

The Effect of Korean CSR in China on Chinese Consumers Purchase Intentions for Korean Products

한국기업의 사회적 책임이 중국 소비자들의 한국제품에 대한 구매 의도에 미치는
영향에 관한 연구

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ABSTRACT

Since the 1990s, Corporate Social Responsibility (CSR) issues have been attracting more and more attention from companies and researchers alike. The purchasing behavior of consumers is directly related to not only a company's financial performance, but also the future development of the company. Much of the previous research regarding CSR has mainly focused on the perspectives of enterprises. This paper aims to study the impact of CSR on purchase intention in three aspects - consumer, company and country. We decided to use Samsung to describe the impact of CSR on consumer purchase intentions in China. The results of this study revealed that CSR has a positive impact on the consumer-company identification, corporate reputation and country of origin image. Consumer-company identification turned out to be a more important moderator between CSR and consumers' purchase intentions than country of origin image and corporate reputation.

Key Words : CSR, consumer purchase intention, company reputation, consumer-company identification, country of origin image.

I. Introduction

Since the 1990s, Western researchers pay more attention to the process of research on the relationship between CSR and corporate stakeholder. Consumers are special stakeholder and their purchase behavior is directly related to the financial performance and the future development of the company. Since consumer purchase behavior depends largely on consumers' purchase intentions, there are more and more scholars paying attention to the causal relationship between CSR and consumer purchase intention.

The Sichuan earthquake of 2008 set off a donation craze around the world. Some Korean companies donated money and goods for disaster areas right after the earthquake; this behavior is related to CSR. Chinese people rewarded those companies which adopted CSR activities and strongly resisted the companies which did not undertake CSR commitment. Moreover, the rapid development of China's market economy, free trade and capital markets have brought numerous economic benefits to Korea. Thanks to rapid growth in trade and investment, South Korea has become a major investor in China, ranking in the top of China's foreign direct investment (FDA) list. In addition, South Korean tourists have regarded China as the most preferred destination. The above scenario gives people a deep impression, but in China, South Korea's national image is somehow negative (Lim Hee Jun et al, 2007). South Korea's East Asia Institute (EAI) and the Korea University Asia Institute (ARI) recently surveyed about Chinese people's preference to neighboring countries, the result showed that the impression of Chinese people to South Korea is "gradual deterioration" shown in<Table 1>.

<Table 1> Impression of Chinese People in Major Foreign Countries

Russia	U.S.A	North Korea	South Korea	Japan
60.8	54.5	54.3	53.0	35.6

(Full score is 100)

China has become South Korea's largest export market. But the Chinese people's impression of South Korea is not very good, worsen than North Korea, and only better than Japan. So, we want to make country image as a mediating variable in this study. Considering such social phenomenon,

we will propose some research questions: 1) Is the impact of CSR on consumer purchase intention suitable for being used in China? 2) How can stakeholder improve the enthusiasm and initiatives of companies to do CSR? 3) Can Korean companies improve Chinese consumers' impressions of Korea and their purchase intention for Korean products by conducting CSR activities? To answer those research question, we proposed a conceptual model of CSR effects on purchase intention in which consumer-company identification, corporate reputation and country of origin image are selected as mediating variables. Through this research, we want understand Chinese consumers' awareness of CSR of Korean companies in China, to conduct how CSR will impact purchase intention, to examine the mediating role of company-consumer identification, corporate image, country of origin image on CSR and purchase intention.

II. Literature Review

1. Corporate Social Responsibility (CSR)

CSR refers to companies; when market profits are responsible for shareholders' interests, share social responsibility with employees, consumers, the community and the environment. It also includes abiding by business ethics; promoting occupational safety and health; protecting the lawful rights, the interests of employees and the environment; supporting charity donation and social welfare; and protecting vulnerable groups. Companies who are only responsible for shareholders in the past have emphasized their responsibility to shareholders, the employees, the consumers, the community, the customers, the government, etc. various kinds of interests of the related social responsibility (Brown, T.J., Dacin, P.A., 1997). In addition, Carroll proposed a model called The Pyramid of Corporate Social responsibility, as shown in [Figure 1].

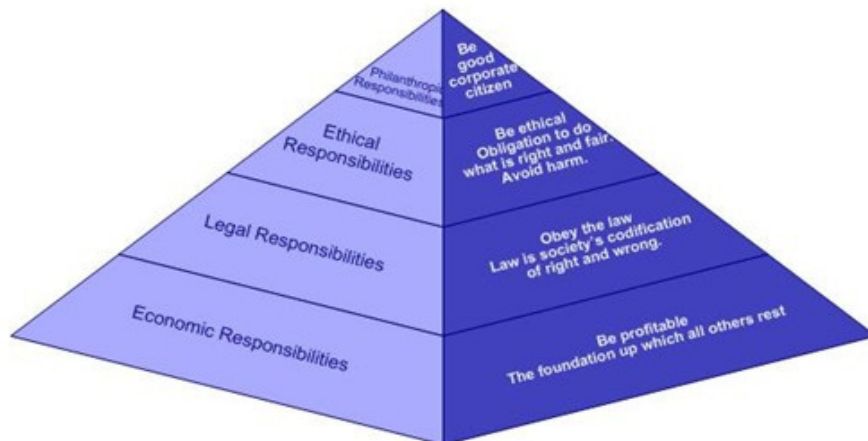
Economic Responsibility: This facet is the very basic responsibility of business firms. Historically, business firms are responsible for proper functioning as an economic unit in a society. They are basically responsible for providing products and services needed by society. This facet is considered a basis of subsequent facets (Carroll, 1991).

Legal Responsibility: Business firms are also expected from a society to operate within the

framework of laws and regulations. Laws and regulations are the codification of society's norms; thus, business firms must comply with them in order to fulfill their responsibility to a society. All corporations must have this responsibility in order to continue to operate (Carroll, 1991).

Ethical Responsibility: This area reflects the ethical obligation of firms to do things that are considered right, fair, and just by a society, regardless of whether they are codified in law. This facet is not just the next layer of the pyramid; it also has a dynamic interplay with legal responsibility. In other words, ethical responsibility regularly broadens legal responsibility and pushes business firms to operate their business above or at the same level required by law (Carroll, 1991).

Philanthropic Responsibility: This responsibility is at the top of the pyramid. Business firms are expected to be good corporate citizens by providing goodwill to a community, such as engaging in charitable events and providing financial resources to a non-profit organization. This facet is distinct from ethical responsibility in that philanthropic responsibility is not required by society as ethical responsibility is. People will not consider a business firm unethical if it does not have philanthropic responsibility, but it is the desire of society (Carroll, 1991).

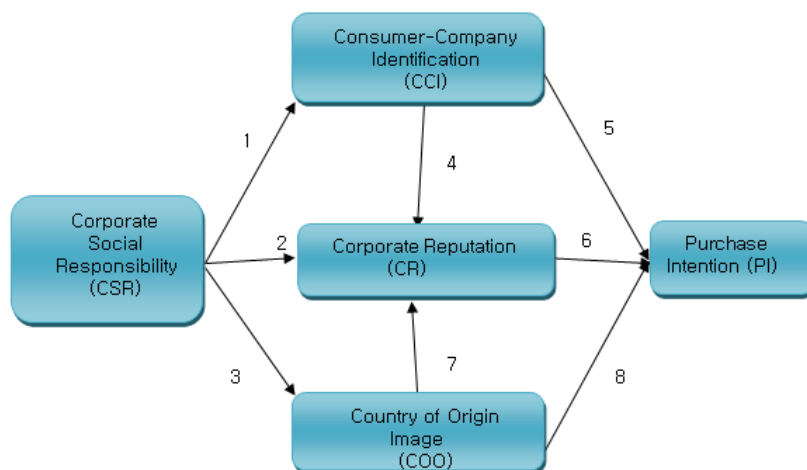


[Figure 1] Carroll's CSR Pyramid

III. Research Model and Hypothesis

1. Research Model

Foreign scholars are more inclined to studies based on the consumers' subjective point of view on consumer awareness. They usually introduce consumers' subjective factors as mediating variables to explore the indirect impact of CSR on consumer buying behavior. Brown and Dacin (1997) and Lafferty Goldsmith (1999) found through an empirical study from a consumer's point of view that CSR and companies trust can directly or indirectly affect consumer purchase intentions. Consumer company identification also played a mediating role in the impact of CSR on consumer behavior. Perez R.C. (2009) found that the company's commitment and emotional commitment to CSR would influence consumer purchase intentions. Lim Hee Jun's (2007) study found, CSR has a positive impact on the image of the country; furthermore, he pointed out that a consumer's impression of CSR performed by one company from a specific country could have a positive effect on the consumer's impression of that country. Based on those facts literally and empirically confirmed in the past, the following model was proposed in this article shown in Figure 2.



[Figure 2] Research Model

2. Research Hypotheses

1) Corporate Social Responsibility and Consumer-Company Identification

CSR refers to responsible corporate action beyond legal requirements; CSR manifests itself throughout the value chain, in a company's treatment of its employees and in its dealings with the relevant stakeholder (Asaad, 2010). CSR is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance within the spirit of the law, ethical standards, and international norms. CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholder and all other members of the public sphere who may also be considered as stakeholder.

On the other hand, consumers' identification with a company is based on their perceptions of the company's defining traits or perceived identity (Dutton et al., 1994), that is, consumers identify with a company based on their beliefs that they share certain common traits with the company, which provides a sense of self-fulfillment, self-distinctiveness and self-enhancement (Ashforth, 1998; Bhattacharya et al., 1995) and enriches consumers' social identity (Ahearne et al., 2005). CSR initiatives create the kind of traits that are capable of triggering customer's identification. Customer-Company Identification (CCI) – in marketing research, some authors tried to have a better understanding of the relationships between customers and brands (Fournier, 1998), or between customers and companies inside brand communities (McAlexander, Schouten and Koenig, 2002). Strong relationships between customers and companies often results from their identification with them. Bhattacharya and Sen (2003) were the first authors to look at this phenomenon in the marketing field. Their analysis focused on the consumer who wants to have a deep relationship with a company or its brand. According to them, the strongest relationships between customers and companies are grounded in the identification phenomenon.

CSR has a positive influence on the development of the consumers' identification because consumers are willing to identify or build a series of connections with highly regarded companies, which can facilitate their self-definition processes (Pratt, 1988; Bhattacharya and Sen, 2003). Previous research has demonstrated consumers who identify with a company's CSR initiative are

more likely to identify with the corresponding company (Du et al., 2007; Lichtenstein et al., 2004). As a result, we propose the following hypothesis:

H1: CSR will positively impact on consumer-company identification.

Corporate social responsibility often known as corporate social performance, corporate citizenship, and corporate social accountability is one of the topics being rigorously researched today by academic researchers. Corporate social responsibility is defined by many authors in various fashions. This study follows the definition of CSR by Mohr et al. (2001) who believed CSR as “a company’s commitment to minimizing or eliminating any harmful effects and maximizing its long run beneficial impact on society”. The concept of CSR became popular in the 1950s when Bowen (1953) instigated business people to contribute towards community development around their corporate policies.

In 1990s, socially responsible interventions by corporations displayed a much larger role than actually predicted by people. Corporations undertook broader social responsibilities including business ethics, labor practices, and responsibility to the community at large and reduced environmental harm from their mass productions. This emphasizes the significance of the ‘softer’ image of corporate reputation. With the passage of time societal expectations of companies have increased community welfare. Globally, customers expect companies to be responsible for different actions, ranging from ensuring quality in products at cheaper prices, to environmental protection, to treating employees fairly; to helping solve social and economic issues faced by the community. With expectations for corporate responsibility rising, the adoption of CSR as a business is becoming more inevitable. Disclosing CSR led to the enhanced corporate reputation whereas non-disclosing CSR led to destroy corporate reputation of a firm. Bhattacharya and Sen (2003) suggest that “CSR builds a reservoir of good will that firms can draw upon in times of crisis”. Therefore, the following research hypothesis is proposed:

H2: CSR will positively impact on corporate reputation.

Country image is a combination of one country’s awareness for its own and another actor’s awareness for this country in the international system; it is the result of a series of information

inputs and outputs; a “structure is a very clear information capital”. Country image is considered to be an important part of the national “soft power”, it can reflect comprehensive strength and influence in a country. Production and business activities of companies’ relationship to sustainable human development and social well-being, but also related to the credibility and image of the country and region, companies in the overseas markets, the lack of CSR will serious adverse effects on the country image and corporate image; companies actively fulfill CSR in the overseas markets, it will enhance the consumer impression of country image (Wang, 2011). There is an inherent causal association between poor performance of CSR and consumers’ negative assessment of its country image (Lim Hee Jun, 2010). Therefore, the following research hypothesis is proposed:

H3: CSR will positively impact on the country of origin image.

2) Consumer Company Identification, Corporate Reputation and Purchase Intention

Customer-company identification can indirectly lead to product preferences and purchasing; corporate reputation can play a role only in the case of customer- company identification. Consumers who have an identification with the company will have a higher evaluation of the products and purchase intention, and will be more willing to disseminate information that will help the companies. Consumer-company identification is the basis of the building of corporate reputation, so gaining customer-company identification is one of the most important goals of corporate reputation management activities (Wang, 2011). If a company performs CSR to the extent that the initiative signals to consumers that the company’s traits overlap with the consumer’s traits these consumers are more likely to buy their products (Lichtenstein et al., 2004). As consumption is the primary currency of consumer-company relationships, consumer-company identification based support is likely to be expressed through a sustained, long term preference for those identified with the company’s products over those of its competitors (Bhattacharya and Sen, 2003). Therefore, the following research hypothesis is proposed:

H4: Consumer-company identification will positively impact on corporate reputation.

H5: Consumer-company identification will positively impact on purchase intention.

3) Corporate Reputation and Purchase Intention

Generally, reputation means perceived beliefs or opinions of people or objects which is accumulated from the past. Reputation is also defined as multiple stakeholder' overall feeling (Eunkyung Lee, 2011). Corporate Reputation can be defined as continuous, general characteristics of an organization, which is "good "or "bad", attributed by people (Milgram and Roberts, 1992; Fombrun, 1996). However, according to what Fombrun 1996 and Spence 1974 stated, company reputation can provide signals that reveal intrinsic and non-observable product characteristics. In this sense a long-term positive reputation could work as a signal of high quality in circumstances where there are no opportunities of verifying the actual quality of an offering before the actual purchase is made. Other authors (e.g. Caruana, et al., 2006) have considered corporate reputation within the theory of planned behavior – TPB, (Ajzen, 1991) allowing the adoption of an attitudinal perspective. In this conceptualization, corporate reputation is seen as an attitude having a direct impact on intention to perform a certain behavior that in turn accounts for variance in actual behavior.

This study adopts this attitudinal conceptualization and operationalization as underlined by the TPB model. The expected relationship between attitude-based measures of corporate reputation and consumers' intention to buy is positive, where purchase intention depends on corporate reputation as perceived by customers. Corporate reputation helps consumers obtain a better understanding of the products offered by specific corporations and further mitigate their uncertainty while making buying decisions; (Robertson and Gaitgnon, 1986) therefore, the following research hypothesis is proposed:

H6: Corporate reputation will positively impact on purchase intention.

3) Country of Origin Image, Corporate Reputation and Purchase Intention

Country of origin/design/manufacture can have an associations with consumers' minds (Ravi Pappu, 2007). In Ravi Pappu's research, they divided country-of-origin associations into two levels 1) the economic state of the country (macro) and 2) products produced in the country (micro). Historically, the country-of-origin effect has mainly been looked at in terms of specific product-country associations for specific product categories. Interestingly, however, there have been some empirical

studies (eg, Parameswaran and Pisharodi, 1994) which have found positive effects of country reputation beyond specific product categories. In other words, countries with relatively favorable overall corporate reputations (eg. Amfrica, Japan, Germany, etc) can have competitive advantages in attracting international consumers for even general products. Therefore, the country-of-origin effect can be linked not only to country reputation but also to the overall corporate reputation of a country (Minjeong Kang and Sung-Un Yang, 2010). Papadopoulos and Heslop (1993) point out that, a country's image does influence a consumer's purchase decision; (especially when the country of manufacturing image appears negative) a consumer might have a negative image of that country's product; therefore, the country-of-origin image does play a very important role when a consumer makes a purchase decision. Therefore, the following research hypotheses are proposed:

H7: Country of origin image will positively impact on corporate reputation.

H8: Country of origin image will positively impact on purchase intention.

IV. Research Methodology and Sampling

A questionnaire was designed to be the instrument for data collection. Respondents were asked to identify the degree of agreement to some statements concerning CSR. Each item was measured on a 5-point Likert-type scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire is divided into three sections. The first section is the respondents' demographic details. The second section is that CSR effect on consumer purchase intentions. The third section is the users' perceptions toward to CSR. Samsung was widely recognized by Chinese society for doing well in CSR. March 2007 and December 2008).

Samsung was awarded the highest award "China Charity Award" by public areas from China's Ministry of Civil Affairs twice; Samsung won "Guangming CSR Award" from Guangming Daily for three consecutive years; Samsung won the "Most Admired Companies Award" from Economic Observer Daily for five consecutive years; Samsung also got the "China Red Cross Medal" from the Chinese Red Cross twice and was recognized as a top ten charitable company of China's Charity List from Philanthropy Times. Moreover, the International Charity Forum granted Samsung

outstanding corporate citizen demonstration Award two. These honors fully describe the recognition and affirmation of the Chinese people and Chinese society for Samsung in CSR. On March 18th 2013, Samsung held an announcement ceremony which named 2013 as “The first year of CSR Operating” in Beijing, with the aim of developing a “Beautiful China” with the Chinese people.

Beijing as the capital city of China is culturally, politically and economically at the center of China. have high-quality tastes, a great understanding of CSR, and a stronger purchasing power than other developed regions; therefore, they will represent China. Based on this, this paper will choose the consumers of Beijing as respondents and Samsung as the study subject for CSR’s impact on purchase intention in China (Email, social network, etc.). This study used the SPSS 18.0 for demographic statistics and reliability analysis; AMOS17 for the structural equation modeling program, the confirmatory factor analysis and hypothesis testing.

V. Data Analysis

1. Demographic Characteristics

From the table 2, we can see the gender distribution was fairly equal with males at 51.4% and females at 48.6%. In terms of age, 45.0% were in their 20s and 23.4% were in their 30s. The education level of the respondents is 71.9% with a university degree and 17.3% with a degree above a university degree, “High school or below” is only 10.8%. One can see, people with higher qualifications are more concerned with CSR.

<Table 2> Demographic Characteristic of Sample data (N=278)

	Measure	Freq.	Percentage (%)
Gender	Male	143	51.4
	Female	135	48.6
Age	Under 20	58	20.9
	20-29	125	45.0
	30-39	65	23.4
	Over 40	30	10.8

Measure		Freq.	Percentage (%)
Salary	Under 2000RMB	81	29.1
	2000~4000RMB	126	45.3
	4000~6000RMB	48	17.3
	Over 6000RMB	23	8.3
Education	High school or below	30	10.8
	University degree	200	71.9
	Above university degree	48	17.3
Total		278	100

2) Validity and Reliability Analysis and Model Fit

All of the constructs in this study were tested in terms of construct validity and reliability. Validity is the best available approximation to the truth of a given proposition, inference, or conclusion. Validity refers to the scale that can accurately measure the needed and ideal degree of the variables. The squared multiple correlations (SMC) of the measured items were larger than 0.50. And the composite reliability (CR) of the measured dimensions was higher than the lowest acceptance level of 0.70 indicating that the measurement of these dimensions of service quality had a good reliability (Bagozzi and Yi 1988; Ding et al. 1995; Hair et al. 1998).

<Table 3> Results of exploratory factor analysis and reliability test

Variables	Items	Factor Loading	Cronbach's Alpha
Corporate Social Responsibility (CSR)	CSR1	0.866	0.914
	CSR2	0.760	
	CSR3	0.813	
	CSR4	0.748	
Company-consumer Identification (CCI)	CCI1	0.796	0.919
	CCI2	0.879	
	CCI3	0.814	
	CCI4	0.787	
	CCI5	0.794	
Corporate Image (CR)	CR1	0.697	0.912
	CR2	0.772	
	CR3	0.778	
	CR4	0.849	

Variables	Items	Factor Loading	Cronbach's Alpha
Country of origin Image (COO)	COO1	0.823	0.930
	COO2	0.883	
	COO3	0.811	
	COO4	0.775	
Purchase Intention (PI)	PI1	0.821	0.970
	PI2	0.835	
	PI3	0.826	

The total 20 questions can be classified into 5 factors. From the Table 3, all the results are above 0.7 meeting with the criterion (≥ 0.5). So all the indicators showed excellent reliability and validity. We have used items which are higher than 0.7 to make the results robust and show that the items are strongly relevant in our study.

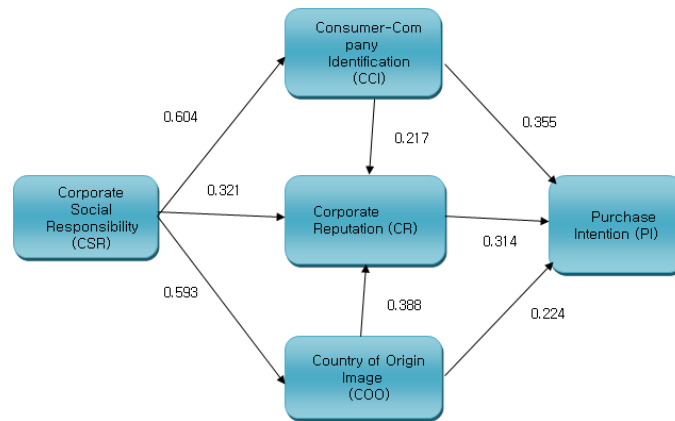
3) Hypotheses Testing

The data that we had collected was further used and the SEM was examined to test the relationship between the variables. AMOS software was used to analyze the path and overall fitness of the model. To show a reasonable fit for the model, a number of factors were considered acceptable shown in note below Figure 3. Each index value of the structural equation model is within the standard range. Description, in this paper the structural equation model is very desirable and can be used to represent the relationships between the variables in the model.

<Table 3> Results of hypotheses testing

Hypothesis	Path	Standard coefficient	S.E.	t-value	Hypotheses acceptance
H1	CSR --> CCI	0.604	0.066	9.494	Supported
H2	CSR --> CR	0.321	0.079	4.6509	Supported
H3	CSR-->COO	0.593	0.058	0.597	Supported
H4	CCI-->CR	0.217	0.063	3.796	Supported
H5	CCI--> PI	0.355	0.059	6.401	Supported
H6	CR-->PI	0.314	0.068	4.518	Supported
H7	COO-->CR	0.388	0.071	6.664	Supported
H8	COO-->PI	0.224	0.073	3.649	Supported

Note : *) $p < 0.05$. **) $p < 0.01$



[Figure 3] Path Diagram

Note: GFI - 0.923(≥ 0.900), AGFI - 0.896(≥ 0.800), NFI- 0.957(≥ 0.900), CFI-0.985(≥ 0.900), PGFI-0.690(≥ 0.600), RMR-0.041(≤ 0.050), RMSEA -0.044(≤ 0.080)

From the results of the Table 3, we can see that all of the eight hypotheses are supported. Specifically, the relationship between each variable is a positive influence; it means with the increase in the value of a variable, another variables value will also increase. In the effect of CSR on CCI, COO and CR, CSR has the greatest influence on CCI ($\beta=0.604$, $p<0.01$), followed by COO ($\beta=0.593$, $p<0.01$) and by CR ($\beta=0.321$, $p<0.01$). Corporate reputation is a dependent variable influenced orderly by COO ($\beta=0.388$, $p<0.01$), followed by CSR ($\beta=0.321$, $p<0.01$) and the last is CCI ($\beta=0.217$, $p<0.01$) which can tell us that CSR tends to affect corporate reputation through CCI and COO. Moreover, corporate reputation as a moderator along with CCI and COO between CSR and purchase intention has relatively weaker effect with 0.321 from CSR and 0.314 towards PI than CCI with 0.604 from CSR and 0.355 towards PI. It indicates that in this model CCI become a much more important moderator variable than CR and COO between CSR and PI.

VI. Conclusion and Implications

As this paper's purpose above states, we analyzed the effect of Korean CSR on Chinese consumers' purchase intentions for Korean products indirectly. According to the result, it is showed that: First, in general, as the consumer to choose a company product, that company CSR

has positive impact on all the moderate variables, consumer-company identification, corporate reputation and country of origin image, which also have positive impacts on purchase intention. Among the variables, CSR obviously shows the largest and most significant positive effect on consumer-company identification. Consumer-company identification affects purchase intention significantly; therefore, the company should pay more attention to building customer-company identification (CCI), which makes customers have a better understanding of the company. From this model, corporations can build a good relationship between customers and brands as Fournier stated in 1998. A good relationship between the customer and the company can make consumers have a positive identification with the brand, and choose this brand product spontaneously.

For Korean corporations, they should make promotional strategies such as charitable donations or a student love fund, which improves consumer-company identification. In other words, companies need to encourage identification through CSR activities that can be defined as a good customer retention strategy in marketing; develop strategies which make the customer feel like Samsung insiders. On April 20, 2013, Ya'an, Sichuan province, China had a 7.0 magnitude earthquake. Samsung donated 60 million RMB to the victims, which was more than Apple as an example of building consumer-company identification through CSR activities. Other Korean companies should have their own strategies to improve consumer-company identification.

Second, CSR significantly affects the country of origin image, and country of origin image also affects consumer purchase intention. This proves the previous paper that country-of-origin is one of the most important factors that influences the purchasing decisions of consumers. Country of origin image is defined as comprising the subjective perceptions of a consumer about the products that provide an important observation that such belief, ideas and impressions before making buying decisions. Therefore, the country of origin image has been used as an important function in meeting with today's competitive and global environment in order to increase product sales. Whereas CSR can affect country of origin image, for just one company to use CSR to improve country of origin image, it's difficult. Country of origin includes many factors; for Korean companies, they should do this step by step, and then they can increase country image.

Third, we can see, CSR also affects corporate reputation (CR), even though compared with the influence of CCI and COO it is weak. But CCI and COO can affect CR; therefore, CR most obviously affects consumer purchase intention. In 1992 Milgram and Roberts said Corporate

Reputation is the continuous general characteristics of an organization “good” or “bad”; it is also the corporate attractiveness expressed by customers. For each company the central task is to make strategies for its reputation. So contributing to CSR is one method to improve corporate reputation.

All in all, from this paper and empirical research analysis, CSR with these moderating variables CCI, CR, COO, obviously affects consumer purchase intention. In addition, we found that, CSR, consumer-company identification and country of origin image, are three important pre-variables that affect company reputation. Consumers are looking for self-expression and self-reinforcing, and they are more willing to link themselves to a “good” company. At the same time, consumers’ good impressions of a country lead to a good impression of this country’s companies. Korean companies should believe CSR is a core factor for a prosperous business in the Chinese market place, because they must also fulfill social expectations of responsibility; this is the source of gaining consumer recognition and creating competitive advantages. Companies should actively protect the natural environment and pay attention to the interests of workers and consumers. Active caring contributions to society and support for the development of philanthropy will improve consumer-company identification, country of origin image, and corporate reputation to increase consumers’ purchase intention of products and services.

On the other hand, our study still has some limitations. CSR in different industries is not the same, this study, only chose Samsung; the applicability of other industries and products in Chinese markets with this study remains to be further studied. Next, This paper only conducted a survey of consumers in the Beijing region. There are some limitations to the respondents because this paper used e-mail and other networks to proceed the survey and did not carry out the investigation in accordance with the area and the type of consumer (such as education, income, age, etc.).

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국문초록

한국기업의 사회적 책임이 중국 소비자들의 한국제품에 대한 구매 의도에 미치는 영향에 관한 연구

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1990년대부터 기업의 사회적 책임 (CSR)은 기업과 연구자에게 많은 관심을 끌기 시작했다. 소비자의 구매 행동은 직접적으로 기업의 재무 성과뿐만 아니라 회사의 미래 발전과도 관련이 있다. 많은 CSR에 관한 기존의 연구는 주로 기업의 관점에 초점을 맞추고 있다. 이 논문은 소비자, 기업, 국가 세 가지 측면에서 기업의 사회적 책임이 구매 의도에 미치는 영향을 분석하고자 한다. 본 연구는 중국에 있는 소비자의 구매 의도에 미치는 사회적 책임 활동의 영향을 분석하기 위해 삼성 브랜드를 이용하는 고객 및 이용할 의사가 있는 고객들을 대상으로 모집하였다. 본 연구의 결과를 요약하면 다음과 같다. 첫째, 기업의 사회적 책임 활동이 기업-소비자 동일시에 유의한 정(+)의 영향을 미치는 것으로 나타났다. 둘째, 기업의 명성과 원산지 이미지에 유의한 정(+)의 영향을 미치는 것으로 나타났다. 또한 기업의 사회적 책임 활동과 구매의도 간의 관계에 대한 조절 변수들 중에 기업-소비자 동일시는 기업의 명성과 원산지 이미지 보다 더 중요한 조절변수로 나타났다.

주제어 : 기업의 사회적 책임, 소비자 구매 의도, 기업의 명성, 기업-소비자 동일시, 원산지 이미지

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