

## Abstract

Title: The Influence of Corporate Social Responsibility on Consumer Purchasing Behavior

By: Haocong Li

Degree: Master of Business Administration

Major: Business Administration

Advisor: Qiu Chao

(Ass. Professor. Qiu Chao)

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Since 1960s, the research of corporate social responsibility in the field of international society are more and more heat, "corporate social responsibility "has been widely used in business circles, social circles, law circles, many enterprises has become the active practitioner of their own corporate social responsibility. But in recent years, with the rapid development of economy, there are many business problems contrary to the ethics, such as "Botox" incident, "Foxconn employees jumping" incident, "Starbucks tap water waste" incident, "Michelin tire environmental violations" incident and so on, and some are even the world's top 500 enterprises. The crisis is really shocking that suggesting that these companies do not fulfill their social responsibilities to employees, consumers, environment or society, its harm is immeasurable. So many bad phenomena that many enterprises still lack of social responsibility, the problem of corporate social responsibility need to be solved. In fact, the social responsibility of the enterprise has a great influence on consumer behavior,

this paper in order to enhance the awareness of corporate social responsibility, and to make the research on what kind of impact on consumers' behavior with fulfilling their social responsibility.

In this paper, through qualitative (Literature) research and quantitative (questionnaire) research method, to regards the corporate social responsibility as independent variables and consumer behavior as the dependent variable, reasoned action as the intermediary variable between the independent variables and dependent variables, with the using of spss19.0, analysis the related data about the reliability, validity and regression, the effect of corporate social responsibility on consumer purchase behavior, the effect of corporate social responsibility on reasoned action, and the effect of reasoned action on consumer purchase behavior have a strong positive influence.

Through the research of this paper, on the one hand we hope to improve the understanding and implementation of corporate social responsibility. On the other hand we also hope to provide useful reference and theoretical support to our enterprises to fulfill their social responsibility.

**Key words: corporate social responsibility, consumers purchase behavior, reasoned action, and social responsibility consciousness**