

# A Study of Consumer's Attitude Towards Corporate Social Responsibility and the Influence of Ethnocentrism on Purchase Intention

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## ABSTRACT

The purpose of this study is to investigate the influence of consumers' attitude towards corporate social responsibility on purchase intention, as well as the confounding effect of ethnocentrism upon the influence of corporate's attitude in implementing its social responsibility on purchase intention. A scenario was designed, in which products of Korea, including Samsung wireless smart phones and LG home electrical appliances, were utilized to investigate the influence of consumers' attitude towards Korean corporate social responsibility on purchase intention. In addition, this study served the purpose to remind the consumers about the interfering effects of consumers' ethnocentrism towards corporate social responsibility and purchase intention after the incident of Taekwondo athlete Yang Su Chiun. A general population of consumers at Northern Taiwan was selected to be the subjects of our study, and questionnaire survey was adopted. Four hundred and sixty copies of questionnaires were distributed, and 419 copies were retrieved. Amongst these, 414 copies were valid, and the rest invalid. Hence, the valid questionnaires response rate was 90%. The conclusions of the study were as follows:

1. The more positive attitude that the consumers have towards corporate implementing its social responsibility, the greater their purchase intention will be.
2. The stronger the ethnocentrism of the consumers, the lesser the influence of corporate's attitude in carrying out its social responsibility on the consumers' purchase intention.

Keywords : corporate social responsibility、 ethnocentrism、 consumers' willingness to buy

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