

# 부동산 기업의 사회적 책임이 소비자의 구매의도에 미치는 영향 – 행동태도와 주관적 규범을 매개변수로 –

기방\*, 위복상\*\*

중국 마카오피닉스산업 CEO\*, 세한대학교 경영학과 교수\*\*

## The Effect of Social Responsibility of Real Estate company on Consumers' Purchase Intentions - Attitude Toward Behavior and Subjective Norms as parameters -

Fang Ji\*, FuXiang Wei\*\*

Chairman, Macau Phoenix Industrial Co. Ltd., China\*,  
Professor, Dept. Of Management, Sehan University, Korea\*\*

요약 기업의 사회적 책임(CSR)은 국제적으로 관심이 많고, 중국 부동산 부문에서도 이러한 사회적 관심사의 초점이 되고 있다. 중국 경제성장에 중요한 역할을 하고 있음에도 불구하고, 부동산산업계의 CSR 성과는 저조하였다. 본 논문은 부동산 기업의 CSR, 행동태도, 주관적 규범 및 소비자 구매의도 간의 관계를 연구하였다. 연구는 설문조사 방법을 채택하여 소비자로부터 데이터를 수집하였고, 회귀분석을 사용하여 통계분석을 통해 관계를 검증하였다. 그 결과, CSR 관행이 소비자의 구매의도를 직접적으로 향상시키고, 행동태도와 주관적 규범을 개선하여 간접적으로 영향을 미치고 있다는 것을 확인하였다. 이는 현재의 부동산 시장의 침체에 CSR 노력을 강화하면, 기업의 경쟁력과 지속 가능성을 높일 수 있음을 시사한다. 부동산 기업은 CSR을 단순히 사회적 의무가 아니라 소비자 지원을 강화하고, 장기적인 성공을 달성하기 위한 전략적 도구로 간주해야 한다.

주제어 : 부동산, 기업의 사회적 책임, 소비자 구매의도, 행동태도, 주관적 규범

**Abstract** Corporate social responsibility (CSR) has gained global attention, and in China, the real estate sector is now a focus of this societal concern. Despite being a key contributor to China's economic growth, the industry's CSR performance has been subpar. This thesis hypothesizes the relationships between CSR, attitude toward behavior, subjective norms, and consumer purchase intentions in real estate company. The research adopts a quantitative survey method, distributing questionnaires to collect data from consumers, followed by statistical analysis using regression analysis to test the proposed relationships. The findings confirm that CSR practices directly enhance consumer purchase intentions and indirectly influence them by improving attitude toward behavior and subjective norms. This suggests that in the current real estate market downturn, enhanced CSR efforts can boost company competitiveness and sustainability. Real estate firms should view CSR not just as a societal obligation but as a strategic tool for fostering consumer support and achieving long-term success.

**Key Words** : Real Estate, Corporate Social Responsibility, Consumer Purchase Intention, Attitude toward behavior, Subjective Norms

Received 09 Oct 2024, Revised 25 Oct 2024

Accepted 28 Oct 2024

Corresponding Author: FuXiang Wei

(Sehan University)

Email: 2459930498@qq.com

ISSN: 2466-1139(Print)

ISSN: 2714-013X(Online)

© Industrial Promotion Institute. All rights reserved. This is an open-access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/3.0>), which permits unrestricted non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

## 1. Research Background

In the context of global economic integration, corporate social responsibility(CSR) has gained significant attention. China's rapidly developing real estate sector faces growing scrutiny for neglecting CSR, with many company showing a superficial understanding of its importance. CSR management in the industry remains at a preliminary stage, with some company yet to take concrete actions. Common issues include poor practices such as using substandard materials, generating excessive waste, misleading advertisements, and inflating housing prices, all of which negatively affect social welfare.

The purpose and necessity of this thesis lie in its exploration of the role of CSR within the real estate market, as well as its in-depth analysis of consumer psychological response mechanisms. This approach distinguishes it from previous research that primarily focused on corporate behavior and direct economic benefits. Through empirical data analysis, this thesis reveals how consumers develop purchase intentions for real estate products under the dual influence of social norms and individual behavioral attitudes.

## 2. Research Hypotheses

### 2.1 The Effect of Corporate Social Responsibility on Consumer Purchase Intention

Research on the relationship between CSR and purchase intention was initially verified through experimental methods, revealing that a company's contributions to environmental protection and charitable causes can enhance its reliability, which in turn influences consumer purchase intentions. Pelsmacker et al.[1] found in their study on coffee purchase intention that morally conscious consumers feel responsible for the environment or society and seek to express their values through ethical

consumption and purchasing behavior. Wu[2] examined the impact of corporate social identity on consumer behavior, revealing that the path through which corporate social identity influences consumer purchase intention is more complex than its impact on corporate evaluations. He further discovered that product quality and consumers' perceptions of CSR significantly influence purchase intentions, and pointed out that low CSR evaluations can greatly reduce purchase intentions, even if the product itself is of high quality. This may be because consumers often encounter information about the company before learning about the product itself, forming perceptions of product quality before they even become familiar with the product. Based on the above analysis, this study proposes the following hypothesis:

H1: Corporate social responsibility of real estate company has a significant positive impact on consumer purchase intentions.

### 2.2 The Mediating Role of Attitude Toward Behavior and Subjective Norms

#### 2.2.1 The Mediating Role of Attitude Toward Behavior

Ajzen[3]proposed the Theory of Planned Behavior (TPB), which provides a theoretical foundation for studying the role of attitude toward behavior between corporate social identity and consumer behavioral intentions. According to this theory, attitude toward behavior refer to an individual's overall evaluation of a behavior, influencing whether consumers choose to purchase a company's products or services. Du et al.[4] expanded research on the impact of corporate social identity on consumer purchasing behavior. They found that consumers not only focus on a company's CSR activities but also evaluate the authenticity and transparency of these actions. These evaluations directly affect consumers' attitude toward behavior, which in turn influence their purchase intentions. Their study demonstrated that attitude toward

behavior serve as a bridge between corporate social identity and purchase intention, with attitude shifts determining whether CSR can effectively promote consumer purchasing behavior.

Building upon this foundation, Wang et al.[5] explored the mediating role of attitude toward behavior in purchase intention for electric vehicles, drawing on the Theory of Planned Behavior (TPB) and Norm Activation Theory. Their research demonstrated that consumers' attitudes towards environmental behavior, as well as the social pressure they perceived, significantly influenced their purchase intentions. Attitude toward behavior, through positive evaluations of the environmental benefits of electric vehicles, enhanced purchase intention.

In summary, attitude toward behavior as a mediating variable between CSR and consumer purchase intention have been supported by numerous scholars. Ajzen's Theory of Planned Behavior provides the theoretical basis for this research, while empirical studies by Du et al. and Wang et al. further validate the critical role of attitude toward behavior in this process. Through effective CSR initiatives, company can not only improve their social image but also enhance consumers' purchase intentions by shaping positive attitude toward behavior.

Based on the above analysis, the following hypotheses are proposed:

H2: Corporate social responsibility has a significant positive impact on consumer attitude toward behavior.

H3: Consumer attitude toward behavior have a significant positive impact on purchase intention.

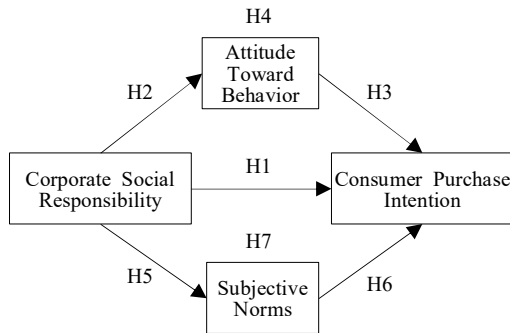
H4: Attitude toward behavior mediates the relationship between corporate social responsibility and consumer purchase intention.

### 2.2.2 The Mediating Role of Subjective Norms

Theory of Planned Behavior (TPB) provides the foundation for the study of subjective norms. In TPB,

subjective norms are defined as the expectations of significant others in an individual's social environment regarding certain behaviors. The author emphasized that subjective norms are crucial in explaining an individual's behavioral intentions, as they reflect the role of social pressure in personal decision-making. Thus, when consumers perceive that their social environment encourages them to support socially responsible company, their purchase intention may increase. Tian et al.[6] verified the mediating role of subjective norms in studying Chinese consumers' responses to corporate social identity. It is validated the mediating role of subjective norms in this process. They found that in the Chinese cultural context, collectivism and social norms have a more significant impact on consumer purchasing decisions. When consumers feel pressure from their social and cultural backgrounds to support company that fulfill social responsibilities, their purchase intention increases significantly. Tian et al. pointed out that subjective norms act as a bridge in the relationship between corporate social identity and consumer purchase intention, particularly in collectivist cultures where social pressure has a more pronounced impact on consumer behavior. The research focus of Choi Yun-jeong[7] is to explore the mediating role of subjective norms and attitude toward behavior in consumers' purchase of artificial fur. The thesis showed that consumers' attitude toward behavior toward faux fur products significantly influenced their purchase intentions, and subjective norms also played a crucial role as a moderating factor. When consumers perceived social expectations for environmentally friendly fashion, their attitude toward behavior were strengthened, thus increasing their purchase intentions. The study emphasized the key role of subjective norms in shaping consumer behavior, indicating that when consumers perceive social pressure, subjective norms further facilitate their purchasing decisions.

In summary, subjective norms as a mediating



[Figure 1] Research model

### 3. Research Methodology

All variables in this study were compiled into a single questionnaire. Since the target respondents were potential consumers of real estate company, an online survey method was employed for convenience. The questionnaires were distributed in electronic format via the Wenjuanxing platform at sales offices, and cooperation with online shopping platforms was sought to further distribute the questionnaire. A total of 375 questionnaires were collected, and after eliminating invalid responses with obvious patterns or inconsistencies, 332 valid questionnaires were retained, resulting in an effective response rate of 88.5%.

This study involved four variables:

For the measurement of corporate social responsibility (CSR) in real estate company, the evaluation system developed by Chinese scholar Jin[8] was utilized. This system categorizes CSR from the consumer’s perspective into five levels: responsibility to protect consumer rights, philanthropic responsibility, responsibility for active participation in public welfare, environmental responsibility, and economic responsibility. The measurement of CSR in this study mainly adopted Jin’s scale, adapted to the characteristics of real estate company. The CSR of real estate company was measured through four

dimensions: responsibility to protect consumer rights, environmental responsibility, economic responsibility, and philanthropic responsibility. The specific items measuring CSR in real estate company are summarized in Table 1: variable between CSR and consumer purchase intention have received extensive academic support. TPB provides the theoretical foundation for studying this mediating variable, while empirical studies by Tian et al. and Choi Yun-jeong further validated the role of subjective norms. When consumers feel pressure from their social environment to support socially responsible company, subjective norms effectively enhance the impact of corporate social identity on purchase intention by altering consumers’ behavioral intentions.

Based on the above analysis, the following hypotheses are proposed:

H5: Corporate social responsibility has a significant positive impact on consumers’ subjective norms.

H6: Consumers’ subjective norms have a significant positive impact on purchase intention.

H7: Subjective norms mediate the relationship between corporate social responsibility and consumer purchase intention.

Based on the above analysis, the research model for this study is constructed, as shown in Figure 1.

Table 1 Measurement Items for Corporate Social Responsibility of Real Estate Company

Variable	Measurement question
Responsibility to Protect Consumer Rights	1. The company focuses on product safety and quality
	2. The company maintains integrity in marketing and advertising and does not deceive consumers
Environmental Responsibility	3. The company pays attention to environmental protection during real estate development
	4. The company actively participates in protecting and managing the ecological environment
Economic Responsibility	5. The company has a good operating mechanism and allocates and uses funds reasonably and legally
	6. The company establishes a long-term business plan and strives to make it successful
Philanthropic Responsibility	7. The company can use part of the company's resources for charitable activities
	8. The company participates in the management of public utilities

Attitude toward behavior were measured using findings the TPB, with reference to the attitude toward behavior scale developed by Li Suwan et al.[9]. Adjustments were made to the relevant items to suit the context of real estate consumers. The measurement was conducted using a five-point Likert scale. The specific items are shown in Table 2.

Table 2 Measurement Items for Attitude toward behavior

Variable	Measurement question
Attitude Toward Behavior	1. I believe that the decision to purchase the real estate from this enterprise is wise.
	2. I feel satisfied with my decision to purchase the real estate from this enterprise.
	3. Under current economic conditions, I believe the risk of buying the company's real estate is manageable.

Subjective norms were also measured based on the TPB, with reference to the subjective norm scale developed by Yan et al.[10]. Adjustments were similarly made to the items to reflect the subjective norms of real estate consumers, and a five-point Likert scale was employed for measurement. The specific items are presented in Table 3.

Table 3 Measurement Items for Subjective Norms

Variable	Measurement question
Subjective Norms	1. My family thinks I should buy the real estate for the business now.
	2. My friends generally believe that owning the real estate for the business is a sign of success.
	3. Purchasing the real estate from this enterprise enhances my recognition within my social circle.

Consumer purchase intention refers to the likelihood of a consumer purchasing products from real estate company. A review of previous literature indicates that the measurement of consumer purchase intention has been relatively consistent in the academic field, with Zeithaml's scale being widely used. Chinese scholar Zhou and Li[11] also employed this scale in his research on consumer purchase intention, confirming its applicability in the Chinese context. Based on this,

the study adopted Zeithaml's well-established scale to design the consumer purchase intention scale, as shown in Table 4. This scale consists of a single dimension with three items, measured using a five-point Likert scale. Respondents were asked to select their responses based on the statements provided, with higher scores indicating a stronger intention to purchase real estate products. The specific items are detailed in Table 4.

Table 4 Measurement Items for Consumer Purchase Intention

Variable	Measurement question
Consumer Purchase Intention	1. I am willing to buy real estate from this company.
	2. I am willing to try the new real estate products launched by this company.
	3. I think this company is the best choice for buying real estate.

## 4. Research Results

### 4.1 Analysis of Demographic Characteristics

Frequency analysis was performed based on the data from the returned questionnaires. The results are shown in Table 5.

Table 5 Summary of Demographic Characteristics (n=332)

Variable	Group	Frequency	Proportion
Gender	Male	157	47.29%
	Female	175	52.71%
Age	25-34 years	80	24.10%
	35-44 years	99	29.82%
	45-54 years	81	24.40%
	55-60 years	44	13.25%
Education	61 years and above	28	8.43%
	Diploma and below	111	33.43%
	Bachelor's degree	116	34.94%
	Graduate degree and above	105	31.63%
Monthly Household Income	Less than 5,000 yuan	81	24.40%
	5,001-10,000 yuan	82	24.70%
	10,001-15,000 yuan	97	29.22%
	15,001-20,000 yuan	29	8.73%
Marital Status	More than 20,001 yuan	43	12.95%
	Married	212	63.86%
Channels to Learn about Corporate Social	Unmarried	120	36.14%
	Traditional media	168	50.60%
Social	News client	202	60.84%
	WeChat	218	65.66%
	Weibo	159	47.89%

Variable	Group	Frequency	Proportion	
Responsibility	Short video APP	117	35.24%	
	Website	78	23.49%	
Home Buying Experience	Have Bought	221	66.57%	
	Have Not Bought	111	33.43%	
Number of Home Purchases	First-time Buyer	132	39.76%	
	Second-time Buyer	111	33.43%	
	Multiple Purchases	Marriage	70	21.08%
		Improvement	82	24.70%
Home Buying Needs	School District	55	16.57%	
	For Children	68	20.48%	
	Investment	57	17.17%	

#### 4.2 Reliability Analysis

The reliability is analyzed by using Cronbach's  $\alpha$  consistency coefficient. As can be seen from Table 6, the reliability coefficients of each factor variable are greater than 0.6, indicating that the reliability of the scale is acceptable.

Table 6 Reliability Analysis

Variable	Cronbach's $\alpha$	Number of items
Responsibility to Protect Consumer Rights	0.913	2
Corporate Social Responsibility	0.925	2
Environmental Responsibility	0.934	2
Economic Responsibility	0.911	2
Philanthropic Responsibility	0.924	3
Attitude toward behavior	0.906	3
Subjective Norms	0.893	3
Consumer Purchase Intention		

Based on the results presented in Table 6, it can be observed that the reliability coefficients for corporate social responsibility, attitude toward behavior, subjective norms, and consumer purchase intention

are all greater than 0.8. According to the aforementioned reliability standards, the reliability of the questionnaire scales in this study is relatively high.

#### 4.3 Correlation Analysis

Correlation between the variables assesses the degree and direction of the linear relationship between variables. The specific results of the analysis are shown in Table 7.

As shown in Table 7, the correlation coefficients between the responsibility to protect consumer rights, environmental responsibility, economic responsibility, philanthropic responsibility, and attitude toward behavior, subjective norms, and purchase intention are all positive. Furthermore, the two-tailed test value is 0, indicating a significant positive correlation at the 0.01 level (two-tailed). This suggests that there are significant positive correlations between the aforementioned variables.

#### 4.4 Regression Analysis

This section employs regression analysis to further investigate the predictive effects among the variables, derive their causal relationships, and validate the hypotheses.

##### 4.4.1 The Effect of Corporate Social Responsibility of Real Estate Company on Consumer Purchase Intention

This subsection conducts a multiple regression analysis on the relationship between CSR of real

Table 7 Correlation Analysis Between Variables

Variable	1	2	3	4	5	6	7
1 Responsibility to Protect Consumer Rights	1						
2 Environmental Responsibility	.374**	1					
3 Economic Responsibility	.427**	.392**	1				
4 Philanthropic Responsibility	.355**	.248**	.348**	1			
5 Attitude toward behavior	.450**	.439**	.375**	.465**	1		
6 Subjective Norms	.349**	.248**	.316**	.341**	.363**	1	
7 Consumer Purchase Intention	.364**	.221**	.422**	.285**	.231**	.315**	1

Note: \*\* indicates significant correlation at the .01 level (two-sided)

Table 8 Regression Analysis of Corporate Social Responsibility and Consumer Purchase Intention

Model	Unstandardized coefficients		Standardized coefficients Beta	t	Sig.	VIF	Adj. R <sup>2</sup>	F
	B	Std.Error						
(Constant)	1.041	0.133		6.711	0.000			
Responsibility to Protect Consumer Rights	0.333	0.012	0.304	2.339	0.036	2.367		
Environmental Responsibility	0.513	0.601	0.524	3.313	0.000	3.145	.563	235.148**
Economic Responsibility	0.276	0.702	0.263	5.023	0.000	2.159		
Philanthropic Responsibility	0.319	0.059	0.304	4.339	0.000	3.042		

Dependent variable: Consumer purchase intention

Note: \*\*Significantly correlated at the .01 level (two-sided)

estate company and consumer purchase intention. As shown in Table 8, a regression analysis was conducted with consumer purchase intention as the dependent variable and CSR as the independent variable.

Based on the data in Table 7, the following can be observed:

In the regression model test between CSR of real estate company and consumer purchase intention,  $F=235.148$ ,  $P<0.01$ , indicating a high level of significance. The regression analysis is statistically significant, and the four dimensions of CSR—responsibility to protect consumer rights, environmental responsibility, economic responsibility, and philanthropic responsibility—have a significant positive impact on the dependent variable, online purchase intention. Based on the above analysis, hypothesis H1 is validated.

#### 4.4.2 The Effect of Corporate Social Responsibility of Real Estate Company on Attitude Toward Behavior

This subsection conducts a multiple regression analysis on the relationship between CSR of real estate company and perceived value. As shown in Table 9, a regression analysis was conducted with attitude toward behavior as the dependent variable and CSR as the independent variable.

Based on the data in Table 9, the following can be observed:

In the regression model test between corporate social responsibility (CSR) of real estate company and attitude toward behavior,  $F=245.103$ ,  $P<0.01$ , indicating a high level of significance. The regression analysis is statistically significant, and the responsibility to protect consumer rights, environmental responsibility, economic responsibility, and philanthropic responsibility all have a significant positive impact on the dependent variable, attitude toward behavior. Based on the above analysis, hypothesis H2 is

Table 9 Regression Analysis of Corporate Social Responsibility and Attitude toward behavior

Model	Unstandardized coefficients		Standardized coefficients Beta	t	Sig.	VIF	Adj. R <sup>2</sup>	F
	B	Std.Error						
(Constant)	0.987	0.12		8.225	0.000			
Responsibility to Protect Consumer Rights	0.319	0.015	0.298	2.126	0.034	2.380		
Environmental Responsibility	0.501	0.620	0.511	3.079	0.002	3.158	0.587	245.103**
Economic Responsibility	0.263	0.712	0.257	4.867	0.000	2.206		
Philanthropic Responsibility	0.303	0.062	0.291	4.887	0.000	2.995		

Dependent variable: Attitude toward behavior

Note: \*\*Significantly correlated at the .01 level (two-sided)

validated.

#### 4.4.3 The Effect of Corporate Social Responsibility of Real Estate Company on Subjective Norms

This subsection conducts a multiple regression analysis on the relationship between CSR of real estate company and perceived value. As shown in Table 10, a regression analysis was conducted with subjective norms as the dependent variable and CSR as the independent variable.

In the regression model test between corporate social responsibility (CSR) of real estate company and subjective norms,  $F=247.428$ ,  $P<0.01$ , indicating a high level of significance. The regression analysis is statistically significant, and the responsibility to protect consumer rights, environmental responsibility, economic responsibility, and philanthropic responsibility

Based on the data in Table 10, the following can be observed:

All have a significant positive impact on the

dependent variable, subjective norms. Based on the above analysis, hypothesis H3 is validated.

#### 4.4.4 The Effect of Attitude Toward Behavior, Subjective Norms on Consumer Purchase Intention

This subsection conducts a multiple regression analysis on the relationship between attitude toward behavior, subjective norms, and consumer purchase intention. As shown in Table 11, a regression analysis was conducted with consumer purchase intention as the dependent variable and attitude toward behavior and subjective norms as independent variables.

Based on the data in Table 11, the following can be observed:

In the regression model test between attitude toward behavior, subjective norms, and consumer purchase intention,  $F=241.742$ ,  $P<0.01$ , indicating a high level of significance. The regression analysis is statistically significant, and both attitude toward behavior and subjective norms have a significant positive impact on the dependent variable, consumer purchase intention.

Table 10 Regression Analysis of Corporate Social Responsibility and Subjective Norms

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	VIF	Adj. R <sup>2</sup>	F
	B	Std.Error	Beta					
(Constant)	1.636	0.271		6.145	0.000			
Responsibility to Protect Consumer Rights	0.273	0.045	0.261	2.959	0.000	4.120		
Environmental Responsibility	0.305	0.791	0.225	5.151	0.000	3.682	.571	247.428**
Economic Responsibility	0.349	0.02	0.342	2.419	0.035	2.697		
Philanthropic Responsibility	0.527	0.019	0.425	6.151	0.000	3.512		

Dependent variable: Subjective Norms

Note: \*\*Significantly correlated at the .01 level (two-sided)

Table 11 Regression Analysis of Attitude toward behavior, Subjective Norms, and Consumer Purchase Intention

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	VIF	Adj. R <sup>2</sup>	F
	B	Std.Error	Beta					
(Constant)	1.431	0.072	0.662	9.127	.000			
Attitude toward behavior	0.726	0.053	0.734	12.359	.000	3.489	.474	241.742**
Subjective Norms	0.672	0.047	0.613	6.145	.000	2.978		

Dependent variable: Consumer purchase intention

Note: \*\*\*Significantly related at the .001 level (two-sided)



Based on the above analysis, hypotheses H4 and H5 are validated.

#### 4.4.5 The Mediating Role of Attitude Toward Behavior and Subjective Norms

This study adopts the method for testing the mediating effect of intermediary variables as proposed by Tao and Cao[12]. In the entire analysis, corporate social responsibility (CSR) of real estate company serves as the independent variable, attitude toward behavior and subjective norms are the mediating variables, and consumer purchase intention is the dependent variable.

Firstly, the Mediating Role of Attitude toward behavior.

To test the mediating effect of attitude toward behavior on the dependent variable, consumer purchase intention, two models were established. Model 1 involves a regression analysis of the independent variable, CSR of real estate company, on the dependent variable, consumer purchase intention. Model 2 includes both the independent variable (CSR) and the mediating variable (Attitude toward behavior) in the regression analysis of consumer purchase intention.

The change after adding the mediating variable is used to verify the mediating effect. Based on the

results of the two models, the following findings are presented in Table 12:

As shown in Table 12, after introducing the mediating variable of attitude toward behavior between corporate social responsibility (CSR) of real estate company and consumer purchase intention, attitude toward behavior have a positive effect on consumer purchase intention at a significance level of 0.001, with a regression coefficient of 0.657. In Model 2, after adding the mediating variable of attitude toward behavior to the main effect relationship between CSR and consumer purchase intention, the regression coefficient becomes 0.206. Compared to the regression coefficient of 0.665 in Model 1 (CSR and consumer purchase intention), this decrease indicates that the mediating effect of attitude toward behavior is significant. Therefore, hypothesis H6 is validated.

Secondly, the Mediating Role of Subjective Norms

To test the mediating effect of subjective norms on the dependent variable, consumer purchase intention, two models were constructed: Model 1 involved a regression analysis of the independent variable, CSR of real estate company, on consumer purchase intention, and Model 2 incorporated both the independent variable (CSR) and the mediating variable (subjective norms) in the regression analysis of consumer purchase intention.

Table 12 Test of the Mediating Effect of Attitude Toward Behavior

Variable	Consumer Purchase Intention		
	Model 1	Model 2	Model 3
Gender	<u>-0.028</u>	<u>-0.027</u>	<u>0.024</u>
Age	<u>-0.012</u>	<u>-0.014</u>	<u>-0.016</u>
Education	<u>0.019</u>	<u>0.031</u>	<u>-0.145</u>
Monthly Household Income	<u>-0.051</u>	<u>-0.051</u>	<u>0.009</u>
Marital Status	<u>0.019</u>	<u>0.036</u>	<u>-0.018</u>
Corporate Social Responsibility		<u>0.665***</u>	<u>0.206***</u>
Attitude toward behavior			<u>0.657***</u>
R <sup>2</sup>	<u>0.031</u>	<u>0.633</u>	<u>0.692</u>
Adjust R <sup>2</sup>	<u>0.026</u>	<u>0.519</u>	<u>0.616</u>
F	<u>0.493</u>	<u>320.247***</u>	<u>364.638***</u>

Note: \*\*\* indicates significant at the .001 level

Table 13 Test of the Mediating Effect of Subjective Norms

Variable	Consumer Purchase Intention		
	Model 1	Model 2	Model 3
Gender	0.042	-0.031	-0.042
Age	-0.029	-0.015	0.019
Education	0.015	0.024	-0.058
Monthly Household Income	0.055	-0.036	-0.027
Marital Status	-0.023	0.027	0.016
Corporate Social Responsibility		0.620***	0.184***
Subjective Norms			0.642***
R <sup>2</sup>	0.022	0.714	0.793
Adjust R <sup>2</sup>	0.017	0.648	0.692
F	0.411	378.645***	423.612***

Note: \*\*\* indicates significant at the .001 level

The change after adding the mediating variable was used to verify the mediating effect. Based on the analysis results from the two models, the findings are presented in Table 13:

As shown in Table 13, after introducing the mediating variable of subjective norms between corporate social responsibility (CSR) of real estate company and consumer purchase intention, subjective norms have a positive effect on consumer purchase intention at a significance level of 0.001, with a regression coefficient of 0.642. In Model 2, after adding the mediating variable of subjective norms to the main effect relationship between CSR and consumer purchase intention, the regression coefficient becomes 0.184. Compared to the regression coefficient of 0.620 in Model 1 (CSR and consumer purchase intention), this decrease indicates that the mediating effect of subjective norms is significant. Therefore, hypothesis H7 is validated.

## 5. Conclusion

### 5.1 Main Results

The results of this study indicate that corporate social responsibility (CSR) of real estate company can effectively enhance consumer purchase intention, a conclusion that aligns with the findings of Anim and Cudjoe[13]. It suggests that the higher consumers' perception of a company's CSR, the more likely they

are to engage in socially responsible consumption, and the stronger their purchase intention. Thus, CSR activities must be consumer-oriented, focusing on the key points of consumer perception. Since CSR activities entail costs, the extent to which consumers perceive and support these activities serves as the driving force for company to continue engaging in CSR. Only CSR activities that are perceived and supported by consumers are likely to benefit the long-term development of the company.

This thesis demonstrates that corporate social identity can influence consumer behavior through various channels, with attitude toward behavior and subjective norms playing key mediating roles as important psychological variables in this process. Firstly, the mediating role of attitude toward behavior between corporate social identity and purchase intention has been widely validated. Afzali and Kim[14] pointed out that consumer attitude toward behavior are influenced by a company's CSR activities. When consumers recognize the company's efforts in environmental protection or social welfare, their attitudes toward the company become more positive, thereby increasing purchase intention. This finding is consistent with the results of this study, further confirming the central role of attitude toward behavior in the relationship between corporate social identity and consumer decision-making. Secondly, the mediating role of subjective norms is also supported

by relevant research. Tian et al.[6] found that in collectivist cultures, consumers are more susceptible to social pressure. If consumers perceive that their social groups(such as family or friends)encourage support for company fulfilling social responsibility , their purchase intention increases significantly. The findings of this study similarly indicate that subjective norms have a significant mediating role between corporate social identity and purchase intention, highlighting the strong influence of social norms on consumer behavior.

However, this study differs from some research regarding the specific mechanisms of influence. Choe et al.[15] found that in industries highly dependent on relationships, the mediating role of attitude toward behavior is more prominent, while the role of subjective norms may be relatively weaker. This difference may be due to the specific market characteristics of the real estate industry, where consumers focus more on the company's behavior rather than the influence of social norms. Therefore, the findings of this study expand the understanding of subjective norms, showing that even in the real estate industry, subjective norms significantly influence consumer purchase intention.

Overall, the results of this study are consistent with existing research, further confirming the mediating roles of attitude toward behavior and subjective norms in the relationship between corporate social identity and consumer purchase intention. However, different cultural contexts and industry characteristics may lead to variations in how these mediating effects manifest, offering a direction for future research.

## 5.2 Implications and Future Research Directions

This thesis emphasizes the significant role of CSR in real estate enterprises in enhancing consumer purchase intentions and highlights the crucial role of behavioral attitudes and subjective norms as psychological mediating variables in this process.

These findings not only deepen our understanding of the mechanisms by which CSR influences consumer decision-making but also suggest that company can enhance consumer awareness of their CSR efforts through effective communication, thereby strengthening consumer purchase intentions. Future research could explore the impact of cultural differences on perceptions of CSR, the varying strength of CSR's impact across different industries, the long-term effects of CSR, and the role of additional psychological variables such as trust and personal values in consumer purchasing behavior. This would provide a deeper perspective on the impact of CSR in various contexts and assist businesses in developing more effective marketing strategies

## References

- [1] Pelsmacker, P. D, Dens, N., & Kolomiets, A. (2018). The impact of text valence, star rating and rated usefulness in online reviews. *International Journal of Advertising*, 37(3), 340-359.
- [2] Wu, D., & Xin, Y. (2018). The impact of corporate consumer social responsibility on consumer purchase intention—Based on the perspective of the theory of reasoned action. *Consumer Economics*, 34(3), 54 -61.
- [3] Beck, L., & Ajzen, I. (1991). Predicting dishonest actions using the theory of planned behavior. *Journal of research in personality*, 25(3), 285-301.
- [4] Du, S., Bhattacharya, C. B., & Sen, S. (2007). Reaping relational rewards from corporate social responsibility: The role of competitive positioning. *International Journal of Research in Marketing*, 24(3), 224-241.
- [5] Wang, J., Choi, J. H, Park, S. B., & Roh, T. W. (2022). Chinese Consumers' Environmentally Friendly Behavior on Electric Vehicle Purchase Intention: Focusing on Norm Activation Theory and Planned Behavior Theory. *Journal of Trade Studies*, 47(5), 1-20.
- [6] Tian, Z., Wang, R., & Yang, W. (2011). Consumer responses to corporate social responsibility (CSR) in C

hina: A CSR legitimacy perspective. *Journal of Business Ethics*, 100(2), 197-212.

[7] Choi Yun-jeong. (2020). Differences in Consumer Attitudes and Purchase Intentions toward Faux Fur Fashion Products: Focusing on the Moderating Effects of Subjective Norms and Perceived Consumer Efficiency. *Clothing*, 70(5), 131-142.

[8] Jin, L. (2006). An empirical thesis on the evaluation system of corporate social responsibility movement -From the consumer perspective. *China Industrial Economics*, 6, 114 - 120.

[9] Li, S., Yang, J., Qiu, M., & Others. (2022). Research on the influencing factors of pro-environmental behavior in colleges -From the perspective of university students' willingness to sort waste. *China Environmental Management*, 14(2), 19 - 26.

[10] Yan, N., Ren, L., Xiang, Y., & Others. (2024). Research on the pension insurance enrollment behavior of youth in new employment forms under the TPB framework -A micro-empirical thesis based on a questionnaire survey. *Journal of China University of Geosciences (Social Science Edition)*, 24(1), 143 - 156.

[11] Zhou, Z., & Li, J. (2011). The impact of different types of CSR on consumer evaluations and purchase intentions: Based on the classification of public welfare, business, and comprehensive types. *Journal of Beijing Technology and Business University: Social Science Edition*, 1, 12-20.

[12] Tao, H., & Cao, W. (2020). The principles and applications of polynomial regression and response surface analysis. *Statistics and Decision Making*, 8, 36-40.

[13] Anim, P. A., & Cudjoe, A. G. (2015). The influence of CSR awareness on consumer purchase decision of a telecommunication network in Ghana (A Case of La Nkwantanag Madina Municipality). *International Journal of Scientific & Technology Research*, 4(2), 8-16.

[14] Afzali, H., and Kim, S.. (2021) . Consumers' Responses to Corporate Social Responsibility: The Mediating Role of CSR Authenticity. *Sustainability*, 13 (4), 2224.

[15] Choe, J. Y., Kim, J. J., & Hwang, J. (2022). Innovative robotic restaurants in Korea: merging a technology acceptance model and theory of planned behaviour. *Asian Journal of Technology Innovation*, 30(2), 466-489.

기 방 (Fang Ji)



- 2006년9월~2008년8월: 세한대학교 대학원(경영학석사)
- 2022년9월~현재: 세한대학교 대학원 경영학과 박사과정
- 2004년~현재: 천진성화성공사 CEO
- 2009년~현재: 천진화위건축설계유한회사 CEO
- 2022년~현재: 마카오피닉스산업유한회사 CEO
- E-Mail: jif.ang@163.com

위 복 상 (FuXiang Wei)



- 1979년~1983년: 동북재정대학 통계학과(통계학학사)
- 1985년~1987년: 동북재정대학 통계학과(경제학석사)
- 1999년~2002년: 남개대학 국제상학원(관리학박사)
- 1983년~1996년: 산서재정대학 강사
- 1996년~2006년: 천진상업대학 관리학원 교수
- 2006년~2020년: 천진사범대학 관리학원 교수
- 2022년~현재: 세한대학교 경영학과 교수
- 관심분야: 기업관리, 마케팅관리, 서비스마케팅
- E-Mail : 2459930498@qq.com