



Impact of Platform Corporate Social Responsibility to Socially Responsible Consumption Behavior

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Abstract. The sustainable development of the economy and society is significantly impacted by the social responsibility fulfilled by platform enterprises and the social responsibility consumed by consumers. However, the significant influence that platform enterprises' social responsibility fulfillment has on consumer behavior has not been adequately examined in prior research. This paper adopts the method of empirical research to discuss the connection between platform corporate social responsibility and socially responsible consumption behavior, as well as the mediating function of moral efficacy and moral elevation. Through the analysis of the survey data, it is concluded that platform corporate social responsibility can have a positive influence on socially responsible consumption behavior through the mediating function of moral efficacy and moral elevation.

Keywords: platform corporate social responsibility; socially responsible consumption behavior; moral efficacy; moral elevation.

1 Introduction

Corporate social responsibility encompasses not only an organization's stance and actions in accordance with societal norms and expectations, but also a unique display of that organization's moral standards. Platform enterprises, a crucial conduit for new economic entities, are drawing more and more attention to their social responsibility practices as a result of the platform economy's explosive growth [1]. Due to the social complexity and specificity that are unique to platform enterprises, the expectations and requirements of the community regarding the fulfillment of social responsibility by platform enterprises have been increasing, and they have gradually become a hot topic of academic research.

In the context of greater voice and autonomy, as intimate participants in the bilateral users of platform enterprises, consumers are also vulnerable to social issues like swiping, positive feedback, and resource waste. Through its actions of fairness and impartiality, and social contribution, a platform enterprise that actively upholds its social responsibility can project a positive and healthy brand image to consumers, help them form a healthy conception of consumption, and cultivate a positive tendency in

their moral cognition and emotional sphere. This will encourage consumers to consider not only their own needs when making purchases, but also the interests of others and society at large, ultimately contributing to the enduring progress and welfare of society. The theory of planned behavior and its extended model is currently the basis for the majority of pertinent studies on socially responsible consumption behavior. Motivation, personal norms, and value perception are thought to be a foundation for understanding socially responsible consumption behavior. However, consumers in the platform economy need to pay more attention to their moral awareness and sense of responsibility [2]. The true meaning of responsible consumption behavior in the platform economy is the responsibility that consumers fulfill to the platform enterprise, to other users, and to society. There hasn't been much research done on the connection between platform fulfilling social responsibility and social responsibility consumption behavior.

Given this, it is crucial to comprehend the underlying mechanisms that shape socially responsible consumption behavior within the platform economy. Numerous previous studies in the field of moral psychology have demonstrated that moral cognition and moral emotion work together to promote moral behavior. So, this paper is firstly to explore the connection between platform corporate social responsibility and socially responsible consumption behavior, and the second purpose is to introduce moral efficacy and moral elevation to further explore the internal mechanism of their relationship. The findings of this paper help to enrich the body of research on socially responsible consumption behavior and encourage consumers to engage in similar activity.

2 Theoretical Basis and Research Hypothesis

2.1 SOR Theory

By include the organism variable Organism in the S-R model, SOR theory states that under external environment stimuli, the customer's cognitive and emotional states shift, leading to consumption patterns [3]. Based on the SOR theory, this study contends that consumers will develop psychological changes in the moral efficacy and moral elevation after being motivated by platform corporate social responsibility, which will then affect socially responsible consumption behavior.

2.2 Platform Corporate Social Responsibility and Socially Responsible Consumption Behavior

From a consumer standpoint, traditional corporate fulfill social responsibility implies a collection of proactive and positive management practices and ethical business conduct adopted by businesses to meet the requirements of their customers in social, environmental, and ethical domains. The subject plurality, various partnerships, complicated governance, and content extension that set platform corporate social responsibility apart from typical corporations are reflected in its features [4]. The content should include the social responsibility of platform enterprises in their three

identities as independent operating entities, commercial operating platforms and social resource allocation platforms [5]. Huang and Yi (2021) [6] created a scale for platform corporate fulfill social responsibility based on the logic of "enterprise function" and "quasi-public rights" using the exploratory research of rooted theory. The social responsibility content pertaining to the platform enterprise existing in a special capacity, and pays more attention to the user experience compared to traditional enterprises.

Consumers use their ability to sway what goods and services they buy to reward or penalize enterprises. This is regarded as a form of self-expression and a vote on whether they approve or disapprove of a company's actions [7]. Behavior that is socially responsible in terms of consumption is the act of consumers consciously "voting" for a company's products by purchasing or refusing, and this "voting" behavior is dependent on whether or whether the corporation meets its social obligation, as well as how much it does so. Consumer perceptions, actions, and assessments of platform responsibility are influenced by the fairness and justice of the transaction framework, interaction rules, and interaction mechanism developed by platform [8]. Corporate social responsibility will influence how consumers perceive their level of responsibility awareness and how they respond to consumer behavior. It will also further awaken and develop consumers' sense of responsibility awareness, which will strengthen socially responsible consumption behavior.

As a result, this paper proposes the following hypothesis:

H1: platform corporate social responsibility has a significant positive effect on socially responsible consumption behavior.

2.3 The Mediation of Moral Efficacy

Moral efficacy pertains to an individual's capacity to have the courage to take action to strengthen moral beliefs and achieve moral goals when faced with moral dilemmas [9]. In the realm of the platform economy, the prosperity of platform enterprises depends on the credit environment, and consumers are likely to feel a sense of conflict between their self-interest and moral issues during the consumption process. This paper defines moral efficacy as the belief that consumers believe they have the ability to have a positive impact on other people, businesses, and society through consumption or self-action.

Since moral efficacy is malleable and influenced by prior accomplishments, different experiences, and social persuasion [10], an individual's moral efficacy is greatly shaped by external factors like the people in their immediate environment, the environment in general, and even society at large [11]. Platform enterprises hold a prominent position within the platform ecosystem. Platform corporate social responsibility sends a positive corporate ethical message to consumers, persuading consumers that socially responsible consumption behaviors, adherence to ethical principles, and the enhancement of their moral efficacy are correct and legitimate.

One major aspect impacting socially responsible consumption is efficacy in realizing that their choices in consumption can have an impact on related social and environmental issues [12]. Altruistic behavioral decisions regarding social and public

issues such as ecological and environmental protection depend on an individual's beliefs about the efficacy in solving the problem [13]. Consumers with high moral efficacy have strong beliefs about their ability to implement socially responsible consumption behaviors, and they will be more focused on and adhere to the field of socially responsible consumption behavior.

According to the SOR theory, stimulated by the moral demonstration effect of platform companies actively fulfilling their social responsibility, an individual's moral efficacy at the cognitive level will be significantly enhanced and it is more likely to transform moral judgments and moral tendencies into moral behaviors [9], resulting in socially responsible consumption behaviors.

As a result, this paper proposes the following hypothesis:

H2: platform corporate social responsibility has a significant positive effect on moral efficacy;

H3: moral efficacy has a significant positive effect on socially responsible consumption behavior;

H4: moral efficacy serves as a mediating factor between platform corporate social responsibility and socially responsible consumption behavior.

2.4 The Mediation of Moral Elevation

Moral elevation is a positive emotional response triggered by observing others exercising virtue or other virtuous behaviors in a moral or praiseworthy manner [14], which can increase favorable perceptions of others, enhance interpersonal relationships, and motivate the self to enter the moral circle [15]. Moral elevation prompts numerous moral actions, encouraging individuals to strive towards becoming better versions of themselves [16].

Corporate social responsibility can evoke a sense of moral elevation among consumers, thereby motivating them to engage in donation campaigns and volunteer for social causes [17]. Romani et al. (2016) [18] argued that moral elevation is elicited by corporate social responsibility initiatives aimed at preventing or mitigating harms to people, and that the elevation is stronger, the weaker the extrinsic motivation of the company or the higher the intrinsic motivation that the consumer perceives. Thus, customers will be encouraged to act morally, supporting the enterprise and friendly consumption.

Consumer altruism and the frequency of moral elevation are positively correlated, and those who experience moral elevation behave more morally fairly, are more inclined to lend a helping hand to others, and develop more morally relevant life goals [14]. Moral elevation leads to a change in consumers' values from self-enhancing to self-transcending, or from self-interest to the interests of others or society at large. This change in values subsequently results in pro-social behavioral inclinations, promoting socially responsible consumption behavior.

Based on the SOR theory, platform corporate social responsibility will cause consumers to produce moral elevation, when consumers will no longer only focus on their own interests of gain and loss, but also increase the concern for others and society,

and foster a positive perception of the enterprise, subsequently increasing the likelihood of engaging in socially responsible consumption behavior.

As a result, this paper proposes the following hypothesis:

H5: platform corporate social responsibility has a significant positive effect on moral elevation;

H6: moral elevation has a significant positive effect on socially responsible consumption behavior;

H7: moral elevation serves as a mediating factor between platform corporate social responsibility and socially responsible consumption behavior.

In summary, this paper suggests a pathway through which platform corporate social responsibility influence socially responsible consumption behavior, as shown in Fig. 1.

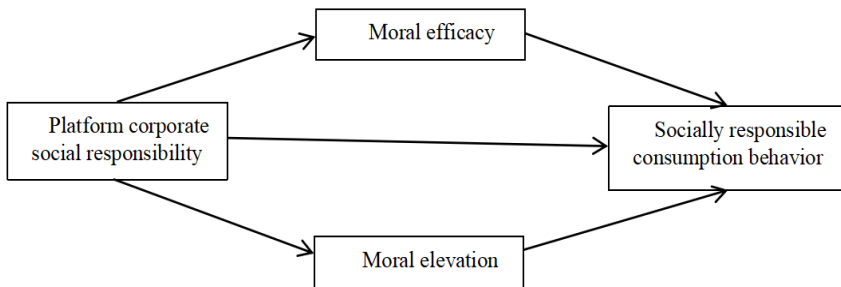


Fig. 1. Research model

3 Research Method

In this study, the items were correctly adapted and adjusted to form the official measuring items, taking into account the mature scales at home and abroad as well as the study setting. The questionnaires use Likert 5-point scale, “1” represents very inconsistent, “5” represents very consistent. The scale measure platform corporate social responsibility consists of 8 items [6], such as “the platform enterprises comply with national laws and regulations and industry norms”. The scale measure socially responsible consumption behavior consists of 8 items [20-21], such as “when I shop, I tend to buy products from companies with good ethical reputations”. The scale measure moral efficacy consists of 3 items [22], such as “it makes sense for me to buy products and services on the platform”. The scale measure moral elevation consists of 3 items [19], such as “I appreciate the behavior of the platform companies”. In addition, based on existing studies, gender, age, and education were chosen to be controlled for.

Electronic questionnaires are distributed through online platforms, and 218 valid questionnaires were gathered out of a total distribution of 262. Among them, men accounted for 53.7%, women accounted for 46.3%, 29.8% of the respondents were aged 25-30, undergraduate and above accounted for 56.5%.

4 Data Analysis and Results

4.1 Reliability and Validity Test

SPSS26.0 and Amos24.0 was used to test the scale. Table 1 shows that the Cronbach's α of each variable was above 0.75, so the reliability of the scale was good. The questionnaire can be deemed to have good convergent validity because all factor loadings of items are greater than 0.6, all variables' combined reliability is greater than 0.75. Except that the AVE value of socially responsible consumption behavior is close to 0.5, the AVE value of other variables is greater than 0.5. According to the study of Fornell and Larcker (1981), when the combination reliability is greater than 0.6, the AVE value between 0.36 and 0.5 is acceptable, and greater than 0.5 is the ideal state [23], so it can be considered that this questionnaire has good convergence validity.

Table 1. Reliability Statistics Table for Observable Variables

Variable	Cronbach's α	Factor Loading	AVE	CR
PCSR	0.904	0.690~0.808	0.541	0.904
Moral efficacy	0.773	0.685~0.780	0.533	0.773
Moral elevation	0.819	0.749~0.828	0.604	0.820
SRCB	0.865	0.622~0.728	0.445	0.865

Note: *** $p < 0.001$, PCSR stands for platform corporate social responsibility, SRCB stands for socially responsible consumption behavior.

Table 2 shows that each variable's square root of AVE value is greater than the correlation coefficient of the other variables, indicating that the questionnaire has good discriminant validity and that internal correlation outweighs external correlation. In addition, the results of the validation factor analysis showed that $\chi^2/df = 1.228 < 3$, which is an ideal fit; RMSEA=0.032<0.05, which is an ideal fit; TLI=0.976, CFI=0.979, and IFI=0.979 are all greater than 0.9, and the other indexes are all close to 0.9, which indicates that the measurement model has a better goodness of fit.

Table 2. Discriminant Validity for Variables

Variable	PCSR	Moral efficacy	Moral elevation	SRCB
PCSR	0.735			
Moral efficacy	0.696***	0.730		
Moral elevation	0.648***	0.704***	0.777	
SRCB	0.731***	0.722***	0.669***	0.667

Note: *** $p < 0.001$, PCSR stands for platform corporate social responsibility, SRCB stands for socially responsible consumption behavior.

4.2 Test of Structural Equation Model

The study used the structural model to test the assumptions, and the results showed that the model fit indices were good ($\chi^2/df=1.323<3$; $RMSEA=0.039<0.05$; $TLI=0.966$, $CFI=0.970$; $IFI=0.971$). From the results presented in Table 3, it can be determined that platform corporate social responsibility has a significant positive effect on moral efficacy and moral elevation ($\beta=0.719$, $p<0.001$; $\beta=0.673$, $p<0.001$). Both moral efficacy and moral elevation have a significant positive effect on socially responsible consumption behavior ($\beta=0.324$, $p<0.01$; $\beta=0.233$, $p<0.01$). Platform corporate social responsibility have a significant positive effect on socially responsible consumption behavior ($\beta=0.356$, $p<0.01$). Thus, H1, H2, H3, H5, H6 are supported.

Table 3. Results of Structural equation modeling

Trails	β	S.E.	C.R.	P	Supported?
PSCR → Moral efficacy	0.719	0.091	7.532	***	Yes
PSCR → Moral elevation	0.673	0.108	8.056	***	Yes
Moral efficacy → SRCB	0.324	0.086	3.131	**	Yes
Moral elevation → SRCB	0.233	0.053	2.680	**	Yes
PCSR → SRCB	0.356	0.093	3.021	**	Yes

Note: ***p < 0.001, **p < 0.01, *p < 0.05, PSCR stands for platform corporate social responsibility, SRCB stands for socially responsible consumption behavior.

4.3 Test of the Mediating Effect

The study used Bootstrap method to test the mediating effect of moral efficacy and moral elevation in the relationship between PCSR and SRCB, choosing model 4 with a sample size of 5000 times at 95% confidence interval. Table 4 shows that after removing the interference of control variables, the confidence interval of moral efficacy and moral elevation are [0.0400, 0.2106], [0.0089, 0.1799], and does not contain 0, indicating that two mediating effect is significant. Thus, H4 and H7 are proved.

Table 4. Analysis Results of Mediation Effect Model

Trails	Effect Value	S. E.	Boot CI Lower	Boot CI Upper
Direct: PCSR → SRCB	0.3029	0.0495	0.2053	0.4006
Indirect: PCSR → Moral efficacy → SRCB	0.1171	0.0432	0.0400	0.2106
Indirect: PCSR → Moral elevation → SRCB	0.0849	0.0434	0.0089	0.1799

Note: PCSR stands for platform corporate social responsibility, SRCB stands for socially responsible consumption behavior.

5 Conclusion

By reviewing relevant literature and conducting data analysis, this paper demonstrated the relationship between platform corporate social responsibility and socially responsible consumption behavior, the following conclusions are obtained. (1) Platform corporate social responsibility has a significant positive influence on socially responsible consumption behavior. (2) Platform corporate social responsibility has a significant positive influence on moral efficacy and moral elevation. (3) Both moral efficacy and moral elevation have a significant positive influence on socially responsible consumption behavior. (4) Moral efficacy can mediate the relationship between platform corporate social responsibility and socially responsible consumption behavior, and moral elevation also can mediate the relationship between platform corporate social responsibility and socially responsible consumption behavior.

Compared with previous studies on socially responsible consumption behavior, this paper focuses on the platform economy to discuss the influence of platform corporate social responsibility on socially responsible consumption behavior, and uses SOR model as the theoretical framework to deeply explore the mediating role of moral efficacy and moral elevation. This paper reveals the internal mechanism between platform corporate social responsibility and socially responsible consumption behavior, which helps to enrich the relevant research content of socially responsible consumption behavior.

Practically, with the vigorous development of platform economy, platform enterprises, as the leaders in the platform ecosystem, should actively fulfill their social responsibilities and set up a positive demonstration role for consumers. Starting from the psychological state concerned about consumer ethics, platform enterprises should actively establish the dialogue framework of corporate social responsibility, improve consumers' moral efficacy and moral elevation through various strategies, improve consumers' tendency of social responsibility consumption behavior, and incorporate it into the value co-creation system of corporate social responsibility.

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