

The Impact of Corporate Social Responsibility Disclosure on Social Media on Consumer Purchase Intentions

Meixi Liu

Sunwah International Business School, Liaoning University, Shenyang, Liaoning, China

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Abstract: The development of the Internet is rapid. Social media makes dissemination of information fast and wide. This allows for an increase of the social's attention to corporate social responsibility. Focus on corporate social responsibility is an important issue for the current society. The present study was designed to determine the effect of does watching videos on social media about corporate social responsibility has an impact on consumer purchasing intentions. This study shows that Enterprises have a very strong social responsibility, which has improved their consumers' purchase intention after being shown on TikTok through video data. This paper found that reviewers focus on the company's culture and connotation, the positive energy content, transparency, and integrity of the company to determine whether or not to improve purchases. Based on this, this paper gives the following recommendations. Businesses should implement CSR in multi-angle and multi-faceted, balance the relationship between the acquisition of profits and CSR, and ensure CSR Sustainability. Consumers need to support the companies that have the social responsibility to buy goods and also need to identify whether the videos of some corporations contain false advertising and over-marketing.

1 INTRODUCTION

The internationally accepted concept of corporate social responsibility (CSR) is while businesses generate profits and have legal responsibilities to shareholders and employees, they also have responsibilities to consumers, communities, and the environment (Wang, 2005). Corporate Social Responsibility is essentially a concept whereby companies voluntarily decide to contribute to a better society and a cleaner environment. It is based on the idea that the overall performance of a company should be evaluated in terms of its combined contribution to the economic prosperity, environmental quality, and social well-being of the society in which it operates (Rhou & Singal, 2020).

With the rapid growth of society, sustainable development has become an important topic. The enterprises are concerned not only about their interests but also about the impact of their behavior on society and the environment. The specific performance is corporate social responsibility (CSR). Therefore, analyzing this matter is helpful for the increase of social well-being, and then promoting and advancing the goal of sustainable development come true. Nowadays consumers' values are constantly

changing, people don't only care about the quality and price but also pay attention to whether their behavior can bring positive effects to society. With the development of the Internet, and the rise of social media such as WeChat, TikTok, and Twitter, it seems all the people are connected as a whole. Social media is a speedy communication platform, it makes the behavior of enterprises and individuals more transparent and helps to spread and carry forward good behavior.

Carroll proposed that businesses' acceptance of CSR, recently framed as purpose or sustainability, has been a major driver in the growth of CSR (Carroll, 2021). Ali and Sohail confirmed the conclusion that customer-centric, philanthropism, green environment, public awareness, and creating social value are all variables that affect purchase intention (Ali & Sohail, 2018). These instructed the current topic between the importance of CSR and corporate CSR and consumer purchase intention is what everyone has been focusing on at the moment. But at present, there are some research gaps for this topic reflected in social media. Based on this, this paper discusses the relationship between CSR and purchase intention on social media.

2 METHOD & RESULT

2.1 Research Methods and Design

This paper aimed to study the impact of corporate social responsibility video disclosure on consumers' purchase intention in social media. Based on this, this text uses the method of questionnaire, emotional polarity analysis, and word cloud diagram to analyse.

2.1.1 Questionnaire

The questionnaire can target a large audience, and collect diversified feedback information at a fast speed to get direct feedback. The questionnaire consists of three parts, including what the public understands about CSR, can videos that have strong CSR enhance purchase intention, and in these corporate social responsibility video reviews, the reviewers' preference in which aspect to enhance the purchase intention. In research on designing questions in logical groupings, most of the answer options are mutually exclusive to ensure the validity of the questionnaire. This study adopted the investigation method of a random sample, randomly distributing questionnaires through the questionnaire star. A total of 144 questionnaires were filled out in this study. After excluding invalid questionnaires and samples with consistency in the selection of questionnaire options, the number of valid questionnaires was 200. The questionnaire response rate is 97. 5%. It is high enough to use for data analysis.

2.1.2 Emotional Polarity Analysis

On this basis, this paper selects the emotional polarity analysis method to extract and analyse the video comment data and through the specific content of comments analyse the timely feedback of viewers after watching. This article selects a video of an enterprise disclosing its social responsibility on TikTok and then extracts 895 effective comment data from it to analyse emotional polarity. To further verify the conclusion of the relationship between CSR disclosure and consumer purchase intention obtained in the questionnaire. After that, A, B, C, and D four enterprises are chosen to extract 1000 comments each to analyze the emotional polarity to further confirmation of the above conclusion. The commentators' analysis of the emotional attitude towards the implementation of CSR by the above enterprises helps to make people understand and attach importance to the implementation of CSR and

also helps to deeply understand the development trend of social-emotional trends and consumers' purchase intention.

2.1.3 Word Cloud Diagram

In addition, this paper analyses the frequency of vocabulary by way of word cloud. In this study, 1000 comments were extracted from each of the four videos of A, B, C, and D enterprises to extract high-frequency nouns, verbs, adjectives, and quantifiers in the comment data. To analyse which points in the current CSR video are the key points that motivate the commentators to further enhance their willingness and put forward proposals for sustainable development and share expansion after Enterprises.

2.2 Research Findings

2.2.1 The Positive Effect of the Expression of Corporate Social Responsibility on Consumers' Purchase Intention

Consumers will have some concerns about social responsibility. The results of the questionnaire show that 89% of the people choose whether to buy a product based on whether the company has fulfilled its social responsibility, which indicates the importance of CSR for corporate performance.

Furthermore, the information that enterprises show their sense of social responsibility on social media will also increase consumers' purchase intention to a certain extent. It can also be seen from the questionnaire that 87. 29% of people stated that they wanted to purchase the item before viewing the video and 12. 71% of people stated that they did not want to purchase the item before viewing the video. Those who originally wanted to buy increased their purchase intention after 78. 48% browsed. For those who didn't want to buy in the first place, 70. 83% of them became eager to buy after browsing. Moreover, in this study, 1136 comments were extracted from the video of an enterprise disclosing its social responsibility on the dither and got 895 valid pieces of data including 824 positive comments, 25 neutral comments, and 38 negative comments. There were 97 comments (11. 77%) that showed purchase intention. The two can jointly demonstrate the above conclusion.

Using this as a basis, this paper uses sentiment polarity analysis to analyze corporate performance in depth. Comment polarity of 1000 comments extracted from four videos of four enterprises A, B, C, and D. Overall comment data presented a Positive State. For example, in terms of the data of 1000 comments disclosed by A's corporate social responsibility, 89.

8% were positive comments, 6. 4% were neutral comments, 3. 8% were negative comments, and there also have 143 comments clearly expressed willingness to buy in 898 comments. Analyze the emotional polarity of 1000 comments disclosed in the B corporate social responsibility video, of which 86. 8% are positive data, 4. 5% are neutral comments, and 8. 8% are negative comments. The intention to purchase was clearly expressed in 54 of the positive data. For the CSR video of Company C, the emotional polarity of its comments was analyzed, including 97. 5% of comments as positive, 16% as neutral, and 9% as negative. Among the comments expressed as positive were 106 comments expressing a desire to buy. In the video comment on D's corporate social responsibility on Tiktok, after analyzing the emotional polarity, the positive comments accounted for 88. 88%, the neutral comments accounted for 4. 9%, and the negative comments accounted for 6. 3%. Among them, 138 comments clearly expressed the reviewer's purchase intention in the positive comments. This is consistent with Faeg's point of view that the positive and significant effect of corporate social responsibility on purchase intentions (Faeg et al., 2022). The above data further clarifies the validity of the above conclusion.

2.2.2 Analysis of the Key Points of Social Responsibility Disclosure

The first one is corporate culture and connotation. The word cloud diagram shows how well commentators' corporate culture and connotation fit with themselves during the comment process. As shown in Fig. 1 and Fig. 2, the words "Nutrition", "Moral", "Self-identity", "Ecological", "Best", and "Xiaomi's fans" in the diagrams represent consumer values that resonate with the business. These words verify that when the CSR of enterprises reflects the values recognized by consumers, consumers are more likely to resonate with the brand. Whether enterprises can resonate with consumers when performing CSR determines the effectiveness of CSR and further promotes the generation of purchase intention.



Figure. 1. Enterprise A word cloud results.



Figure. 2. Enterprise B word cloud results.

Second, corporate Positive Energy Content. The results show that the commentators show patriotism and concern for the social morality of enterprises in the process of commenting. As shown in Fig. 1 and Fig. 3, the words countrymen, nation, patriotic, China, Proud, and Domestic in the diagram illustrate that patriotic feelings increase the national consciousness of the commentators. Therefore, expressing patriotism is the key point to enhance consumers' purchase intention. Commentators want to support domestic products and help enterprises develop through purchase. Like the word "Moral", "Social" in Fig. 3 also expresses the commentator's concern about social morality, which can enhance the consumption amount of enterprises with a higher sense of social morality.



Figure. 3. Enterprise C word cloud results.

Third, corporate transparency and integrity. Reviewers pay attention to the transparency and integrity of enterprises, which is an important manifestation of whether reviewers have become consumers. In Fig. 2, "Emprise" demonstrates the sincerity of the B corporation in its CSR activities. It reflects that enterprise B is not only making external commitments for marketing but also taking actions to consider consumers. This kind of honest practice helps to enhance the transparency of

enterprises, increase the trust of consumers, and naturally increase the willingness to buy. As shown in Fig. 3, Donate, Kind, Enterpriser reflects the reviewers' recognition of the integrity of Enterprise C, and shows the true entrepreneurial spirit of Enterprise C, with transparent and true behavior. As shown in Fig. 4, the words "Conscience", "Really", and "Stable" represent reviewers looking for authenticity in the products of D Enterprises. Enterprises show transparent and honest behavior in CSR videos, which can enhance consumers' trust in the brand and enhance their purchase intention. 90.5%, 90% and 82.5% of the respondents in the questionnaire agreed with patriotism, respectively, and the resonance of reviewers with corporate values and the transparency and integrity of the company were the key points for reviewers to increase their purchase intentions.



Figure. 4. Enterprise D word cloud results.

3 SUGGESTION

3.1 Suggestions to Enterprises

3.1.1 Implement CSR in Multi-Angle and Multi-Faceted

Corporations not only need to focus on responsibility to consumers but are also concerned about environmental protection and responsibility to suppliers and employees. The entrepreneur or manager needs to understand how the firm can make the customer better off, while at the same time

offering an attractive value proposition to employees, suppliers, communities, and financiers (Freeman & Velamuri, 2023). It is important to note that it is not possible to sustain making customers better off without at the same time making the other stakeholders better off (Freeman & Velamuri, 2023). Based on the above analysis, strong CSR will enhance consumers' purchase intention. Therefore, enterprises should pay attention to disclosing more issues related to CSR in this aspect. For example, currently, there will be a greater focus on sustainable development issues. The Sustainable Development Goals (SDGs) were launched in 2015 by the United Nations as a global initiative aimed at eradicating poverty, safeguarding the environment, and promoting peace and prosperity for all by 2030, as outlined in the United Nations 2030 agenda (Ghosh & Chakravarty, 2024). If society wants to achieve sustainable development, enterprises should recognize that multiple types and disclosures are necessary. Many kinds of videos can help consumers learn about these corporations and enhance purchase intention further.

3.1.2 Balance the Relationship Between the Acquisition of Profits and CSR

To earn a lot of profits, enterprises may put too many videos of implementation responsibility, which may become a problem. CSR spending positively affects a firm's revenue growth and profitability (Okafor et al., 2021). Corporations can closely align CSR activities with their main business objectives, rather than taking CSR as an additional cost, and design the appropriate amount of CSR videos according to the current corporate strategy, rather than taking profit as the purpose of CSR. CSR will promote market share gains while gaining profits.

3.1.3 Make Sure CSR Sustainability and Transparency

Corporations should take the CSR view as a long-term view to ensure CSR sustainability and transparency. CSR is a voluntary practice (Macrolajara et al., 2022). Business leaders and policymakers should promote and incentivize the adoption of specific corporate governance mechanisms to help firms better achieve CSR goals (Derchi et al., 2021). Based on the above analysis, reviewers focus on the transparency and integrity of enterprises as the key points to generate purchase intention for enterprises. Therefore, enterprises should continue to disclose such behaviors, maintain continuous interaction with consumers, and make CSR content more transparent, expressing concrete

and real content that can affect consumers in videos. The sustainability of CSR will contribute to enhancing consumers' loyalty.

3.2 Suggestions to Consumers

First, consumers need to follow and support CSR when they buy goods. Based on the questionnaire above, buyers pay attention to social responsibility and take it into the purchase decision as an important factor to measure when they buy a product after watching the video. When purchasing products, consumers can give priority to the enterprises donate the poor areas and have environmental protection products. Moreover, these enterprises can be selected to support CSR for a long time in subsequent purchases. This will help more companies to emphasize CSR and improve innovative development.

Second, consumers should be aware of the over-marketing role of enterprises in terms of corporate social responsibility. Consumers should pay particular attention to the fact that some businesses are exaggerating the responsibility of their implementation and launching a large number of marketing on social media, creating a false impression of strong CSR and causing customers' purchase intention. Let the potential crisis in the early stage get an early warning; let the trend of public opinion get insight; and make the response of enterprises more scientific and accurate (Shao et al., 2022). Consumers should also do adequate market research and product understanding before shopping to avoid impulse buying due to over-marketing by enterprises.

4 CONCLUSION

In summary, this study found that the expression of corporate social responsibility has a positive effect on consumers' purchase intention and corporate culture and connotation. Corporate positive energy content, corporate transparency, and integrity are the key points of social responsibility disclosure. The findings have advantages to make the companies better use of social media for publicity and improve social progress. It also helps enterprises pay more attention to CSR and lead other enterprises to follow suit, promoting sustainable development together. More suggestions are to be given to the corporations and consumers separately based on the findings of the research. It makes CSR go deeper into the hearts of businesses and consumers. Despite the contributions of this study, several limitations need to be

acknowledged. One limitation is research data is relatively simple. This paper has selected some representative companies to analyze, but the current types of companies are diverse. Future research should further refine the types of firms. Moreover, researchers should further explore the impact of the type of video disclosure CSR on consumers' purchase intention, and whether the purchase intention is finally transformed into behavior. In addition, exploring different social media applications and different cultures may bring more in-depth insights into CSR.

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