environmental responsibility positively affects customers' purchase intentions;

H1b: The perception of public welfare responsibility positively affects customers' purchase intention;

H1c: The perception of consumers responsibility positively affects customers' purchase intentions;

（2）The mediating effect of moral identity

Consumer psychology research shows that the purchase decisions made by consumers not only reflect their personality characteristics, personal preferences and economic level, but also reflect consumers' values and social responsibility. Enterprises actively assume social responsibility, so that consumers have a sense of respect, and the social situation created through public opinion evaluation and supervision will affect consumers' moral identity, activate and affect consumers' moral judgment, consumers will establish a sense of identity with the enterprise, produce a strong emotional attachment, this emotion can promote consumers to better identify with the corporate image, thereby forming a high sense of trust and loyalty. When consumers compare and find that their values and social identity are strongly consistent with the company's perception of social responsibility, consumers will show that they like and are willing to try the company's products or services (Yu Li and Hou Na, 2023), and show a strong willingness to buy.

Based on the above analysis, this study proposes the following hypotheses:

H2: Moral identity has a mediating role in the relationship between PCSR and customers' purchase intentions.

Based on hypotheses H1a、H1b and H1c, the following hypotheses are put forward from the two dimensions of implicit and explicit moral identity:

H2a: In the relationship between the perception of environmental responsibility and customers' purchase intentions, the implicit dimension of moral identity has a mediating role;

H2b: In the relationship between the perception of environmental responsibility and customers' purchase intentions, the explicit dimension of moral identity has a mediating role;

H2c: In the relationship between the perception of public welfare responsibility and customers' purchase intention, the implicit dimension of moral identity has a mediating role;

H2d: In the relationship between the perception of public welfare responsibility and customers' purchase intention, the explicit dimension of moral identity has a mediating role;

H2e: In the relationship between the perception of consumers responsibility and customer purchase intention, the implicit dimension of moral identity has a mediating role;

H2f: In the relationship between the perception of consumers responsibility and customer purchase intention, the explicit dimension of moral identity has a mediating role;

(2) The moderating effect of attribution

Weiner's (1985) stability attribution states that when people believe that the cause of a positive event or behavior is not susceptible to other factors and is stable, the positive effect of the event or behavior on people's attitudes is stronger, because in this case, people expect the event or behavior to continue to occur in the future, and people's attitudes will be more positive; Conversely, the positive impact on people's attitudes will be much weaker, or even have no positive impact (Weiner, 1989). It is inferred from this that if consumers understand the motivation of CSR as whether it is beneficial to the company's own interests, the corporate will take the initiative to fulfill it, which means that people's motivation for CSR behavior is attributed to altruistic purposes (Roeck & Delobbe, 2012), corporate has a stable willingness to be socially responsible, and will continue to assume social responsibility in the future. According to Weiner's (1989) statement on stability attribution, when consumers have stronger altruistic attribution, it will be believed that the CSR behavior will continue to occur in the future, public opinion and positive energy will be formed stronger, corporate will have stronger moral role model in the eyes of consumers, what will prompt consumers to pursue consistency with the corporate 's values and behaviors, such as praising the company's products, promoting the company's or purchasing intentions and behaviors.

Based on the above discussion, this study proposes the following hypotheses:

H3: Altruistic attribution positively regulates the relationship between implicit moral identity and purchase intention;

H4: Altruistic attribution positively regulates the relationship between explicit moral identity and purchase intention;

To consumers, CSR behaviors for self-interest purposes will be interfered by external factors, such as changes in stakeholder pressure, improvement of corporate competitiveness, changes in strategic goals and so on, will make consumers conclude that the willingness of enterprises to fulfill social responsibilities is uncertain. According to Weiner (1989) on the attribution of instability, consumers cannot judge and predict the future social responsibility intentions and behaviors of enterprises. Therefore, it is inferred that social responsibility self-interest attribution will not have an impact on perceived corporate social responsibility and customers' purchase intentions. Based on the above discussion, this study proposes the following hypotheses:

H5: Self-interested attribution alone does not regulate the relationship between implicit moral identity and purchase intention;

H6: Self-interested attribution alone does not regulate the relationship between explicit moral identity and purchase intention.

Research model is shown in Figure 1

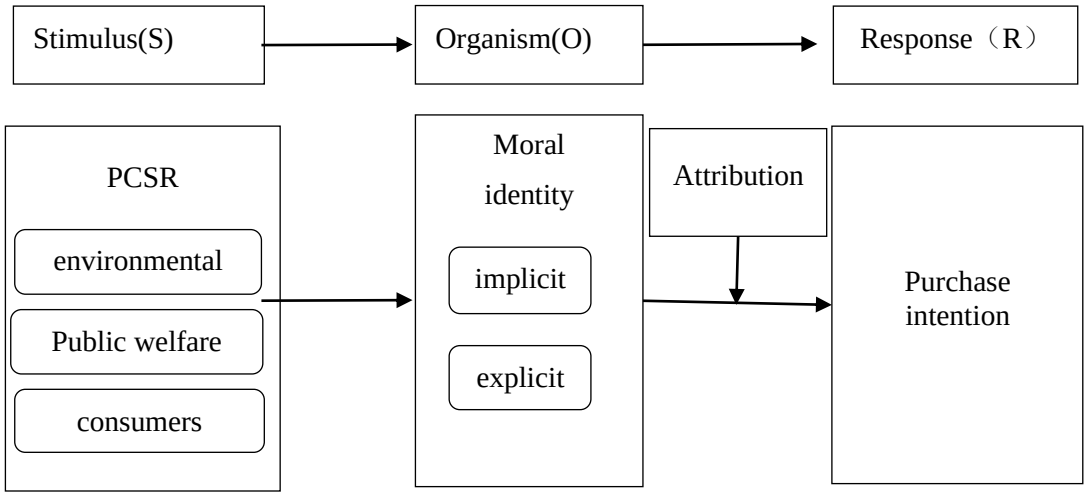


**Figure 1.** Research model.

**Analysis of Data**

**PCSR**

Combined with the characteristics of Chinese consumers' perception of corporate social responsibility, this paper measures the perception of environmental responsibility、public welfare responsibility and consumers responsibility, refers to the scales developed and used by Maignan (2004) and Jin Liyin (2006), revises some of them to obtain PCSR scale, which contains 17 items, including 6 items measure the perception of environmental responsibility, 6 items measure the perception of public welfare responsibility, and 5 items measure the perception of consumers responsibility. The Cronbach's α of PCSR is .907,and the Cronbach's α of the perception of environmental responsibility、public welfare responsibility and consumers responsibility is .856、.888 and .871.

**Purchase intention**

When scholars carry out empirical research on corporate social responsibility, they generally use two sets of scales: one is the scale used by Putrevu and Lord's to measure consumers' intention to purchase by looking at advertisements, and the other is the more widely used scale used by Zeithaml et to measure the behavioral results of service quality. In their 2009 study, Xie Peihong and Zhou Zucheng demonstrated that the reliability and validity of Zeithaml.et al. scales are also good in Chinese consumption contexts and can be used to measure customers' purchase intentions. Lee et al (2005) argues that consumer attitudes toward "search" and "repeat purchase" should also be considered when measuring purchase intention. Combined with the scale of Zeithaml et al., this paper measures purchase intentions using four items, including "repeat purchase", "recommendation to others", "preference for similar products, long-term use", and "willingness to try new products", The Cronbach's α of Purchase intention is .835.

**Moral identity**

This paper uses the moral identity scale of Aquino and Reed (2002), including two dimensions, implicit and explicit, a total of 10 items, which has good reliability and validity. Typical topics such as "Having these qualities (honest, caring, fair, just, hardworking, responsible) makes me feel good." Combined with the deletion of some questions in this study, 7 were finally retained. the Cronbach's α of moral identity is .847.

**Attribution**

Translating the social responsibility attribution measurement Scale developed by Ellen (2006), Du et.al (2007) and Vlachos et.al (2013), referring to Ma Chen's (2015) study, revised in combination with the scenario of this study, 12 questions were obtained, including 6 questions each for self-interested attribution and altruistic attribution. the Cronbach's α of attribution is .923.

**Control variable**

In empirical research, demographic characteristics such as age and sex of individuals are often added to empirical models as control variables (Allison, 1978). In this study, Gender, age, culture, monthly income and occupation were used as control variables.

**Confirmatory factor analyses**

SPSS 26.0 was used to test the KMO and Bartlett sphericity of the sample data to verify the variables for factor analysis. The results show that the KMO measurement value is 0.946, greater than 0.8, the approximate chi-square value is 10926.799, and the degree of freedom value is 741, which passes the significance test, so the null hypothesis that each question item is independent of each other is rejected, and the scale is suitable for factor analysis. To verify the distinctiveness of the variables in the model, the paper conducted confirmatory factor analyses. As shown in Table 1, the results indicated that the model showed a high level of fit :Chi Square to degrees of Freedom ratio ($\chi 2/df$)=1.835, root mean square error of approximation (RMSEA)= 0.043, comparative fit index (CFI)= 0.947,Tucker–Lewis index (TLI)= 0.941.It can be conclude that the scales were measuring distinctive constructs, and moved on to test the proposed hypotheses.

**Table1**.Model fit metrics

| Model fit metrics | Critical value | Metric value | Model fit |
|---|---|---|---|
| **CMIN/DF** | ＜2 | 1.835 | Good fit |
| **SRMR** | ＜0.08 | 0.0488 | Good fit |
| **CFI** | ＞0.9 | 0.947 | Good fit |
| **TLI** | ＞0.9 | 0.941 | Good fit |
| **RMSEA** | ＜0.05 | 0.043 | Good fit |

**Descriptive statistics**

The distribution of the sample is described from five levels: gender、age、education、monthly income and occupation.Table 2 shows sample demographic characterization.

**Table2**.Sample demographic characterization

| Variables | Measurements | frequency | proportion |
|---|---|---|---|
| Gender | male | 218 | 47.5 |
| | female | 241 | 52.5 |
| Age | Age under 18 years | 92 | 20.0 |
| | 18-25 years old | 173 | 37.7 |
| | 26-30 years old | 99 | 21.6 |
| | 31-35 years old | 60 | 13.1 |
| | 36-45 years old | 19 | 4.1 |
| | Over 45 of age | 16 | 3.5 |
| Education | Junior college and below | 101 | 22 |
| | Bachelor degree | 303 | 66 |
| | Master degree or above | 55 | 11.1 |
| Monthly income | 0-4500 | 223 | 48.6 |
| | 4501-7500 | 126 | 27.5 |
| | 7501-10000 | 86 | 18.7 |
| | More than 10000 | 24 | 5.2 |
| Occupation | Civil servant | 23 | 5 |
| | Corporate personnel | 70 | 15.3 |
| | teacher/researcher | 46 | 10 |
| | student | 192 | 41.8 |
| | Self-employed | 44 | 9.6 |
| | Freelancer | 52 | 11.3 |
| | else | 32 | 7 |

From the perspective of industry, the combination of milk and other types of enterprises is based on guaranteeing enterprises, and the most selected by respondents is clothing enterprises (151); The second is electrical enterprises (121); The third is food enterprises (57); The fourth is basic security enterprises (56); The fifth is transportation enterprises (43); The sixth is commercial real estate (21); The seventh is the liquor business (10).

From the nature of the enterprises referenced, there were 218 samples of publicly-owned enterprises and 241 samples of private enterprises.

The results of confirmatory factor analysis showed that the normalization factor load of most variables was bigger than 0.7, the CR value of all variables was bigger than 0.7, the lowest was 0.834, the value of AVE was greater than 0.5, and the scale convergence validity was very good. Table 3 shows the means、standard deviations (SD)、variances、skewness、kurtosis 、correlations among the focal variables and differential validity test. Take the AVE square root values of the 8 variables as the diagonal, and the correlation coefficient between the variables is placed below the diagonal.

**Table3**.Descriptive statistics 、 correlations and Differential validity test

| Variables | A1 | A2 | A3 | B1 | B2 | C1 | C2 | D |
|---|---|---|---|---|---|---|---|---|
| A1 | .708 | | | | | | | |
| A2 | .364** | .756 | | | | | | |
| A3 | .682** | .374** | .759 | | | | | |
| B1 | .520** | .181** | .565** | .791 | | | | |
| B2 | .463** | .312** | .525** | .497** | .810 | | | |
| C1 | .610** | .229** | .693** | .611** | .549** | .789 | | |
| C2 | .398** | 0.048 | .517** | .510** | .442** | .622** | .767 | |
| D | .319** | .691** | .319** | .173** | .302** | .132** | -0.057 | .749 |
| Mean | 3.65 | 3.68 | 3.64 | 3.76 | 3.54 | 3.5 | 3.33 | 3.71 |
| SD | 0.7 | 0.78 | 0.79 | 0.87 | 0.94 | 0.84 | 0.88 | 0.78 |
| Variance | 0.5 | 0.6 | 0.62 | 0.75 | 0.89 | 0.71 | 0.77 | 0.61 |
| Skewness | -0.33 | -0.45 | -0.53 | -0.84 | -0.55 | -0.6 | -0.34 | -0.68 |
| Kurtosis | 0.61 | 0.1 | 0.37 | 0.52 | 0.03 | 0.12 | -0.27 | 0.83 |

**Note**: A1: the perception of environmental responsibility;A2: the perception of public welfare responsibility;A3: the perception of consumers responsibility;B1:implicit moral identity;B2:explicit moral identity;C1:Altruistic attribution ;C2: self-interested attribution;D: Purchase intention;N = 459; SD: standard deviation;**p < 0.01 (two-tailed).

The score distribution of each measurement variable was relatively balanced, the standard deviation was between 0.7 and 0.9, and the dispersion degree of the sample data was small; the absolute value of skewness was 0.84, and the absolute value of kurtosis was 0.83, which met the criteria of skewness absolute value less than 3 and kurtosis absolute value less than 10 (Xue Wei, 2021), and the data basically met the requirements of normal distribution. The relationship between A1 and D is positive ($\beta$=.319， p<0.01); The relationship between A2 and D is positive ($\beta$=.691， p<0.01); The relationship between A3 and D is positive ($\beta$=.319， p<0.01). It can be seen that A2 has a strong correlation with D, A1 and A3 have a medium correlation with D; B1 and B2 are significantly positively correlated with A1、A2 and A3, and also have a significant correlation with D; C1 and C2 are linearly correlated with other variables in each dimension, and C2 and D are not negatively correlated. There is a correlation between the variables, which is basically consistent with the theoretical assumptions.

In Table 3, the correlation coefficient of independent variables A1 and A3 is 0.682, bigger than 0.5, the multicollinearity test is performed on each dependent variable, which is shown as Table 4. The results showed that the variance expansion factors (VIFs) of the independent variables A1, A2 and A3 were 1.919, 1.193 and 1.935, respectively, none of which exceeded the critical value of 5, excluding the multicollinearity problem.

**Table 4.** Multicollinearity test results

| Variables | Unstandardized coefficients | | standardized coefficients | t | p | Collinearity statistics | |
|---|---|---|---|---|---|---|---|
| | B | Standard error | Beta | | | Tolerance | VIF |
| | 0.915 | 0.163 | | 5.622 | 0.000 | | |
| A1 | 0.063 | 0.052 | 0.056 | 1.206 | 0.229 | 0.521 | 1.919 |
| A2 | 0.664 | 0.037 | 0.658 | 17.868 | 0.000 | 0.838 | 1.193 |
| A3 | 0.034 | 0.047 | 0.035 | 0.737 | 0.462 | 0.517 | 1.935 |

a. Dependent variable: Purchase intention

**Note**:A1: the perception of environmental responsibility;A2: the perception of public welfare responsibility;A3: the perception of consumers responsibility.

## Hypotheses tested

A hierarchical regression analysis was conducted to test hypotheses, and the results are shown in table5. We first tested Hypothesis 1、Hypothesis 1a、Hypothesis 1b and Hypothesis 1c.In this analysis, the measurement of D was first entered as a dependent variable, which was followed by the five control variables:

**Table 5.** Hierarchical regression results

| Variables | Purchase intention D | |
|---|---|---|
| | M1 | M2 |
| Gender | -0.028<br>（0.554） | 0.007<br>（0.841） |
| Age | -0.060<br>（0.299） | -0.012<br>（0.768） |
| Education | 0.066<br>（0.224） | 0.076<br>（0.052） |
| Monthly income | -0.114<br>（0.058） | -0.007<br>（0.880） |
| Occupation | 0.048<br>（0.344） | 0.080*<br>（0.029） |
| A1 | | 0.303**<br>（0.000） |
| A2 | | 0.663***<br>（0.000） |
| A3 | | 0.302***<br>（0.000） |
| $R^2$ | 0.027 | 0.492 |
| $\Delta R^2$ | 0.016 | 0.483 |
| F | 2.517*<br>（.029） | 54.456***<br>（.000） |

**Note**: N = 459; **p < 0.01 (two-tailed); ***p < 0.001 (three-tailed).

The data of models M1 and M2 show that $R^2$ increases from 0.027 to 0.492, and model M2 has more explanatory power than model M1. A1(β=0.303, p=0.000<0.001), A2(β=0.663, p=0.000<0.001) and A3 (β=0.302, p=0.000<0.001) have significant positive effects on customers' purchase intentions, assuming that H1, H1a, H1b, and H1c are true.

This paper used a bootstrapping procedure to test the mediating effect of moral identity between purchase intention, obtained estimates for the conditional indirect relationships in 5000 bootstrapped replications. And the deviation correction、 enhancement confidence interval was set to 95%.

**Table 6.** Direct and indirect effect

| Effect | Estimate | Boot SE | Boot 95% CI | |
|---|---|---|---|---|
| | | | Lower | Upper |
| Direct effect | | | | |
| A1→D（c） | 0.2799 | 0.0596 | 0.1628 | 0.3969 |
| A2→D（c） | 0.6734 | 0.036 | 0.6027 | 0.744 |
| A3→D（c） | 0.2452 | 0.0571 | 0.1329 | 0.3574 |
| Indirect effect | | | | |
| A1→B1→D（a1b1） | -0.0378 | 0.0366 | -0.1082 | 0.0354 |
| A1→B2→D（a1b2） | 0.0947 | 0.0322 | 0.0287 | 0.156 |
| A2→B1→D（a2b1） | 0.0015 | 0.0069 | -0.0116 | 0.0173 |
| A2→B2→D（a2b2） | 0.0218 | 0.015 | -0.0024 | 0.0569 |
| A3→B1→D（a3b1） | -0.0388 | 0.0388 | -0.1199 | 0.0332 |
| A3→B2→D（a3b2） | 0.0933 | 0.0329 | 0.0294 | 0.1594 |
| Total effect | 0.3368 | 0.068 | 0.202 | 0.472 |
| | 0.6967 | 0.046 | 0.605 | 0.786 |
| | 0.2997 | 0.069 | 0.166 | 0.441 |

**Note:** A1: the perception of environmental responsibility;A2: the perception of public welfare responsibility;A3: the perception of consumers responsibility;B1:implicit moral identity;B2:explicit moral identity; D: Purchase intention;

The results in Tables 6 show that the indirect effect of A1 on D through B2 was significantly (indirect effect =.0947, SE =.0322,95%CI=[.0287, .156]). Additionally, the direct effect of A1 on D was also significantly (direct effect =.2799, SE=.0596, 95% CI= [.1628, .3969]), indicating that explicit moral identity plays a partial mediating role in the relationship between the perception of environmental responsibility and purchase intention. Thus, these results support Hypothesis 2 and Hypothesis 2b, Hypothesis 2a was not supported by the data for the time being. The direct effect of A2 on D was significantly (direct effect =.6734, SE=.036, 95% CI= [.6027, .744]),but the indirect effect of A2on D through B1 (indirect effect =.0015, SE =.0069,95%CI=[-.0116, .0173])or through B2 (indirect effect =.0218, SE =.015,95%CI=[-.0024, .0569]) was not significant. These results indicate that Hypothesis 2c and Hypothesis 2d were not supported by the data for the time being. The indirect effect of A3 on D through B2 was significantly (indirect effect =.0933, SE =.0329,95%CI=[.0294 .1594]). Additionally, the direct effect of A3on D was also significantly (direct effect =.2997, SE=.069, 95% CI= [.166 .441]), indicating that explicit moral identity plays a partial mediating role in

the relationship between the perception of consumers responsibility and purchase intention. These results support Hypothesis 2f, Hypothesis 2e was not supported.

The data of the three independent variables are decentralized, and the two dimensions of the regulatory variables are treated identically to reduce the potential multicollinearity problem (Aiken & West, 1991), and their interaction terms are calculated, the regulatory relationship is tested by hierarchical regression method.

**Table 7.** Moderated mediation results1

| variables | Purchase intention | | |
|---|---|---|---|
| | M1 | M2 | M3 |
| Gender | -0.028<br>−0. 554 | -0.011<br>−0. 822 | 0.014<br>−0. 746 |
| Age | -0.06<br>−0. 299 | -0.052<br>−0. 372 | -0.068<br>−0. 204 |
| Education | 0.066<br>−0. 224 | 0.061<br>−0. 256 | 0.023<br>−0. 637 |
| Monthly income | -0.114<br>−0. 058 | -0.086<br>−0. 155 | -0.068<br>−0. 222 |
| Occupation | 0.048<br>−0. 344 | 0.045<br>−0. 372 | 0.06<br>−0. 197 |
| B1 | | 0.145**<br>−0. 014 | 0.346***<br>0 |
| C1 | | 0.003<br>−0. 957 | 0.012<br>−0. 83 |
| B1×C1 | | | 0.426***<br>0 |
| $R^2$ | 0.027 | 0.047 | 0.185 |
| $\Delta R^2$ | 0.016 | 0.032 | 0.17 |
| F | 2.517*<br>−0. 029 | 3.196**<br>−0. 003 | 12.746***<br>0 |

**Table 8.** Moderated mediation results2

| variables | Purchase intention | | |
|---|---|---|---|
| | M1 | M2 | M3 |
| Gender | -0.028<br>−0. 554 | -0.025<br>−0. 584 | -0.01<br>−0. 814 |
| Age | -0.06<br>−0. 299 | -0.071<br>−0. 209 | -0.08<br>−0. 124 |
| Education | 0.066<br>−0. 224 | 0.076<br>−0. 149 | 0.046<br>−0. 342 |
| Monthly income | -0.114<br>−0. 058 | -0.117<br>−0. 049 | -0.088<br>−0. 107 |
| Occupation | 0.048<br>−0. 344 | 0.053<br>−0. 276 | 0.071<br>−0. 116 |
| B1 | | 0.258***<br>0 | 0.457***<br>0 |
| C2 | | -0.239***<br>0 | -0.268***<br>0 |
| B1×C2 | | | 0.411***<br>0 |
| $R^2$ | 0.027 | 0.087 | 0.222 |
| $\Delta R^2$ | 0.016 | 0.073 | 0.208 |
| F | 2.517*<br>−0. 029 | 14.931***<br>0 | 77.666***<br>0 |

**Table9.** Moderated mediation results3

| variables | Purchase intention D | | |
|---|---|---|---|
| | M1 | M2 | M3 |
| Gender | -0.028<br>−0. 554 | -0.01<br>−0. 829 | 0.007<br>−0. 862 |
| Age | -0.06<br>−0. 299 | -0.026<br>−0. 648 | -0.033<br>-0.534 |
| Education | 0.066<br>−0. 224 | 0.049<br>−0. 349 | 0.069<br>−0. 155 |
| Monthly income | -0.114<br>−0. 058 | -0.074<br>−0. 204 | -0.114<br>−0. 037 |
| Occupation | 0.048<br>0.344 | 0.027<br>0.585 | 0.056<br>0.223 |
| B2 | | 0.312***<br>0 | 0.399***<br>0 |
| C1 | | 0.069<br>−0. 211 | 0.068<br>−0. 184 |

| | | | |
|---|---|---|---|
| B2×C1 | | | 0.365*** |
| | | | 0 |
| $R^2$ | 0.027 | 0.101 | 0.221 |
| $\Delta R^2$ | 0.016 | 0.087 | 0.207 |
| F | 2.517** | 7.236*** | 15.979*** |
| | −0. 029 | 0 | 0 |

**Table10.** Moderated mediation results4

| variables | Purchase intention D | | |
|---|---|---|---|
| | M1 | M2 | M3 |
| Gender | -0.028 | -0.026 | -0.009 |
| | −0. 554 | −0. 563 | −0. 819 |
| Age | -0.06 | -0.033 | -0.044 |
| | −0. 299 | −0. 546 | −0. 368 |
| Education | 0.066 | 0.059 | 0.081 |
| | −0. 224 | −0. 241 | −0. 077 |
| Monthly income | -0.114 | -0.107 | -0.1 |
| | −0. 058 | −0. 061 | −0. 052 |
| Occupation | 0.048 | 0.024 | 0.071 |
| | −0. 344 | −0. 606 | −0. 096 |
| B2 | | 0.381*** | 0.471*** |
| | | 0 | 0 |
| C2 | | -0.263*** | -0.250*** |
| | | 0 | 0 |
| B2×C2 | | | 0.421*** |
| | | | 0 |
| $R^2$ | 0.027 | 0.151 | 0.316 |
| $\Delta R^2$ | 0.016 | 0.138 | 0.303 |
| F | 2.517* | 11.475*** | 25.947*** |
| | −0. 029 | 0 | 0 |

Table7 shows that, after adding B1×C1, $R^2$ increased from 0.047 to 0.185, indicating that the explanatory ability of model 3 was stronger than that of model 2, and the β of B1 ×C1 was 0.426, p=0.000, indicating that altruistic attribution has a significant positive moderating effect in the relationship between implicit moral identity and purchase intention, assuming that H3 passes the test. Table8 shows that, after adding B1×C2, $R^2$ increased from 0.087 to 0.222, indicating that the explanatory ability of model 3 was stronger than that of model 2, and the β of B1 ×C2 was 0.411, p=0.000, indicating that self-interested attribution has a significant positive moderating effect in the relationship between implicit moral identity and purchase intention, assuming that H5 was not supported by the data. Table9 shows that, after adding B2×C1, $R^2$ increased from 0.101to 0.221, means the explanatory ability of model 3 was stronger than that of model 2, and the β of B2×C1=.365, p=0.000, indicating that altruistic attribution has a significant positive moderating effect in the relationship between explicit

moral identity and purchase intention, assuming that H4 was supported.Table10 shows that, after adding B2×C2, $R^2$ increased from 0.151to 0.316, indicating that the explanatory ability of model 3 was stronger than that of model 2, and the β of B2 ×C2 was 0.421, p=0.000, indicating that self-interested attribution has a significant positive moderating effect in the relationship between explicit moral identity and purchase intention, assuming that H6 was not supported.

**Collaborative method deviation analysis**

Adding to the method factor to test for common method bias in AMOS, the results in table11 shows that there were no serious common methodological biases in the questionnaire.

**Table**11. Main fitting parameters of MI and M2

| Model | $\chi^2/df$ | RMSEA | SRMR | CFI | TLI |
|---|---|---|---|---|---|
| M1 | 1.835 | 0.043 | 0.0488 | 0.947 | 0.941 |
| M2 | 1.576 | 0.035 | 0.0338 | 0.965 | 0.959 |

**Note:**M1**:** Original model; M2:Model with method factors added.

**Analysis of the difference between PCSR and purchase intention in the nature of enterprises**

In terms of PCSR and purchase intention, whether there is a difference between public-owned enterprises and private enterprises? The nature of enterprises is used as a group variable, and the independent sample T test is used to analyze the differences in the data, and the results are as table 12:

**Table12.** Difference between public-owned enterprises and private enterprises

| variables | Publicly-owned （N=218） | private (N=241) | t | Sig.（double） |
|---|---|---|---|---|
| A1 | 3.713±0.711 | 3.604±0.698 | 1.621 | 0.106 |
| A2 | 3.548±0.831 | 3.760 ±0.727 | -2.880* | 0.004 |
| A3 | 3.639±0.803 | 3.633±0.781 | 0.089 | 0.929 |
| D | 3.635±0.838 | 3.757±0.743 | -1.636 | 0.102 |

From Table 12, it can be seen that the perception of environmental responsibility、consumer responsibility and consumers' purchase have no significant difference in the nature of enterprises. But, the perception of corporate public welfare responsibility was significantly different between publicly-owned enterprises and private enterprises (t=-2.880, p=0.004<0.01), It shows that consumers' perception of public welfare responsibility of private enterprises is significantly higher than that of state-owned enterprises.

**Research Findings:**

Confirmatory factor analyses showed that the research model showed a high level of fit; Hierarchical regression analysis showed that the perception of environmental responsibility、the perception of public welfare responsibility and the perception of consumers responsibility have significant positive effects on customers' purchase intentions; Explicit moral identity plays a partial mediating role in the relationship between the perception of environmental responsibility and purchase intention, and it also plays a partial mediating role in the relationship between the perception of consumers responsibility and purchase intention. Both altruistic attribution and self-interested attribution have a significant positive moderating effect

in the relationship between implicit moral identity and purchase intention, and they also have a significant positive moderating effect in the relationship between explicit moral identity and purchase intention.

## Discussion

In this paper, the research model is constructed using customers' purchase intention as the dependent variable, PCSR as the independent variable, and moral identity as the mediating variable, explored the internal influence mechanism of PCSR on customers' purchase intention. The following conclusions were obtained:

(1)The differences in the perception of corporate responsibility in the nature of the enterprise.

For the perception of environmental responsibility and consumer responsibility, there is no significant difference between state-owned enterprises and private enterprises,It shows that consumers do not pay much attention to the nature of enterprises in their daily consumption; For the perception of public welfare responsibility ,consumers perceive that private enterprises have assumed more responsibilities.

(2) The perception of environmental responsibility、public welfare responsibility and consumer responsibility have significant positive effects on customers' purchase intentions. This validates Yu Li and Hou Na's studies, they found that if consumers agree with CSR behavior, they will have stronger purchase intention, Chen Le(2019 )had the same view.

This paper compared the standard regression coefficient, find that the positive impact of public welfare responsibility perception on customers' purchase intention is much greater than that of environmental responsibility perception and consumer responsibility perception. It shows that compared with environmental responsibility and consumer responsibility, enterprises perform public welfare responsibilities can obtain stronger consumers' purchase intentions.

(3) This paper verifies the mediating role of the two dimensions of moral identity in the perception of corporate social responsibility and customers' purchase intention. It is found that PCSR positively influences customers' purchase intentions through the explicit dimension of consumers' moral identity. Corporate social responsibility behavior can activate the explicit dimension of consumers' moral identity, which agrees with consumers show good feelings and support for enterprises, and then produce stronger purchasing intentions, such as buying domestic products based on national emotions and supporting environmental protection.

(4) Both self-interested attribution and altruistic attribution have significant positive moderating effects in the process of moral identity influencing purchase intention. The result agrees with the view of Barone et.al (2000),they found that Consumers' attribution of CSR can have a significant impact on consumer attitudes such as purchase intent.

## Recommendations

**Theoretical implications and Recommendation**

(1)This paper relying on consumer s' psychology, deeply studied the internal mechanism of the influence of CSR perception on customers' purchase intention, makes up for the lack of previous research to a certain extent. Comparing the regression coefficients of the three types of corporate social responsibility perception, it is found that the perception of public welfare has the greatest effect on customers' purchase intentions. This paper only selects the perception of environmental responsibility、public welfare responsibility and consumer responsibility which consumers pay more attention to as independent variables to study, and subsequent research can consider the perception of economic responsibility into the research.

(2)This paper introduced moral identity as an intermediary variable, deeply discussed how moral identity play a mediating effect in the process of the influence of PCSR on customers' purchase intention, expanded the research field of the moral identity, and enriched the relevant research theories of moral identity. This study also systematically discussed the moderating role of CSR attribution with customers' personal characteristics, which enriched the theoretical research on PCSR at the micro level.

(3)This paper studies PCSR from the perspective of changes in consumer' psychological cognition, empirically verifies the hypothesis that the perception of corporate environmental responsibility、public welfare responsibility and consumer responsibility have a positive impact on customers' purchase intentions, and compares the regression coefficients of the three types of corporate social responsibility perception, the perception of public welfare has the greatest effect on customers' purchase intentions. Subsequent research can consider the perception of economic responsibility into the research.

**Practical implications and Recommendation**

The results of this study showed the expectations and requirements of Chinese consumers for CSR to enterprise managers, and helped them realize that consumers' positive response promotes the economic benefits of enterprises, so as to improve the initiative and enthusiasm of CSR behavior. The different impacts of three perceptions on customers' purchase guided enterprises to formulate reasonable social responsibility strategies and scientific marketing plans, and transform enterprise resources into maximum economic and social benefits. This research focused on the psychological changes of consumers, which helps enterprises to grasp consumer psychology, and to improve the image of enterprises and enhance the competitiveness of enterprises through consumers' perception、communication and communication with social responsibility awareness.

Both publicly-owned and private enterprises should continue to strengthen their awareness of corporate social responsibility, Increase CSR engagement with consumers, pay more attention to consumers and their psychology, while doing a good job in social responsibility portfolio marketing, attach importance to social responsibility marketing and other marketing to cooperate with each other to form a synergy.

## Suggestion

In the perception of corporate social responsibility, this paper only selected the perception of environmental responsibility、the perception of public welfare responsibility and the perception of consumers responsibility as independent variables ,subsequent research can consider the perception of economic responsibility into the research.

The respondent's moral identity and perception of corporate social responsibility may be different due to the differences in personal characteristics such as gender, age, education level and monthly income, so in the further research, researchers can discuss in groups according to different personal characteristics.

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