

Title: Consumers' Perception of Corporate Social Responsibility in the Context of Sustainable Development

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ABSTRACT

With the continuous deterioration of the ecological environment, the emergence of extreme weather, and the continuous decline of species diversity, realizing ecological and social sustainable development has become a global hot topic (Alhaddi, 2015). Green sustainable development is not only the most significant responsibility of enterprises to society but also conforms to the current industrial development trend. Therefore, enterprises should actively undertake relevant social responsibilities, achieve green and clean development, take the road of modern sustainable development in harmony with nature, and promote high-quality development with sustainable development.

This study focuses on the concept of national sustainable development in the context of advocating sustainable development of enterprises. The study focuses on consumers' perception of corporate social responsibility behaviours in order to identify how the perception of corporate social responsibility in the context of advocating the concept of sustainable development will have an impact on consumers' brand attitudes

to make brand attitudes play a role in the emotional preference of consumers, and ultimately lead to the long-lasting realization of brand loyalty.

Based on the literature review, we clarify the theoretical definitions and related studies of Corporate Social Responsibility (CSR) awareness, brand loyalty, brand love, and brand attitudes. In sustainable development, CSR perception is divided into three indicators, brand loyalty is divided into four indicators, and a moderated mediation model is constructed to explore the mechanism of CSR perception on brand loyalty, focusing on brand attitude and brand love as mediating variables. Meanwhile, based on the research model, 476 valid sample data were collected cumulatively using both online and offline channels, and the data were statistically analyzed and collected using Amos 23.0 and SPSS 23.0 data processing software for hypothesis verification. The results of the study show that in the context of sustainable development:

CSR perception and its sub-dimensions will have a significant positive influence. Brand attitude mediates the relationship between CSR perceptions and brand love, and brand love and brand attitude mediate the relationship between CSR perceptions and brand love in sustainable development. Brand attitude can mediate the relationship between CSR awareness and brand love, and brand love and brand attitude can mediate the relationship between CSR awareness and brand loyalty.

The value and innovation of this study are as follows:

(1) The study enriches the research on CSR perception of brand loyalty. The study selects the perspective of the impact of corporate social responsibility perception on consumer brand loyalty to provide new ideas from a theoretical perspective for enterprises to enhance consumer loyalty. Combined with empirical data analysis and literature sorting, it can more comprehensively consolidate the customer relationship

for enterprises to maintain the emotional connection between brands and consumers and provide new paths and opinions.

(2) The study enriches the research on the mediating variables of brand attitude and brand love and explores the impact of CSR on brand loyalty from a consumer's perspective. It helps enterprises accurately perceive the psychological needs of consumers and launch relevant marketing strategies that enable consumers to deeply appreciate the enterprise's socially responsible behaviour based on sustainable development, thus helping enterprises realize that their positive attitudes and actions on social responsibility significantly impact brand loyalty.

Finally, based on the results of the study, in the context of advocating sustainable development, it is hoped that enterprises can, from a practical point of view, respond to consumers' psychological and behavioural needs. Based on the results of this paper, in the context of advocating sustainable development, it is hoped that enterprises can, from a practical point of view, make targeted changes in response to the psychological characteristics of consumers, practice altruistic sustainable development behaviours from different dimensions of ethical responsibility, environmental responsibility and public welfare responsibility, and set up an early warning mechanism for sustainable development to respond to the unknown risks of violating the concept of sustainable development promptly. Through these actions, consumers will perceive the enterprise's social responsibility as sincere altruistic behaviour, which in turn helps grasp the psychology of consumers and stabilize the relationship with them.

Keywords: sustainable development; corporate social responsibility; brand loyalty