

# The Effect of The Attitude Toward CSR to The Purchase Intention and Price Sensitivity within The Different National Cons

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## ABSTRACT

Due to economic globalization, corporate social responsibility (CSR) now plays a more vital role in business. It has been proven that a corporation with a solid image of social responsibility in consumers' minds would have good branding, leading to direct benefits for the company. This current study will examine the consumer mentality from different regions of Asia, focusing mainly on Taiwan, China, and Japan. The topic under investigation is the extent to which corporate social responsibility affects the purchasing intention and price sensitivity of consumers. In addition, the mediating factor of cultural characteristics as it impacts the corporations carrying out their social responsibilities is also discussed. The findings are as follows: 1. The type of social responsibility carried out by corporations does not affect the consumers' purchasing intention. 2. The type of social responsibility carried out by corporations does not affect the consumers' price sensitivity. 3. The cultural characteristics of the consumers do influence their purchase intention. 4. The cultural characteristics of the consumers do not affect their price sensitivity.

Keywords : corporate social responsibility、 purchasing intention、 price sensitivity、 cultural characteristics

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