

# Corporate Social Responsibility Perceptions on Purchase Intention: The Mediating Role of Country of Origin Image

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## Abstract

*Present study, analysis about the perspective of Corporate Social Responsibility (CSR) in Indonesian consumers' view that may influence their buying interest on Chinese mobile phone. The study is also examined the relationship of Country of Origin Image as a mediation variable. Study analysis relies on data from total sample of 200 valid responds. The model has been tested using SPSS and applying the technique of Process Macro. The results indicate that the CSR perceptions has no relationship with the purchase intention. Therefore, Country of Origin Image mediated between them. Finally, the current study offers valuable empirical insights into the effects of the consumer's CSR perception and Country of Origin image (especially with reference to a developing country perspective) on purchase intention.*

**Keywords:** consumers' corporate social responsibility perception, country of origin image, purchase intention

## 1. Introduction

In addition to economic conditions, social and political conditions have become a public concern in various parts of the world, especially because economic conditions are one of the focal points to develop each country. Nowadays, strategic approaches for business people are managed by a variety of structures, commitments and standards, for example, corporate social obligations, corporate administration, different partner activities, and prerequisites for multilateral organizations. In line with this, Corporate Social Responsibility (CSR) turns into a focus issue of concern. By doing CSR, more organizations and related benefits have reacted. Companies who are doing CSR must regulate the interests of the general public especially where the organization operates. As [1] clarifies that CSR has increasingly been used as a method for effective organization, and through creative procedures that include expanding relations with the public, and obligations regarding the impact of their business training on society and environment, several tools additions have been made to improve in their ecological and social practices.

Previous research said that one of the things that can be a factor in consumers' responses to multinational corporate social responsibility is the country's impact. Therefore, companies need to support the broad role of the country's image in the assessment of consumers in their home countries. As a form of social responsibility in society in line with their value system and attitude towards their home country, multinational companies must adopt corporate social responsibility activities. For multinational companies that target customers, these customers have personal characteristics associated with high CSR [2]. Supported the results of research by [3] that CSR activities will be more influential when companies are associated with countries with country's unfavorable image. The origin of the product can play a vital role in terms of logistics expenditure, working conditions or environmentally friendly production. Thus, products have the potential to convince consumers of decisions to make greater investments to get products that they can trust [4].

China initiated the "One Belt One Road" as the 21<sup>st</sup> century's Silk Road which promotes the vision of Chinese style's globalization. China initiated the "One Belt One Road" as an

economic and diplomatic program. In addition to investing, China trades products from its country to various other countries, including Indonesia. Thus, residents also know and understand their own products especially Chinese mobile phones that are popular in Indonesia recently. As researchers have found, data on the mobile market share in Indonesia shows that the percentage of mobile phone sales from China continues to increase from year to year from 2015 to 2019. The market share increase was up 7.6 percent to 19.24 percent [5]. Although the market share of Chinese mobile phones has increased, consumers in Indonesia consider symbolic as the nature of Country of Origin is to improve their status as the citizens of developing countries do. This is another way to show the quality of the product as a whole. Based on the previous research [6], it can be said that consumers in developing countries like Indonesia have sensitivity to the effects of Country of Origin image towards their purchase intention. Therefore, as the second-largest economy after United States, China must have an extraordinary image perception for each of their product brands. As the market grows over time, the quality and brand of the product must also grow [7]. To deal with these challenges, the company needs to prove that the product offered has value. With companies doing CSR, the acceptance of country of origin will be positive, which will then move consumers to intension and buy the products.

Depart from the background of issues and approaches to interdisciplinary, present study indicate to explore CSR based on consumers' perceptions and its relation on the image of country origin with their intentions on buying behavior. To analyze the relationships of each variables study is using Process Macro Model 4.

## **2. Literature Review**

### **2.1. Corporate Social Responsibility**

In several decades, researchers have investigated company's CSR activities. Definition of CSR is an organization's attention of fulfillment of responsibilities to multiple stakeholders in multiple contexts, including economics, law, ethics, and philanthropy [8]. It is leading by the stakeholders such as governments, investors, political groups, customers, communities, employees, trade associations, and suppliers [9]. Another definition refers to [10] in a narrower sense. CSR is seen as a free allocation of company resources to improve social welfare, which serves as a mean to improve relations with key stakeholders. According to [11], the company in its operational activities are continually attempting to create innovation and increase the amount of production in order to meet consumer desires. As a result, companies can provide substantial profits for shareholders and can create jobs for the surrounding community. The activities carried out by the company must be adjusted in relation to the impact they have on the large community. The originality of their business practices must be harmonized with an ever-changing environment. In this way, companies can create added value. While, in [12] argues that corporate social responsibility can improve a corporation's image, affect consumers' attitudes towards a corporation and has a positive effect on consumers' buzz, purchase intentions and loyalty. This CSR expectation is not confined to certain groups such as shareholders, financiers, or suppliers, clients, public administration or non-profit organizations, but CSR expectations are met by all stakeholders. In other words, the expectation of social responsibility is there for all stakeholders of the company.

Empirical evidence suggests that consumers are influenced by company's CSR activities. Consumers consider the CSR efforts of companies when making purchase decisions or reputation characteristics. Therefore, for companies, CSR has become an important public relations strategy to define who they are and attract consumers. For consumers, CSR has become a tool to identify reputable companies and then build relationships with them. Companies that can leverage the reputation of a good CSR strategy can increase their sales and profitability by increasing their consumer base

through strong relationships, which is the main goal of public relations [13]. As [14] noted, companies, which invest in CSR can attract customers, build long-term relationships as well as enhance their customers' loyalty. According to [15], the implementation of CSR programs can incur high costs and can also compete with marketing activities (new-product development product development and advertising) as limited financial resources of the company. It is also common knowledge that CSR has an effect on consumer's behavior [12]. However, research suggests that consumers' responses to CSR depend on how CSR is demonstrated [16]. For example, in [17] has found that cause-related marketing which donating a percentage of sales is less effective than employee volunteerism or unrestricted cash donations at countering negative news about a company.

## 2.2. Country of Origin Image

As one of the first conceptualizations of the Country of Origin Image phenomenon [18]. He defined the image that consumers associate with a given Country of Origin as "Picture, reputation, or stereotype consumers attach to products of a particular country." While refer to [7], Country of Origin Image can also be defined as any influence that the country of the manufacturer has on a consumer's positive or negative perception of a product or being viewed like different brands belongs to the different countries. Many researchers believe that the Country of Origin Image influences the perception of consumers about the knowledge of the country and in some cases at the level of economic development of the country. Country of Origin Image of the products is a source of advantage that supports the internationalization of a company. This understanding of the superiority of foreign products is more pronounced in countries of emerging economies, where local products may decline in favor of foreign products, especially those from developed country. This favorable position lies not only in Country of Origin Image, yet in addition in the conviction about product's quality, and capability. Moreover, the positive view of Country of Origin Image can change whenever as the nation creates, and sees that organizations have made prevalent items. Some consumers would also underestimate against the product from particular Country of Origin or sold by companies from particular Country of Origin, especially developing country. Consumers may assume that, because their perceptions about products originating from developing countries will not be good products. Through Country of Origin Image, consumers can find information that allow consumers to deduce how the quality of the product and can also trigger affective reactions [19].

The existence of globalization in the current era certainly brings a variety of positive impacts such as giving opportunities to distribute their products more widely to various countries for companies, and providing opportunities for consumers to choose among various types of products. However, as a result, Country of Origin Image became an important subject when examining consumer buying behavior according to foreign products. In addition, this is also a label for brands, which guide consumers to know the company and Country of Origin Image [20]. Most of the past research investigated the effect of Country of Origin merely on consumer behaviors on evaluation of products. For instance, when the product of a country is unfamiliar to the customer, information of Country of Origin has function as a "halo" that directly affects consumers' beliefs about the products and indirectly affects the overall evaluation of them through these beliefs. Consumer may also be influenced by the halo effect on attitude towards a product to express their self-perception such as positive emotions like joy or happiness [21].

## 2.3. Purchase Intention

According to [22], the definition of purchase intention or buying interest is the tendency of consumers to buy a brand or take actions related to purchases that are measured by the possibility of consumers making purchases. Whereas it can also be defined as a condition of consumer who is likely to plan or want to buy certain products or services in the future

[23]. It can be said that buying interest is a mental statement from consumers who reflects the plan to purchase a number of products with a particular brand. This is very much needed by marketers to find out consumer buying interest in a product, both marketers and economists use interest variables to predict consumer behavior in the future. Purchase intention can be influenced by several factors such as price, brand image, trust, perceived quality, perceived integrity, attitude, demographic, advertisement, product knowledge, Country of Origin, CSR and many more.

### 3. Hypothesis

Study found that the consumers are more likely to support that company which engages in cause-related marketing when compared to company's involvement in advocacy advertising, for example, encouraging consumers to support a given social issue with no overt request to purchase from the company [24]. In addition, CSR actions can promote identification of consumer organizations because when they are identifying organizations involved in CSR actions, it can increase consumer self-esteem [25]. Thus, in [26] says that there is a positive relationship between consumer's awareness of CSR activities and their purchase intentions, and in [27] also found that consumer's knowledge of CSR activities had a favorable impact on both attitude and purchase intention. The first hypothesis is created to investigate the positive effect of consumers' CSR Perceptions on their purchase intention.

H<sub>1</sub>: CSR perceptions is positively related to Purchase Intention

The result of research by [3] that CSR activities appear to be more influential when companies are associated with countries with unfavorable image of the country. CSR activities may have differential effects based on the Country of Origin of the brand. For example, international perspective on CSR issues appears missing from current literature, as exemplified research by [28] responds to expand their research horizons by introducing an international dimension, called by examining the impact of global identity and Country of Origin as contextual factors. Therefore, the second hypothesis is designed to know the perceptions of CSR on consumer has positive effect towards Country of Origin Image.

H<sub>2</sub>: CSR Perceptions is positively related to Country of Origin Image

Researchers suggest that Country of Origin Image has an effect on consumers' purchase intention [29]. It is also noted that due to limited access to intrinsic cues (e.g. performance, taste, and texture), consumers are often forced to believe in extrinsic cues when evaluating new products. One extrinsic cue that has significant influence on the evaluation of foreign products is its Country of Origin Image [3]. Therefore, the second hypothesis is designed to know the Country of Origin Image has positive effect towards Purchase Intention.

H<sub>3</sub>: Country of Origin image is positively related to Purchase Intention

The image of a country influence consumers' expectations of CSR from foreign multinationals. If the country's image of multinationals company is low, consumers generally expect the multinationals company to pay for CSR activities [2]. Everyone has their own buying behavior that may be influenced by parameters exclusively, even people living in the same country may have different buying behavior on occasion that they have the same beliefs. A person can unconsciously have any perspective on foreign products according to how the country of origin of the product relates to his inner norms and values [30]. Recent studies suggest that this perspective is bound to be a generalization of the nation itself than an opinion about the particular features of its products [31], which was a perspective on the image of its country is caused of knowledge of the country, consumer experience when visiting, political trust, or ethnocentrism tendencies. Other things, such as an issue of human rights violence, child labor and low production costs, can also obscure consumer perceptions of product features [32]. Therefore, hypothesis fourth design as to

investigate further with the hypothesis that there is a relationship between CSR perceptions, country of origin image and purchase intention.

H<sub>4</sub>: CSR Perceptions will positively affect Purchase Intention through mediation of Country of Origin Image

## 4. Methodology

The method used in this study is descriptive and explanatory research. The data for this study was collected through questionnaires based on online survey. This questionnaire was distributed through a fan base group from each Chinese mobile phone brands in Indonesia. A sample of 200 valid responds was collected.

To measure consumer's perception towards CSR activities, study adopted the framework of [33] with 7-point Likert scale. He validated three factors scale that was comprised of the following factors: economic, social, and environmental. The Country of Origin Image scale measures the consumer's perception of the image of the country where the brand originates. To measure Country of Origin as a variable, study adopted four dimensions by [34] with 7-point Likert scale. There is innovativeness, design, prestige, and workmanship. For the measurement items of consumer's purchase intentions, we will use the four items from [12] work with a 7-point Likert scale ranging from 1 (definitely would not) to 7 (definitely would). The following is an example of one of the developed items: 'I would purchase products from a socially responsible company'. Study conducted reliability test using SPSS software. The filled questionnaire (responses) is entered in SPSS Version 25. In order to conduct mediation and moderation analysis, study used Process v.34 by [35].

## 5. Results and Discussion

### 5.1. Results

Study conduct validity test. The way to test the validity of this research is the Pearson Product-Moment Correlation Formula. A sample size of 50 is sufficient to evaluate the psychometric nature of a measure of social construct [36]. Result shows that all CSR Perceptions' instruments of this study are valid except for one item. Therefore, this item has been removed. The result for all Country of Origin Image items are valid, however two items have been deleted because they have a small *r* values. Result also shows that all Purchase Intention's instruments of this study are valid except for one item. Therefore, this item has been removed.

An ability of a research instrument to provide related results when used repeatedly under similar conditions is called reliability. Reliability indicates accuracy, stability and predictability of a research instrument: the higher the reliability, the higher the accuracy; on the other hand, the higher the accuracy of an instrument, the higher its reliability. For the reliability of the variables' test, the Cronbach's alpha coefficient is used. The overall reliability of the variable is 0.970 which is greater than 0.6 which means that all the items contained to have a good factor score and acceptable. For the validity of the items and variables, KMO and Bartlett have used, which is significant and explained that data is normal and valid. KMO value for CSR Perception is 0.832 closer to 1, which is highly acceptable and Bartlett's test value sig  $p < 0.001$ . KMO value Country of Origin Image is 0.898 closer to 1 which is highly acceptable and Bartlett's test value sig  $p < 0.001$ , which are also acceptable. KMO value for Purchase Intention is 0.711, which are acceptable and Bartlett's test value sig  $p < 0.001$ , which shows the validity of the variable that data comes from normal distribution.

Next step, study conduct Pearson correlation analysis which helps to reveal the relation between different variables Correlation defines that how much two or more variables vary together. Correlation test has conducted to verify the existence of relationship between the

variables. Its value lies between 0 and 1. When the positive value of the correlation coefficient shows a positive relationship, it means one variable increases, the other variable tends to increase, while the negative value indicates a negative relationship, it means one variable increases, the other variable tends to decrease [37].

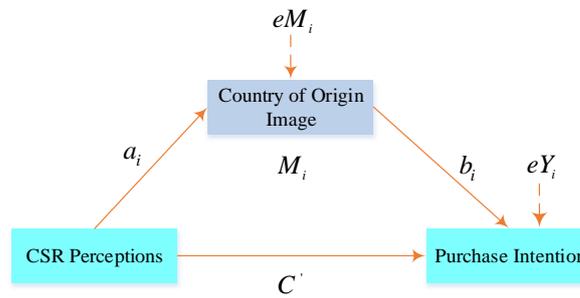
**Table 1. Correlation, Mean and Standard Deviation**

Correlation			
	1	2	3
Predictor Variable			
CSR Perceptions	1		
COO Image	0.64**	1	
Purchase Intention	0.62**	0.90**	1
Mean	3.97	4.85	4.69
SD	1.36	1.37	1.68

Finally, conduct mediation analysis. Mediation analysis is statistical used to evaluate the evidence of

\*\* Correlation is significant at the 0.01 level (2-tailed).  
 \* Correlation is significant at the 0.05 level (2-tailed).

research and to test the hypothesis of how some causal dependent variable passes its effects to a consistent independent variable. This study is using simple mediation analysis to evaluate and validate the unexpected effect assumptions of multiple team members of hypothesis, there are CSR Perceptions as dependent variable, one through recommended mediation pressures is Country of Origin Image and the other dependent variable is Purchase Intention. To calculate the direct and indirect effects of this simple mediation, Model 4 is used in PROCESS Macro by [35]. Therefore, we can draw the model for mediation of this study as follow:



Indirect effect of X on Y through  $M_i = a_i b_i$   
 Direct effect of X on Y =  $C'$

**Figure 1. Mediation PROCESS Model 4**

The equations for this model are as follows:

$$M = i_M + aX + e_M \quad (1)$$

$$Y = i_y + c'X + bM + e_y \quad (2)$$

$$C' = [\bar{Y} | (X, M = m)] - [\bar{Y} | (X - 1, M = m)] \quad (3)$$

**Table 2. Descriptive Statistic for Model a Path**

Model									
	Coefficient	se	T	p	LLCI	ULCI	R	RΔ	F
Constant	2.297	2.773	9.944	0.000	1.841	36.401	0.638	0.407	136.192
CSR	0.638	0.055	11.670	0.000	0.474	0.534			

Perceptions									
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Table 2 shows the effect of relationship between CSR Perceptions (X) and Country of Origin Image (M) as we can see from Figure 1 as a path. An ordinary least squares' path analysis conducted to test a simple mediation analysis. The result shows that CSR Perceptions is a significant predictor of Country of Origin Image. As it can be seen in the Table 2, participant told that CSR Perceptions tend to change their Country of Origin Image towards Chinese mobile phone brands ( $a_i=0.638$ ,  $p<0.001$ ).

**Table 3. Descriptive Statistic for Model b Path**

Model									
	Coefficient	se	T	P	LLCI	ULCI	R	RΔ	F
Constant	-0.759	0.189	-4.002	0.001	-1.134	-0.385	0.906	0.822	455.433
CSR Perceptions	0.097	0.048	2.019	0.044	0.002	0.191			
COO Image	1.044	0.047	21.889	0.000	0.950	1.138			

Table 3 shows the effect of relationship between Country of Origin Image (M) and Purchase Intention (Y) as we can see from Figure 1 as b path. An ordinary least squares' path analysis conducted to test a simple mediation analysis. The result shows that Country of Origin Image is a significant predictor of Purchase Intention. As it can be seen in the Table 3, participant told that Country of Origin Image is the reason to predict their Purchase Intention on buying Chinese mobile phone brands ( $b_i=1.044$ ,  $p<0.001$ ).

**Table 4. Descriptive Statistic for Model C' Path**

Model									
	Effect	se	T	P	LLCI	ULCI	R	RΔ	F
Total Effect	0.768	0.068	11.243	0.000	0.633	0.902	0.624	0.389	126.416
Direct Effect	0.970	0.048	2.019	0.044	0.002	0.191			
			Indirect	0.536	BootLLCI				
			Effect	0.823	BootULCI				

Table 4 represents direct effect of relationship between CSR Perceptions (X) towards Purchase Intention (Y), as we can see from Figure 1, this relationship is C' path and indirect effect of CSR Perceptions (X) and Purchase Intention (Y) through Country of Origin Image as we can see from Figure 1 as  $M_i= a_i b_i$ . The result shows that total effect of X on Y is significant because the score is 0.7681 with  $p<0.0001$ , while the direct effect of CSR Perceptions and Purchase Intention shows insignificant because the score of p value is 0.0448. Based on the result it can be concluded that the first hypothesis is not accepted because there is no direct relationship between CSR Perceptions towards Purchase Intention. However, a bootstrap confidence interval for indirect effect of CSR Perceptions and Purchase Intention through Country of Origin Image is significant because zero is not in the realm of possible values for the effect (between 0.5360 and 0.8234).

## 5.2. Discussion

During the analysis, several hypotheses were found supported and contradicted the hypothesis itself. Preliminary findings of CSR Perceptions on consumers' point of view have insignificant impact on Indonesian purchase intention towards Chinese mobile phone brands. Vary from study by [26], who stated in his study revealed that when consumers understood CSR activities, this could affect their buying intentions. However, these results indicate a study by [38] who stated that CSR activities did not always affect the consumer behavior. This is because the customers buy something for personal needs not for social, so the company should be able to create customer satisfaction with services provided by the

company. In addition, there are many other factors that may be considered by Indonesian consumers such as price, promotion, brand image, and many more, so that CSR is the umpteenth factor that can influence purchase intention. As previous study by [38] the results show that consumers' perceived CSR has no direct relationship and contribute to IKEA consumer purchase intentions. The respondent explained that although he knew the fact that it was an ethical company that carried out CSR practices, it was not enough to influence his purchase intention. that is because he also needs to consider more key factors such as price and function and trust in the product. Therefore, companies need to know that CSR is important but not enough to influence consumer purchase intentions so that companies can further enhance CSR strategies and other important points that might affect consumer purchase intentions.

Study also found that CSR Perceptions is positively related to Country of Origin Image on Chinese mobile phone for Indonesian consumer. This result supported previous research by [39], based on his findings that individual values of self-transcendence and Country of Origin image can influence consumers' expectations of CSR from foreign companies. If multinational companies' country of origin is low, consumers generally expect that its multinational companies to balance it with CSR activities. Through CSR, the value of reputation between companies and countries will be created in a higher proportion [40]. Therefore, CSR has a positive effect towards consumers perceived of its country of origin. Furthermore, the result supported previous study by [19]. Result study has shown that the Country of Origin Image does have a significant positive impact on Indonesian consumers purchase intentions towards Chinese mobile phone brands. This result is in line with another study stated that there is a significant relationship between country image, and consumer purchase intention [7].

This study mainly explored the relationship between CSR Perceptions and Purchase Intention through Country of Origin Image as a mediation. Positive CSR signals can boost brands from weak image of countries. While, as a consideration of product evaluation, Country of Origin Image has an effect on consumers' purchase intention. The results show the relationship between them is also significant. Since the results of this study shows that there is no relationship between CSR Perceptions and Purchase Intention on Indonesian consumers towards Chinese mobile phones, Country of Origin Image came up and explained the relationship between them as its duty. The reason to choose Country of Origin Image (M) as a mediation variable is that may have to find out whether Country of Origin Image can explain the relationship between CSR Perceptions and purchase intention or not. This is supported the previous study which stated that the image of a country influence consumers' expectations of CSR from foreign multinationals [2], while the Country of Origin Image plays a very significant role when a consumer makes a purchase intention [19].

## 6. Conclusion

Chinese products play an important role in Indonesian economy. Therefore, in the past few years, market share of Chinese mobile phones is always increasing. Many factors that may be the reason for Indonesian consumers' interest and decision are to buy a mobile phone from China. For examples affordable prices, availability of products, attractive promotions, and so on. Nowadays, consumers pay great attention to environmental sustainability, not only on life issues but are included when making a purchase. As such, business actors are required to undertake their responsibilities to the social environment. Indonesian consumers have their own perspective towards foreign products. Related to some previous researchers, CSR is considered as one of the company's strategies that can improve the image of the country of origin of the company and will then influence consumer behavior. Contrary with this study, the relationship of consumers' CSR perception on the purchase intention was not found, that is to say that CSR perceptions has

not been taken into consideration on consumers' intention to purchase. However, the influence arises when there is a view of the country's image. Therefore, Country of Origin Image is working as a mediation tool between them. Thus, the correlation between the CSR perceptions and purchase intention will occur only when Country of Origin Image appears.

There are some practical implications of this study that may be beneficial. This study provides some current references and potential impact in gaining consumers' perception on CSR and Country of Origin Image related to consumers' purchase intention. From the results of this study we can conclude a number of applications that can be useful for the companies. By doing something good about the environment will increase consumers' interest in making purchases so that the brand image, reputation and revenue from the company can also be increased. Although the results of this study do not support of consumers' CSR perception that can affect their purchase intention directly, but this study supports other researchers' opinions that CSR perception can influence indirectly. This can be explained by the fact that companies still need to incorporate corporate social responsibility into their strategies. Because consumers' perceptions of CSR can arise even if not directly, but any time when they consider a purchasing decision. According to some researchers, consumers can also assess a product based on the perception of its country of origin. This usually happens to foreign products. Consumers make this perception an ingredient of consideration when making a purchase decision. Consistent with the results of this study, consumers have shown that country of origin image show their strength on intention when buying a product. As a result, companies need to include an important element in their promotions to get their country in a positive direction.

This study has several limitations that can be corrected in future studies and are consistent with this study. Sample size of this study is 200. Although the statistical results show significances considering that the number is insufficient, but a larger sample size can make better contributions. Study has not included other country of origin brands for comparison. Therefore, it will be more valuable if further research could be able to discuss and examine the country of origin image from various countries. Study also has a limitation in the discussion of the comparison of each Chinese mobile phone companies' strategies. Study only discusses in general implementation so that the company cannot know in more detail what needs to be improved or needs to be removed from the CSR strategy so that it can be used as an evaluation of each company. Therefore, further research can carry out more detailed research and focus on one company.

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