

CSR COMMUNICATION IN MICROBLOGS: MEDIATING EFFECTS OF E-WOM DISPERSION AND CONSUMER SATISFACTION

ABSTRACT: Over the past few years, there has been a growing focus on the impact of microblogging on CSR programmes. This has opened up exciting possibilities for CSR communication, allowing companies to reach a wider audience and engage in meaningful conversations with their consumers. From a consumer behaviour standpoint, CSR communication seeks to achieve market acceptance by engaging consumers. When consumers encounter reviews that are either completely positive or completely negative, they can easily make a definitive purchase decision. However, when the electronic word of mouth (EWOM) for a product is “mixed,” consumers experience uncertainty in their cognitive and behavioural decision-making processes. Examining patterns of uncertainty and investigating the role of EWOM dispersion in influencing consumer satisfaction is important for understanding CSR dissemination in microblogs. This study investigates the effectiveness of interactive CSR communication in microblogs in enhancing consumer involvement. It also investigates the mediating role of different EWOM dispersions on consumer satisfaction. A questionnaire design is employed to collect data. The proposed research hypotheses are based on attribution theory, social identity theory, perceived risk theory, and reciprocity theory. The data collected was analysed using SPSS 22.0 and AMOS 22.0 to conduct descriptive analysis, reliability and validity tests, experimental manipulation tests, and hypothesis tests. The research indicates that consumer involvement can be enhanced through (1) interactive CSR communication in microblogs and (2) The role of EWOM in facilitating interactive CSR communication and its impact on consumer satisfaction have been observed. Companies can effectively enhance their gains by focusing on presenting different forms of word-of-mouth in microblogs.

Keywords: Consumer Involvement, Corporate Social Responsibility, Consumer Satisfaction, Intermediary Role, Electronic Word of Mouth.

1. Introduction

The research on CSR communication has expanded into various disciplinary fields, including marketing, management, public relations, and communication, as companies increasingly prioritise CSR as a strategic decision (Busalim & Hussin, 2016). Academics categorise the conceptual definition of CSR communication into two schools: functionalism and constructivism, based on communication ontology (Anderson & Simester, 2014; Kim & Kim, 2018; Lee, Zhang, & Abitbol, 2019). The functionalist school views communication as the dissemination of established information to enhance the corporate image and prioritise stakeholder relationships through the promotion of CSR behaviours. Du examines CSR communication from a marketing standpoint, viewing it as the combination of message content, communication channels, and methods to bolster consumer trust and fulfill the company's marketing objectives (Du, Bhattacharya, & Sen, 2010). The constructivist perspective views CSR communication as a process of creating meaning between companies and stakeholders. Schultz suggests that CSR communication is shaped through dynamic interactions in a networked

society and is an event where organisations and the public engage in communication together (Dunn & Harness, 2019; Luo et al., 2021; Saxton et al., 2019).

The rapid proliferation of data technology, e-commerce platforms, digital communities, social media, 5G, virtual reality, and other data technologies has led to a shift in the way information about businesses, brands, and products is communicated. This information has transitioned from traditional verbal communication to the online realm, where it has become highly prevalent (Kim & Stepchenkova, 2021). The advancement of data science has transformed the dissemination of word-of-mouth information, causing it to spread rapidly through networks and communities and have a lasting impact on people's lives. The existing literature shows variations in the identified and conceptual definition of Internet-mediated word-of-mouth conversation, commonly known as Electronic Word-of-Mouth (EWOM) (Abdeen, Rajah, & Gaur, 2016; Singh, Teng, & Netessine, 2017; Zizka, 2017).

Thus, by examining the effects of CSR communication in microblogs on consumer involvement and taking into

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account the role of electronic word-of-mouth dispersion in consumer satisfaction, companies can enhance their influence, foster meaningful conversations with consumers, and create mutually beneficial outcomes for both parties.

This paper investigates the effectiveness of interactive CSR communication in microblogs in enhancing consumer engagement, as well as the potential mediating role of IWOM in consumer satisfaction. It also presents research hypotheses related to these topics. The analysis of the data reveals that: (1) engaging in CSR communication through microblogs can increase consumer engagement; (2) EWOM acts as a mediator in CSR communication and its impact on consumer satisfaction, with enterprises emphasizing the presentation of EWOM in microblogs as a means to effectively boost revenue.

2. Literature Review

2.1 CSR and its Relationship with Consumer Involvement

Companies have traditionally controlled CSR information through channels like corporate websites, CSR reports, and CSR advertisements (Su, Pan, & Chen, 2017). In this setup, stakeholders could only passively receive information. However, the rise of social media has disrupted this pattern. According to Wang's definition of customer-to-customer interaction (Al Jarah & Emeagwali, 2017), this study defines CSR communication in the social media environment as the way companies and stakeholders engage in CSR communication design and information exchange through social media channels. Communication about corporate social responsibility in the social media environment is a unique type of communication (Erkan & Elwalda, 2018; Ginder, Kwon, & Byun, 2021; Ji, Tao, & Rim, 2022). Communication about CSR in the social media environment highlights the process of constructing meaning through interaction as well as the outcomes of communication. It skilfully combines ideas from both functionalist and constructivist schools of thought (Kunja & Gvrk, 2020).

According to prior literature, companies should consider social issues as chances for growth and development. By adopting a shared value perspective, businesses can create value for society while also improving their own competitiveness. This approach helps to minimise conflicts between business and social interests.

Scholars perceive social media post interactions as conversations, highlighting the communicative

nature of social media as a platform for symmetrical exchanges. Companies' communication about CSR through social media technologies has evolved from a one-way transmission of information to a more interactive dialogue with stakeholders, unlike traditional channels such as CSR reports. The rise of social media has transformed stakeholder involvement in CSR design and implementation from a mere possibility to a tangible reality.

Aaker used stereotypes to elucidate the distinction between nonprofit and for-profit institutions in advertising. The findings indicated that nonprofit institutions tend to exude a sense of warmth while appearing slightly less competent in comparison to their for-profit counterparts. This lack of expertise can lead consumers to hesitate when buying products made by nonprofit institutions (Yan et al., 2018). Nevertheless, when nonprofit institutions possess both expertise and a friendly approach, consumers hold the institution in high regard, leading to a greater likelihood of purchasing the product. It appears that CSR efforts from for-profit institutions have a positive impact on a company's reputation and how consumers view their products (Frynas & Yamahaki, 2016; Gao & Mattila, 2014; Gosselt, van Rompay, & Haske, 2019; Saxton et al., 2019).

Prominent researchers assessed consumer social involvement by examining four personality traits: dominance, responsibility, socialisation, and tolerance. This study makes a significant contribution to the field of consumer behaviour by providing empirical evidence on the topic of CSR. Later on, scholars put forward the idea of socially responsible consumer behaviour and created measurement tools. The researchers also conducted a study where they analysed and categorised consumer beliefs about CSR into economic, legal, ethical, and philanthropic beliefs. The study revealed that these beliefs had a positive impact on consumer purchase behaviour by influencing their support intentions. An other scholar conducted a study that examined the impact of incidental matching incentives on consumer pro-social behaviour. The findings revealed that when a significant majority (75%) of other consumers agreed to donate, it influenced the remaining consumers to also commit to giving in the future. Outcomes of prior studies discovered that consumer awareness of corporate philanthropy has a positive impact on trustworthiness and support behaviour.

There is a wealth of research indicating that consumers tend to have a more favourable perception of companies that demonstrate responsibility. However, there is also

research indicating that CSR communication may not always result in favourable consumer reactions. Ashforth and Gibbs suggest that an overemphasis on promoting CSR may cause consumers to doubt the true intentions of companies, leading to scepticism towards advertising and messages. This creates a paradox where self-promotion can backfire. Gosselt's research indicates that people perceive messages from external sources as more credible. Additionally, people perceive CSR messages as more credible when they positively influence a company's competence, brand attitudes, and purchase intentions, but only when these messages originate from external sources (rather than internally).

2.2 Electronic Word-of-mouth

Scholars initially directed their attention to this emerging method of information dissemination. Since then, numerous students have contributed their perspectives, including Gelb and Johnson, who highlighted that the exchange of information through the Internet is also a form of word-of-mouth communication and represents a novel type of such communication. In a past study, the definition of word-of-mouth proposed and viewed digital word-of-mouth as an online platform for remote communication among multiple individuals.

A prior study highlighted the distinction between digital and traditional word-of-mouth in a later study. They found that online, consumers can access word-of-mouth information not only from their personal connections, but also from "strangers" who possess relevant knowledge and experience. Scholars offer a more extensive explanation of eWOM as "statements, whether positive or negative, made by potential, current, or past customers about a product or company through the Internet" (Chevalier & Mayzlin, 2006; Dellarocas, 2003; Fan, Che, & Chen, 2017; Roy, Datta, & Mukherjee, 2019). Consumers casually share information about their experiences and characteristics of using a product, service, or sales aspect (Gómez-Carrasco, Guillamón-Saorín, & García Osmá, 2021).

2.3 The Effect of Electronic Word-of-mouth Discrete on Consumer Satisfaction

In a prior study, it is demonstrated that the quantity of online reviews has a favourable influence on sales. Interestingly, he also found that negative one-star reviews hold more weight with consumers compared to positive five-star reviews. Prior literature also examined the influence of external factors, like the number of e-word-of-mouth and its validity, compared to

internal factors, such as the internal reference price, on consumers' willingness to pay. Furthermore in the prior literature it is also discovered that the valence distribution of online reviews has a positive impact on consumers' purchase behaviour. As per the results of prior literature the number of reviews, review valence, and review variance have a positive impact on product sales. An empirical analysis of a large panel of product review data revealed a connection between the influence of reviews and the product's life cycle.

3. Methodology

3.1 Presenting the Hypothesis

CSR programmes have the potential to impact consumers' purchase intentions, whether directly or indirectly. Customers tend to gravitate towards companies that demonstrate a commitment to social responsibility. When making a purchase, they consider a company's reputation in this regard. When confronted with highly discrete word-of-mouth information, consumers must invest additional time and effort to assess whether the products align with their requirements and may experience increased risks. Based on this, this paper proposes the following hypothesis:

H1: CSR communication can lead to higher purchase intention of consumers.

H2: EWOM dispersion plays a mediating role in CSR communication on consumer satisfaction.

H3: EWOM dispersion has a negative effect on consumers' purchase intentions.

3.2 Theoretical Foundations

The concept of social identity theory highlights how individuals naturally classify themselves and others into different social groups, allowing them to establish a sense of self and find a place within a broader community of people. Communication about CSR on social media showcases the involvement of consumers, encouraging others to consider different perspectives. This can lead to observers activating a sense of belonging when they come across users discussing CSR. Psychologically, individuals may feel a strong sense of identification and confidence in the company, as if they are actively participating themselves.

Individuals tend to acknowledge and reward positive behaviour while discouraging negative actions, which forms the foundation of the reciprocity principle. The reciprocity principle is a principle of expectation that, by utilising advantageous benefits and responding to one another, a significant response will result from each other. Reciprocity plays a crucial role in social

psychology. Consumers may respond positively to companies' participation in corporate social responsibility activities.

When a customer decides to purchase a product or service that is more expensive and carries more risk, they perceive a higher level of risk. As a result, they are likely to invest more time and effort in seeking additional word-of-mouth information and thoroughly evaluating it before making a decision. This ultimately improves the quality of their decision-making process. On the other hand, social media word-of-mouth has significantly lower statistics, and shoppers have a stronger and more beneficial relationship with publishers on social media. Therefore, the quality of social media word-of-mouth will be higher.

The concept of attribution seeks to understand how individuals interpret and respond to the actions of others and how these interpretations influence their own behaviour. When companies express their commitment to corporate social responsibility through social media, consumers tend to associate this behaviour with the company's values and ethics. To assess whether a company's CSR initiatives are driven by genuine concern for consumers or motivated by self-interest.

3.4 Questionnaire Design

Building upon the aforementioned theoretical foundation, the questionnaire was crafted with a focus on the primary consumer demographic of students. Experiment 1 successfully gathered the necessary data by conducting an offline questionnaire survey among a group of randomly chosen university students. Two sets of questionnaires were created based on the level of CSR interaction. Please make sure to include the following questions: The initial section covers the fundamental demographic statistics, including the age, gender, education level, and monthly disposable income of the students involved. It also examines the frequency of their Weibo usage, their familiarity with clothing products, and their awareness of environmental CSR. Gathering and analysing this information can help determine how responsive the subjects are to the stimulus materials and enhance the reliability of the experimental data. The second part includes an introduction to CSR communication, as well as screenshots of official social media platforms as stimulus materials. After reviewing the interactive communication (or non-interactive) materials, the participants responded to the designated questionnaire items, as shown in Table 3.1.

Table 3.1: Indicators and Sources of Perception Scale.

Variable	Item
Corporate Social Responsibility Communication and Perception of Interaction	Openness of the company in engaging with users
	The company invites users to engage in dialogue
	The company approaches users on an individual level
	The company provides opportunities for users to directly contact them
Electronic word-of-mouth (eWOM) dispersion	Choosing to purchase products with a high degree of eWOM dispersion
	Choosing to purchase products with a low degree of eWOM dispersion
Willingness for green purchase	I will purchase green products in the future
	I intend to try purchasing green products in the future
	I plan to purchase green products in the future
	I make an effort to purchase green products in the future

Experiment 2 centred around books and smartphones as the subjects of study. The scenario involved subjects having to decide between purchasing a cell phone or a novel. During the pre-test phase, participants were instructed to carefully review the product information and provide their initial purchase intention. During the post-test phase, participants were instructed to carefully read the reviews of two different outlets and provide ratings indicating the changes in their purchase intention for each outlet. At last, essential details like gender, income, and number of online purchases were provided.

4. Results and Discussion
4.1 Descriptive Statistical Analysis

Experiment 1 collected a total of 211 valid questionnaires. Females filled out 105 of these, accounting for 50% of the sample, while males filled out 106, also representing 50%. Among the participants, 29% were under 20 years old, 63% were between 20 and 25 years old, and 8% were between 26 and 30 years old. Regarding education, the majority (71%) held undergraduate degrees, while 23.7% had completed postgraduate studies, and 5.2% had obtained PhDs.

When it comes to monthly income, 18% had less than RMB 1,000, 122 fell within the range of RMB 1,000–1,999, 19.4% earned between RMB 2,000-

2,999, 3.8% earned between RMB 3,000-4,999, and only 0.9% earned RMB 5,000 and above. Figure 4.1 illustrates the descriptive statistical evaluation.

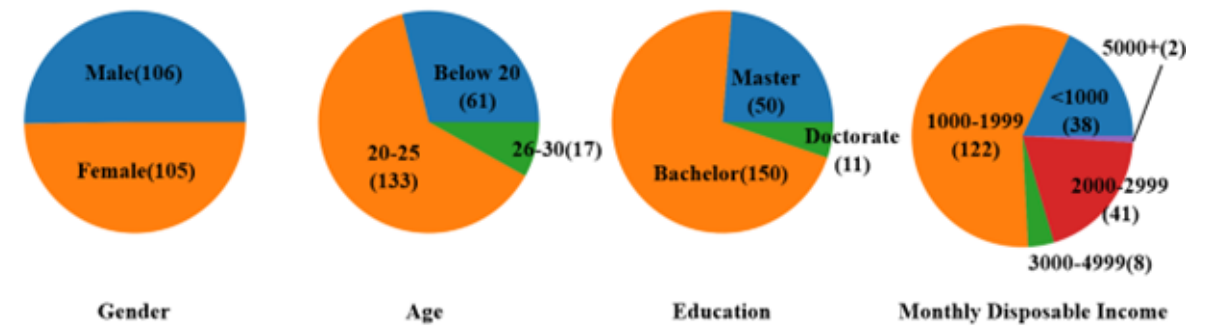


Figure 4.1: Demographic Information Chart.

Compared to Experiment 1, Experiment 2 included an additional question. This question aimed to gather data on the average number of times participants shopped online per month. Figure 4.2 displays the results of this comparison. It is evident that the participants possess a certain level of familiarity with online shopping, which aligns with the experiment's criteria.

Construct reliability was assessed using Cronbach's alpha, which should surpass a minimum threshold of 0.7 for acceptable reliability.

The scale used in this study has demonstrated content validity as it has been utilised in previous research and has undergone modifications by professionals prior to its official release. Therefore, the focus of the validity test is on construct validity. Construct validity was traditionally assessed through three key methods: (1) to investigate the applicability of the validation mannequin shape and to look at the goodness-of-fit indicators, which include $\chi^2/df < 5$, CFI > 0.9, IFI > 0.9, NFI > 0.9, TLI > 0.9, RMSEA < 0.08, and SRMR < 0.1. (2) Convergent validity tests, the convergent validity was tested by checking the factor loadings of each item and the average variance extracted value (AVE) of each construct over 0.5. (3) The discriminant validity test, AVE, is also used to test discriminant validity. The AVE of each construct must be higher than the squared correlation between that construct and the other constructs in the model.

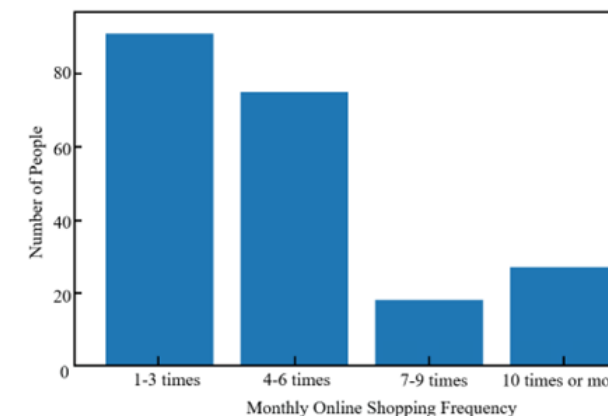


Figure 4.2: Demographic Information: Monthly Online Shopping Frequency.

4.2 Reliability Test
4.2.1 Experiment 1

The collected data from the experiment must undergo testing for scale reliability and validity. Only if the test's reliability and validity meet the specified criteria can we conduct the hypothesis test. Without meeting these criteria, even if the hypothesis results are valid, they lack reliability. The reliability of the scale is assessed using individual reliability and construct reliability tests. Individual reliability is determined by evaluating composite reliability (CR) and factor loadings. The CR values should be above 0.6, and all factor loadings should exceed 0.5 and be statistically significant.

Cronbach's α values were calculated using SPSS software, while all other indicators were obtained through validation factor analysis using AMOS. The CR values were computed following the acquisition of factor loadings.

Table 4 displays the results of the reliability test conducted on the scale of perceived interactivity of CSR communication, which consists of 4 items. Table 4 presents the reliability test results. The unidimensional conceptual green purchase intention scale comprises four items. Table 4 presents the reliability test results. The third point is as follows: Each variable's average should exceed the squared correlation between that

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variable and the other variables in the model. Table 4.4 demonstrates discriminant validity by showing that each variable's AVE is higher than the squared

correlation between that variable and the other variables in the model.

Table 4.1: Validation of the reliability and validity of the Interactive Corporate Social Responsibility Perception Scale.

Variable	Item	Factor Loading	Cronbach's α , AVE, and CR Values
Corporate Social Responsibility Communication and Perception of Interaction	PI01	0.960	Cronbach's=0.955 AVE=0.841 CR=0.954
	PI02	0.874	
	PI03	0.933	
	PI04	0.901	

Table 4.2: Validation of the Reliability and Validity of the Electronic Word-of-mouth (eWOM) Discreteness Scale.

Variable	Item	Factor Loading	Cronbach's α , AVE, and CR Values
Electronic word-of-mouth (eWOM) dispersion	EW01	0.909	Cronbach's=0.894 AVE=0.754 CR=0.895
	EW02	0.785	

Table 4.3: Validation of the reliability and validity of the Green Purchase Intention Scale.

Variable	Item	Factor Loading	Cronbach's α , AVE, and CR Values
Willingness for green purchase	GPI01	0.874	Cronbach's=0.927 AVE=0.713 CR=0.927
	GPI02	0.884	
	GPI03	0.889	
	GPI04	0.849	

Table 4.4: Mean, Standard Deviation, and Correlation of Variables.

Variable	Mean	Standard Deviation	PI	EM
Corporate Social Responsibility Communication and Perception of Interaction (PI)	4.157	1.427		
Electronic word-of-mouth (eWOM) dispersion (EW)	4.862	1.107	0.445*	
Willingness for green purchase (GPI)	4.755	1.368	0.344*	0.670**

It is noted that **p < 0.01.

4.2.2 Experiment 2

The variables measured in this scan were two variables: preliminary buy intention and exchange in buy intention.

The experiment involved measuring word-of-mouth dispersion as a within-group variable. Participants completed two purchase intention scales: one for the low word-of-mouth dispersion group and one for the high word-of-mouth dispersion group. During the record processing, a team responsible for word-of-

mouth dispersion was included. We labelled the low dispersion team as 1, and the excessive dispersion team as 2. The variables "change in buy intention of the low dispersion group" and "change in buy intention of the excessive dispersion group" were combined into a single variable called "change in purchase intention." As a result, the pattern measurement is 422. Table 4.5 presents the results. The Cronbach's α coefficient of the scale is 0.935, indicating excellent reliability and suitability for further analysis.

Table 4.5: Validity and Reliability Testing of Purchase Intention Change Scale.

N=422	Item	Cronbach's after Deleting an Item	Cronbach's
Change in purchase intention	1	0.935	0.935
	2	0.887	
	3	0.941	

*It is noted that word-of-mouth dispersion is a within-group variable, thus doubling the total sample size.

Manipulation Test Experiment 1

The study manipulated interactive CSR communication by presenting participants with screenshots of two tweets with varying levels of interactivity. The tweets were categorised as either high or low interactive communication. This study investigates the influence

of the degree of interactivity of CSR conversations on e-blogs. The analysis is conducted using an unbiased sample t-test, with high interactive CSR communication coded as 1 and low interactive CSR communication coded as 0 for data processing. Table 4.6 presents the consequences.

Table 4.6 Manipulation Check Results of Interactive Corporate Social Responsibility Communication.

Variable	Interaction Level Group	Number of Cases	Mean	Standard Deviation	t-value	df	Significance
Interactive Corporate Social Responsibility Communication	High	106	2.991	0.514	14.194	114	0
	Low	105	5.284	1.105			

The data from Table 4.8 indicates that the implied rating of eWOM dispersion in the excessive interactive CSR conversation team is 2.991 (n = 106), while the implied rating of eWOM dispersion in the low interactive CSR communication team is 5.284 (n = 105). The suggested rating of eWOM dispersion in the excessive interactive CSR conversation crew is significantly lower than that in the low interactive CSR communication team (t = 14.194, p < 0.001), suggesting that the manipulation test of excessive and low levels of interactivity in CSR communication was successful.

data, we found that the ANOVA F-value was 0.111 with a p-value of 0.990. This value is higher than the significance level of 0.05, suggesting that there is no significant difference in the average change in purchase intention among the participants with different levels of monthly income. Thus, the impact of monthly earnings on purchase intention is not significant.

Given the range of monthly online purchases across multiple categories, a one-way ANOVA was employed to analyse the impact of purchase intention on the variation of these purchases. The ANOVA analysis was conducted to examine the relationship between monthly online purchases (an independent variable) and changes in purchase intention (a dependent variable). The F-value was 1.843, with a p-value of 0.139, which did not reach statistical significance (p<0.05). This suggests that there was no significant difference in the effect of varying levels of monthly online purchases had no significant effect on changes in purchase intention. Thus, the monthly volume of online purchases did not significantly affect the purchase intention exchange.

4.2.3 Experiment 3

The analysis utilised an unbiased pattern t-test and one-way ANOVA to examine the potential impact of gender, monthly earnings, and quantity of monthly online purchases on the experimental results.

Given that gender is a dichotomous variable, an unbiased pattern t-test was utilised to examine the impact of gender on buy-intention exchange. When examining the relationship between gender and buying intention, the chi-square test yielded a result of F = 4.742, p = 0.030. This result is significant because it is below the 0.05 threshold, indicating a notable difference in the variation of buying intention among individuals of different genders. Secondly, the final outcome of the t-test is t = 1.913, p = 0.057, which is higher than the threshold level of 0.05. This suggests that there is no significant difference in the recommended rate of change in purchase intention among individuals of different genders. Thus, there is no significant correlation between gender and the willingness to make a purchase.

Overall, the variables of gender, monthly income, and number of monthly online purchases do not have a statistically significant impact on the change in consumers' purchase intention.

4.3 Hypothesis Testing

A main effects test is conducted to examine the validity of H1, which suggests that interactive CSR communication has a stronger influence on green purchase intention compared to non-interactive CSR communication. A mediation effect test is conducted to investigate the potential mediating role of H2 eWOM in the relationship between interactive CSR communication and consumers' green purchase intentions.

Given the variability of monthly earnings across different categories, a one-way ANOVA was employed to examine the impact of monthly earnings on the change in purchase intention. When analysing the

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An analysis of variance (ANOVA) was conducted to assess the influence of interactive CSR communication on consumers' intentions to make environmentally friendly purchases. The results indicated that interactive CSR communication had a significant main effect (M_{low-}

$M_{high-level\ interaction} = 4.261$, $M_{high-level\ interaction} = 5.226$, $t = 4.134$, $p < 0.001$). H1 was verified. Compared to non-interactive CSR communication, interactive CSR communication leads to a higher willingness of consumers to purchase green. The details are shown in Table 4.7.

Table 4.7: Main Test Results of Interactive Corporate Social Responsibility Communication on Consumer Green Purchase Intention.

Variable	Interaction Level Group	Number of Cases	Mean	Standard Deviation	t-value	df	Significance
Willingness for green purchase	High	105	5.226	1.424	4.134	114	0
	Low	106	4.261	1.056			

Also, to understand the effect of interactive CSR communication on the discrete degree of eWOM, ANOVA was conducted, and the results showed that interactive CSR communication had a significant main effect ($M_{low-level\ interaction} = 4.373$, $M_{high-level\ interaction} = 5.378$, $t = 5.723$, $p < 0.001$) The details are shown in Table 4.8.

Table 4.8: Main Test Results of Interactive Corporate Social Responsibility Communication on Consumer Green Purchase Intention.

Variable	Interaction Level Group	Number of Cases	Mean	Standard Deviation	t-value	df	Significance
Electronic word-of-mouth (eWOM) dispersion	High	105	5.378	1.183	5.723	114	0
	Low	106	4.373	0.735			

To summarise, it can be concluded that the level of electronic word-of-mouth spread acts as a mediator in the impact of interactive CSR communication on green purchase intention, and the findings support H2.

dichotomous variable, a neutral pattern t-test is conducted to examine its potential impact on consumers' willingness to purchase. Table 4.9 and Figure 4.3 present the descriptive statistical analysis results for both companies, while Table 4.10 presents the potential t-test results.

Considering the nature of word-of-mouth dispersion as a

Table 4.9: Descriptive Statistical Analysis of Purchase Intention Change at Different Levels of Dispersion.

	Dispersion Degree	Number of Cases	Mean	Standard Deviation	Standard Error of Mean
Purchase Intention Change	Low Dispersion	211	0.310	1.818	0.130
	High Dispersion	211	-0.143	2.379	0.155

* Note: Word-of-mouth dispersion is a within-group variable. Thus, the number of cases in each group is equal to the total sample size.

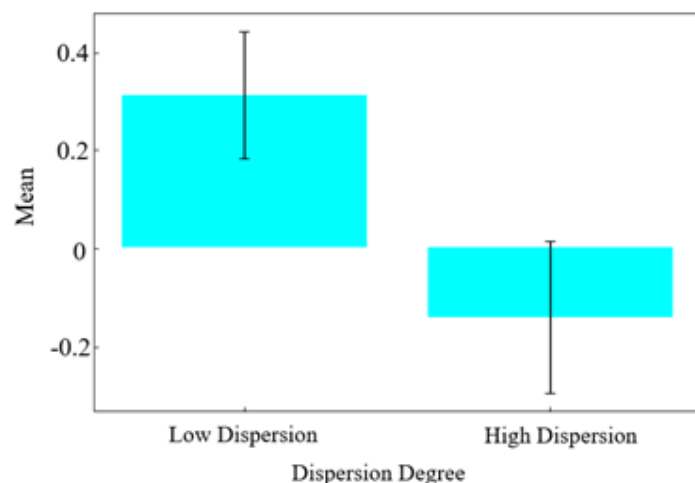


Figure 4.3: Descriptive Statistical Analysis of Purchase Intention Change.

Table 4.10: Independent Sample t-test for Mean Changes in Purchase Intention Under Different Levels of Discreteness.

	Levene Test for Variance Equation				t-test for Mean Equation		
	F	Sig.	t	df	Sig. (two-tailed)	Mean Difference	Standard Error
Assuming equal variances	12.506***	0.0	2.201**	420.042	0.043	0.222	0.301
Assuming unequal variances			2.201**	393.948	0.043	0.202	0.301

Note: importance at the 0.05 stage (two-tailed) denoted through **: Significance at the 0.01 degree (two-tailed) denoted by using ***.

According to the data in Table 4.9, the recommended factor for the impact of word of mouth on customer purchase intention is 0.310 for products with low dispersion and -0.143 for products with high dispersion. According to the data presented in Table 4.10, the results of the chi-square test indicate that the F-value is 12.506 and the corresponding significance level (Sig.) is 0.000. This value is significantly lower than the threshold of 0.05, leading us to reject the hypothesis that the variances are equal, i.e., the variances are different. Second, according to the t-test results, t is 2.201, indicating a corresponding significance level (Sig.) of 0.043. This significance level is lower than the threshold of 0.05, suggesting a significant difference between the proposed price of the product and the willingness to purchase. People widely acknowledge that the level of dispersion negatively impacts the trade in buy intention, with the implied fee of the exchange in low dispersion being higher than the implied price of the alternate in excessive dispersion, i.e., speculation H3 holds.

resorting to deceptive marketing tactics, as consumers can easily distinguish between inaccurate or fraudulent claims. As a result, they can make informed decisions about whether or not to buy a product based on reliable word-of-mouth about the business.

2. Word-of-mouth greatly influences consumers' purchase intentions, causing them to favor products with consistent ratings. This aligns with our experimental data and with the results of previous studies that used consumption involvement as the dependent variable. A high level of word-of-mouth dispersion suggests that the product's usefulness varies greatly among consumers. This increases the likelihood of receiving a product that falls short of expectations, leading to a significant decrease in purchase intention.

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5. Conclusion

1. Engaging in interactive communication about CSR can have a positive impact on consumers' intentions to make environmentally-friendly purchases. The spread of eWOM, which significantly mediates the relationship, further enhances this effect. In order to influence consumer satisfaction and involvement, interactive CSR must have an impact on the level of eWOM dispersion.

Engaging CSR communications that actively involve users have a positive impact on word-of-mouth dispersion and purchase intentions among consumers who observe these interactions, especially when interactive CSR communications are limited. This finding aligns with prior research indicating that interactive CSR communication has the potential to enhance individuals' perceptions of CSR and their attitudes towards organizations and brands. In a time where social media (Weibo) has become highly advanced, it offers a platform for consumers and companies to engage with each other. This enables companies to share honest information instead of

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