Consumers’ Cognitive Dimension of International Corporate Social Responsibility and Its Correlation With Purchasing Tendency

Na Qi, School of Philosophy and Sociology, Jilin University, China & Department of Life Culture, Beijing College of Social Administration, China
Yunfan Zhang, Graduate School of International and Area Studies, Hankuk University of Foreign Studies, South Korea
Xiao Lin, The International Exchange College, Shandong College of Arts, China & Department of Digital Image, Sangmyung University, South Korea
Shengchen Chen, Business Administration School, Gyeongsang National University, South Korea*

ABSTRACT

Since the 21st century, international corporate social responsibility attracts great attention. With the continuous improvement of consumers’ maturity, they become more and more sensitive to international corporate social responsibility and have higher requirements for corporate to fulfill social responsibility. Besides, the buying decision is affected by international corporate social responsibility more and more apparently. Hence, the research into the impacts of international corporate social responsibility on consumers’ buying behavior is of great significance. In the research, consumer identity was set as intervening variable to investigate how consumer buying behavior was affected by corporate social responsibility. After theoretical model was constructed and research hypothesis was put forward, questionnaire investigation approach was adopted for empirical study. It was demonstrated that the significance values of age, occupation, and education level in each factor were small with great differences.

KEYWORDS

Buying Behavior, Consumers’ Cognition, International Corporate Social Responsibility, Social Philanthropy

INTRODUCTION

In recent years, China has gradually gotten involved in globalization with the continuous prevalence of trade globalization. About 2 to 3 out of 500 large global corporations currently set up enterprises or institutions in China. China is becoming a “World Factory” (Chen et al., 2021; Memon et al., 2021). Besides, international corporate social responsibility gradually attracts attention from various industries. During the fierce market competition, corporate image is the main factor in the process of competition among international corporate (Paolantonio et al., 2020; Ahmad et al., 2021A; Morales-
In particular, product and service differentiation results in more difficulties in forming competitive advantage once the corresponding market becomes mature. Hence, many international corporations begin to focus on building of many international corporations that focus on building corporate image to maintain long-term relationship with customers and keep marketing performance growing (Yumei et al., 2021).

To build up a good corporate image, the corporate need to have precise insight into consumer psychology. Based on consumers’ identification with corporate image, consumers are more likely to think highly of corporate products. As a result, the brand effect is realized. In other words, corporate image finally positively affects commodities produced by corporate. Besides, consumers’ preference and identification with corporate can be gradually transformed into their preference and buying preference for corporate products (Asante et al., 2021; Poelman et al., 2020). In western academic circles, most marketing scholars agree that consumers are more likely to buy related goods and services of a corporation if their identification with this corporate is high, which suggests that consumers are loyal to this corporate to some degree. Their trust in the corporate promotes oral communication to some extent (Singleton et al., 2020). Therefore, it is crucial to foster consumers’ identification with corporate, which is vital to building corporate image and directly determines if marketing will succeed (Tunio et al., 2021; Valluri et al., 2021; Ye & Chen, 2021).

To some extent, the international corporate can maintain sustainable development by actively fulfilling social responsibilities. Based on the current domestic economic downturn, the China-United States trade war, and the prevalence of COVID-19, taking the initiative to fulfil social obligations enables corporate to possess competitive advantages and provides a new path for the sustainable development of corporate (Zhang et al., 2021; Molnár et al., 2021; Hu & Chen, 2022). Fulfilling social responsibilities is also a process of winning certain social trust for international corporations, which is an intangible wealth for them. Based on the long-term contact with stakeholders, specific reputation capital will be accumulated for corporate in this process. Once a financial crisis occurs, the reputation capital will protect corporate from short-term impact and reduce the risk in a corporate downturn (Avotra et al., 2021; Petticrew et al., 2020; Salman et al., 2022; Liu & Chen, 2023). Hence, internationals with specific social responsibilities possess more competitive advantages.

On the one hand, the actions taken by corporate make them more transparent and make it easier to win social trust (Wang et al., 2019). On the other hand, international corporate actively undertake social responsibilities, which helps reduce the size of government regulation and is vital to the modernization of social governance (Kuhn et al., 2021; Lu et al., 2022). As a result, more developmental opportunities and innovation factors and drivers will be provided for corporate to enhance their competitive advantages. Besides, the sustained and healthy development of the social economy will be realized, and the core interests of consumers will be better protected.

International corporate receives more and more attention during the globalization and the globalization of corporate social responsibility. Besides, corporate social responsibility, especially its negative social responsibility behaviors, also attract more and more attention (Ahmad et al., 2021B; Baatwah et al., 2022). According to some real business cases, adverse consumer reactions caused by negative international corporate social responsibility behaviors in host countries as developing countries are more robust than those caused by the same negative global corporate social responsibility behaviors in developed countries. Compared with domestic corporate, internal corporate possesses an advantage as outsiders (Tang et al., 2021). However, there is no accurate answer to why the advantage of international corporate as particular outsiders is so significant, which needs to be discussed profoundly. To win consumers’ trust, it is of great significance for international corporate to establish and manage the relationship with customers by continuously improving consumers’ identification with them, which further promotes the development of their enduring competitiveness. Nonetheless, the emergence of trust crisis leads to a declining trend of consumers’ trust in international corporate in recent years. Building up trust is the first step
to gaining recognition. Without consumers’ trust, it is extremely hard to gain their recognition (Singleton et al., 2020; Ma et al., 2022). Therefore, it is of great value to conduct an in-depth analysis of the influencing factors of consumer’s identification with international corporate and have a deep understanding of the cultivation methods for customer identity. So far, most domestic and foreign consumer identity studies are confined to internal organizations. The focus is on the influencing factors of the identification with organizations among the members in internal organizations and their influences on the relationship between organizations and members (Furman, Maison, & Sekścińska, 2020). However, consumers don’t exist as the members in internal organizations. Hence, more attention should be paid to forming a consumer’s identity and its effects. There are few domestic studies on the topic (Mubeen et al., 2021). In this background, the influences of international corporate social responsibilities on consumers’ buying behaviors were analyzed based on consumer identity-related theories in this research. Without the violation of relevant theories of organizational identity, the influencing factors of consumer’s identification with corporate were investigated and the impacts of consumer’s identification with corporate on product evaluation and their buying behaviors were analyzed to explain current identification with international corporate among Chinese consumers and its effects, which further provides reference for the development of consumers’ identification with international corporate. Finally, the relationship with customers is further developed and the business performance of the corporate is steadily improved.

LITERATURE REVIEW

Review of Studies on Internal Corporate Social Responsibility

Western society is always highly concerned about international corporate social responsibility. Gupta et al. (2021) demonstrated in their study that corporate social responsibility was an essential standard for the implementation of international trade by Western governments and corporations. The relevant studies on Embassy of Sweden indicated that international customers’ expectations could be met in fulfilling social responsibility by domestic corporate at home or abroad. As a result, the funds needed for corporate operation could be obtained. In addition, domestic corporate was excellent in meeting local policies and market trend in importing countries. Possible risks could be managed effectively to promote corporate integration into globalization. Besides, the reputation of the corporate was gradually spread in this process.

The definition of corporate social responsibility is not unified in academic circles. The purpose of corporate social responsibility covers a wide range of concepts, which are correlated to some degree and can be substituted by each other, such as business ethics, sustainability, corporate performance, corporate citizen, and corporate responsibility. The cause of the broad definition of corporate social responsibility is analyzed as follows. Corporate social responsibility is not developed independently. Instead, it intersects in many similar disciplines, mainly management, business studies, economics, and sociology. Corporate social responsibility is explained in each field. Under this academic background, corporate social responsibility was mainly divided into four aspects based on comprehensive analysis in this research, including corporate profit target, environmental and social effects, corporate initiative, and the impacts on stakeholders (Zhao et al., 2022).

To avoid ambiguity, the definition of corporate social responsibility made by (Kamran et al., 2020) was adopted in the research. They defined corporate social responsibility as organizational polices and behaviors arising from the constraints of adjacent environment. Therefore, it is necessary to include the ideas of stakeholders in the scope of decision-making consideration and formulation. In addition, the operation of corporate, society, and nature should be taken into account for corporate decision-making and behavior. There are several ways of corporate undertaking social responsibility by corporate in foreign countries.
1. Charitable giving
2. Assistance of impoverished areas
3. Fair dealing
4. Protection of laborer rights and interests
5. Prohibition of tax fraud
6. Ban on bribery

The research adopted the definition of corporate social responsibility by Aguinis and Glavas (Aguinis & Glavas, 2012) to avoid ambiguity. Corporate social responsibility was defined as organizational polices and behaviors restricted by surrounding environment. The opinions and expectations of corporate stakeholders should be included in the scope of decision-making consideration and formulation. Besides, the interests of the operation of corporate, society, and nature needed to be met in the decision-making and behaviors of corporate. The popular ways of undertaking corporate social responsibility included charitable giving, assistance of impoverished areas, fair trade, protection of legitimate rights and interests of labors, and ban on tax fraud and bribery.

Consumers’ Identification With Corporate and Its Effects

In the middle of the last century, the concept of identity was put forward by foreign scholars in the relevant studies in the field of social psychology. At that time, the studies on this concept focused on the formation of identity and its effects on people’s attitude. According to Sim et al. (Sim et al., 2020), the appearance of identification with their organization among the members triggered their perception of the bond with their organizations to urge the members further to define themselves from the perspective of their organizations. Besides, it was demonstrated in their study that self-definition from the perspective of their organizations further deepened the identification with these organizations.

In terms of a particular organization, a member still has a chance to gain recognition even if they don’t belong to this organization because people recognize corporate that adds value to their own image to define better a personal appearance, which is spontaneous and selective. Hence, it is concluded that the level of consumers’ identification with a particular corporate is affected by their motivation for selecting this corporate, which further maintains the relationship between consumers and the corporate (Feng & Chen, 2022; Zhang et al., 2022; Chen & Zhang, 2022).

The Impact of Consumers’ Corporate Identity on Product Evaluation and Behavior Intention

Consumers’ identification with a particular organization indicates that the corporate is widely concerned and favored by consumers, which further plays a positive role in consumers’ evaluation of the related products of this corporate. Hence, the following hypothesis can be obtained. It was assumed that consumer’s identification with a particular corporate positively influenced the evaluation of products from the corporate. Vander et al. (Vander et al., 2021) believed that the member would pay more attention to the corporate and independently maintain the image of this corporate after a particular member recognized a corporate. Meanwhile, the member would be eager to be associated with this corporate. Kumar et al. (Kumar et al., 2022) also pointed out that the consumer would be more loyal to the corporate and spontaneously recommend it to others for the related promotion of this corporate once the member had a sense of identity with the corporate. Based on the above findings, it was assumed that consumers’ identification with corporate positively affected their behavioral intention. The influences of consumers’ identification with corporate on product evaluation and behavioral intention were illustrated in detail in Figure 1.
Buying Intention Theory

Usmani et al. (2022) defined buying intention as the possibility that consumers participated in an activity at their will. McBride et al. (McBride et al., 2019) defined buying intention and individual attitude. They held that buying intention was the personal motivation subconsciously generated by the willingness to participate in a particular activity. In contrast, Keshavarz et al. (2020) contended that buying intention was the process of consumers’ individual selection and action for acquiring, applying, and evaluating corresponding products and services. Mavroulidis et al. (2022) pointed out that buying intention could somewhat predict an individual’s buying behaviour. In addition, buying intention was generated by the interaction between individual’s real attitude towards products and services and external comments. Widener et al. (Widener et al., 2018) defined buying intention as the subjunctive likelihood that an individual wanted to own a product or service. In this context, the definition made by Widener et al was adopted based on the comprehensive analysis. The adopted one was that the subjunctive likelihood that an individual wanted to own a product or service (Estrada-Vidal et al., 2020; Sung et al., 2021; Xiao et al., 2022; Chen & Du, 2022).

Review of the Research Into the Relationship Between Buying Intention and Buying Behavior

In domestic and foreign academic circles, buying intention is generally believed to be directly associated with buying behavior. Buying intention directly leads to the occurrence of buying behavior. Bacharach (Bacharach, 1989) found that consumers made a buying decision before buying behaviors occurred. Buying decision-making included buying intention and the psychological activity among consumers at that time. Buying behavior occurred only if buying intention was determined and psychological activity was performed. The finding demonstrated that buying behavior arose from the joint effects of buying intention and consumers’ psychological activity. Bai et al. (Bai, Sarkis, & Dou, 2015) reckoned that buying intention directly resulted in the occurrence of buying behavior. The research into consumer’s buying intention could help predict the incidence of buying behavior. Less stronger buying intention indicated the lower probability that consumers bought a certain commodity or service. When consumers hesitated to buy a certain product, buying intention was determined by “very willing to buy”, “willing to buying”, “might consider buying”, “unwilling to buy”, and “very unwilling to buy”. The incidence of subsequent consumption behavior among the consumers who chose “unwilling to buy” and “very unwilling to buy” was the lowest. Negative buying intention was
shown among them. Blowfield and Frynas (Blowfield & Frynas, 2005) synthesized previous studies and concluded that buying intention was usually the indicator for measuring the incidence of buying behavior in the academic circle. The approximate value of buying behavior was buying intention.

**RESEARCH DESIGN**

**Model Design**

This research explored the influences of international corporate social responsibility on buying behavior based on consumer identity. To combine and analyze international corporate social responsibility and consumer cognition, international corporate social responsibility was discussed in the following seven aspects according to the eight aspects and related contents of international corporate social responsibility released by Embassy of Sweden (2013), including economic impact, natural environment impact, work environment impact, social charity impact, employee impact, customer impact, and fair management and human rights protection. According to the theory of the relationship between consumers’ buying behavior and international corporate social responsibility, it is found that there was a positive relationship between international corporate social responsibility and consumers’ buying behavior. Based on the above finding, it was put forward in this research that global corporate social responsibility was positively correlated with consumers’ buying behavior, as shown in Figure 2.

**Research Hypothesis**

In this research, the influences of different demographic characteristics were also included in the analysis of consumer cognition, mainly including gender, age, occupation, monthly income after tax, and educational level. Besides, five corresponding hypotheses were made, as displayed in Table 1. According to the studies on the relationship between the cognition of corporate social responsibility and buying intention conducted by domestic and foreign scholars, consumers’ buying behavior was greatly affected by their cognition of corporate social responsibility. Besides, a large number of studies showed that consumers’ cognition of international corporate social responsibility was positively correlated with their buying behavior.

**Figure 2. Research model**

![Research model diagram]
Correlated with their buying behavior. Based on this finding, the following seven hypotheses were made in this research, as shown in Table 2.

**DATA ANALYSIS**

**Sample Analysis**

After theoretical study and data acquisition, SPSS23.0 was used to analyse international corporate social responsibility and buying behavior statistically. During the investigation, street questionnaire and network questionnaire were combined to ensure the universality and objectivity of data source. A total of 500 questionnaires were distributed and collected with the recovery rate of 100%, including 200 questionnaires distributed and collected on street and 300 questionnaires distributed and collected online. The collected questionnaires were checked and screened to ensure data quality and measurement validity. After the questionnaires with large amounts of duplicate information were excluded, 469 valid questionnaires were obtained with the effective rate of 93.8%. To obtain consumers’ accurate cognition of corporate social responsibility, the first item was a multiple choice question, “Did you hear about and understand corporate social responsibility?”. A total of 120 respondents (25.6%) chose “never heard about corporate social responsibility” and 349 respondents (74.4%) chose “ever heard

---

<table>
<thead>
<tr>
<th>Serial Number</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Consumers of different genders had different cognition of corporate social responsibility</td>
</tr>
<tr>
<td>A2</td>
<td>Consumers of different ages had different cognition of corporate social responsibility</td>
</tr>
<tr>
<td>A3</td>
<td>Consumers with different occupations had different cognition of corporate social responsibility</td>
</tr>
<tr>
<td>A4</td>
<td>Consumers with different monthly incomes after tax had different cognition of corporate social responsibility</td>
</tr>
<tr>
<td>A5</td>
<td>Consumers with different educational levels had different cognition of corporate social responsibility</td>
</tr>
</tbody>
</table>

---

Table 2. Research hypothesis (2)

<table>
<thead>
<tr>
<th>Serial Number</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>Consumers’ cognition of economic impacts of corporate was positively correlated with buying intention</td>
</tr>
<tr>
<td>B2</td>
<td>Consumers’ cognition of natural environment impacts of corporate was positively correlated with buying intention</td>
</tr>
<tr>
<td>B3</td>
<td>Consumers’ cognition of work environment impacts of corporate was positively correlated with buying intention</td>
</tr>
<tr>
<td>B4</td>
<td>Consumers’ cognition of corporate social charity was positively correlated with buying intention</td>
</tr>
<tr>
<td>B5</td>
<td>Consumers’ cognition of employees impacts of corporate was positively correlated with buying intention</td>
</tr>
<tr>
<td>B6</td>
<td>Consumers’ cognition of customer impacts impacts of corporate was positively correlated with buying intention</td>
</tr>
<tr>
<td>B7</td>
<td>Consumers’ cognition of fair management of corporate and human rights protection was positively correlated with buying intention</td>
</tr>
</tbody>
</table>
about and understood corporate social responsibility”. Consequently, 349 respondents with research value were obtained, accounting for 74% of the total number of valid questionnaires. The investigation results revealed that a considerable proportion of respondents (25.6%) still did not understand corporate social responsibility. The research samples involved a wide range of participants. The respondents came from diversified areas with a wide range of age groups, occupational types, income levels, and educational attainment, as illustrated in Figure 3.

**Reliability Analysis of Structural Variable Measurement**

This research adopted the internal consistency method to test the reliability of structural variable measurement. As illustrated in Figure 4, all internal consistency coefficients measured by variables (Cronbach’s α) were all greater than 0.70, suggesting that the measurement of all structural variables in this research showed good reliability.

**Once-Factor Analysis of Variance of Consumers’ Identification With International Corporate Social Responsibility**

To improve the test efficiency of the comparison of multiple variables, one-factor analysis of variance was adopted in this research to check whether the overall mean of each variable was equal. Demographic factors including gender, age, occupation, monthly income after tax, and educational
level were included as the control variables to investigate their influences on consumers’ identification with corporate social responsibility. The results were displayed in Figure 5.

According to Figure 5, the significance values of age, occupation, and educational level in each factor were small with apparent differences. In contrast, those of gender and monthly income after tax were large with insignificant differences, which demonstrated that different ages, occupations, and educational levels all had remarkable differentiated influences on consumers’ identification with corporate social responsibility, while the impacts of gender and monthly income after tax were not notable. Hence, A2, A3, and A5 were true while A1 and A4 were false. In terms of age, the concomitant

probability of natural environment factor and economic impact factor amounted to 0.006 and 0.019 (both less than 0.05), respectively when the significance value was 0.05. Hence, null hypothesis was rejected. The above finding indicated that there was significant difference in the identification with natural environment factor and economic impact factor in corporate social responsibility among the respondents of different ages. As to occupation, the concomitant probability of natural environment factor and social charity factor were 0.021 and 0.003 (both less than 0.05), respectively when the significance value was 0.05. Therefore, null hypothesis was rejected. This finding suggested a remarkable difference in the identification with natural environment factor and social charity factor in corporate social responsibility among the respondents with different occupations. As for educational level, the concomitant probability of all factors was less than 0.05. Hence, no null hypothesis was accepted. The outcome revealed that educational level had apparent impacts on 5 factors of consumers’ identification with corporate social responsibility.

Multiple Regression Analysis
Regression analysis is a statistical method for investigating the cause-and-effect relationship between dependent variable and one or more independent variables. In most cases, mathematical expressions should be enumerated. According to the number of independent variables, regression analysis was divided into simple regression and multiple regression analyses. According to the relationship between dependent and independent variables, regression analysis was divided into non-linear and linear regression analyses. The research selected multiple linear regression analysis to determine the cause and effect relationship between multiple variables. Besides, buying intention and the five factors of consumers’ identification with corporate social responsibility were included as the dependent and independent variables, respectively. Table 3 and Figure 6 illustrate the statistical results of regression analysis. Goodness of fit test was used for the determination of regression standard deviation and coefficient, which were usually denoted by R². Goodness of fit values often ranged between 0 and 1. The proximity to 1 indicated that the independent variable was more effective in explaining the dependent variable and the fitting effect of regression equation was better. According to Figure 6, the adjusted R² amounted to 0.610, suggesting that the independent variable could explain 61% of the dependent variable and the fitting degree of the model was good. Durbin-Watson test was employed to check whether the data’s residual distribution was normal. The proximity of Durbin-Watson value to 2 proved that the residual of the model conformed to normal distribution more significantly. In contrast, the deviation from 2 and the deviation of the model from normal distribution suggested that the model was poorer at data interpretation. The included Durbin-Watson value was 1.616, indicating that there is almost no serial correlation in the model and that the research data were somewhat interpretable. F test was employed to determine the significance of the linear relationship of regression equation. When the significance value was less than 0.05 and F value was high, F test passed. It was demonstrated that the linear relationship was significant in regression equation. As shown in Table

<table>
<thead>
<tr>
<th></th>
<th>Regression</th>
<th>Residual</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sum of square</td>
<td>132.626</td>
<td>79.994</td>
<td>212.62</td>
</tr>
<tr>
<td>df</td>
<td>4</td>
<td>219</td>
<td>223</td>
</tr>
<tr>
<td>Mean square</td>
<td>26.857</td>
<td>13.421</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>76.141</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Significance</td>
<td>&lt;0.01</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Dependent variable was buying intention. Predictive variables (constants) included economic factor, social charity factor, natural factor, employee and work factor, and human rights and customer factor.
3, the significance values of 5 factors of consumer identification with corporate social responsibility were less than 0.01. F value was 76.141, which was large. Therefore, F-test passed, suggesting that the proposed model had significant regression effects.

After passing goodness of fit test and F-test, t test needed to be performed to identify the significance of all coefficients in regression equation. In general, the significance of the linear relationship between the independent and dependent variables was high when t significance value was less than 0.05. Otherwise, the significance of the linear relationship between the independent and dependent variables was low. The regression analysis indicated that the significance values of human rights, customer influencing, and social charity factors were less than 0.05. The t test passed, proving the significance of the linear relationship between human rights and customer influencing factor, social charity factor, and buying intention was high. In addition, the significance values of employee and work factor, natural factor, and economic factor were all greater than 0.05, which revealed that there was no obvious correlation between employee factor, work environment factor, natural factor, economic factor, and buying intention. Consequently, B1, B2, B3, and B5 were false. The obtained standard regression equation was as follows (equation (1)):

$$A = 0.813B - 0.132C$$

(1)

**Note:** A. Buying intention. B. Customer and human rights. C. Social charity

The linear relationship between consumers’ buying intention as well as customers and human rights factor as well as social charity factor was demonstrated in equation (1). The standardized coefficient value of human rights and customer factors was 0.813, indicating that human rights and customer factors were positively correlated with buying intention at 1% level. If consumers perceived 1% of investment in customer and human rights protection, they would increase buying intention by 0.813%. As the subject of buying behavior, consumers paid more attention to their own rights and interests than corporate and regarded rights and interests as one of decision-making standards for consumption behavior. Social charity factor was negatively correlated with buying intention at 1% level. However, the coefficient value was low, amounting to -0.132. It was suggested that consumers’
buying intention was reduced by 0.132% if the investment in social charity was increased by 1% in consumers’ cognition.

CONCLUSION AND PROSPECT

A. From the perspective of consumers, customer rights, fairness, and human rights protection were the three aspects of greatest concern, followed by the influences of corporate production on natural environment, employee working environment, protection of individual rights and interest, and corporate business profits. Corporate philanthropy attracted the least attention. The above research result was different from the outcome of the relevant study on international corporate conducted by Embassy of Sweden (2013). Most of international corporate value business profits most, followed by customer rights and interests, fairness, and protection of human rights. International corporate fulfills social responsibilities mainly by carrying out charitable donation and increasing business profits. They don’t pay much attention to maintaining customer relationships, reasonable operation, and human rights protection. According to the research results, domestic consumers believed that international corporate social responsibilities mainly included customer rights and interests, fairness, and human rights protection, which were followed by natural environment protection, working environment and employee interests protection, economic benefit, and social charity.

B. There was a certain correlation between international corporate social responsibility and consumers’ buying behavior. From the perspective of consumers’ identity, reasonable management and human rights protection were remarkably positively correlated with customer effect and consumers’ buying behavior, which demonstrated that domestic consumers’ higher identification with human rights protection by corporate and reasonable management and maintenance of customers’ rights and interests indicated the greater possibility that consumers bought corporate goods or services. As an essential component of international corporate social responsibilities, social charity was apparently negatively correlated with domestic consumers’ buying behavior, which was caused by the influences of charitable donations performed by international corporate on consumers’ buying behavior. There was no comparison with international corporate that didn’t carry out charitable donations. With the comparison with other influencing factors, charitable donations performed by international corporate discouraged consumers from buying corresponding products or services.

The following suggestions were put forward based on the above two conclusions.

There were differences in the main attention dimension of corporate social responsibility between domestic consumers and international corporations.

Hence, it was necessary to greatly enhance consumers’ evaluation of corporate products and pay more attention to protecting customer rights and interests if international corporations want to undertake social responsibility more effectively, such as more vivid product promotion and marketing or protection of consumer personal information. On the other hand, international corporate should pay more attention to fairness during market competition, avoid corruption, bribery, and child labor employment, and never force workers to work. Besides, both employees and customers should be treated equally and fairly. According to the research results, it was found that charitable donations launched by corporate couldn’t gain the favour of most domestic consumers and the evaluation of these activities was not high. On the contrary, charitable donations launched by corporate weakened consumers’ buying intention. Therefore, it is suggested that corporate should not only undertake more social responsibilities, but also reduce the commitment to charitable donations, allocate resources rationally, and invest more in protecting customer
rights and interests, fairness, and human rights to some extent. As a result, the performance level of corporate social responsibility will be greatly improved and the evaluation level of consumers will be increased to attract more customers to buy corporate products. Eventually, corporate profits and performance will be enhanced.

**FUNDING**

This work was supported by Project Supported by Foundation: Fundamental Research Foundation for Universities Directly under the Central Departments of the P.R.C, Study on the Collaborative Innovation Mechanism of the Funeral Industry from the Perspective of Green Growth (Project number: JBKYYB2023-21).
REFERENCES


Zhang Yunfan was born in Jinan, Shandong Province, China in 1993. She received a bachelor’s degree from Shanghai Institute of visual arts, Fudan University. She graduated from Kyung Hee University with a master’s degree. She is a doctoral student at Hankuk University of Foreign Studies. Her research interests focus on audition communication and cultural industry management.